



## **MARIN COUNTY TRANSIT DISTRICT BOARD OF DIRECTORS**

Board of Supervisors Chambers, Room 330  
3501 Civic Center Drive, San Rafael, CA 94903

### **AGENDA**

Monday, September 9, 2019

#### **9:30 a.m. Convene as the Marin County Transit District Board of Directors**

1. Open Time for Public Expression (limited to three minutes per speaker on items not on the Transit District's agenda)
2. Board of Directors' Matters
3. General Manager's Report
  - a. General Manager's Oral Report
  - b. Monthly Monitoring Reports for May and June
4. Consent Calendar
  - a. Minutes for July 1, 2019
  - b. Marin Transit Quarterly Performance Report for the Fourth Quarter of FY 2018/19

**Recommended Action: Approve.**
5. Fare Policy, Program Eligibility, and Low-Income Fare Assistance Proposal

**Recommended Action: Information item only.**

#### **Convene in Closed Session**

#### **CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION**

**There is significant exposure to litigation against the Agency pursuant to Government Code section 54956.9(d)(2)**

**Number of Cases: 1**

(continued)

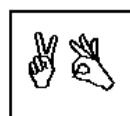
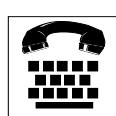
# Public Employee Performance Evaluation

California Government Code Section 54957

Title: General Manager

## Report from Closed Session

### Adjourn



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katie rice  
director  
supervisor district 2

kathrin sears  
director  
supervisor district 3

eric lucan  
alternate  
city of novato

September 9, 2019

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

**SUBJECT: General Manager Report – Monthly Report: May 2019**

Dear Board Members:

**RECOMMENDATION:** This is a recurring information item.

**SUMMARY:** The attached monthly report provides an overview of Marin Transit operations for the monthly period ending May 31, 2019. The monthly reports summarize statistics on the performance of Marin Transit services and customer comments.

Overall ridership in May 2019 decreased by 0.7 percent compared to May 2018. Ridership on fixed-route services decreased by 0.6 percent compared to the same month last year. Ridership on Marin Access services increased by 4.3 percent. Ridership on yellow bus services decreased by 6.2 percent.

Additional detailed analyses of system performance and trends are provided in separate quarterly and annual reports, including route-level statistics and financials. These reports are available on the District's website at <http://marintransit.org/monitoringreports.html>.

