



MEETING OF THE  
TRANSPORTATION AUTHORITY OF MARIN  
EXECUTIVE COMMITTEE  
Programming & Projects  
July 9, 2018  
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. taff Members Present: Dianne Steinhauser, Executive Director  
Bill Whitney, Deputy Executive Director  
Dan Cherrier, Principal Project Delivery Manager  
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, Deputy Executive Director  
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 indicated she had no report.

**2. Commissioner Comments** (Discussion)

There were none.

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

Executive Director (ED) Steinhauser did not give a report.

**4. Open Time for Public Expression**

Cindy Winter, Greenbrae, discussed the adverse effects that tariffs, if introduced, will have on the autonomous vehicle industry, and the need for the transportation sales tax to be renewed.

**5. Approval of Minutes June from June 11, 2018 (Action)**

Commissioner Lucan moved to approve the minutes of June 11, 2018. Commissioner Fredericks seconded the motion, which was unanimously approved

**6. Bike Share Program Cooperative Agreement Between Sonoma County Transportation Authority (SCTA) and TAM (Action)**

Executive Director (ED) Steinhauser introduced Senior Transportation Planner Scott McDonald who presented the staff report which asked the Committee to review the Bike Share Program Cooperative Agreement between TAM and the Sonoma County Transportation Authority and recommend that the full TAM Board authorize the Executive Director to execute it.

Mr. McDonald discussed the Bike Share Program Cooperative Agreement, noting that SCTA and TAM were awarded \$826,000 from the Capital Bikeshare Program in November of 2017 by MTC. Mr. McDonald said that staff is now recommending that TAM enters into a cooperative agreement with SCTA and he confirmed that SCTA staff are also recommending to their board that they enter into the cooperative agreement.

Mr. McDonald discussed the goals of the program, which includes the provision of a first and last mile transit option for SMART, and he said that SCTA and TAM are partnering with jurisdictions along the SMART corridor from Santa Rosa to Larkspur. He noted that MTC has mandated the program must take the Clipper Card.

Mr. McDonald described different bikeshare programs that TAM and SCTA would like to consider, including a dockless model that has been adopted by New York that does not require bikes to be affixed to an object, such as a bicycle rack, and a program operated in San Francisco which uses existing bike racks. Mr. McDonald noted that the dockless model and the use of racks require less infrastructure than a smart bike program, which is used in Portland, where the bicycle incorporates technology. He said that staff will report back to the Board to gather more information on the range of models and costs before going forward with a plan and are suggesting the formation of a two-county steering committee to consider the options.

Mr. McDonald discussed funding for the bike share program, which he noted requires a local match, and that the bikes could be leased under the pilot program. However, he noted that the grant does not cover ongoing or maintenance costs and that other grants or advertising sponsorship would need to be developed.

In response to Commissioner Lucan, Mr. McDonald explained that there would be opportunities for local agencies to participate in the program. He said that the vendor would be consulted once the program is launched to establish partnership arrangements with cities along the corridor, who, for example, may wish to be sponsors or procure bikes.

Commissioner Lucan expressed his support for the project and the need to create the best program that works for both counties.

Chair Moulton-Peters asked if it would make sense to retain the TFCA and TDA funds and look for private funding for this program. ED Steinhauser noted that MTC is allowing staff time to qualify as a match, so TAM should not need to provide new funds. Furthermore, she noted that the equipment could be leased, and that sponsorship should be considered if funds are necessary. ED Steinhauser said that staff will work with the vendors to identify suitable program options and will return to the committee for a discussion on funding options if necessary.

Commissioners Rice and Sears joined the meeting and were seated at the dais.

Chair Moulton-Peters opened public comment on this item.

Cindy Winter drew the audience's attention to a New York Times article on electric dockless bikes. Ms. Winter suggested starting with old fashioned peddle bikes because there might be a problem with someone using an electric bike to get to the top of a sparsely populated hill in Marin, where the bike will stay until they peddle back down the next morning to the SMART station.

Seeing no further speakers, Chair Moulton-Peters closed public comment on this item.

Commissioner Fredericks moved to authorize the Executive Director to execute the Bike Share Program Cooperative Agreement between SCTA and TAM. Commissioner Lucan seconded the motion, which carried unanimously.

#### **7. Accept the TAM Origin & Destination Final Report (Action)**

ED Steinhauser discussed data that has been generated from the study, which she said has been used for outreach efforts, such as questions raised when presenting the sales tax renewal expenditure plan. She reported that the feedback has generally been positive. ED Steinhauser then introduced Planning Manager Derek McGill, who presented the staff report that asked the Committee to receive a presentation from staff and refer the TAM Origin & Destination Final Report to the full Board for acceptance.

