

Appendix I: Results of Service & Fare Equity Analyses

November 12, 2024: Regional Transfer Pilot (see Attachment B: Regional Transfer Pilot Title VI Fare Equity Analysis)

July 7, 2025: Fare Programs and Policy Updates and Approvals (see Attachment E: Title VI Analysis: Fare Free Youth for Summer Promotion)

December 1, 2025: prove Marin Transit's MASCOTS Service Changes and Title VI Equity Analysis Report (see Attachment B: Title VI Equity Analysis)



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November 12, 2024

Honorable Board of Directors
Marin County Transit District
3501 Civic Center Drive
San Rafael, CA 94903

Subject: Regional Transfer Pilot

Dear Board Members:

Recommendation

Approve the Marin County Transit District's adoption of the Regional Transfer Pilot program.

Summary

Staff are asking your Board to approve Marin Transit's participation in the proposed Regional Transfer Pilot program outlined in Attachment A to this letter. Participation in the program would allow riders to ride free on Marin Transit when transferring from another transit agency (such as SMART) and using a Clipper card. If approved, the proposed Pilot would be implemented with the onset of Clipper 2.0, currently anticipated for Spring 2025.

Staff presented an overview of the program, as well as other upcoming Clipper changes, in a [presentation on September 9, 2024](#). Your Board received public comment on participation in the Pilot at the [public hearing on October 7, 2024](#). The public hearing received 13 comments via the online comment form and none in person. Of the 13 comments received, 3 were related to the proposed pilot program. All comments received are summarized in Attachment C.

Participation in the Regional Transfer Pilot would constitute a fare change under the Federal Transit Administration's Title VI policy. In accordance with the associated requirements, Attachment B contains a Fare Equity Analysis on the District's participation in the Regional Transfer Pilot. The analysis found no disparate impact nor disproportionate burden.

Fiscal/Staffing Impact

The proposed Regional Transfer Pilot would likely have a small positive fiscal impact for Marin Transit. MTC will reimburse agencies for each transfer; this reimbursement, while not equal to the cost of a full fare, would be more than the amount currently collected under Marin Transit's existing interoperator transfer agreements. In FY2023/24 there were 50,000 Clipper transfers from Golden Gate and SMART taken on Marin Transit buses. Based on a combination of increased clipper usage and the higher reimbursement, staff estimate



roughly \$50,000 per year in additional fare revenue from this program. If the program were to induce new ridership on Marin Transit services, this would generate additional revenue.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Cathleen".

Cathleen Sullivan
Director of Planning

Attachment A: Regional Transfer Pilot Agreement

Attachment B: Regional Transfer Pilot Title VI Fare Equity Analysis

Attachment C: Summary of Public Comments Received

**NO-COST AND REDUCED COST INTERAGENCY TRANSFER PILOT PROGRAM
PARTICIPATION MEMORADUM OF UNDERSTANDING**

This No-Cost and Reduced Cost Interagency Transfer Pilot Program Participation Memorandum of Understanding (the “MOU”) is entered into as of the ____ day of _____, 2024 (the “Effective Date”), by and among the Metropolitan Transportation Commission (“MTC”) and the following transit operators participating in the No-Cost and Reduced Cost Interagency Transfer (referred to herein individually as an “Operator” or collectively as the “Operators”):

Alameda-Contra Costa Transit District (“AC Transit”); Golden Gate Bridge Highway and Transportation District (“GGBHTD”); the San Francisco Bay Area Rapid Transit District (“BART”); the City and County of San Francisco, acting by and through its Municipal Transportation Agency (“SFMTA”); the San Mateo County Transit District (“SamTrans”); the Santa Clara Valley Transportation Authority (“VTA”); the Peninsula Corridor Joint Powers Board (“Caltrain”); Central Contra Costa Transit Authority; City of Fairfield, as the operator of FAST; City of Petaluma; Eastern Contra Costa Transit Authority; Livermore/Amador Valley Transit Authority; Marin County Transit District; Napa Valley Transportation Authority; Solano County Transit; Sonoma County Transit; Sonoma-Marín Area Rail Transit (“SMART”); Vacaville City Coach; Western Contra Costa Transit Authority; San Francisco Bay Area Water Emergency Transportation Authority; City of Santa Rosa; and City of Union City.

MTC and the Operators are referred to herein collectively as the “Parties” or individually as a “Party”.

**ARTICLE I
No-Cost and Reduced Cost Interagency Transfer Pilot Program**

1. The Bay Area Transit Fare Coordination & Integration Study & Business Case (FCIS), completed in September 2021, developed goals for a regional fare system that will improve the passenger experience and promote higher ridership across the region’s 22 different transit operators that participate in the Clipper® fare payment system. The FCIS found that implementing no-cost and reduced cost transfers would drive an increase of 27,000 daily trips.
2. On November 15, 2021, the Fare Integration Task Force, a special committee of the Clipper Executive Board, consisting of transit operators, MTC, and county transportation agencies, adopted a Bay Area Transit Fare Policy Vision Statement which called for “no-cost and reduced cost transfers for transit users transferring between different transit agencies beginning in 2024, coinciding with the rollout of the Next Generation Clipper® system/Clipper® 2.”
3. On March 27, 2023, the Fare Integration Task Force endorsed a No-Cost and Reduced Cost Interagency Transfer Pilot Program (“Pilot Program”), which would provide free and reduced-price transfers beginning with the launch of the Clipper® 2 account-based system in 2024 and continuing for at least 18 months, with an automatic extension to a total of 24 months if sufficient funding is available.
4. The Pilot Program would provide a discount equivalent to the single-ride Clipper fare for amounts up to the region’s highest local bus/light rail transit fare, currently \$2.50. When making a trip on fixed-route transit that requires transferring between participating Operators, riders would pay the full fare on the first Operator used. Any transfer to another Operator within two hours of the first boarding is free up to a per-transfer limit equal to the region’s

- highest local transit fare (currently \$2.50). Should the highest local bus/light rail transit fare increase above \$2.50 during the Pilot Program, the amount of the discount offered will increase to match the new highest local transit fare.
5. To ensure equitable benefits for paratransit users, the Pilot Program may be extended to a subset of cross-jurisdictional paratransit trips, to be determined by MTC and Operator staff at the earliest opportunity, which may occur after the Pilot Program has commenced.
 6. The Pilot Program is designed with a goal of strengthening, standardizing, and clarifying transfer discounts between Operators.
 7. The Pilot Program is expected to generate new trips for Operators.
 8. The Pilot Program is designed to mitigate negative impacts to Operator revenues.
 9. Project staff will continue to engage with Operators and executives to share Pilot Program findings, project updates, and to collect feedback from Operators about the program.
 10. MTC and project staff will proactively seek input from Operators prior to the conclusion of the 24 month pilot period in order to inform decision making by MTC and Operators regarding the continuation of the Pilot Program beyond the pilot period.

ARTICLE II Transfer Rule Details

The Pilot Program would implement the following transfer rules for riders using Clipper on fixed-route transit:

1. For the purposes of the Pilot Program, an inter-agency transfer occurs when a rider boards a transit vehicle and then subsequently boards another transit vehicle operated by a different Operator within a two-hour (120 minute) period at a minimum (180 minutes if trips begin on Golden Gate Transit, SMART, or Sonoma County Transit).
2. When making an inter-agency transfer, full-fare Adult customers using Clipper will receive a fare discount in an amount that is the lesser of two values: (a) the value of the single-ride Clipper fare for each trip(s) taken after the first Operator, or (b) the value of a single-ride Clipper fare for the region's highest local transit fare, currently \$2.50 at the time of the execution of this agreement.
3. Clipper customers using discount fare categories (Senior, Youth, Clipper START, Disabled/Regional Transit Connection (RTC)) would be subject to a discount limit proportional to the fare charged. For example, a rider transferring to a service on which that rider is entitled to a 50% Senior discount would receive a free transfer for amounts up to \$1.25.
4. For customers taking trips with three or more Operators, discounts would be applied on each additional operator used during the 120-minute window (180 minutes on GG Transit, Sonoma County Transit, and WETA) as described in Article II. 1-3 above, so that the customer only pays the equivalent of one full fare during that period.
5. For customers transferring to or from the SFMTA's Cable Car service, no transfer discount will be offered.

6. The discount is applied to the fare paid *after* making the transfer and cannot result in a negative fare for that segment.

ARTICLE III Operator Responsibilities

Each Operator agrees to:

1. Participate in the Pilot Program for a minimum of 18 months, and for up to 24 months if sufficient funding is available to extend the Pilot Program.
2. Provide in-kind staff and administrative support needed to successfully deliver and administer the Pilot Program at the Operator, including marketing.
3. Facilitate the payment of an upfront allocation and up to two supplemental payments to offset fare revenue impacts to the Operator by MTC as described in Article IV.
4. Partner with MTC, other Operators, and/or their designated third-party consultants for the Pilot Program to organize evaluation and research activities such as surveys or similar research methods over the course of the Pilot.
5. Ensure compliance with any Operator obligations under the Federal Transit Administration's Title VI Circular and/or the Operator's own Title VI policies.
6. Work with MTC, other Operators, and/or their designated third-party consultants to identify additional funds (if needed) to extend the Pilot Program to at least 24 months.
7. Subject to Pilot Program findings, work with MTC, other Operators, and/or their designated third-party consultants to develop a funding model that can support continuation of the policies described in Article II on a permanent basis while continuing to maintain and expand transit service to customers.

ARTICLE IV MTC Responsibilities

MTC agrees to:

1. Administer the Pilot Program for a minimum of 18 months, and for up to 24 months if sufficient funding is available to extend the Pilot Program.
2. Provide in-kind staff and administrative support needed to successfully deliver and administer the Pilot Program, including customer support, financial management, fare rule implementation, public information, communications, marketing, and technology support/operations.
3. Prior to the launch of the Pilot Program, offset foregone fare revenue by making an upfront allocation to each Operator based on the Operator's share of FY 2018-19 Transit Fare Revenues as reported to State Controller's Office (SCO), amounting to a total of \$11 million across all Operators.

4. Prior to the launch of the program, work in partnership with Operators to support compliance with the Federal Transit Administration's Title VI Circular and/or the Operator's own Title VI policies
5. Provide regular updates to the Fare Integration Task Force on the status of the Pilot Program.
6. No later than 12 months following program launch, conduct an evaluation of the Pilot Program, including its effects on travel behavior, revenue, and customer experience. The evaluation will include an assessment of funding available to extend the Pilot Program beyond 18 months.
7. Work with Operators and/or their designated third-party consultants to identify additional funds (if needed) to extend the program to at least 24 months.
8. Provide each Operator with supplemental funds to offset foregone fare revenue, based on an estimate of each Operator's "adjusted foregone fare revenue" as defined in subsection 9. MTC will allocate supplemental payments up to two times during the Pilot Program, amounting to a total of at least \$11 million. The first supplemental payment will occur 18 months after program launch. The second supplemental payment will occur at the conclusion of the Pilot Program or no later than 24 months after program launch, whichever is sooner.
9. Estimate "adjusted foregone fare revenue" for fixed-route services based on the number of actual inter-agency transfer trips in Clipper transaction data. Each Operator is responsible for the first \$0.50 discount of gross fare on each transfer, adjusted commensurately to discounted fare categories. The remaining foregone fare revenue will be adjusted to deduct an estimate of the increase in fare revenue generated by the Pilot Program. For each Operator, the percent increase in transfer trips, in excess of the growth of non-transfer trips, will be considered evidence of new trips generated by the Pilot Program. The percent of transfer trips and non-transfer trips in FY 2023-24 will be considered as the baseline. Supplemental data may be factored into the baseline or Pilot Program data for reasonable adjustments as needed on a case-by-case basis. If it is determined by an Operator that changes in a specific paratransit fare are required due to the Pilot Program's changes to fixed-route fares, Operators will also be reimbursed at the same rate for foregone paratransit fare revenue, where applicable.
10. Subject to Pilot Program findings, work with Operators and/or their designated third-party consultants to develop a funding model that can support continuation of this policy on a permanent basis while continuing to maintain and expand transit service to customers.

ARTICLE V

Indemnification

- A. Mutual Indemnification. No Party to this MOU (including any of its directors, commissioners, officers, agents or employees) shall be responsible for any damage or liability occurring by reason of anything done or omitted to be done by any other Party under or in connection with this Agreement. Pursuant to Government Code Section 895.4, each Party agrees to fully indemnify and hold other Parties harmless from any liability imposed for injury (as defined by Government Code Section 810.8) occurring by reason of anything done or omitted to be done by such indemnifying Party under or in connection with this MOU and for which such indemnifying Party would otherwise be liable.
- B. Operator Indemnification of MTC. Notwithstanding the provisions of Subsection A above, each Operator shall indemnify, hold harmless, and defend MTC (including any of its directors,

commissioners, officers, agents or employees) from any and all claims or liability resulting from any action or inaction on the part of such Operator relating to its responsibilities under or in connection with this MOU.

- C. MTC Indemnification of Operators. Notwithstanding the provisions of Subsection A above, MTC shall indemnify, hold harmless, and defend each Operator (including any of its directors, commissioners, officers, agents or employees) from any and all claims or liability resulting from any action or inaction on the part of MTC under or in connection with this MOU.

ARTICLE VI

Term

The term of the MOU shall begin upon the Effective Date and continue until June 30, 2027, unless terminated by written agreement of the Parties. The Pilot Program will launch concurrently with the launch of the Next Generation Clipper system. The 18-24 month Pilot Program period will commence when the Next Generation Clipper system launches.

ARTICLE VII

Changed Circumstances

Any Party may initiate informal discussions among the Parties concerning the provisions of this MOU, based on its assessment that changes in other factors external to the MOU indicate that it would be in the best interests of one or more Parties to consider revisions to the MOU. If a majority of Parties agree, the Parties will then jointly evaluate the changed circumstances to determine what, if any, revisions to the MOU are necessary or desirable. Any agreed-upon changes shall require an amendment to the MOU approved and executed by all Parties.

ARTICLE VIII

Legal Representation and Common Interest

The Parties recognize a mutuality of interest, and a need for joint cooperation in legal matters relating to the No-Cost and Reduced Cost Interagency Transfer Pilot Program. In furtherance of this common interest, any communications among Parties and counsel for any of the Parties shall be confidential and protected from disclosure to any third party by each and every privilege – including, but not limited to, the attorney-client privilege, the attorney work product privilege, and the pooled information privilege – notwithstanding the dissemination of the communications and work product among Parties by the counsel that made the information available in the first instance. If information covered by the privileges is requested by a third party pursuant to a subpoena or other discovery request, then counsel receiving the request shall notify in a timely fashion the counsel who disclosed the information so that the privileges against disclosure may be asserted.

Should any Party withdraw from or otherwise terminate its participation in the MOU, such withdrawal or termination shall not impair the privileges that protect any information that has been shared prior to such action. Any Party that withdraws or terminates its participation in the No-Cost and Reduced Cost Interagency Transfer Pilot Program shall promptly return all privileged materials that the Party has received.

**ARTICLE VIII
Confidential Information**

Either MTC or an Operator (the “Receiving Party”) may, in the course of carrying out its responsibilities under this MOU, have access to proprietary or confidential information owned by the other Party (“the Disclosing Party”), the disclosure of which to third parties may damage the Disclosing Party. Such proprietary or confidential information must be held by the Receiving Party in confidence and used only in performing its responsibilities as provided in the MOU. The Receiving Party shall exercise at least the same standard of care it would use to protect its own proprietary or confidential information.

SIGNATURES ON SUBSEQUENT PAGES

IN WITNESS WHEREOF, this Amendment has been duly authorized and executed by the Parties hereto on the dates specified below by their duly authorized representatives.

Metropolitan Transportation Commission

DRAFT

Name: Andrew B. Fremier

Title: Executive Director

Date: _____

Alameda-Contra Costa Transit District

Approved as to form:

Name: Michael A. Hursh
Title: General Manager

Jill A. Sprague, General Counsel

Date: _____

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**Golden Gate Bridge, Highway and
Transportation District**

Approved as to form:

Name: Denis J. Mulligan
Title: General Manager

Kimon Manolius, General Counsel

Date: _____

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San Francisco Bay Area Rapid Transit District

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Jeana Zelan, Interim General Counsel

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**City and County of San Francisco
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Approved as to form:
David Chiu, City Attorney

Name: Jeffrey Tumlin
Title: Director of Transportation

Lilian Levy, Deputy City Attorney

Date: _____

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San Mateo County Transit District

Approved as to form:

Name: April Chan
Title: General Manager/CEO

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Date: _____

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Santa Clara Valley Transportation Authority

Approved as to form:

Name: Carolyn Gonot
Title: General Manager/Chief Executive Officer

Victor Pappalardo, Deputy General Counsel

Date: _____

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Peninsula Corridor Joint Powers Board

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Name: Michelle Bouchard

Title: Executive Director

Date: _____

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Central Contra Costa Transit Authority

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Name: William Churchill

Title: General Manager

Julie Sherman, General Counsel

Date: _____

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**City of Fairfield
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Name: David Gassaway
Title: City Manager

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City of Petaluma

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Name: Peggy Flynn
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Eric W. Danly, City Attorney

Date: _____

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Eastern Contra Costa Transit Authority

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Name: Rashidi Barnes
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Eli Flushman, General Counsel

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Livermore/Amador Valley Transit Authority

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Marin County Transit District

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Napa Valley Transportation Authority

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Solano County Transit

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Name: Beth Kranda
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Bernadette Shilts Curry, County Counsel

Date: _____

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City of Santa Rosa

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Name: Maraskeshia Smith

Title: City Manager

Samantha W. Zutler, Interim City Attorney

Date: _____

DRAFT

Sonoma-Marin Area Rail Transit District

Approved as to form:

Name: Eddy Cumins
Title: General Manager

Thomas Lyons, General Counsel

Date: _____

DRAFT

City of Vacaville
Vacaville City Coach

Approved as to form:

Name: Brian McLean
Title: Director of Public Works

Melinda C. H. Stewart, City Attorney

Date: _____

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Western Contra Costa Transit Authority

Approved as to form:

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**San Francisco Bay Area Water Emergency
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Approved as to form:

Name: Seamus Murphy
Title: Executive Director

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Sonoma County Transit

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Name: Bryan Albee
Title: Transit Systems Manager

Jeremy Fonseca, General Counsel

Date: _____

DRAFT

City of Union City

Approved as to form:

Name: Joan Malloy
Title: City Manager

Kristopher J. Kokotaylo, City Attorney

Date: _____

DRAFT

Regional Transfer Pilot Fare Equity Analysis

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Introduction

This report is intended to serve as the fare equity analysis for the Marin County Transit District (Marin Transit) as it considers whether to enter into a Memorandum of Understanding to participate in the Bay Area No-Cost and Reduced Cost Interagency Transfer Pilot Program (Regional Transfer Pilot). As a federal grant recipient, Marin Transit is required to maintain and provide to the Federal Transit Administration (FTA) information on its compliance with Title VI of the Civil Rights Act of 1964 (Title VI), which prohibits discrimination by recipients of federal financial assistance. The FTA further requires that some recipients of FTA financial assistance, including Marin Transit, conduct a Fare Equity Analysis on all fare changes to assess the impacts of those changes on low-income and minority populations.

