

Marin Countywide Transportation Plan 2050 Draft Executive Summary

A long-term vision for a safe, equitable, and sustainable transportation system in Marin County

October 2024



Introduction

The Countywide Transportation Plan 2050 (CTP) brings together two comprehensive planning efforts for Marin County—the Marin Countywide Transportation Plan and the Countywide Community Based Transportation Plan (CBTP).

The CTP sets the course for the development, delivery, and operation of a multimodal transportation network that effectively serves all community members of Marin County. It sets a 2050 Transportation vision, establishes goals, defines overarching strategies, and identifies specific actions to make progress toward the goals. This framework maps out TAM’s investment strategy for future project, funding, and policy decisions.

The CBTP process directly involved community members to identify mobility needs and solutions for lower-

income, physically vulnerable, non-driver, and other underserved communities throughout the county. CBTPs were previously prepared for the City of San Rafael’s Canal Neighborhood, Marin City, and Novato. The Countywide CBTP builds on that previous work and establishes a holistic approach towards transportation equity on a countywide scale. The CBTP is fully integrated into the CTP and the two will generally be referred to together as CTP 2050.

A Strategic Vision

The purpose of CTP 2050 is to define a strategic, long-term vision and shared direction for Marin County’s transportation systems in alignment with broader social, economic, and environmental goals in the county, region, and state.

A Vision for the Future

The CTP 2050 creates a vision for Marin County’s transportation system based on historic plans and community engagement.

Optimize
Expand
Frequent
Reliable
Future-proof

Comfort
Evacuations
Safer Streets

Engaged
Accessible
Invested
Repaired

Advance safe, equitable, and sustainable transportation together.

Adaptable
Maintained
Resilient

Walking
Biking
Buses
Ferries
Rail
Roads
Highways
Emergent technologies

Local agencies
Transit providers
Community partners
Caltrans
MTC
MWPA
MCE



Plan Development

Planning Process

The CTP was developed starting with the Vision, followed by Goals and Strategies. The Implementation Plan brought all three items together into an actionable framework. The three plan-specific working groups—Technical Advisory Committee, Equity Working Group, and the Board Ad-Hoc—met at the same cadence throughout the development of the plan. All three groups met a total of seven times, with each meeting coming after the development of a key interim or final deliverable.

Technical Advisory Committee

12 public agencies in Marin County, including all 12 jurisdictions, were represented.

Equity Working Group

15 community organizations serving equity populations in Marin County were represented.

Board Ad-Hoc Committee

5 members of the TAM Board provided feedback throughout plan development.

Planning Elements



Implementation Elements

Spatial or thematic areas of focus defined for all strategies

- Maps
- Example Policy Topics and Projects

Includes indicators to assess how well plan goals are being met and gauge process toward realizing the vision

- Performance Measures

Engagement and Input

This report is the culmination of over a year of engagement with plan-specific working groups, the TAM board, Marin residents and workers, and TAM staff.

Each of the groups engaged in the CTP 2050 planning process were selected to represent the partners across the county, region, and state that TAM will work with to implement the Plan's vision, goals, and strategies.

TAM staff and the CTP 2050 consultant team engaged the public throughout the first half of 2024 to understand transportation needs and desires in Marin County. Outreach consisted of 1) four focus groups to engage various demographics, 2) five pop-up tabling events at locations throughout the county and, 3) a survey presented in both English and Spanish, available online and on paper.

Timeline of Meetings with County, Community, and Advocacy Groups



A GOAL TOWARDS SAFE TRANSPORTATION

A Safe Network with Multimodal Solutions

Develop Marin’s pedestrian, bicycle, bus, ferry, rail, and road network in ways that improve safety, efficiency, connectivity, and public health.

Transportation safety is a top priority for Marin County.

The U.S. Department of Transportation (USDOT) reported more than 42,939 deaths in motor vehicle crashes in the U.S. in 2021, of which 7,388 were people walking. The total number of fatalities has climbed steadily over the past decade, increasing by over 30 percent. Traffic crashes are a leading cause of death for teenagers in America.

In crash categories, out of all 58 counties in the state, Marin County is ranked...



#1 (“worst”) for bicyclists under age 15

Crashes where victims were killed or injured and a bicyclist under age 15 was involved



#4 for bicyclists

Crashes where victims were killed or injured and a bicyclist was involved



#4 for pedestrians age 65 or older

Crashes where victims were killed or injured and a pedestrian age 65 or older was involved



#25 for pedestrians

Crashes where victims were killed or injured and a pedestrian was involved

California Office of Traffic Safety (OTS), 2021.

The Safe System Approach

The USDOT recently adopted the Safe System Approach as the guiding paradigm to address roadway safety. The Safe System Approach effectively addresses and mitigates inherent risks in our enormous and complex transportation system. It builds and reinforces multiple layers of redundancy to both prevent crashes and minimize the harm caused

to those involved when crashes do occur. It is a holistic and comprehensive approach that provides a guiding framework to make places safer for people. The Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries.

This is a shift from the conventional safety approach because it focuses on both human mistakes and human vulnerability.

The USDOT’s National Roadway Safety Strategy and the Department’s ongoing safety programs are working towards a future with zero roadway fatalities and serious injuries. In support of this approach, safety programs are focused on infrastructure, human behavior, responsible oversight of the vehicle and transportation industry, and emergency response.

