



# STAFF REPORT

## SAUSALITO CITY COUNCIL

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### AGENDA TITLE:

Request from Transportation Action Committee for \$5,000 to help fund the TAM feasibility study in order to include street cars

### RECOMMENDED MOTION:

Approve expenditure of \$5,000 for the City's share in the TAM feasibility study

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### SUMMARY

Attached you will find the Marin Corridors Plan / Streetcar Service Initial Study Report. The Transportation Action Committee is requesting that Council authorize the expenditure of \$5,000 to share in the costs of the feasibility study. The County of Marin and the City of Mill Valley will also be contributing \$5,000 each into this study.

Members of the Transportation Action Committee will be present to present their proposal and to answer any questions of the Council.

### FISCAL IMPACT

\$5,000 to fund the City's share of the TAM feasibility study

### STAFF RECOMMENDATIONS

Authorize payment of \$5,000 towards the feasibility study

### ATTACHMENTS

- 1) Marin Corridors Plan / Streetcar Service Initial Study Report

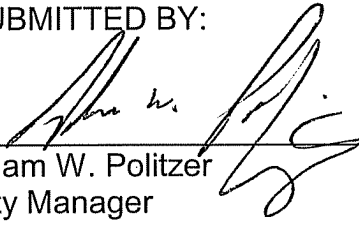
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# MARIN CORRIDORS PLAN

## STREETCAR SERVICE INITIAL STUDY REPORT

February 20, 2008

### 1. THE MARIN CORRIDORS PLAN

#### A. Overview:

- 1) For a secure future, we need to begin living in a more sustainable manner, in a way that protects our environment, is economically viable and socially equitable.
- 2) Global warming is upon us. Adjustments in lifestyle and technology, if enacted promptly, can reduce its consequences.
- 3) Because irreplaceable fossil fuels are being depleted worldwide, we must use these fuels more efficiently, plus develop alternative fuel systems.
- 4) Currently, the automobile produces 53% or more of the greenhouse gases contributing to global warming.
- 5) Less than 5% of Marin's population uses public transit, mainly those who are transit dependant, being either too young or too old to drive, or unable to afford a car. The majority drive, because there is no viable alternative transportation system in place.
- 6) 50% of Marin trips are within Marin, so we're the problem. Over 43% of our trips are just two miles or less. 76% of our trips are going in all directions at all times of day. 24% of trips during peak hours are transporting children to and from school. So what is needed is a transportation system within Marin designed to support frequent, short trips.
- 7) Vast sums of money are still being spent to support and enhance automobile use. Here are just three local examples:
  - a) \$800 million in today's dollars is projected to fund adding a third lane in each direction for 16 miles between Novato and Petaluma, that's \$50 M a mile for a short term solution.
  - b) \$1.1 billion is projected to rebuild Doyle Drive in San Francisco.
  - c) \$20 million is budgeted to add 560 more parking spaces around the already congested Larkspur Ferry Landing.

There needs to be a change in public policy to begin directing portions of our transportation dollars to fund alternatives to the automobile.

- 8) Buses are not popular. They are noisy, uncomfortable, slow and seen as a second class mode of transportation. We need to recognize that after 60 years of trying and failing to build a successful public transportation system around buses, we now need to develop other modes of travel as well.
- 9) Prevented by Prop. 13 to raise taxes, and burdened by rising costs to cover insurance and retirement benefits, towns and cities throughout Marin are short of funds necessary to maintain public services and infrastructure. As our population ages and more retire such shortfalls will increase.
- 10) Due to competition from "big box" stores and a lack of foot traffic, local serving businesses are struggling to survive throughout Marin. Associated loss in sales tax revenue adds to municipal budgetary shortfalls.
- 11) The high cost of housing in Marin, approaching the highest in the nation, is causing both a loss of workers needed to support local businesses and provide essential services and an increase in commuter traffic, leading to more traffic congestion and pollution. In turn, social diversity and sense of community suffer.

- 12) The ability to achieve more efficient land use with denser, mix use, infill redevelopment is reduced due to objections from neighbors to the increase in traffic associated with such change. Until we can show how we can get more people to such projects without adding more cars, we will be hampered in efforts to revitalize our local commercial centers and locate housing closer to jobs.