**FISCAL/STAFFING IMPACT:** None associated with this report.

Respectfully submitted,

*Nancy E. Whelan*

Nancy Whelan  
General Manager

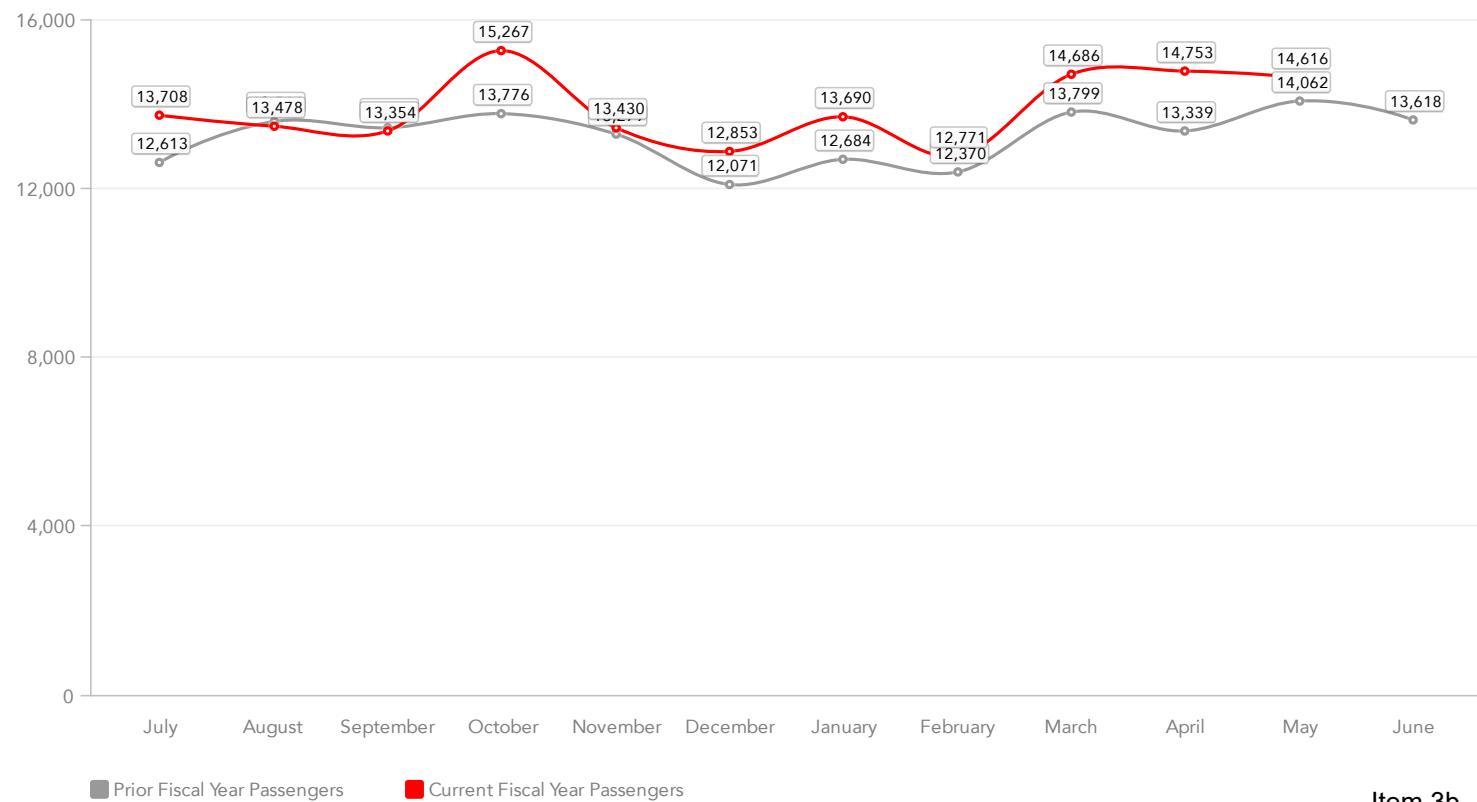
Attachments

## Year-to-Date Ridership Trends

Fixed-Route Passengers (incl. Yellow Bus) by Month



Demand Response Passengers by Month

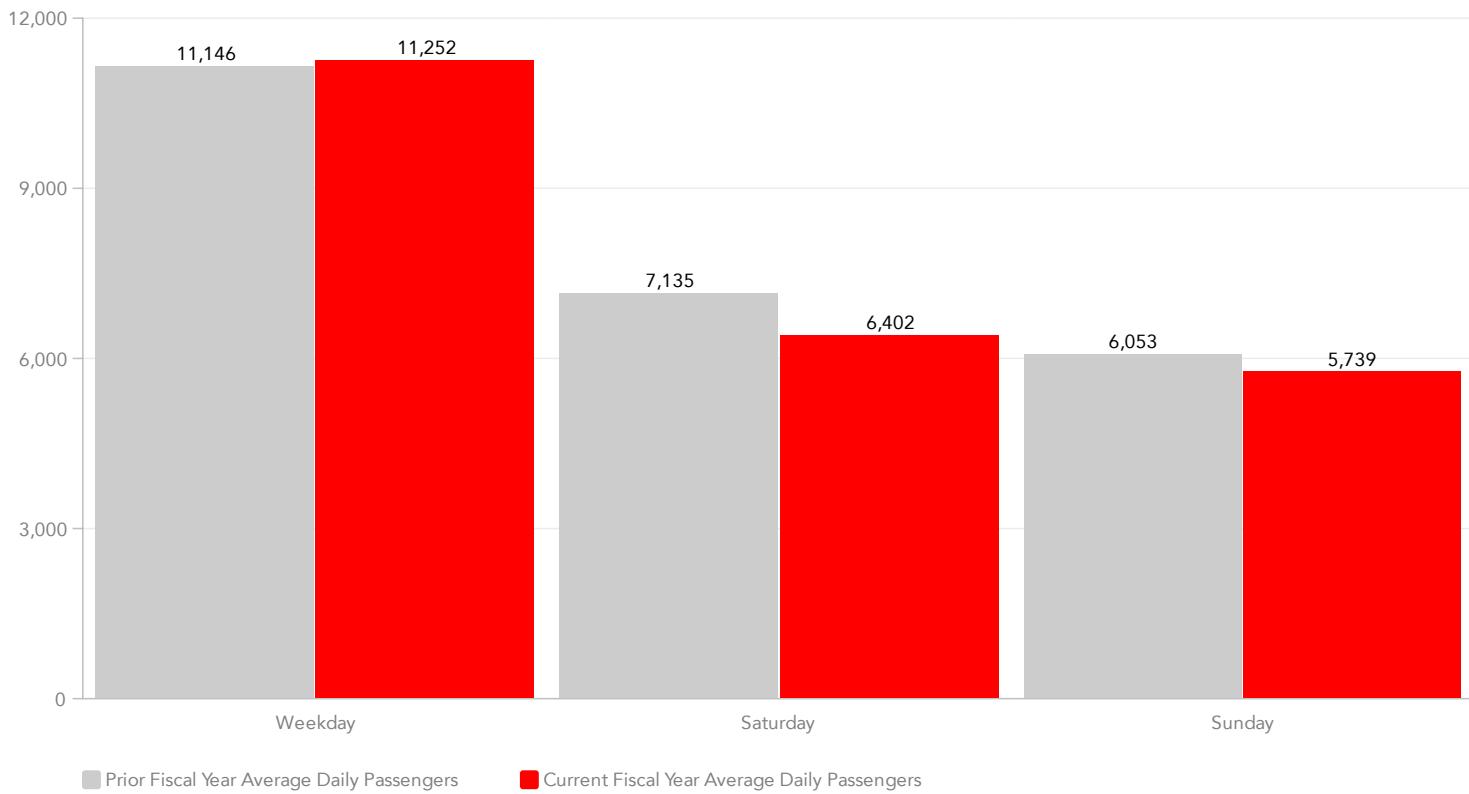


## Monthly Statistics

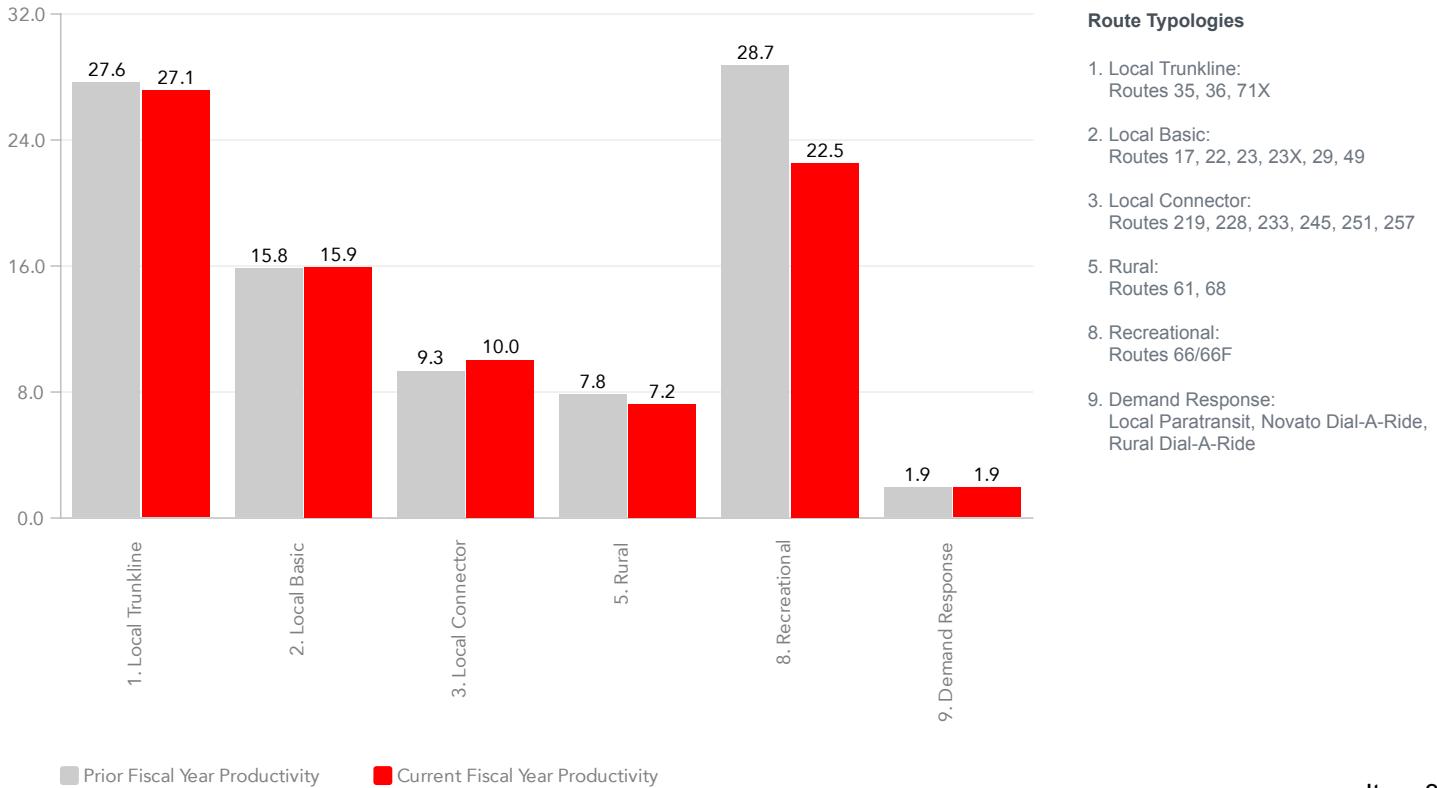
MONTH

May

Average Systemwide Daily Passengers



Productivity (pax/hr) by Typology





# Monthly Customer Feedback Report

May 2019

Month: **May 2019**

Category	Program							Total
	Fixed-Route Local	Fixed-Route Shuttle	Stagecoach & Muir Woods	Supplemental & Yellow Bus	Demand Response	Mobility Management	Systemwide	
Commendation	2	0	1	0	4	1	0	8
<b>Service Delivery Complaint</b>	<b>28</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>41</b>
Accessibility	3	1	0	0	0	0	0	4
Driver Conduct Complaint	8	3	0	0	0	0	0	11
Driving Complaint	5	0	0	1	1	0	0	7
Early Trip	1	0	0	0	0	0	0	1
Equipment Issue	0	0	0	0	1	0	0	1
Farebox	0	0	0	0	0	0	0	0
Late Trip	3	0	1	0	1	0	0	5
Missed Connection	0	0	0	0	0	0	0	0
Missed Trip	0	0	0	0	0	0	0	0
No-Show	0	0	0	0	0	1	0	1
Off-Route	0	0	0	0	0	0	0	0
Pass-Up Complaint	8	2	1	0	0	0	0	11
<b>Service Structure Complaint</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>9</b>
Bus Stop Improvement Request	0	0	0	0	0	0	0	0
Fares	0	0	0	0	0	0	0	0
Other Complaint	0	0	0	0	0	0	0	0
Scheduling Complaint	1	0	0	0	1	2	0	4
Service Improvement Suggestion	0	1	1	3	0	0	0	5
<b>Safety Complaint</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

<b>Total Service Hours</b>	9,278	3,632	1,933	906	6,331	-	23,587	23,587
Commendations per 1,000 Hours	0.2	0.0	0.5	0.0	0.6	-	0.0	0.3
Complaints per 1,000 Hours	3.1	1.9	1.6	4.4	0.6	-	0.0	2.1

<b>Total Passengers</b>	190,136	36,378	21,641	39,911	12,320	2,296	302,682	302,682
Commendations per 1,000 Passengers	0.0	0.0	0.0	0.0	0.3	0.4	0.0	0.0
Complaints per 1,000 Passengers	0.2	0.2	0.1	0.1	0.3	1.3	0.0	0.2



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September 9, 2019

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

**SUBJECT: General Manager Report – Monthly Report: June 2019**

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city of mill valley

katie rice  
director  
supervisor district 2

kathrin sears  
director  
supervisor district 3

eric lucan  
alternate  
city of novato

Dear Board Members:

**RECOMMENDATION:** This is a recurring information item.

**SUMMARY:** The attached monthly report provides an overview of Marin Transit operations for the monthly period ending June 30, 2019. The monthly reports summarize statistics on the performance of Marin Transit services and customer comments.

Overall ridership in June 2019 decreased by 0.4 percent compared to June 2018. Ridership on fixed-route services decreased by 0.9 percent compared to the same month last year. Ridership on Marin Access services increased by 1.7 percent. Ridership on yellow bus services decreased by 16.4 percent.

Additional detailed analyses of system performance and trends are provided in separate quarterly and annual reports, including route-level statistics and financials. These reports are available on the District's website at <http://marintransit.org/monitoringreports.html>.