A GOAL TOWARDS EQUITABLE TRANSPORTATION

An Equitable System Accessible and Affordable for All

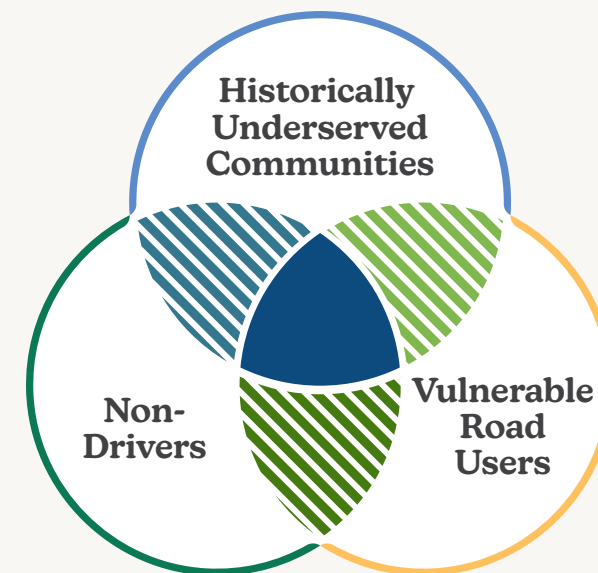
Provide reliable travel choices for people of all ages, abilities, and income levels.

For Marin County, transportation equity is achieved through the proactive and community-centered removal of travel barriers and transportation-related disparities for historically and systemically marginalized and excluded populations.

The term equity is most often associated with low-income, disability, and racial minority populations, as many individuals in these populations encounter travel barriers and burdens more often than many individuals in higher income, non-disabled, and white populations. Yet, these are not

the only populations in Marin County that have been systemically deprioritized by land use and transportation planning. As is true across the United States, Marin’s transportation planning process has prioritized mobility for cars over mobility for people, with an emphasis on moving commuters. The resulting transportation system puts non-drivers at a disadvantage, creates a safety and comfort disparity between fast-moving vehicles and people walking and biking, and is particularly impactful on our oldest, youngest, and other vulnerable road users. CTP 2050 expands the focus of equity to encompass these equity populations, which likely total about 50% of the county’s population.

Equity Populations and Travel Disparities



Top Disparities/Barriers

- Access
- Non-Driving Access
- Roadway Safety

Secondary Disparities/Barriers

- Facility Maintenance, Roadway Safety, Traffic and Emissions Exposure, Climate Change Vulnerability, Travel Cost, User Outreach and Education
- Roadway Safety
- Security and Comfort, Traffic and Emissions Exposure

A GOAL TOWARDS SUSTAINABLE TRANSPORTATION

A Sustainable Future Built on Innovation and Resilience

Actively partner to implement transportation strategies to support climate resiliency, environmental protection, and economic development throughout Marin’s communities.

In this new era of climate change, sustainability in transportation planning involves mitigating local environmental degradation while adapting infrastructure and system operations to account for more extreme temperatures, storm events, fire risk, and sea level rise.

The transportation sector is the largest source of greenhouse gas (GHG) emissions in the county. Marin’s historic transportation decisions showcase the county’s commitment to environmental stewardship and GHG reduction: completion of a continuous carpool lane on Highway 101 from southern Marin to north of Santa Rosa, investments in bike and pedestrian infrastructure, developing the safe routes to schools national model, and dedicated funding for local transit and the SMART train. However, these investments alone will not accomplish state, regional, and local goals of achieving carbon neutrality, and CTP 2050 will need to include new strategies to reduce transportation-related emissions and adapt to a changing climate.

Marin County includes many of the first locations to flood in rising seas in the Bay Area. Areas experiencing regular flooding currently will see exacerbated effects by sea level rise. This includes Marin City, coastal areas in western Marin, and State Route 37.

Wildfires are growing in size and intensity. In California, nine of the 20 largest

wildfires occurred in the past five years. Marin has an elevated risk of wildfire events and challenges associated with evacuation. Approximately 60,000 acres in Marin County (18 percent of the county land area) fall within the Wildland Urban Interface (WUI), and many of the access and egress roads within the WUI are narrow, winding, and on hillsides with overgrown vegetation, making it even more difficult and costly to reduce fire hazards and prepare for evacuation in these areas. Wildfire behavior has been amplified to extreme weather events because high winds result in very rapid fire spread.

Most of the land in Marin is protected as nearly 85 percent of the county consists of open space, watersheds, tidelands, parks, and agricultural lands. Focusing development in existing cities and towns supports natural land protection and the enjoyment of natural spaces. Locating housing development projects near transit, in areas with a high degree of walkability, and near bike facilities provides residents with sustainable transportation options that reduce effects on both climate and traffic.

Marin County also has a strong economic backbone based on visitor travel to parks and cultural or commercial destinations. These trips are mostly by car, causing effects on both climate and traffic. Existing shuttle and ferry services for Muir Woods National Monument, Sausalito, Tiburon, and Larkspur Landing provide more sustainable transportation option for visitors.

Strategies and Implementation

The CTP 2050 Strategies are focus topics for TAM’s next 25 years and the Implementation Plan ensures these topics are advanced throughout the county.

The strategies are structured to meet the CTP vision of a safe, equitable, and sustainable transportation system.

They were identified through an extensive stakeholder process with input received through three Board workshops, three dedicated CTP committees (Board Ad Hoc, Technical Advisory Committee, and Equity Working Group), four focus groups, community pop-ups, an online survey, presentations to TAM standing committees (Citizen’s Advisory Committee) and other agencies/organizations.

