



Marin County Transit District Board of Directors

Monday, October 2, 2023, 10:00 a.m.

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

Join on Zoom:
www.zoom.us/j/87972683373
Webinar ID: 879 7268 3373
Teleconference:
+1 669 900 6833
Access Code: 879 7268 3373

Providing Public Comment

- To provide written public comment prior to the meeting, email info@marintransit.org or use the comment form at www.marintransit.org/meetings. Submit your comments no later than **5:00 P.M. Sunday, October 1, 2023** to facilitate timely distribution to the Board of Directors. Include the agenda item number you are addressing, your name, and address. Your comments will be forwarded to the Board of Directors and will be included in the written public record.
- Public comment is limited to two minutes per speaker unless a different time limit is announced. The Board President may limit the length of comments during public meetings due to the number of persons wishing to speak or if comments become repetitious.
- Participating on Zoom or teleconference: Ensure that you are in a quiet environment with no background noise. To raise your hand on Zoom press ***9** and wait to be called upon by the President or the Clerk to speak. You will be notified that your device has been unmuted when it is your turn to speak. You will be warned prior to your allotted time being over. Your comments will be included in the public record.

General Meeting Information

- Late agenda material can be inspected at the office of Marin Transit, between the hours of 8:00 a.m. and 5:00 p.m. Monday through Friday.
- In case of Zoom outage, dial 515-604-9094; meeting ID: 142-334-233
- All Marin Transit public meetings are conducted in accessible locations.
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- To access these instructions in Spanish, [click here](#).

10:00 a.m. Convene as the Marin County Transit District Board of Directors

- 1. Consider approval of Directors request to participate remotely and utilize Just Cause or Emergency Circumstance per AB 2449**
- 2. Open Time for Public Expression**
(Limited to two minutes per speaker on items not on the District's agenda)
- 3. Board of Directors' Matters**
- 4. General Manager's Report**
 - a. General Manager's Oral Report
 - b. [Monthly Monitoring Report: July 2023](#)
- 5. Consent Calendar**
 - a. [Minutes for September 11, 2023, Board Meeting](#)
 - b. [Authorize General Manager to Approve One Year Contract Extension with Sprout Social](#)
 - c. [Award First Amendment to Consolidated Printers for Rider Guide Printing and Distribution Services to Award Option Year #1](#)
 - d. [Countywide Transportation Plan \(CPT\) Letter to Transportation Authority of Marin \(TAM\)](#)

Recommended Action: Approve.

6. [Muir Woods Survey Results](#)

Recommended Action: Discussion Item.

7. [Clipper BayPass Agreement](#)

Recommended Action: Authorize the General Manager to sign the Clipper BayPass Agreement with the Metropolitan Transportation Commission (MTC), allowing Marin Transit to participate in the Clipper BayPass Pilot Program, which may run through June 30, 2026.

Convene in Closed Session**CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION****California Government Code section 54956.9(d)(4)****Number of Potential Cases: One****Report from Closed Session****Adjourn**



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October 2, 2023

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

Subject: General Manager Report – Monthly Report: July 2023

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 July 31, 2023. The monthly reports summarize statistics on the performance of Marin Transit services and customer comments.

Overall, Marin Transit experienced moderate systemwide ridership in July 2023. Total ridership was 3% higher than the previous year (July 2022) and 16% lower than pre-COVID (July 2019).

Fixed route ridership recovery from the COVID-19 pandemic appears to be levelling off. Although fixed route ridership is still experiencing modest year-over-year growth (4% compared to July 2022), the percentage of pre-COVID ridership seen on fixed route services has been hovering around 90% since March 2023, and July was no exception at 87%.

Marin Access is a different story. Ridership on Marin Access services was only 35% of pre-COVID levels this month. Marin Access ridership started to decline in September of the last fiscal year, dropping below FY22 levels. Ridership has continued to stay below FY22 levels; July Marin Access ridership was 25% lower than last year (July 2022). Some of the Marin Access ridership decline this month may have been due to the reorganization of the Catch-A-Ride program, including the consolidation of the former Novato Dail-A-Ride and Connect programs under that banner, and staff expect to see much higher ridership on Catch-A-Ride specifically in the next few months.

The Marin Transit fixed-route system underwent a major service change on June 11th, 2023. Fixed route ridership was steady from June to July,



demonstrating that riders have largely been successful using the new routes and schedules to get where they are going.

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 <https://marintransit.org/service-performance-and-reports>.

Fiscal/Staffing Impact

None.

Respectfully Submitted,

A handwritten signature in black ink that reads "Nancy E. Whelan".

