

MEETING OF THE  
TRANSPORTATION AUTHORITY OF MARIN  
TAM

JUNE 1, 2017  
7:00 PM

MARIN COUNTY CIVIC CENTER, ROOM 330  
3501 CIVIC CENTER DRIVE  
SAN RAFAEL, CALIFORNIA



**MEETING MINUTES**

Members Present:

Stephanie Moulton-Peters, City of Mill Valley, TAM Chair  
Judy Arnold, Marin County Board of Supervisors, TAM Vice Chair  
Damon Connolly, Marin County Board of Supervisors  
Alice Fredericks, Tiburon Town Council  
Diane Furst, Corte Madera Town Council  
Renee Goddard, Fairfax Town Council (Alternate)  
Ford Greene, San Anselmo Town Council (Alternate)  
Dan Hillmer, Larkspur City Council  
P. Beach Kuhl, Ross Town Council  
Eric Lucan, Novato City Council  
Kathrin Sears, Marin County Board of Supervisors  
Dennis Rodoni, Marin County Board of Supervisors  
Ray Withy, Sausalito City Council  
Kate Colin, San Rafael City Council (Alternate)

Members Absent:

Katie Rice, Marin County Board of Supervisors  
John Reed, Fairfax Town Council  
Gary Phillips, San Rafael City Council  
Tom McInerney, San Anselmo Town Council  
James Campbell, Belvedere City Council

Staff Members Present

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

Vice Chair Arnold called the meeting to order at 7:00 p.m., noting that Chair Moulton-Peters had been delayed but would be arriving soon.

## 1. **Public Hearing on the Draft FY2017-18 Annual Budget**

Executive Director (ED) Dianne Steinhauser indicated that the budget would be presented to and discussed by the Board later in the meeting, but she indicated now was the time for any members of the public to make whatever comments they wanted.

Vice Chair Arnold opened and closed the public hearing with no speakers coming forward.

## 2. **Chair's Report (Discussion)**

Vice Chair Arnold said she had nothing to report.

## 3. **Commissioner Matters Not on the Agenda (Discussion)**

There were none.

## 4. **Executive Director's Report (Discussion)**

ED Dianne Steinhauser asked the Board to consider adjourning the meeting tonight in memory of Dietrich Stroeh, who passed away suddenly on May 30<sup>th</sup>. She reviewed items in her written Executive Director's Report, including the successful car-share launch today with Whistlestop and Zipcar; support services for SMART first/last mile access offered through TAM, including the Lyft subsidy and coupons for first/last mile service; participation in Marin County's TDM Workshop; the Plan Bay Area Open House on May 20<sup>th</sup>; changes in funding with the Golden Gate Bridge District programming additional federal money for the Bettini Transit Center with appreciation to Golden Gate for an increasing match of their funds; a brief summary of SB 1 (Senate Bill 1) and workshops planned to help explain how allocations will work; the progress of RM 3 (Regional Measure 3) legislation through the Assembly; consideration by the Trump Administration of federal transportation funding; the TAM Junction Bike Path Project (in the Almonte area) about ready to start construction with anticipated night-time road closures, and the ED's participation in a national conference with a successful presentation on Marin's Safe Routes to Schools program.

*Chair Moulton-Peters entered and was seated during the ED report.*

There was no public comment on the Executive Director Report.

### a. **Richmond – San Rafael Bridge Third Lane and Multi-Use Path Report**

At the request of Chair Moulton-Peters, ED Steinhauser updated the Board on the status of the bridge projects, with the Third Lane progressing well through construction, and the upper deck bike path yet to be advertised.

Chair Moulton-Peters expressed regret at arriving late to this meeting, and she also mentioned that Commissioner Rice had passed on her apologies for being unable to attend.

