

MEETING OF THE  
TRANSPORTATION AUTHORITY OF MARIN  
EXECUTIVE COMMITTEE  
Programming & Projects  
January 14, 2019  
2:00 p.m.



TAM CONFERENCE ROOM  
900 FIFTH AVENUE  
SAN RAFAEL, CALIFORNIA

**MEETING MINUTES**

Members Present: Stephanie Moulton-Peters, Mill Valley City Council, TAM Chair  
Alice Fredericks, Tiburon Town Council  
Eric Lucan, Novato City Council  
Katie Rice, County of Marin Board of Supervisors  
Kathrin Sears, County of Marin Board of Supervisors

Members Absent: None

Commissioners Present: David Kunhardt, Corte Madera Town Council  
Kate Colin, San Rafael City Council (Alternate)

Staff Members Present: Dianne Steinhauser, Executive Director  
Bill Whitney, Principal Project Delivery Manager  
Dan Cherrier, Deputy Executive Director  
David Chan, Manager of Programming & Legislation  
Derek McGill, Planning Manager  
Helga Cotter, Accounting Manager  
Li Zhang, Chief Financial Officer  
Molly Graham, Public Outreach Coordinator  
Nick Nguyen, Principal Project Delivery Manager  
Scott McDonald, Senior Transportation Planner

*Chair Stephanie Moulton-Peters called the meeting to order at 2:10 p.m.*

**1. Chair's Report (Discussion)**

Chair Moulton-Peters reported on a forthcoming meeting on Friday, January 18, 2019 with the Chair of Marin Clean Energy, Supervisor Kate Sears, and the incoming Chair of the Bay Area Air Quality Management District, Supervisor Katie Rice. Chair Moulton-Peters said that the purpose of the meeting would be to discuss an interagency outreach program to increase the sales or leasing of Electric Vehicles (EVs).

Chair Moulton-Peters provided an overview of the items for discussion this afternoon, and she thanked board members who have served on the Alternative Fuel Vehicle Group and the TDM group.

Chair Moulton-Peters announced that she would be stepping down as the TAM Chair and would likely be replaced by Vice-Chair Arnold. Chair Moulton-Peters thanked staff and the Executive Director for their support during her tenure.

**2. Commissioner Comments (Discussion)**

There were none.

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

Executive Director (ED) Steinhauser thanked the Chair for her kind words. She went on to report that TAM staff had received 7 proposals in an RFI sent out last summer regarding an MTC grant for a bike share program related to SMART stations. ED Steinhauser explained that TAM and the Sonoma County Transportation Authority (SCTA) will review the proposals and expect to present a recommendation to the Board in spring or summer of this year.

ED Steinhauser reported on the installation of 32 EV charging heads on San Rafael school campuses in conjunction with partners that include Marin Clean Energy (MCE). She also reported that staff will share the results of a Caltrans Highway Safety Improvement Program at the next Board meeting, noting that \$6.5M of funding has been awarded to projects.

ED Steinhauser reported that Marin did not receive funds from Cycle 4 of the State's Active Transportation Program, but that MTC might provide funding for aspects of the 2<sup>nd</sup> to Andersen/ Francisco Boulevard West multi-use path project that remain unfunded. She noted that MTC should announce their new Executive Director soon and that the current Executive Director, Steve Heminger, will step down at end of February.

ED Steinhauser discussed news articles relating to the Crossing Guard program. She confirmed the program sites are evaluated every 4 years, with the last evaluation occurring in 2018. She discussed the history of the Measure AA expenditure plan, with increased funding from 4.2% to 7% that was recommended by the Expenditure Plan Advisory Committee, and approved by the TAM Board. She noted that, with the passage of Measure AA, crossing guard positions will be funded that would otherwise have been removed ED Steinhauser stated that there will be 97 guards in total in January 2019 funded by Measure AA.

ED Steinhauser reported on information relating to the State Governor's budget proposal, which links housing to transportation funds. ED Steinhauser said that the information will be posted on TAM's website.