Marin Transit is currently considering whether to participate in the Regional Transfer Pilot, which would provide riders with a discount of up to the highest local fare in the region (currently \$2.50) for all interagency transfers in the Bay Area when using Clipper. The proposed change would reduce fares for some Marin Transit riders, which constitutes a fare change requiring a Fare Equity Analysis under the FTA's Title VI regulations. **The following analysis concludes that participation in the Regional Transfer Pilot would create neither a disparate impact based on race nor a disproportionate burden on low-income individuals for Marin Transit riders.**

Title VI Policies

In October 2012, the FTA released Circular 4702.1B (Circular), which provides guidelines for compliance with Title VI. Under the Circular, transit operators are required to study proposed fare changes and "major service changes" before the changes are adopted to ensure that they do not have a discriminatory effect based on race, color, national origin or low-income status of affected populations. As a first step, public transit providers must adopt their own "Major Service Change," "Disparate Impact," and "Disproportionate Burden" policies. Marin Transit's Board of Directors originally adopted these policies in April 2014, and adopted the most recent update to these policies in April 2023. The adopted Disparate Impact and Disproportionate Burden policies, which apply to Fare Equity Analyses, are described below.

Disparate Impact Policy

The Disparate Impact Policy establishes a threshold for determining whether proposed fare or major service changes have a disproportionately adverse effect on minority populations relative to non-minority populations on the basis of race, ethnicity or national origin. Per the [Marin Transit Policy for Establishing Disparate Impact or Disproportionate Burden](#):

Fare or major service change proposals are determined to have a Disparate Impact on minority populations if, cumulatively, the benefits of the changes accrue to minority populations 20% less than to non-minority populations, or the adverse effects of the changes accrue to minority populations 20% more than to non-minority populations.

In summary, the Disparate Impact threshold is 20%.

Disproportionate Burden

The Disproportionate Burden Policy establishes a threshold for determining whether proposed fare or major service changes have a disproportionately adverse effect on low-income populations relative to non-low-income populations. Per the [Marin Transit Policy for Establishing Disparate Impact or Disproportionate Burden](#):

Fare or major service change proposals are determined to have a Disproportionate Burden on low-income populations if, cumulatively, the benefits of the changes accrue to low-income populations 20% less than to non-low-income populations, or the adverse effects of the changes accrue to low-income populations 20% more than to non-low-income populations.

In summary, the Disproportionate Burden threshold is 20%. The policy also includes the following definition of low-income: “For the purposes of this policy, definition of low-income should adhere to regional definition of low-income, which is 200% of the Federal Poverty Guidelines at time of writing per MTC Clipper START policy.”

Public Outreach

These policies were initially developed in 2013 as part of the District’s Title VI plan. In April 2013, the Marin Transit Board of Directors considered proposed analysis tools and methods for the Disparate Impact Policy and Disproportionate Burden policy. As part of this process, the Board set a public hearing and initiated a 45-day public comment period. These policies were revised and presented for Board consideration at their June meeting.

Additionally, Marin Transit held four public meetings in advance of the public hearing. The meetings were held in various areas across the County. To encourage participation, Staff sent out media announcements and distributed posters in Spanish and English. The policies were made available and presented at the public meetings. Following the public meetings and hearing, the policies were then updated to reflect public input prior to approval by the Marin Transit Board of Directors.

In 2023, an administrative update was made to extract the Disparate Impact and Disproportionate Burden policies from the Title VI plan as two new stand-alone policies with official policy numbers for ease of reference and to ensure these appear within the official policy framework of the agency. The update was presented to and approved by the Marin Transit Board of Director’s in April 2023. During the Board meeting, members of the Board and members of the public had an opportunity to provide feedback and request clarification on the policies.

Regional Transfer Pilot Description

The No-Cost and Reduced Cost Interagency Transfer Pilot Program (Regional Transit Pilot) was created and negotiated by the Metropolitan Transportation Commission (MTC), the regional transportation planning agency for the Bay Area. The pilot program is intended to increase regional transit ridership by reducing the fare riders pay when transferring between agencies. The program would be implemented via Clipper, the Bay Area’s universal electronic payment card for transit fares. If approved, the program would go into effect upon the implementation of Clipper 2.0, which is

currently anticipated in early 2025. The Memorandum of Understanding (MOU) describes the details of the rider's experience under the pilot program:

The Pilot Program would provide a discount equivalent to the single-ride Clipper fare for amounts up to the region's highest local bus/light rail transit fare, currently \$2.50. When making a trip on fixed-route transit that requires transferring between participating Operators, riders would pay the full fare on the first Operator used. Any transfer to another Operator within two hours of the first boarding is free up to a per-transfer limit equal to the region's highest local transit fare (currently \$2.50). Should the highest local bus/light rail transit fare increase above \$2.50 during the Pilot Program, the amount of the discount offered will increase to match the new highest local transit fare.

As a local operator, transfer rides on Marin Transit under the Regional Transfer Pilot would be free. The MOU would commit Marin Transit to the pilot period of 18-24 months (depending on funding availability). However, this Fare Equity Analysis uses the conservative approach of analyzing the fare change as a permanent fare policy change, which ensures the analysis captures the maximum potential impact and burden on minority and low-income riders. This approach also allows Marin Transit to extend or permanently adopt the fare policy described above, if MTC were to extend the pilot or make the program permanent, without conducting another Fare Equity Analysis.

The impact of the Regional Transfer Pilot on Marin Transit riders would be minimal. Marin Transit's service area only touches the service areas of two other transit operators, Golden Gate Bridge Highway and Transportation District (GGBHTD) and Sonoma-Marín Area Rail Transit (SMART). Marin Transit has existing transfer agreements with both agencies. The existing agreement with GGBHTD already provides for free transfers from GGBHTD services – Golden Gate Transit and Golden Gate Ferry – to Marin Transit, via both Clipper and cash payments; the Regional Transfer Pilot would not change fares for these riders. The existing agreement with SMART provides for a \$1.50 discount when transferring from SMART to Marin Transit via Clipper (SMART does not accept cash fares and Marin Transit cannot accept fares via the SMART app). Marin Transit's adult Clipper fare is \$1.80; adult riders currently transferring from SMART to Marin Transit pay \$0.30 for their trip on Marin Transit. Under the Regional Transfer Pilot, that trip would be free.

For a full breakdown of Marin Transit fares currently and under the proposed Regional Transfer Pilot, see Table 1 in the Equity Analysis section below.

Equity Analysis

The Regional Transfer Pilot is a fare reduction, and the purpose of this analysis is to examine whether the benefits of that reduction disproportionately accrue to non-minority and/or non-low-income riders. To answer the question, this report uses an average fare analysis methodology, described further in the Impact Assessment section below. Table 1 below breaks down every possible fare type on Marin Transit services, the existing and proposed fare for each type, the annual ridership for each fare type, and the percentage of minority and low-income riders for each fare type. Using this data,

Table 2 and Table 3 calculate the average fare paid by minority, non-minority, low-income, and non-low-income riders, both currently and under the proposed Regional Transfer Pilot.

Table 1: Breakdown of Current and Proposed Fare Types, Fares, and Usage

Fare Type	Existing Fare	Proposed Fare	% Change	Annual Ridership	% Total Ridership	% Minority	% Non-Minority	% Low-Income	% Non-Low-Income
Cash - ADA	\$1.00	\$1.00	0%	30,705	1%	44%	56%	69%	31%
Cash - Adult	\$2.00	\$2.00	0%	563,207	20%	81%	19%	51%	49%
Cash - Senior	\$1.00	\$1.00	0%	154,817	5%	54%	46%	55%	45%
Cash - Youth	\$1.00	\$1.00	0%	147,376	5%	72%	28%	47%	53%
Clipper - ADA (RTC)	\$1.00	\$1.00	0%	11,145	0%	30%	70%	100%	0%
Clipper - ADA (RTC) - Transfer	\$0.00	\$0.00	0%	4,275	0%	0%	100%	100%	0%
Clipper - Adult	\$1.80	\$1.80	0%	179,838	6%	62%	38%	34%	66%
Clipper - Adult - Transfer	\$0.00	\$0.00	0%	63,912	2%	67%	33%	41%	59%
Clipper - Low Income (START)	\$1.00	\$1.00	0%	5,746	0%	81%	19%	100%	0%
Clipper - Low Income (START) - Transfer	\$0.00	\$0.00	0%	3,223	0%	85%	15%	100%	0%
Clipper - Senior	\$1.00	\$1.00	0%	22,036	1%	43%	57%	48%	52%
Clipper - Senior - Transfer	\$0.00	\$0.00	0%	10,078	0%	52%	48%	51%	49%
Clipper - SMART Transfer	\$0.30	\$0.00	-100%	7,339	0%	30%	70%	25%	75%
Clipper - Youth	\$1.00	\$1.00	0%	8,099	0%	69%	31%	30%	70%
Clipper - Youth - Transfer	\$0.00	\$0.00	0%	1,163	0%	78%	22%	19%	81%
COM Pass	\$0.00	\$0.00	0%	160,171	6%	66%	34%	54%	46%
Comp - Child	\$0.00	\$0.00	0%	46,380	2%	73%	27%	49%	51%
Comp - Clipper Error	\$0.00	\$0.00	0%	5,596	0%	59%	41%	40%	60%
Comp - Employee	\$0.00	\$0.00	0%	1,802	0%	35%	65%	52%	48%
Comp - Homeward Bound	\$0.00	\$0.00	0%	61,326	2%	80%	20%	100%	0%
Comp - Other	\$0.00	\$0.00	0%	106,584	4%	73%	27%	49%	51%
Comp - Promo	\$0.00	\$0.00	0%	31,518	1%	73%	27%	49%	51%
Day Pass - Adult	\$1.96	\$1.96	0%	1,404	0%	75%	25%	48%	52%
Day Pass - Senior ADA	\$0.68	\$0.68	0%	1,732	0%	46%	54%	59%	41%

Fare Type	Existing Fare	Proposed Fare	% Change	Annual Ridership	% Total Ridership	% Minority	% Non-Minority	% Low-Income	% Non-Low-Income
Day Pass - Youth	\$1.46	\$1.46	0%	23	0%	100%	0%	0%	100%
MAFA Pass	\$0.00	\$0.00	0%	14,039	0%	50%	50%	100%	0%
Monthly Pass - Adult	\$0.68	\$0.68	0%	240,670	9%	75%	25%	48%	52%
Monthly Pass - Senior ADA	\$0.35	\$0.35	0%	110,908	4%	46%	54%	59%	41%
Transfer - ADA	\$0.00	\$0.00	0%	9,150	0%	42%	58%	78%	22%
Transfer - Adult	\$0.00	\$0.00	0%	221,255	8%	85%	15%	58%	42%
Transfer - Other	\$0.00	\$0.00	0%	34,677	1%	80%	20%	59%	41%
Transfer - Senior	\$0.00	\$0.00	0%	57,804	2%	62%	38%	75%	25%
Transfer - Youth	\$0.00	\$0.00	0%	25,157	1%	59%	41%	39%	61%
Underpayment	\$1.50	\$1.50	0%	62,461	2%	73%	27%	49%	51%
Youth Pass - Full Price	\$0.15	\$0.15	0%	33,966	1%	86%	14%	0%	100%
Youth Pass - Reduced Price	\$0.00	\$0.00	0%	384,152	14%	95%	5%	100%	0%
Total				2,823,735		74%	26%	59%	41%

Notes:

Annual Ridership represents Fiscal Year 2023/24.

The following fare types were not tracked in the rider survey: Comp – Other, Comp – Promo, and Underpayment. Therefore, they assume the survey-wide minority and low-income percentages.

This analysis conservatively assumes a \$0 fare for Underpayment fares; actual fares for this fare type vary.

The fares listed for pass products (i.e. Monthly Passes, Day Passes, and Youth Pass – Full Price) represent estimated average fares based on the cost of the pass and average ridership per pass. Individual users’ average fares will vary.

Table 2: Calculation of Average Fares and Proposed Fare Change for Minority and Non-Minority Riders

Fare Type	Minority Riders	Non-Minority Riders	Minority Fares Before Change	Minority Fares After Change	Non-Minority Fares Before Change	Non-Minority Fares After Change
Cash - ADA	13,662	17,043	\$13,662	\$13,662	\$17,043	\$17,043
Cash - Adult	455,999	107,208	\$911,997	\$911,997	\$214,417	\$214,417
Cash - Senior	84,302	70,515	\$84,302	\$84,302	\$70,515	\$70,515
Cash - Youth	105,694	41,682	\$105,694	\$105,694	\$41,682	\$41,682
Clipper - ADA (RTC)	3,304	7,841	\$3,304	\$3,304	\$7,841	\$7,841
Clipper - ADA (RTC) - Transfer	0	4,275	\$0	\$0	\$0	\$0
Clipper - Adult	111,519	68,319	\$200,734	\$200,734	\$122,974	\$122,974
Clipper - Adult - Transfer	42,608	21,304	\$0	\$0	\$0	\$0
Clipper - Low Income (START)	4,654	1,092	\$4,654	\$4,654	\$1,092	\$1,092
Clipper - Low Income (START) - Transfer	2,741	482	\$0	\$0	\$0	\$0
Clipper - Senior	9,425	12,611	\$9,425	\$9,425	\$12,611	\$12,611
Clipper - Senior - Transfer	5,275	4,803	\$0	\$0	\$0	\$0
Clipper - SMART Transfer	2,202	5,137	\$661	\$0	\$1,541	\$0
Clipper - Youth	5,610	2,490	\$5,610	\$5,610	\$2,490	\$2,490
Clipper - Youth - Transfer	905	257	\$0	\$0	\$0	\$0
COM Pass	106,086	54,085	\$0	\$0	\$0	\$0
Comp - Child	33,987	12,393	\$0	\$0	\$0	\$0
Comp - Clipper Error	3,317	2,279	\$0	\$0	\$0	\$0
Comp - Employee	635	1,167	\$0	\$0	\$0	\$0
Comp - Homeward Bound	49,361	11,965	\$0	\$0	\$0	\$0
Comp - Other	78,104	28,480	\$0	\$0	\$0	\$0
Comp - Promo	23,096	8,422	\$0	\$0	\$0	\$0
Day Pass - Adult	1,053	351	\$2,064	\$2,064	\$689	\$689
Day Pass - Senior ADA	800	932	\$541	\$541	\$630	\$630

Fare Type	Minority Riders	Non-Minority Riders	Minority Fares Before Change	Minority Fares After Change	Non-Minority Fares Before Change	Non-Minority Fares After Change
Day Pass - Youth	23	0	\$34	\$34	\$0	\$0
MAFA Pass	7,020	7,020	\$0	\$0	\$0	\$0
Monthly Pass - Adult	180,464	60,206	\$122,148	\$122,148	\$40,751	\$40,751
Monthly Pass - Senior ADA	51,200	59,708	\$17,757	\$17,757	\$20,708	\$20,708
Transfer - ADA	3,841	5,309	\$0	\$0	\$0	\$0
Transfer - Adult	187,492	33,763	\$0	\$0	\$0	\$0
Transfer - Other	27,699	6,978	\$0	\$0	\$0	\$0
Transfer - Senior	36,050	21,754	\$0	\$0	\$0	\$0
Transfer - Youth	14,801	10,356	\$0	\$0	\$0	\$0
Underpayment	45,771	16,690	\$68,657	\$68,657	\$25,035	\$25,035
Youth Pass - Full Price	29,131	4,835	\$4,460	\$4,460	\$740	\$740
Youth Pass - Reduced Price	364,413	19,740	\$0	\$0	\$0	\$0
Total	2,092,241	731,494	\$1,555,703	\$1,555,042	\$580,759	\$579,218
Average Fare			\$0.74	\$0.74	\$0.79	\$0.79

Table 3: Calculation of Average Fares and Proposed Fare Change for Low-Income and Non-Low-Income Riders

Fare Type	Low-Income Riders	Non-Low-Income Riders	Low-Income Fares Before Change	Low-Income Fares After Change	Non-Low-Income Fares Before Change	Non-Low-Income Fares After Change
Cash - ADA	21,102	9,603	\$21,102	\$21,102	\$9,603	\$9,603
Cash - Adult	287,092	276,115	\$574,185	\$574,185	\$552,229	\$552,229
Cash - Senior	84,755	70,062	\$84,755	\$84,755	\$70,062	\$70,062
Cash - Youth	69,069	78,307	\$69,069	\$69,069	\$78,307	\$78,307
Clipper - ADA (RTC)	11,145	0	\$11,145	\$11,145	\$0	\$0
Clipper - ADA (RTC) - Transfer	4,275	0	\$0	\$0	\$0	\$0
Clipper - Adult	61,663	118,175	\$110,993	\$110,993	\$212,716	\$212,716
Clipper - Adult - Transfer	26,383	37,529	\$0	\$0	\$0	\$0
Clipper - Low Income (START)	5,746	0	\$5,746	\$5,746	\$0	\$0
Clipper - Low Income (START) - Transfer	3,223	0	\$0	\$0	\$0	\$0
Clipper - Senior	10,522	11,514	\$10,522	\$10,522	\$11,514	\$11,514
Clipper - Senior - Transfer	5,188	4,890	\$0	\$0	\$0	\$0
Clipper - SMART Transfer	1,835	5,504	\$550	\$0	\$1,651	\$0
Clipper - Youth	2,427	5,673	\$2,427	\$2,427	\$5,673	\$5,673
Clipper - Youth - Transfer	226	937	\$0	\$0	\$0	\$0
COM Pass	86,801	73,370	\$0	\$0	\$0	\$0
Comp - Child	22,916	23,464	\$0	\$0	\$0	\$0
Comp - Clipper Error	2,230	3,366	\$0	\$0	\$0	\$0
Comp - Employee	938	864	\$0	\$0	\$0	\$0
Comp - Homeward Bound	61,326	0	\$0	\$0	\$0	\$0
Comp - Other	52,661	53,923	\$0	\$0	\$0	\$0
Comp - Promo	15,572	15,946	\$0	\$0	\$0	\$0
Day Pass - Adult	678	726	\$1,330	\$1,330	\$1,423	\$1,423

Fare Type	Low-Income Riders	Non-Low-Income Riders	Low-Income Fares Before Change	Low-Income Fares After Change	Non-Low-Income Fares Before Change	Non-Low-Income Fares After Change
Day Pass - Senior ADA	1,022	710	\$691	\$691	\$480	\$480
Day Pass - Youth	0	23	\$0	\$0	\$34	\$34
MAFA Pass	14,039	0	\$0	\$0	\$0	\$0
Monthly Pass - Adult	116,300	124,370	\$78,718	\$78,718	\$84,181	\$84,181
Monthly Pass - Senior ADA	65,429	45,479	\$22,692	\$22,692	\$15,773	\$15,773
Transfer - ADA	7,123	2,027	\$0	\$0	\$0	\$0
Transfer - Adult	128,794	92,461	\$0	\$0	\$0	\$0
Transfer - Other	20,465	14,212	\$0	\$0	\$0	\$0
Transfer - Senior	43,143	14,661	\$0	\$0	\$0	\$0
Transfer - Youth	9,898	15,259	\$0	\$0	\$0	\$0
Underpayment	30,861	31,600	\$46,291	\$46,291	\$47,400	\$47,400
Youth Pass - Full Price	0	33,966	\$0	\$0	\$5,200	\$5,200
Youth Pass - Reduced Price	384,152	0	\$0	\$0	\$0	\$0
Total	1,658,999	1,164,736	\$1,040,217	\$1,039,667	\$1,096,245	\$1,094,593
Average Fare			\$0.63	\$0.63	\$0.94	\$0.94

Data Sources

The data in the above tables come from three sources: Marin Transit’s fare data, the Marin Transit on-board rider survey, and the SMART on-board rider survey. The fare data was used to determine the number of passenger trips using each fare type. The on-board rider surveys were used to determine the percentage of riders that are minority and low-income¹ for each fare type. The SMART on-board rider survey was used for the Clipper – SMART Transfer fare type, because the Marin Transit on-board rider survey was conducted in spring 2017, before SMART was in operation. All other fare types use the Marin Transit on-board rider survey.