## 5. Commissioner Reports (Discussion)

### a. Metropolitan Transportation Commission (MTC) Report

Commissioner Connolly reported that a Memorandum of Understanding has been signed between ABAG (Association of Bay Area Governments) and MTC to consolidate the staff of the two agencies under MTC, the result of a successful mediation process, hopefully the first step in the process of merging both organizations. He also reported on a recent workshop on Plan Bay Area 2040 in Mill Valley, next steps in the process, Regional Measure 3, Senate approval of the RM3 toll legislation, SB 595, and the support from the MTC board overall.

### b. Marin Transit Report

In the absence of Commissioner Rice, Chair Moulton-Peters discussed support for Marin Transit programs, sale of school bus passes for the youth in Ross Valley, Reed Union and Mill Valley School Districts, and service throughout the county for the Senior Travel Navigator program, including training for the program at the San Rafael Transit Center.

### c. SMART

Commissioner Sears stated that SMART (Sonoma Marin Area Rail Transit) is currently in test mode, expressing concern about quiet zones and the potential risk to pedestrians. She also noted that SMART would soon be announcing its anticipated start date, and she expressed appreciation for the pending collaboration TAM has developed with Lyft.

Chair Moulton-Peters asked if SMART had safety information available for individual jurisdictions to share with their constituents, and Commissioner Sears confirmed it did.

## 6. Open Time for Public Expression

Cindy Winter of Greenbrae said she was excited about the Lyft service and the potential for SMART to be less dependent on bus transportation. She also discussed an article in the New York Times on rideshare options that are offered in Europe and New Jersey, and the difficulties that have become apparent with Uber.

## 7. CONSENT CALENDAR (Action)

- a. Approve TAM Board Minutes of June 1, 2017
- b. Revised Programming OBAG and Local Funds
- c. Accept 2017 Update to the OBAG Transportation Investment Strategy
- d. Appointments to the Technical Advisory Committee
- e. Appointments to the Citizens' Oversight Committee

ED Steinhauser noted the misspelling of a name on page 6 of 9 in the minutes; and she indicated it will be corrected.

Chair Moulton-Peters said she had minor edits as well, which she will give staff to correct.

There was no public comment on the Consent Calendar.

Commissioner Fredericks moved to approve the Consent Calendar (including edits to the Minutes), and Commissioner Sears seconded the motion. It was approved unanimously.

#### **8. Approve Letter to MTC on HOV Hours of Operation (Action)**

ED Steinhauser indicated she would be presenting this item which recommended that the TAM Board approve the letter, as presented in the staff report, to be sent to the Metropolitan Transportation Commission (MTC) on High Occupant Vehicle (HOV) lane hours of operation. She indicated that Deputy Executive Director Bill Whitney would assist to answer questions.

ED Steinhauser discussed the actions staff is presenting for the Board's consideration, a brief review of the history of HOV lanes in the Bay area, involvement of Caltrans, MTC, and the CHP as a partnership, changes to HOV hours proposed by MTC for implementation in June, concerns expressed by the TAM Executive Committees as well as the TAM Board – potential impacts, what will determine the success (or failure) of the change, other management efforts that should be combined with the changed hours, such as ramp metering, and inclusion of a public information campaign prior to implementation of the changes. She also reviewed the strength of the proposed resolution as compared with the earlier draft letter to MTC and staff's recommendation for approval.

She noted that a copy of the proposed resolution was included in the supplemental packet, as well as a letter from Jonathan Frieman who asked that it be shared with the Board.

Commissioner Withy questioned why the original concern about the impacts of HOV lane operation was now mixed up with several different variables (ramp metering etc.). He thought that the first issue of the proposed pilot study considering the effects should be studied independently from the other matters. ED Steinhauser explained that the hours change should not be an experiment on commuters, she was worried that concerns regarding the impacts on workers and residents in Marin could overshadow the benefits that could result.

Chair Moulton-Peters clarified that potential delays in the general-purpose lanes could be perceived as a negative by the general public. She thought that a full study of the potential negative impacts would be helpful to the public's understanding of the concept.

Commissioner Sears added that one goal of the change in HOV hours is for more commuters to form carpools and/or use public transit instead. Commissioner Fredericks commented on the economy found in considering more than one variable at a time, and she noted that most of the variables mentioned are already included as current issues but there is not enough time to consider each one separately. She indicated her support of combining different mechanisms discussed by ED Steinhauser to relieve congestion on 101.

