Transportation Authority of Marin

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March 21, 2018

Mr. Garrett Toy
Town Manager
Town of Fairfax
142 Bolinas Road
Fairfax, CA 94930

Dear Mr. Toy:

Please accept a request for a presentation to the Fairfax Town Council from the Transportation Authority of Marin (TAM) Executive Director for the purpose of discussing information regarding the Measure A Transportation Sales Tax, the proposed Draft Transportation Sales Tax Renewal Expenditure Plan and recent public opinion poll results. Considering an upcoming early renewal of the ½ cent transportation sales tax, TAM is in the process of educational outreach to Cities and Towns to provide information on the draft proposal. TAM is seeking input on the Draft Plan, such as responses to the following:

- Does this new Draft Expenditure Plan meet the needs of your jurisdiction? What are your key priorities?
- What other information do you need to support the plan in the future? Details on trip reduction, greenhouse gas emissions reduction, travel time benefits and other metrics can all be made available for your assessment of whether to support.
- What flexibility would you like to see in the program? Could you support a re-set of the plan every 10 years, or more frequently? Staff at TAM can present examples on how that would be done.
- What additional organizations or local interests should be consulted regarding the plan?

Background

Measure A, Marin's ½-cent Transportation Sales Tax, is a critical local funding source that generates approximately $25 million each year to support our local transportation needs. The Measure was passed by over 71% of Marin voters in 2004 and funds are spent in accordance with the 20-year Measure A Transportation Sales Tax Expenditure Plan.

The expenditure plan is now nearly 15 years old and the TAM Board of Commissioners has been considering early renewal of the sales tax measure to respond to current needs and adjusting how the funds can be spent moving forward. Renewing the transportation sales tax would create an ongoing reliable stream of revenue for much needed projects and programs.

During the first quarter of last year, TAM visited local jurisdictions to provide educational briefings to and introduce the idea of renewing and possibly increasing our county-wide transportation sales tax. These briefings focused on providing information about the projects and programs supported by the current sales tax and receiving feedback from elected officials and residents on priorities and unmet needs. The idea of legislatively increasing the statewide sales tax cap to enable an increase in the transportation sales tax was initially discussed, then abandoned.

AGENDA ITEM # 14

A baseline poll was conducted in May 2017 to gauge public opinion on renewing the ½-cent sales tax or potentially increasing of the sales tax to ¾-cent. The poll demonstrated considerably more support for renewing the sales tax rather than increasing the sales tax, with 72% of likely 2018 voters supporting renewal of the existing ½-cent transportation sales tax and a range from 60.8% to 66.9% supporting an increase to ¾-cent.

In January 2018, a second poll was taken, specifically addressing a renewal of the current sales tax and testing the features of a Draft Sales Tax Renewal Expenditure Plan, along with supportive informational statements and critical statements. The results of this second poll will be reviewed.

Proposal Overview

Back in June 2017, the TAM Board approved the formation and membership of a Transportation Sales Tax Expenditure Plan Advisory Committee (EPAC). The EPAC is comprised of 24 community members representing a broad range of neighborhood, business, civic and advocacy interests in Marin County. The EPAC met between June and December 2017 to develop a plan to renew the existing ½-cent transportation sales tax and consider expanding the sales tax to ¾-cent. The membership of that Committee is attached.

The EPAC reviewed the baseline poll results, received broad education about the current ½-cent transportation sales tax and learned from a variety of agencies about current transportation programs and unmet transportation needs. Based on this information, the EPAC developed a draft expenditure a plan that culminated with a consensus recommendation to pursue a 30-year extension of the current ½-cent sales tax to be placed on the ballot in November of 2018. The new Expenditure Plan would take effect immediately, replacing the existing plan. A 2/3rds approval of those voting would be required.

A chart and factsheets detailing the committee recommendations are attached. Primary goals of the ½-cent plan are to keep the core structure of the existing expenditure plan and expand much needed congestion relief programs.