The SMART on-board survey was conducted in 2018, and the agency has since reduced their fares. This fare reduction has likely altered the demographics of SMART’s riders, and therefore the demographics of SMART riders who transfer to Marin Transit. By using the demographics from the 2018 survey, this analysis conservatively assumes that a relatively lower percentage of minority and low-income riders will experience the benefits of the proposed fare reduction associated with the Regional Transfer Pilot.

Impact Assessment

The purpose of this impact assessment is to determine whether the benefits of the fare reduction associated with the Regional Transfer Pilot would disproportionately benefit non-minority or non-low-income riders. To answer that question, this assessment looks at the average fare paid by minority, non-minority, low-income, and non-low-income riders, as calculated in the tables above. Table 4 below takes those average fares, calculates the percent change under the proposal, and then examines whether the difference in percent changes between minority and non-minority riders, or between low-income and non-low-income riders, represents a disparate impact or disproportionate burden.

Table 4: Average Fare Change and Impact Analysis

	Minority Riders	Non-Minority Riders	Low-Income Riders	Non-Low-Income Riders
Current Average Fare	\$0.7436	\$0.7939	\$0.6270	\$0.9412
Average Fare Under Proposed Change	\$0.7432	\$0.7918	\$0.6267	\$0.9398
% Change in Average Fare	-0.04%	-0.27%	-0.05%	-0.15%
Difference in Percent Change Between Minority/Low-Income and Non-Minority/Non-Low-Income Riders	0.22%		0.10%	
Disparate Impact/Disproportionate Burden Threshold	20%		20%	
Results	No Disparate Impact		No Disproportionate Burden	

¹ Some fare types are income qualified (such as Clipper START and the reduced-price youth pass). For these fare types, the on-board rider survey was only used to determine the percentage of minority riders.

As demonstrated in Table 4, the differences in benefit to non-minority and non-low-income riders under the proposed Regional Transfer Pilot fare change fall well below Marin Transit's established disparate impact and disproportionate burden thresholds. Therefore, the proposed fare change would result in neither a disparate impact on minority riders nor a disproportionate burden on low-income riders.

Regional Transfer Pilot Public Outreach & Timeline

As stated in Marin Transit's [Public Hearing Policy](#), all fare changes require a public hearing. At the Board of Directors meeting on September 9, 2024, the Board will consider holding a public hearing on the Regional Transfer Pilot proposal on October 7, 2024. Following the public hearing, the Board is expected to consider adoption of the proposal in November 2024.

Attachment D: Summary of Public Comments

Date:	09/09/2024
Source:	Online form via September E-Newsletter
Rider Type:	Fixed Route
Zip Code:	94925
Fare Payment Method:	Clipper
Comment:	Bus 228 east bound afternoons often doesn't stop by Archie Williams HS and simply drives past the waiting kids. The kids need bus transportation. On Friday, Sept 6, there were no buses on the 228 route and no one informed riders. Despite contacting Marin Transit Customer Service multiple times, I've never received an update or acknowledgement of the problems with this route. Do I need to take another form of action? Thank you.

Date:	09/09/2024
Source:	Online form via September E-Newsletter
Rider Type:	Fixed Route
Zip Code:	94903
Fare Payment Method:	Clipper
Comment:	Helpful for regional travel; make sure that there are visual (pictures, video) and written directions between GGT/SMART and Marin Transit and vice-versa. Helpful for folks to understand the fare policies.

Date:	09/09/2024
Source:	Online form via September E-Newsletter
Rider Type:	Fixed Route
Zip Code:	94901
Fare Payment Method:	Monthly Pass
Comment:	Clean the buses. Sometimes, they smell like sewers, and early in the morning are very dirty. Make sure the rounds, especially in the morning, start on time. When a bus is late, our jobs are put in jeopardy. When the bus are cancelled, you put me and my family on risk. Be respectful to passengers.

Date:	09/09/2024
Source:	Online form via September E-Newsletter

Rider Type:	Does not use Marin Transit or Marin Access
Zip Code:	94960
Fare Payment Method:	Clipper
Comment:	I take SMART from Healdsburg to San Rafael. You used to have a much easier shuttle system from the Civic Center station to Terra Linda local businesses. The new system is more expensive and has never worked for me. Hopefully you can come up with alternatives for shuttles from SMART to local businesses.

Date:	09/10/2024
Source:	Online form via September E-Newsletter
Rider Type:	Fixed Route & Marin Access
Zip Code:	94901
Fare Payment Method:	Cash
Comment:	hi, i have a senior discount but even this adds up when on a fixed income. public transit is my only means of transportation and i use it 3 to 5 times a week, including transit to sf. any suggestions ?

Date:	09/11/2024
Source:	Online form via September E-Newsletter
Rider Type:	Fixed Route
Zip Code:	94901
Fare Payment Method:	College of Marin (COM) Flash Pass
Comment:	1) Should make the flash pass loadable to the Clipper Account (so one can use the phone app as well as HOPEFULLY integrate with SMART system a flash pass) 2) Is it permissible to use my flash pass when I am NOT going to and from school? Like to the Farmer's Market on the weekend? (There is no guidance from College of Marin on this, I know this comes out of student fees but....) 3) COM/Marin Transit should negotiate SMART fares as part of flash pass 4) It's not directly related but a 'crazy making' part of your routine. 8 AM classes are very full. The 22 bus at 7:30 AM (From Transit Center) is a "Small" or "Half size" bus. I am often told I CAN NOT BOARD THE BUS because there is "TOO FULL" and if I do not catch the earlier bus (7 AM - not accessible with night classes as well), I have to take a \$18.00 Lyft defeating the cost savings of taking the bus. Please check

	you passenger counts and schedule a FULL SIZE bus to COM at 7:30 AM (Southbound from SRTC)
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Date:	09/12/2024
Source:	Online form via MCTD Website
Rider Type:	Fixed Route
Zip Code:	94947
Fare Payment Method:	Clipper
Comment:	Hello! From what I understand, there will be free transfers from other transit options, like SMART, onto Marin Transit. I appreciate this added incentive to increase ridership! On the flip side, I was wondering if it would be possible to provide free/reduced transfers from Marin Transit onto SMART. One of the most common reasons I take the 49 bus is to transfer onto Golden Gate Transit, but I could also see myself using Marin Transit more often in order to get to a SMART station. Of course, I understand that this might not be immediately feasible, but perhaps this can be considered for the long-term. Thank you for providing a survey to collect feedback!

Date:	09/14/2024
Source:	Online form via September E-Newsletter
Rider Type:	Fixed Route
Zip Code:	94960
Fare Payment Method:	Clipper
Comment:	Why is the bus 23 late in the mornings now that school has started? I try to get to work on time traveling from the hub in San Anselmo going to San Rafael. The bus is consistently late. The 22 is also often delayed coming back to San Anselmo. Could you help with this problem? I rely on the bus to get to work. The delays can be stressful and I would like your help resolving this problem.

Date:	09/16/2024
Source:	Online form via MCTD Website
Rider Type:	Marin Access
Zip Code:	94947
Fare Payment Method:	Voucher

Comment:	I love the Catch-a-ride program. I don't drive anymore and this program helps me a lot. I can do my errands, go to medical/dental appointments and classes and have more of a social life. The Catch-a ride program also helps me maintain my independence because I don't have to depend on my friends to get things done or go places. I use Uber. I found the taxi service was more expensive and occasionally got backed up due to driver shortage. Uber is almost always available and wait periods are short.
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Date:	10/1/2024
Source:	Online form via MCTD Website
Rider Type:	Does not use Marin Transit or Marin Access
Zip Code:	94941
Fare Payment Method:	Clipper
Comment:	Allow me to introduce myself. I am elderly windowed and retired. I have always been involved in Economic Development within the City where I resided. Currently I live on Shelter Bay. Prior to moving here I lived in San Francisco prior to selling my National Consulting Business. My Company served 350 Banking Institutions on a National Business. Rather, than sending you my resume I would like you to Google Joanna R. Bruno & Associates, and read my resume on my former Company website. I, of course would like to have purpose as I age. I would bring to your organization a positive approach to Economic Development in this lovely Community. My Daughter and three grandchildren also reside here and own their own home and business. I look forward to meeting you and hopefully giving you more substance. My Cell Phone number is 6266882125.

Date:	10/1/2024
Source:	Online form via MCTD Website
Rider Type:	Fixed Route
Zip Code:	94952
Fare Payment Method:	Clipper
Comment:	I am very frustrated that the bus comes one minute before the train so then we have to wait 15 minutes or more for the next bus; so, why can't they be better connecting like the use to be with the SMART train started.

Date:	10/1/2024
Source:	Online form via October E-Newsletter
Rider Type:	Fixed Route
Zip Code:	94960
Fare Payment Method:	Clipper
Comment:	I would like to commend the idea of the Regional Discounted Transfer Program, as well as the new payment options that are being considered. A social-economic disparity issue comes to mind though, as the discount is only afforded to those who use a form of electronic payment. Those who choose to use cash have to pay more. Considering a good percentage of your ridership consists of people who pay cash, I would hope that a future plan would consider offering your service in a monetarily equitable manner where the fare is the same if you pay by electronic payment or by cash. Another future recommendation would be to extend the transfer time from 2 hours to 3 hours, as some bus routes only run once an hour. This extra hour would provide a buffer from having to pay another fare, during those times when a rider misses their bus connection due to any form of service delay. Thank you for the continuous effort to improve service! It is greatly appreciated.

Date:	10/2/2024
Source:	Online form via MCTD Website
Rider Type:	Fixed Route
Zip Code:	94947
Fare Payment Method:	Marin Access Fare Assistance (MAFA) Flash Pass
Comment:	Why did you re-route the #49 so it doesn't go by Kaiser Hospital? Now I have to walk from Northgate to get there. Hope it's not raining or hot. The only other bus going there is #57, which takes 45 minutes. That route is practically useless since it around everywhere so takes forever to get anywhere. I liked the #251 but you eliminated that route, too, combining it with the #257 to create that useless #57. Poor decisions you made.



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City of San Rafael

July 7, 2025

Honorable Board of Directors
Marin County Transit District
3501 Civic Center Drive
San Rafael, CA 94903

Subject: Fare Programs and Policy Updates and Approvals

Dear Board Members:

Recommendation

Receive an update on the District's fare programs and policies and approve the following:

- Marin Transit Fare Policy.
- Marin Transit Single Ride Ticket Policy.
- Eight fare free days or periods in FY2025/26.
- Free fares for youth during the summer and free fares during the Marin County Fair on an ongoing basis.

Summary

This Board letter provides a variety of updates regarding Marin Transit fare policy and fare payment. This includes an update on the implementation of the 2024 Fare Study, evaluation of free fare promotions, and an update on Marin Transit's general fare policy. New policies and recommendations are presented for your Board's consideration and adoption including a general Fare Policy; a Single Ride Ticket bulk purchase policy; and a recommendation for FY2025/26 promotions. This item includes four actions for your Board's consideration regarding fare policies and/or programs.

Background

Fare Study Update

Your Board adopted the following recommendations of the [Fare Study in early 2024](#): 1) replace Genfare Odyssey validating fareboxes with mechanical drop fareboxes and 2) transition to automated passenger counters (APCs) for passenger counting over the next three years.

For recommendation 1, staff has made progress towards replacing the Genfare validating fare boxed with simple low cost boxes. Staff released a drop farebox procurement in June and anticipate selecting a bidder and purchasing new



fareboxes this summer and fall. Replacement of the fareboxes is contingent upon launch of the Next Generation Clipper system (formerly called Clipper 2.0) and the transition of our non-cash fare products to Clipper (e.g. monthly passes, transfers, etc.). Unfortunately, the launch of Next Generation Clipper has been delayed. Staff are closely tracking the status of implementation of the new system and working closely with MTC and other operators to get a better understanding of timelines and risks. Currently, the launch is anticipated in late 2025 or early 2026. Staff will keep your Board apprised of timelines when there is more certainty from MTC.

On recommendation 2, staff has successfully procured automated passenger counters (APCs) and transitioned to the new technology on our buses; we have received FTA certification to use APCs for passenger counts; and we are currently updating all the backend systems to receive and integrate the new data feeds. As of February 2025, all ridership reporting is done using the APC system.

Once there is a firm date for the launch of Next Generation Clipper, staff will launch a rider education and outreach campaign to encourage riders to use Clipper. In the Next Generation Clipper environment, paying with Clipper will be the most cost-effective way for riders to pay due to regional transfer discounts, Clipper START, and other discounted fare products. Staff will conduct extensive outreach to educate riders on these benefits and transition riders to using Clipper. Staff will also work to get Marin Transit's institutional programs transitioned to Clipper such as the youth bus pass program, College of Marin (COM) pass, and the Marin Access Fare Assistance bus pass. Next Generation Clipper will also offer opportunities to launch eco-pass/universal pass products such as employer bulk discount programs.

Fare Policy

Your Board has discussed fare policy several times in recent years. Staff is requesting your Board to adopt a Fare Policy (AD-08) to codify our approach to fares. Overall, the District strives to keep bus fares affordable to ensure access to our services by riders of all abilities and incomes, and to maximize the benefit of the service to the community. Many riders face income barriers and keeping fares affordable is critical to maintaining and increasing the mobility of community members.

Discounted and free fare programs or promotions represent a loss of revenue; the District's fare policy strives to balance this loss with community needs. We keep our base fare low, we offer discounts to the highest-need populations, and we collect the full fare from those who can pay to help cover lost revenue. Attachment B summarizes this approach into a Fare Policy for your consideration and adoption. If adopted, this policy will not change our current fare policies or structures; it merely formalizes the District's approach to give staff and external partners a better understanding of how the District approaches setting fares and offering discounts.

Single Ride Ticket Policy

Marin Transit is working to launch a new method for distributing Single Ride Tickets. Single Ride Tickets are good for one ride on Marin Transit local buses; tickets are not valid for transfers, have no cash value, and no expiration date.¹ The new Single Ride Ticket will replace existing "Homeward Bound Tickets" and Genfare \$2.00 tickets². Homeward Bound tickets are a long-standing program that provides free single-use tickets to some community organizations to distribute to high-need populations such as

¹ The ticket is not valid for transfers or for use on Muir Woods Shuttle, Golden Gate Transit, Golden Gate Ferry, SMART, or Marin Access services.

² Genfare \$2.00 tickets will be replaced with simple paper tickets, with fraud prevention / reduction measures, once the farebox transition is complete.



individuals transitioning out of homelessness. These tickets have historically been printed by Homeward Bound who then handled distribution to their clients and select other agencies serving a similar population. Genfare \$2.00 tickets are sold via the customer service office at the San Rafael Transit Center, typically in bulk, to agencies and organizations seeking fare media to support a community need via the local bus system. The District receives frequent requests for bulk purchase discounts or free fare media from a variety of agencies, community-based organizations (CBOs), and other community groups.

With the change in fareboxes and the launch of Next Generation Clipper³, there is an opportunity to unify the single ride tickets and develop a policy to help staff address new requests and provide a more equitable distribution of benefit. Staff developed a Single Ride Ticket Policy, AD-09 (see Attachment C) for review and approval by your Board. This policy also requires organizations serving vulnerable/at-risk populations to provide information that will allow staff to better understand their needs and that of their clientele and seek to match them to the best fare products to meet those needs.

The policy has three main components: 1) it changes the Homeward Bound ticket format so that Homeward Bound will distribute Marin Transit branded Single Ride Tickets rather than a Homeward Bound paper ticket; 2) it shifts the responsibility for distributing Single Ride Tickets to agencies other than Homeward Bound to Marin Transit; and 3) it provides a discount structure for those purchasing Single Ride Tickets in bulk⁴. These changes are outlined in the Single Ride Ticket Policy, AD-09 document (see Attachment C).