Commissioner Lucan commented on the consideration of a letter to MTC compared with a resolution from TAM. He asked Commissioner Connolly as an MTC representative which he thought was best.

Commissioner Connolly said he thought the resolution would be more effective, which encapsulates more of the issues that have been raised. He also commented on the unique situation that Marin has, with the freeway functioning as a main street for many of the towns.

Commissioner Greene agreed the resolution was better, noting that it is better written. He also said that the goal should be to benefit all groups of commuters, and to move away from the concept of one person, one car. He indicated his support.

Commissioner Goddard discussed her concern that the implementation date of summer 2017 provides insufficient time for outreach and she asked if other Commissioners had any thoughts in that regard. Commissioner Kuhl said he thought the resolution should be more specific about timing for reasons he discussed.

Commissioner Hillmer expressed agreement about the timelines as well as specific dates. He also noted that the goal of the study is to attain optimal system design, which is by nature multi-variant. He was concerned that there are not enough variables to evaluate the pushing of traffic onto local streets, especially with multiple local projects that would be under construction simultaneously. Chair Moulton-Peters asked whether adding “consideration of impacts to local roads” would be sufficient, and Commissioner Hillmer said yes.

Vice Chair Arnold said she shared the concerns of many residents that increasing the HOV hours at this point in time would dramatically increase commute times. She noted that an informal survey she sent out to her mailing list showed 87% of respondents were opposed to extension of the carpool lane hours at this time.

Vice Chair Arnold indicated she did not support changing the hours at the current time. However, she said that if the plans move ahead, she strongly suggested that TAM continues to work to assess the benefits and impacts of the changes and a broader approach be implemented to manage traffic appropriately.

Commissioner Colin noted that for her the statements in the resolution are more appropriate for opposing the change in hours at this time. She thought it would be better to advocate for beginning the study now, to ensure that the questions are answered first. ED Steinhauser explained that the reason for suggesting a 3-month pilot program, rather than a six-month program, is because the success or failure of the program should become apparent quickly, without an extended period of negative impact being necessary.

Chair Moulton-Peters suggested phrasing it “the pilot shall begin when studies are completed.” She also expressed it is obvious a public information campaign should be implemented first.

Commissioner Hillmer asked that the study results be collected and assessed first and ED Steinhauser noted that MTC will be presenting their studies shortly to Caltrans, after which they will decide whether or not to begin the pilot. She reminded the Board that the decision is not TAM’s to make, but Caltrans, MTC and CHP.

There was more discussion of the types of study – preliminary information provided to MTC to help them make their decision, and then additional information gathered through ongoing traffic review.

Commissioner Greene and ED Steinhauser discussed the reasons for the timing of the pilot program over summer.

Commissioner Fredericks clarified the need for two kinds of studies, including studies following implementation of the pilot program to determine the program’s success.

Commissioner Lucan recommended the adoption of a phased-in approach for the changes, and ED Steinhauser noted that there had not been any indication that this was acceptable to the operators Caltrans, MTC and the CHP.

Commissioner Hillmer asked what recourse is available if the study is not successful and ED Steinhauser questioned how that could be determined. Mr. Hillmer asked about increased impacts to local streets, and ED Steinhauser discussed actions that could be proposed or promoted through our legislators.

Commissioner Hillmer suggested that TAM include a quantifiable definition for failure of the system and/or a delay to the implementation. ED Steinhauser indicated staff thought the owner/operators should decide the definition of failure and what that would trigger.

Commissioner Kuhl suggested TAM not define success or failure in the resolution, and Chair Moulton-Peters stated that Caltrans has clear standards to apply, which she discussed.

Vice Chair Arnold moved to approve the Resolution with suggestions made by the Board and with the understanding that MTC, CHP or Caltrans will make the decision for success or failure of the changed hours and act accordingly, which was seconded by Commissioner Fredericks.

