

# Transportation Authority of Marin

*Making the Most of Marin County Transportation Dollars*



2008 ANNUAL REPORT

# LETTER FROM THE CHAIR



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Greetings,

As a leading transportation agency in Marin County, the Transportation Authority of Marin (TAM) began 2008 facing both challenges and opportunities. Having successfully begun Marin's transportation sales tax programs, TAM's role as the Congestion Management Agency, the CMA, for Marin County came to the forefront in 2008. While successful programs continued to hum along, such as our award winning Safe Routes to School program, new challenges such as Doyle Drive and considering the SMART ballot measure came before TAM this past year.

There was no doubt that the seismic retrofit of the aged Doyle Drive approach to the Golden Gate Bridge was necessary. The challenge for partners was how to fund the complex \$1 billion project. When consideration of a new toll brought public outcry from Marin, TAM's representatives on the Golden Gate Bridge Highway & Transportation District (GGBHTD) Board lead the North Bay struggle to reject a substantial toll increase to pay for Doyle. After extended negotiations, the Metropolitan Transportation Commission (MTC) agreed to contribute \$80 million to the project, while TAM, the Sonoma County Transportation Authority (SCTA) and GGBHTD agreed to match the MTC contribution, with \$75 million provided by GGBHTD, \$4 million from TAM and \$1 million from SCTA. Construction on the first phase will begin in late 2009 with the building of a detour facility so the original facility can be torn down to make room for the new one.

As 2008 started, TAM was keenly aware of the upcoming effort to pass a combination Sonoma & Marin ¼ cent sales tax to fund passenger rail service between the counties. To enable essential information to be made available to voters in Marin County, TAM spent 6 months assessing the Sonoma Marin Area Rail Transit (SMART) proposal, working closely with SMART staff to fine-tune information and particularly assess funding and financing. Following the information campaign, TAM adopted a support position on the SMART ballot measure. SMART received voter approval in November 2008, and is moving towards implementation.

TAM spent a considerable effort in 2008 working in partnership with Caltrans on our most critical arteries, Highway 101 and Interstate 580. The Highway 101 Gap Closure project is finally nearing completion, with the final project over Puerto Suello Hill a phenomenal tribute to multi-modalism and technological innovation. The stellar bike/pedestrian facilities, unique sound-absorbing soundwalls, and rebuilding of the SMART rail line all combine with the carpool lane to create a unique transportation link unseen in complexity. The eventual opening of the southbound carpool lane in late January 2009 and the northbound lane in April, has proven a tremendous benefit. The patience of our residents as well as travelers greatly appreciated as the final stages of the project are completed in 2009.

Coming up in 2009, TAM will complete a crucial transit study in Central and Southern Marin with its partners Golden Gate Transit and Marin Transit. The improvements defined in that study will, when carried out, move us toward achieving the landmark goals adopted in California's AB 32, the Global Warming Solutions Act of 2006. Also in 2009, TAM will address the tough issue of High Occupancy Toll (HOT) lanes - are they right for Marin and if they are, what can they do to help achieve air quality and congestion relief goals. Finally, TAM will expand its efforts to deal with the demand side of trips, building on its Vanpool Assistance Program available to all employers & employees in Marin, with a complimentary Emergency Ride Home Program. TAM will continue to sharpen its focus on reducing transportation's detrimental effect on greenhouse gas emissions in 2009.

TAM would not be effective in delivering its projects and programs without its partners. The delivery of improvements for Marin County's travelers would not be possible without the tremendous support of MTC, Caltrans, Marin Transit, GGBHTD, SMART, and the city/town and county staff of all of Marin's jurisdictions. Marin's dedicated advocates continue to bring their bright ideas and support to achieving the best transportation services for Marin County. For all our partners we are grateful.

On behalf of all of TAM's Commissioners, and in honor of all of TAM's hard-working staff, thank you for a great 2008 and we will continue our quality work in meeting your transportation needs in 2009.

Steve Kinsey, Chair  
Transportation Authority of Marin  
Marin County Supervisor, District 4

# MEASURE A

## TRANSPORTATION SALES TAX PROGRAMS

### STRATEGY 1: LOCAL BUS TRANSIT SYSTEM

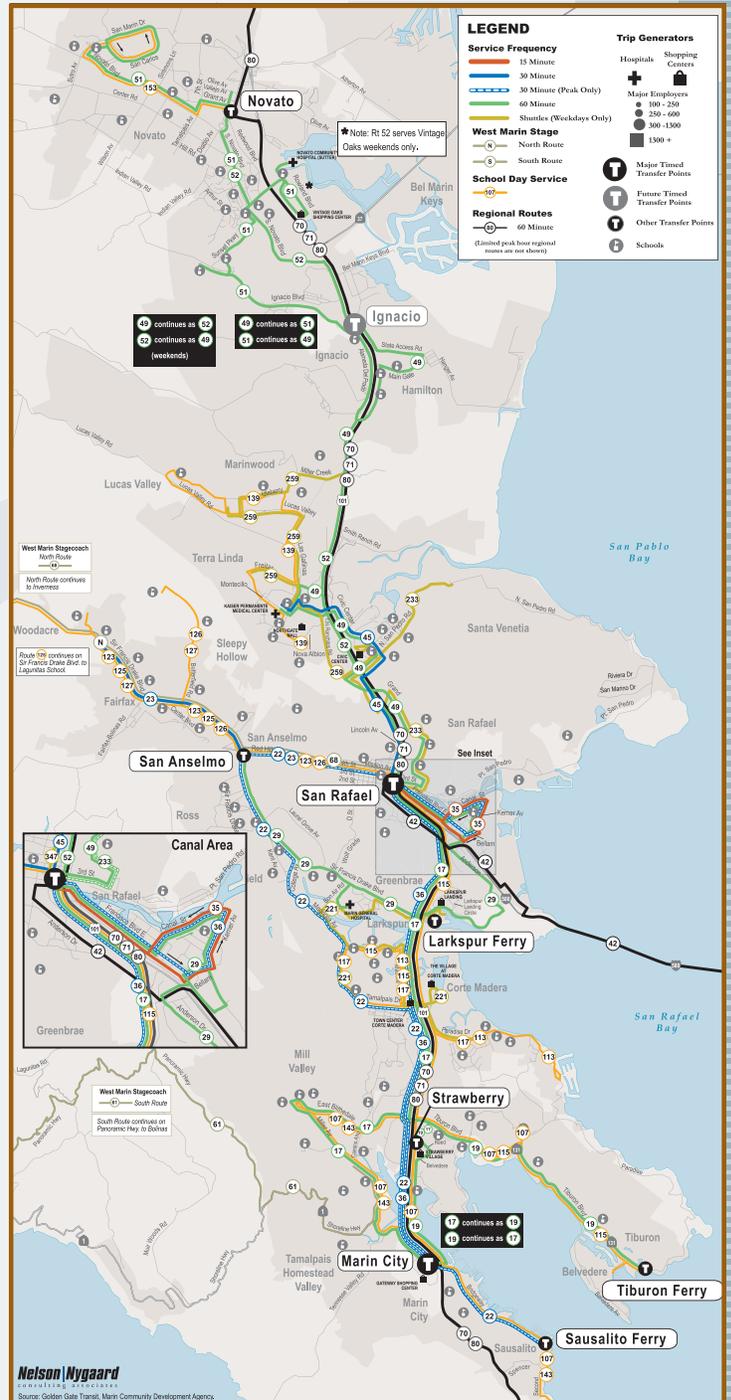
When Marin voters approved Measure A in November 2004, they provided a dedicated source of funds to Marin Transit to support local public transit that originates and ends in Marin County. As the local transit operator for Marin County, Marin Transit manages four contracts to provide local fixed route bus services, rural transit services, and special needs transportation services. Special needs services include paratransit for disabled residents under the Americans with Disabilities Act, travel training for seniors and developmentally disabled adults, and accessible taxi programs. Dedicated local funding through the sales tax allows Marin Transit to leverage more state and federal funds for Marin transit riders. TAM allocated \$11.1 million in transportation sales tax revenue to Marin Transit in FY2008-09 (July 1, 2008 to June 30, 2009) to support its services.