Distribution of free or reduced cost single ride tickets results in a loss of fare revenue to the District. Additionally, there are costs related to staff time, customer service, and other nominal costs. The fiscal impact section below details the costs associated with this. The District will prepare an annual budget and monitoring plan for the allowable amount of reduced cost fare media to be distributed to ensure that the reduction in fare revenue and the cost and time associated with administration of this program does not overburden the District or necessitate a reduction of programs and services.

Should this policy be approved, the distribution of reduced cost single ride tickets in bulk will be done in accordance with this policy and with the approval of the District's General Manager, subject to budgetary limitations.

Fare Free Promotions

Fare free promotions provide an opportunity to highlight special days when transit is aligned with related environmental and congestion reduction efforts or supports other civic goals. Fare free days may encourage new riders to take transit or serve to thank our current riders by giving them a break on fares. Free fare days also impact operations by helping to speed bus boarding at heavily attended events such as the County Fair.

In October 2024, the Marin Transit Board of Directors approved a set of fare free days and periods between October 2024 and August 2025 (the dates and periods are summarized in Table 2 below). To assess the impact of these promotions, staff performed analysis of fare free promotional days or periods offered between October and May 2025. The analysis demonstrated that fare free promotions do not

³ *The Next Generation Clipper program may offer new tools for use cases such as school field trips. Clipper Mobile tickets can be configured to support Family Fares and Group Travel. When Next Generation Clipper launches, staff will evaluate how to incorporate these new product offerings into our fare policy.*

⁴ *Marin Transit does not offer discounts on bulk purchase of passes (e.g. monthly or day passes).*



result in notable increases in ridership and result in lost fare revenue of roughly \$60,000 annually. Fare free promotions do however provide opportunities to engage current riders, encourage ridership, collaborate with North Bay transit agencies and regional partners, and align with civic, environmental, and congestion-related goals. See Attachment D for the Evaluation of the FY25 fare free days.

Staff recommend continuing several of the fare free promotions in FY26 and adopting the Youth Ride Free summer promotion and Free Fares for the Marin County Fair promotion on an ongoing basis. Some fare-free days observed in FY25 will not be continued in FY26 as they did not present opportunities to collaborate at the regional level as expected, are a better fit for other agencies or organizations in the County (e.g. Bike to Work Day), and/or are a one-time event (e.g. ADA 35th Anniversary). The approval does preserve the total number of fare free days by including two “extra” days to be implemented as needed at the discretion of the General Manager to align with the goals noted above. Table 2 below summarizes the recommended fare free promotions for FY26.

The proposal to offer the Fare Free Youth summer promotion on an ongoing basis would reduce fares for some Marin Transit riders, which constitutes a fare change requiring a Fare Equity Analysis under the FTA’s Title VI regulations.⁵ Staff completed a Fare Equity Analysis (see Attachment E) which determined that free youth fares during the summer would create neither a disparate impact based on race nor a disproportionate burden on low-income individuals for Marin Transit riders. The proposal to offer Free Fares during the Marin County Fair does not require Fare Equity Analysis because the promotion applies to all riders.

Staff will continue to evaluate the effectiveness of fare free promotions and expect to provide a recommendation for annual fare free promotions to your Board each year.

Table 1: Recommended Fare Free Promotions in FY26

Promotion	Date	Applies To	Continue in FY26	Adopt as Ongoing Program
Clean Air Day	Wednesday October 1, 2025	Local Bus Service	X	
Election Day	Tuesday November 4, 2025	Local Bus Service	X	
Transit Equity Day	Wednesday February 4, 2026	Local Bus Service	X	
Earth Day	Tuesday April 22, 2025	Local Bus Service	X	
Bike to Work Day	-	Local Bus Service	-	
Youth Ride Free	June – August 2026	Local Bus Service	X	X
Marin County Fair	July 2026	Local Bus Service	X	X
35 th ADA Anniversary	-	Local Bus Service; Local Paratransit	-	

⁵ It should be noted that the Marin Transit Public Hearing policy was updated in January to only require public hearings for fare increases. Title VI equity analyses continue to be required for all fare changes.



Promotion	Date	Applies To	Continue in FY26	Adopt as Ongoing Program
Discretionary (up to two/year)	TBD	Local Bus Service	X ⁶	

Fiscal/Staffing Impact

The largest impact from distributing free or discounted fare media is a loss in fare revenue and not a direct expense to the District. The proposed policies and the free fares are consistent with what the District has provided in prior years and do not represent a significant increase in costs or fare losses.

In prior years, Marin Transit represented the cost of the Homeward Bound free fares as a transfer of revenue from Marin Access to the local Program and was budgeted at \$80,000 and had grown to over \$110,000.

Table 2: Estimated Loss in Fare Revenue

Cost	Detail	Estimated Fare Loss in FY2024/25	Estimated Fare Loss in FY2025/26
Reduced Cost Single Ride Tickets	Projected based on the number of passes distributed at discounted rate in FY25. Assumes maximum percent discount (e.g. 50%) for all passes sold.	\$5,500	\$5,500
Free Single Ride Ticket Distribution	Projected based on estimate of 60k passes distributed (15k / quarter) to Homeward Bound & other social service providers including contingency amount.	\$72,000	\$72,000
Fare Free Promotions	Projected based on average daily ridership for all recommended fare free days/periods	\$60,000	\$60,000
Total		\$137,500	\$137,500

Free or reduced cost fare media and fare free promotions have various costs associated with design and printing of rider facing collateral, cost related to promotional items, and staff time dedicated to delivering and evaluating these efforts. The bulk of the costs are related to printing the Single Ride Tickets; this cost is expected to be reduced by a considerable amount once the shift from Genfare fareboxes to the new fareboxes is complete. Table 3 summarizes total projected costs in FY2025/26 for the distribution of free for reduced cost and recommended fare free promotions. Funding associated with these offerings is included in the annual budget.

⁶ These days represent the two days recommended for discontinuation; the fare free promotions for up to two days will be offered at the discretion of the General Manager and will be aligned with stated goals of fare free promotions.



Table 3: Estimated Administrative Costs

Cost	Detail	Estimated Cost in FY2024/25	Estimated Cost in FY2025/26
Administrative Costs	Costs include graphic design, printing, promotional items / swag, sponsorships, and staff time	\$3,000	\$15,000
Estimated Total in FY2025/26			\$15,000

Respectfully Submitted,

A handwritten signature in black ink that reads "Joanna Huitt".

Joanna Huitt
Program and Policy Manager

Attachment A: Fare Update Presentation

Attachment B: Marin Transit Fare Policy

Attachment C: Marin Transit Single Ride Ticket Policy

Attachment D: FY25 Fare Free Promotion Evaluation

Attachment E: Title VI Analysis: Fare Free Youth for Summer Promotion



Fare Programs and Policy Updates and Approvals

Agenda

- 01** Fare Study Update
- 02** Marin Transit Fare Policy (A)
- 03** Single Ride Ticket Policy (A)
- 04** Fare Free Promotions (A)
- 05** Summary of Actions

Fare Study Update

Actions authorized February 2024

- Replace Genfare Odyssey validating fareboxes with mechanical drop fareboxes
- Transition to automated passenger counters (APCs) for passenger counting over the next three years
- Implement Next Generation Clipper



Marin Transit Fare Policy (AD-08)

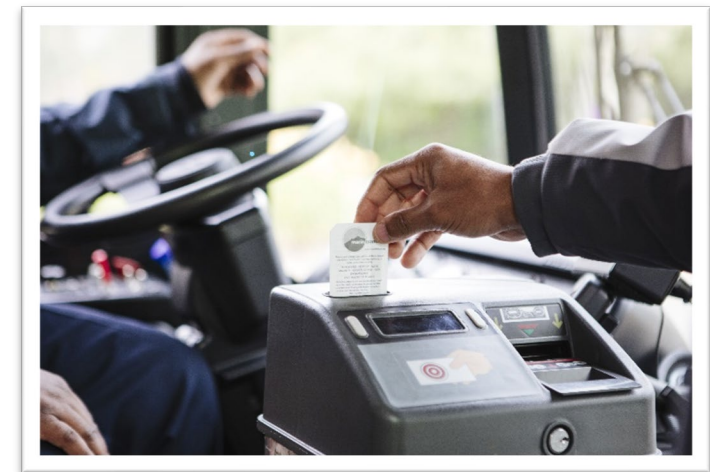
- Purpose: Codify our approach to setting fares and offering discounts
- Approach: Balance revenue loss with community needs and access to the transit system
- New Policy Includes:
 - Federal Requirements
 - Current Fares and Discounts
 - Promotional Fares
 - Other Discounts
 - Fare Changes

Single Ride Ticket Policy (AD-09)

- Offer discounted single ride tickets in bulk
 - Tiered pricing
- Do not distribute free single-ride tickets with limited exceptions
- Do not offer discounted passes in bulk (e.g. monthly and day passes)
- Annually monitor sales, usage, and budget impacts



# Tickets	% Discount
50	10%
100, 150, or 200	25%
250	50%



Thanks to Our Loyal Riders!

¡Gracias a nuestros pasajeros leales!



FY 25 Fare Free Promos

Marin Transit local bus service is **FREE** for all riders on these days:

El servicio de autobús local de Marin Transit es GRATUITO para todos los pasajeros en estos días:

- Nov 5, 2024 Election Day
- Feb 4, 2025 Transit Equity Day
- Apr 22, 2025 Earth Day
- May 15, 2025 Bike to Work Day
- July 2–6, 2025 Marin County Fair
- Jul 26, 2025 35th Anniversary of the ADA (Americans with Disabilities Act)*

Remove by 7/27/25



Real Time Transit Info:
marintransit.org/real-time

Trip Planning:
marintransit.org/trip-planner

* Also valid for trips on Marin Access Local Paratransit.
También válido para viajes en Marin Access Local Paratransit.

Summary of Approvals Requested

Approve the following:

- Marin Transit Fare Policy
- Marin Transit Single Ride Ticket Policy
- Eight fare free days or periods in FY26
- Free fares for youth during the summer and free fares during the Marin County Fair on an ongoing basis

Thank you

CONTACT

Joanna Huitt

Program & Policy Manager

jhuitt@marintransit.org



MARIN TRANSIT FARE POLICY

Policy #:	AD-08
Subject:	Fare Policy
Effective Date:	July 7, 2025
Revision Date:	n/a

Fare Policy

Background/Purpose

Marin County Transit District (the District) strives to keep bus fares affordable to ensure access to our services by riders of all abilities and incomes, and to maximize the benefit of the service to the community. Many riders face income barriers and keeping fares affordable is critical to maintaining and increasing the mobility of community members.

Discounted and free fare programs encourage transit ridership and also represent a loss of revenue to Marin Transit. The District's fare policy strives to balance this loss with community needs. Marin Transit's fare policy approach is to keep the base fare low and target deeper discounts to the highest need populations; this ensures access by the most vulnerable individuals (e.g., older adults, youth, people with disabilities, and individuals with income barriers) while collecting fares from those individuals who can pay in order to provide the best possible service to the community.

Federal Requirements

Marin Transit, as a federally subsidized transit provider, is required by the Federal Transit Act to provide discounted fares to seniors, people with disabilities, and Medicare cardholders – the District may not charge more than half of the peak fare for fixed route transit during off-peak hours for these populations.

Current Fares and Discounts

Marin Transit has kept the base fare low, at \$2.00, for over 20 years. In addition, for decades, Marin Transit has gone beyond the required discount to offer 50% off for these populations at all times (peak and off-peak), as well as 50% off for youth 18 and under and free fares to low-income seniors (age 65+) and low-income youth. The region has also created the Clipper START program, which Marin Transit elected to participate in, to offer 50% off single rides to low-income adults on all transit providers region wide. Finally, Marin Transit offers discounts for frequent riders through day passes and monthly passes. These discounts are summarized in Table 1.

Table 1: Summary of Existing Fare Discounts

Rider Category	Discounts	Additional Discounts for Low-Income Riders
Adults	<ul style="list-style-type: none"> Discounts for frequent riders via day passes and monthly passes 10% off Clipper single ride 	<ul style="list-style-type: none"> 50% off single ride with Clipper START card
Senior/ADA	<ul style="list-style-type: none"> 50% discount on single rides, day passes, monthly passes 	<ul style="list-style-type: none"> Marin Access Fare Assistance (MAFA) program Free annual bus pass Subsidized Marin Access fares
Youth	<ul style="list-style-type: none"> 50% discount on single rides and day passes 	<ul style="list-style-type: none"> Free annual bus pass



Promotional Fares

“Promotional fares” include modifications to fare structures that are established on a short-term basis for the specific purpose of promoting service, encouraging increased ridership, and/or addressing equity. Each year the Board approves a set of fare-free days and periods, such as free summer youth, free fares during the Marin County Fair, and free fares on election day.

Other Discounts

Marin Transit offers discounts for organizations who want to purchase single ride tickets in bulk (Policy AD-09). The District also has a long-standing program that provides free single-use tickets to some community organizations to distribute to high-need populations such as individuals transitioning out of homelessness; the District otherwise does not offer free fare media. Marin Transit does not offer discounts on bulk purchase of monthly or day passes.

Fare Changes

Ample rider communications and education should be conducted prior to, during and after any fare change or change to fare media/payment methods.

Per the [Marin Transit Public Hearing](#) (Policy #AD-02), all fare increases require a public hearing prior to adoption by the Board. This includes any increases in the charges and fees assessed for use of District public transit services including cash fares, ticket fares, pass fares, transfer fares, or amendments to eligibility criteria for fare categories, or major changes to fare media or types of fare products that has the potential to negatively impact riders. Promotional fares are not subject to public hearings.

In addition, any fare change requires an equity analysis to determine if the proposed change may have unequal impact. The District’s federal Title VI Program includes a [Policy for Establishing Disparate Impact or Disproportionate Burden](#) (CR-02) which sets thresholds for determining when the impact of a proposed change constitutes a disparate impact on minority populations or a disproportionate burden on low-income populations. Marin Transit must present the findings of the equity analysis prior to Board adoption of the changes.



MARIN TRANSIT SINGLE RIDE TICKET POLICY

Policy #:	AD-09
Subject:	Single Ride Ticket Policy
Effective Date:	July 7, 2025
Revision Date:	n/a

Single Ride Ticket Policy

Overview

The District provides single ride tickets in bulk to agencies and organizations seeking fare media to support a community need via the local bus system. Single ride tickets are good for one ride on Marin Transit local buses; tickets are not valid for transfers, have no cash value, and no expiration date.¹



The distribution of reduced cost tickets in bulk shall be done in accordance with this policy and with the approval of the District’s General Manager, subject to budgetary limitations. The District will prepare an annual budget and monitoring plan for the allowable amount of reduced cost fare media to be distributed to ensure that the reduction in fare revenue and the cost and time associated with administration of this program does not overburden the District or necessitate a reduction of programs and services.

Implementation of this policy also may serve as an avenue to establish relationships with organizations serving vulnerable/at-risk populations to understand their need and that of their clientele and seek to match them to the best fare products to meet those needs.

Discounted Single-Ride Tickets

Agencies or organizations requesting purchase of discounted single ride tickets have access to the following discounts on a first come/first served basis subject to budgetary limitations. Tickets are sold in increments of 50; prices are summarized in Table 2.

- 10% discount for purchase of 50 single ride tickets
- 25% discount for purchase of 100, 150, or 200 single ride tickets
- 50% discount for 250 single ride tickets.

Table 1 Single Ride Ticket Bulk Pricing

# Tickets	% Discount	Per Ticket Price	Pricing
50	10%	\$1.80	\$90
100, 150, or 200	25%	\$1.50	\$150
250	50%	\$1.00	\$250

¹ The ticket is not valid for transfers or for use on Muir Woods Shuttle, Golden Gate Transit, Golden Gate Ferry, SMART, or Marin Access services.



Process for Purchasing Discounted Tickets

Agencies or organizations seeking discounted single-ride tickets can pre-purchase them through the Marin Transit online store (marintransit.myshopify.com) or purchase them in person by visiting the customer service office at the San Rafael Transit Center or the Golden Gate Bridge Highway and Transportation District Administrative Office at 1011 Anderson Drive in San Rafael. Payment is accepted in the form of cash, credit, or check and is required at the time of pick-up.

Discounted single-ride tickets ordered via the Marin Transit online store must be picked up at the San Rafael Transit Center Customer Service window or at the Customer Service window at the Golden Gate Bridge Highway and Transportation District Administrative Office. Purchasers will identify the preferred pick-up location at purchase and will be notified when the tickets are available for pick-up.

Free Single Ride Tickets

Marin Transit does not distribute free single-ride tickets. There are limited exceptions to a small number of community-based organizations that support the needs of at-risk community members up to a maximum annual budgetary limit.

If your organization has a need for access to the transit system that is not met by this policy, please submit an inquiry at www.marintransit.org/fares (Attachment A). Marin Transit staff will review and respond to all inquiries within ten business days.

Fare Media for Marin Transit Needs/Events

The District reserves the right to directly distribute free fare media directly to community members for any purpose, including but not limited to: community education; travel training; promotional or community engagement activities; or rewards/incentives for events, focus groups, workshops.

Monitoring

Staff will monitor sales and distribution of single ride tickets and prepare an annual report and budget for review by the General Manager.

ATTACHMENT A

Marin Transit Fare Media Request Form

Marin County Transit District (Marin Transit) offers bulk discounted single-ride tickets to organizations, agencies, and community-based organizations (CBOs) to support a community need via the local bus system (www.marintransit.org/fares). If your organization's needs are not adequately met by this policy, our staff would like to discuss your needs and the fare products that may be able to meet these needs.

For assistance or to complete this form by phone, contact Marin Transit at info@marintransit.org or (415) 226-0855.

Marin Transit staff will review and respond to all requests within ten business days.

** Indicates required response*

1. Agency or Organization Name*

2. Type of Organization*

501(c)3 Non-Profit

City, County, or Special District Agency

Community Based Organization (CBO)

Other:

3. Contact Name*

4. Contact Title*

5. Contact Phone Number*

6. Contact Email*

7. Website

8. Please briefly describe the purpose or mission of your agency or organization.*

9. Please briefly describe your organization's or your clientele's need for access to the Marin Transit bus system.*

10. Marin Transit offers [travel training](#) to help riders learn how to ride the bus with ease and confidence and become more informed and independent consumers. Indicate whether you are interested in learning more about travel training.*

Yes

No



Fare Promotion – FY25 Interim Evaluation

Overview and History

The District strives to keep bus fares affordable to ensure access to local bus service by riders of all abilities and incomes, and to maximize the benefit of the service to the community. Marin Transit’s general fare policy approach is to keep the base fare low – at \$2.00 for over 20 years¹ – and to target deeper discounts to the highest need populations. In addition to keeping base fares low, the District offers a variety of fare free promotions to engage current riders, encourage ridership, collaborate with North Bay transit agencies, and align with civic, environmental, and congestion-related goals.