Commissioner Withy stated that he supported the resolution, but he expressed great concern that Sausalito will be impacted by the combination of proposed changes to the HOV lanes and ramp metering.

ED Steinhauser reviewed the proposed changes from the Board discussion – adding a bullet to consider impacts to local roads to be evaluated in advance of the pilot study, consideration of which elements should be studied preliminarily and a pilot implemented within a shorter time period if possible, definition of success and establishing what actions will be taken, consideration of seasonal commute evaluation periods prior to initiating the pilot project, and that there should be a clear idea of what constitutes success and what constitutes unacceptable impacts specifically regarding congestion in the mixed flow lanes and local roads.

There was no public comment on the item.

The motion for approval was unanimously approved.

## **8. Next Steps in Sales Tax Renewal Process**

ED Steinhauser presented the staff report, discussing the process thus far and likely next steps. She reviewed the questions now before the Board, the city/county educational briefings on what project/program improvements the current sales tax measure is providing, potential formation of a Transportation Sales Tax Expenditure Plan Advisory Committee, and consultant support for the Expenditure Plan Advisory Committee effort.

### **a. Report on City/County Briefings (Discussion)**

ED Steinhauser summarized the educational presentations made to the cities, towns, and county in the past months and input received from those presentations as presented in the staff report.

### **b. Review Polling Results on Renewal or Expansion of Local Transportation Sales Tax (Discussion) Godbe & Associates**

Bryan Godbe of Godbe Research stated that his firm was commissioned to conduct a survey of local voters to gauge their transportation needs and priorities. He reviewed the methodology used, types of questions used in the survey, purposes of each, significance of the data whether support or opposition, probability of success of renewal versus increase, commute transit method, commute time, summary and recommendations including the recommendation that TAM consider starting the process for a November 2018 sales tax measure.

ED Steinhauser explained that there was a deliberate difference in the question regarding support of local street and road rehabilitation on major roads and separately, local residential streets, and there was strong support for both.

Regarding *Q2: Satisfaction with Transportation in Marin County*, Commissioner Hillmer asked about tracking of satisfaction versus dissatisfaction relative to the current transportation conditions in Marin to see which position is more likely to support a new sales tax measure. Mr. Godbe stated that he does have that data but acknowledged

it was a difficult question to answer, however cross-referencing shows that there are supporters in both categories that will support the tax measure.

Commissioner Hillmer also noted that the percentages that show such low support for transit alternatives are similar to the percentages that drive. He wondered whether their support for the measure is a direct result of their preference to drive; i.e. they would rather pay an increased sales tax and continue to drive. Mr. Godbe said he thought that was likely.

Commissioner Rodoni asked whether there was increased reliability of placing a measure on the ballot in 2018 vs 2020. Mr. Godbe acknowledged that is possible, but there is also the chance of political and economic risks when a later date is chosen.

Commissioner Rodoni asked about the viability of this measure against others in the same election cycle. Mr. Godbe noted there was comparison with the tax measure and SB1 and RM3, although they were not labeled as such, and they proved the strongest argument against – i.e. we're giving you the money from those measures so do a better job. Commissioner Rodoni asked about potential county measures. Mr. Godbe explained that a general question was asked since no specific measures were identified, but when one is, then a follow-up poll could ask specific comparative questions.

Commissioner Lucan asked about average age of the respondents. Mr. Godbe did not have the average, but he did review the age breakdowns for either the 2018 or 2020 election.

Commissioner Goddard asked about the limited sales tax cap which may limit a local jurisdiction's ability to absorb more than a quarter percent sales tax. ED Steinhauser said that is not a factor that would be discussed tonight, nor was it part of the poll process, but it will need to be considered before a future election if raising the sales tax was called for.

Chair Moulton-Peters asked, and Mr. Godbe confirmed that a 60% poll-based approval is a good place to be, but below 50% is a good indication that a ballot measure would not be successful. Mr. Godbe also confirmed that it's difficult to bring approval up from 50-60%, but he noted as well that the margin of error for each means it could still change.