What Happened in 2008:

- Marin Transit carried 3.4 million passengers in 2008.
- Marin Transit initiated an update to the Short Range Transit Plan (SRTP), which was completed in April 2009. As a result of the 2006 SRTP recommendations and the extensive public input that produced them, Marin Transit implemented major service improvements on the West Marin Stagecoach along with a new service design for all local bus and shuttle services. Services and schedules continue to be refined to improve operations and the customer experience.
- The Stagecoach service was expanded to seven days a week on the North Route and three additional weekend trips on the South Route during the extended peak season.
- In Fall 2008, Marin Transit conducted over 3,000 passenger surveys on all its fixed route services, to be utilized in re-shaping services to meet rider's needs.
- Marin Transit conducted a series of public meetings and stakeholder interviews for a transit needs assessment in West Marin under a grant from the California Department of Transportation.
- In March 2008, Marin Transit completed a Strategic Marketing Plan with stakeholder participation and focus groups of riders and non-riders.
- In 2008, Marin Transit initiated plans to operate the seasonal Muir Woods Shuttle, jointly funded with the National Park Service for 2009.

To get more information about the services Marin Transit offers, please visit [www.marintransit.org](http://www.marintransit.org)

Marin County Transit District Routes



Marin Transit Service Map

## STRATEGY 2: HIGHWAY 101 GAP CLOSURE CARPOOL LANE PROJECT

The Highway 101 Gap Closure is a widening project that provides a continuous carpool lane in Marin County from Highway 1 in Mill Valley to SR-37 in Novato. Funds have been reserved for over 10 years to enable this project to be completed, with the last segment made possible only through the dedication of Measure A transportation sales tax revenue. Segment 3, through Central San Rafael, was completed in December 2008. This segment included a new southbound 101 to eastbound 580 two-lane connector. The final Segment, Segment 4 over Puerto Suello Hill, began construction during the summer of 2007. Construction is expected to complete in late summer/early fall of 2009. The southbound carpool lane was opened in February

2009. The northbound carpool lane was opened in late April 2009. This segment includes the 1.25 mile Measure A sales tax funded multi-use path serving both regional bike/ped trips as well as the local Lincoln Hill neighborhood. In addition, new soundwall technology is being applied for the first time in the Bay Area, that utilizes a special material capable of trapping sound and reducing the effects of reflected noise. We look forward to the completion of this final segment of the Gap Closure Project in 2009, to provide congestion relief, an exemplary Class 1 bicycle/pedestrian facility, and an overall improvement to the quality of life in Marin.



New SB 101 to EB 580 Connector

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*Did you know that the opening of the Southbound Carpool Lane in February 2009 can save commuters, on average, 20 minutes during the morning commute?*

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Soundwall being put up for Segment 4 over Puerto Suello Hill.



# STRATEGY 3: LOCAL TRANSPORTATION INFRASTRUCTURE



Novato Blvd. Improvement Project

Strategy 3 is dedicated to the ongoing needs of our local road system, which is critical to Marin County navigation. Funding continues to be committed for Major Infrastructure and Local Infrastructure projects to accommodate vehicular, bicycle, and pedestrian traffic needs.

We are pleased to report that conceptual planning activities are progressing for the Miller Avenue Project in the City of Mill Valley. A Miller Avenue Streetscape Task Force was formed in April 2008 to provide the City Council with recommendations on transportation elements for Miller Avenue. The next phase of Miller Avenue Streetscape Planning will include a conceptual design of the street followed by preliminary engineering designing the improvements in more detail.

The City of Novato continues its work on Novato Boulevard, which includes three segments of improvements. With the recent completion of Segment 2 (Grant Avenue to Eucalyptus Avenue) and Segment 3 (Eucalyptus Avenue to San Marin Drive), the City of Novato will be concentrating on completing Segment 1 (Diablo Avenue to Grant Avenue), which is currently in the environmental review process.

The County of Marin is moving forward in a broad and complex technical effort to improve Sir Francis Drake Boulevard through Samuel P. Taylor Park. Environmental review for the project is scheduled for completion in late 2009.