In August 2021, the Marin Transit Board of Directors authorized staff to develop and implement Countywide fare promotional and pilot programs to offer near-term fare assistance to low-income families, students, and seniors. The goal of these programs was to maximize social equity and improve the rider experience. Following the promotions and pilot programs, staff analysis found that the FY22 and early FY23 fare promotions were relatively low cost and had a larger equity impact than ridership impact. In FY23, your Board approved continuation of the Youth Ride Free promotion and for staff to continue to explore options for future low-income fare promotions.

In October 2024, the Marin Transit Board of Directors approved a set of fare free days and periods between October 2024 and August 2025 (the dates and periods are summarized in Table 1 below). This report evaluates the impact of several of these days to help Staff determine the effectiveness of these promotions and identify best practices for future fare free promotions. The evaluation was completed using available data for five fare free promotions completed to date, including Clean Air Day, Election Day, Transit Equity Day, Earth Day, and Bike to Work Day. This report serves as an interim evaluation to allow Staff to shift the evaluation and recommendation of fare free days to align with the fiscal year.

Table 1: Marin Transit Fare Free Promotions (October 2024 - August 2025)

Promotion	Date	Applies To	New	Continuation
Clean Air Day	October 2, 2024	Local Bus Service	✓	
Election Day	November 5, 2024	Local Bus Service	✓	
Transit Equity Day	February 4, 2025	Local Bus Service	✓	
Earth Day	April 22, 2025	Local Bus Service	✓	
Bike to Work Day	May 15, 2025	Local Bus Service	✓	
Youth Ride Free	June - August	Local Bus Service		✓
Marin County Fair	July 2 – July 6, 2025	Local Bus Service		✓
ADA Anniversary	July 26, 2025	Local Bus Service, Paratransit	✓	

Ridership

Marin Transit has not historically used a ridership counting method that produces accurate results at the level of specific days. However, the District recently shifted to collecting ridership data via automated passenger counters (APCs), which can provide day-level counts. Due to this, reliable day-level ridership data is available for three of the five fare promotion days that have occurred during the evaluation period. To perform the analysis, staff compared estimated ridership for these days to

¹ Further, in 2020, Marin Transit reduced the monthly ticket price by 50%.



average ridership on the same day of the week in the same month. None of these days showed statistically significant shifts in ridership.

Fare Revenue

Fare free promotions represent a loss of revenue to the District. Table 3 below reflects estimated fare revenue loss for the fare promotion days that have occurred during the evaluation period. Staff initially projected fare revenue loss of \$60,000 across all fare free promotions. For the five fare free promotion days evaluated, estimated fare loss is just under \$30,000, representing roughly 50% of the anticipated fare revenue loss for all fare promotions scheduled between October 2024 and August 2025.

Table 2: Estimated Fare Revenue Loss from FY 25 fare free days (Oct-May)

Fare Free Promotion	Est. Fare Revenue Loss
Clean Air Day	\$5,714
Election Day	\$5,125
Transit Equity Day	\$4,318
Earth Day	\$6,225
Bike to Work Day	\$6,341
Total	\$27,722

Staffing & Community Engagement

Fare free promotions require staff support at a variety of levels to coordinate with the District's Operations team and contractors, develop and distribute promotional materials, engage riders via the District's electronic communications platforms (e.g. social media, website, and e-newsletters), and coordinate with regional partners.

To educate riders on the fare free promotions, staff developed social media messaging, e-newsletter messaging, and print materials in both English and Spanish to notify riders. Efforts to develop messaging and materials associated with these fare free promotions will be reduced in future years, as they can be used or slightly modified for future promotions. The impact of these efforts in terms of spurring transit ridership are nearly impossible to pinpoint, but they did allow staff opportunities to engage with riders in new ways and test new methods of communicating with riders.

Best practice activities in terms of community engagement for fare promotions are listed below.

- Collaborate with regional partners on branding, graphics, and messaging. Utilize national campaign messaging or promotional materials where possible.
- Develop community engagement toolkits to distribute to community partners to assist with rider education.
- Participate in community partner events to amplify the messaging and impact of the promotion.



- Develop story arcs associated with fare free promotions for use on social media to engage and connect with riders in a more meaningful way.
- Reserve discretion to offer additional fare free promotions to align with new or emerging civic, environmental, and congestion-related goals (e.g. Spare the Air Days, etc.)

Recommendation

While fare free promotions do not meet all the stated goals, in particular ridership impacts, fare free promotions do provide opportunities to engage current riders, encourage ridership, collaborate with North Bay transit agencies and regional partners, and align with civic, environmental, and congestion-related goals. Staff time and fare revenue loss associated with offering these promotions are nominal in light of the benefits noted above.

Staff recommend continuing several of the fare free promotions in FY26 and adopting the Youth Ride Free summer promotion and Free Fares for the Marin County Fair promotion on an ongoing basis. Some fare-free days observed in FY25 will not be continued in FY26 as they did not present opportunities to collaborate at the regional level as expected and are a better fit for other agencies or organizations in the County (e.g. Bike to Work Day) or are a one-time event (e.g. ADA 35th Anniversary). The approval does preserve the total number of fare free days by including two “extra” days to be implemented as needed at the discretion of the General Manager to align with the goals noted above.

The proposal to offer the Fare Free Youth promotion on an ongoing basis would reduce fares for some Marin Transit riders, which constitutes a fare change requiring a Fare Equity Analysis under the FTA’s Title VI regulations². Staff completed a Fare Equity Analysis (see Attachment E) which determined that free youth fares during the summer would create neither a disparate impact based on race nor a disproportionate burden on low-income individuals for Marin Transit riders. The proposal to offer Free Fares during the Marin County Fair does not require Fare Equity Analysis because the promotion applies to all riders.

Staff will continue to evaluate the effectiveness of fare free promotions and expect to provide a recommendation for annual fare free promotions each year.

Table 3: Proposed Fare Free Promotions in FY26

Promotion	Date	Applies To	Continue in FY26	Adopt as Ongoing Program
Clean Air Day	Wednesday October 1, 2025	Local Bus Service	X	
Election Day	Tuesday November 4, 2025	Local Bus Service	X	
Transit Equity Day	Wednesday February 4, 2026	Local Bus Service	X	
Earth Day	Tuesday April 22, 2025	Local Bus Service	X	
Bike to Work Day	-	Local Bus Service	-	

² It should be noted that the Marin Transit Public Hearing policy was updated in January to only require public hearings for fare increases. Title VI equity analyses continue to be required for all fare changes.



Promotion	Date	Applies To	Continue in FY26	Adopt as Ongoing Program
Youth Ride Free	June – August 2026	Local Bus Service	X	X
Marin County Fair	July 2026	Local Bus Service	X	X
35 th ADA Anniversary	-	Local Bus Service and Local Paratransit	-	
Discretionary Fare Free Days (up to two / year)	TBD	Local Bus Service	X ³	

³ These days represent the two days recommended for discontinuation; the fare free promotions for up to two days will be offered at the discretion of the General Manager and will be aligned with stated goals of fare free promotions.

Free Summer Youth Fare Equity Analysis

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Introduction

This report is intended to serve as the fare equity analysis for the Marin County Transit District (Marin Transit) as it considers whether to offer free fares for youth during the summer as an ongoing fare free promotional program. As a federal grant recipient, Marin Transit is required to maintain and provide to the Federal Transit Administration (FTA) information on its compliance with Title VI of the Civil Rights Act of 1964 (Title VI), which prohibits discrimination by recipients of federal financial assistance. The FTA further requires that some recipients of FTA financial assistance, including Marin Transit, conduct a Fare Equity Analysis on all fare changes to assess the impacts of those changes on low-income and minority populations.

Marin Transit is currently considering whether to offer free fares for youth during the summer on an ongoing basis. Youth is defined as riders ages 5-17 (under 5 already ride for free year-round), and the summer is defined as the months of June, July, and August. The current youth fare year-round is \$1.00 for single rides (the proposal would not affect the price of youth pass products). The proposed change would reduce fares for some Marin Transit riders, which constitutes a fare change requiring a Fare Equity Analysis under the FTA's Title VI regulations. **The following analysis concludes that free youth fares during the summer would create neither a disparate impact based on race nor a disproportionate burden on low-income individuals for Marin Transit riders.**

Title VI Policies

In October 2012, the FTA released Circular 4702.1B (Circular), which provides guidelines for compliance with Title VI. Under the Circular, transit operators are required to study proposed fare changes and "major service changes" before the changes are adopted to ensure that they do not have a discriminatory effect based on race, color, national origin or low-income status of affected populations. As a first step, public transit providers must adopt their own "Major Service Change," "Disparate Impact," and "Disproportionate Burden" policies. Marin Transit's Board of Directors originally adopted these policies in April 2014, and adopted the most recent update to these policies in April 2023. The adopted Disparate Impact and Disproportionate Burden policies, which apply to Fare Equity Analyses, are described below.

Disparate Impact Policy

The Disparate Impact Policy establishes a threshold for determining whether proposed fare or major service changes have a disproportionately adverse effect on minority populations relative to non-minority populations on the basis of race, ethnicity or national origin. Per the [Marin Transit Policy for Establishing Disparate Impact or Disproportionate Burden](#):

Fare or major service change proposals are determined to have a Disparate Impact on minority populations if, cumulatively, the benefits of the changes accrue to minority populations 20% less than to non-minority populations, or the adverse effects of the changes accrue to minority populations 20% more than to non-minority populations.

In summary, the Disparate Impact threshold is 20%.

Disproportionate Burden

The Disproportionate Burden Policy establishes a threshold for determining whether proposed fare or major service changes have a disproportionately adverse effect on low-income populations relative to non-low-income populations. Per the [Marin Transit Policy for Establishing Disparate Impact or Disproportionate Burden](#):

Fare or major service change proposals are determined to have a Disproportionate Burden on low-income populations if, cumulatively, the benefits of the changes accrue to low-income populations 20% less than to non-low-income populations, or the adverse effects of the changes accrue to low-income populations 20% more than to non-low-income populations.

In summary, the Disproportionate Burden threshold is 20%. The policy also includes the following definition of low-income: “For the purposes of this policy, definition of low-income should adhere to regional definition of low-income, which is 200% of the Federal Poverty Guidelines at time of writing per MTC Clipper START policy.”

Public Outreach to Establish Title VI Policies

As required under Title VI, this section summarizes the public outreach activities that were undertaken before adopting Marin Transit’s Title VI policies.

These policies were initially developed in 2013 as part of the District’s Title VI plan. In April 2013, the Marin Transit Board of Directors considered proposed analysis tools and methods for the Disparate Impact Policy and Disproportionate Burden policy. As part of this process, the Board set a public hearing and initiated a 45-day public comment period. These policies were revised and presented for Board consideration at their June meeting.

Additionally, Marin Transit held four public meetings in advance of the public hearing. The meetings were held in various areas across the County. To encourage participation, Staff sent out media announcements and distributed posters in Spanish and English. The policies were made available and presented at the public meetings. Following the public meetings and hearing, the policies were then updated to reflect public input prior to approval by the Marin Transit Board of Directors.

In 2023, an administrative update was made to extract the Disparate Impact and Disproportionate Burden policies from the Title VI plan as two new stand-alone policies with official policy numbers for ease of reference and to ensure these appear within the official policy framework of the agency. The update was presented to and approved by the Marin Transit Board of Director’s in April 2023. During the Board meeting, members of the Board and members of the public had an opportunity to provide feedback and request clarification on the policies.

Free Summer Youth Fares

Marin Transit is considering offering free youth fares during the summer on an ongoing basis for the following reasons: enhancing youth mobility, exposing youth to public transit, overall community benefit and benefits to families in particular, and regional coordination.

Community Benefit

Community members in Marin County have approached District staff and board members about offering free transit for youth, at least for part of the year. Youth under 16 are unable to drive and are more dependent on public transportation, and exposing youth to public transit helps build transit-riding habits that can contribute to healthier and lower-carbon transportation habits into adulthood.

In summer 2023, in response to the above public interest and board requests to explore free transit for youth, Marin Transit offered a one-time promotion of free youth fares during the summer break between school years (mid-June to mid-August). The summer break period was chosen because ridership is generally lower when school is not in session, so there would be fewer overcrowding concerns from the fare promotion during this period. The promotion had a positive reception from both the public and the Board.

Regional Coordination

In summer 2024, the North Bay local operators (Marin Transit, Sonoma-Marín Area Rail Transit, Petaluma Transit, Santa Rosa CityBus, and Sonoma County Transit) coordinated on a marketing campaign for free youth fares during the summer. Unlike Marin Transit's summer 2023 promotion, this one would include the entirety of the months of June and August. District staff decided that the benefits of regional coordination would be worth the tradeoff of potential overcrowding during the first and last few weeks of school, and the board approved the one-time promotion. Again, the promotion had a positive reception.

In fall 2024, the Board approved a third year of free summer youth as part of a package of free fare promotions for FY24/25. As this pilot enters its third year, it is timely to conduct an official Title VI analysis to inform decision-making around this free youth fare promotion.

Current and Proposed Youth Fares

The current youth fare for a single ride is \$1, which can be paid via either cash or a youth Clipper card. Note that this represents less than a third (31%) of youth ridership; the majority of youth riders use an annual youth pass (68%). This program would be unaffected by the proposed fare change. The youth pass gives pass holders unlimited access to the bus for the entire year, and District staff do not anticipate free youth fares during the summer to affect youth pass enrollment or ridership given that these riders already have free access during the summer.

For a full breakdown of Marin Transit fares currently and under the proposed free summer youth policy, see Table 1 in the Equity Analysis section below.

Equity Analysis

Free youth fares during the summer months is a fare reduction, and the purpose of this analysis is to examine whether the benefits of that reduction disproportionately accrue to non-minority and/or non-low-income riders. To answer the question, this report uses an average fare analysis methodology, described further in the Impact Assessment section below. Table 1 below breaks down

every possible fare type on Marin Transit services, the existing and proposed fare for each type, the annual ridership for each fare type, and the percentage of minority and low-income riders for each fare type. Using this data, Table 2 and Table 3 calculate the average fare paid by minority, non-minority, low-income, and non-low-income riders, both currently and under the proposed free summer youth policy. The changes in youth fares are highlighted in the tables.

Table 1: Breakdown of Current and Proposed Fare Types, Average Fares, and Usage

Fare Type	Existing Average Fare	Proposed Average Fare	% Change	Annual Ridership	% Total Ridership	% Minority	% Non-Minority	% Low-Income	% Non-Low-Income
Cash - ADA	\$1.00	\$1.00	0%	30,705	1%	44%	56%	69%	31%
Cash - Adult	\$2.00	\$2.00	0%	563,207	20%	81%	19%	51%	49%
Cash - Senior	\$1.00	\$1.00	0%	154,817	5%	54%	46%	55%	45%
Cash - Youth	\$1.00	\$0.75	-25%	147,376	5%	72%	28%	47%	53%
Clipper - ADA (RTC)	\$1.00	\$1.00	0%	11,145	0%	30%	70%	100%	0%
Clipper - ADA (RTC) - Transfer	\$0.00	\$0.00	0%	4,275	0%	0%	100%	100%	0%
Clipper - Adult	\$1.80	\$1.80	0%	179,838	6%	62%	38%	34%	66%
Clipper - Adult - Transfer	\$0.00	\$0.00	0%	63,912	2%	67%	33%	41%	59%
Clipper - Low Income (START)	\$1.00	\$1.00	0%	5,746	0%	81%	19%	100%	0%
Clipper - Low Income (START) - Transfer	\$0.00	\$0.00	0%	3,223	0%	85%	15%	100%	0%
Clipper - Senior	\$1.00	\$1.00	0%	22,036	1%	43%	57%	48%	52%
Clipper - Senior - Transfer	\$0.00	\$0.00	0%	10,078	0%	52%	48%	51%	49%
Clipper - SMART Transfer	\$0.00	\$0.00	0%	7,339	0%	30%	70%	25%	75%
Clipper - Youth	\$1.00	\$0.75	-25%	8,099	0%	69%	31%	30%	70%
Clipper - Youth - Transfer	\$0.00	\$0.00	0%	1,163	0%	78%	22%	19%	81%
COM Pass	\$0.00	\$0.00	0%	160,171	6%	66%	34%	54%	46%
Comp - Child	\$0.00	\$0.00	0%	46,380	2%	73%	27%	49%	51%
Comp - Clipper Error	\$0.00	\$0.00	0%	5,596	0%	59%	41%	40%	60%
Comp - Employee	\$0.00	\$0.00	0%	1,802	0%	35%	65%	52%	48%
Comp - Homeward Bound	\$0.00	\$0.00	0%	61,326	2%	80%	20%	100%	0%
Comp - Other	\$0.00	\$0.00	0%	106,584	4%	73%	27%	49%	51%
Comp - Promo	\$0.00	\$0.00	0%	31,518	1%	73%	27%	49%	51%
Day Pass - Adult	\$1.96	\$1.96	0%	1,404	0%	75%	25%	48%	52%

Fare Type	Existing Average Fare	Proposed Average Fare	% Change	Annual Ridership	% Total Ridership	% Minority	% Non-Minority	% Low-Income	% Non-Low-Income
Day Pass - Senior ADA	\$0.68	\$0.68	0%	1,732	0%	46%	54%	59%	41%
Day Pass - Youth	\$1.46	\$1.09	-25%	23	0%	100%	0%	0%	100%
MAFA Pass	\$0.00	\$0.00	0%	14,039	0%	50%	50%	100%	0%
Monthly Pass - Adult	\$0.68	\$0.68	0%	240,670	9%	75%	25%	48%	52%
Monthly Pass - Senior ADA	\$0.35	\$0.35	0%	110,908	4%	46%	54%	59%	41%
Transfer - ADA	\$0.00	\$0.00	0%	9,150	0%	42%	58%	78%	22%
Transfer - Adult	\$0.00	\$0.00	0%	221,255	8%	85%	15%	58%	42%
Transfer - Other	\$0.00	\$0.00	0%	34,677	1%	80%	20%	59%	41%
Transfer - Senior	\$0.00	\$0.00	0%	57,804	2%	62%	38%	75%	25%
Transfer - Youth	\$0.00	\$0.00	0%	25,157	1%	59%	41%	39%	61%
Underpayment	\$0.00	\$0.00	0%	62,461	2%	73%	27%	49%	51%
Youth Pass - Full Price	\$0.15	\$0.15	0%	33,966	1%	86%	14%	0%	100%
Youth Pass - Reduced Price	\$0.00	\$0.00	0%	384,152	14%	95%	5%	100%	0%
Total				2,823,735		74%	26%	59%	41%

Notes:

To model free summer youth fares, youth fare types which would be affected (highlighted) were reduced by 25% to represent being free 3 out of 12 months every year.