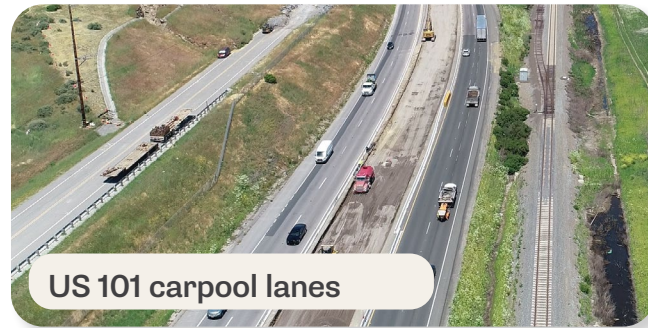
Approach to Strategy Development

Since its creation, TAM has embraced a multimodal and multi-faceted approach to transportation system improvements and management. In recent years, however, this approach has been refined to more proactively embrace projects and programs that enhance transit, bicycle, and pedestrian options by shifting drivers out of their personal vehicles. This is illustrated by the following excerpt from the Executive Summary of the TAM Strategic Vision Plan (2017):

The updated Vision supports...the development of a multimodal transportation system and recognizes that providing incremental but substantial improvements to our transportation system will be more effective than one single project or program to address our challenges in how we get around. Without significant opportunities for substantial increases in roadway capacity, operational enhancements and managing demand through multimodal travel options will be effective in enhancing mobility, both on Highway 101 and on local connector roads.



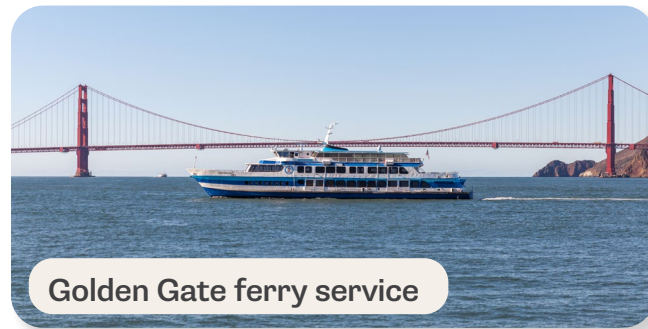
Historically, TAM's multimodal partnerships have resulted in the following efforts already in place.



US 101 carpool lanes



SMART commuter rail



Golden Gate ferry service



Local & regional bus service



Safe Routes to School



School bus services



Bicycle and pedestrian improvements



Transportation demand management

The Strategies are structured to work together to open more travel options to a wider range of travelers, including non-drivers and vulnerable road users such as people walking, using a mobility device, or riding a bicycle. This vision

for a more multimodal transportation future was raised in all four focus groups and supported by comments in the Ad Hoc Committee, Equity Working Group, and Technical Advisory Committee.

CTP Strategies

To advance the CTP 2050 Vision, 15 strategies have been identified to guide transportation improvements in Marin County. The Strategies reflect a consensus developed through the CTP on the county transportation needs, and are grouped into the following categories:

<h3>Local Strategies</h3> <p>Typically locally planned and implemented</p> <ul style="list-style-type: none"> Fix It First (and Better) Easy & Safe School Travel Safe Travel for All Accessible & Walkable Communities Equity Community Investments 	<h3>Regional Strategies</h3> <p>Often require multi-jurisdictional coordination</p> <ul style="list-style-type: none"> Regional Connectivity Complete Active Transportation Network Higher Quality Transit Connected and Complete Community Corridors Flexible Ride Programs 	<h3>System Management</h3> <p>Require a high level of partnering and in some cases a high degree of information sharing</p> <ul style="list-style-type: none"> Travel Education & Assistance Programs Zero Emission Vehicles Adaptation to Climate Change Visitor Travel Management Transportation Data & System Management
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LOCAL 

Fix It First (and Better)


Operate and maintain existing streets, transit systems, and the regional pedestrian and bikeway network while making changes over time to keep up with planning and engineering best practices.

Example Projects

- Marin Transit O&M Facility
- The Hub Improvement Project
- Novato Boulevard Improvement Project
- Bolinas-Fairfax Road Improvement Project

→ IMPLEMENTATION ELEMENTS

TAM's Current Role	<ul style="list-style-type: none"> • Provide formula funding • Support grant applications
Key Partners	<ul style="list-style-type: none"> • Cities/towns • County • Transit agencies
New Roles Needed to Advance CTP 2050	<ul style="list-style-type: none"> • Planning coordination for multi-jurisdiction transformational projects • Technical guidance on how to future-proof investments

LOCAL 

Easy & Safe School Travel

Collaborate with schools to establish an ongoing process to coordinate provision of safe school travel programs and projects that fit the needs of each school location and student population.

Example Projects

- Safe Routes to School (existing)
- Crossing Guard Program (existing)
- Safe Pathways (existing)
- Yellow School Bus (existing)

→ IMPLEMENTATION ELEMENTS

TAM's Current Role	<ul style="list-style-type: none"> • Manage Safe Routes to School Program and Crossing Guard Program • Provide funding for yellow school bus and supplemental school bus services • Provide funding for safe pathways to schools • Support grant applications
Key Partners	<ul style="list-style-type: none"> • Marin County Office of Education • Marin Transit • Cities/towns • County
New Roles Needed to Advance CTP 2050	<ul style="list-style-type: none"> • Comprehensive coordination of school transportation planning

LOCAL 

Safe Travel for All

Implement the new national Safe System Approach encompassing safer road users, safer vehicles, safer speeds, safer roads, and post-crash care to reach the zero deaths vision.

Example Projects

- Local road projects on the high collision network
- Local Jurisdiction Policy Adoption of LRSP or Vision Zero

Click me!
[MAP](#)

→ IMPLEMENTATION ELEMENTS

TAM's Current Role	<ul style="list-style-type: none"> • Managed 2024 Marin County Local Road Safety Plan (LRSP) • Partner agency for 2018 Marin Travel Safety Plan
Key Partners	<ul style="list-style-type: none"> • Cities/towns • County • Transit agencies • Caltrans
New Roles Needed to Advance CTP 2050	<ul style="list-style-type: none"> • Technical guidance and monitoring of best practice inclusion in planning • Funding decisions • Project and program delivery

LOCAL 

Accessible & Walkable Communities

A connected, accessible, and high-quality active transportation environment within a half mile of SMART stations, transit hubs, activity centers, and commercial districts.