Finally, the City of San Rafael's 4th Street/West End Village Revitalization project is substantially complete and on budget. Funded almost entirely with Measure A funds, this project improved almost every aspect under and on the public right of way along 4th Street, from D Street west to the Miracle Mile, including the replacement of outmoded underground utilities. Surface improvements include widened sidewalks, added curb ramps and other accessibility enhancements, improved bus-stops, landscaping, lighting, street amenities and pedestrian and bicyclist improvements.

For the local roads category, Measure A sales tax funds are distributed on an annual basis to each city, town, and the county, calculated from a formula based on a 50/50 split derived by population and miles of roads maintained. Funds from this category can be used for local street and road projects, local transit projects, and bicycle and pedestrian improvements.

## STRATEGY 3.2 ALLOCATION TABLE

LOCAL TRANSPORTATION INFRASTRUCTURE - LOCAL ROADS		
	FY2008-09 ALLOCATION	TOTAL TO DATE (SINCE 2004-05)
Belvedere	\$26,264	\$76,845
Corte Madera	\$88,061	\$234,885
Fairfax	\$71,067	\$214,063
Larkspur	\$100,678	\$306,598
Mill Valley	\$143,421	\$444,358
Novato	\$451,634	\$1,302,608
Ross*	\$0	\$0
San Anselmo	\$114,325	\$352,289
San Rafael	\$503,904	\$1,505,457
Sausalito	\$0	\$141,271
Tiburon	\$87,546	\$249,690
Marin County	\$891,166	\$2,565,059
	\$2,478,066	\$7,393,123

\* Town of Ross has requested TAM to hold its annual allocations.

## STRATEGY 4: REDUCE SCHOOL-RELATED CONGESTION AND PROVIDE SAFER ACCESS TO SCHOOLS

*Did you know 53% of children walk, bike, take transit or carpool to school as a result of the Safe Routes to School Program?*

*Did you know almost 50 schools have established classes instructing older students on riding transit and biking?*

Marin's Safe Routes to School Program has achieved award-winning respect in California and nationwide through the dedication of volunteers; students, teachers and school administrators, neighborhood advocates, and parental involvement.

Teens fixing bikes for needy children, bicycle field trips and student-led assemblies all combined to promote alternative transportation at Marin County Schools in 2008. A new Pedal Power assembly where students get to play key roles was presented at selected schools promoting the environmental advantages of parking the family car at home. Three middle schools' student clubs worked together to develop their own assembly. Drake High students took a bicycle field trip to the movies, while Miller Creek students fixed bikes for needy children in Novato.



TAM Crossing Guard

Eight regions have formed community task forces, meeting on a periodic basis to discuss how to make it safer and more attractive for children to walk and bike to school. Thirty-two schools have developed travel plans spelling out the issues that prevent students from switching to greener modes and programs, developing solutions that would encourage more walking and biking. Mill Valley, Larkspur, and Novato received state and federal Safe Routes to Schools funding totaling almost \$1.5 million for projects addressing safe routes needs.

The TAM Crossing Guard Program, one of the most comprehensive in the Bay Area, is a valuable local safety effort. The program, which is in its third year, deploys trained school crossing guards at over 60 locations throughout Marin County. By making school trips safer, a key barrier to promoting walking and biking is eliminated, lessening the need for students to be driven to school. The program increased summer school service in 2008 to over 15 locations.

The Safe Pathways Program is the capital improvement element of the Safe Routes to School Program. It provides transportation sales tax funds for engineering, environmental clearance, and construction of projects identified in Safe Routes Plans developed by local technical support teams and the myriad school task force volunteers. In the first round of funding in 2007, over \$1.7 million in funds were awarded to Corte Madera, Fairfax, Larkspur, Mill Valley, Ross, San Anselmo, San Rafael, the County of Marin and the Tamalpais Union High School District for 13 projects that will improve bicycle and pedestrian safety and expand infrastructure surrounding Marin's schools. Efforts are underway to finish implementation of these funded projects before the second round of funding will be made available in early 2010.



Walking/Biking to School Day

# OTHER 2008 PROJECTS

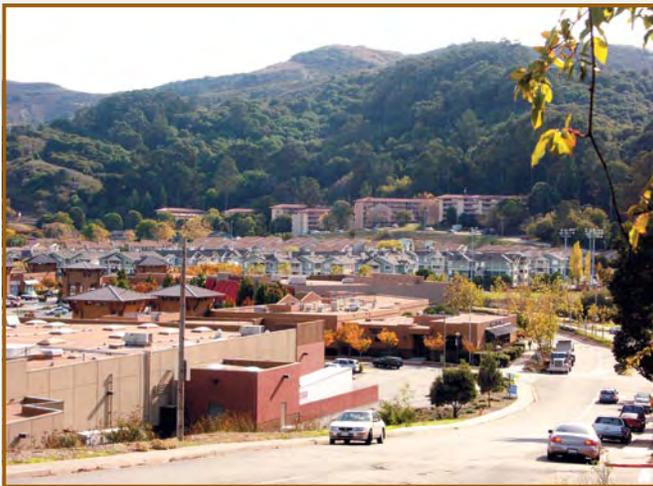
## BIKE AND PEDESTRIAN PLAN UPDATES

In 2008, TAM completed coordinating a 3-year countywide effort to update all Bicycle and Pedestrian Plans in each town and city in the county as well as in unincorporated Marin. The Marin Unincorporated and Novato Bike and Pedestrian Plans were completed in 2007. The revised Sausalito, Tiburon, Corte Madera, Larkspur, Fairfax, and San Anselmo Bike and Pedestrian Plans were adopted in 2008. Mill Valley adopted its revised plan in Spring 2009, and San Rafael will adopt its revised plan in Summer 2009. Bike and pedestrian plan updates are necessary to keep Marin communities eligible for a variety of funding sources.



*Future Bicyclists*

## COMMUNITY-BASED TRANSPORTATION PLANS



*Marin City Community*

The Marin City Community-Based Transportation Plan (CBTP) was a grassroots effort to allow minority and low-income communities to set their priorities and evaluate their options for meeting transportation needs in the community. TAM received a \$60,000 grant from the Metropolitan Transportation Commission (MTC) to assist with this collaborative planning effort. Significant input by the community through 2008 resulted in a prioritized list of projects addressing transportation issues in Marin City. Extensive community outreach effort produced a list of potential solutions to transportation issues. After substantial completion of the plan, TAM was able to award \$584,000 in Lifeline Transportation Program (LTP) funds for two projects identified as top priorities in the Marin City CBTP. One project will provide a pilot community transit loop serving the heart of the community and then connecting to medical

services via a "one-seat ride." Another project will improve the Marin City Transit Hub with additional covered passenger seating areas, signage, community information bulletins, and landscaping.