**4. Open Time for Public Expression**

Cindy Winter, Greenbrae, commented on an editorial in the Marin Independent Journal in support of Measure AA. Ms. Winter discussed the reasons she believes MTC might consider a request by TAM for funding towards one or more bicycle overcrossings, noting that the Town of Corte Madera's Bicycle and Pedestrian Master Plan includes a crossing over Hwy 101, and the City of Mill Valley has been working towards a crossing over Hwy 101 between East Blithedale Avenue and Tiburon Boulevard.

**5. Approval of Minutes from July 9, 2018 (Action)**

Commissioner Rice moved to approve the minutes of July 9, 2018. Commissioner Lucan seconded the motion, which was unanimously approved.

**6. Marin Commutes Program Launch (Discussion)**

ED Steinhauser introduced Scott McDonald, Senior Transportation Planner, and Christy Garland, Consultant, to discuss the launch of the Marin Commutes Program scheduled in January 2019.

Mr. McDonald provided an overview of the program, which he said would be to promote and increase public awareness of transportation options and incentives for Marin commuters with the aim of reducing single-occupancy vehicles. He explained how several programs and initiatives have been combined under one public-facing program with the help of Christy Garland, whom he confirmed will remain involved with the implementation of the program. Mr. McDonald also noted that the program has been developed with the aid of a commute-alternative ad-hoc committee and TDM working group with whom TAM will also continue to work.

Ms. Garland explained that [marincommutes.org](http://marincommutes.org) will provide an information hub for those living and working in Marin County and she discussed ways in which the effectiveness of the program will be determined. Ms. Garland stated that the main aim of the program is to establish [marincommutes.org](http://marincommutes.org) as the go-to place to easily find commute information for Marin County.

Ms. Garland discussed the website, noting that partner-specific information has been provided, such as discounts on transit fares, and information relating to vanpool incentives and car and bike share programs. Ms. Garland also discussed the importance of promoting clean driving options on the website, and the emergency ride home program, and she noted that resources have been provided for employers, in addition to a section devoted to those who work from home.

Ms. Garland proceeded to explain how the website launch will be promoted throughout the community. She said staff would work with community outreach groups, such as the Canal Alliance, attend community events, such as the Marin County Farmers Market, and further promotion will be made through digital means such as Facebook and Google Ads. Ms. Garland also discussed workforce engagement through an employer mailing list.

Ms. Garland discussed seasonal campaigns in spring and fall that relate to behavioral changes, and awareness activities in the summer and winter. She also discussed the use of a Ride Amigos platform for a one-year pilot program, Mailchimp and social media sites to understand the program's effectiveness. Ms. Garland said the program would be evaluated in June 2019, and that adjustments would be made if necessary.

In response to Commissioner Fredericks, Ms. Garland said the website is already live, noting that a small number of changes are still needed.

In response to Commissioner Lucan, Mr. McDonald confirmed that employers do not need to be enrolled for employees to participate in the Emergency Ride Home program. Ms. Garland said she needed to fix the link to the Emergency Ride Home form on the website. Commissioner Lucan and Ms. Garland discussed the promotion of the program.

In response to Commissioner Rice, Ms. Garland explained that the launch of [marincommutes.org](http://marincommutes.org) targets a wide audience and not a specific group of commuters. She agreed that the goal is to persuade people to use other forms of transport other than single-driver cars, and that the evaluation will help to identify more specific audiences to target.

Derek McGill, Planning Manager, stated that TAM has a range of marketing channels available if there is a need to target certain areas, but the intention is for the program to reach a wide audience.

Chair Moulton-Peters and Ms. Garland discussed impediments to behavioral change relating to single-car users. Ms. Garland stated that the commuter survey should reveal the barriers to using other forms of transit, and that those barriers will be studied to determine if opportunities exist to change the program. Ms. Garland noted that previous studies revealed time, convenience and flexibility were main barriers that caused people not to change, and that environmental concerns were of interest but not sufficient to drive change.

Chair Moulton-Peters opened public comment on this item.