*This strategy is integrated with **Connected & Complete Community Corridors**.*

Example Projects

- Pedestrian and bicycle circulation projects

[MAP](#)

→ IMPLEMENTATION ELEMENTS

TAM's Current Role	<ul style="list-style-type: none"> • Grant assistance • Lead on first/last-mile services
Key Partners	<ul style="list-style-type: none"> • Cities/towns • Downtown BIDs • Caltrans • Transit agencies • MTC
New Roles Needed to Advance CTP 2050	<ul style="list-style-type: none"> • Policy consistency assistance and lead on multi-jurisdictional/discipline planning projects

LOCAL



Equity Community Investments

Champion community-informed investments in transportation accessibility, affordability, and comfort for historically and systemically marginalized and excluded groups.


Example Projects

- Projects that remove travel barriers for historically underserved, vulnerable road user, or non-driver populations inside or outside of Equity Priority Communities (EPCs)

→ IMPLEMENTATION ELEMENTS

TAM's Current Role	<ul style="list-style-type: none"> • Manage CBTP program • Support funding for CBTP Improvements • Support grant applications
Key Partners	<ul style="list-style-type: none"> • Cities/towns • County • Transit agencies • Caltrans • Community organizations
New Roles Needed to Advance CTP 2050	<ul style="list-style-type: none"> • Broader equity technical guidance and monitoring of best practice inclusion in planning • Funding decisions • Project and program delivery

REGIONAL



Regional Connectivity

Support a coordinated system of regional freeway, bridge, rail, and ferry connections supporting multiple modes of travel to surrounding counties.


Example Projects

- SR 37 improvements
- US 101/I-580 Multimodal Access and local Improvement project
- Larkspur Ferry Terminal Service Expansion and Parking Project

→ IMPLEMENTATION ELEMENTS

TAM's Current Role	<ul style="list-style-type: none"> • Project planning • Project delivery and coordination
Key Partners	<ul style="list-style-type: none"> • Caltrans • MTC • Cities/towns • County • Transit agencies
New Roles Needed to Advance CTP 2050	<ul style="list-style-type: none"> • None

REGIONAL



Complete Active Transportation Network

Advance a continuous primary bikeway network of pedestrian and bicycle facilities linking activity centers.

Example Projects

- Completion of segments of the CTP Primary Active Transportation Network
- First/last mile connections to SMART stations, ferry terminals, and transit hubs

[MAP](#)

→ IMPLEMENTATION ELEMENTS

TAM's Current Role	<ul style="list-style-type: none"> • Project delivery of RM2-funded projects • Grant support for regional, state and federal funding
Key Partners	<ul style="list-style-type: none"> • Cities/towns • County • SMART • Community partners
New Roles Needed to Advance CTP 2050	<ul style="list-style-type: none"> • Lead multi-jurisdiction transformational projects on the CTP 2050 Primary Active Transportation Network

REGIONAL



Higher Quality Transit

Prioritize street space for a coordinated, convenient, reliable, and accessible transit system.

Example Projects

- Transit Speed and Reliability Improvements on CTP Transit Priority Route segments
- San Rafael Transit Center
- Larkspur & Sausalito Ferry Terminal Access/Mobility Hubs

[MAP](#)

→ IMPLEMENTATION ELEMENTS

TAM's Current Role	<ul style="list-style-type: none"> • Provide formula funding to Marin Transit • Coordination with local and regional partners
Key Partners	<ul style="list-style-type: none"> • Transit agencies • Cities/towns • County • Caltrans • MTC
New Roles Needed to Advance CTP 2050	<ul style="list-style-type: none"> • Lead multi-jurisdictional corridor improvement planning efforts • Monitor consideration of the CTP 2050 Transit Priority Network in planning and implementation

REGIONAL 


Connected & Complete Community Corridors

Reconnect communities with complete streets and safe crossings that include context-sensitive, community-informed solutions for US-101, major and minor arterials, and major hubs.

*This strategy is integrated with **Accessible & Walkable Communities**.*

Example Projects

- Caltrans Southern Marin US 101/ Highway 1 Improvement Project

 MAP

→ IMPLEMENTATION ELEMENTS

TAM's Current Role	<ul style="list-style-type: none"> • Managed US 101 Interchanges Study • Previously led major roads projects
Key Partners	<ul style="list-style-type: none"> • Cities/towns • County • Caltrans • MTC
New Roles Needed to Advance CTP 2050	<ul style="list-style-type: none"> • Grant assistance/project management for multi-jurisdiction transformational projects on major roads and highways, especially near CTP 2050 Activity Hubs

REGIONAL 

Flexible Ride Programs

Coordinate public and private ride services for seniors, people with disabilities, and other non-drivers.

Example Projects

- Travel Navigators (existing)
- Marin Commutes (existing)
- Emergency Ride Home Program (existing)
- Vanpool Program (existing)
- Fleet and grant support for community organizations that run flexible ride programs

→ IMPLEMENTATION ELEMENTS

*This program is integrated into the **Travel Education & Assistance Programs** on the next page.*

SYSTEM MANAGEMENT 

Travel Education & Assistance Programs

Collaborate with community partners to develop and distribute travel education materials and incentives to expand travel options for all travelers and increase mobility for non-driver populations.


THIS INCLUDES:

Flexible Ride Programs: Coordinate public and private ride services for seniors, people with disabilities, and other non-drivers.

Commute Alternatives Support: Employers in developing and implementing Travel Demand Management programs.

→ IMPLEMENTATION ELEMENTS

TAM's Current Role	<ul style="list-style-type: none"> • Lead Travel Education Program • Provide dedicated funding for travel navigators • Support grant applications
Key Partners	<ul style="list-style-type: none"> • Marin Transit • Cities/towns • County • Community organizations
New Roles Needed to Advance CTP 2050	<ul style="list-style-type: none"> • Coordinate, advertise, and provide greater levels of funding to support for flexible ride programs

SYSTEM MANAGEMENT 

Zero Emission Vehicles

Support GHG emission reductions via a network of charging/fueling stations and agency fleet transitions.