**B. Marin Corridors Plan Concept:**

- 1) The Corridors Plan is rooted in the "return of the trolleys" or "back to the future." Marin County was first established along rail lines. Fortunately, unlike much of suburbia which is spread out, 70% of urban Marin is still within ½ mile of an original rail right-of-way, most of which either still exists, or has been paved over for a roadway or a parking lot.
- 2) The Corridors Plan envisions putting streetcars (also referred to as trolleys) on all major roadway corridors in Marin, where they will run in the travel lane, sharing the road with the automobile. They will provide an alternative mode of transportation, which being a multi-occupant vehicle, is more efficient for transporting people than the automobile.
- 3) Streetcars will be part of a fully integrated transportation system, linked to regional transportation systems and served by on-demand feeder shuttles that would circulate through neighborhoods bringing transit to one's door. By pressing a button on a cell phone, one would have their position light up a GPS activated map on the shuttle's dashboard, be picked up in minutes and delivered to the closest streetcar stop.
- 4) Streetcars will complement Marin's efforts to improve bike and pedestrian routes. More people can commute by bike when able to put their bike on a streetcar for longer routes to and from work. Bikes could be the alternative feeder to the streetcar. Reducing the number of cars on the road will make biking and walking safer.
- 5) The streetcars will be powered by electricity, either by a single overhead wire running parallel with the tracks, or perhaps by a new generation of ultra-efficient batteries.
- 6) Marin streetcars will be replicas of traditional trolleys with the warmth and historic charm of wooden cabs combined with state-of-the-art technology to increase comfort and dependability.
- 7) The streetcars would run every 10 to 15 minutes so one can hop on and off without a long wait. Compared to light rail, which runs in a dedicated right-of-way with stations placed far apart, streetcars can be put in quickly for less money and can have stops closely placed, generally about ¼ mile apart, or when necessary, just a few blocks apart. The short wait eliminates the need for a covered station.
- 8) Five streetcar routes would connect all of Marin. The first two proposed routes serving as demonstration lines will be the Ross Valley line from Fairfax, through San Anselmo, to San Rafael, running along Center Blvd, Red Hill Avenue and 4<sup>th</sup> Street, and the Southern Marin line from the Mill Valley depot to the Sausalito Ferry Landing, running along Miller Avenue, through Tam Valley and along Bridgeway Blvd. Additional lines would follow later; one from the San Anselmo Hub along Sir Francis Drake to the Larkspur Ferry Landing; another from Mill Valley, through the Alto Tunnel to Corte Madera, Larkspur and Kentfield. South of the Alto Tunnel this line could branch off to Tiburon. North of the tunnel, it could branch off to Greenbrae and go through the Cal Park Tunnel to San Rafael. A Novato line is also envisioned.
- 9) The east/west streetcar routes would serve commuters by providing transport to the 101 corridor, connecting to regional Golden Gate buses and ferries to San Francisco and the SMART train to Santa Rosa.
- 10) Translink passes would speed boarding by avoiding handling money to collect fares.

**C. Benefits:**

- 1) Once a viable alternative is in place, cars could be used less frequently, limited primarily for hauling stuff, or when traveling outside the urban area.
- 2) Money spent by individuals to own and maintain multiple automobiles and fill them with gas will be available for spending on other needs or pleasures.
- 3) Property owners and developers are known to invest along rail lines, especially near streetcar stops, because unlike bus routes that come and go depending on available funding, rail lines are permanent. Such investment will simulate the local economy, bringing in additional revenue to help fund needed city services and infrastructure improvements.
- 4) Foot traffic around streetcar stops will increase as people board and depart, stimulating local serving retail businesses.
- 5) It will be easier to win neighborhood support for affordable housing projects when areas proposed for higher density will be served by streetcars instead of just automobiles. As such projects are approved and built, there will be more opportunities to live closer to work, thus reducing commuter traffic and associated roadway congestion.
- 6) Streetcars are popular and fun. Providing a transportation system that everyone can and will ride is more socially equitable.
- 7) The isolation we experience when traveling alone in our cars will be replaced when we share a streetcar and walk through neighborhoods between streetcar stops and our homes and businesses.
- 8) With every vehicle mile traveled reduced or eliminated, there will be less greenhouse gas produced.
- 9) The Corridors Plan is not just an alternative mode of transportation. It is a broad based solution that helps to achieve our land use objectives and solve a wide range of social, economic and environmental needs.