Nancy Whelan
General Manager

Attachment A: Monthly Ridership Report and Customer Comments



Month: July 2023		Program							Total
Category	Fixed-Route Local	Fixed-Route Shuttle	Stagecoach & Muir Woods	Supplemental & Yellow Bus	Demand Response	Mobility Management	Systemwide		
Commendation	3	0	1	0	0	0	1	5	
Service Delivery Complaint	35	5	12	0	1	0	1	54	
Accessibility	0	0	0	0	0	0	1	1	
Driver Conduct Complaint	11	1	1	0	1	0	0	14	
Driving Complaint	6	0	2	0	0	0	0	8	
Early Trip	3	0	1	0	0	0	0	4	
Equipment Issue	0	0	0	0	0	0	0	0	
Farebox	0	0	0	0	0	0	0	0	
Late Trip	5	0	2	0	0	0	0	7	
Missed Connection	0	0	0	0	0	0	0	0	
Missed Trip	1	1	0	0	0	0	0	2	
No-Show	2	2	4	0	0	0	0	8	
Off-Route	1	0	1	0	0	0	0	2	
Pass-Up Complaint	6	1	1	0	0	0	0	8	
Service Structure Complaint	2	1	5	0	0	1	2	11	
Bus Stop Improvement Request	0	0	0	0	0	0	1	1	
Fares	0	0	0	0	0	0	0	0	
Other Complaint	2	0	1	0	0	1	0	4	
Scheduling Complaint	0	0	1	0	0	0	0	1	
Service Improvement Suggestion	0	1	3	0	0	0	1	5	
Safety Complaint	0	0	0	0	0	0	0	0	
Total Service Hours	11,642	1,950	2,539	0	2,172	-	18,303	18,303	
Commendations per 1,000 Hours	0.3	0.0	0.4	-	0.0	-	0.1	0.3	
Complaints per 1,000 Hours	3.2	3.1	6.7	-	0.5	-	0.2	3.6	
Total Passengers	184,824	12,746	23,896	0	3,951	1,176	226,593	226,593	
Commendations per 1,000 Passenger	0.0	0.0	0.0	-	0.0	0.0	0.0	0.0	
Complaints per 1,000 Passengers	0.2	0.5	0.7	-	0.3	0.9	0.0	0.3	