**FISCAL/STAFFING IMPACT:** None associated with this report.

Respectfully submitted,

Nancy Whelan  
General Manager

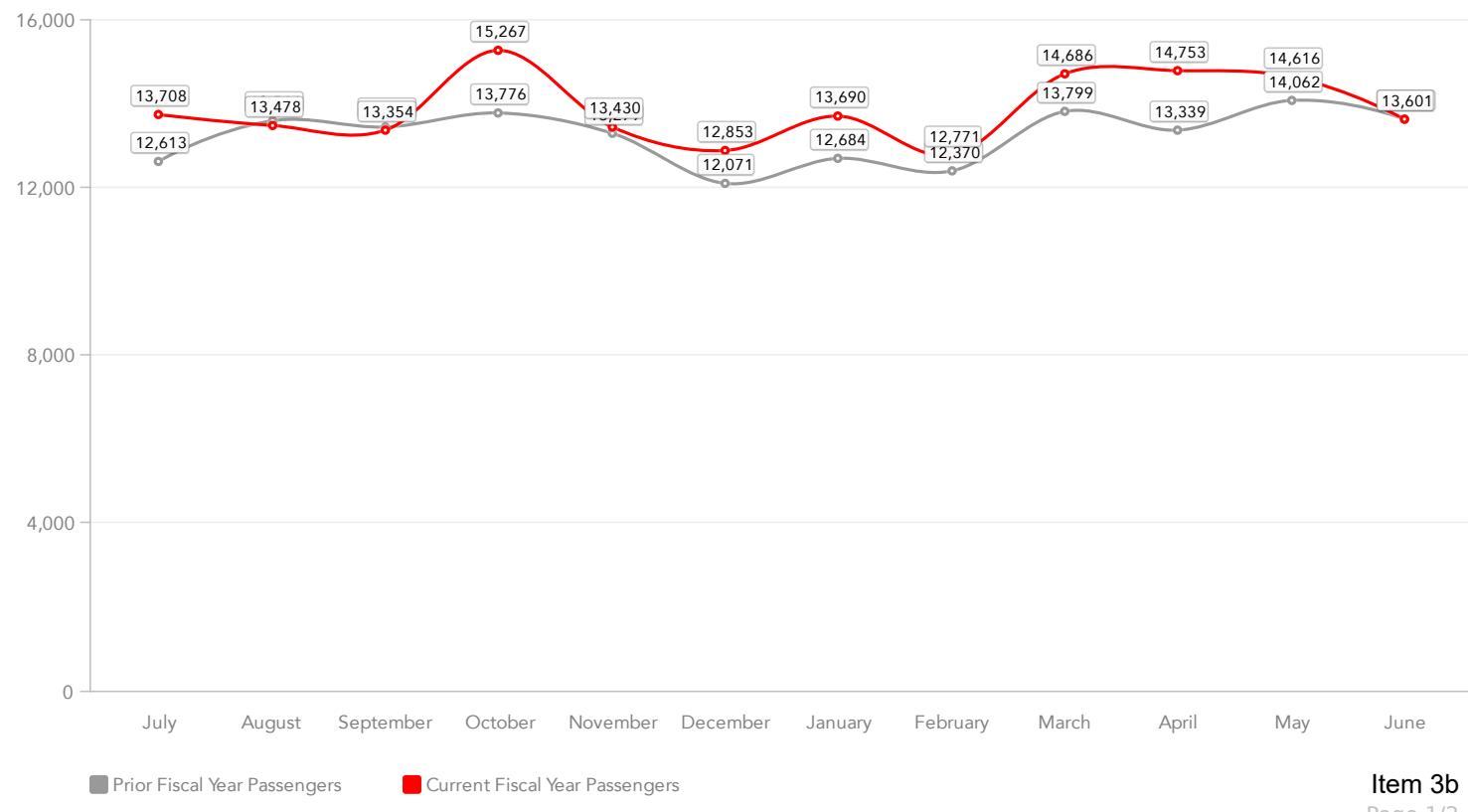
Attachments

## Year-to-Date Ridership Trends

Fixed-Route Passengers (incl. Yellow Bus) by Month



Demand Response Passengers by Month

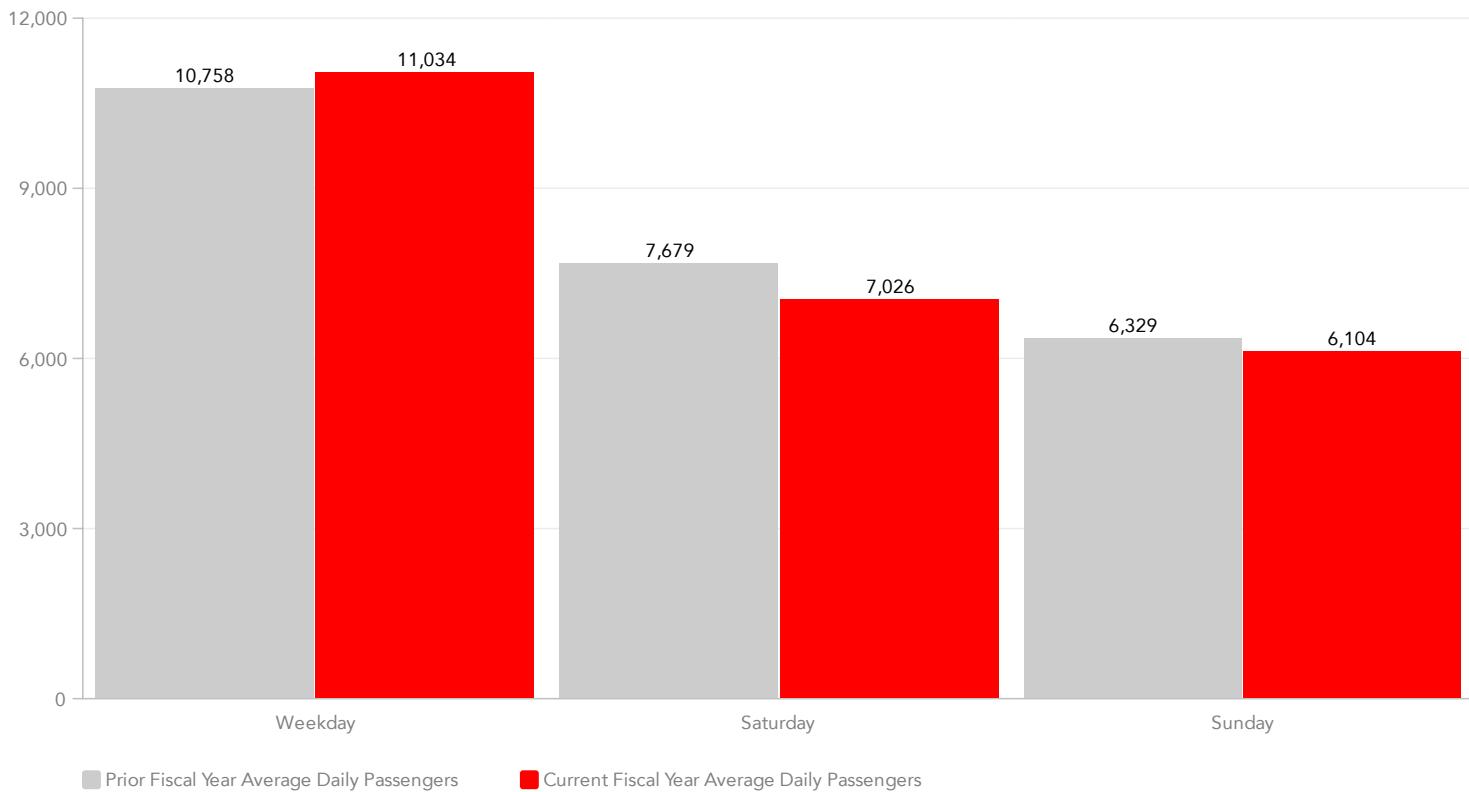


## Monthly Statistics

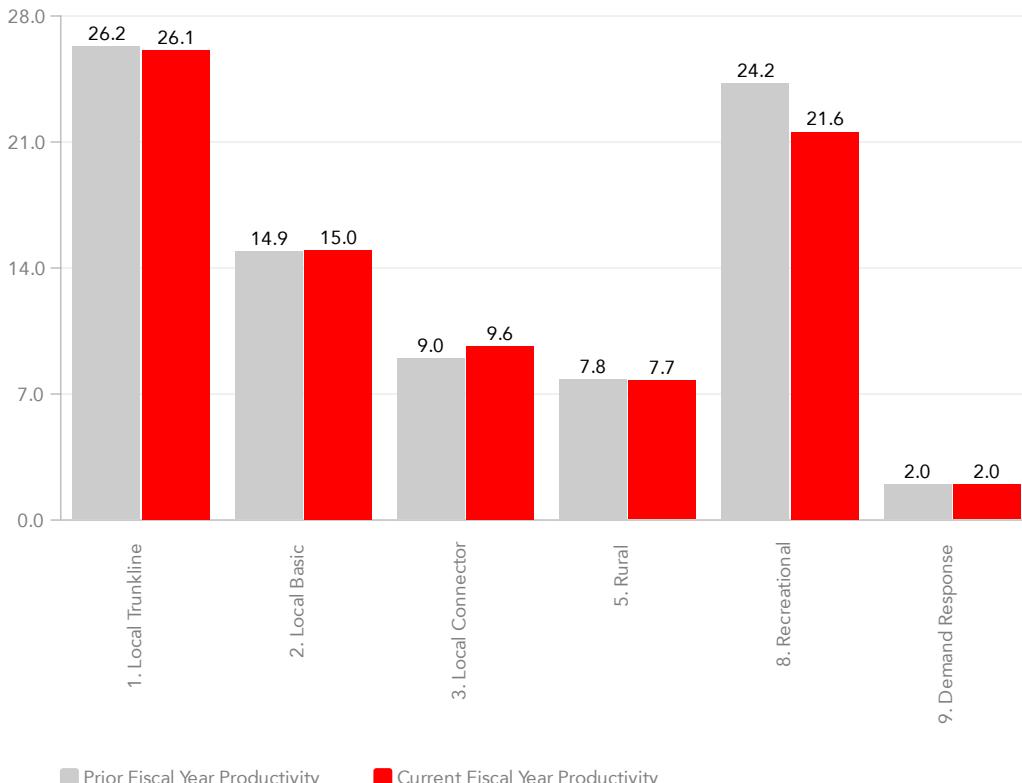
MONTH

June

Average Systemwide Daily Passengers



Productivity (pax/hr) by Typology



### Route Typologies

1. Local Trunkline:  
Routes 35, 36, 71X
2. Local Basic:  
Routes 17, 22, 23, 23X, 29, 49
3. Local Connector:  
Routes 219, 228, 233, 245, 251, 257
5. Rural:  
Routes 61, 68
8. Recreational:  
Routes 66/66F
9. Demand Response:  
Local Paratransit, Novato Dial-A-Ride, Rural Dial-A-Ride



## Monthly Customer Feedback Report

June 2019

Month:	June 2019
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Category	Program							Total
	Fixed-Route Local	Fixed-Route Shuttle	Stagecoach & Muir Woods	Supplemental & Yellow Bus	Demand Response	Mobility Management	Systemwide	
Commendation	0	2	0	0	3	0	0	5
Service Delivery Complaint	29	8	6	0	4	0	2	49
Accessibility	3	0	0	0	0	0	0	3
Driver Conduct Complaint	11	2	3	0	2	0	1	19
Driving Complaint	4	1	2	0	1	0	1	9
Early Trip	1	0	0	0	0	0	0	1
Equipment Issue	0	0	1	0	0	0	0	1
Farebox	0	0	0	0	0	0	0	0
Late Trip	1	1	0	0	1	0	0	3
Missed Connection	0	0	0	0	0	0	0	0
Missed Trip	0	0	0	0	0	0	0	0
No-Show	1	1	0	0	0	0	0	2
Off-Route	0	0	0	0	0	0	0	0
Pass-Up Complaint	8	3	0	0	0	0	0	11
Service Structure Complaint	2	1	0	0	2	0	2	7
Bus Stop Improvement Request	0	1	0	0	0	0	2	3
Fares	0	0	0	0	0	0	0	0
Other Complaint	2	0	0	0	0	0	0	2
Scheduling Complaint	0	0	0	0	2	0	0	2
Service Improvement Suggestion	0	0	0	0	0	0	0	0
Safety Complaint	0	0	0	0	0	0	0	0

<b>Total Service Hours</b>	8,799	3,453	2,345	266	5,780	-	22,000	22,000
Commendations per 1,000 Hours	0.0	0.6	0.0	0.0	0.5	-	0.0	0.2
Complaints per 1,000 Hours	3.5	2.6	2.6	0.0	1.0	-	0.2	2.5

<b>Total Passengers</b>	171,965	33,314	30,996	14,794	11,329	2,272	264,670	264,670
Commendations per 1,000 Passengers	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0
Complaints per 1,000 Passengers	0.2	0.3	0.2	0.0	0.5	0.0	0.0	0.2

## **REGULAR MEETING OF THE MARIN COUNTY TRANSIT DISTRICT BOARD OF DIRECTORS**

**Held Monday, July 1, 2019 at 10:00 A.M.**

### **Roll Call**

**Present: President Connolly, Second Vice President Colin, Director Sears**

**Absent: Vice President Rodoni, Director Arnold, Director Rice, Director Moulton-Peters**

**President Connolly opened the meeting at 10:15 A.M.**

**The Board of Directors Meeting for July 1, 2019 began without a quorum. Informational Items #1, #2, #3, #6, #7 were prioritized and items #4 and #5 were voted on with a quorum present.**

**{Director Lucan present at 11:05}**

1. [Open Time for Public Expression \(limited to three minutes speaker on items not on the Transit District's agenda\)](#)

President Connolly asked if any member of the public wished to speak. Seeing none he called for Board of Directors' Matters.

2. [Board of Directors' Matters](#)

President Connolly asked if any member of the Board wished to speak. Seeing none he called for the General Manager's Report.

3. [General Manager's Report](#)

**Staff Report**

- a. [General Manager's Oral Report](#)
- b. [Monthly Monitoring Report for April](#)

General Manager Nancy Whelan reported that both of Marin Transit's electric buses are in service. The buses run between 80-100 miles each day and are returning with 40 percent charge remaining.

Ms. Whelan reported Marin Transit began offering increased local transit service and free fares countywide during the 2019 Marin County Fair from July 3-7. Marin Transit has been working with Fair staff to promote the campaign. During the Fair, Marin Transit staff will be at the San Rafael Transit Center and bus stops adjacent to the fairgrounds to direct riders to and from the service.

Ms. Whelan reported that she and President Connolly attended a fare policy

round table at SPUR in San Francisco last week to discuss how to integrate and streamline transit fares regionwide.

Ms. Whelan expressed appreciation for Marin Transit finance staff for receiving their third certificate of achievement for excellence in financial reporting from the Government Finance Officers Association.

Overall ridership in April 2019 increased by 5 percent compared to April 2018. Ridership on fixed-route services increased by 4.7 percent compared to the same month last year. Ridership on Marin Access services increased by 10.6 percent, while ridership on yellow bus services decreased by 5.2 percent.

Director Kate Sears expressed appreciation for the Free Fare to the Fair Campaign.

4. Consent Calendar

- a. [Minutes for June 3, 2019](#)
- b. [Extend Fixed Route Service Agreement with Golden Gate Bridge, Highway & Transportation District for the First Option Year](#)
- c. [Award of Five-Year Contract for Fixed Route Scheduling Software Services to Optibus for an amount not to exceed \\$178,200](#)
- d. [Agreement with West Marin Senior Services for Services to Support Marin Access Programs in West Marin County](#)
- e. [Disadvantaged Business Enterprise Participation \(DBE\) Goal Methodology for Marin Transit Contracting Opportunities in Federal Fiscal Years 2020-22](#)
- f. [Fiscal Year 2018/19 Contract Awards and Fiscal 2019/20 Contracting Opportunities](#)

**Recommended Action: Approve.**

M/s: Director Sears - Second Vice President Colin

Ayes: President Connolly, Second Vice President Colin, Director Sears, Director Lucan

Noes: None

Absent: Vice President Rodoni, Director Arnold, Director Rice, Director Moulton-Peters

5. Response to Civil Grand Jury report "SMART First/Last Mile Options"

Staff Report

General Manager Nancy Whelan reported that the Marin County Civil Grand Jury released a report entitled, "SMART First Mile/Last Mile Options" on May 9,

2019 the Grand Jury requested that Marin Transit respond to the seven findings and four of the five recommendations.

The Grand Jury report suggested that Marin Transit should take the lead on implementing a First Mile/Last Mile options for SMART stations in Marin County along with the Transportation Authority of Marin (TAM). Ms. Whelan summarized Marin Transit's comments and response to the Grand Jury's findings and recommendations.

**Recommended Action: Authorize the Board President to forward the attached response to Marin County Civil Grand Jury Report, "SMART First Mile/Last Mile Options."**

M/s: Director Sears - Second Vice President Colin

Ayes: President Connolly, Second Vice President Colin, Director Sears, Director Lucan

Noes: None

Absent: Vice President Rodoni, Director Arnold, Director Rice, Director Moulton-Peters

6. [Marin Transit Connect One-Year Evaluation Report](#)

[Staff Report](#)

Director of Planning and Operations Robert Betts presented an evaluation report on Marin Transit Connect. Connect is an on-demand public transit service in Northern San Rafael that began operation in May 2018. The report's findings and recommendations are based on field observations, data collection, and a survey conducted in November 2018. The report identifies the next steps to determine a recommended future direction for the pilot service.

Director Kate Sears noted that 55 percent of Marin Transit Connect users that downloaded the Connect app never requested a ride. Based on the survey results, Mr. Betts responded that the primary cited reason was that the service was not available in the area where the user wanted to go. Ms. Sears asked about the possibility of expanding the Connect service area. Mr. Betts responded that the most requested service expansion area is downtown San Rafael. Downtown San Rafael has the highest concentration of transit options and connecting services in Marin County.

Board President Connolly asked how staff will evaluate the potential for expanding the Connect service. Mr. Betts answered that data from the Transportation Authority of Marin's First Mile/Last Mile program provides data on where riders that use the service want to go. Also, the SMART on-board survey provides data on employment-based and other destinations by SMART station.

Director Sears asked why Kaiser employee ridership declined in May and June. Mr. Betts responded that staff recently contacted Kaiser and County employees to ask about their experience with the service and how it compares to other shuttle programs. Staff will include these results in the formal recommendation at a future date.

Second Vice President Colin noted that some passengers waited an average of 15 minutes for the service. Due to the app's design, Mr. Betts stated that riders can request rides from their offices, and this reduces the need to wait at the curb. Ms. Colin also noted that the conversion rate of people who download the app and then convert to riders is five percent and asked how this compares to companies like Uber or Lyft. Mr. Betts answered that Uber and Lyft do not make this information public.