**D. Timing:**

- 1) Adding freeway lanes and building light rail systems can take decades to accomplish. Because the automobile roadways are already in place, installing rails for streetcars on existing roads can be done quickly, thereby reducing costs and disruption and achieving the needed benefits sooner. It only takes three to four weeks to lay track in a commercial district.
- 2) Streetcar systems can be created in just a five year time frame, from initial planning to riding the trolley.
- 3) Given global warming, we can't afford business as usual, taking decades to put solutions in place. A sense of urgency is needed to plan and implement effective solutions now.

**2. SUPPORT FOR THE CORRIDORS PLAN**

**A. County of Marin:**

- 1) Of the three members of the Board of Supervisors approached to date, all are supportive of pursuing the Corridors Plan further, including Charles McGlashan, Steve Kinsey and Hal Brown.
- 2) Marin's Countywide Plan, recently adopted in November, 2007, includes a program to explore alternative modes of transportation, including "corridor trolleys."
- 3) Marin County has shown an interest in sponsoring a Federal Transportation Administration (FTA) "Small Starts" planning grant to help fund an initial streetcar study.

**B. Marin Cities and Towns:**

- 1) Fairfax and Mill Valley City Councils voted in support of a resolution stating the Corridors Plan warrants further study.
- 2) Sausalito and San Anselmo City Councils will be considering similar resolutions soon.
- 3) The City of Sausalito has organized a Transportation Action Committee, which is proposing action steps to develop streetcar service, along with other modes of transportation.

**C. Transportation Planners:**

- 1) The Corridors Plan was proposed as an idea to consider during public workshops sponsored by the Transportation Authority of Marin (TAM) last summer as part of a visioning process.
- 2) TAM staff has added Streetcar Service to a draft list of Candidate Projects to submit to the Metropolitan Transportation Commission (MTC) as part of MTC's Regional Transportation Plan (RTP). Projects seeking State and Federal funding must be included in the Bay Area's RTP. Senior staff has cautioned that funds may not be available to fund rail improvements beyond SMART and so Streetcar Service may not make the final list, unless the TAM Board decides it's a high priority.
- 3) Roadway improvements for Miller Avenue in Mill Valley are being planned in a manner to not preclude streetcar service being installed along this corridor.
- 4) CSW, Marin's largest civil engineering company and based in Novato, has agreed to map the Corridors Plan's first route at their staff's cost without markup, estimated at just \$15,000.
- 5) HDR, a national transportation engineering firm specializing in the design of streetcar systems with an office in San Francisco has offered to donate pre-design services to assist Marin in getting started with its first route.

**D. Business and Environmental Groups, Property Owners, Architects, Developers and Planners:**

- 1) The Board of Directors for both the Sausalito and Mill Valley Chamber of Commerce has expressed support for the Corridors Plan. Major property owners in Sausalito, San Anselmo and Fairfax are interested. A group of 20 Mill Valley Architects have endorsed the plan. Local Landscape Architects and professional urban planners are lending their expertise to develop the plan further.

**E. General Public:**

- 1) Whenever the Corridors Plan is presented in public forums, small groups or among individuals, people sit up, begin to smile, get excited, sign the mailing list and frequently ask how they can help efforts to create the system. Articles and letters to the editor have appeared in the North Bay Business Journal, the Independent Journal, and the Marin Scope Newspapers. Even TV 20 did a news program on the Corridors Plan. There is widespread interest and support for the Corridors Plan rarely seen in Marin for any form of public transit.
- 2) Support for public transit, particularly for rail, is evident in two recent polls taken just last November, 2007:
  - a) Poll by the Metropolitan Transportation Commission (MTC) – a telephone survey of 1,800 people in 9 Bay Area Counties:

- 78% said reducing traffic congestion is either extremely or very important.
  - 75% said reducing greenhouse gas emissions is either extremely or very important.
  - 65% believe global warming is extremely important and should be one of the region's highest planning priorities.
  - 65% said extending rail lines should be a high investment priority, compared to just 38% saying improving freeway performance is a high priority.
  - 64% believe at least 2/3rds of transportation money should be allocated to public transit.
- b) Poll by the County of Marin – a telephone survey of 1,000 people in the 5 Supervisorial Districts:
- 48% said that traffic congestion is biggest issue facing the community.
  - 21% said that the lack of affordable housing is the biggest issue. All other issues of concern received only 9% or less of the vote.
  - 28% said improving mass transit is the best solution to the traffic problem.
  - 20% said improving roadways is the best solution. All other solutions received 5% or less of the vote.
  - 90% said reducing pollution & greenhouse gas emissions is a very (68%) or somewhat (22%) important County issue.
  - 87% said local public transportation is a very (59%) or somewhat (28%) important County issue.
  - 53% said the County is doing too little to improve local public transportation.
  - 55% said the County is doing too little to improve local affordable housing.

### 3. NEXT STEPS

#### A. Plan Sponsor & Advocacy Group

- 1) MarinLink is the Marin Corridors Plan sponsor. MarinLink is a 501c(3) corporation linking groups together to benefit the Marin community and providing a source to receive tax deductible donations on behalf of community groups and organizations. Because streetcar service is a solution to so many local needs, the Corridors Plan is one of a few select projects MarinLink has chosen to specifically sponsor. Mary O'Mara and Nancy Boyce are MarinLink's principals pursuing the Corridors Plan with plan founders, Architects, Allan Nichol and Michael Rex.
- 2) "Return of the Trolleys" is currently being formed. This is the name of the advocacy group of ever-expanding supporters of the Corridors Plan, representing a broad segment of the Marin Community. The Return of the Trolleys will be directed by a Steering Committee of leaders dedicated to seeing streetcar service established in Marin. Members of the Steering Committee will include elected officials, professional planners and designers, technical experts, representatives of the business community and other prominent citizens. The Steering Committee will have a chair, vice-chair, secretary and treasurer. Committee members will chair the four following subcommittees:
  - a) Plan Approval Process - Politics
  - b) Planning & Technical Support - Systems design, technological research and data base achieve
  - c) Economic Analysis – Analysis of costs and funding.
  - d) Public Relations - Communications

## **B. Public Outreach**

- 1) Website – Students from Dominican University are currently creating a website for the Corridors Plan, which will be the paramount source of information about the Plan available to the public 24/7.
- 2) Mailing List – Those interested in supporting the Corridors Plan will become members of the Return of the Trolleys advocacy group. Their names will be added to an ever-growing mailing list, so they can receive advance notices of events and public hearings associated with the Corridors Plan planning process.
- 3) PowerPoint presentation – Students from the Dominican University are currently organizing a 15 minute presentation describing the Corridors Plan.
- 4) Graphics:
  - a) Letterhead
  - b) Brochure – simple, folded 11 x 17 suitable for mailing without an envelope
  - c) Friends of the Trolley Quarterly Newsletter
- 5) Periodic press releases and media spots

## **C. Initial Feasibility Studies**

A feasibility study, or a series of studies, is the logical next step to develop the Corridors Plan in more detail in order to better define its components, evaluate its impacts and measure its chances of success.

- 1) Streetcar Service Feasibility:
  - a) Criteria – Consider and establish the criteria that should be used for evaluating the proposed system? Criteria could include:
    - Is there a favorable ratio between costs versus benefits, particularly compared to alternative modes of public transit?
    - Which mode is the most likely to attract the largest number of riders?
    - Which mode will reduce the most vehicle miles traveled (VMT's)?
    - Which mode will reduce greenhouse gas emissions the most?
    - Which mode will promote the most smart growth, i.e. mixed-use, infill, locating housing near jobs, pedestrian oriented development, etc.?
    - Which mode will stimulate the local economy the most?
    - Which mode will discourage development sprawl the most?
    - Which mode best covers the well know criteria for public transit to succeed, that is, Fun, Frequent, Fast and Free?
  - b) Master Plan for Marin of Envisioned Routes. Seven or more lines could be considered, including:
    - Southern Marin – Sausalito Ferry Landing to the Mill Valley Depot, running along Bridgeway Blvd, through Tam Valley and along Miller Avenue.
    - Mill Valley to Tiburon – From Al Monte, branching east before the Alto Tunnel and along Tiburon Blvd. to downtown Tiburon.
    - Mill Valley to Kentfield – Through the Alto Tunnel, through Corte Madera, along Magnolia in Larkspur and Kentfield up to the College of Marin at Sir Francis Drake.
    - Larkspur to San Rafael – At the Baltimore Station in Larkspur, branching off to Greenbrae, the Larkspur Ferry Landing and SMART Station, through the Cal Park Hill Tunnel, along Anderson Drive to Downtown San Rafael.