Attachment A

Monthly Monitoring Report

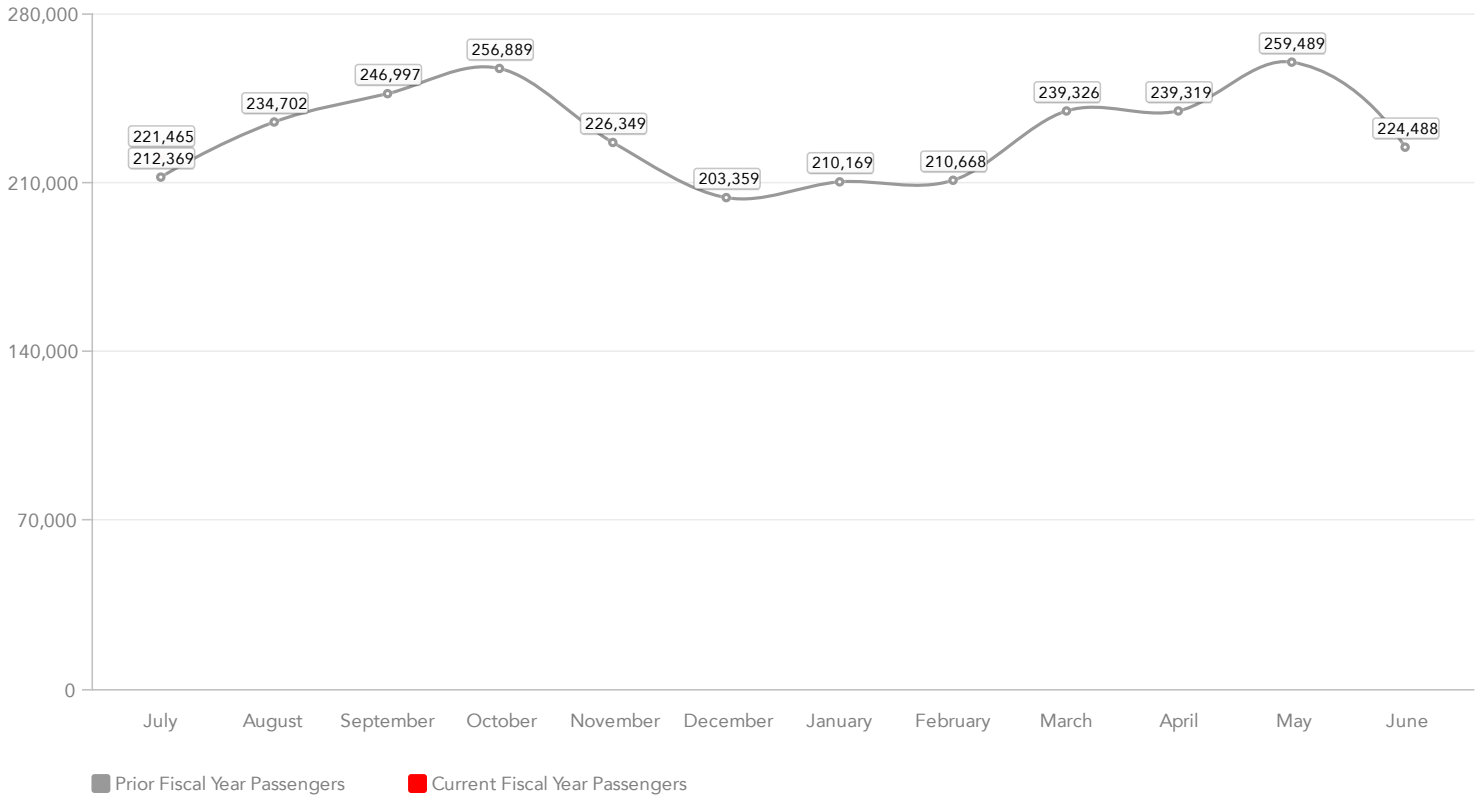
4 09/26/2023

FISCAL YEAR MONTH

2024 All

Year-to-Date Ridership Trends

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



Demand Response Passengers by Month

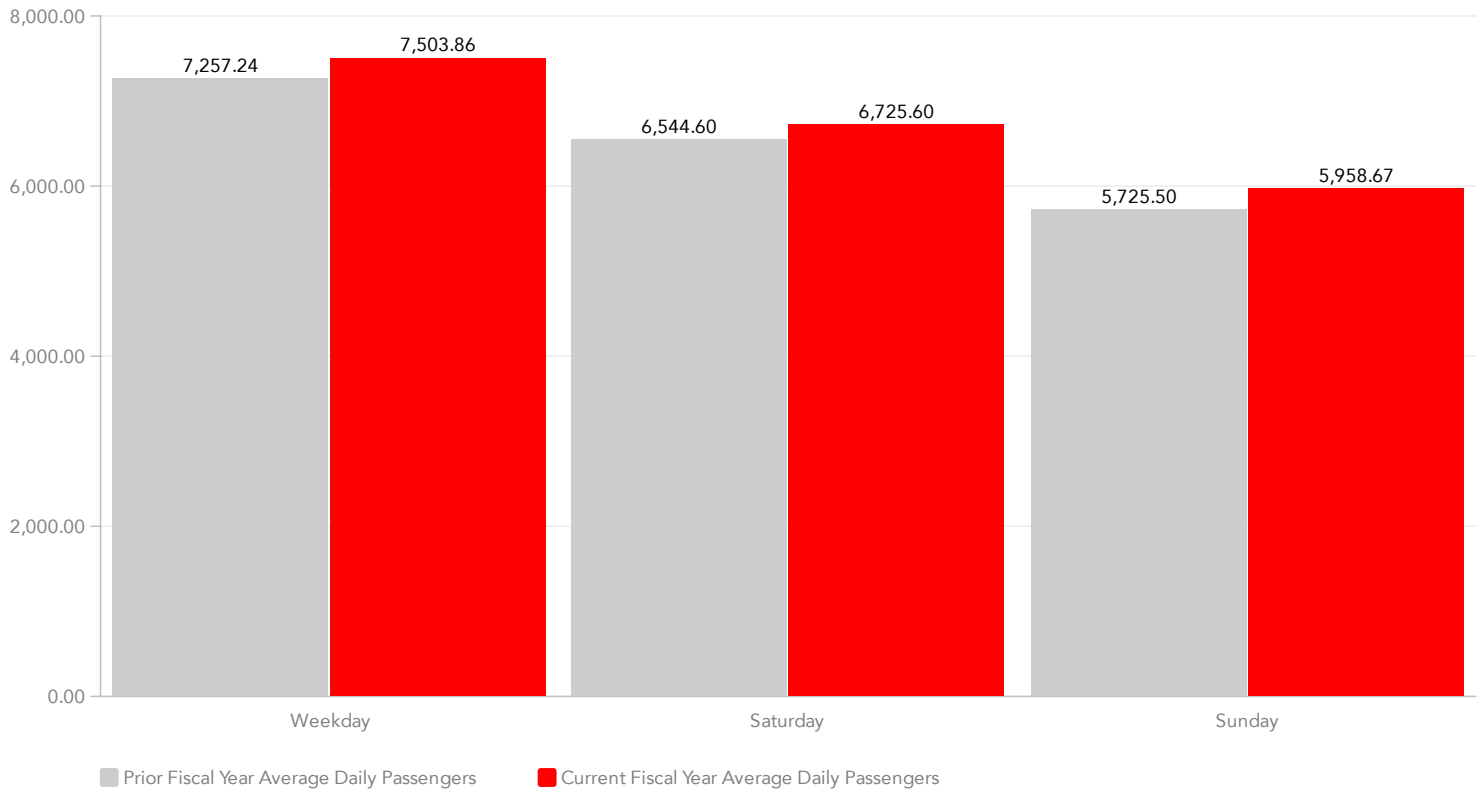


Monthly Comparison

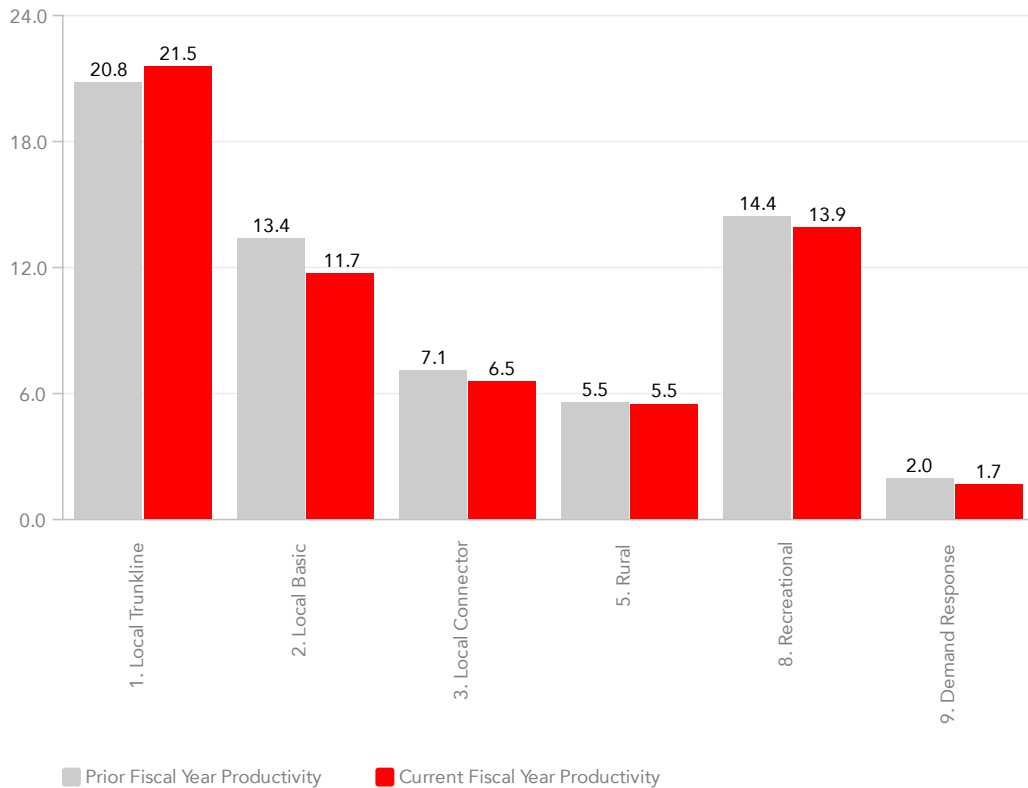
MONTH

Jul

Average Systemwide Daily Passengers



Productivity (pax/hr) by Typology



Route Typologies

- 1. Local Trunkline:
Routes 35, 36, 71
- 2. Local Basic:
Routes 17, 22, 23, 29, 49, 57
- 3. Local Connector:
Routes 219, 228, 233, 245
- 5. Rural:
Routes 61, 68
- 8. Recreational:
Muir Woods Shuttle
- 9. Demand Response:
Local Paratransit, Marin Access Shuttles

REGULAR MEETING OF THE MARIN COUNTY TRANSIT DISTRICT BOARD OF DIRECTORS

Held Monday, September 11, 2023 at 9:30 A.M.

Roll Call

Present: President Rice, Vice President Colbert, Second Vice President Lucan, Director Moulton-Peters, Director Rodoni, Director Sackett, Director Casissa

Absent: Director Bushey

Director Casissa was in attendance as a voting member.

Board President Rice opened the meeting at 9:31 A.M.

1. [Consider approval of Directors request to participate remotely and utilize Just Cause or Emergency Circumstance per AB 2449](#)

Administrative Assistant & Board Secretary Kate Burt reported there were no requests for remote participation by Directors.

2. [Open Time for Public Expression](#)

President Rice asked if any member of the public wished to speak. Seeing none she called for Board of Director's Matters.

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

President Rice asked if any member of the Board wished to speak.

Vice President Colbert commented that he recently talked with community members about the District's \$31.5 million grant from the Federal Transit Administration (FTA). He asked if the new electric buses will be bi-directional and able to distribute power during power outages.

General Manager Nancy Whelan answered that staff will consider bi-directional buses in the future. She added that staff can follow up with more information.

President Rice commended the staff who have worked on the District's school transportation programs. She said the comprehensive information posted to the District's website is impressive. It reminded her how staff work to enable youth to use public transportation. She asked if the District has a mobile application.

Ms. Whelan answered that the District does not have an application for mobile devices, however there are many ways for riders to access real-time information.

Director of Operations & Service Development Robert Betts added that the District's website is compatible with mobile devices. 70 percent of the website's users access it on a mobile device. Any time a change is made on the website, mobile device compatibility is prioritized. Staff also provide a General Transit Feed Specification (GTFS) Realtime feed for other developers to consume and make available in their applications. Mr. Betts explained that the Board recently approved a contract between the District and Swiftly, a technology company. The goal of the contract was to improve the accuracy and reliability of the GTFS Realtime feed. Staff have made investments to ensure that the data produced for other developers is accurate and reliable, in lieu of an application. There will be an application provided by the Yellow Bus program's contractor, for Ross Valley School District parents to track buses and receive updates.

President Rice commented that information is available if you know how to access it, however it is currently not as easy as an application for mobile devices would be. President Rice thanked staff for working to keep riders informed.