The earlier completion of a Community-Based Transportation Plan in the Canal Neighborhood of East San Rafael has led to a number of its priority projects being implemented beginning in 2007 and continuing through 2008. Improvements on Medway to enhance the neighborhood environment as well as bring needed bicycle and pedestrian improvements are underway. As well, work to improve Bellam Boulevard from Kerner to Highway 101, and East Francisco from Bellam to Vivian will begin in 2009. The abovementioned LTP also provided funding for two projects in the Canal Neighborhood, including \$619,000 for Phase 2 of the Canal Neighborhood Transit Improvement Program and \$224,000 for a school shuttle service for parents of San Rafael Schools Students.



*Marin City CBTP Outreach*

# MARIN-SONOMA NARROWS PROJECT

The Marin-Sonoma Narrows project proposes to address congestion by extending the current High Occupancy Vehicle (HOV) lane from where it now ends in Novato 17 miles northward through the City of Petaluma. The project area is divided into three segments: Segment A spans from SR-37 to Atherton Avenue in Novato, Segment B spans from Atherton Avenue to north of SR-116 (East) in Petaluma, and Segment C spans from north of SR-116 (East) to Old Redwood Highway in Petaluma.

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*Did you know that this stretch of US101 was constructed in 1917 as a two-lane highway, utilizing Redwood Boulevard through the City of Novato and Petaluma Boulevard through the City of Petaluma?*

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*Did you know that the SMART tracks pass under US101 four times through the Marin-Sonoma Narrows Project?*

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The expressway-to-freeway conversion, along with the 17-mile carpool lane, has been the subject of nearly 10 years of project evaluation and environmental studies. Caltrans is expected to finalize the Environmental Document in



*Current Marin Sonoma Narrows*



*Future Marin Sonoma Narrows*

summer of 2009. The estimated cost for the project is \$745 million. Currently, there is \$273 million available to fund Phase 1 of the project, which will focus on congestion relief and safety improvements in the corridor. The Phase 1 work consists of four individual projects:

**PROJECT 1** Provides congestion relief on Highway 101 in Marin County by adding a northbound HOV lane from SR-37 to Atherton Avenue and a southbound HOV lane from SR-37 to Rowland Boulevard. The scope includes the new HOV lanes in the median, sound walls, and traffic operations system (TOS) improvements, such as monitoring stations and ramp metering on mainline and ramps.

**PROJECT 2** Includes upgrading the Redwood Landfill Interchange to State standards, frontage roads, and Class I and Class II bicycle/pedestrian facilities. The new frontage roads will eliminate existing direct driveway access to and from Route 101 and provides access to Highway 101 for San Antonio Road.

**PROJECT 3** Realigns Highway 101 to the west from approximately San Antonio Road to Kastania Road to correct horizontal alignment and flooding issues at San Antonio Creek. Project features include a new six-lane bridge over San Antonio Creek, frontage roads, a Class II bicycle facility along frontage roads and a bicycle and pedestrian facility along San Antonio Creek.

**PROJECT 4** Will construct a new interchange at Petaluma Boulevard South. Project features also include frontage roads, ramp metering, and a Class II bicycle and pedestrian facility along frontage roads. The new frontage roads will eliminate existing direct driveway access to and from Highway 101 and provide access for Kastania Road.

TAM will lead the design effort of two of the Phase 1 projects; the Redwood Landfill Interchange serving San Antonio Road, and the San Antonio Creek Curve Correction spanning the county line. The interchange project provides much needed safety improvements by closing the uncontrolled crossing of US101. The San Antonio Curve Correction Project raises US101 across San Antonio Creek to address flooding issues and improves sight distances through the curve and over the grade leading to Petaluma. Improved sight distance allows vehicles to see changes in the road ahead.

# WB I-580 TO NB HIGHWAY 101 CONNECTOR PROJECT



WB I-580 to NB HWY 101 Connector Project Map

Through the voter approved 2006 Proposition 1B, Marin received \$20 million to add a second lane to the connector where Westbound I-580 merges into northbound Highway 101 in Central San Rafael. The project includes replacement of the Westbound I-580 bridge over Bellam Boulevard and an extension of the Bellam Boulevard off-ramp from Westbound I-580. In addition to improving the capacity of the connector, the project will improve bicycle and pedestrian circulation in the vicinity of the project. TAM is managing the design of this project, with its partners Caltrans and the City of San Rafael. Design approval occurred in early 2009. Despite State budget woes, funding for the project has been approved, with construction to start in Fall 2009.



Bolinas Bike/Pedestrian Trail

## TRANSPORTATION FUNDS FOR CLEAN AIR

The Transportation Funds for Clean Air (TFCA) Program was established to fund transportation projects that most effectively achieve emission reductions from motor vehicles in accordance with the Bay Area Air Quality Management District's (BAAQMD's) Clean Air Plan. Funds are generated from a \$4 surcharge on the vehicle registration fee collected by the Department of Motor Vehicles. In 2008, the following projects/programs were funded by TFCA:

- Marin County's Bicycle Parking Program \$410,000
- TAM's Vanpool Subsidy Program \$ 75,000
- TAM's Emergency Ride Home Program \$ 50,000

Previously allocated TFCA funds are also being used to help re-open the Cal Park Hill Tunnel providing a multiuse trail between San Rafael and Larkspur.

# TRANSPORTATION FOR LIVABLE COMMUNITIES AND HOUSING INCENTIVE PROGRAMS

Marin's Local Transportation for Livable Communities (TLC) and Housing Incentive Programs (HIP) Grants provide support for small scale, community-based transportation projects, encouraging the use of alternative modes. Over the last 3 years, \$1.7 million has been made available from funds reserved by MTC for county use. TLC and HIP both fund transportation capital projects; but HIP projects differ from TLC in that they reward local governments that give planning and zoning approvals to higher density housing, and mixed-use developments at or near transit stops.