Ms. Colin commented that Marin Transit Connect will eventually reach market saturation. It is important to review this data and consider how to make the service financially sustainable. Ms. Colin asked for additional details on the Marin Transit Connect users that are not from Marin County. Mr. Betts responded that the January rider survey revealed that 50 percent of users do not live in Marin County. These are Sonoma County SMART commuters that access the employment sites in the service area. Ms. Colin expressed concern over the high subsidy cost per passenger. She emphasized the importance of considering the resources invested and whether the Connect service should compete. Ms. Colin also requested data on riders who utilize Americans with Disabilities Act (ADA) services and more clarity the reasons that rider choose to ride Marin Transit Connect.

**Recommended Action: Accept report.**

7. [Overview of Marin Transit Fares and Fare Policies](#)

[Staff Report](#)

Director of Operations and Planning Robert Betts presented an overview of Marin Transit fares and fare policies. Marin Transit recently conducted a rider survey and detailed data analysis to support a recommended fare change proposal. In advance of presenting a formal proposal, staff provided the Board with an overview of current fares and fare policies.

Director Sears commented that it has been a long time since Marin Transit increased its fares and with increasing operating expenses it makes a lot of sense to raise them. Director Sears also noted that any proposed fare increase should not disadvantage students or seniors.

Board President Connolly noted that Marin Transit should continue to promote Clipper usage and participate in the regionwide fare integration study.

Director Sears asked when Clipper 2.0 will take effect. Mr. Betts responded that 2023 is likely.

Second Vice President Kate Colin remarked that she agreed with Director Sears and President Connolly. Ms. Colin requested that staff consolidate and simplify the data on a single page facilitate discussions. Ms. Colin requested that staff breakdown the savings and advantages that alternative forms of payment provide over cash. Providing riders with clear information is key to helping them make the most informed decisions. Ms. Colin expressed appreciation for the market context to compare fares and identify where fare increases make the most sense. Ms. Colin requested that staff breakdown the rider fare payment data by language to examine possible cultural components. She also emphasized the need to educate riders to convert them to using non-cash payment options. Ms. Colin concluded by stating that she is proud of the 50 percent discount offered for youth and seniors.

Director Lucan asked whether the District's current \$2.00 fare is an impediment to implementing an incremental fare above \$2.00. Mr. Betts responded that staff will not recommend increasing the fare to value that requires the rider to use change such as \$2.10 or \$2.05. Director Lucan suggested aligning the Clipper fare with the cash fare and noted that Clipper's convenience would still be an incentive. Director Lucan asked how much input Marin Transit has on the development of Clipper 2.0 and the mobile app. Mr. Betts answered that Marin Transit participates on committees that discuss proposals to implement Clipper 2.0.

**Recommended Action: Information only.**

**Adjourn** President Connolly adjourned the meeting at 11:47 A.M.

SINE DIE

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PRESIDENT

ATTEST:

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CLERK



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**board of directors**

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vice president  
supervisor district 4

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2nd vice president  
city of san rafael

judy arnold  
director  
supervisor district 5

stephanie moulton-peters  
director  
city of mill valley

katie rice  
director  
supervisor district 2

kathrin sears  
director  
supervisor district 3

eric lucan  
alternate  
city of novato

September 9, 2019

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

**SUBJECT: Marin Transit Quarterly Performance Report for the Fourth Quarter of FY 2018/19**

Dear Board Members:

**RECOMMENDATION:** Accept report.

**SUMMARY:**

As part of the District's service monitoring process, staff has prepared the attached quarterly performance report for the fourth quarter of FY 2018/19.

The quarterly report provides route-level statistics and performance measures with financial data and an in-depth analysis of trends. The report discusses any relevant external factors such as service changes.

Additional detailed analyses of system performance and trends are provided in an annual system performance report. This report is available on the District's website at <http://marintransit.org/performance reports> in addition to the monthly reports.

**FISCAL/STAFFING IMPACT:** None associated with this report.

Respectfully submitted,

Aida Banihashemi  
Planning Manager

Attachments

## Quarterly Performance Report for FY 2018/19 Q4

This report summarizes the operational performance of Marin Transit services for the fourth quarter of FY 2018/19 from April 1, 2019 through June 30, 2019. The Quarterly Performance Report provides detailed route-level statistics, analyzes trends, and evaluates performance measures established under Measure A and Measure AA.

### Report Format

The data presented in this report is generated directly from TransTrack, Marin Transit's data management system. TransTrack enables Marin Transit to consolidate and analyze all operational data from the District's transit programs and contractors as one system. In December 2016, the District upgraded the system to provide a new tool to create custom reports including this Quarterly Performance Report. The new report captures all costs associated with service operations and is not limited to contractor costs. This reporting format most accurately represents the District's actual costs of providing service.

Route performance is presented relative to typology-based targets. The Board updated the targets on April 2, 2018 as part of a larger performance monitoring plan update. These typology-based targets aim to match routes and service levels to the markets they are intended to serve. All performance and financial data is consistent with the District's reporting for the National Transit Database.

### Performance Goals

Performance goals at the route level are measured in both productivity (unlinked passengers per hour and per trip) and cost-effectiveness (subsidy per unlinked passenger trip). **Table 1** below summarizes route level performance goals by typology. Note that there are currently no productivity or cost-effectiveness goals identified for the Yellow Bus or Partnership service typologies.

**Table 1: Productivity and Subsidy Goals by Service Typology**

Service Typology	Routes	Unlinked Passenger Trips per Hour (at or above)	Subsidy per Passenger Trip (at or below)
Local Trunkline	35, 36, 71	20	\$4.50
Regular Local	17, 22, 23, 23X, 29, 49	18	\$6.50
Local Connector	219, 228, 233, 245, 251, 257	8	\$9.00
Supplemental	113, 115, 117, 119, 125, 139, 145, 151, 154	20 per trip	\$3.00
Rural	61, 68	6	\$12.00
Recreational	66 (Muir Woods Shuttle)	25	\$3.00
Demand Response	Local DAR, Novato DAR, Dillon Beach/Tomales DAR, Point Reyes DAR	2	\$35.00

### Performance Summary

In the fourth quarter of FY 2018/19, Marin Transit carried a total of 849,148 passengers systemwide. This represents a 0.8% ridership increase compared to the fourth quarter of the previous fiscal year. On fixed-route transit services, including Yellow School Bus, Marin Transit carried 806,178 riders. This is a 0.5% increase from the last fiscal year. Marin Access services carried

42,970 trips on its demand response and mobility management programs - an increase of 4.8% compared to last fiscal year. The tables at the end of this report provide a breakdown of all route-level statistics.

#### **Local Trunkline (Routes 35, 36, and 71x)**

In the fourth quarter of FY 2018/19, Local Trunkline services carried 294,424 passengers. This is a 0.2% increase from the fourth quarter of the previous fiscal year. Only Route 35 met the productivity and subsidy target of 20 passengers per hour and \$4.50 per passenger, respectively. Route 36 met the productivity target only, and Route 71 did not meet its targets this quarter.

#### **Local Basic (Routes 17, 22, 23, 23x, 29 and 49)**

Local Basic services carried a total of 249,058 passengers during the fourth quarter of this fiscal year, a decrease of 0.5% compared to last fiscal year. Five of the six routes did not meet their productivity and subsidy targets this quarter. Route 23 met its productivity target of 18 passengers per hour, and Route 49 met its subsidy target of \$6.50 per passenger.

#### **Local Connector (Routes 219, 228, 233, 245, 251, and 257)**

During the fourth quarter of the fiscal year, Local Connector services carried 104,901 total passengers. This is 8.3% more than the previous year. All six routes met the productivity target of 8 passengers per hour and two of the six routes met the subsidy target of \$9.00 per passenger (Routes 245 and 251).

#### **Supplemental (Routes 113, 115, 117, 119, 125, 139, 145, 151, and 154)**

Supplemental school services carried a total of 47,710 passengers during the fourth quarter of FY 2018/19, representing a 14.8% increase in ridership from the fourth quarter of the previous year. Seven of the nine routes met their productivity and subsidy targets of 20 passengers per trip and \$3.00 per passenger, respectively. Routes 125 and 139 did not meet either target.

#### **Rural (West Marin Stagecoach Routes 61 and 68)**

In the fourth quarter of the fiscal year, the two Stagecoach routes carried 31,149 passengers total. This is about a 2.7% decrease from the prior year. Both Routes 61 and 68 met the productivity goal of 6 passengers per hour. Neither route met the subsidy goal of \$12.00 per passenger.

#### **Partnership Services (Route 122 – College of Marin Express)**

Route 122 carried a total of 5,015 passengers during the fourth quarter of the year, a decrease of 2.1% compared to the prior year. There are no performance targets established for Partnership services.

#### **Yellow Bus**

During the fourth quarter of FY 2018/19, Ross Valley School District yellow bus service carried 32,513 passengers. This is an approximately 7.9% decrease compared to the prior year. There are no performance targets established for Yellow Bus services.

#### **Recreational (Route 66-Muir Woods Shuttle)**

The Muir Woods service carried a total of 41,408 passengers during the fourth quarter of FY 2018/19 and 11.6% fewer passengers compared to the previous year. The service did not meet neither productivity target of 25 passengers per hour nor the subsidy target of \$3.00 per passenger.

## Marin Access

Marin Access Mobility Management programs include demand response services, Catch-A-Ride, Volunteer Driver programs, and Marin Transit Connect.

In the fourth quarter of FY 2018/19, local paratransit carried 30,804 passengers. The 1.9 passengers per hour service productivity fell just below the target of 2 passengers per hour. The number of passengers represents a 2.7% decrease compared to the prior fiscal year. The service did not meet the subsidy target of \$35.00 per passenger.

The Novato Dial-a-Ride service carried 1,332 passengers which was 11.5% higher than the previous fiscal year. The service did not meet its subsidy target of \$35.00 per passenger though it did meet the productivity target of 2.0 passengers per hour.

The Dillon Beach/Tomales Dial-a-Ride provides curb-to-curb pick-up and drop-off between Dillon Beach, Tomales, and Petaluma and operates on Wednesdays only. During the fourth quarter of the fiscal year, the service carried 90 passengers. This was a 38.4% decrease compared to last year. The service did not meet its subsidy target of \$35.00 per passenger or the productivity target of 2.0 passengers per hour.

In July 2016, Marin Transit added a general public dial-a-ride service between Point Reyes Station and Novato. The service runs twice per month on the first and fourth Monday. In the fourth quarter of the fiscal year, the service carried 62 passengers. This is 47.6% more than the fourth quarter last year, and the dial-a-ride met its productivity target with 2.6 passengers per hour. The service also met the subsidy target of less than \$35.00 per passenger trip.

The Volunteer Driver Program completed 3,295 trips in the fourth quarter of FY 2018/19. This represents an 17.2% decrease compared to the previous fiscal year. The Catch-a-Ride program provided 3,645 one-way trips. This is a decrease of 1.6% compared to the prior year.

On May 21, 2018, Marin Transit launched a new on-demand microtransit service called Marin Transit Connect. A total of 3,742 passengers rode the service in the fourth quarter of the fiscal year. No fares were collected for the first five weeks ending on June 30, 2018, as the contractor slowly ramped up service and marketing efforts were initially implemented. Operating costs associated with the service during fourth quarter of FY 18/19 capture the costs associated with stabilizing the pilot program and the limited fare revenue due to discount fare promotions. There are no performance targets established for the Connect service during the pilot phase, which will continue through the end of calendar year 2019. The service averaged 2.4 passengers per hour during the fourth quarter of FY2018/19.

## Ridership Trends

The slight increase in ridership is counter to the trends among bus transit agencies throughout the country and in the Bay Area. According to the National Transit Database, nationwide bus ridership declined 3.7% during the fourth quarter of FY 2018/19 compared to the prior year. Regionally, Golden Gate Transit also experienced a 2.9% decrease in the fourth quarter of 2018/19.