Director Moulton-Peters said her son introduced her to an application called "Transit", which is updated with the District's information.

President Rice asked if staff provide navigation information to riders.

Mr. Betts responded that at each bus stop, there are panels with Quick Response (QR) codes and website links that lead riders to real-time information. Unlike other transit agencies, staff do not endorse any specific navigation applications. Navigation information is available through Google Maps, Apple Maps, and other platforms. The District's partnership with Swiftly also allows staff to send announcements to riders through navigation applications.

Ms. Whelan added that staff recently did outreach to direct riders to the District's website for data and information.

Mr. Betts noted that staff did the outreach right before the June 2023 service changes.

4. [General Manager's Report](#)
 - a. [General Manager's Oral Report](#)
 - b. [Monthly Monitoring Report: June 2023](#)
 - i. [Item 4b – Staff Report](#)

General Manager Nancy Whelan provided data and details regarding the September 7, 2023 Marin County Senior Fair, which the District participated in.

Ms. Whelan announced that September is Transit Month. Transit Month consists of Bay Area wide events and a contest.

Ms. Whelan reported that the District's June 2023 overall ridership was 88 percent of what it was in June 2019. She contrasted the ridership figure to other Bay Area transit operators' June 2019 and June 2023 ridership. She compared the total number of June 2023 riders across 18 Bay Area transit operators.

In June 2023, ridership on fixed route services was 90 percent of June 2019's ridership. Marin Access' June 2023 ridership was at 43 percent of its June 2019 ridership, and 12 percent lower than June 2022.

Ms. Whelan noted that the Quarterly Performance Report for the Fourth Quarter of Fiscal Year 2022/23 is on the Consent Calendar and in the Board packet.

5. [Consent Calendar](#)

- a. [Minutes for August 7, 2023 Board Meeting](#)
- b. [Marin Transit Quarterly Performance Report for the Fourth Quarter of FY 2022/23](#)
- c. [Richmond-San Rafael Forward E-Bike Program](#)
- d. [Federal Legislative Report](#)
- e. [Professional Service Agreements with Bender Rosenthal, Inc. & CBRE, Inc.](#)
- f. [Authorize General Manager to Negotiate and Execute Two On-Call Graphics Design Services Contracts With: Fehr+Peers and Brave New Day](#)

General Manager Nancy Whelan commented that there is a Federal Legislative Report on the Consent Calendar for the first time. The District has engaged with a federal advocacy group, who will provide monthly reports and semi-annual reports, which will be included on the Consent Calendar moving forward.

Recommended Action: Approve.

M/s: Director Rodoni – Director Moulton-Peters

Ayes: President Rice, Vice President Colbert, Second Vice President Lucan, Director Moulton-Peters, Director Rodoni, Director Sackett, Director Casissa

Noes: None

Absent: Director Bushey

Abstain: None

6. [Fare Collection Study](#)

[Staff Report](#)

General Manager Nancy Whelan explained that the report is the beginning of a discussion regarding the District's Fare Collection Study.

Director of Planning Cathleen Sullivan noted that the Fare Collection Study is the first project under the District's on-call planning contract, which was recently approved by the Board. The Fare Collection Study will prepare staff for the next generation of fare collection. The study is focused on fixed-route fares. Staff plan to return to the Board with more information before reaching a conclusion and recommendation. Ms. Sullivan provided an agenda for her presentation and noted that at the end, the Board will be encouraged to provide input on the evaluation framework or any other points of interest.

Ms. Sullivan outlined the Fare Collection Study's context and purpose. She explained the District's involvement with the Clipper system. Ms. Sullivan listed the key questions, goals, objectives, and phases of the Fare Collection Study. Staff plan to conclude the Fare Collection Study by January 2024. Staff will create an Implementation Plan as well as a Marketing and Communications Plan.

Ms. Sullivan provided an overview of the District's core fare structure and existing discounts. She explained how the District's riders currently pay for service. She described how riders can apply for Clipper's suite of payment options and noted that staff aim to remove complexities and barriers for riders.

Ms. Sullivan outlined the District's monthly pass sales between July 2019 and May 2023, noting the effects of the COVID-19 pandemic and the monthly pass price cut. Ms. Sullivan explained how the upcoming Clipper update will include a new fare capping system, so that riders will not have to purchase monthly passes. Ms. Sullivan described how the District's riders decide what payment methods to use, based on a recent survey.

Ms. Sullivan compared the features of the Clipper 1.0 system and Clipper 2.0 system. Clipper 2.0 will enable more fare payment options. Ms. Sullivan listed current challenges involved with Clipper 1.0. She explained how Clipper 2.0 will address those challenges, and what actions staff will take.

Ms. Sullivan described the District's passenger counting system.

Ms. Sullivan provided an overview of the evaluation framework and criteria. She listed the phases in the project's timeline and invited the Board to share the month-long survey with riders in their communities. Staff will share the survey results with the Board.

President Rice commended Ms. Sullivan's presentation.