*Fireside Pedestrian and Traffic Safety Improvement Project*

During 2008, the two TLC projects selected by TAM in 2005 completed construction. The Fairfax Center Boulevard Streetscape Redesign Project (\$500,000 TLC award) completed construction in May 2008 and the Fireside Pedestrian and Traffic Safety Improvement Project (\$198,906 TLC award) completed construction at the end of 2008. Also during 2008, one HIP project selected by TAM in 2006 moved through final design, environmental and engineering phases. The Bayside Trail Improvement Project in Corte Madera will provide an improved bike and pedestrian pathway with new seating, shaded viewing areas, and improved native landscaping. Construction is expected to begin in mid 2009.

## TRANSIT-ORIENTED DEVELOPMENT



*Bike Route Sign*

In 2007, TAM introduced its Transit Oriented Development and Pedestrian Design (TOD/PeD) Toolkit to help local jurisdictions overcome barriers to implementing transit and pedestrian-friendly projects in their communities. TAM worked with each of Marin's cities/towns, the county, and business, environmental, bicycle, disabled and neighborhood association stakeholders to help identify barriers and collaborate on tools that would be helpful to overcome them. The tools are intended to be applicable to unique Marin challenges and are based on "best practices" employed in other places where tools are used to solve similar problems. In 2008, TAM began a toolkit outreach program designed to spread the document's message and raise consciousness of TOD/PeD concerns amongst citizens, elected officials and development professionals. The ongoing aim of this effort is to create a TOD/PeD orientation for all development decisions in Marin, with a focus on greening our trips.

# TRANSPORTATION DEMAND MANAGEMENT (TDM)

*Did you know that qualifying new vanpools that have an origin or destination in Marin County can receive up to \$3,600 paid over 24 months?*

TAM worked throughout the 2008 year to implement its Transportation Demand Management (TDM) Action Plan. In close collaboration with the Metropolitan Transportation Commission's 511 Rideshare Program, TAM reviewed experience

of other TDM programs in the Bay Area and developed action measures to supplement existing regional efforts, in order to aggressively reduce vehicle congestion and emissions in Marin County. Staff secured grant funding to support the development of a Vanpool Incentive Program and a Guaranteed/Emergency Ride Home Program. In partnership with the North Bay Leadership Council (NBLC) and 511 Rideshare, TAM staff strategized to better understand employer needs and improve employer and employee outreach. TAM staff also developed plans for a web-based TDM administration program to facilitate management of all TAM TDM elements and maximize efficiencies of all efforts to reduce vehicle trips on the new HOV (carpool) lanes on Highway 101, as well as throughout the county. TAM is also responding to a strong "school-pool" market by expanding its organizational efforts to include school-based neighborhoods in developing carpooling options for parents of students. This will be a related feature of TAM's web-based TDM efforts.

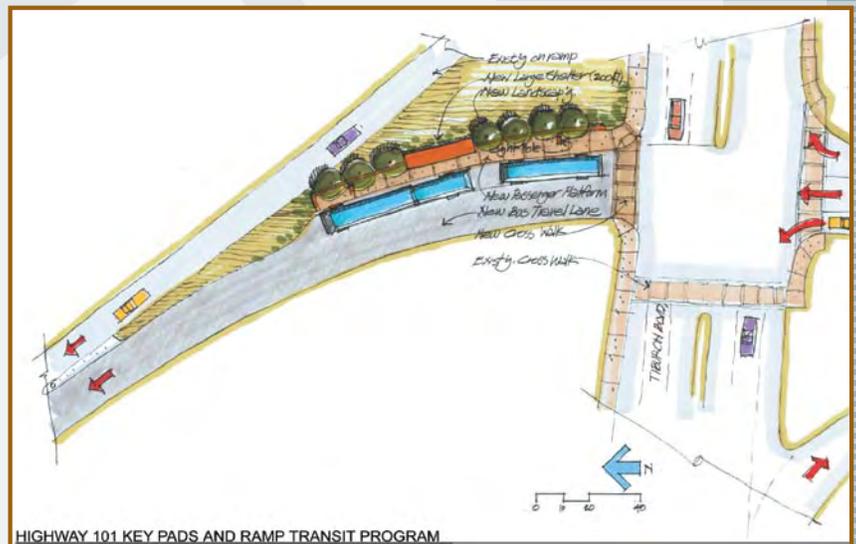
## 101 WAYS TO SAVE TIME AND MONEY

**Join the "Fast Crowd" in the new HOV (Diamond) lanes.  
Bus, Vanpool and Carpool - Visit 511.org or Call 511**



## CENTRAL AND SOUTHERN MARIN TRANSIT STUDY

In September 2008, TAM, in conjunction with partners Golden Gate Transit and Marin Transit, initiated a study to identify incremental transit improvements in the areas of Central and Southern Marin. The study examines Highway 101 "trunkline" bus service, local bus service connecting to the "trunk", along key east-west corridors, and improvements to facilities and procedures necessary for upgrading the transfer between the two. Work completed in 2008 includes an analysis of existing traffic conditions, transit services and land uses in five east-west travel corridors and the Highway 101 corridor in central and southern Marin County.