There are several factors that can impact ridership. These include the number of weekdays and weekend/holidays in a month, service disruptions, and the weather. Some factors supported growth in ridership while others may have contributed to declines.

In the fourth quarter, adverse weather conditions negatively impacted the ridership of fixed route and recreational services. Marin experienced a significant amount of rainfall in May 2019. The rain led to a significant number of service cancellations, as shown in **Table 2**. On rainy days, the number of visitors to Muir Woods National Monument typically drop by 10%. This helps explain the lower ridership on Muir Woods Shuttle during the fourth quarter of 2018/19.

Yellow School Bus ridership decreased by 7.9% in the fourth quarter. The reduction in Yellow Bus ridership can be attributed to a decline in pass sales during this quarter compared to prior year.

**Table 2** below compares these factors and qualitatively evaluates their potential impact on ridership.

**Table 2: Factors Impacting Ridership Comparison**

Factor	FY 2017/18 Q3	FY 2018/19 Q3	Impact
Calendar	School Days	48	▲▲
	Weekdays	65	-
	Weekends & Holidays	27	-
	Muir Woods Shuttle	37	-
Service Disruptions (cancelled/missed service)	112	175	▼▼▼
Rainfall (inches)	2.44	5.16	▼▼
Gas Prices	\$3.66	\$3.90	▲

Compared to the prior year, demand for Marin Access mobility management and demand response programs increased by 4.8% during the fourth quarter of FY 2018/19. This is consistent with the growth trend in demand-response programs in previous quarters. Staff will continue to monitor ridership trends on these services.

## FY 2019 Marin Access Outreach and Travel Training

### Travel Navigator Reporting Month: April 2019

Date	Event	Description	Audience
4/3/2019	Travel Navigator Marin Access Presentation at the Belvedere Tiburon Public Library	Travel Training Group Presentation regarding transportation and mobility options for older adults and persons with disabilities in Marin County and beyond	5
4/10/2019	Travel Navigator Satellite Hours, Goldenaires at San Rafael Community Center	Remote location "office hours" before and during a congregate senior lunch & bingo event.	50
4/18/2019	Travel Navigator Satellite Hours at San Geronimo Valley Community Center	Remote location "office hours" before and during a regularly scheduled senior lunch event.	40

## FY 2019 Marin Access Outreach and Travel Training

### Travel Navigator Reporting Month: May 2019

Date	Event	Description	Audience
5/8/2019	Travel Navigator Satellite Hours at Albert J. Boro Community Center / Pickleweed Park	Remote location "office hours" before and during a regularly scheduled multicultural senior event. Individual counseling and group Q&A available in English, Spanish, and Vietnamese.	30
5/10/2019	Mill Valley Age Friendly Fair at the Mill Valley Community Center	Tabling at senior-focused fairs and other community events to provide information about Marin Access programs, answer questions, hand out marketing materials and promotional items, and gather information and feedback for follow up.	197
5/14/2019	Travel Navigator Satellite Hours at Mill Valley Community Center	Remote location "office hours" taking place before and during a regularly scheduled senior lunch and preceding bingo, coinciding with free blood pressure testing administered by a hospice care provider.	15
5/16/2019	Travel Navigator Satellite Hours at West Marin Senior Services/Dance Palace in Point Reyes Station	Remote location "office hours" before and during a congregate senior lunch event.	45
5/30/2019	Travel Navigator Satellite Hours at Margaret Todd Senior Center in Novato	Remote location "office hours" in the main lobby of the senior center before and during a senior lunch event.	30

### Travel Navigator Reporting Month: June 2019

## FY 2019 Marin Access Outreach and Travel Training

Date	Event	Description	Audience
6/12/2019	Travel Navigator Satellite Hours, Goldenaires at San Rafael Community Center	Remote location "office hours" before and during a congregate senior lunch & bingo event.	45
6/20/2019	Travel Navigator Satellite Hours at San Geronimo Valley Community Center	Remote location "office hours" before and during a regularly scheduled senior lunch event.	30
6/28/2019	Travel Navigator Marin Access Presentation for the Age Friendly Fairfax Forum at the Fairfax Public Library	Travel Training Group Presentation regarding transportation and mobility options for older adults and persons with disabilities in Marin County and beyond	12

**Technology 4 Life Reporting Months: April – June 2019**

## FY 2019 Marin Access Outreach and Travel Training

Date	Event	Description	Audience
6/12/2019	<i>Tech Tips for Transportation at Margaret Todd Senior Center – Session I</i>	<i>Interactive class designed to teach older adults or people with disabilities how to use their smartphone, tablet, or computer to learn about transportation options in Marin.</i>	11
6/19/2019	<i>Tech Tips for Transportation at Margaret Todd Senior Center – Session II</i>	<i>Interactive class designed to teach older adults or people with disabilities how to use their smartphone, tablet, or computer to learn about transportation options in Marin.</i>	11

## Fixed-Route

QUARTER  
Q4 FY2019

## Fixed-Route Passenger Statistics by Route

Typology	Route	Passengers	%Change*	Revenue Hours	%Change*	Productivity (pax/hr)	Change*
1. Local Trunkline	35	172,653	▲2.3%	5,748	▼0.0%	30.0	▲0.7
	36	93,117	▼2.6%	3,425	▲0.3%	27.2	▼0.8
	71	28,654	▼3.0%	1,894	▲2.4%	15.1	▼0.8
	<b>Rollup</b>	<b>294,424</b>	<b>▲0.2%</b>	<b>11,067</b>	<b>▲0.5%</b>	<b>26.6</b>	<b>▼0.1</b>
2. Local Basic	17	65,042	▲3.3%	3,745	▲0.3%	17.4	▲0.5
	22	51,760	▼0.0%	4,391	▼2.0%	11.8	▲0.2
	23	49,881	▲2.2%	2,765	▲0.0%	18.0	▲0.4
	23X	11,467	▼12.8%	718	▼14.5%	16.0	▲0.3
	29	9,658	▼13.7%	748	▼9.1%	12.9	▼0.7
	49	61,250	▼2.0%	3,721	▲0.1%	16.5	▼0.3
	<b>Rollup</b>	<b>249,058</b>	<b>▼0.5%</b>	<b>16,088</b>	<b>▼1.7%</b>	<b>15.5</b>	<b>▲0.2</b>
3. Local Connector	219	14,413	▲22.1%	1,628	▲0.2%	8.9	▲1.6
	228	20,192	▲0.7%	2,509	▼0.6%	8.0	▲0.1
	233	10,278	▼8.5%	1,091	▲0.1%	9.4	▼0.9
	245	14,419	▲9.0%	1,085	▼0.0%	13.3	▲1.1
	251	27,080	▲11.7%	2,378	▼0.5%	11.4	▲1.2
	257	18,519	▲13.5%	1,940	▲0.0%	9.5	▲1.1
	<b>Rollup</b>	<b>104,901</b>	<b>▲8.3%</b>	<b>10,631</b>	<b>▼0.2%</b>	<b>9.9</b>	<b>▲0.8</b>
4. Supplemental	113	4,669	▲18.5%	116	▲28.0%	40.2	▼3.2
	115	3,668	▲32.0%	98	▲13.3%	37.3	▲5.3
	117	6,631	▲20.8%	134	▲24.1%	49.5	▼1.4
	119	8,842	▲22.1%	173	▲8.7%	51.2	▲5.6
	125	2,899	▼5.0%	171	▲10.5%	16.9	▼2.8
	139	1,167	▼1.7%	93	▲11.4%	12.6	▼1.7
	145	5,441	▲17.1%	74	▲10.4%	73.2	▲4.2
	151	11,429	▲12.6%	230	▲27.2%	49.8	▼6.5
	154	2,964	▼3.1%	101	▲26.7%	29.4	▼9.0
	<b>Rollup</b>	<b>47,710</b>	<b>▲14.8%</b>	<b>1,190</b>	<b>▲17.8%</b>	<b>40.1</b>	<b>▼1.0</b>
5. Rural	61	10,039	▼5.7%	1,546	▼1.0%	6.5	▼0.3
	68	21,110	▼1.3%	2,657	▲0.2%	7.9	▼0.1
	<b>Rollup</b>	<b>31,149</b>	<b>▼2.7%</b>	<b>4,203</b>	<b>▼0.3%</b>	<b>7.4</b>	<b>▼0.2</b>
6. Partnership Services	122	5,015	▼2.1%	584	▲18.4%	8.6	▼1.8
	<b>Rollup</b>	<b>5,015</b>	<b>▼2.1%</b>	<b>584</b>	<b>▲18.4%</b>	<b>8.6</b>	<b>▼1.8</b>
7. Yellow Bus	Hdn Valley	2,122	▲3.2%	48	-	44.2	▲1.4
	White Hill	30,391	▼8.6%	284	-	107.0	▼10.1
	<b>Rollup</b>	<b>32,513</b>	<b>▼7.9%</b>	<b>332</b>	-	<b>97.9</b>	<b>▼8.4</b>
8. Recreational	66	41,408	▼11.6%	1,820	▲0.7%	22.8	▼3.2
	<b>Rollup</b>	<b>41,408</b>	<b>▼11.6%</b>	<b>1,820</b>	<b>▲0.7%</b>	<b>22.8</b>	<b>▼3.2</b>
	<b>Rollup</b>	<b>806,178</b>	<b>▲0.5%</b>	<b>45,916</b>	<b>▲0.1%</b>	<b>17.6</b>	<b>▲0.1</b>