Although there were diverse interests represented by the EPAC, the committee reached consensus and demonstrated a strong commitment to building from the current successful transportation sales tax measure, keeping the core structure and maintaining the top-line funding percentages:

- 7.5% to Highway and Interchange Improvements
- 26.5 % to Local Streets and Roads
- 11% to Safe Routes to Schools, Education, Infrastructure and Crossing Guards
- 55% to Local, Rural, Student and Special Needs Transit

With No New Taxes the Proposal Would:

- Respond to current needs and adjust how the funds can be spent moving forward
- Continue a reliable stream of local revenue into the future to enable long-term planning
- Maintain and expand successful projects and programs, including the Safe Routes to Schools programs, local road maintenance and local transit
- Expand school-related transit and yellow bus programs
- Prevent cuts in the current Crossing Guard program
- Provide a local funding source for key operational improvement projects including the Marin-Sonoma Narrows and the Northbound US-101 to Eastbound I-580 Direct Connector
- Leverage other regional, state and federal funding for needed transportation improvements
- Provide seed funding for projects related to sea-level rise, innovative technologies and for support of mobility concepts for first/last mile transit solutions and peak hour demand management

In addition to recognizing the importance of continuing this local funding source, the committee also recognized the current tax-sensitive climate. To protect and maintain the existing sales tax and associated programs, the committee did not think it was prudent to try to increase the tax. They recognized the changes in our transportation environment and the need to adjust how funds are being spent. They also acknowledged the rapidly changing landscape of transportation and mobility choices and therefore recommend having milestone review opportunities every 10 years to adjust plan elements to address future conditions.

Follow-up Poll

A follow-up poll was conducted in January 2018. The follow-up poll explored renewing the existing Transportation Sales Tax, testing over 750 likely voters for a November 2018 ballot measure in Marin County.

The 2018 follow-up poll confirmed that transportation issues and traffic congestion continue to be top concerns of Marin County residents. There is great interest in transportation issues and solutions. The 2018 poll results show strong support for renewing the transportation sales tax with support from likely 2018 voters at 77.9%, and after a series of critical statements were presented, 73.2%.

Next Steps

At this time, TAM is seeking additional input from TAM's member agencies- the cities, towns and county of Marin- on the proposed Transportation Sales Tax Renewal Expenditure Plan. Based on input from agencies and residents from this ongoing outreach, TAM staff will write and refine a detailed Final Draft Transportation Sales Tax Renewal Expenditure Plan.

In April or early May, the TAM Board will consider voting on the Final Draft Transportation Sales Tax Renewal Expenditure Plan and will decide whether to direct staff to seek approval from all 12 local jurisdictions on the Final Draft Transportation Sales Tax Renewal Expenditure Plan.

For the Transportation Sales Tax Renewal Expenditure Plan to be placed on the ballot for consideration by voters in November 2018, the 75-word ballot argument and Expenditure Plan must be submitted to the Registrar of Voters no later than August 10, 2018. The TAM Board would need to act no later than July 2018, allowing time for the Marin County Board of Supervisors to make a final decision on whether to put the measure on the November 2018 ballot.

TAM appreciates feedback from your council.

Sincerely,

Dianne Steinhauser
Executive Director
Transportation Authority of Marin

Attachments:
Transportation Sales Tax Renewal Expenditure Plan
Transportation Sales Tax Renewal Expenditure Plan – Factsheets
Expenditure Plan Advisory Committee membership
January 2018 Poll of likely November 2018 voters- Topline Results
Transportation Sales Tax Renewal Process – Likely Next Steps

Expenditure Plan Advisory Committee Proposal to Renew the 1/2-cent Transportation Sales Tax

Goal: *Reduce congestion, maintain and improve local transportation infrastructure and provide high quality transportation options for people of all ages who live, work and travel in Marin County*