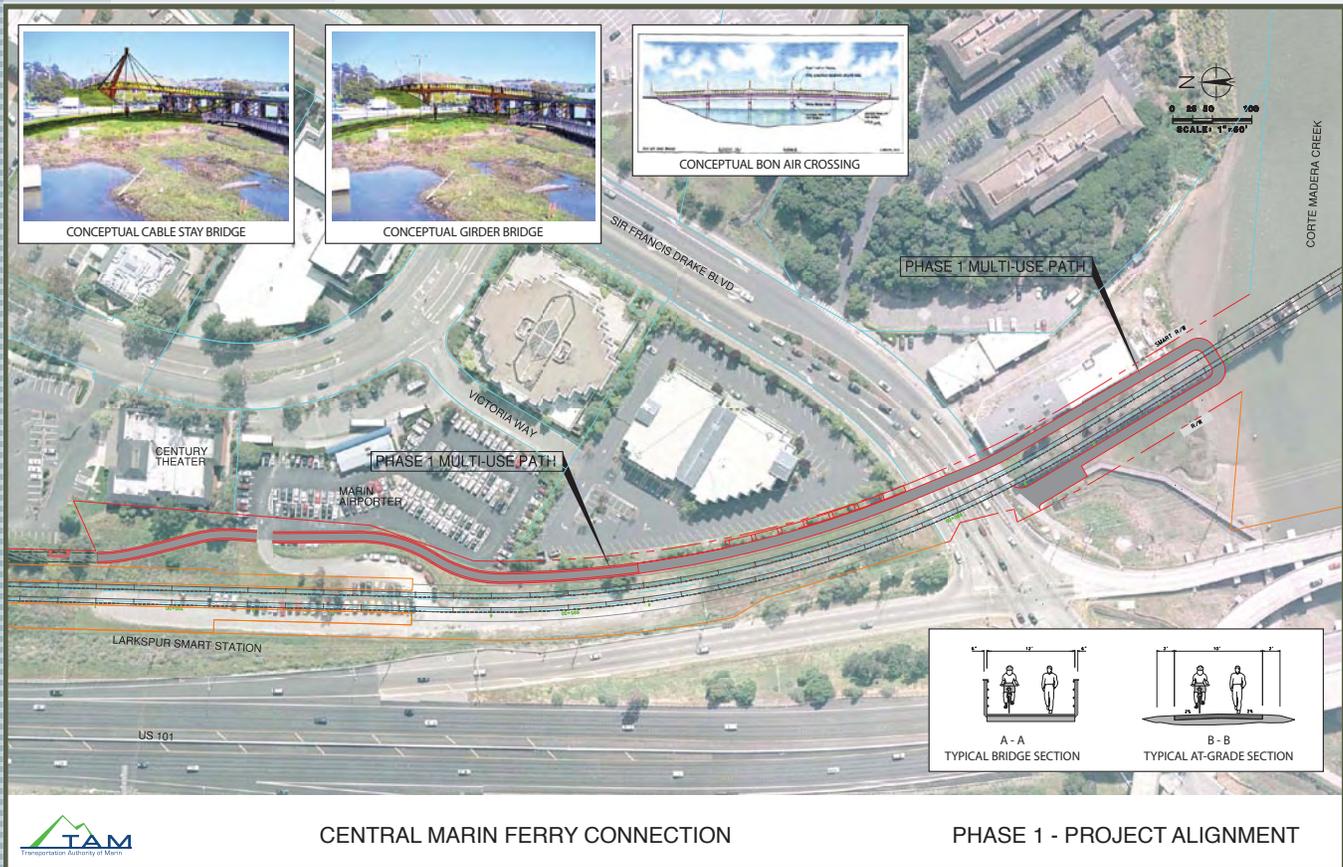


HIGHWAY 101 KEY PADS AND RAMP TRANSIT PROGRAM

Central and South Marin Transit Study

In a separate task, the study also examined the feasibility of implementing streetcar service between Sausalito and Mill Valley.

The study has developed a number of key recommendations for improvements responding to existing conditions in the study area. The final report is also expected to be completed in June/July 2009.



Central Marin Ferry Connection Project Map

## GREENBRAE/TWIN CITIES CORRIDOR IMPROVEMENTS

TAM continues to work with its partners in the Greenbrae/Twin Cities Corridor to identify and develop transportation improvements as part of the regional toll-financed congestion relief program approved by voters in 2004. A series of multimodal transportation projects are currently in various stages of development such as planning for the Central Marin Ferry Connection Pathway, as well as supporting SMART and the County of Marin as they begin construction on the first phase of the Cal Park Hill Tunnel Rehabilitation and Multi-Use Pathway. These two improvement projects are major investments in Marin's pedestrian and bicycle infrastructure and are a great example of the commitment of the local community to promote alternative modes of travel as a long-term solution to its congestion problem.

Significant progress was made over the year for planned improvements to the Greenbrae/Twin Cities Corridor highway elements and local connecting road systems. This section of highway contains outdated roadway features which contribute to a higher than average accident rate and an increase in the area's congestion. When the highway becomes congested, the local street network is quickly overloaded which significantly impacts mobility and access for the surrounding communities. TAM has engaged its partner agencies and the surrounding community in a productive dialog by hosting a series of workshops to present and develop operational and safety improvements within the corridor. Using the feedback received during the "context sensitive design" outreach program, the number of potential alternatives has been reduced or screened down to a select number of options. In October 2008, the TAM Board adopted the conclusions of the screening and outreach efforts that support improvement options to be carried forward. These options continue to be further refined as TAM works closely with the Department of Transportation, Caltrans.

All these projects are primarily funded by the voter approved Regional Measure 2 Program, a \$1.00 increase on state-owned toll bridges.

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*Did you know that 2400 vehicles per hour enter Highway 101 from Sir Francis Drake Blvd. during the morning commute?*

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*Did you know that over 61,000 pedestrians and 86,000 bikers use the multi-use path underneath the Greenbrae interchange throughout the year?*

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# THEY THANK YOU FOR SLOWING DOWN.



Street  Smarts

[StreetSmartsMarin.org](http://StreetSmartsMarin.org)

 Transportation Authority of Marin

## STREET SMARTS

The Transportation Authority of Marin (TAM) launched its Street Smarts Marin program in August 2008, to coincide with the start of the school year. Street Smarts is a public education campaign designed to promote behavioral changes by drivers, pedestrians, and bicyclists. Through education and focused community outreach, the program aims to raise awareness, influence attitudes and change behaviors such as speeding, running red lights, jaywalking, and bicycling infractions.

Three communities—Corte Madera, Larkspur and Mill Valley—stepped up to pilot-test the Street Smarts program. TAM retained a program coordinator and formed a Street Smarts Committee comprised of city managers, public works officials, planning staff and police department representatives from all three cities. The committee identified and targeted the “Top 5” traffic-safety issues in each community. The Street Smarts campaign launched with a series of banners and signs aimed at “hot spots” in the pilot communities. As part of the educational outreach, Street Smarts safety education brochures went home to 7,000 families of school children during the first weeks of school, in backpack mail or by email. All public and private schools, K-12, in the pilot communities participated in the program by posting banners, sending announcements and providing other educational outreach.