Director Sackett asked if staff are investigating costs and revenues related to fares. She acknowledged that there are reasons to collect fares and requested that staff analyze costs and revenues in future metrics. In the past she has noticed how the District spends funds to collect fares, and she wondered how that could be streamlined. Director Sackett asked what Clipper technology other transit agencies use. She asked about the advantages and disadvantages of their technology. She asked where riders can purchase Clipper cards in San Rafael.

Ms. Sullivan answered that Clipper cards can be purchased at the San Rafael Transit Center.

Director Sackett commended the fare capping aspect of Clipper 2.0, as it addresses issues with equity and ease of use. She said that historically, Clipper has been expensive with few benefits, so separating the District's fares from the Golden Gate Bridge Highway and Transportation District (GGBHTD) is a good step. She requested a cost analysis for fare collection.

Director Rodoni asked if staff plan to further investigate the use of cash and single-ride tickets. He said it is important to determine why those methods are used and if riders are willing to switch methods. He added that removing fares entirely would improve equity, so that idea should be part of the discussion.

Vice President Colbert expressed support for a unified regional fare system, and asked if the upcoming changes are moving toward that concept. He asked what methods other transit agencies' riders use to pay for service.

Second Vice President Lucan asked if staff could determine rider demographics when riders pay fares with cash.

Ms. Sullivan said that operators manually report rider demographics when riders pay with cash.

Second Vice President Lucan suggested that during the free fare period during the summer, revenue loss was determined based on operators' manual reporting.

Ms. Sullivan confirmed that was how the operators counted youth riders during the summer.

Second Vice President Lucan emphasized the importance of assessing rider demographics and payment methods when considering future changes. He expressed interest in learning how many youth riders pay with cash. He suggested staff analyze costs and revenue per demographic. He asked how staff can determine costs related to collecting fares, as there are many direct and indirect associated costs.

Ms. Sullivan said staff have been working to determine fare collection costs.

Ms. Whelan acknowledged that it can be difficult to determine some of the costs, and Director of Finance & Capital Program Lauren Gradia has been working on it. Some costs can be isolated, and some cannot. Some costs, such as the cost of armored car services, do not scale.

Second Vice President Lucan said he would like to see the costs of fare collection broken down between direct costs, ongoing costs, and all other associated costs. He suggested the costs may be significant and important in evaluation criteria. He commended the report and expressed excitement for future work.

Director Moulton-Peters asked what percent of the District's budget is comprised of fare revenue.

Ms. Whelan responded that 15 percent of the budget comes from fare revenue.

Director Moulton-Peters suggested it may be helpful to include that in reports. She asked if staff had recently simplified fares.

Ms. Whelan answered that in recent years, a few fare types were removed in fixed-route services, and Marin Access' suite of programs was simplified.

Director Moulton-Peters acknowledged Director Sackett's comment suggesting staff should assess fare systems of other transit agencies who serve similar demographics. She asked how staff will be distributing their survey and wondered if one month is enough time to complete the survey.

Ms. Sullivan responded that there will be an online version of the survey and staff will also hand out hard copies, primarily at bus stops. Staff will assess their methods throughout the process. Staff would like to largely focus on passing out hard copies at bus stops, where riders may be paying with cash.

Director Casissa asked if staff are looking at utilizing new technology for fare collection, or only existing technology.

Ms. Sullivan answered that staff are primarily looking at well-established technology, however they are open to other ideas.

Director Casissa noted it may be a challenge to continue to serve riders who pay cash fares, and it may not be possible to be an entirely cashless system.

Ms. Sullivan responded that cash fares are a core element of the study, and staff are investigating how to transition to fewer cash fares, although it will take time.

Director Casissa requested that staff keep seniors in mind when marketing. He said that until a year ago, he did was unaware of Clipper's senior discount.

Ms. Sullivan noted that staff have interviewed other local and non-local transit agencies about their fare systems, and staff will present their findings. Many local agencies have historically used Clipper and have been trying to change the fare system. Staff plan to learn how those agencies encouraged riders to use Clipper.

Director Casissa asked if staff plan to conduct focus groups.

Ms. Sullivan confirmed they will conduct focus groups after they collect surveys. The survey will ask riders if they would like to participate in a focus group. As staff develop a plan for fares, they will collect feedback from riders.

Second Vice President Lucan suggested staff should decouple automatic passenger counters from their fare collection system, so that the District is not committed to a specific fare system. He acknowledged the benefits of automatic passenger counters.

President Rice emphasized the importance of data collection and understanding stop-level ridership, as that is key information to consider when making service changes. She added that stop-level ridership data is separate from fare collection. She requested that when studying other transit agencies, staff should look at their farebox recovery and work to understand soft costs. She asked if staff plan to partner with local organizations to inform riders of surveys and focus groups. She emphasized the importance of compensating participating riders for their time.

Recommended Action: Accept report.

7. [Approve ADA Bus Stop Improvements Project and Determine that the Proposed Project is Exempt from the California Environmental Quality Act \(CEQA\) Pursuant to CEQA Guidelines Section 15301\(c\) Existing Facilities Staff Report](#)

General Manager Nancy Whelan reported that there are over 600 bus stops in Marin County and bus stop improvements are ongoing.