Strategy Descriptions	Current %	Final Proposal	Annual $ Amount	One time $ Amount
Strategy 1 *– Reduce congestion on Highway 101 and adjacent roadways by leveraging non-local funds to accelerate completion of key multimodal projects.*	**7.5%**	**7.5%**		
1. Provide local matching funds to accelerate the completion of the Marin Sonoma Narrows, to reduce impacts and enhance the facility for all users.		1.5%		$ 12,405,000
2. Provide local matching funds to accelerate the completion of the 101-580 interchange direct connector, including the development of local enhancements to reduce impacts and enhance the facility for all users.		2%		$ 16,540,000
3. Enhance local interchanges and freeway access routes to reduce congestion, improve local traffic flow, improve access for all modes, and address flooding impacts throughout the County.		3%		$ 24,810,000
4. Implement demand management strategies to increase vehicle occupancy and reduce peak hour congestion throughout the County.		1%	$ 270,000	
Strategy 2 *- Maintain, improve and manage Marin County's local transportation infrastructure, including roads, bikeways, sidewalks and pathways to create a well maintained and resilient transportation system.*	**26.5%**	**26.5%**		
1. Maintain and manage local roads to provide safe and well-maintained streets for all users. Projects may include paving and repairs, crosswalk and curb cut enhancements, bike lane and pathway construction including closing gaps in the network to enhance connectivity, bus bulbs, safe pathways to transit and major generators, intersection improvements, pavement and drainage improvements, sidewalk repair as well as system enhancements to accommodate new technologies including autonomous vehicles and other innovations such as signal coordination, real time information and other tools to maximize the efficiency, effectiveness and resiliency of our transportation system.	(13.25% to Local Roads by Formula, and 13.25% to Major Roads)	22%	$ 5,940,000	
2. Provide safe pathways for safe walking and biking access to schools.		3%	$ 810,000	
3. Develop projects and programs to address sea level rise and resiliency		1%	$ 270,000	
4. Support capacity enhancements of local streets and roads through innovative technology		0.5%	$ 135,000	

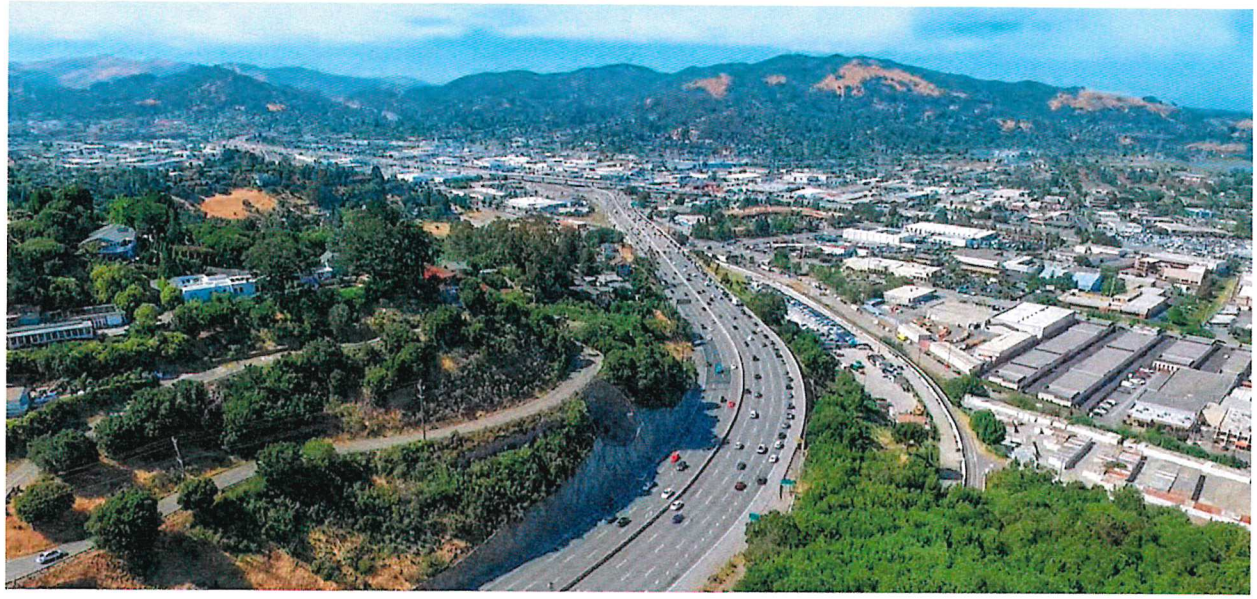
Dollar amounts are based on 2018/19 annual revenue projections and are for illustrative purposes only.