Annual Ridership represents Fiscal Year 2023/24.

The following fare types were not tracked in the rider survey: Comp – Other, Comp – Promo, and Underpayment. Therefore, they assume the survey-wide demographics.

This analysis conservatively assumes a \$0 fare for Underpayment fares; actual fares for this fare type vary.

The fares listed for pass products (i.e. Monthly Passes, Day Passes, and Youth Pass – Full Price) represent estimated average fares based on the cost of the pass and average ridership per pass. Individual users' average fares will vary.

Table 2: Calculation of Average Fares and Proposed Fare Change for Minority and Non-Minority Riders

Fare Type	Minority Riders	Non-Minority Riders	Minority Average Fares Before Change	Minority Average Fares After Change	Non-Minority Average Fares Before Change	Non-Minority Average Fares After Change
Cash - ADA	13,662	17,043	\$13,662	\$13,662	\$17,043	\$17,043
Cash - Adult	455,999	107,208	\$911,997	\$911,997	\$214,417	\$214,417
Cash - Senior	84,302	70,515	\$84,302	\$84,302	\$70,515	\$70,515
Cash - Youth	105,694	41,682	\$105,694	\$79,270	\$41,682	\$31,262
Clipper - ADA (RTC)	3,304	7,841	\$3,304	\$3,304	\$7,841	\$7,841
Clipper - ADA (RTC) - Transfer	0	4,275	\$0	\$0	\$0	\$0
Clipper - Adult	111,519	68,319	\$200,734	\$200,734	\$122,974	\$122,974
Clipper - Adult - Transfer	42,608	21,304	\$0	\$0	\$0	\$0
Clipper - Low Income (START)	4,654	1,092	\$4,654	\$4,654	\$1,092	\$1,092
Clipper - Low Income (START) - Transfer	2,741	482	\$0	\$0	\$0	\$0
Clipper - Senior	9,425	12,611	\$9,425	\$9,425	\$12,611	\$12,611
Clipper - Senior - Transfer	5,275	4,803	\$0	\$0	\$0	\$0
Clipper - SMART Transfer	2,202	5,137	\$0	\$0	\$0	\$0
Clipper - Youth	5,610	2,490	\$5,610	\$4,207	\$2,490	\$1,867
Clipper - Youth - Transfer	905	257	\$0	\$0	\$0	\$0
COM Pass	106,086	54,085	\$0	\$0	\$0	\$0
Comp - Child	33,987	12,393	\$0	\$0	\$0	\$0
Comp - Clipper Error	3,317	2,279	\$0	\$0	\$0	\$0
Comp - Employee	635	1,167	\$0	\$0	\$0	\$0
Comp - Homeward Bound	49,361	11,965	\$0	\$0	\$0	\$0
Comp - Other	78,104	28,480	\$0	\$0	\$0	\$0
Comp - Promo	23,096	8,422	\$0	\$0	\$0	\$0
Day Pass - Adult	1,053	351	\$2,064	\$2,064	\$689	\$689

Fare Type	Minority Riders	Non-Minority Riders	Minority Average Fares Before Change	Minority Average Fares After Change	Non-Minority Average Fares Before Change	Non-Minority Average Fares After Change
Day Pass - Senior ADA	800	932	\$541	\$541	\$630	\$630
Day Pass - Youth	23	0	\$34	\$25	\$0	\$0
MAFA Pass	7,020	7,020	\$0	\$0	\$0	\$0
Monthly Pass - Adult	180,464	60,206	\$122,148	\$122,148	\$40,751	\$40,751
Monthly Pass - Senior ADA	51,200	59,708	\$17,757	\$17,757	\$20,708	\$20,708
Transfer - ADA	3,841	5,309	\$0	\$0	\$0	\$0
Transfer - Adult	187,492	33,763	\$0	\$0	\$0	\$0
Transfer - Other	27,699	6,978	\$0	\$0	\$0	\$0
Transfer - Senior	36,050	21,754	\$0	\$0	\$0	\$0
Transfer - Youth	14,801	10,356	\$0	\$0	\$0	\$0
Underpayment	45,771	16,690	\$0	\$0	\$0	\$0
Youth Pass - Full Price	29,131	4,835	\$4,460	\$4,460	\$740	\$740
Youth Pass - Reduced Price	364,413	19,740	\$0	\$0	\$0	\$0
Total	2,092,241	731,494	\$1,486,386	\$1,458,551	\$554,183	\$543,140
Average Fare			\$0.71	\$0.70	\$0.76	\$0.74

Table 3: Calculation of Average Fares and Proposed Fare Change for Low-Income and Non-Low-Income Riders

Fare Type	Low-Income Riders	Non-Low-Income Riders	Low-Income Average Fares Before Change	Low-Income Average Fares After Change	Non-Low-Income Average Fares Before Change	Non-Low-Income Average Fares After Change
Cash - ADA	21,102	9,603	\$21,102	\$21,102	\$9,603	\$9,603
Cash - Adult	287,092	276,115	\$574,185	\$574,185	\$552,229	\$552,229
Cash - Senior	84,755	70,062	\$84,755	\$84,755	\$70,062	\$70,062
Cash - Youth	69,069	78,307	\$69,069	\$51,802	\$78,307	\$58,730
Clipper - ADA (RTC)	11,145	0	\$11,145	\$11,145	\$0	\$0
Clipper - ADA (RTC) - Transfer	4,275	0	\$0	\$0	\$0	\$0
Clipper - Adult	61,663	118,175	\$110,993	\$110,993	\$212,716	\$212,716
Clipper - Adult - Transfer	26,383	37,529	\$0	\$0	\$0	\$0
Clipper - Low Income (START)	5,746	0	\$5,746	\$5,746	\$0	\$0
Clipper - Low Income (START) - Transfer	3,223	0	\$0	\$0	\$0	\$0
Clipper - Senior	10,522	11,514	\$10,522	\$10,522	\$11,514	\$11,514
Clipper - Senior - Transfer	5,188	4,890	\$0	\$0	\$0	\$0
Clipper - SMART Transfer	1,835	5,504	\$0	\$0	\$0	\$0
Clipper - Youth	2,427	5,673	\$2,427	\$1,820	\$5,673	\$4,255
Clipper - Youth - Transfer	226	937	\$0	\$0	\$0	\$0
COM Pass	86,801	73,370	\$0	\$0	\$0	\$0
Comp - Child	22,916	23,464	\$0	\$0	\$0	\$0
Comp - Clipper Error	2,230	3,366	\$0	\$0	\$0	\$0
Comp - Employee	938	864	\$0	\$0	\$0	\$0
Comp - Homeward Bound	61,326	0	\$0	\$0	\$0	\$0
Comp - Other	52,661	53,923	\$0	\$0	\$0	\$0
Comp - Promo	15,572	15,946	\$0	\$0	\$0	\$0
Day Pass - Adult	678	726	\$1,330	\$1,330	\$1,423	\$1,423

Fare Type	Low-Income Riders	Non-Low-Income Riders	Low-Income Average Fares Before Change	Low-Income Average Fares After Change	Non-Low-Income Average Fares Before Change	Non-Low-Income Average Fares After Change
Day Pass - Senior ADA	1,022	710	\$691	\$691	\$480	\$480
Day Pass - Youth	0	23	\$0	\$0	\$34	\$25
MAFA Pass	14,039	0	\$0	\$0	\$0	\$0
Monthly Pass - Adult	116,300	124,370	\$78,718	\$78,718	\$84,181	\$84,181
Monthly Pass - Senior ADA	65,429	45,479	\$22,692	\$22,692	\$15,773	\$15,773
Transfer - ADA	7,123	2,027	\$0	\$0	\$0	\$0
Transfer - Adult	128,794	92,461	\$0	\$0	\$0	\$0
Transfer - Other	20,465	14,212	\$0	\$0	\$0	\$0
Transfer - Senior	43,143	14,661	\$0	\$0	\$0	\$0
Transfer - Youth	9,898	15,259	\$0	\$0	\$0	\$0
Underpayment	30,861	31,600	\$0	\$0	\$0	\$0
Youth Pass - Full Price	0	33,966	\$0	\$0	\$5,200	\$5,200
Youth Pass - Reduced Price	384,152	0	\$0	\$0	\$0	\$0
Total	1,658,999	1,164,736	\$993,375	\$975,501	\$1,047,193	\$1,026,190
Average Fare			\$0.60	\$0.59	\$0.90	\$0.88

Data Sources

The data in the above tables come from two main sources: Marin Transit’s fare data and the Marin Transit on-board rider survey, which was conducted in 2017. The fare data was used to determine the number of passenger trips using each fare type. The on-board rider surveys were used to determine the percentage of riders that are minority and low-income¹ for each fare type².

Impact Assessment

The purpose of this impact assessment is to determine whether the benefits of the fare reduction associated with the free summer youth policy would disproportionately benefit non-minority or non-low-income riders. To answer that question, this assessment looks at the average fare paid by minority, non-minority, low-income, and non-low-income riders, as calculated in the tables above. Table 4 below takes those average fares, calculates the percent change under the proposal, and then examines whether the difference in percent changes between minority and non-minority riders, or between low-income and non-low-income riders, represents a disparate impact or disproportionate burden.

Table 4: Average Fare Change and Impact Analysis

	Minority Riders	Non-Minority Riders	Low-Income Riders	Non-Low-Income Riders
Current Average Fare	\$0.71	\$0.76	\$0.60	\$0.90
Average Fare Under Proposed Change	\$0.70	\$0.74	\$0.59	\$0.89
% Change in Average Fare	-1.9%	-2.0%	-1.8%	-2.0%
Difference in Percent Change Between Minority/Low-Income and Non-Minority/Non-Low-Income Riders	0.1%		0.2%	
Disparate Impact/Disproportionate Burden Threshold	20%		20%	
Results	No Disparate Impact		No Disproportionate Burden	

As demonstrated in Table 4, the differences in benefit to non-minority and non-low-income riders under the proposed free summer youth fare policy fall well below Marin Transit’s established disparate impact and disproportionate burden thresholds. Therefore, the proposed fare change would result in neither a disparate impact on minority riders nor a disproportionate burden on low-income riders.

¹ Some fare types are income qualified (such as Clipper START and the reduced-price youth pass). For these fare types, the on-board rider survey was only used to determine the percentage of minority riders.

² The SMART transfer demographic data comes from the SMART on-board rider survey, as SMART was not in service yet at the time of the 2017 Marin Transit on-board rider survey.

Free Summer Youth Implementation Timeline

At the Board of Directors meeting on July 7, 2025, the Board will consider whether to adopt the proposed free summer youth fare policy change on a permanent basis. If approved, the policy would be implemented starting in June 2026.



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City of San Rafael

December 1, 2025

Honorable Board of Directors
Marin County Transit District
3501 Civic Center Drive
San Rafael, CA 94903

Subject: Approve Marin Transit’s MASCOTS Service Changes and Title VI Equity Analysis Report

Dear Board Members:

Recommendation

Approve the MASCOTS service changes for local fixed route service and the associated Title VI Equity Analysis Report.

Summary

Staff requests that your Board approve the proposed MASCOTS fixed route services changes outlined in Attachment A to this letter. These changes will impact eight of the District’s 24 fixed route services, including discontinuing Route 29 and replacing it with Supplemental Route 629. In response to public comments received during the outreach process, this proposal includes significant changes from the proposal provided at the October and November Board of Directors meetings. If approved, the proposed service changes would be implemented on April 12, 2026.

Background

MASCOTS is a cooperative effort of the Golden Gate Bridge Highway & Transportation District (GGBHTD), Sonoma Marin Area Rail Transit (SMART), Marin Transit, Sonoma County Transit, Santa Rosa CityBus, Petaluma Transit, Sonoma County Transportation and Climate Authority (SCTCA), Transportation Authority of Marin (TAM), and Metropolitan Transportation Commission (MTC). These agencies committed to taking a fresh look at travel in the Highway 101 corridor as if all the local bus, regional bus, ferry and rail services were operated by one entity focused on efficiently growing overall transit ridership in the corridor utilizing existing resources.

Your Board originally received an introduction to MASCOTS in November 2024 that included history and a summary of existing conditions:

<https://marintransit.org/meetings-events/2024/november-2024-board-directors-meeting>. The General Manager provided updates monthly on the progress of the effort through the first half of 2025. Your Board received additional updates on MASCOTS in July and September:



<https://marintransit.org/meetings-events/2025/july-2025-board-directors-meeting> and <https://marintransit.org/meetings-events/2025/september-2025-board-directors-meeting>. For more background information on the effort, please reference these Board items or <https://mascotsplan.org>.

In response to GGBHTD and SMART's proposed regional bus and rail service changes, staff developed a service plan proposal that improves connections and transfer options for riders. These changes to local bus service are primarily focused on routes in Southern Marin where the most significant regional GGBHTD bus routes changes will occur. This proposal was presented at the October 6, 2025 Board meeting (<https://marintransit.org/meetings-events/2025/october-2025-board-directors-meeting>).

At your October 2025 Board of Directors meeting, staff presented public comments on the proposal received during the outreach phases of the project. Staff noted at that meeting, some areas of the proposal received limited support. This included highlighting that specific recommendations for Routes 17 and 36 were flagged as potentially impactful to existing riders and not supported by City staff and elected officials in the communities they served. Staff has revised the proposed service changes to respond to these comments and the resulting recommendation eliminates most of the changes to these routes and allows the District to revisit these recommendations at a future date. A summary of the original and proposed service changes can be found in Attachment A.

Discussion

The MASCOTS service change proposal requested for approval by your Board was developed in response to the changes in the regional transit service in Marin County by SMART and GGBHTD. Staff focused on the following goals when developing the proposal:

- Increase legibility of the network along Highway 101 by removing duplicative services, optimizing frequency spacing between routes serving the same stops, and operating consistent stop patterns across all routes.
- Preserve one seat rides in Southern Marin between Sausalito, the Highway 101 bus pads, and the San Rafael Transit Center.
- Increase connections to regional rail (SMART) and regional bus and ferry (GGBHTD) service including San Marin SMART, the San Rafael Transit Center, Larkspur Landing, Strawberry Village, the Marin City Hub, and Sausalito Ferry.

The initial proposal shared with the public was revisited after public comments were received and modified to that shown in Table 1 below.



Table 1: MASCOTS Related Service Changes

Route	Proposed Changes
17	<ul style="list-style-type: none"> Remove weekday peak service to Strawberry from trips that currently serve these stops Add Strawberry service to evening trips that also serve Larkspur Landing. Evaluate schedule coordination opportunities to GGBHTD Route 130 in Strawberry
22	<ul style="list-style-type: none"> Remove Strawberry service from southbound alignment to improve efficiency and better connect to Route 130 in Marin City Additional service adjustments (see Table 2)
36	<ul style="list-style-type: none"> Evaluate schedule coordination opportunities with GGBHTD Route 130 in Strawberry Minor service adjustments (see Table 2)
71	<ul style="list-style-type: none"> Coordinate with GGBHTD for timed connections to Route 130 in Marin City Extend the northern terminus from Redwood/Olive to San Marin SMART Reroute service north of Rowland to use Redwood Blvd (add Marin Community Clinics stop) to get into Downtown Novato Move evening departures at the San Rafael Transit center pulse from X:30 to X:00 Decreasing evening span of service by 30 minutes on both weekdays and weekends Additional service adjustments (see Table 2)

In addition to the proposed changes detailed in Table 1, staff also evaluated service that was currently underperforming and should be considered for adjustments or cancellation. This is a routine action District staff does during each service change to ensure resources are being used the most efficient manner. Table 2 highlights these additional changes that are proposed as part of this service change package.



Table 2: Other Recommended Service Changes

Route	Weekday Adjustments	Weekend Adjustments
22	<ul style="list-style-type: none"> Southbound trip to the College of Marin departing SRTC at 6:30 am would be cancelled Northbound trip from the College of Marin arriving at SRTC at 7:25 am would be cancelled. 	
29	<ul style="list-style-type: none"> Cancel current route. Replace with Supplemental Route 629 	
35	<ul style="list-style-type: none"> Add two northbound and southbound trips operating to Northgate, extend northbound service by an hour and southbound service by 30 minutes in the evening Reassign the “short run” trips that only assign the Canal to a new route name. 	
36	<ul style="list-style-type: none"> Northbound trips arriving at Kerner Blvd & Larkspur St at 6:23 am and 7:23 pm would be cancelled. Southbound trips departing Kerner Blvd & Larkspur St at 5:53 am and 7:23 am would be cancelled. 	<ul style="list-style-type: none"> Northbound trip arriving at Kerner Blvd & Larkspur St at 7:14 am would be cancelled.
49		<ul style="list-style-type: none"> Southbound trip arriving SRTC at 11:10 pm would be cancelled
57	<ul style="list-style-type: none"> Northbound trip arriving at San Marin SMART station at 1:55 pm would be cancelled. Vintage Oaks would not be served on the trip that departs from Hamilton at 3:18 pm and the trips that depart from the San Marin SMART station at 8:35 am and 1:20pm. 	
71	<ul style="list-style-type: none"> Last southbound trip arriving at Marin City at 11:13 pm instead of 11:43 pm. Last northbound trip arriving at San Marin SMART at 12:26 pm instead of 12:51 pm. 	<ul style="list-style-type: none"> Last southbound trip arriving at Marin City at 12:15 pm instead of 12:45 pm. Last northbound trip arriving at San Marin SMART at 12:26 pm instead of 12:53 pm.
629 (new)	<ul style="list-style-type: none"> Add new Supplemental route to serve Hall MS and Redwood HS 	

Title VI Equity Analysis

The proposed service change constitutes a major service change, requiring a Title VI service equity analysis to determine if there will be a disparate impact or disproportionate burden on minorities or low-income riders, respectively. The Title VI service equity analysis is included as Attachment B to this



letter. The analysis was conducted in accordance with the Federal Transit Administration's Title VI policies, as well as Marin Transit's adopted disparate impact and disproportionate burden policies. It shows that the proposed change will not create a disparate impact on minority riders, nor would it create a disproportionate burden on low-income riders.