Mr. McGill stated that the action requested from the commission is to recommend that the Board accepts the TAM Origin & Destination Final Report. He explained that the report was presented to the Board last year, and also to the planning and public works departments in Marin's jurisdictions. Mr. McGill introduced Kevin Johnson, Project Manager at Fehr and Peers, who provided an overview of the report.

Mr. Johnson discussed the purpose of the study, which he said is to understand how people move within the county. He discussed the ways in which origin and destination data could be collected, and he explained that they focused both on county-to-county flows, and local traffic patterns within the county. Mr. Johnson confirmed that the report has been revised based on the comments received from the jurisdictions.

Mr. Johnson explained that another purpose of the study is to support the development of the TAM Travel Demand Model. He discussed the use of "Big Data" that collects anonymous data from mobile devices, which he noted is a low-cost method and easier than traditional models such as surveys. Mr. Johnson discussed the benefits of the data, such as acknowledging seasonal variations, and he said that the limitations of the system includes a potential for bias because the collected data is from a distinct sample of users.

Mr. Johnson discussed the trips, noting that 72% are within the county, and that the morning peak commute period imports 36% of trips from Alameda and Contra Costa Counties, followed by Sonoma and San Francisco. He also noted that the traditional pattern of the county exporting trips to San Mateo and San Francisco in the morning.

Mr. Johnson discussed average trip length, noting that Mill Valley has the shortest and Novato the longest, and that the average trip length is 17% longer trips than the Bay Area average. He discussed the importance of this data for bike and pedestrian studies in addition to transit studies.

Mr. Johnson discussed gateway trips into the county, including the Richmond-San Rafael Bridge. He said that approximately 35% is from west Contra Costa and northern Alameda with the main destination being San Rafael, followed by Novato and Sonoma in the morning commute. Data provided for rides in the opposite direction on the RSR bridge show that 26% are from San Rafael, with Larkspur, Corte Madera and Tiburon accounting for 10%, with destinations mostly to northern Alameda, Oakland and Richmond.

Mr. Johnson also discussed information on home and work analysis, noting that 57% of Marin County residents work in the county with San Francisco accounting for 28% of residents' employment.

ED Steinhauser discussed the versatility of the information, noting that jurisdictions will be able to determine changes in traffic patterns and transit demands over time. ED Steinhauser confirmed that the information can be displayed by jurisdiction and is available to all the jurisdictions.

In response to Commissioner Sears, Mr. Johnson said that the information is predominantly from vehicle trips where an app was in use, rather than from buses, and Commissioner Sears commented on the usefulness of such information if it could be procured from bus passengers.

In response to Chair Moulton-Peters, Mr. Johnson said that it is possible to determine from the data collected the travel patterns of Mill Valley residents that are not using the No. 4 bus route.

In response to Commissioner Rice, Mr. Johnson said that they are unable to specify the amount of data collected from GPS systems installed in cars due to privacy laws.

In response to Commissioner Lucan, Mr. Johnson said technology is possibly 3 – 5 years away from being able to determine heavy traffic days in advance to alert commuters and change behavior. He said that this is the goal they hope to meet for a project they are undertaking for Contra Costa County using data from blue tooth devices.

Mr. McGill noted that the ability to determine exactly the location of travelers will be important for decision making and information for traffic studies.

In response to Chair Moulton-Peters, Mr. McGill said that census data should be able to provide information on the number of residents who travel into San Francisco and those who travel within the County, but that TAM has not tracked that information. Mr. McGill confirmed staff will determine the amount of mileage that is represented by the average Marin trip being 17% longer than trips in the Bay Area.

Chair Moulton-Peters opened public comment on this item.

In response to David Schonbrunn, Mr. Johnson confirmed that data showing the percentage of Marin employees commuting into the county is included in the packet.

Seeing no further speakers, Chair Moulton-Peters closed public comment on this item.

Commissioner Sears moved to recommend that the Board accepts the TAM Origin & Destination Final Report. Commissioner Fredericks seconded the motion, which carried unanimously.

## **8. “GETSMART17” Lyft Pilot Program Update and Whistlestop Contract Amendment**

Transport Manager Derek McGill presented the staff report which asked the Committee to recommend that the full TAM Board authorize the TAM Executive Director to continue the program until January 1<sup>st</sup>, 2019 and amend contracts with Lyft and Whistlestop to extend the pilot program; and to authorize the Executive Director to increase Whistlestop’s contract for complementary ADA services by \$10,000 for a new not-to-exceed cost of \$35,000.