Expenditure Plan Advisory Committee Proposal to Renew the 1/2-cent Transportation Sales Tax - Page 2

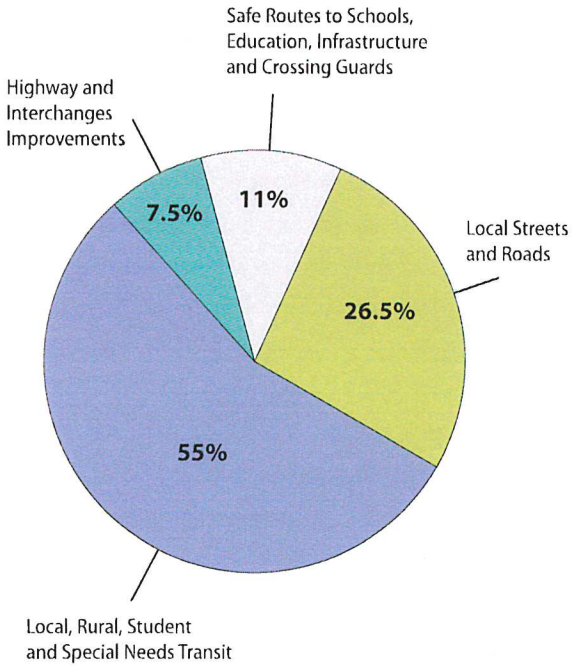
Goal: *Reduce congestion, maintain and improve local transportation infrastructure and provide high quality transportation options for people of all ages who live, work and travel in Marin County*

Strategy Descriptions	Current %	Final Proposal	Annual $ Amount	One time $ Amount
Strategy 3 – Reduce school related congestion and provide safer access to schools	**11%**	**11%**		
1. Maintain and expand the Safe Routes to Schools Education and Encouragement program.	3.3%	3.5%	$ 945,000	
2. Expand the crossing guard program, providing funding for up to 90 crossing guards throughout Marin County	4.2%	6.5%	$ 1,755,000	
3. Capital funding for Safe Pathways projects *(3% moved to Strategy 2, 1% new category below)*	3.5%	0%		
4. Capital funding for small safety related projects	0%	1%	$ 270,000	
Strategy 4 - Maintain and expand efficient and effective local transit services in Marin County to reduce congestion and meet community needs. This initiative includes funding for a variety of local transit services for mobility and congestion relief, specialized services for seniors and persons with disabilities, school bus services to relieve local congestion, and connections to regional transit to reduce peak vehicle demand.	**55%**	**55%**		
1. Maintain and improve existing levels of bus transit service in areas that can support productive fixed route service throughout Marin County i. Maintain a network of high productivity of bus service in high volume corridors ii. Expand first-and-last-mile transit services for residents and workers iii. Provide innovative services in communities that may not support traditional fixed route service iv. Enhance public safety through Marin Transit's role in providing emergency mobility in the face of natural disaster.	37%	33%	$ 8,910,000	
2. Maintain and expand the rural and recreational bus services including the West Marin Stagecoach and Muir Woods shuttle system.	3%	3%	$ 810,000	
3. Maintain and expand transit services and programs for those with special needs – seniors, persons with disabilities and low-income residents.	9%	9.5%	$ 2,565,000	
4. Provide transit services to schools in Marin County to reduce local congestion. i. Provide yellow bus services in partnership with local schools and parent organizations. ii. Provide transit routes to schools where efficient and effective.	0%	5%	$ 1,350,000	
5. Invest in bus transit facilities for a clean and efficient transit system. i. Provide matching funds for the purchase of the green transit fleet. ii. Support the development of a renewed/relocated Bettini Bus Hub iii. Support the development of a local bus maintenance facility iv. Improve passenger amenities at bus stops, including real-time transit information.	6%	4%	$ 1,080,000	
6. Expand access to ferries and regional transit. i. Expand and maintain connecting ferry shuttle services to address first and last mile connections. ii. Expand and maintain remote parking locations and other strategies to expand regional transit access for Marin's residents and commuters. iii. Expand first and last mile access to regional transit services for access to jobs in Marin County.	0%	0.5%	$ 135,000	
Totals (Dollar amounts are based on 2018/19 annual revenue projections and are for illustrative purposes only.)	100%	100%	$ 27,000,000	$ 827,000,000

DRAFT EPAC PROPOSAL



OVERVIEW SUMMARY



The Expenditure Plan Advisory Committee (EPAC) recommends a 30-year extension of the ½-cent sales tax to be placed on the ballot in November of 2018. The proposal builds on the success of the current transportation sales tax and maintains the core elements.