\* Change compared to same quarter of prior year

## Fixed-Route

### Fixed-Route Financial Statistics by Route

Typology	Route	Operating Cost	%Change*	Passenger Revenue	%Change*	Average Subsidy	Change*	Farebox Recovery	Change*
1. Local Trunkline	35	\$872,642	▲1.2%	\$165,559	▼5.3%	\$4.10	▲\$0.02	19.0%	▼1.3%
	36	\$515,015	▲1.3%	\$88,779	▼3.5%	\$4.58	▲\$0.22	17.2%	▼0.9%
	71	\$302,193	▲4.0%	\$35,202	▼7.4%	\$9.32	▲\$0.77	11.6%	▼1.4%
	<b>Rollup</b>	<b>\$1,689,850</b>	<b>▲1.7%</b>	<b>\$289,540</b>	<b>▼5.0%</b>	<b>\$4.76</b>	<b>▲\$0.14</b>	<b>17.1%</b>	<b>▼1.2%</b>
2. Local Basic	17	\$569,276	▲1.5%	\$70,736	▼5.8%	\$7.66	▼\$0.06	12.4%	▼1.0%
	22	\$441,157	▼2.3%	\$60,019	▼5.0%	\$7.36	▼\$0.14	13.6%	▼0.4%
	23	\$404,959	▲1.1%	\$53,935	▼6.9%	\$7.04	▲\$0.02	13.3%	▼1.2%
	23X	\$106,530	▼13.2%	\$11,489	▼15.8%	\$8.29	▼\$0.00	10.8%	▼0.3%
	29	\$110,911	▼7.8%	\$9,579	▼21.3%	\$10.49	▲\$0.83	8.6%	▼1.5%
	49	\$387,376	▲8.0%	\$57,164	▼13.6%	\$5.39	▲\$0.71	14.8%	▼3.7%
	<b>Rollup</b>	<b>\$2,020,210</b>	<b>▲0.3%</b>	<b>\$262,922</b>	<b>▼8.8%</b>	<b>\$7.06</b>	<b>▲\$0.16</b>	<b>13.0%</b>	<b>▼1.3%</b>
3. Local Connector	219	\$167,222	▲0.8%	\$16,826	▲13.4%	\$10.43	▼\$2.36	10.1%	▲1.1%
	228	\$246,636	▼0.8%	\$24,459	▼8.3%	\$11.00	▼\$0.06	9.9%	▼0.8%
	233	\$109,919	▲0.4%	\$10,732	▼12.6%	\$9.65	▲\$0.99	9.8%	▼1.5%
	245	\$106,660	▼0.1%	\$13,846	▲2.5%	\$6.44	▼\$0.61	13.0%	▲0.3%
	251	\$243,682	▲0.0%	\$23,727	▲1.2%	\$8.12	▼\$0.96	9.7%	▲0.1%
	257	\$194,576	▲0.2%	\$18,631	▼1.2%	\$9.50	▼\$1.24	9.6%	▼0.1%
	<b>Rollup</b>	<b>\$1,068,696</b>	<b>▲0.0%</b>	<b>\$108,221</b>	<b>▼1.3%</b>	<b>\$9.16</b>	<b>▼\$0.74</b>	<b>10.1%</b>	<b>▼0.1%</b>
4. Supplemental	113	\$14,973	▲8.7%	\$3,625	▲62.9%	\$2.43	▼\$0.50	24.2%	▲8.1%
	115	\$12,645	▼4.2%	\$2,236	▲68.0%	\$2.84	▼\$1.44	17.7%	▲7.6%
	117	\$17,050	▲6.7%	\$4,121	▲40.8%	\$1.95	▼\$0.43	24.2%	▲5.8%
	119	\$22,747	▼10.8%	\$7,922	▲57.8%	\$1.68	▼\$1.15	34.8%	▲15.1%
	125	\$20,953	▼1.2%	\$2,934	▲12.6%	\$6.22	▲\$0.11	14.0%	▲1.7%
	139	\$11,504	▼1.6%	\$1,141	▲7.0%	\$8.88	▼\$0.07	9.9%	▲0.8%
	145	\$9,371	▼4.8%	\$3,030	▲74.9%	\$1.17	▼\$0.58	32.3%	▲14.7%
	151	\$28,102	▲16.0%	\$7,479	▲52.8%	\$1.80	▼\$0.10	26.6%	▲6.4%
	154	\$12,090	▲19.6%	\$2,209	▲51.1%	\$3.33	▲\$0.51	18.3%	▲3.8%
	<b>Rollup</b>	<b>\$149,435</b>	<b>▲2.7%</b>	<b>\$34,696</b>	<b>▲49.2%</b>	<b>\$2.40</b>	<b>▼\$0.54</b>	<b>23.2%</b>	<b>▲7.2%</b>
5. Rural	61	\$159,186	▲9.8%	\$11,327	▼7.2%	\$14.73	▲\$2.25	7.1%	▼1.3%
	68	\$275,006	▲9.4%	\$21,177	▼3.3%	\$12.02	▲\$1.29	7.7%	▼1.0%
	<b>Rollup</b>	<b>\$434,192</b>	<b>▲9.5%</b>	<b>\$32,504</b>	<b>▼4.7%</b>	<b>\$12.90</b>	<b>▲\$1.59</b>	<b>7.5%</b>	<b>▼1.1%</b>
6. Partnership Services	122	\$67,107	▲10.8%	\$30,378	▲44.8%	\$7.32	▼\$0.40	45.3%	▲10.6%
	<b>Rollup</b>	<b>\$67,107</b>	<b>▲10.8%</b>	<b>\$30,378</b>	<b>▲44.8%</b>	<b>\$7.32</b>	<b>▼\$0.40</b>	<b>45.3%</b>	<b>▲10.6%</b>
7. Yellow Bus	Hdn Valley	\$30,875	▼1.1%	\$8,816	▲25.5%	\$10.40	▼\$1.37	28.6%	▲6.1%
	White Hill	\$182,781	▼1.1%	\$126,318	▲11.5%	\$1.86	▼\$0.29	69.1%	▲7.8%
	<b>Rollup</b>	<b>\$213,657</b>	<b>▼1.1%</b>	<b>\$135,134</b>	<b>▲12.4%</b>	<b>\$2.42</b>	<b>▼\$0.30</b>	<b>63.2%</b>	<b>▲7.6%</b>
8. Recreational	66	\$297,489	▲48.8%	\$124,200	▼1.6%	\$4.18	▲\$2.61	41.7%	▼21.4%
	<b>Rollup</b>	<b>\$297,489</b>	<b>▲48.8%</b>	<b>\$124,200</b>	<b>▼1.6%</b>	<b>\$4.18</b>	<b>▲\$2.61</b>	<b>41.7%</b>	<b>▼21.4%</b>
	<b>Rollup</b>	<b>\$5,940,635</b>	<b>▲3.1%</b>	<b>\$1,017,595</b>	<b>▼1.0%</b>	<b>\$6.11</b>	<b>▲\$0.20</b>	<b>17.1%</b>	<b>▼0.7%</b>

\* Change compared to same quarter of prior year

## Marin Access

### Marin Access Passenger Statistics by Service

Typology	Route	Passengers	%Change*	Revenue Hours	%Change*	Productivity (pax/hr)	Change*
9. Demand Response	Dillon DAR	90	▼38.4%	65	-	1.4	▼0.9
	Local Para	30,804	▼2.7%	15,951	▲0.8%	1.9	▼0.1
	MTC	3,742	▲1,203.8%	1,577	▲203.2%	2.4	▲1.8
	Novato DAR	1,332	▲11.5%	635	▲20.9%	2.1	▼0.2
	PtReyesDAR	62	▲47.6%	32	▲100.0%	2.0	▼0.7
	Rollup	36,030	▲8.1%	18,259	▲7.7%	2.0	▲0.0
Catch-A-Ride	CAR_Gen	2,013	▼17.0%	0			
	CAR_LowInc	1,632	▲27.6%	0			
	Rollup	3,645	▼1.6%	0			
Volunteer Driver	VolDrvr	2,323	▼18.7%	2,955	▼11.7%	0.8	▼0.1
	VolDrvrWM	972	▼13.4%	1,477	▼16.4%	0.7	▲0.0
Rollup		42,970	▲4.8%	22,691	▲2.9%	1.9	▲0.0

### Marin Access Financial Statistics by Service

Typology	Route	Operating Cost	%Change*	Passenger Revenue	%Change*	Average Subsidy	Change*	Farebox Recovery	Change*
9. Demand Response	Dillon DAR	\$4,066	▼14.0%	\$339	▲6.2%	\$41.41	▲\$11.22	8.3%	▲1.6%
	Local Para	\$1,270,080	▼4.8%	\$57,211	▼3.2%	\$39.37	▼\$0.88	4.5%	▲0.1%
	MTC	\$148,232	▲275.7%	\$7,305	▲1,666.4%	\$37.66	▼\$98.36	4.9%	▲3.9%
	Novato DAR	\$50,863	▲7.6%	\$2,180	▲22.2%	\$36.55	▼\$1.51	4.3%	▲0.5%
	PtReyesDAR	\$1,978	▲71.9%	\$224	▲145.4%	\$28.29	▲\$3.08	11.3%	▲3.4%
	Rollup	\$1,475,219	▲3.4%	\$67,259	▲9.0%	\$39.08	▼\$1.86	4.6%	▲0.2%
Catch-A-Ride	CAR_Gen	\$62,456	▲15.7%	\$4,069	▼15.8%	\$29.00	▲\$8.74	6.5%	▼2.4%
	CAR_LowInc	\$27,769	▼3.5%	\$3,298	▲36.4%	\$14.99	▼\$5.62	11.9%	▲3.5%
	Rollup	\$90,226	▲9.0%	\$7,367	▲1.6%	\$22.73	▲\$2.34	8.2%	▼0.6%
Volunteer Driver	VolDrvr	\$18,613	▼50.5%	\$0		\$8.01	▼\$5.14	0.0%	-
	VolDrvrWM	\$12,234	▼47.5%	\$0		\$12.59	▼\$8.17	0.0%	-
Rollup		\$1,596,291	▲1.7%	\$74,625	▲8.2%	\$35.41	▼\$1.18	4.7%	▲0.3%

\* Change compared to same quarter of prior year

## Systemwide Total

### Systemwide Passenger Statistics Summary

	Passengers	%Change*	Revenue Hours	%Change*	Productivity (pax/hr)	Change*
Values	849,148	▲0.7%	68,607	▲1.0%	12.4	▼0.0

### Systemwide Financial Statistics Summary

	Operating Cost	%Change*	Passenger Revenue	%Change*	Average Subsidy	Change*	Farebox Recovery	Change*
Values	\$7,536,926	▲2.8%	\$1,092,221	▼0.4%	\$7.59	▲\$0.19	14.5%	▼0.5%

\* Change compared to same quarter of prior year

## **Fare Policy, Program Eligibility, and Low-Income Fare Assistance Report**

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**DRAFT** - September 2019

Marin Transit introduced changes to its fare policies in the 2016 and 2018 Short Range Transit Plans (SRTP) and recommended changes to the Marin Access fares and eligibility thresholds in the 2016 Marin Access Strategic Analysis and Recommendations Study. Staff have updated these proposed changes as an important next step in implementing new programs and advanced technologies. This process included a comprehensive review of fare pricing, policies, and program eligibility standards as the basis for developing a proposal for Board consideration.

Staff also revisited previous recommendations and evaluated policies and eligibility criteria for the Low-Income Fare Assistance (LIFA) offered to seniors and those with disabilities. Staff developed proposals to change fares on select programs and worked to identify fare payment and eligibility changes that will benefit riders and increase the financial sustainability of Marin Transit programs. These proposed changes are summarized below and will be included as part of the 2020-2029 SRTP.

In developing the proposed changes, staff identified the following fare policy and eligibility goals and key considerations and challenges.

### **Fare Policy and Eligibility Goals**

- Maintain cost effectiveness targets by service typology.
- Encourage pass/clipper usage over cash payment to streamline and improve operations
- Simplify senior/ADA program eligibility.
- Offer fare media that incentivizes ridership and simplifies payment.
- Keep fares and subsidy levels commensurate with the services offered across programs.
- Adjust fare assistance programs to maximize social equity and provide mobility options for all Marin residents.
- Marin Transit fare policies should be consistent with regional efforts to coordinate and integrate transit agencies fares.

### **Key Considerations and Challenges**

- Marin Transit has not increased its Fixed Route and Paratransit fares since 2004.
- Fare revenues in Demand Response programs do not keep pace with increasing operations costs and do not meet current financial performance targets.
- Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area.
- Some fares do not reflect the premium features offered across various services and programs. For example, the fare for some curb to curb, non-ADA demand response services is lower than the Fixed Route fare.
- Marin Transit cannot independently change its fares within the Clipper system as its fare table in Clipper is shared with Golden Gate Transit. Until Clipper independence is reached, all changes to local fares must be agreed upon by both agencies.
- Even though the fare for local trips is \$2, Clipper users on local routes are required to tag-on/tag-off. This continues to be an obstacle for attracting local passengers to use Clipper.

When a passenger forgets to tag off on exiting a Marin Transit bus, they are charged a higher regional fare.

- Eligibility criteria to receive low-income fare assistance is inconsistent across services and programs. This has led to rider and community partner confusion.

## Overview of Proposed Changes

Staff evaluated three areas for changes to include the proposal:

1. Low-income fare assistance (LIFA) for older adults and those with disabilities;
2. Program eligibility for demand response programs; and
3. Fare policies.

Due to the interrelationship between these policies, staff considered changes to these three areas concurrently.

### Low-Income Fare Assistance

Staff proposes changes to current fare assistance offered for Paratransit and Catch-A-Ride to provide a financial safety net for older adults and those with disabilities in financial need and to simplify the application process. *Table 1* presents a summary of current and proposed changes to the fare assistance program. The proposed changes include:

#### Eligibility and application process

- Consolidate eligibility criteria for fare assistance and make it applicable to all programs.
- Streamline the LIFA application/determination process for riders. During the eligibility determination process, LIFA will be offered to all eligible applicants across Marin Access programs.
- Include Medi-Cal participants as eligible recipients. The County does not require the applicant to specifically report income.

#### Financial Assistance

##### Phase 1, effective July 1, 2020

- All LIFA eligible riders will receive free access to Fixed Route services (new benefit)
- All low-income riders who are eligible for LIFA will receive \$20 in credit each month for use on any Marin Access program.