Capital Projects Manager Anna Penoyar provided an agenda for her presentation. She explained the Bus Stop Improvements Project's context and priorities. Ms. Penoyar referenced the minimum standards for bus stops, based on daily passenger use, as a guide for which amenities should be added at each bus stop.

Ms. Penoyar listed past Bus Stop Improvements Projects. She outlined the current project and stated the total cost. She described the impacts of the proposed bus stop at East Francisco Boulevard and Medway Road. Ms. Penoyar provided the project's schedule. She reviewed the environmental aspects of the project and the agenda item's recommended action.

President Rice commended Ms. Penoyar's report.

Director Rodoni asked if staff have considered adding internet access to any bus stops.

Ms. Penoyar stated that staff have not considered adding internet access to bus stops, however they can evaluate the options.

Director Rodoni acknowledged that staff may not be able to add internet services to every bus stop, however it may help fill gaps in access.

Director Sackett asked what a safety rail is.

Ms. Penoyar explained that a safety rail helps riders maintain stability where there may be unlevel pavement at a bus stop.

Director Sackett asked if added bicycle storage includes a bicycle rack, or an enclosed space.

Ms. Penoyar clarified that generally staff install bicycle racks, although there will not be any additional bicycle storage installed under the current project. At certain bus stops there are enclosed bicycle spaces.

Ms. Whelan explained staff have previously installed bicycle infrastructure in collaboration with the Marin County Bicycle Coalition.

Director Sackett added that she sees bicycle storage as an emerging issue, given the weight of electric bicycles and the cost of bicycles. She acknowledged there may not be an immediate solution, but staff should continue to pay attention to

the issue. Director Sackett expressed appreciation for the breadth of the high-use bus stops staff are addressing.

Director Moulton-Peters noted that some bus stops lack space for bicycle storage. She asked if the Bus Stop Improvements Project includes real-time signage.

Ms. Penoyar answered that the project does not include additional real-time signage at any bus stops, however staff are always looking to improve signage.

Director Moulton-Peters asked if additional real-time signage would require additional funding.

Ms. Penoyar said the current project primarily involves physical improvements, not technological, however staff can discuss involving real-time signage.

Ms. Whelan noted that staff would not preclude additional real-time signage.

Director Moulton-Peters asked if bus stop lighting will be solar-powered.

Ms. Penoyar confirmed staff are primarily looking to add solar-powered lighting, depending on the bus stop. Staff have received comments about inadequate lighting at bus stops at the College of Marin, so they are prioritizing lighting there as well as the new bus stop at East Francisco Boulevard and Medway Road.

Director Moulton-Peters said she has noticed inadequate lighting at bus stops. She asked if she could receive a list of bus stops that are in her jurisdiction.

Ms. Penoyar noted there is a list of bus stops included in her staff report, however she can send them separately as well.

Ms. Whelan asked if Director Moulton-Peters would like a list of the bus stops included in the Bus Stop Improvements Project that are in her jurisdiction.

Director Moulton-Peters noted that she was able to locate the list.

Director Casissa asked if the minimum bus stop standards had been updated since the 2006 Short Range Transit Plan.

Ms. Penoyar said that while staff have reviewed and modified the standards since 2006, the standards should be updated. Staff may add a task order to the on-call planning contract to evaluate the minimum bus stop standards.

Director Casissa asked what happens to bus stops that are no longer in use.

Ms. Penoyar answered that staff remove signage at unused bus stops, however those bus stops are usually under different jurisdictions from the District.

Director Casissa asked if staff notify jurisdictions when a bus stop is no longer in use.

Ms. Penoyar explained that active bus stops are collaboratively managed by the District and other jurisdictions. Staff contact respective jurisdictions when adding or removing service.

President Rice requested a comprehensive list of all bus stops that have been improved in the past. She described how her child's peer had an internship with GGBHTD, which involved drawing every bus stop.

Recommended Action: Approve ADA Bus Stop Improvements Project and determine that the proposed project is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15301(c) Existing Facilities.

M/s: Director Moulton-Peters – Second Vice President Lucan

Ayes: President Rice, Vice President Colbert, Second Vice President Lucan, Director Moulton-Peters, Director Rodoni, Director Sackett, Director Casissa

Noes: None

Absent: Director Bushey

Adjourn President Rice adjourned the meeting at 10:37 A.M.

SINE DIE

PRESIDENT

ATTEST:

CLERK



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San Rafael, CA 94901
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marintransit.org

Board of Directors

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Supervisor District 2

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2nd Vice President
Supervisor District 5

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Moulton-Peters
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Dennis Rodoni

Director
Supervisor District 4

Maribeth Bushey

Director
City of San Rafael

Fred Casissa

Alternate
Town of Corte Madera

October 02, 2023

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

Subject: Extension of Services with Sprout Social (Contract #1225)

Dear Board Members:

Recommendation

Authorize the General Manager to approve a one-year contract extension with Sprout Social (#1225), the district's Social Relationship Management (SRM) platform, to allow the District to better manage its online presence.