Commissioner Kunhardt suggested that staff contact the Corte Madera shopping mall managers to discuss the program and encourage them to reach out to their employees who live outside the county.

Commissioner Colin suggested a more strategic approach should be taken from the beginning, noting that staff already have prior knowledge of commuters who are more likely to change than others, and she suggested ferry commuters might fall into that category. Commissioner Colin said the website is great and easy to navigate but stated that the messaging could be fine-tuned if there was better understanding of the commuter profile the website needs to attract. She commented on the survey and confirmed her belief that the website should be more focused.

Chair Moulton-Peters stated that some direction has been provided and she supported the points raised, before bringing discussions to a close.

#### **7. Upper Deck Third Lane on Richmond-San Rafael Bridge (Action)**

- a. Approve Position Letter to BATA
- b. Approve Request Letter to Caltrans
- c. Approve Relocation of Funding for Traffic Study

Executive Director (ED) Steinhauser opened the discussions and stated that this action item relates to the upper deck improvements on the Richmond-San Rafael Bridge. ED Steinhauser noted that two draft letters have been included in the documents, and staff is also recommending transfer of funds to continue investigating the proposed improvements, specifically a traffic evaluation.

Dan Cherrier, Deputy Executive Director provided background information on the major projects relating to the Richmond-San Rafael Bridge and stated that the recommendations concerned the upper deck project to construct a 10 ft wide bike path, installing a movable barrier and railing with plans to operate it as a 4-year pilot. He discussed the various contracts for the upper deck project, including one for the barrier. Mr. Cherrier discussed the opening date of the bike path, which is scheduled for the end of April.

ED Steinhauser explained staff's concern about public reaction to a 4-year pilot program for bikes and pedestrians, while the morning commute delay was 22 minutes and expected to increase to 27 minutes for drivers coming to Marin. She noted that there was employer support for joint use of the upper deck shoulder that would allow both bikes, peds, and motorists. ED Steinhauser explained that a BATA study showed constraints relating to whether the structure could handle the weight of three lanes of traffic and a barrier. She also discussed the TAM sponsored traffic study which would look further into any traffic impacts in Marin resulting from the Upper Deck Third Lane.

In response to Chair Moulton-Peters, ED Steinhauser discussed the reasons why staff is concerned that the analysis is deficient, noting that areas were not studied, such as the I-580 Connector to Hwy 101 Northbound and the San Rafael exit. ED Steinhauser explained that staff has identified the need for further detailed modelling. She noted that use of the bike path remains unknown. She said that MTC is promoting an electric bike pilot program in conjunction with the opening of the bike lane, which TAM would like to encourage, but that the effects on traffic by the bike path are unknown.

Commissioner Lucan and ED Steinhauser discussed the content of the letter, and ED Steinhauser confirmed that TAM is requesting a 6-month assessment period, to include the bridge load analysis and the traffic study, and she acknowledged discussions have occurred regarding a bike shuttle as a replacement during the morning commute times when the lane is offered to vehicles.

Commissioner Sears discussed her concern that mentioning improved traffic conditions eastbound across the third lane of the bridge in the letter to BATA might give the wrong impression that traffic to southern Marin has also improved. Commissioner Sears stated that she would support the use of the third lane for public transport and carpooling.

In response to Chair Moulton-Peters, ED Steinhauser said that the traffic study would determine if improvements were needed on the Marin side of the bridge if the upper Deck Lane were jointly operated for bikes/ peds part of the time, and for vehicles part of the time. Chair Moulton-Peters suggested changes to the BATA letter, to which there was consensus.

Chair Moulton-Peters opened public comment on this item.

Cory Bytof, City of San Rafael, stated that his experience has shown that traffic back-ups on the east side of the bridge also occur at times other than standard commute hours, and that he would be interested to see whether traffic studies support his experience.

Carleen Cullen, electric bike user, asked that reviews of the bike lane are made regularly as the emerging electric bike market increases in conjunction with reduced costs. Ms. Carleen stated that this is a great opportunity to reduce congestion and emissions and encourage people not to drive.

