



September 26, 2024

TO: Transportation Authority of Marin Board of Commissioners

FROM: Anne Richman, Executive Director

RE: Executive Director's Report – Agenda Item 3 (Discussion)

## Local

### **Marin 101-580 Multi-modal and Local Access Improvement Project – Outreach & Scoping**

A promotional poster for a scoping meeting. The top section has a dark blue background with white text: 'Learn about planned improvements between US 101 and I-580!'. Below this, the text 'SCOPING MEETING' is in large, bold, blue letters. To the right is a map showing the project area between San Rafael and Larkspur, with US 101 and I-580 highlighted. To the left of the map, the meeting details are listed: 'When: Oct 1st, 2024, 5:30pm - 7:30 pm' and 'Where: Marin Health &amp; Wellness Campus, 3240 Kerner Blvd, San Rafael, CA 94901'. The TAM logo is at the bottom left.

There has been a surge in activity for the Marin 101-580 Multi-modal and Local Access Improvement Project. The Community Working Group met on **September 19** to receive a project update and learn more details about the project alternatives including Alt. 1 – Bellam Blvd. Improvements, Alt. 2 – Direct Connector near Simms Street, and Alt. 3 – Direct Connector near the Bellam Blvd off-ramp. [View the CWG presentation](#) that also provides a recap of previous outreach and comments received.

On **October 1**, TAM and Caltrans will host a public scoping meeting to provide an overview of alternatives, receive input and kick-off the environmental process. The meeting will include an informational presentation, followed by an open house session where community

members can learn more about the project, talk with members of the project team, and provide input.

#### Scoping Meeting Details

When: Tuesday, October 1st from 5:30 p.m. to 7:30 p.m.

Where: Marin Health & Wellness Campus, 3240 Kerner Blvd, San Rafael

#### **Bellam Blvd. Outreach**

There will be additional activities in the fall for the community to provide detailed input on potential improvements to Bellam Boulevard. On **October 19** from 10am – 2pm, the 101-580 project team will host a booth at the grand opening celebration of the new Canal Alliance Headquarters at 711 Grand Avenue in San Rafael. This event will feature many projects of importance to the local community and will offer information in Spanish and English. And on **November 14**, a Bellam Blvd workshop will be hosted at the Marin Health and Wellness Campus, 3240 Kerner Blvd, San Rafael for community members to provide further input on Bellam Boulevard Improvements.

[Sign-up for project specific announcements.](#)

## Marin Commutes – Update on the September Transit Month Challenge



In September, Marin Commutes launched the Transit Month Challenge to support our transit partners and encourage transit use. The Challenge incentivizes participants to take bus, train, or ferry trips, offering bonus rewards in addition to the regular year-round rewards offered through Marin Commutes Rewards. To further encourage new transit users, participants who log their first-ever

transit trip during the Challenge receive an additional entry into the grand prize drawing for a \$250 gift card. To foster a culture of transit use, Marin Commutes also invited commuters to share their transit experiences, offering a \$20 gift card to the first 10 individuals to share their transit story via email or social media. As of mid-September, the Challenge has garnered four testimonials and participants have logged over 778 transit trips, resulting in the reduction of approximately 16,924 driving miles and 5.2 tons of greenhouse gas emissions! To learn more about the Transit Month Challenge, visit: [marincommutes.org/transitmonth](https://marincommutes.org/transitmonth).

## EYES UP MARIN! TAM's Street Smarts Program



"Eyes Up Marin!" is the slogan of TAM's Street Smarts road user behavior safety program. This annual education campaign encourages drivers, pedestrians, and bicyclists to practice safer behaviors, such as being aware of their surroundings and using safer speeds. The goal is to encourage people to adopt new attitudes and behaviors that will reduce the number of traffic-related collisions and make our streets safer for everyone.

In 2022, TAM updated the campaign with bold colors and clear safety messages in English and Spanish. The program also takes a data-driven approach to place messaging at "hotspots" based on countywide collision trends identified in the Marin County Local Road Safety Plan. The program's offerings were expanded to include a robust social media messaging campaign to further spread the word about safer road user behavior.

The "Eyes Up Marin!" program is deployed annually in the fall, with the 2024 campaign running from September 23 through November 15. The messages will be spread throughout Marin County and its jurisdictions through hundreds of street pole banners, signs near schools, and lawn signs provided through local municipalities. People can also help spread the message by downloading newsletter templates, graphics, and other materials to share online. For more information, visit the Street Smarts website at [www.streetsmarts.org](https://www.streetsmarts.org).