Fiscal/Staffing Impact

The proposed service change is expected to change the total number of fixed route service hours by less than 1% (+600 hours). Since there is an assumed shift of approximately 3,800 revenue hours from GGBHTD operated service to Marin Airporter operated service, we estimate an annual savings of approximately \$200,000 in purchased transportation. No budget amendment is needed since the savings is less than 5% of the purchase transportation costs and will not be implemented until the end of the fiscal year.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "R. Betts".

Robert Betts
Director of Operations & Service Development

Attachment A: Service Change Proposal

Attachment B: Title VI Equity Analysis

Attachment C: MASCOTS Service Change Presentation

Summary of MASCOTS Regional Service Recommendations

The MASCOTS recommended service changes reflect proposals to improve regional travel in Marin and Sonoma Counties as recommended by the consultant and agreed upon by agency staff. The new service structure will better serve the regional travel market in Marin and Sonoma Counties by (1) focusing service in areas with the highest ridership potential, (2) reducing underperforming service, and (3) decreasing duplication between transit agencies.

MASCOTS recommends the following changes to transit services in the 101 corridor:

1. **SMART and Golden Gate Transit Route 101:**
 - Truncate GGT Route 101 in Novato and reinvest the Route 101 revenue hours in increased frequency between San Rafael and San Francisco.
 - Increase SMART train frequency and operate trains earlier and later in the day.
2. **Southern Marin Bus Service:** Streamline bus routes between San Rafael, Marin City, Sausalito, and San Francisco including discontinuing GGT Route 150, truncating GGT Route 130 in Marin City and doubling frequency, and increasing frequency on the 101 south of San Rafael.
3. **Local Bus Connections to SMART:** Improve local bus connections to SMART; Petaluma Transit, Santa Rosa CityBus, Sonoma County Transit, and Marin Transit should make strong, direct connections to SMART stations through route realignments and schedule changes.
4. **GGT Commute Routes in Sonoma:** Combine the three GGT commute routes in Sonoma County into a single alignment with improved frequency and restrict San Francisco local travel to reduce travel time.
5. **GGT Route 580 in San Rafael:** Change GGT Route 580 to follow the 580X alignment in East San Rafael, staying on the freeway to Bellam Blvd. to improve travel time. In the East Bay, the 580 will continue to serve the stop in Point Richmond and all but three westbound morning trips will follow the Route 580 alignment.
6. **Regional Paratransit:** No changes

MASCOTS proposes routing and/or schedule changes to Golden Gate Routes 101, 130, 172, 580, and 580X and the discontinuation of Routes 150, 164, and 172X and increased service on SMART. No changes were recommended to the Golden Gate Ferry, or GGT Routes 114, 154. Nearly all riders on the routes proposed for discontinuation would have alternative service available. The recommendations propose maintaining current Golden Gate Transit total bus revenue hours in a re-structured form and propose increasing SMART service by 19% overall. If these proposed changes are approved, changes to these routes would take effect in Spring 2026. It should be noted that the agencies have agreed to continue to fund regional paratransit despite the cancellation of the 101 in Sonoma County to ensure no impacts to these most vulnerable riders.

The package of service changes is recommended and funded as a three-year pilot to be evaluated in summer 2028 after two years. This evaluation will inform continuation or further changes to the services.

Regional Bus and Rail Changes

Regional bus changes proposed by GGBHTD include the following:

Route 101: No change to original proposal: increase service frequency and truncate the route in Novato.

This change will improve local transfer opportunities in Novato and San Rafael but does not otherwise impact changes to local routes.

Route 130: Change the northern terminus of the route from the San Rafael Transit Center to Strawberry. A stop would be added at the Manzanita Park and Ride and service frequency would increase from every 60 minutes to every 30 minutes.

These changes will impact local service in the following ways:

- *Service between the San Rafael Transit Center and the Tiburon Wye bus pads will be removed from the route. This will reduce the ability to have a one seat ride from Lucky, Paradise and Tiburon Wye bus pads to destinations south including San Francisco and Sausalito.*
- *A new transfer location will be available at Strawberry, offering direct service to San Francisco from this location for the first time since pre-pandemic.*

Route 132: Increase the span of service by adding additional trips weekdays.

This change will have a minor impact on local service by slightly increasing service from the Southern Marin bus pads to San Francisco and offering additional transfer opportunities for riders at these bus pad locations.

Route 150: This route would be cancelled.

Similar to Route 130, these changes will impact local service in the following ways:

- *Service between the San Rafael Transit Center and the Tiburon Wye bus pads will be removed from the route. This will reduce the ability to have a one seat ride from Lucky, Paradise and Tiburon Wye bus pads to San Francisco.*

Regional rail changes proposed by SMART include the following:

No change to original MASCOTS proposal: the existing rail alignment and stations will not change but weekday and weekend service frequencies and span of service will increase. This increased service level will offer additional opportunities for transfer connections. With the loss of Route 101 service north of Novato, it is expected that slightly more riders will transfer between SMART and Marin Transit service in Novato to access destinations in Marin County currently served by Route 101.

Local Marin Transit Bus Changes

In response to the regional changes mentioned above, feedback from the public outreach process, and the goals of the MASCOTS, proposed changes to the local Marin Transit network are focused on the following goals:

- Increase legibility of the network along Highway 101 by removing duplicative services, optimizing frequency spacing between routes serving the same stops, and operating consistent stop patterns across all routes.
- Preserve one seat rides in Southern Marin between Sausalito, the Highway 101 bus pads, and the San Rafael Transit Center.
- Increase connections to regional rail (SMART) and regional bus and ferry (GGBHTD) service including San Marin SMART, the San Rafael Transit Center, Larkspur Landing, Strawberry Village, the Marin City Hub, and Sausalito Ferry.

These goals are achieved without significantly increasing hours, requiring new vehicles, nor shifting vehicles between the existing contractors. Further, a strong effort was made to keep the distribution of service between the District's two fixed route contractors (GGBHTD and Marin Airporter) relatively consistent with current levels.

The initial proposal shared with the public was revisited after public comments were received and modified. Table 1 shows the details of the initial and final proposal. Changes shown in the lighter grey color indicate no change from the initial to the final.

In addition to the proposed changes detailed in Table 1, staff also evaluated service that was currently underperforming and should be considered for adjustments or cancellation. This is a routine action the District does during each service change to ensure resources are being used the most efficient manner. Table 2 highlights these additional changes that are proposed as part of this service change package.

Table 1: MASCOTS Local Service Plan Summary

Route	Initial Proposal	Final Proposal
17	<ul style="list-style-type: none"> Move southern terminus from Sausalito Ferry to Marin City Add back Lucky bus pad to all trips Move SRTC pulse timing from :00/:30 to :15/:45 Span of service adjustments (see Table 2) 	<ul style="list-style-type: none"> Remove service to Strawberry from trips that currently serve these stops. Add Strawberry service to evening trips that also serve Larkspur Landing.
22	<ul style="list-style-type: none"> Remove Strawberry service from southbound alignment to improve efficiency Additional service adjustments (see Table 2) 	<ul style="list-style-type: none"> Remove Strawberry service from southbound alignment to improve efficiency Additional service adjustments (see Table 2)
26 (new)	<ul style="list-style-type: none"> New route replacing Route 36 New route would operate: SRTC – Canal (clockwise) - Andersen Dr - Larkspur Landing - Lucky bus pad - Paradise bus pad - Strawberry. Weekday: 30 min peak/60 min off peak frequency, weekend: 60 min frequency. Route would not operate on the pulse at SRTC and be timed to connect to Route 130 in Strawberry 	<ul style="list-style-type: none"> <i>We will not advance this recommendation.</i>
36	<ul style="list-style-type: none"> Cancel and replace it with New Route 26 	<ul style="list-style-type: none"> Service adjustments (see Table 2)
71	<ul style="list-style-type: none"> Move southern terminus from Marin City to Sausalito Ferry Move northern terminus from Redwood/Olive to San Marin SMART Reroute service north of Rowland to use Redwood Blvd (add Marin Community Clinics stop) to get into Downtown Novato Extend 30 min peak frequency from 7 pm to 9 pm Increase layover in Novato to improve on-time performance 	<ul style="list-style-type: none"> Move northern terminus from Redwood/Olive to San Marin SMART. Reroute service north of Rowland to use Redwood Blvd (add Marin Community Clinics stop) to get into Downtown Novato Move evening departures at the San Rafael Transit center pulse from X:30 to X:00 Decreasing evening span of service by 30 minutes on both weekdays and weekends Increase layover in Novato to improve on-time performance
219	<ul style="list-style-type: none"> Adjust schedules based on new Route 26 and GGBHTD 130 Additional service adjustments (see Table 2) 	

Table 2: Other Proposed Local Changes

Attachment A

Route	Initial Proposal		Final Proposal	
	Weekday Adjustments	Weekend Adjustments	Weekday Adjustments	Weekend Adjustments
17	<ul style="list-style-type: none"> The last northbound trip would arrive SRTC at 10:10 pm instead of 11:25 pm. The last southbound trip would depart SRTC at 8:15 pm instead of 9:30 pm. 	<ul style="list-style-type: none"> Saturday, the last northbound trip would arrive SRTC at 10:10 pm instead of 11:25 pm. Sunday, the last northbound trip would arrive SRTC at 10:10 pm instead of 10:25 pm. Saturday, the last southbound trip would depart SRTC at 8:15 pm instead of 9:30 pm. Sunday, the last southbound trip would depart SRTC at 8:15 pm instead of 8:30 pm. 	<ul style="list-style-type: none"> Northbound trip arriving at 5:55pm would be cancelled. 	
22	<ul style="list-style-type: none"> Southbound trip to the College of Marin departing SRTC at 6:30 am would be cancelled Northbound trip from the College of Marin arriving at SRTC at 7:25 am would be cancelled. 		<ul style="list-style-type: none"> Southbound trip to the College of Marin departing SRTC at 6:30 am would be cancelled Northbound trip from the College of Marin arriving at SRTC at 7:25 am would be cancelled. 	
29	<ul style="list-style-type: none"> <i>Cancel current route. Replace with Supplemental Route 629</i> 		<ul style="list-style-type: none"> <i>Cancel current route. Replace with Supplemental Route 629</i> 	

Attachment A

Route	Initial Proposal		Final Proposal	
	Weekday Adjustments	Weekend Adjustments	Weekday Adjustments	Weekend Adjustments
35			<ul style="list-style-type: none"> Add two northbound and southbound trips operating to Northgate, extend northbound service by an hour and southbound service by 30 minutes in the evening Reassign the “short run” trips that only assign the Canal to a new route name. Two northbound short trips and one southbound short trip would be cancelled. 	<ul style="list-style-type: none"> Add one southbound trip operating from Northgate, extend southbound service by half an hour in the morning. Two northbound short trips and one southbound short trip would be cancelled.
36	<ul style="list-style-type: none"> Cancel current route. Replace with Route 26 	<ul style="list-style-type: none"> Cancel current route. Replace with Route 26 	<ul style="list-style-type: none"> Northbound trips arriving at Kerner Blvd & Larkspur St at 6:23 am, 3:53pm, and 7:23 pm would be cancelled. Southbound trips departing Kerner Blvd & Larkspur St at 5:53 am, 3:53pm, and 7:23 pm would be cancelled. 	<ul style="list-style-type: none"> Northbound trip arriving at Kerner Blvd & Larkspur St at 7:53 am would be cancelled.
49		<ul style="list-style-type: none"> Southbound trip arriving SRTC at 11:10 pm would be cancelled 		<ul style="list-style-type: none"> Southbound trip arriving SRTC at 11:10 pm would be cancelled
57	<ul style="list-style-type: none"> Northbound trip from Hamilton arriving at San Marin SMART at 1:55 pm would be cancelled. 		<ul style="list-style-type: none"> Northbound trip arriving at San Marin SMART station at 1:55 pm would be cancelled. Vintage Oaks would not be served on the trip that departs from Hamilton at 3:18 pm and the trips that depart from the San Marin SMART station at 8:35 am and 1:20pm. 	

Attachment A

Route	Initial Proposal		Final Proposal	
	Weekday Adjustments	Weekend Adjustments	Weekday Adjustments	Weekend Adjustments
71		<ul style="list-style-type: none"> Last southbound trip departing SRTC at 12:00 am instead of 12:30 am. 	<ul style="list-style-type: none"> Last southbound trip arriving at Marin City at 11:13 pm instead of 11:43 pm. Last northbound trip arriving at San Marin SMART at 12:26 pm instead of 12:51 pm. 	<ul style="list-style-type: none"> Last southbound trip arriving at Marin City at 12:15 pm instead of 12:45 pm. Last northbound trip arriving at San Marin SMART at 12:26 pm instead of 12:53 pm.
219	<ul style="list-style-type: none"> Adjust span of service and frequency to align with new transfer connections in Strawberry. Eastbound service span adjusted to 7:30 am to 7:30 pm. Current span is 6:20 am to 8:00 pm Westbound service span adjusted to 7:10 am to 8:10 pm. Current span is 6:40 am to 8:20 pm 	<ul style="list-style-type: none"> Adjust span of service and frequency to align with new transfer connections in Strawberry. Westbound service span adjusted to 8:10 am to 8:10 pm. Current span is 7:40 am to 7:40 pm 		
629 (new)	<ul style="list-style-type: none"> Add new Supplemental route to serve Hall MS and Redwood HS 		<ul style="list-style-type: none"> Add new Supplemental route to serve Hall MS and Redwood HS 	



Title VI Service Equity Analysis

April 2026 Marin Transit Service Change

Implemented as part of Marin-Sonoma Coordinated Transit Service Plan (MASCOTS)

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Background

The Marin Sonoma Coordinated Transit Service Plan (MASCOTS) is a cooperative effort of the GGBHTD, SMART, Marin Transit, Sonoma County Transit, Santa Rosa CityBus, Petaluma Transit, Sonoma County Transportation and Climate Authority (SCTCA), Transportation Authority of Marin (TAM), and Metropolitan Transportation Commission (MTC). These agencies committed to taking a fresh look at travel in the Highway 101 corridor as if all the local bus, regional bus, ferry and rail services were operated by one entity focused on efficiently growing overall transit ridership in the corridor utilizing existing resources. The MASCOTS study made several recommendations on how to improve and streamline transit service across the participating agencies. This analysis looks at the equity impacts of Marin Transit's proposed implementation of the MASCOTS plan.

Proposed Changes to Marin Transit Fixed-Route Services

The proposed service change was developed to respond to MASCOTS regional changes and to achieve the goals of the MASCOTS effort working within the existing funding and contractor restrictions. In addition, other local changes not related to the MASCOTS effort are included in the proposed service change. This analysis considers all proposed changes together as one. The details of the proposed changes are described in Attachment A included with this item.

Title VI Requirements

FTA Requirements

Whenever a fixed route service provider¹ enacts a Major Service Change, the Federal Transit Administration (FTA) requires a Service Equity Analysis to be conducted to ensure that the proposed changes do not have a Disparate Impact on minority populations or a Disproportionate Burden on low-income populations. This is in accordance with Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, or national origin, as well as Executive Order 12898, which adds the requirement to check for a Disproportionate Burden on low-income populations. This report complies with FTA requirements for data analysis as defined in FTA Circular 4702.1B, and also includes a description of the public outreach conducted in compliance with FTA requirements and the Marin County Transit District Public Participation Plan (see Attachment B).

Marin Transit's Title VI Program

The Marin County Transit District Title VI Program, updated in June 2020, defines the District's thresholds for what is considered a Major Service Change and what is considered a Disparate Impact or a Disproportionate Burden. It also defines the District's Public Participation Plan. These policies are summarized here; the full Title VI program, with greater detail on these requirements, can be found on the District's website: <https://marintransit.org/titlevi>.

¹ Applies to service providers running more than 50 peak hour buses in urbanized areas with more than 200,000 people.

Major Service Change

With some exceptions, Marin Transit defines a Major Service Change as meeting one of four criteria:

1. The addition of a new route
2. New service on streets not previously used by any route
3. An aggregate change of 30 percent or more of the revenue hours for a particular route
4. Changing 40 percent or more of a route's path

Note that the above list is a summary and does not include all details of the Major Service Change policy. See here for the complete policy: https://marintransit.org/sites/default/files/inline-files/Appendix%20H_Title%20VI%20Update_FINAL.pdf.

Criteria 3 and 4 apply to the proposed cancellation of Route 29. The full service change package will be considered as a whole for the purpose of this analysis.

Disparate Impact and Disproportionate Burden

The FTA defines Disparate Impact as a situation where minority populations bear a greater impact associated with a service change than would be expected based on their underlying share of the service population. For example, if minority populations make up 30% of the service population, but analysis indicates that they will bear 60% of the impact associated with a service change, then a Disparate Impact may occur. Similarly, a Disproportionate Burden is when the same occurs for low-income populations.

No service change can ever perfectly spread its impacts evenly across the population. As such, the FTA requires fixed route transit providers adopt a threshold over which the difference in impact on minority or low-income populations is considered disparate or disproportionate, respectively. Marin Transit's Disparate Impact and Disproportionate Burden policy defines this threshold as **20 percent** for both populations. In other words, if minority populations make up 30 percent of the service population, then 50 percent of the impacts being on minority populations is the point at which the impact would be considered disparate. The same is true for low-income populations.

For more details on this policy, see the District's Title VI program (linked above).

Public Participation

The Marin Transit's Public Participation Plan provides a framework of options and strategies to guide a comprehensive and strategic approach to public participation. For Major Service Changes, the only set requirements are that the Board of Directors will hold a public hearing, that translation services be available to the public upon request, and that written comment in advance be available to the public. However, the plan also provides an extensive suite of other public participation strategies that the agency may use as appropriate. See the District's Title VI program (linked above) for more details.

In accordance with the District's Public Participation Plan, a public hearing was held at the Al Boro Community Center (50 Canal St, San Rafael) on Wednesday, October 15th, 2025, at 6:00 pm. To go above and beyond the requirement, the District held a second public hearing at the Marin City Library (164 Donahue St, Marin City) on Thursday, October 16th, 2025, at 5:00 pm. Spanish translation was

provided; translation services for other languages were not requested. In addition, Marin Transit performed extensive public outreach with community groups, at bus stops, and on-board buses in service. Staff will provide all public comment to the Board of Directors prior to considering adoption of these changes.