##### Phase 2, effective July 1, 2023

- The LIFA fare assistance will increase to a \$25 credit each month for use on any Marin Access program.

The following are expected impacts of these changes:

- The new low-income eligibility threshold will significantly increase the number of riders eligible to receive LIFA fare assistance and offset any proposed increases in fares.
- A streamlined application process for Medi-Cal participants and options for documenting income will remove the burden of duplicated paperwork for riders to obtain and/or demonstrate to demonstrate LIFA eligibility.

- Replacing ticket booklets with ride credits in riders' accounts will eliminate administrative work and reduce management costs.
- All potential LIFA eligible riders will be able to opt into multiple programs without the need for separate applications.

### **Program Eligibility (Demand Response Programs)**

To simplify and coordinate eligibility for programs targeted at older adults and those with disabilities, staff proposes changes to the Catch-A-Ride and the Volunteer Driver programs. *Table 2* shows a summary of current and proposed changes to the fare assistance program. Below is a summary of these proposed changes.

- Standardize eligibility criteria across Volunteer Driver and Catch-A-Ride programs to include Marin County residents who are either 65+ or ADA eligible
- Proposed eligibility criteria will apply to all new applicants only, and current clients will be grandfathered into programs.

Staff expects the following results:

- Consistent and simplified eligibility criteria will make the program easier for applicants to understand and for community partners to share.
- The number of eligible riders will increase due to removing the 80+ age limit and the 'no longer driving' criteria from Catch-A-Ride eligibility.
- New streamlined eligibility criteria will encourage seniors to consider "giving up the keys" earlier by educating them about their transportation options before they lose their ability to drive.

### **Fare Policy**

The 2018 Short Range Transit Plan described recommendations for system-wide changes to fare pricing and structure. Staff are using the 2018 SRTP update as a guide for the updated fare policy changes. Staff continue to carefully weigh potential recommendations and guidelines to ensure they are consistent with regional goals and facilitate transfers with our partner transit agencies.

The 2018 SRTP recommended fixed route changes to Clipper pricing and youth fares. Staff will delay recommending any major changes to fixed route fares, due to the following factors:

- Marin Transit and Golden Gate Transit are embedded within the Clipper regional fare system, and changes related to fare structure cannot be achieved independently within the Clipper environment. Golden Gate Transit declined to support proposed changes to youth fares.
- Regional efforts are underway by MTC and San Francisco Planning and Urban Research (SPUR) to simplify fares and improve coordination within the region. Recommendations for significant changes to fixed routes fares should follow guidance from the region and additional coordination with our partner transit agencies.

Marin Transit will be designated as an independent operator under Clipper 2.0, which is expected to occur by 2023. Staff recommends postponing fixed route fare changes to when the District has control over its fare pricing, while remaining consistent with any future regional guidance.

The proposed eligibility and fare policy changes are shown in *Table 3* and fall into two main categories:

- A. Adjust pricing and structure of Fixed Route Fare Media (passes)
- B. Implement a phased update for fare structure and pricing of Marin Access/ Paratransit programs

### Fixed Route Fare Media Changes

7-day Passes:

Proposed Change:

- Eliminate the 7-day Pass for all fare categories, including Adult/Senior/Youth

The following are expected Impacts of these changes:

- Eliminate the administrative burden associated with providing weekly passes that are currently underutilized.
- Minimal impact on current pass users. This is due to very low usage of this pass (below one percent). Lowering monthly pass prices will be provide a new cost-effective option.

Monthly Passes:

Proposed Changes:

- Reduce Adults Monthly Pass prices to \$40 (-50% compared to current \$80 pass price)
- Reduce Senior Monthly Pass price to \$20 (-25% compared to current \$25 pass price)

The following are expected Impacts of these changes:

- Make monthly passes a more attractive option to encourage pass usage over cash fare payments.
- Provide additional discount for regular riders who rely on public transit.
- Encourage additional usage of the services.

### Demand Response Program Fares and Fare Policy

Dial-a-Ride (DAR) Fares

Proposed Changes:

- Increase DAR fare to \$4.00 for the general public (from \$2.00 to \$4.00 for the Novato DAR and from \$2.50 to \$4.00 for Rural DAR).
- Increase Senior/ADA DAR fare from \$1.00 to \$2.00.

The following are expected Impacts of these changes:

- Fare pricing to align with the premium aspects of DAR services compared to Fixed-Route (i.e. on-demand curb-to-curb pick-up and drop-off services).
- DAR pricing to support operational efficiencies and cost performance targets.
- Higher DAR fares will be an incentive for the general public to use Fixed Route services over DAR where possible. This will free up additional capacity for Senior/ADA riders and alleviate current issues with providing sufficient capacity for these riders.

## ADA Paratransit Fares

### Proposed Changes:

- Increase all paratransit program fares to \$3.00 in Phase 1, effective July 1, 2020. This will equate to a 50% increase in the fare for current mandated paratransit and a 20% increase compared to current extended service area, or non-mandated, paratransit services.
- Increase all paratransit fares to \$4.00 in Phase 2, effective July 1, 2023.

### The following are expected Impacts of these changes:

- A competitive pricing structure will encourage riders to use Fixed Route services over ADA Paratransit services where possible.
- Fare pricing will keep pace with growing paratransit operations costs and meet District's performance targets.
- Staff proposes increased eligibility thresholds and additional fare assistance subsidy levels for the Low-Income Fare Assistance Program to alleviate or eliminate the impact of fare increase on low-income riders.

## Catch A Ride (CAR) Fare Structure

### Proposed Changes:

- Adjust CAR fare structure to require an initial \$4.00 fare from rider to activate the subsidy of \$14 per trip, effective July 1, 2020. The rider will pay 100 percent of the trip cost beyond \$18. The subsidy per trip level will remain the same as currently provided for CAR riders that are not income eligible. Increase the limit of allowable subsidized trips to ten trips per month. This is 25 percent more trips compared to the current program.
- Adjust CAR base fare from \$4.00 to \$5.00, effective July 1, 2023. All other fare rules stay the same. The rider will pay 100 percent of the trip cost beyond \$19.

### The following are expected Impacts of these changes:

- The initial \$4 contribution encourages use of Fixed Route services over CAR where possible
- Increased fare revenue will allow program to continue to meet District's performance targets
- Riders will have an additional two CAR trips per month to support increased trip making

## Volunteer Driver Reimbursement Subsidy

### Proposed Changes:

- Increase volunteer driver mileage reimbursement to \$0.60/mile. This will be a 70% mileage reimbursement increase for STAR and 50% mileage reimbursement increase for TRIP compared to current rates.

### The following are expected Impacts of these changes:

- Higher mileage reimbursements will increase the incentives for volunteer drivers to participate in the program
- Increased incentives will encourage riders take more trips using the Volunteer Drivers Program. The VDPs are more cost-effective than paratransit or other Marin Access services
- Provides additional support for Senior/ADA riders to ask for ride assistance

Table 1: Overview of Current and Proposed Low-Income Fare Assistance Programs for Marin Access Clients

Current Programs				Proposed LIFA
	Paratransit Fare Assistance	Catch A Ride Fare Assistance		
<b>Program Eligibility<sup>(1)</sup></b>	<i>Marin County resident or visitor and approved for ADA service based on ability-based evaluation</i>	<i>Marin County resident, age 80+, or 60-79 and no longer driving -or- ADA approved</i>		<i>Marin County Resident, age 65+ -or- ADA approved</i>
<b>LIFA Eligibility Threshold</b>	<i>SSI Eligibility<sup>(2)</sup></i>	<i>Income Tied to Elder Economic Index<sup>(3)</sup></i>		<i>Income Tied to Elder Economic Index<sup>(3)</sup> or Medi-Cal Qualified</i>
<b>Financial Assistance</b>	<i>Ticket booklets valued at total of \$40 per quarter</i>	<i>Additional \$4 subsidy per ride (up to \$32 per month)</i>		<ul style="list-style-type: none"> <li>▪ \$20.00 in credit each month for use on all Demand Response programs.<sup>(4)</sup></li> <li>▪ Monthly Pass for free access to Fixed Route.</li> </ul>
<b>Documentation Required to Demonstrate Eligibility</b>	<i>SSI Eligibility Letter</i>	<i>Self-Reported</i>		<ul style="list-style-type: none"> <li>▪ Medi-Cal status can be confirmed with County of Marin</li> <li>▪ Proof of age/address/income required (documentation can include SSI letter, AGI from federal income tax forms, recent paystubs, Marin County General Assistance Letter, etc.)</li> </ul>
<b>Program Applicability</b>	<i>Paratransit Only</i>	<i>Catch-A-Ride Only</i>		<i>All Programs that require a fare</i>
<b>Process</b>	<i>Two 10-ticket/ride booklets mailed to participant on a quarterly basis by Travel Navigators</i>	<i>Additional subsidy applied at booking beyond CAR subsidy</i>		<i>Credit added into e-wallet account to scheduling software and applied at time of booking; Fixed Route monthly pass distribution TBD</i>
<b>Delivery</b>	<i>Paper, manual process</i>	<i>None - managed through Access database</i>		<i>None - managed through scheduling software</i>
<b>Eligibility Renewal</b>	<i>N/A</i>	<i>N/A</i>		<i>Annual</i>

## Notes:

1. Recipient of LIFA must apply and be approved for one of the Marin Access programs including ADA paratransit, Volunteer Driver, or Catch-A-Ride.
2. The income limit for SSI is the federal benefit rate (FBR), which is \$771 per month/\$9,252 annually for an individual and \$1,157 per month/\$13,884 for a couple in 2019.
3. Based on annual household income: \$22,272 / 1-person household, Owner w/o Mortgage
4. Demand Response programs include Paratransit, Catch-A-Ride, Connect, Novato Dial-A-Ride, Pt Reyes Dial-A-Ride, and Dillon Beach Dial-A-Ride.

Table 2: Overview of Demand Response Program Current and Proposed Eligibility

Demand Response Program Eligibility	Existing Eligibility Criteria	Proposed Eligibility Criteria	Applies to
<b>Local Paratransit</b> <i>(mandated and extended)</i>	Marin County resident or visitor and approved for ADA service based on ability-based evaluation	No Change	No Change
<b>Volunteer Driver Reimbursement Programs</b> <i>(STAR &amp; TRIP)</i>	Marin County resident, age 60+ -or- ADA approved	Marin County Resident, age 65+ -or- ADA approved	<ul style="list-style-type: none"> <li>Existing clients are grandfathered into programs</li> <li>New eligibility criteria apply to all new applicants</li> </ul>
<b>Catch A Ride</b>	Marin County resident, age 80+, or 60-79 and no longer driving -or- ADA approved		
<b>Marin Transit Connect</b>	None (General Public Services)	No Change	No Change
<b>Dial-A-Ride</b> <i>(Novato, Pt. Reyes, Dillon Beach)</i>			