Chair Moulton-Peters commented on information she learned at the Executive Committee meeting regarding how one takes the survey and what the results will be. Mr. Godbe discussed the finding and the implications noting that landline and phone respondents tend to be less supportive in total but more definitive. The opinions of on-line respondents are not as solidified. This supports the reasoning for taking a hybrid approach when conducting a poll.

Chair Moulton-Peters opened public comment on the item.

Steve Kinsey, former County Supervisor and TAM Commissioner, noted that the single most important thing that TAM does in his opinion is to manage and finance Marin's transportation improvements. He acknowledged it is never easy to ask constituents for money, especially these days, but he commented on the benefit to the community overall in investing in these improvements. He encouraging the Board to move forward with an expenditure plan advisory committee to get clarity and specificity on developing a good measure. He advocated for the EPAC to prioritize the improvements in terms of funding that is anticipated. He noted that many people in the community look at the amount spent for transportation – roads in particular - and believe it is too much, but he pointed out that the TAM Board members know the truth behind those numbers – that there never will be too much to be spent on transportation infrastructure.

**c. Create a Transportation Sales Tax Expenditure Plan Advisory Committee (Action)**

ED Steinhauser presented the staff report which recommended that the TAM Board approve establishing a Transportation Sales Tax Expenditure Plan Advisory Committee (EPAC), comprised of individuals representing diverse stakeholder groups in Marin County, to develop a Draft Transportation Expenditure Plan defining the transportation projects and programs in a future sales tax measure to be considered by Marin County voters.

She noted that the creation of the Advisory Committee will not obligate the Board to go forward with a ballot measure but will allow for important information to be gathered and analyzed. She discussed the role of the Advisory Committee, its membership, and the anticipated meeting sequence schedule. She finalized her comments by stating that TAM's Citizen's Oversight Committee was supportive of formation of this group and their willingness to participate as part of this EPAC.

There was no public comment on the item.

Vice Chair Arnold moved to approve creation of a Transportation Sales Tax Expenditure Plan Advisory Committee. Commissioner Lucan second the motion, which was unanimously approved.

**d. Approve Consultant Support for the Expenditure Plan Advisory Committee (Action)**

ED Steinhauser presented this item which recommended that the TAM Board approve consultant support for the Expenditure Plan Advisory Committee (EPAC) and associated public information efforts. She discussed the anticipated range of costs for the Advisory Committee process.

There was no public comment on the item.

Commissioner Furst moved to approve the consultant support for the Expenditure Plan Advisory Committee. Commissioner Greene seconded the motion, which was unanimously approved.

**9. Lyft Partnership Program –Approve ADA Services Agreement with Whistlestop (Action)**

ED Steinhauser introduced Planning Manager Derek McGill and Senior Planner Scott McDonald to present the staff report that recommended the TAM Board to receive update of the Lyft Partnership Pilot Program and authorize TAM Executive Director to enter into contract with Whistlestop for ADA bus transit services associated with the Lyft Partnership at an estimated cost not to exceed \$15,000.

Mr. McGill reviewed the background of the coupon-based Lyft Partnership Program, marketing and outreach for the *GetSMART17* plan, ADA Service component with Lyft and Whistlestop, how the program will work, and finalized his comments with the recommendation for the TAM Board.

Commissioner Colin expressed excitement at the concept, and she asked whether it would be possible to promote Lyft through SMART's website as well. Mr. McGill said staff will be coordinating with SMART to see if they want to advertise the service on their website and email blasts, as well as for the distribution stands at SMART Stations, already agreed upon.

There was no public comment on the item.

Commissioner Connolly moved to approve the staff recommendation, and Commissioner Arnold seconded the motion. It was unanimously approved.



ED Steinhauser noted that this program, the TAM sponsored Emergency Ride Home, the Zip cars (carshare program), and the bikeshare program which will be presented next month, will complete options for the first/last mile SMART access program.