Example Projects

- Redwood Bikeshare Pilot Program
- ZEV Fleet Maintenance needs and Vehicle Transition
- Yellow School Bus and first responder vehicle Electrification
- School EV Charging Installations

→ IMPLEMENTATION ELEMENTS

TAM's Current Role	<ul style="list-style-type: none"> • Technical guidance and grant assistance • Local funding support for EV charging and fleet rebates
Key Partners	<ul style="list-style-type: none"> • Transit agencies • Cities/towns • County • PG&E • BAAQMD • MCE
New Roles Needed to Advance CTP 2050	<ul style="list-style-type: none"> • Electrical Grid and Demand Management Planner

SYSTEM MANAGEMENT



Adaptation to Climate Change

Implement the new national Safe System Approach encompassing safer road users, safer vehicles, safer speeds, safer roads, and post-crash care to reach the zero deaths vision.

Example Projects

- Marin Wildfire Evacuation Projects/Pilots
- Parking management during Red flag wildfire events
- Bay Trail/Joint Sea Level Rise Adaptation projects

→ IMPLEMENTATION ELEMENTS

TAM's Current Role • Support or lead exploration of system adaptation needed for wildfire, flood, and sea level rise

Key Partners

- Cities/towns
- County
- Transit agencies
- Caltrans
- MWPA
- BCDC

New Roles Needed to Advance CTP 2050 • Technical guidance and monitoring of best practice inclusion in planning, funding decisions, and project and program delivery

SYSTEM MANAGEMENT



Visitor Travel Management

Improve the visitor experience and reduce the negative effects of visitor traffic and parking.

Example Projects

- West Marin Transit Services
- Visitor/Traveler information systems
- Traffic and parking management programs for tourist areas

MAP

→ IMPLEMENTATION ELEMENTS

TAM's Current Role • Provide formula funding and grant assistance

Key Partners

- Cities/towns
- County
- National Parks
- County Parks
- One TAM
- Transit agencies

New Roles Needed to Advance CTP 2050 • Facilitate countywide collaborative on visitor travel

SYSTEM MANAGEMENT



Transportation Data & System Management

Develop a county travel data approach to monitor travel patterns and network changes, and support management of new technologies including connected and autonomous vehicles.

Example Projects

- Data collection program for CTP performance measures
- TAM Demand Model (updates every 4 years coincident with regional MTP/SCS updates)
- System Monitoring Program

→ IMPLEMENTATION ELEMENTS

TAM's Current Role • Lead work and coordination for Data Management Program

- Maintain TAM Demand Model
- Manage innovative system management pilots

Key Partners

- Cities/towns
- County
- MTC
- MarinMap
- Transit agencies

New Roles Needed to Advance CTP 2050 • Facilitate countywide collaborative on data & system management

LOCAL

Safe Travel for All

Implement the new national Safe System Approach encompassing safer road users, safer vehicles, safer speeds, safer roads, and post-crash care to reach the zero deaths vision.



Click me!
← MAP

High Collision Network

This map shows shows the High Collision Network identified in the 2024 Marin County Local Road Safety Plan.

- HCN Intersections
- HCN Segments



LOCAL REGIONAL

Accessible & Walkable Communities

A connected, accessible, and high-quality active transportation environment with complete streets and safe crossings that include context-sensitive, community-informed solutions for US-101, major and minor arterials, and activity hubs within a ½ mile of SMART stations, transit hubs, activity centers, and commercial districts.

← MAP

Major Corridors Connecting Activity Hubs and Communities

This map shows the the major corridors that connect communities in Marin County. These roads serve to move people through the community efficiently, but it is also important that they can be safely and comfortably crossed, especially when they intersect with activity hubs.

Community

- Downtown Fairfax
- Downtown Larkspur
- Downtown Mill Valley
- Downtown Novato
- Downtown San Anselmo
- Downtown San Rafael
- Downtown Sausalito
- Downtown Tiburon
- Canal
- Larkspur Landing
- Marin General Hospital
- Northgate
- Rowland Plaza
- Strawberry Village
- The Village
- Town Center
- Vintage Oaks