Mr. McGill discussed the Lyft program, which he said offers a \$5 off coupon for the shared ride component in the Lyft app to and from SMART stations.

Mr. McDonald said that data from Lyft has not been made available to fully evaluate the program, noting that invoices have not been submitted. He said Lyft has been correlating data relating to trip lanes, duration and destination and origin information that will be important for evaluating the program. Mr. McDonald confirmed their performance is satisfactory and TAM would like to continue the program so that the effects can be fully evaluated once the data is received.

Mr. McDonald discussed changes to the app, noting that Lyft is promoting walking, biking, and the SMART service, and he confirmed that funds remain in the program to finance the extension.

ED Steinhauser discussed the need to extend the program so that the Lyft program can be assessed in relation to other alternative commute programs, and she noted that there appears to be an increase in ridership.

Commissioner Rice commented on the need to establish the effectiveness of the program.

In response to Chair Moulton-Peters, Mr. McGill said that initial data shows the program is attracting new riders and that more data is being sought for confirmation. Mr. McGill confirmed that the \$5 off coupon could be used on a daily basis, and that Lyft is required to provide data to evaluate destinations. He said this information could be used to determine if teachers living in Sonoma, for example, are commuting to Marin by SMART.

In response to Commissioner Rice, ED Steinhauser said that TAM would not consider mandating riders to take a questionnaire in order to use the service because, unlike Marin Transit’s program, the Lyft vehicles are not sponsored by TAM. Mr. McGill noted that a voluntary survey is being considered.

Chair Moulton-Peters opened public comment on this item and no one came forward to speak.

Commissioner Rice moved to recommend that the TAM Board authorize TAM Executive Director to continue the program until January 1<sup>st</sup>, 2019 and amend contracts with Lyft and Whistlestop to extend the pilot program and authorize the Executive Director to increase Whistlestop’s contract for complementary ADA services by \$10,000 for a new not-to-exceed cost of \$35,000. Commissioner Sears seconded the motion, which carried unanimously.

## **9. Adopt the Programming of 2018 TFCA and TDA Article 3 Funds (Action)**

Senior Transportation Planner Scott McDonald presented the staff report and asked the Committee to recommend that the full TAM Board adopt programming priorities as recommended in Attachment B for the 2018 Multi-Fund Call for Projects with TFCA and TDA Article 3 funds.

Mr. McDonald discussed the annual funds that are received from the Transportation Fund for Clean Air (TFCA) through the Bay Area Air Quality Management District (BAAQMD), and funds from MTC through the Transportation Development Act (TDA) Article 3. He explained that the TFCA Funds can be allocated to project

types that have the ability to reduce emissions, and the TDA funds are specifically for bicycle and pedestrian projects.

Mr. McDonald discussed the five applications that were submitted to receive up to \$360,000 of TFCA funds and \$340,000 of TDA funds. The applications included Sausalito's Gate 6 Bridgeway improvement project for \$360,000, a pedestrian project by the County on Sir Francis Drake/Ash Avenue, and an EV Charging Station Implementation Project for \$80,000 from San Rafael City Schools.

Mr. McDonald discussed the results from the review panel, whose intentions were to provide a portion of the funding for each project to partially satisfy the requests. Following presentation to the Marin Public Works Association (MPWA) and TAM Bicycle and Pedestrian Advisory Committee (BPAC), there was consensus that an effort be made to fully fund projects that were shovel ready, such as the Gate 6 project.

Mr. McDonald discussed the funding results on the remaining 4 projects, including awarding \$60,000 towards San Rafael City Schools. Mr. McDonald noted that TFCA funds could not be used for the County's pedestrian project because that project has already received funding from BAAQMD.

Commissioner Sears commented on her appreciation for the recommendation to fund the Gate 6 project so that it can begin, and said she supported the funding for EV charging stations.

Commissioner Rice noted that there is a BAAQMD program for funding EV charging stations that might provide further funds for San Rafael City Schools' EV project. Otherwise, Commissioner Rice said she would support the recommendation to the TAM Board.

Chair Moulton-Peters stated that the amount of funding requested for the five projects should be added to the table on page 4 of the report. She confirmed her support for the recommendation to the TAM Board following exploration of the availability of other BAAQMD funding for the EV charging station program.

Chair Moulton-Peters opened public comment on this item and no one came forward to speak.

Commissioner Sears moved to recommend the TAM Board adopt the programming priorities as recommended for the 2018 Multi-Fund Call for Projects with TFCA and TDA Article 3 funds, upon determination if further funding could be sought from BAAQMD for the San Rafael City Schools' EV project. Commissioner Fredericks seconded the motion, which carried unanimously.

*The meeting was adjourned at 3:05 p.m.*