- Greenbrae to San Anselmo – Along Sir Francis Drake Blvd, through Kentfield, and Ross up to the Hub in San Anselmo.
  - Ross Valley – From Fairfax along Center Blvd. to San Anselmo, along Red Hill Blvd. to San Rafael, along 4<sup>th</sup> Street in Downtown San Rafael to the Bus Hub and SMART Station just west of Highway 101.
  - A Novato route is also being considered.
- c) Specific Routes – Detailed plans of the first demonstration lines. The two routes being currently considered as the first two demonstration lines are:
- Southern Marin – Sausalito to Mill Valley
  - Ross Valley – Fairfax to San Anselmo to San Rafael
- Freehand Schematic plans have already been drawn for these two routes. Preliminary plans are now needed showing the routes in considerably more detail.
- d) Ridership – Questions concerning ridership requiring answers include:
- What are the demographics along the first two demonstration line corridors?
  - How many people living and working in these first two corridors would likely use the streetcar service once it was up and running?
  - What is the range of age and income of these riders?
  - What is the typical distance traveled and destination of travelers living and working within these corridors?
- e) Funding Sources – What are the likely sources of revenue now and in the near future for the following three efforts, including local, State and Federal sources:
- Planning and feasibility studies.
  - System design and permitting.
  - System implementation and purchase of rolling stock.
  - Long-term operating and maintenance costs once system is up and running.

What new sources of funding could be considered, particularly sources that can be initiated and controlled locally?

Consider sources and projected amount of revenue from a wide range of options such as:

- Increase in gasoline tax
  - In lieu development fees
  - Local assessment districts
  - New and increased parking revenue
  - Corporate, business and individual gifts
  - Corporate, business and individual sponsorships
  - Incremental Tax Increase Loans
  - Redevelopment District Loans
  - Community Grants
  - Sales tax measures
  - Municipal bonds
  - Transit Occupancy Tax (TOT)
- f) Specific Studies, including:
- When the streetcar travels in the center lane with boarding from the median, how access to stops can be coordinated with left turn lanes?

- When the streetcar travels in the outside lane with boarding from the sidewalk, access to stops can be coordinated with bike lanes?
  - Where would main power and intermediate booster stations be best located?
  - If overhead wires are necessary, what is the most discrete and aesthetic means to provide them?
  - What type of boarding area design would have a low visual impact and also promote an efficient means of accessing the streetcar vehicle for pedestrians, those with baby strollers and wheelchairs?
  - How best to provide rails in the roadway without created hazards for bicycles?
  - Locate the Caltrans right-of-way east of the Tam Valley commercial district and west of the marsh and evaluate this right-of-way for a streetcar line.
  - Assess the ability of the existing bridge over the Tam Valley slough for supporting a streetcar line.
  - Prepare traffic studies determining auto volume and travel times along proposed streetcar routes in order to project streetcar travel times and arrival frequency.
  - Determine the number of streetcars needed for each of the two demonstration lines for the streetcars to arrive at stops between 10 & 15 minute intervals.
- g) Shuttle Feeder System:
- Preliminary evaluation of the effectiveness of a jitney-like feeder shuttle for linking the streetcar service to one's home and business.
  - Evaluate the means of individual neighbors owning and maintaining its own small fleet of shuttles.
  - Evaluate the costs versus the benefits of such feeder systems.
  - Evaluate the benefits of such shuttle service for other uses besides being a feeder to the streetcar system.
- h) Installation details sufficient for cost estimating purposes, including:
- Define standards for modifications to existing roadways to receive rails.
  - Develop preliminary plans of typical boarding facilities.
  - Develop options and preliminary details for structures to support the overhead wires, if required.
- i) Streetcar Service Costs – For the first two demonstration routes, establish a cost range for the following categories:
- Planning Costs - Initial Studies outlined herein.
  - Preparation of environmental and permit submittal documents.
  - Installation Costs - Construction of the rails and infrastructure, cost ranges for both approximate cost per mile, and a separate cost to construct each of the first two demonstration lines.
  - Purchase of the rolling stock.
  - Purchase of feeder shuttles.
  - Operating & Maintenance Costs - Personnel
  - Maintenance of system and rolling stock
- j) Power Sources
- Identify the power demand and electric energy source for an overhead wire type system.