Cultural/Education

- College of Marin

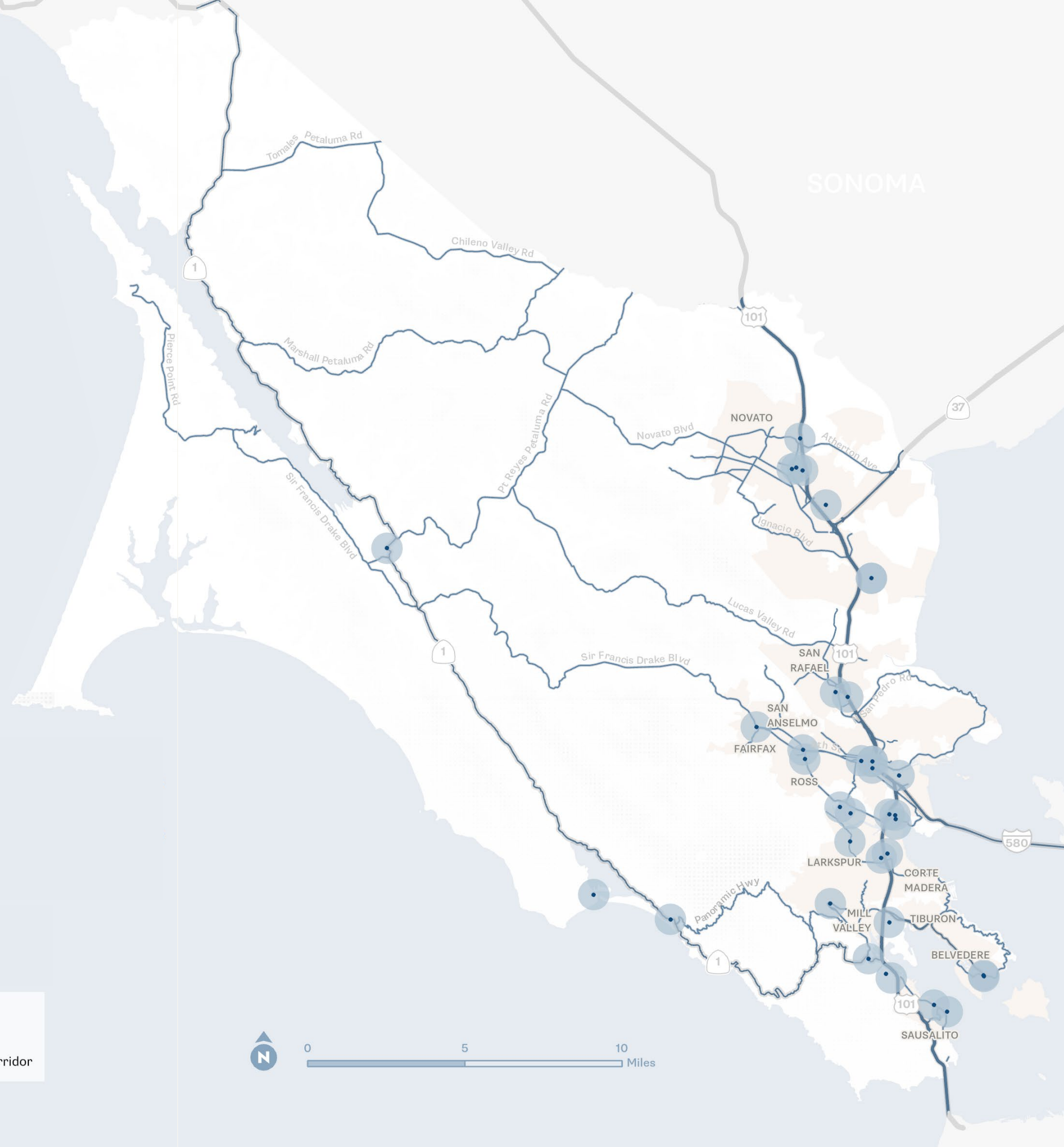
Transportation

- Ferry Terminals
- Marin City Hub
- Novato Downtown Transit Center
- San Rafael Transportation Center
- SMART Rail Stations

Visitor

- Bolinas and Stinson Beach
- Point Reyes Station
- Sausalito

- Activity Hub
- 1/2 Mile Buffer
- Key Community Corridor



REGIONAL

Complete Active Transportation Network

Advance a continuous primary bikeway network of pedestrian and bicycle facilities linking activity centers.

← MAP

Primary Active Transportation Network

This map shows a primary active transportation network that will provide a core system of connected and continuous active transportation facilities where future investments would be prioritized.

Ultimate segments that may be longer-term projects are also identified to enhance and expand the initial network.

The network is based on existing and planned facilities in the county, and on the NS Greenway and Cross Marin bikeway status report. The alignment and design of all future segments is subject to further project development to determine implementation viability.

- Initial AT Network
- Ultimate AT Network



REGIONAL

Higher Quality Transit

Prioritize street space for a coordinated, convenient, reliable, and accessible transit system.

← MAP

Transit Priority Routes

This map shows a network of transit priority corridors (in green) where transit would be prioritized, and treatments implemented to improve transit operations, and/or avoid a deterioration in service that would otherwise occur.

Bus Service Level

less service more service

- Ferry Terminal
- SMART Train Station
- Bus Hubs
- Bus Transit Priority Corridor
- SMART
- Golden Gate Ferry