An extension does not propose any new taxes and generates a future funding stream for major highway investments that are not currently funded, including Marin-Sonoma Narrows and the NB US-101 to EB I-580 direct connection. Future local funds can be advanced immediately to attract regional, state and federal funding.

The proposal increases funding for local road improvements, senior mobility, school-related transit and yellow bus programs. The extension proposal would provide more funding for Safe Routes to Schools education, safe pathways programs and crossing guards, avoiding the need to cut 26 crossing guards in the fall of 2018.

The proposal is forward thinking and provides seed funding for projects related to sea-level rise, innovative technologies and supports future mobility concepts for first/last mile solutions and peak hour demand management.

TAM
Transportation Authority of Marin

Our goal is to reduce congestion, maintain and improve local transportation infrastructure and provide high quality transportation options for people of all ages who live, work and travel in Marin County.

DRAFT EPAC PROPOSAL

1 STRATEGY ONE: HIGHWAY IMPROVEMENTS

Reduce congestion on Highway 101 and adjacent roadways by leveraging non-local funds to assure completion of key multimodal projects that provide congestion relief.

7.5% Current	7.5% Proposal ½ cent Renewal

The current expenditure was dedicated to the Highway 101 Carpool Lane Gap Closure Project that was successfully completed in 2010.

The sales tax must be renewed to create a future funding stream for these new major projects. Funds can be advanced immediately.

Contribute matching funds to complete the Marin-Sonoma Narrows	1.5% Proposal ½ cent Renewal	$12.40m One time amount based on $827m
Contribute matching funds to build a direct connector from NB101 to EB580	2.0% Proposal ½ cent Renewal	$16.54m One time amount based on $827m
Improve Six Local Interchanges: Tiburon/East Blithedale to Lucas Valley	3.0% Proposal ½ cent Renewal	$24.81m One time amount based on $827m
Reduce Peak Hour Congestion with Demand Management Programs	1.0% Proposal ½ cent Renewal	$270,000 Annual amount based on $27m

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DRAFT EPAC PROPOSAL

2 STRATEGY TWO: LOCAL STREET & ROAD IMPROVEMENTS

Maintain, improve and manage Marin County's local transportation infrastructure, including roads, bikeways, sidewalks and pathways to create a well maintained and resilient transportation system.

26.5% Current	26.5% Final Proposal ½ cent Renewal

All existing Major Roads Projects will receive their currently programmed level of funding.

Maintain and manage local roads to provide safe and well-maintained streets for all users	13.25% Current Local 13.25% Major	22% Local Proposal ½ cent Renewal	$5.94m Annual amount based on $27m
Provide safe pathways for safe walking and biking access to schools	3.0% Proposal ½ cent Renewal	$810,000 Annual amount based on $27m	
Develop projects and programs to address sea level rise and resiliency	1.0% Proposal ½ cent Renewal	$270,000 Annual amount based on $27m	
Support capacity enhancements of local streets and roads through innovative technology	0.5% Proposal ½ cent Renewal	$135,000 Annual amount based on $27m	

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DRAFT EPAC PROPOSAL

3 STRATEGY THREE: SAFE ROUTES TO SCHOOL

Reduce school-related congestion and provide safer access to schools.

11% Current	11% Proposal ½ cent Renewal

Safe Routes education, Safe Pathways projects and Crossing Guards will receive more funding. Specifically, TAM will be able to avoid cutting 26 crossing guards in the fall of 2018.