- Research and evaluate the merits/feasibility of optional power sources as alternatives to an overhead wire, including state-of-the-art on-board batteries and underground wires that activate only when the streetcar is located directly above.
- k) Vehicle Types:
- Weight the merits between restored, replicas and new streetcars. Corridors Plan sponsors currently favor replicas from Gomaco in Iowa, because they have the benefit of state-of-the-art technology combined with the charm and character associated with traditional style trolleys.
  - Research and recommend the type of shuttle vehicle options that would best serve the streetcar system.
- l) Existing Conditions Assessment, including:
- Survey grades of proposed routes.
  - Along proposed routes, define the locations of easements, boundaries between public & private property, manhole covers and underground utilities services.
- m) Connectivity to Other Transportation Modes:
- Evaluate how and to what extent the Corridors Plan promotes access and use of regional transit modes, including GGBD buses and ferries and the SMART train.
  - Measure to what extent the Corridors Plan complements or competes with other modes of travel.
- n) ADA Compliance:
- Advise on the best means to provide wheelchair access without high and obtrusive looking ramps at streetcar stops.
- o) Environmental Impacts:
- Estimate the scope, timing and cost for CEQA compliance.
  - Comment on potential impact to marsh lands and marine habitat for routes through Tam Valley and along the shoreline between Tam Valley and Sausalito.
  - Evaluate the visual impact of overhead wires within business districts and in more open areas between communities.
  - Evaluate the noise of streetcars running through residential zones.
- p) Management of the System:
- Determine the best agency for managing the system, starting with the Marin County Transit District (MCTD).
  - Evaluate the impact on MCTD's staff and budget to add managing the Corridors Plan to their current efforts.
- q) Assessment of Other Existing Systems:
- Review other existing streetcar systems worldwide, both those long established and those recently installed, particularly those serving routes similar to those proposed for Marin. Local systems based on local knowhow and readily available technology, plus systems that are simple and affordable are to be given special emphasis. Such systems should include those on the west coast located in Vancouver, B.C., Seattle, Portland, Sacramento and San Francisco. Strengths and weaknesses of various systems should be accessed. Budget versus actual cost, projected ridership versus actual ridership,

- r) Community Telephone Poll of Marin Residents and Workers. Questions should include:
- Which mode would you prefer, buses or streetcars?
  - Which would you likely use more frequently, buses or streetcars?
  - What are your most important considerations when deciding to drive versus take public transit?
  - How much would you pay per ride to take public transit?
- s) Often Asked Questions. Questions needing answers include:
- How many cars would the Corridors Plan take off the street?
  - Would streetcars sharing the road with automobiles slow traffic?
  - How many riders would take the streetcars/shuttles?
  - How much money would be needed to build the system?
  - How will the system be funded?
  - Who will run the system?
  - Because rail isn't flexible, is it a problem routes can't be adjusted to meet changing demand?
  - How will the streetcars be powered?
  - Do we have to have an overhead wire – are there other options to provide power?
  - Will cars have to wait long behind streetcars stopped to pick up/unload passengers, leading to traffic congestion?
  - How are other streetcar systems already in place in other cities working out?
  - Are there streetcar systems elsewhere that serve a suburban community like Marin, as opposed to streetcar systems in dense cities with large populations?
  - Would the system run 24 hrs/day, 7 days a week?
  - What would the fare cost?
  - To what extent would fares cover the system's operating costs and what portion of ongoing operating costs would have to be subsidized?
  - Based on a cost versus benefit analysis, how would other modes of transportation compare?
  - Could trolleys stop outside of automobile travel lanes?
  - What impact would streetcars have on bike ridership?
  - Would streetcar tracks create a hazard for bicycles?
  - Would streetcar travel lanes conflict with bike lanes?
  - Would the Corridors Plan complete for funding for other modes of transportation?
  - Why haven't experienced transit plans in Marin and elsewhere in the Bay Area embraced streetcar service if it is so promising?
  - Will streetcars promote too much growth and development, causing a loss of existing and valued small-town character?
  - Will streetcars promote too much tourism, causing a loss of local serving retail that can't compete with tourist focused uses capable of paying higher rent?
  - What is the time frame to plan and have the system up and running?
  - How long would a business district be disrupted to install tracks for streetcars?
  - How would wheelchairs access the streetcars without high and unsightly ramps like we see in San Francisco?
  - How do streetcars differ from light rail systems?
  - To what extent does the number of transfers per trip play when selecting modes of travel?