SYSTEM MANAGEMENT








Visitor Travel Management

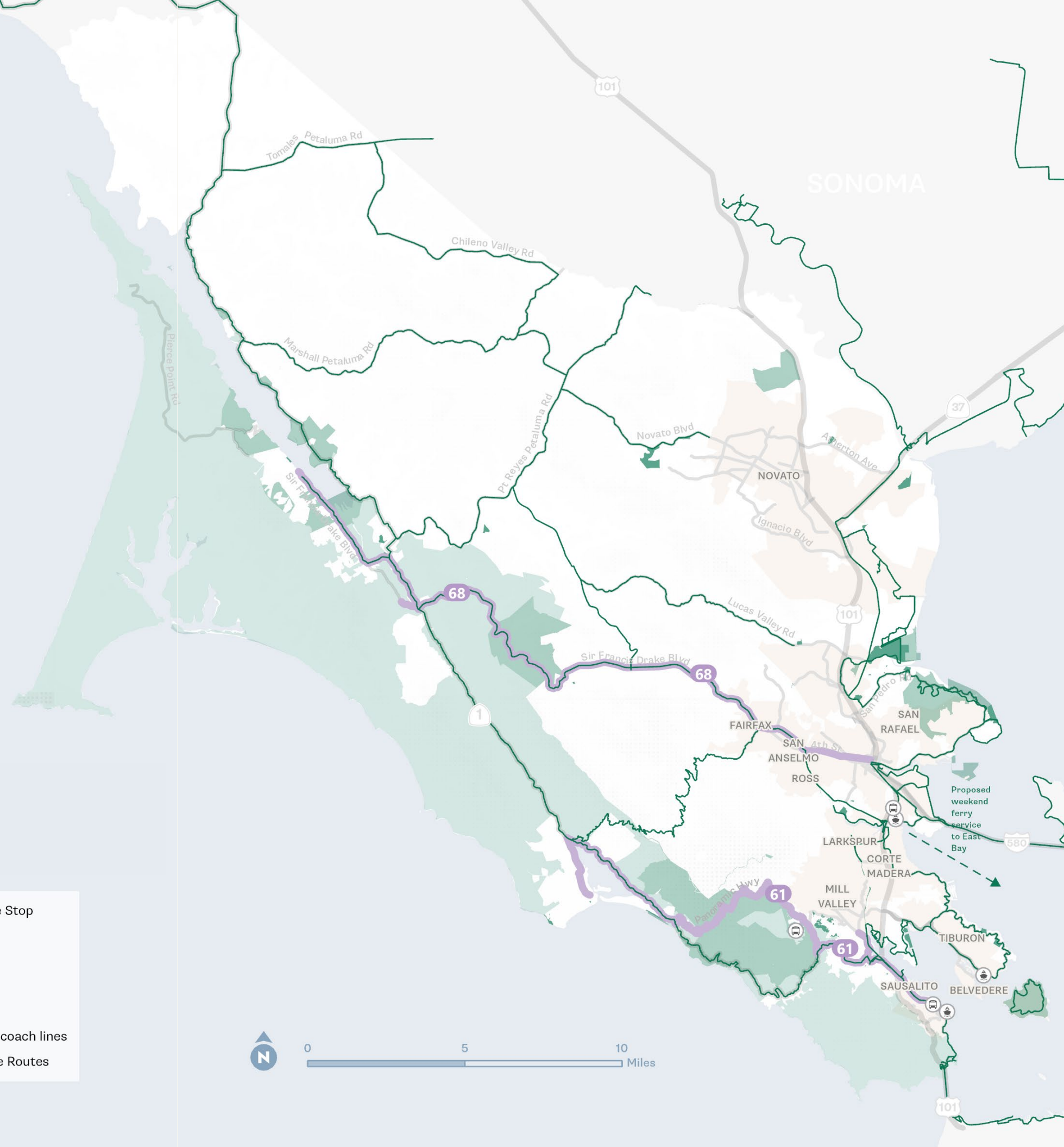
Improve the visitor experience and reduce the negative effects of visitor traffic and parking.

← MAP

Visitor and Recreation Routes and Services

This map shows the Muir Woods shuttle stops, ferry terminals, recreational roads, and major recreational bike routes including the Bay Trail and routes in West Marin, and National, State, and County parks.

-  Muir Woods Shuttle Stop
-  Ferry Terminal
-  County Park
-  National Park
-  State Park
-  Marin Transit Stagecoach lines
-  Recreational Bicycle Routes



Implementation Plan

Implementing the CTP 2050 Vision, Goals, and Strategies will require new financial resources beyond what is available today and for various county agencies to establish new roles and partnerships.

TAM will play multiple roles in the future including convener, facilitator, funding strategist, technical support, project delivery support, and grant funding application support. TAM will focus staff resources on multi-jurisdictional projects and programs that serve multiple communities.

Instrumental to successful implementation of the CTP will be establishment and execution of partnerships with multiple agencies and non-governmental organizations. One way to form these connections would be to formalize the Technical Advisory Committee (TAC) and Equity Working Group (EWG), first convened for the CTP, into groups that meet on a regular basis to discuss progress on the CTP Vision, Goals, and Strategies.

Implementation Framework

The 15 strategies are advanced through one of three of the following implementation pathways.

Thematic Strategies

Thematic strategies align with CTP 2050 Goals and TAM's commitment to data-driven planning. These strategies will not be accomplished through one-off programs or projects but instead must be woven and implemented through all TAM programs, projects, planning efforts, and funding.

- Safe Travel for All
- Equity Community Investments
- Adaptation to Climate Change
- Transportation Data & System Management

Network Strategies

Network strategies may include programmatic elements, but they primarily define specific geographic priority networks for a variety of transportation topics throughout the county. Some of the priority networks are defined here in the CTP, while others are more locally defined and will continue to be locally prioritized.

- Fix It First (and Better)
- Accessible and Walkable Communities
- Regional Connectivity
- Complete Active Transportation Network
- Higher Quality Transit
- Connected and Complete Community Corridors

Programmatic Strategies

Programmatic strategies may require a combination of information curation and promotion, digital platform and/or tool development, agency coordination, and physical infrastructure investments. All programmatic strategies will be most effective if managed on a countywide scale and will require dedicated staff time at TAM, partner agencies, or a combination of the two.

- Easy and Safe School Travel
- Travel Education and Assistance Programs
 - Including Flexible Ride Programs
 - Including Commute Alternatives
- Zero Emission Vehicles
- Visitor Travel Management



Funding Strategy

While TAM manages important local sales tax funding, including Measure AA and Measure B, and provides significant direction to the region for other funding recommendations, there continues to be the need to tap into federal and state grant programs to ensure that local dollars can be leveraged to implement the important programs and projects that would help address TAM’s CTP Strategies.

However, to access some highly competitive grant programs with projects that will address the CTP Vision, it will be important to develop plans, policies and partnerships that support the county’s funding strategies. In most cases, federal and state grant programs also require a level of project readiness that must be also addressed so that when grants become available, the county is not hampered by lack of data or prior planning.

Partnerships and Planning

To be competitive in oversubscribed federal and state grant programs, it may be necessary to look beyond TAM’s historical role in the county and assemble project partners that can expand TAM’s reach into the federal and state funding programs. These partnerships not only help engender a spirit of cooperation but also help address regional connectivity at a very local level by bringing the needs of the project sponsors together to solve a county or regional need.

While partnerships prove that coordination can be successful, the success was supported by long term planning processes that 1) evaluated potential project elements and their impacts, 2) included estimated project costs and benefits that could be used to support future grant application process, and 3) provided a forum for local agencies to address local issues with a broader lens. Transportation planning funds are often limited, and competitive. Agencies seeking to compete for funding to address local transportation challenges can use the CTP as a guide for both future planning efforts and project development.