**10. Measure B, Vehicle Registration Fee, Current Fiscal Year Alternative Fuel Program Update and Fiscal Year 2017-18 Program Adoption (Action)**

ED Steinhauser introduced Project Manager Nick Nguyen to present the staff report which recommended that the TAM Board receive an update of the current fiscal year Measure B – Element 3.3 Alternative Fuel Program and adopt Fiscal Year 2017-18 program proposal. The FY 2017-18 program is designed to review and refresh the program we have made since inception, with a continued emphasis on electric vehicle (EV) adoption, new EV marketing effort and additional review of new clean transportation fuel technologies.

Mr. Nguyen discussed an update to the Alternative Fuels Infrastructure and Promotion element under Measure B, the goals of the Alternative Fuels program, the adopted 2016-17 budget of \$240,000 and the six activities which comprise that budget. He concluded with a summary of the latest statistics regarding EV rebates and plans for next year. Mr. Nguyen then showed a short video presentation produced in conjunction with the Marin School of Environmental Leadership to promote electric vehicle use by high school students.

Vice Chair Arnold asked what makes diesel fuel renewable, which Mr. Nguyen discussed and stated that this is new technology which takes oils and through a proprietary process converts it to diesel. He noted that this synthetic diesel has the same chemistry as regular diesel but burns cleaner and costs the same to produce as conventional diesel when the state's carbon tax credits are taken into consideration.

Commissioner Hillmer asked about the potential for cost recovery for electric vehicles, such as a fee for use of charging stations. Mr. Nguyen said yes, and he reviewed some of the jurisdictions that have begun to do so.

Chair Moulton-Peters asked if TAM has the ability to install a charging station at the TAM office, and Mr. Nguyen said yes, they are working towards that based on approval by the TAM Board last year.

There was no public comment.

Commissioner Lucan moved to accept the report and approve the budget for the next fiscal year. Commissioner Arnold seconded the motion, which was unanimously approved.

**11. Review and Adoption of the Draft TAM FY17-18 Annual Budget (Action)**

ED Steinhauser introduced Chief Financial Officer Li Zhang to present the report which recommended that the TAM Board review and adopt the Draft TAM FY2017-18 Annual Budget.

Ms. Zhang reviewed the annual budget process and timeline, including the public hearing held at the beginning of tonight's meeting, and the five budget components attached to the budget report. She discussed revenue projections for Measure A Sales Tax for FY2017-18 as compared with other years, a comparison of sales tax generated by various industries for FY2015-16, the same information by jurisdiction, Measure B VRF revenue generated, and TAM's CMA (congestion management agency) funding.

Ms. Zhang also gave an overview of Expenditure budget categories and proposed changes for the next year, Professional Services Category, Measure A Sales Tax Category, Measure B VRF Category amounts, Interagency Agreement amounts, TFCA Programs/Projects, Timeline, the TAM Workplans, and action requested by the Board tonight to adopt the FY2017-18 Annual Budget which included the approval of a 3 percent employee cost-of-living (COLA) adjustment effective July 1, 2017.

ED Steinhauser briefly discussed the usual budget development and approval process, including anticipated budget amendments within the next twelve months.

Commissioner Goddard indicated she would recuse herself from the vote because she is involved and works with the Safe Routes to Schools program which is a TAM program.

Commissioner Greene was appreciative of the workplans submitted by TAM staff which gives him a better understanding of the work that TAM is taking on, and particularly Mr. McGill's workplan. Chair Moulton-Peters agreed with Commissioner Greene's comments.

Vice Chair Arnold moved to adopt the budget for FY2017-18 which included the approval of a 3 percent COLA, and Commissioner Fredericks seconded the motion. It was unanimously approved.

## **12. Caltrans Report (Discussion)**

ED Steinhauser highlighted work done earlier in the week with needs around the southern Marin Tiburon Blvd. and Blithedale Avenue interchange. She also commented on efforts to reopen sections of Highway 1 closed after the floods earlier this year.

As requested earlier in the meeting, Chair Moulton-Peters adjourned the meeting at 9:55 p.m. in memory of Dietrich Stroeh after a moment of silence in his honor.