The pilot program was assessed by TAM and the three pilot communities to guide future implementation throughout Marin County on a jurisdictional basis. Comments from citizens, city staff and council members were overwhelmingly positive. The signs were viewed as attractive and effective. Many residents requested signs for their neighborhoods.

Street Smarts gets people thinking, but the true goal is to educate communities to change their attitudes and behaviors, making Marin County streets safer and friendlier for everyone who uses them. To that aim, TAM will be introducing additional neighborhood and school safety education programs.



Street Smarts Signs

# FUTURE ACTIVITIES

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## KEY PRODUCTS IN 2009:

**THE HIGHWAY 101 GAP CLOSURE:** The southbound carpool lane was opened on January 31, 2009, providing much relief to motorists throughout the day. The northbound carpool lane was opened on April 23, 2009. Finally, the multi-use path, a critical link in Marin's north-south bikeway, will open in late summer or early fall. These significant milestones will bring closure to nearly 25 years of planning for the Gap Closure carpool lanes, with their adjoining bicycle and pedestrian improvements, and unique sound-absorbing soundwalls.

**GREENBRAE/TWIN CITIES CORRIDOR IMPROVEMENTS:** As a product of an extensive public outreach effort referred to as "Context Sensitive Design," the TAM Board and our local jurisdictions now agree and support specific transportation improvements for the corridor. Working closely with our partners, we are developing a Project Study Report that will be used as the basis to prepare the environmental documents and further detailed design. Building on the community's support for design options related to the Central Marin Ferry Connection, we expect to complete the environmental document and begin final design work later this fall. We will also continue to monitor the progress of the County of Marin and SMART as they realize the long time dream of re-opening the Cal Park Tunnel for passenger rail service, bicycles and pedestrian travel.

**MARIN-SONOMA NARROWS:** Caltrans plans to complete the Environmental Document for the entire Marin-Sonoma Narrows (MSN) project in late Summer 2009. Design of four individual contracts that comprise Phase 1 of the project will continue through 2009.

**CENTRAL AND SOUTHERN MARIN TRANSIT STUDY:** In June/July 2009, the study team will finalize with our partners and staff from local jurisdictions, a prioritized list of transportation improvements that will be analyzed using both quantitative and qualitative performance measures. The transportation improvements can be implemented over time as funding becomes available. The study is expected to be accepted by the partners in June and July 2009.

**STREET SMARTS:** The Street Smarts program will be deployed in the pilot communities again in late Spring 2009. The second phase of the pilot will incorporate what the committee learned from the first phase. The program will be further refined for a larger rollout in the 2009-10 school year that will include Tiburon and Belvedere and the Ross Valley communities of Ross, San Anselmo, and Fairfax.

**SCHOOLPOOL:** SchoolPool is a program which provides carpool ride, walk and bike together match lists to parents with students attending the same school(s) to encourage carpooling. The direct benefit of SchoolPool is to help reduce school-generated traffic and improve safety. With a grant from the Marin Community Foundation, TAM will deploy its SchoolPool program in 2009.

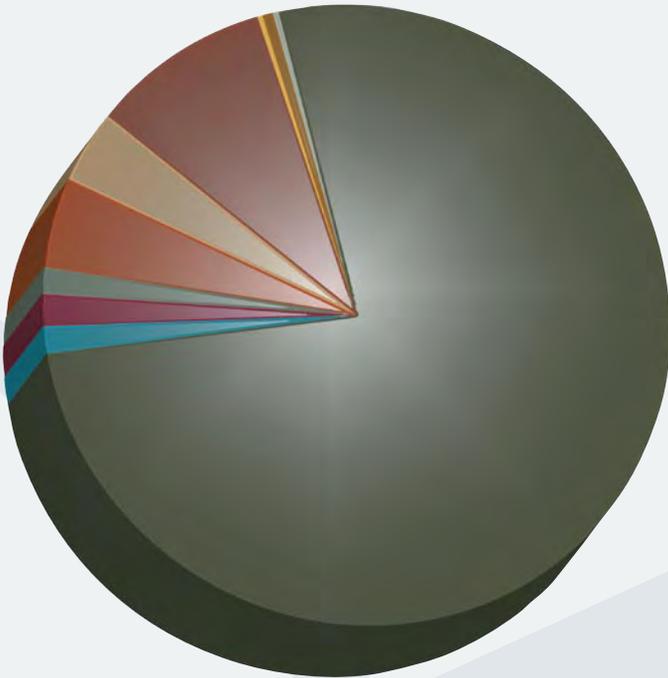
**TRANSPORTATION DEMAND MANAGEMENT (TDM):** TAM announced Marin's new Vanpool Incentive Program in January 2009, available to all Marin employers and employees, a program of unprecedented local financial support to subsidize the cost of vanpools with a point of origin or destination in Marin. The program kicked off with the opening of the new southbound HOV (carpool) lane, a major Gap Closure Project accomplishment. TAM will continue to partner with the Metropolitan Transportation Commission's 511 Rideshare Program, to maximize efficiencies of the program through regionally managed participation and management. With the upcoming development and incorporation of web-based TDM services via TAM's website, TAM expects to announce Marin's first countywide Guaranteed/Emergency Ride Home Program in late 2009, as well as innovative employer and employee outreach actions, all planned to reduce vehicle miles traveled, traffic congestion, and greenhouse gas emissions.

**TRAFFIC AND REVENUE STUDY:** In 2009, TAM will study a range of options for congestion relief on Highway 101. The study will include potential demand management scenarios, some of which may look at the possibility of utilizing excess HOV lane capacity.