Maintain and expand the Safe Routes to Schools Education and Encouragement program	3.3% Current	3.5% Proposal ½ cent Renewal	$945,000 Annual amount based on $27m
Expand the crossing guard program, provide funding for up to 90 crossing guards throughout Marin County	4.2% Current	6.5% Proposal ½ cent Renewal	$1.75m Annual amount based on $27m
Provide capital funding for Safe Pathways projects	3.5% Current	0% Moved Proposal ½ cent Renewal	[Moved to Strategy 2: Local Street & Road Improvements]
Capital funding for small safety-related projects		1% Proposal ½ cent Renewal	$270,000 Annual amount based on $27m

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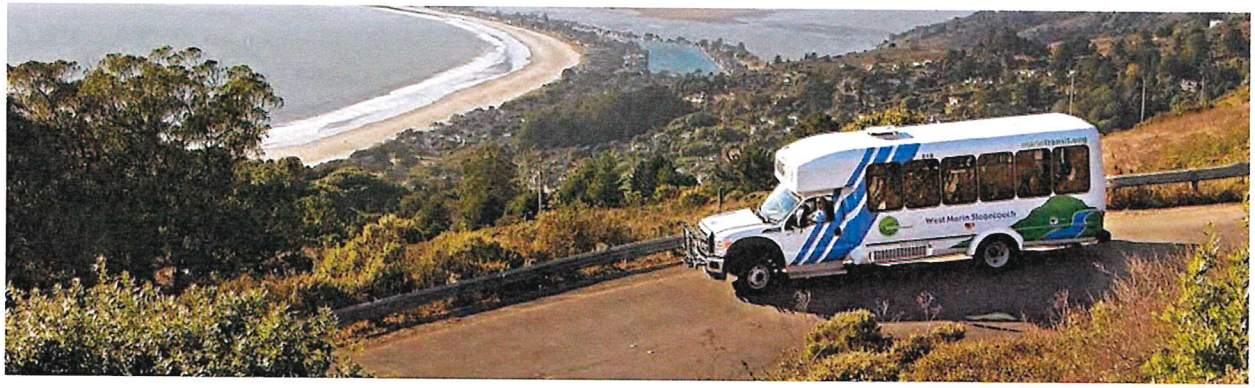
DRAFT EPAC PROPOSAL



4 STRATEGY FOUR: LOCAL AND SPECIAL NEEDS TRANSIT

Maintain and expand efficient and effective local transit services in Marin County to reduce congestion and meet community needs. This initiative includes funding for a variety of local transit services for mobility and congestion relief, specialized services for seniors and persons with disabilities, school bus services to relieve local congestion, and connections to regional transit to reduce peak vehicle demand.

55% Current	55% Proposal ½ cent Renewal

Transit will receive the same level of funds it receives now. Redirection within the 55% will allow fund to be dedicated to school bus service.

Maintain and improve existing levels of bus transit service in areas that can support productive fixed route service throughout Marin County	37% Current	33% Proposal ½ cent Renewal	$8.91m Annual amount based on $27m
Maintain and expand the rural and recreational bus services including the West Marin Stagecoach and Muir Woods shuttle system	3% Current	3% Proposal ½ cent Renewal	$810,000 Annual amount based on $27m
Maintain and expand transit services for those with special needs – seniors, persons with disabilities and low-income residents	9% Current	9.5% Proposal ½ cent Renewal	$2.56m Annual amount based on $27m

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DRAFT EPAC PROPOSAL

4 STRATEGY FOUR: [CONT.] LOCAL AND SPECIAL NEEDS TRANSIT

Maintain and expand efficient and effective local transit services in Marin County to reduce congestion and meet community needs. This initiative includes funding for a variety of local transit services for mobility and congestion relief, specialized services for seniors and persons with disabilities, school bus services to relieve local congestion, and connections to regional transit to reduce peak vehicle demand.

55% Current	55% Proposal ½ cent Renewal

Provide transit services to schools to reduce local congestion including yellow bus service	0% Current	5% Proposal ½ cent Renewal	$1.35m Annual amount based on $27m
Invest in bus transit facilities, including greening the fleet, improving maintenance facilities and providing passenger amenities	6% Current	4% Proposal ½ cent Renewal	$1.08m Annual amount based on $27m
Expand access to ferries and regional transit	0% Current	0.5% Proposal ½ cent Renewal	$135,000 Annual amount based on $27m

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