

New Option Submittal Worksheet

Greenbrae Corridor Improvement Project Working Group

Deadline: 5/28/2013

Send to Bill Whitney (bwhitney@tam.ca.gov) at TAM

The Working Group would appreciate if you could please describe the option that you are recommending using this form. The project team hopes to share copies of the form, outlining the options, for Working Group members to review. Thank you for your cooperation.

Option Title	Transportation Demand Management Studies
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Features / Description	<p>Part 1: Using a cost-effective methodology, survey all cars parking at or near Marin General Hospital, College of Marin and Marin Catholic High School, as well as kiss-and-ride drop-offs. Determine origins of trips. Determine whether these trips represent a significant portion of the AM peak period trips on Sir Francis Drake Blvd. (SFDB) and the SB Highway 101 SFDB off-ramp. Evaluate the shift of trips to modes like biking, bus and SMART+shuttle resulting from a comprehensive transportation demand management (TDM) program that includes the option of eliminating free parking.</p> <p>Part 2: In collaboration with GBGHTD and Marin Transit, design a schematic ferry feeder shuttle bus system capable of carrying the projected future increase in ferry demand. Determine the significance of the resulting auto traffic reduction on 2035 congestion in the Richmond Bridge's SFDB corridor, and in the vicinity of the Greenbrae Corridor. Apply for RM2 funding to assist with the cost of shuttle operations, conditioned on the adoption of a parking fee large enough to generate significant shuttle ridership and operations funding.</p> <p>Part 3: The Highway 101 NB PM congestion is exacerbated by the volume of traffic entering the highway at Tamalpais Drive. Using a cost-effective methodology, survey the vehicles on the on-ramp to determine the destination of these trips. Survey the employers at the Village Shopping Center and Town Center to determine their employee shift hours. Compare shift end-times with the time of peak on-ramp flows to determine the contribution of employees to the congestion. Evaluate the shift of trips to other modes resulting from a robust TDM program that includes the option of voluntary employer modification of shift-change hours.</p>

	Part 4: Evaluate the 2035 capacity actually needed in the Greenbrae Corridor, running the three scenarios (pp. 28-32) suggested in the U.S. PIRG study A New Direction . The study analyzes the national drop in per capita VMT since 2004 and the millennial generation's lowered rate of driving. Because of that drop, it recommends planners take a cautious approach with future VMT growth assumptions. Although technically not TDM, this review would perfectly complement TDM planning by providing a critical review of demand projections.
Advantages	A successful TDM program could eliminate the need for structural solutions such as roadway widening and a parking structure, at a much lower financial and environmental cost. If work were to proceed quickly, the Part 2 study findings could be ready for submitting to MTC as an RM 2 project redesignation proposal.
Disadvantages / Impacts	The proposed studies would yield no immediate impacts or benefits-- they would generate future program proposals.
How does your option address the following:	
Highway 101 Congestion	Reduces Highway 101 NB PM congestion by reducing on-ramp traffic at Tamalpais Drive.
Greenbrae Interchange Ramps	NA
Local Road Congestion	NA
Sir Francis Drake	Reduces auto congestion on SFDB and 101 SB off-ramp by providing targeted transit to and from residences, large employers, and the ferry.
Other Local Road Impacts	NA
Access & Connectivity	Bike & Pedestrian NA
	Transit Potential substantial increase in bus service from SMART and the ferry to the Ross Valley, Marin General, and College of Marin.
	SMART Potential substantial increase in connecting bus service to Marin General, College of Marin and the Ross Valley.
Broader Issues	TDM takes transportation planning in a fundamentally new direction. Rejecting the status quo assumption that growth inevitably requires increased roadway capacity, TDM proposes to influence travel mode decisions with appropriate incentives and disincentives. TDM solutions to congestion are preferable to increasing roadway capacity, as they lead to lower GHG emissions. They are also potentially much less expensive for both public agencies and individual households.