# FINANCIAL HIGHLIGHTS

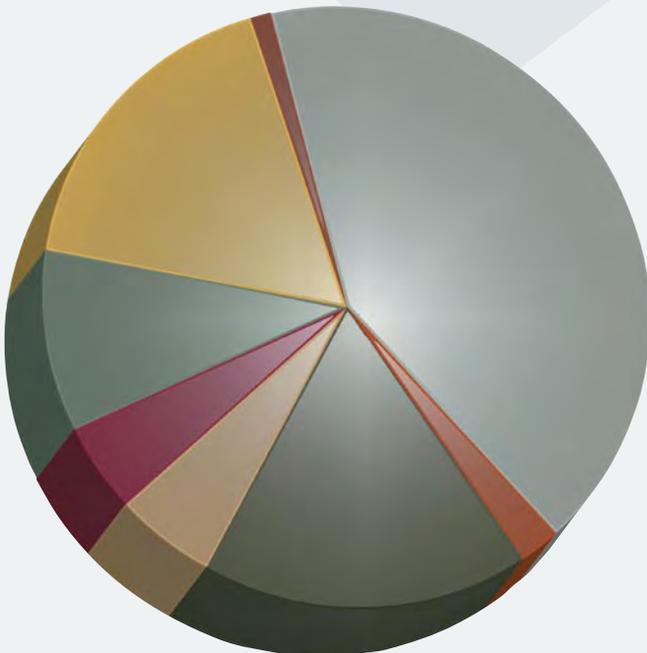
Despite the severe recession the nation is experiencing due to the financial market crisis and housing market woes, TAM's prudent and responsible financial management practices ensure the agency's overall financial condition is healthy and stable. TAM and its Citizens' Oversight Committee will continue to keep a watchful eye on expenditures and remain committed to sound management practices to deliver the highest quality and most cost-effective services to Marin residents. For a copy of TAM's Basic Financial Statements for the Fiscal Year Ended June 30, 2008, along with the Single Audit, please visit TAM's website at [www.tam.ca.gov](http://www.tam.ca.gov).

## FY2007-08 REVENUES AND EXPENDITURES



### FY2007-08 REVENUES

- Measure A Sales Tax Revenue • \$22,427,786 / 76.4%
- City/Town/County Contributions • \$430,000 / 1.5%
- Surface Transportation Program/Congestion Management Air Quality Fund • \$485,111 / 1.7%
- Transportation for Clean Air Fund • \$365,003 / 1.2%
- Regional Measure 2 Bridge Toll Fund • \$1,366,128 / 4.7%
- Interest Revenue • \$1,178,106 / 4.0%
- CMIA Bond Revenue • \$2,722,636 / 9.3%
- MSN Federal Earmark • \$133,219 / 0.5%
- STIP PPM • \$142,147 / 0.5%
- Other Revenues • \$88,908 / 0.3%



### FY2007-08 EXPENDITURES

- Measure A Strategy 1 - Transit • 42.0%
- Measure A Strategy 2 - Gap Closure • 2.0%
- Measure A Strategy 3 - Streets & Rds • 17.6%
- Measure A Strategy 4 - Safe Routes • 5.3%
- Measure A Reserve • \$1,121,389 / 4.8%
- Administration • \$2,243,015 / 9.5%
- Professional Services • 17.6%
- Interagency Agreements • \$248,197 / 1.1%

# ABOUT TAM

*Did you know that TAM has the ideal structure for decision making in Marin with all 11 cities and towns, as well as all five County supervisors, sitting on the TAM board?*

The Transportation Authority of Marin (TAM) is a joint powers agency comprised of Marin's 11 cities and towns and the County of Marin. It was created to administer the Marin County Transportation Sales Tax Expenditure Plan — approved by Marin voters in November 2004 as Measure A, a 20-year, ½-cent sales tax for transportation — and to serve as Marin's Congestion Management Agency. The goal of Measure A is to improve mobility and reduce local congestion for the citizens of Marin County and surrounding communities by providing a transportation system that is efficient, effective and attractive.

TAM is responsible for coordinating funding for many of the transportation programs in Marin County.

The TAM Board of Commissioners includes elected officials from each city and town in Marin County, plus the five members of the Board of Supervisors.

Read more about TAM on our new and secure website: [www.tam.ca.gov](http://www.tam.ca.gov). You can also visit us at 750 Lindero St, Suite 200, San Rafael or call (415) 226-0815.



## COMMUNITY INVOLVEMENT

TAM is committed to working with the citizens of Marin as full partners in the implementation of Marin's Transportation Vision and the programs and projects made possible by the passage of the Measure A transportation sales tax. Our transportation planning and implementation yields solutions that are relevant to all different kinds of interests and needs. Commuters, school children, the elderly and disabled, bicyclists, pedestrians, recreational travelers and transit users all look at transportation issues in different but equally valid ways. The goal of TAM's community involvement efforts is to ensure that all of these points of view are recognized and included in transportation decision making.

Please visit TAM's new, user friendly website where you will find the most current information on TAM's projects and programs. The home page serves as a launch pad to view agendas for TAM's public meetings, to read the latest transportation news as it relates to TAM, or to sign up for e-notification for a variety of topics. This new site also allows for submitting transportation-related questions and comments to TAM staff or its commissioners. Visit us at [www.tam.ca.gov](http://www.tam.ca.gov).

### TECHNICAL ADVISORY COMMITTEE

Jean Bonander	Luke McCann	Craig Tackabery
Andy Preston	Karen Nygren	Rabi Elias
Farhad Mansourian	Merv Giacomini	Linda Jackson
Hamid Shamsapour	Angela Colombo	Ron Downing
Bob Brown		Mary Jane Burke
Alan Zahradnik	<b>ALTERNATES</b>	Doug Wilson
Rocky Birdsey	Daniel Keen	Chris Lang
Amy Van Doren	Glenn Young	

### CITIZENS' OVERSIGHT COMMITTEE

Barbara George	Ann Batman	Sean Braniff
Teri Meadows	Scott Tye	Raphael Durr
Robert Burton	Allan Bortel	Sue Beittel
Amanda Eichstaedt		Michael Ongerth
Don Wilhelm	<b>ALTERNATES</b>	
Annan Paterson	Bernard Meyers	
Ray Hirsch	Joy Dahlgren	

### TAM STAFF

Dianne Steinhauser	Executive Director
Denise Merleno	Executive Assistant/Clerk to the Board
David Chan	Manager of Programming and Legislation
Bill Gamlen	Project Delivery Manager
Bill Whitney	Associate Project Delivery Manager

Dan Cherrier	Associate Project Delivery Manager
Li Zhang	Manager of Finance & Administration
Grace Zhuang	Accounting & Administration Specialist
Nannette Brown	Receptionist
Tho X Do	Associate Civil Engineer