## International Walk (and Roll) to School Day

The International Walk (and Roll) to School Day, IWalk, is coming to 45 schools across Marin County on **Wednesday, October 2**. From TK to 12th grade, students will be stepping out, joining this exciting event that celebrates walking, biking, and rolling to school in eco-friendly ways. The festivities will include fun activities like fire trucks escorting walkers and rollers, a "bike blender" for a tasty twist, and local police officers on hand to greet students. Plus, Venetia Valley will unveil a brand-new park-and-walk location – just one of the many highlights of the day.

Schools hosting high-energy events and fire truck escorts include Pleasant Valley, Venetia Valley, Hidden Valley, Wade Thomas, and Manor. Eight middle schools and two high schools are also jumping in on the action, making sure students across all grades get in on the fun. Marin Safe Routes to Schools is gearing up for a massive turnout, expecting tens of thousands of students to embrace green transportation in celebration of our planet. It's not just about reducing carbon emissions – it's also about the joy of active living and inspiring lifelong habits that benefit health and the environment.



## Clean Fleet Expo



On September 12, TAM hosted its second annual "Clean Fleet Expo" event at the Marin County Fairgrounds. The event focused on sharing information on alternative fuels vehicles specifically for public agencies to help transition Marin's fleets from gasoline to clean energy. Over 100 people attended the expo, where they were able to interact with vendors, ride along on an electric school bus, and engage in workshops discussing the aspects of procuring alternative fuel fleet vehicles and installing charging infrastructure. Speakers this year included the California Air Resources Board (CARB), the U.S. Joint Office of Energy and Transportation, MCE, East Bay

Clean Cities Coalition, PG&E, NV5, and more. The event was warmly received by attendees and TAM is currently collecting feedback via surveys and will share the results on the TAM website.

## National Drive Electric Week



TAM is partnering with Ride and Drive Clean for this year's National Drive Electric Week. This year, the focus will be on local community events that include in-person tabling with information on EV incentives, experiences from owners and experts on EVs and e-bikes and

charging solutions for Multifamily Housing Units. National Drive Electric Week starts September 27th and ends October 6th.

## Mobility Hubs Outreach

In the coming weeks, you may notice outreach related to TAM's Mobility Hub Study at SMART and ferry stations as the study gets underway. Staff have been coordinating with SMART and Golden Gate Ferry to launch the initial outreach effort in the county. The outreach phase will take approximately 3 weeks and will inform station access plans for each of the stations.



## Regional

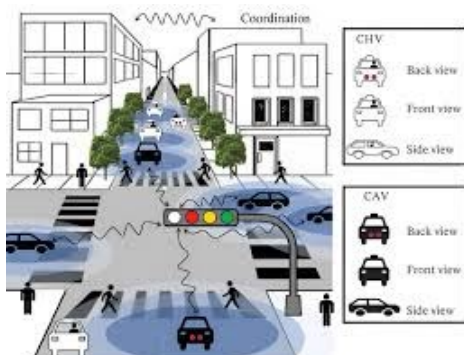
### MTC Considering Regional Transportation Measure to Fund Transit



With several of the Bay Area's transit operators soon facing major budget shortfalls in the wake of the pandemic, the Metropolitan Transportation Commission (MTC) is developing potential options for future legislation and a ballot measure to generate additional revenue, primarily for transit. This work follows on the introduction of state Senate Bill 1031 earlier this year, which ultimately did not move forward. The current effort is looking at two main options: a scenario that would

add a half cent sales tax in four core counties (Alameda, Contra Costa, San Francisco, and San Mateo) with other counties able to "opt-in;" and a "go-big" framework that would apply to all nine Bay Area counties and could be a combination of sales tax and another revenue source. The two options have different ways of distributing revenues as well as some differing requirements. For additional information, please see the materials for the September 23rd MTC Transportation Revenue Measure Select Committee: <https://mtc.ca.gov/meetings-events/transportation-revenue-measure-select-committee-2024-09-23t163000>

### IDEA Program – TAM Applies for a Traffic Signal Modernization Planning Grant



In June, MTC announced a funding opportunity through its IDEA program or Innovative Deployments to Enhance Arterials program.

MTC is looking to advance opportunities for Transit Signal Priority on arterial roadways, which modifies traffic signal timing when transit vehicles are near an intersection, as seen on Van Ness Avenue in San Francisco. The modernization can improve traffic conditions and transit vehicle times through improved signal technology.

TAM applied for \$600,000 in grant funding to inventory current signal technology being used in the county and develop signal modernization projects that can support Transit Signal Priority, Emergency Vehicle Preemption and safe Active Transportation uses on roads countywide.