What Lies Ahead

TAM’s actions over the next 25 years will greatly shape current and future residents’ lives, even as outside forces like climate change, new technologies and political uncertainty impact everyday life. As TAM proceeds, several priorities identified in CTP 2050 can be successfully delivered within TAM’s available and anticipated funding. Other important challenges identified during the Plan’s development can be advanced incrementally with available funds, while emerging programs can be more sharply defined for future consideration.

To achieve the greatest benefit from this CTP, the following actions will be useful.

Maintain Progress on Commitments

Maintain progress on meeting TAM’s commitment to safety, equity, and sustainability in its governance, planning and investments.

Optimize Budgets

Develop policies to maximize the effectiveness of limited local transportation dollars.

Invest in Staff

Invest in the TAM organization and staff to support evolution into a data-based decision-making agency.

Line Up Funding

Ensure funding criteria advance the CTP Vision and Goals when TAM reviews the Measure AA Expenditure Plan in 2025.

Match Up with Regional Efforts

Describe projects that are compatible with CTP goals to synchronize with state and regional mobility, land use, and social equity guidance.

Establish a Technical Advisory Committee

Establish a permanent Technical Advisory Committee and more actively collaborate with other public agencies to deliver climate change adaptation, safety best practices, regional trails, and a range of transformative transit programs.



CTP 2050 Next Steps for Implementation

CTP 2050 Implementation Activity	Lead	Key Partners
Early Actions		
TAM Technical Advisory Committee (TAC)	TAM	Local Jurisdictions & Transit Operators
TAM Equity Working Group (EWG)	TAM	Community Partners
Evaluation of Existing Programs & CTP Alignment	TAM	Local Jurisdictions & Transit Operators
Measure AA Review	TAM	Local Jurisdictions & Transit Operators
Advancing Work in Progress (Apply Key CTP 2050 Priorities)		
Transportation Project Planning & Development	TAM, Local Jurisdictions, Transit Operators	MTC, Caltrans
Land Use Planning & Development	Local Jurisdictions	TAM, ABAG, Transit Operators
Marin Sonoma Coordinated Transportation Study (MASCOTS)	Transit Operators	TAM, SCTA, MTC
Sea Level Rise Study	TAM	Local Jurisdictions, BCDC, Caltrans
MTC TOC Policy Compliance, Specific Plans for Existing PDAs	TAM	Local Jurisdictions, MTC
Marin-Sonoma Narrows Project and Closure of HOV Gap on US-101	TAM	Caltrans, Transit Operators, MTC
Advancement of Part Time Transit Lanes on US-101	TAM	Caltrans, Transit Operators, MTC
Richmond San Rafael Bridge Forward Suite of Corridor Improvements	BATA	TAM, CCTA, Golden Gate Transit, Caltrans
Redwood Bikeshare Pilot	TAM, SCTA	Local Jurisdictions
Local Road Safety Plan Adoption & Vision Zero Implementation	Local Jurisdictions	TAM, Caltrans
TAM Equity Action Plan	TAM	EWG
Initiate New Efforts (Organize Around CTP 2050 Vision, Goals, and Strategies)		
Traffic Signal Modernization Study and Implementation	TAM	TAC
Update to Coordinated Countywide School Transportation Study	TAM, Marin Transit, and MCOE	TAC, School districts, EWG
Countywide Active Transportation Plan & Coordinated Grant Approach	TAM	TAC, EWG
Identify new PDAs	Local Jurisdictions	TAM, MTC
Advance Mobility Hubs	TAM, Local Jurisdictions & Transit Operators	TAC, EWG
VMT Toolkit Development	TAM	Local Jurisdictions, TAC, EWG
VMT Policy Adoption and Transportation Impact Analysis Guidelines	Local Jurisdictions	TAM, TAC
Explore future of Flexible Transit Services for non-drivers, including seniors and people with disabilities	MTC/MTCD	TAM, Transit Operators, EWG
Support ZEV Funding Opportunities	MCE	TAM, Local Jurisdictions
Establish New Processes (Organize Around CTP 2050 Vision, Goals, and Strategies)		
Establish Data Management Program	TAM	Local Jurisdictions & Transit Operators
Establish School Transportation Committee	TBD	TAM, MCTD, MCOE and School Districts
Establish Marin Visitor Travel Collaborative	TBD	TAM, County, Transit Operators, NPS, Caltrans

Measuring Performance

Marin County has a history of innovation and success with data collection and analyses for local efforts.

Exemplary projects and programs include the Safe Routes to Schools program, wildfire evacuation planning, and Travel Model development and update programs. TAM was one of the first county transportation agencies in the San Francisco Bay Area to develop an activity-based travel model, have a system monitoring program that provides a historical data set on system usage, complete a robust origin-destination travel report in 2018, and partner with technology companies (e.g., Uber and Lyft) to gather ridership data through innovative

first/last mile programs. TAM supports local agencies with travel data through traditional and big data sets such as Inrix (i.e., speed and travel time data from private data provider) and PeMS (i.e., freeway speed and volume data from Caltrans monitors), and partner with agencies such as the Marin Wildfire Prevention Authority to develop robust evacuation data sets to support decision makers.

The CTP 2050 is a data-driven and performance-based plan, and implementation of the plan will be monitored over time to determine how effective the strategies are in accomplishing the plan Vision and Goals, as well as what changes should be made to adjust to emerging trends and technologies.



From the development of the 1973 Countywide Plan, multiple generations of creative and determined endeavors in Marin County have set the building blocks for our community and its mobility. This CTP provides a **data driven blueprint** for how TAM and the community of diverse stakeholders it serves can add to that amazing history by concentrating on **what matters most** and **striving for excellence** in the outcomes it delivers.

Acknowledgements

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