2) Transportation Authority of Marin (TAM) Central & Southern Marin Transit Study

- a. Purpose - On February 28, TAM's Board of Directors will consider funding a Central & Southern Marin Transit Study to determine the best means to bridge the gap between the SMART train's terminus at the Larkspur Ferry Landing and the Golden Gate Bridge, thus promote transit use along the Highway 101 corridor.
- b. Scope and Cost – The Study will consider freeway and bus service enhancement projects. It will also consider east/west feeder system projects along Marin's roadway corridors. Bus Rapid Transit (BRT) lanes will be studied as a cost effective mode to provide links between Marin communities and Highway 101. The cost of the Study is \$250,000, funded by TAM (\$200,000) Golden Gate Transit (\$25,000) and Marin Transit (\$25,000).
- c. Streetcar Feasibility Study - Staff proposes augmenting this Transit Study with a feasibility study of streetcar service from Mill Valley to Sausalito. Cost of this additional study is not to exceed \$15,000 and would be funded separately from the \$250,000 by other local sources. This streetcar study would cover such things as capital and operating costs, ridership, vehicle requirements, propulsion systems, access for the disabled and possible locations for stations/stops and maintenance/storage facilities. A map should be produced of the study corridor, outlining potential locations for tracks and stops. The study is intended to provide local decision makers with an answer to the question, "Is streetcar service a concept whose costs and benefits suggest further pursuit of transit funding."

**D. Funding the Next Steps**

- 1) Public Outreach – In addition to significant volunteer time on the part of the Plan's sponsors to date, \$2,500 has been donated by a supporter to cover the cost of the website and Power Point presentation. Additional funds are being sought for the graphic component of the Outreach program, including producing of a letterhead, brochure and newsletter.
- 2) TAM's Central & Southern Marin Transit Study - This study includes a Streetcar Service Feasibility Study for the Sausalito to Mill Valley Route. \$15,000 has been budgeted for this feasibility study, based on a \$5,000 contribution each from the cities of Sausalito and Mill Valley and the County of Marin. A similar study is needed for the second demonstration line through Ross Valley, linking Fairfax, San Anselmo and San Rafael. A request for \$25,000 has been submitted to the Marin Community Foundation.
- 3) The Federal Transportation Administration (FTA) has a "Small Starts" program that could provide a \$20,000 to \$25,000 planning grant. The County of Marin has been asked to be the sponsor for this grant. Preparing an application is the next step.

**E. Transportation Authority of Marin (TAM)'s submittal to the Metropolitan Transportation Commission (MTC)'s Regional Transportation Plan (RTP)**

- 1) MTC has asked TAM to prepare a bold vision for the County's transportation, which would be included in MTC's update of their 2009 Regional Transportation Plan (RTP). The sponsors of the Corridors Plan has requested that Streetcar Service be added to the Candidate Project list of projects TAM includes in its transportation plan it sends to MTC. TAM's staff has tentatively added streetcar service to the list, but cautions it may recommend its removal, should it become

apparent that funding to implement such service will not be available. Without being on MTC list of projects in the Bay Area region's RTP, however, it will be very difficult to obtain State or Federal funding in the near future to implement the Corridors Plan. For this reason, it is important that "Streetcar Service" remain on TAM's Candidate Project list.

- 2) What is needed is a policy shift, where we start to direct money from promoting automobile use to fund alternative modes of transportation. The TAM Board sets policy, its staff does not. Streetcar advocates need to work with TAM staff and other experts in transportation to identify possible funding sources and the means to enhance revenue generating opportunities.

End of Report