Chair Moulton-Peters closed the public comment time.

Commissioner Rice moved to approve the request to send the Position Letter to BATA and the letter to Caltrans as amended, and the request to reallocate funding for a traffic study. Commissioner Lucan seconded the motion, which was unanimously approved.

**8. Measure B, Vehicle Registration Fee – Element 3.3 Alternative Fuel Program FY 2018/2019 Adoption (Action)**

ED Steinhauser introduced Principal Project Delivery Manager Nick Nguyen and Planning Manager Derek McGill to present the staff report. She noted that they have worked closely with TAM's Clean Transportation Technology Advisory Working Group (CTTAWG) and the Alternative Fuel & Electric Vehicle (AFEV) Board ad-hoc committee to develop the program.

Mr. Nguyen provided background information on the program that began in 2011, noting that over 60 publicly available EV chargers have been delivered throughout Marin prior to 2018. Mr. Nguyen discussed the program's redevelopment in 2014, which included an EV fleet rebate program for public agencies.

Mr. Nguyen briefly discussed the key projects that have been delivered since July 2018, which included 47 electric vehicle charging heads at Marin County Civic Center using leveraged funds, and the delivery of 2 electric buses to Marin Transit. Mr. Nguyen announced new projects which TAM will be partially funding, including the provision of charging heads to the San Rafael School District, Marin County Office of Education, and Marin Clean Energy.

Mr. Nguyen discussed TAM's collaboration with organizations such as Cool the Earth that related to the development of an online media campaign, and TAM's sponsorship of the May Madness event in San Rafael.

Mr. McGill reported on TAM's promotion of the Alternative Fuel Program in 2018. He discussed the role of TAM's Clean Transportation Technology Advisory Working Group (CTTAWG), who met monthly to develop the draft EV and public outreach programs, noting that members of the group were present. Mr. McGill discussed personnel who have reviewed the report, including the Marin Public Works Association (MPWA), and said staff is hoping for the Committee's acceptance.

Mr. McGill discussed the documents included in the packet, including the new charging station site plan. He also discussed some main features of the program, including collaboration with other agencies to leverage funds, and he noted that staff is recommending an increase in funding level for smaller charger installations. Mr. McGill discussed the future of the program, noting that there is intent to focus on level 2 charging installations and to expand eligibility. He stated that there is no recommendation to raise the cap for reasons he discussed, noting that the rebate program is one of the highest in the state.

Mr. McGill discussed changes in the public outreach program, which he said would be expanded to increase the technical assistance program, in addition to continuing to work with agencies. He also discussed the last element of the program relating to tracking and monitoring projects, which he said will help with future policy decisions.

ED Steinhauser discussed ways in which TAM has addressed obstacles reported by city managers, such as technical assistance with developing an EV site, and noted that in this three-year period starting with FY 2018-19, \$1M will be committed to the program.

Commissioner Lucan requested 6-month updates on the program, particularly relating to the number of grants being made, noting that inclusion in the Executive Director's report would suffice. Commissioner Rice discussed the need for targets.

Commissioner Sears expressed support for the program, particularly the inclusion of all vehicles and she commented on the helpfulness of the tracking and monitoring chart.

Chair Moulton-Peters opened public comment on this item.

Carleen Cullen commented on the largest problem being passenger vehicles which emit by far the most amount of greenhouse gases, and she discussed the issue with consumers being unaware of the number of different electric vehicle options and infrastructure available. Ms. Cullen said she would encourage collaboration amongst agencies to promote electric vehicles and she commented on the need to increase usage in the county to meet goals.

ED Steinhauser noted that many of TAM's staff drive electric vehicles and that the new charger in the parking lot is in use.

Commissioner Lucan moved to approve recommendation to the Board to adopt the Alternative Fuel Program FY 2018/2019 and expand the eligibility of requirements. Commissioner Sears seconded the motion, which was unanimously approved.

*The meeting was adjourned at 3:45 p.m.*