Table 3: Overview of Current and Proposed Fare Changes

Program	Current	Proposed Phase 1 (July 1, 2020)	Proposed Phase 2 (July 1, 2023)
<b>Adult</b>			
<b>Adult Cash Fare</b>	\$2.00	No change	No change
<b>Adult Clipper Single Ride</b>	\$1.80	No change	No change
<b>Adult 1-Day Pass</b>	\$5.00	No change	No change
<b>Adult 7-Day Pass</b>	\$20.00	<b>Eliminate</b>	No change
<b>Adult 31-Day Pass</b>	\$80.00	<b>\$40.00</b>	No change
<b>Seniors 65+ / Persons with Disabilities</b>			
<b>S/D Cash Fare</b>	\$1.00	No change	No change
<b>S/D Clipper Single Ride</b>	\$1.00	No change	No change
<b>S/D 1-Day Pass</b>	\$2.50	No change	No change
<b>S/D 7-Day Pass</b>	\$10.00	<b>Eliminate</b>	No change
<b>S/D 31-Day Pass</b>	\$25.00	<b>\$20.00</b>	No change
<b>Youth Ages 5 - 18</b>			
<b>Youth Cash Fare</b>	\$1.00	No change	No change
<b>Youth Clipper Single Ride</b>	\$1.00	No change	No change
<b>Youth 1-Day Pass</b>	\$2.50	No change	No change
<b>Youth 7-Day Pass</b>	\$10.00	<b>Eliminate</b>	No change
<b>Youth 31-Day Pass</b>	\$40.00	<b>Eliminate</b>	No change
<b>6 Month Youth Pass</b>	\$175.00	<b>Eliminate</b>	No change
<b>Annual Youth Pass</b>	\$325.00	No change	No change
<b>Annual Youth Pass - low income</b>	Free	No change	No change
<b>Marin Access</b>			
<b>Novato Dial-A-Ride</b>	\$2.00/\$1.00	<b>\$4.00/\$2.00<sup>(1)</sup></b>	No change
<b>Rural Dial-A-Ride</b>	\$2.50	<b>\$4.00/\$2.00<sup>(1)</sup></b>	No change
<b>Paratransit - Mandated</b>	\$2.00	<b>\$3.00<sup>(1)</sup></b>	<b>\$4.00<sup>(1)</sup></b>
<b>Paratransit - Extended</b>	\$2.50	<b>\$3.00<sup>(1)</sup></b>	<b>\$4.00<sup>(1)</sup></b>
<b>Catch A Ride</b>	Free up to \$14.00/\$18.00 Limit of 8 trips/month <sup>(2)</sup>	<b>\$4.00<sup>(1)</sup> + 100% off fare above \$18.00 Limit of 10 trips/month</b>	<b>\$5.00<sup>(1)</sup> + 100% off fare above \$19.00 Limit of 10 trips/month</b>
<b>Volunteer Driver</b>	No Fare - Driver reimbursement \$.35/mile or \$.40/mile West Marin	<b>No Fare - increase driver reimbursement to \$.60/mile</b>	No change

## Notes:

1. Income qualified Senior/ADA riders would receive Low-Income Fare Assistance (LIFA). See the LIFA section for further details.
2. Qualified low-income riders get an additional \$4.00 in subsidy per ride or free rides up to \$18.00.



# **Marin Transit Fare & Eligibility Policy Change Recommendations**

**Marin Transit Board of Directors  
September 9, 2019**

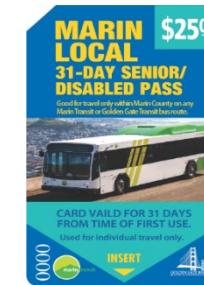
# Presentation Outline

- Current Fare Structure & Policies
- Evaluation of Fares and Eligibility Policies
- Goals
- Current Fares and Eligibility Standards
- Proposed Changes
- Next Steps Toward Formal Fare Change  
Recommendations



# Current Systemwide Fare Structure

## Fixed Route Fares



Category	Cash Price	Clipper	1-Day Pass	7-Day Pass	31-Day Pass
Adult	\$2.00	\$1.80	\$5.00	\$20.00	\$80.00
Youth (5-18)	\$1.00	\$1.00	\$2.50	\$10.00	\$40.00
Children Under 5	Free when accompanied by an adult				
Seniors (65+)	\$1.00	\$1.00	\$2.50	\$10.00	\$25.00
Persons with Disability	\$1.00	\$1.00	\$2.50	\$10.00	\$25.00
Muir Woods Shuttle	\$3.00				
Youth Pass Program	K-12 pass offered countywide for \$325 per year				
College of Marin Class Pass	small per credit fee for unlimited pass while a registered student				

# Current Systemwide Fare Structure (con't)

## Demand Response



Category	Service	Eligibility Required	Cash Fare
Paratransit (ADA Mandated Service)	Door-to-door	✓	\$2.00
Paratransit (Non- Mandated Service)	Door-to-door	✓	\$2.50
Novato Dial-A-Ride	Curb-to-curb		\$2.00 (\$1.00 Seniors 65+)
Rural Dial-A-Ride	Curb-to-curb		\$2.50
Connect	On-Demand, Curb-to-curb		\$4.00*
Catch-A-Ride	Subsidized Taxi	✓	Free up to \$14 (\$18 low-income)
Volunteer Driver	Driver reimbursement	✓	\$.35/mile or \$.40/mile West Marin

\* ADA eligible riders and clients registered for CAR or Volunteer Driver programs will get a 50% discount

# Other Discounted Fare Programs



## ■ Fixed Route

### ■ Marin County Youth Pass Program

- Students on free and reduced lunch program eligible for free pass
- 99% of school passes were distributed for free in FY18



### ■ Homeward Bound Tickets and Bulk Discount Programs

- Free single ride tickets are distributed by Homeward Bound based on need of transportation services
- Social service agencies that purchase in bulk receive discounts



## ■ Demand Response

### ■ Paratransit Low Income Fare Scholarship

- Recipients of Supplemental Security Income (SSI) are eligible for Low-Income Fare Scholarship that entitles them to \$40 per quarter to use for local paratransit rides

- Previous Efforts:
  - 2018 SRTP Fare Policy Recommendations
  - Marin Access Strategic Analysis and Recommendations
- Fare Usage and Financial Performance
- 2018 Fare Payment Survey
- Annual Marin Access Passenger Surveys
- Holistic Evaluation of Current Fares and Eligibility Standards
- Initial vetting and input with partner agencies and stakeholders

# Goals of 2018 SRTP Fare Recommendations

- Maintain cost effectiveness targets by service typology
- Offer fare media that encourages ridership and simplifies payment
- Maximize social equity and provide mobility options for all within the County
- Streamline and improve operations through encouraging pass/Clipper usage over cash payment
- Keep Marin Transit fares in line with peer agencies



## Fares:

- Fares should be simple to understand and implement
- Balance subsidy and fares to align with the level of service provided across various programs
- Systemwide changes in fare pricing and structure that
  - will lead to behavioral changes in fare payment to support operational efficiencies
  - incentivize ridership on more cost-effective services

## Fare Assistance and Eligibility:

- Streamline and simplify low-income fare assistance across Marin Access programs (Paratransit and CAR) to further support low-income populations
- Simplify eligibility across demand response programs

- **Low-Income Fare Assistance (LIFA)**
- **Marin Access Program Eligibility**
- **Fare Change Proposal**



# Current Low-Income Fare Assistance



Program	Eligibility	Subsidy
<b>Current Paratransit</b>	Recipients of Supplemental Security Income (SSI) (Annual Income of \$9,252 or less)	Ticket booklets valued at total of \$40 per quarter
<b>Current Catch-A-Ride</b>	Based on Elder Economic Index (Annual Income of \$18,976 or less)	Additional \$4 subsidy per ride (up to \$32 per month)

## Challenges

- Fare Assistance eligibility varies across programs
- Documentation required to demonstrate eligibility is inconsistent
- Income disclosure requirement prevents access to fare assistance

## LIFA Eligibility (all Marin Programs):

Based on Elder Economic Index

-or-

Registered Medi-Cal

## Fare Assistance Subsidy:

All LIFA eligible riders will receive:

- Free unlimited access to Fixed Route (New Benefit)
- \$20.00 in credit/month in Phase 1 (effective July 2020) for use on all Marin Access programs (Paratransit, CAR, DAR, Connect)
- Credit will increase to \$25/month in Phase 2 (effective July 2023)

# Proposed Changes - Low Income Fare Assistance (Cont'd)

## Benefits:

- Significant increase in number of riders who will become eligible to receive Low-Income Fare Assistance.
- Streamline application and determination process through registration in-take that removes the barrier of reporting income for most, and is easy to apply and document
- Consistent eligibility standard improves operations and our ability to serve those with financial need

# Current Program Eligibility Criteria

Program	Eligibility
<b>Volunteer Driver Programs (STAR &amp; TRIP)</b>	Marin County resident and 60+ -or- ADA eligible
<b>Catch-A-Ride</b>	Marin County resident and 80+ -or- 60-79 no longer driving -or- ADA eligible

## Challenges

- Eligibility standards are complex and inconsistent, resulting in diminished program legibility
- Community partners have expressed challenges understanding and sharing program information
- Age-based criteria is inconsistent with fixed route discounted fare for seniors (65+)

# Proposed Changes – Program Eligibility



- Consolidate eligibility criteria for Volunteer Driver and Catch-A-Ride programs to Marin County residents who are:

**65+**

**-or-**

**ADA eligible**

## Benefits:

- Improved legibility of programs for clients
- Standardizing the age requirement to 65 would increase number of eligible riders
- Streamlined program eligibility criteria would encourage seniors to consider "giving up the keys" sooner and learn about programs at early stages of aging

## Fares

- Marin Transit has not increased its Fixed Route and Paratransit fares since 2004
- ADA regulations permit fares for mandated ADA trips to be as high as double the regular fixed route fare
- Farebox recovery is declining in Demand Response programs, as operating costs continue to increase (4.4% farebox recovery in FY18)
- Catch-A-Ride and Dial-A-Ride fares don't reflect premium features offered
- Among peer agencies in the Bay Area, Marin Transit's ADA Paratransit fare is the 2<sup>nd</sup> lowest, and Monthly Passes are one of the highest in price

# Key Considerations – Regional Efforts



- Proposed fare policy does not make major changes to fixed route cash fares, Clipper pricing, and youth fares
- Current Clipper challenges and changing landscape of the Clipper program
  - Clipper is embedded with Golden Gate Transit
  - Requires tag-on/tag-off, even with flat fare structure
  - Marin Transit cannot independently change Clipper fares
  - Independence with Clipper 2.0 (MTC)
- Regional Fare Coordination and Integration efforts by MTC and SPUR

## Fixed Route

- Eliminate 7-day Pass for Adult/Senior/Youth categories
- Reduce Adult fixed route monthly pass from \$80 to \$40
- Reduce Senior fixed route monthly pass from \$25 to \$20

## ADA Paratransit

- Increase fares from \$2.00 to \$3.00 in Phase 1 (effective July 2020)
- Increase to \$4.00 in Phase 2 (effective July 2023)

## Dial-A-Ride

- Increase Dial-A-Ride fare to \$4 for general public, and to \$2 for senior/ADA

## Catch-A-Ride (Subsided Taxi)

- Adjust to require an initial \$4.00 fare in Phase 1 (effective July 2020) and \$5 in Phase 2 (effective July 2023), rider then receives \$14 in subsidy and pays balance of trip over \$18
- Increase trips from 8 to 10 trips per month

## Volunteer Driver Program

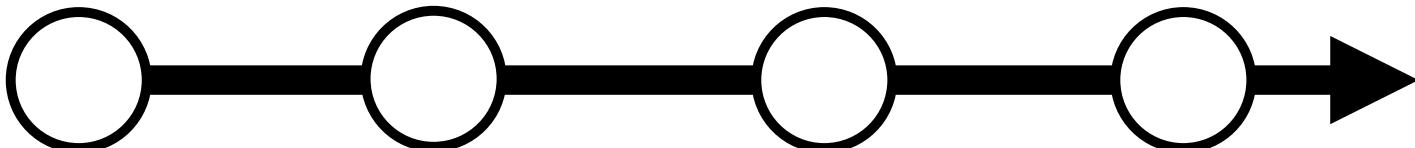
- Increase driver reimbursement subsidy from \$0.35/mile (\$0.40/mile in West Marin) to \$0.60/mile countywide

# Summary of Proposed Changes



- **Low-Income Fare Assistance (LIFA):** Simplify and consolidate low-income eligibility criteria, increase income eligibility thresholds and financial assistance
- **Eligibility Standards:** Standardize eligibility criteria across demand response programs (Catch-A-Ride and Volunteer Driver)
- **Fare Changes**
  - **Fixed Route:** Reduce monthly pass price, eliminate weekly passes
  - **Marin Access:** Implement a phased fare increase for demand response and paratransit

- Receive initial feedback
- Staff will develop a final fare and eligibility standards proposal
- Present formal proposal for Board for consideration in fall of 2019
- Continue outreach and gather feedback from stakeholders in fall and winter 2019
- Adopt changes in winter 2019/20
- Inform and educate riders of changes
- Changes become effective in July 2020



# Thank You

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