## SMART's Strategic Plan

SMART is encouraging the public to share ideas and comments on their Strategic Plan. The public can [submit a comment form](#) or [request a presentation](#) to an organization or community group.



An in-person Community Workshop will be hosted on Wednesday, September 25, 4:30 p.m.– 6:30 p.m., at the Petaluma Arts Center, 230 Lakeville Street, Petaluma. Visit the SMART website for more information: [www.sonomamarintrain.org](http://www.sonomamarintrain.org).

## State

### Local Partnership Program (LPP) Formulaic Funds – Bellam Boulevard Off-Ramp Improvement Project



On August 16, 2024, the California Transportation Commission (CTC) approved the programming of \$1,204,000 in LPP Formulaic funds to TAM for the construction phase of the Bellam Boulevard Off-Ramp Improvement Project. The total project cost is approximately \$9.2 million.

This project will widen the off-ramp from Northbound U.S. 101 to two lanes to separate the traffic turning left at Bellam Boulevard from the

traffic turning onto Eastbound I-580 and will improve the crosswalk across Bellam Boulevard. The anticipated benefits include reconnecting a historically disadvantaged community in the City of San Rafael, reducing congestion during peak travel hours, and increasing off-ramp vehicle storage.

A separate request to allocate the funds to TAM is scheduled to be on the October 17, 2024 CTC agenda. Upon approval from the CTC on the allocation request, the project will be fully funded and construction is scheduled to commence in December 2024 with an approximate 10-month construction period.

### State Route (SR) 37



On August 16, 2024, the CTC allocated \$21,588,000 in State Highway Operation and Protection Program (SHOPP) funds to the SR 37 Project from Route 101 to the Sonoma County line for rehabilitating pavement, upgrading guardrails, and improving facilities to ADA standards. The sources of the SHOPP funds were from Senate Bill (SB) 1 and the federal Infrastructure Investment and Jobs Act (IIJA).

### California Transportation Commission Appointment

With the passing of long-serving former Commissioner Joseph Tavaglione in early August 2024, Jason Elliot has been appointed by Governor Newsom to the CTC. Mr. Elliot is currently the President of Versus Solution. He previously served as the Deputy Chief of Staff for Governor Newsom from 2022 to 2024 and as a Senior Counselor from 2019 to 2022. Mr. Elliot was also the Chief of Staff for San Francisco Mayors London Breed, Mark Farrel, and Ed Lee, at various times between 2011 and 2018. The Senate hearing for Mr. Elliot's confirmation is scheduled for spring 2025.



## **Federal**

### **Safe Streets and Roads for All (SS4A)**



On September 5, 2024, the U.S. D.O.T. announced the awards for the current cycle of the Safe Streets and Roads for All (SS4A) Program. Among the awarded projects is \$7 million for SMART to construct a 4.73-mile pathway to close a gap in the pathway system in Santa Rosa. The SS4A award will complete the funding gap for the \$18 million project to allow people to travel to, within, and between the communities and SMART rail stations along its passenger rail and pathway corridor. The pathway provides a multimodal alternative to the parallel U.S. Interstate 101.

### **Federal Transit Administration (FTA) Ferry Programs**

On September 16, 2024, the FTA announced approximately \$300 million in Fiscal Year (FY) 2024 project selections to 18 projects in 14 states to improve and expand ferry service in communities across the country to help people connect to jobs and opportunity. Two Bay Area projects are among the 18 awarded projects:



- Golden Gate Bridge, Highway and Transportation District (GGBHTD) was awarded \$4.9 million from the Low or No Emitting Ferry Program to buy a new low-emission ferry to replace an older vessel nearing the end of its useful life.
- San Francisco Bay Area Water Emergency Transportation Authority (WETA) was awarded \$11.5 million to build two new electric ferry vessels to support the agency's emission free ferry service between downtown San Francisco, Treasure Island, and Mission Bay.

### **TAM in the Community**

Date	Meeting	Topic
9.12.2024	Clean Fleet Expo	Alternative Fuels
9.17.2024	Novato Health and Wellness Fair	Marin Commutes/General
9.18.2024	San Rafael Health and Wellness Fair	Marin Commutes/General
9.18.2024	Novato Leadership Institute	General
9.19.2024	Marin 101-580 Community Working Group	Marin 101-580
9.25.2024	North Bay Leadership Council	General
10.1.2024	Marin 101-580 Scoping Meeting	Marin 101-580
10.19.2024	Canal Alliance HQ Grand Opening Community Celebration	Marin 101-580/SLR/General
11.14.2024	Bellam Blvd. Workshop	Marin 101-580/Bellam