Attachment B included with November 3, 2025 board item documents all public participation activities the District engaged in to solicit feedback on the proposed service changes and Attachment C from that board item documents the public comments received as of 10/27/25.

Title VI Service Equity Analysis

Methodology

To assess the impact of the proposed service changes on Title VI populations, this analysis considers the residential population living within a quarter-mile of Marin Transit bus stops both before and after the proposed changes, including total population, minority population², and low-income population³. The analysis uses 2023 5-Year American Community Survey Census data at the block group level. This analysis looks at the Marin Transit system as a whole to determine if the proposed changes represent a disproportionate burden within the context of the full system.

To estimate the level of service that these populations would have access to under the current and proposed networks, Table 1 goes route-by-route and calculates these populations for each route. Some Marin Transit routes have multiple variations; for example, some trips on Route 17 serve Larkspur Landing, but most trips do not. For the purposes of this analysis, each unique variation of each route is treated as a separate route.

The populations are then multiplied by the number of bus trips per weekday, i.e. the number of times a bus would go by those stops on a typical weekday, to calculate the number of “population trips”. Table 2 then calculates the difference in service levels, as measured by population trips, between the existing and proposed networks, for the total population, minority population, and low-income population.

² Total population and minority population come from American Community Survey table B03002.

³ Low-income population comes from American Community Survey table C17002.



Table 1: Population Trip Calculations by Route

Route	Variant	Existing Network							Proposed Network						
		Population			Weekday Trips	Population Trips			Population			Weekday Trips	Population Trips		
		Total	Minority	Low Income		Total	Minority	Low Income	Total	Minority	Low Income		Total	Minority	Low Income
17	Standard	52,466	15,320	7,987	43	2,256,038	658,760	343,438	52,466	15,320	7,987	49	2,570,834	750,680	391,360
17	via Strawberry	56,149	16,111	8,577	6	336,894	96,666	51,463	0	0	0	0	0	0	0
17	via Larkspur	56,977	16,783	8,668	3	170,931	50,349	26,004	60,660	17,574	9,258	3	181,980	52,722	27,774
22	COM	28,207	8,328	4,362	24	676,968	199,872	104,696	28,207	8,328	4,362	22	620,554	183,216	95,972
22	Marin City	65,667	19,749	10,046	30	1,970,010	592,470	301,380	65,667	19,749	10,046	30	1,970,010	592,470	301,380
23		57,128	23,251	13,700	46	2,627,888	1,069,546	630,209	57,128	23,251	13,700	46	2,627,888	1,069,546	630,209
29		31,780	10,133	5,022	9	286,020	91,197	45,200	0	0	0	0	0	0	0
35 ⁴	Canal	21,285	14,914	9,107	58	1,234,530	865,012	528,233	22,972	15,638	9,454	59	1,355,348	922,642	557,813
35	Northgate	40,707	23,277	12,540	58	2,361,006	1,350,066	727,296	42,394	24,001	12,887	62	2,628,428	1,488,062	798,969
36	Canal	21,285	14,914	9,107	5	106,425	74,570	45,537	21,285	14,914	9,107	2	42,570	29,828	18,215
36	Marin City	53,628	25,580	14,464	50	2,681,400	1,279,000	723,189	55,315	26,304	14,811	49	2,710,435	1,288,896	725,728
49		80,561	35,246	17,601	53	4,269,733	1,868,038	932,839	80,561	35,246	17,601	53	4,269,733	1,868,038	932,839
57	Novato	46,691	20,426	10,143	8	373,528	163,408	81,148	46,691	20,426	10,143	7	326,837	142,982	71,004
57	San Rafael	83,477	36,227	18,548	31	2,587,787	1,123,037	574,974	83,477	36,227	18,548	31	2,587,787	1,123,037	574,974
61		30,997	8,035	4,420	12	371,964	96,420	53,036	30,997	8,035	4,420	12	371,964	96,420	53,036
68		47,160	11,896	7,325	17	801,720	202,232	124,530	47,160	11,896	7,325	17	801,720	202,232	124,530
71		80,070	33,091	16,367	64	5,124,480	2,117,824	1,047,500	86,102	34,958	16,846	64	5,510,528	2,237,312	1,078,146
219		21,057	5,163	2,114	36	758,052	185,868	76,101	21,057	5,163	2,114	36	758,052	185,868	76,101
228		53,147	13,677	8,344	27	1,434,969	369,279	225,280	53,147	13,677	8,344	27	1,434,969	369,279	225,280
233		25,486	12,700	6,299	26	662,636	330,200	163,777	25,486	12,700	6,299	26	662,636	330,200	163,777

⁴ This route may be renamed as part of the service change proposal.

		Existing Network							Proposed Network						
		Population			Weekday Trips	Population Trips			Population			Weekday Trips	Population Trips		
Route	Variant	Total	Minority	Low Income		Total	Minority	Low Income	Total	Minority	Low Income		Total	Minority	Low Income
245		31,920	12,924	6,516	24	766,080	310,176	156,395	31,920	12,924	6,516	24	766,080	310,176	156,395
613		18,129	4,726	1,871	3	54,387	14,178	5,612	18,129	4,726	1,871	2	36,258	9,452	3,741
619		25,625	6,359	2,688	5	128,125	31,795	13,441	25,625	6,359	2,688	4	102,500	25,436	10,753
625		28,882	5,869	3,994	2	57,764	11,738	7,987	28,882	5,869	3,994	2	57,764	11,738	7,987
629		0	0	0	0	0	0	0	15,764	4,231	1,710	2	31,528	8,462	3,419
654		28,677	10,808	5,134	1	28,677	10,808	5,134	28,677	10,808	5,134	1	28,677	10,808	5,134
Total						32,128,012	13,162,509	6,994,400					32,455,080	13,309,502	7,034,538

Table 2: Population Trip Differences Between Existing and Proposed Networks

	Population Trips (Total)			Population Trips (Minority)			Population Trips (Low-Income)		
	Population Trips	Net change to existing	% change	Population Trips	Net change to existing	% change	Population Trips	Net change to existing	% change
Existing Network	32,128,012			13,162,509			6,994,400		
Proposed Network	32,455,080	327,068	1.0%	13,309,502	146,993	1.1%	7,034,538	40,137	0.6%



Results

Table 3 and Table 4 show the results of the Disparate Impact and Disproportionate Burden analyses, respectively. The reductions in people trips on the proposed network would not pose a disparate impact on minorities, nor would it pose a disproportionate burden on low-income residents.

Table 3: Disparate Impact Analysis

Step	Figure
% Change in Population Trips: Total	1.0%
% Change in Population Trips: Minority	1.1%
Difference of Minority Impacts to Total Impacts	0.1%
Exceed 20% Disparate Impact Threshold	NO

Table 4: Disproportionate Burden Analysis

Step	Figure
% Change in Population Trips: Total	1.0%
% Change in Population Trips: Low-Income	0.6%
Difference of Low-Income Impacts to Total Impacts	-0.4%
Exceed 20% Disproportionate Burden Threshold	NO

Conclusion

The proposed service change for Marin Transit as part of the Marin Sonoma Coordinated Transit Service Plan (MASCOTS) for April 2026 would create neither a disparate impact nor a disproportionate burden under Title VI of the Civil Rights Act of 1964, per Federal Transit Administration (FTA) guidance.



Marin Transit MASCOTS Service Change Adoption

MARIN TRANSIT BOARD

Marin Sonoma Coordinated Transit Service Plan (MASCOTS) Background

- Collaborative comprehensive analysis of transit services in Highway 101 corridor

Goals

- Grow ridership
- Work as if one agency
- Develop a plan, not just a study



Proposal Development

2024/25 Existing Conditions Analysis / Study Recommendations

Summer 2025 Local Service Concepts Released

Public Outreach

October 2025 Proposed Local Changes Released (Marin Transit)

Public Outreach / Public Hearing

November 2025 Comments Reviewed / Further Data Analysis

December 2025 Final Local Service Proposal

Original MASCOTS Local Change Proposal

- **Route 17**

- ~~No longer serve Sausalito (Bridgeway), end route in Marin City~~

- **Route 22**

- No longer serve Strawberry Village

- **Route 36**

- ~~Cancel. Replace with a new Route 26 servicing SRTC-Canal-Larkspur Landing-Strawberry~~

- **Route 71**

- Extend northern terminus to San Marin SMART
- ~~Extend southern terminus to Sausalito Ferry~~



Original MASCOTS Local Change Proposal

- **Provide new connections to regional service in Southern Marin**
 - Route 17 – Route 130 (Marin City)
 - Route 26 & 219 – Route 130 (Strawberry)
 - Route 26 – Larkspur Ferry / Larkspur SMART
 - Route 71 – Sausalito Ferry
- **Increase legibility of the network along Highway 101**
- **Preserve one-seat rides to/from Sausalito, 101 Bus Pads, and San Rafael**
- **Increase other regional connections**
 - Route 71 -Extend northern terminus to San Marin SMART
 - Route 71 - Extend southern terminus to Sausalito Ferry

Updated MASCOTS Local Change Proposal

- **Provide new connections to regional service in Southern Marin**
 - Route 71 – Route 130 (Marin City)
 - Route 36 & 219 – Route 130 (Strawberry)
 - ~~Route 26 – Larkspur Ferry / Larkspur SMART~~
 - ~~Route 71 – Sausalito Ferry~~
- **Increase legibility of the network along Highway 101**
- ~~Preserve one-seat rides to/from Sausalito, 101 Bus Pads, and San Rafael~~
- **Increase other regional connections**
 - Route 71 -Extend northern terminus to San Marin SMART
 - ~~Route 71 – Extend southern terminus to Sausalito Ferry~~

Factors Considered in Development of Final Recommendation

- **Feedback from Outreach**

- Concerns about loss of direct connection from Sausalito - Mill Valley (Route 17)
- Limited support for replacement of Route 36 with Route 26

- **Financial Constraints**

- Cost neutral / cost reduction

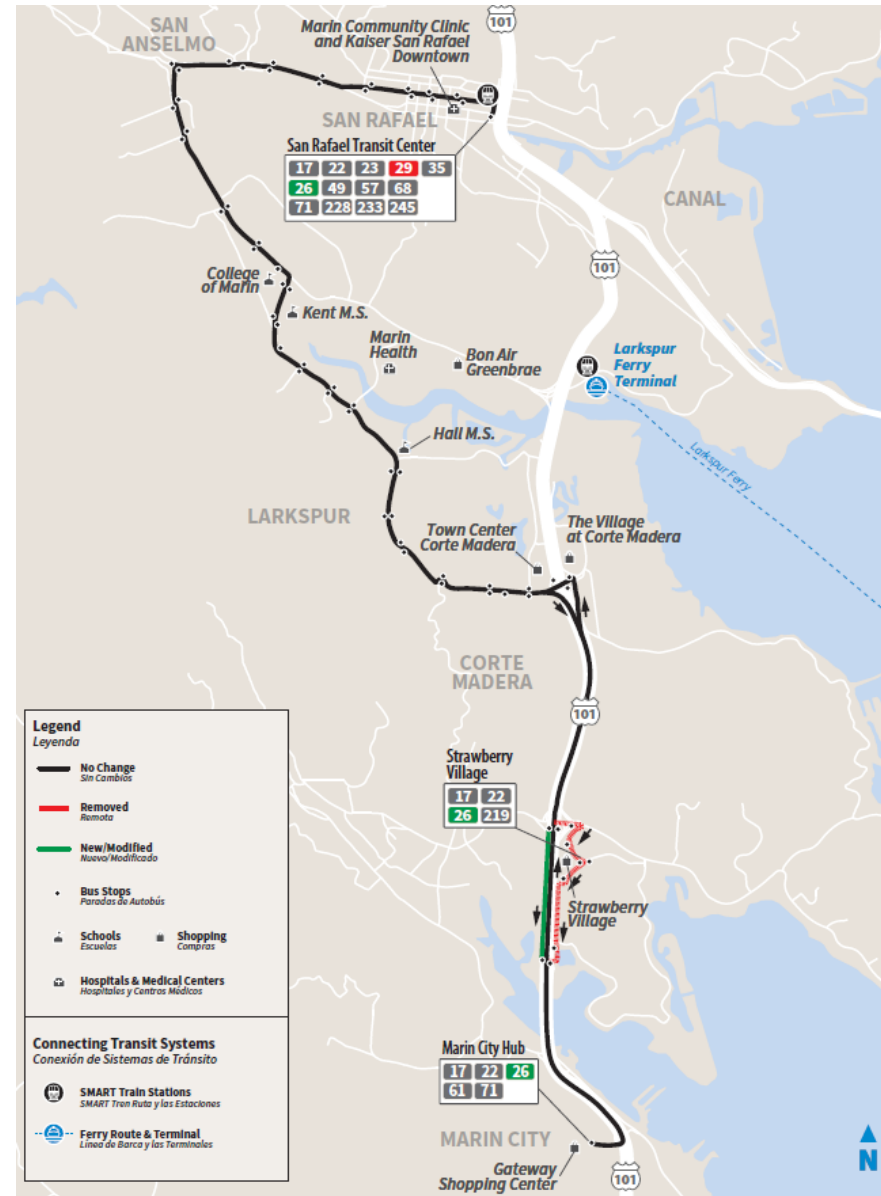
- **Operational Constraints**

- Desire to maintain current contractor hours / vehicles / drivers (to the extent feasible)

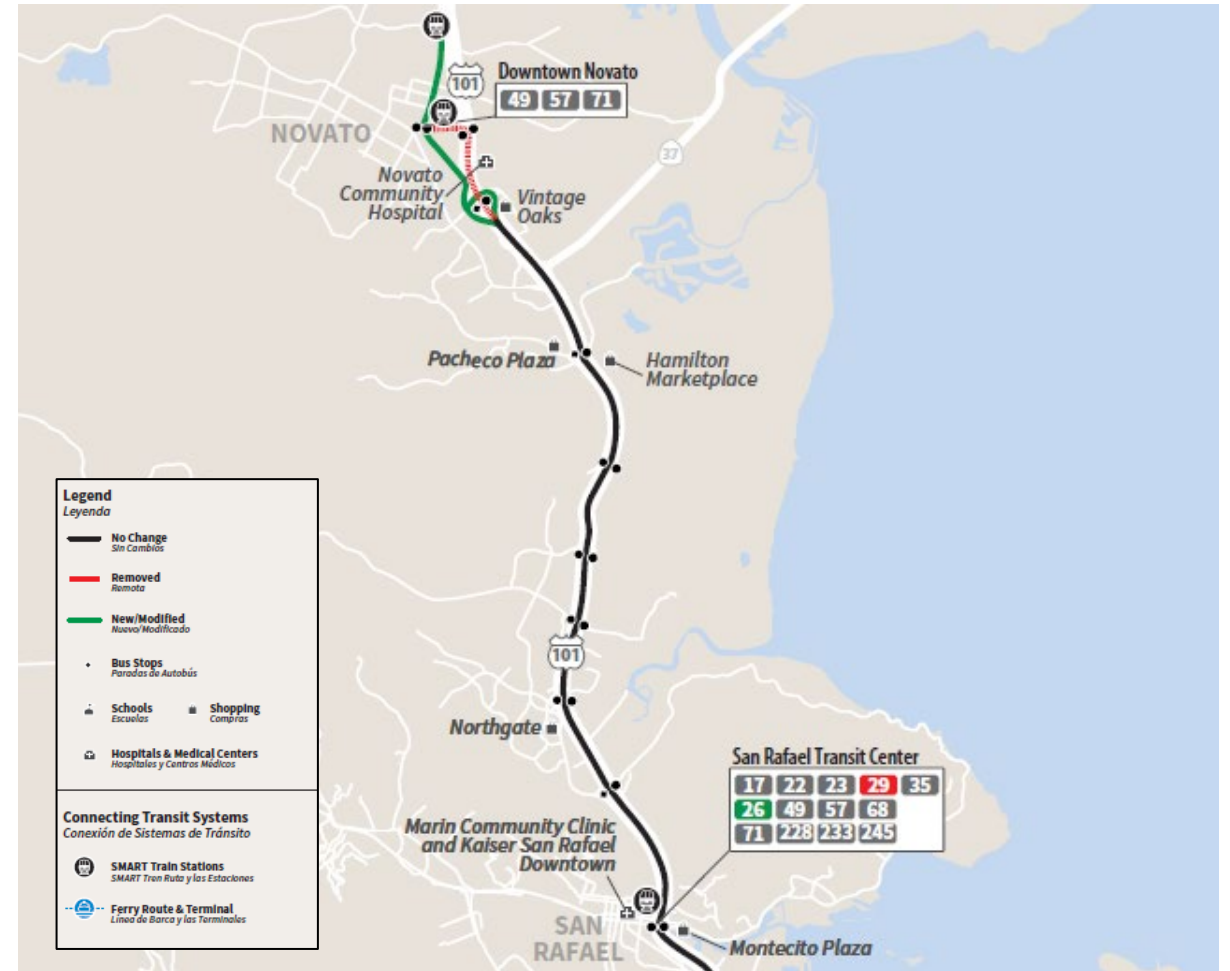
- **Upcoming Opportunities to Better Understand Rider Needs**

- Onboard Survey (February – April 2026)
- Upcoming Canal Engagement Efforts (early 2026)
- Rider response to regional MASCOTS changes (mid 2026)

Proposed Route 22 Alignment Changes



Proposed Route 71 Alignment Changes



Southern Portion Not Shown
Route will continue south to Marin City (no change)

Other Local Changes Proposed*

- **Route Cancellation Due to Low Ridership**
 - Cancel Route 29, Replace with new Supplemental Route 629
- **Service Legibility Enhancements**
 - Route 35 “short runs” pulled out as a new route. Minor service increase.
- **Span of Service Adjustments Due to Low Ridership**
 - Route 71 (*weekend service would end 30 min earlier*)
- **Select Trip Cancellations Due to Low Ridership**
 - Route 22 (*cancel two weekday trips*)
 - Route 36 (*cancel four weekday trips, one weekend trip*) – replace Canal service with added Route 35 trips
 - Route 49 (*cancel one weekend trip*)
 - Route 57 (*cancel one weekday trip*)

MASCOTS Timeline



Marin Transit Timeline



Thank you

CONTACT

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