Summary

In February of 2023, Marin Transit staff employed the use of Sprout Social to provide a digital SRM platform for Marin Transit to use to push out alerts, detour information, real time announcements, and other timely information to riders across the County.

Background

In the implementation of the SRM, District staff developed two primary goals to measure success during the pilot year, which have already been partially met. The goals and the status are:

1. To increase followers by at least 20%, which would bring Marin Transit's Twitter following to 1,500 users and our Facebook followers to 500 users.

Status: *As of September 2023, Marin Transit is over halfway to that goal with nearly 1,300 Twitter followers and over 500 Facebook followers.*

2. To increase overall engagement, measured in interactions with postings by the District.

Status: *Sprout Social has helped increase engagement and provide data to document the change – between February and August 2023, compared to the six months prior, there were 4,000 engagements across all platforms, a 781% increase from the previous six months. The District also saw a jump to 48,468 impressions on followers, a 285% increase, showing the expanded audience Marin Transit's social media has. These improvements were clear during the Summer Service Change, where service-related posts in May and June made up over 20,000 impressions - nearly half of the 48,468 total impressions for the period.*



Fiscal/Staffing Impact

The services provided by the SRM have been and will continue to be utilized by staff on a regular basis. The annual cost to the district will be \$10,000 for one contract year, beginning in February 2024, bringing the total NTE amount for a two-year contract (originally beginning in 2023) to \$20,000. This expenditure will fall under the \$25,000 micro purchase limit for local fund usage. Later in 2024, toward the conclusion of the proposed contract year, the District intends to competitively procure a multi-year contract for these services. The contract award will be presented to your Board for consideration.

Respectfully Submitted,

A handwritten signature in black ink that reads "K French".

Kyle French

Operations Manager



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San Rafael, CA 94901
ph: 415.226.0855
marintransit.org

Board of Directors

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President
Supervisor District 2

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Fred Casissa

Alternate
Town of Corte Madera

October 2, 2023

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

Subject: Award First Amendment to Consolidated Printers for Riders Guide Printing and Distribution Services to Award Option Year 1 (#1123)

Dear Board Members:

Recommendation

Award First Amendment to Consolidated Printers for Riders Guide Printing and Distribution Services to Award Option Year 1 (#1123) at an amount not to exceed \$75,600.

Summary

In October of 2022, your Board authorized the General Manager to award a one-year contract to Consolidated Printers, Inc. to print and distribute the District's Rider Guide. That contract allowed for up to four extension years beyond the base one year term. Staff is requesting your Board to authorize the General Manager to execute the first option year of that agreement.

Background

Marin Transit provides riders information on its service in a number of different mediums including digital, print, and in-person. The primary print option is the Rider's Guide, which includes all fixed route schedules, maps and other relevant information to use the service. Historically, this guide was printed four times a year to align with the regional Golden Gate Transit guide. More recently, the guide has only been printed when new schedules are updated and released (2-3 times per year).

Marin Transit is aligning its schedule change dates with the other regional transit operators in 2024 and tentatively plans to only print the guide twice per year, once in January and once in August.

Fiscal/Staffing Impact

Amendment #1 of this agreement will extend the agreement for one additional year and increase the contract amount by \$75,600. This amount covers all costs associated with the printing and distribution of the guide for up to four times per year and is included in the Districts FY2023/24 Operations Budget for



Marketing. As previously mentioned, staff only plan to print the guide twice in the upcoming year, but the higher budgeted amount will offer the District flexibility if additional print cycles are needed. Combined with year one contact amounts, the new total contract amount will not exceed \$145,400.

Respectfully Submitted,

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

Robert Betts

Director of Operations & Service Development

Attachment A: Amendment #1 to Consolidated Printers Contract (#1223)

Contract ID #1223

FIRST AMENDMENT TO AGREEMENT

BY AND BETWEEN THE
MARIN COUNTY TRANSIT DISTRICT AND CONSOLIDATED PRINTERS DATED OCTOBER 3, 2022

THIS AMENDMENT is made and entered into this 3rd of October, 2023, by and between the MARIN COUNTY TRANSIT DISTRICT, (hereinafter referred to as "Marin Transit" or "District") and CONSOLIDATED PRINTERS (hereinafter referred to as "Contractor").

RECITALS

WHEREAS, the District and the Contractor entered into an agreement (#1145); and

WHEREAS, the parties wish to extend the agreement for an additional year and extend the term of the agreement to October 3rd, 2024;

WHEREAS, the District and Contractor wish to extend the contract for the second of the four allowed option years;

NOW, THEREFORE, the parties hereby agree to the following amendments as set forth below:

AGREEMENT

- 1) Except as otherwise provided herein all terms and conditions of the agreement shall remain in full force and effect.
- 2) Updated Certificate of Insurance(s) attached hereto.
- 3) Exhibit B, Fees and Payment Schedule, will be replaced in its entirety by the attached Exhibit B.

IN WITNESS WHEREOF, the parties hereto have executed this

Addendum on the day first written above.

CONTRACTOR:

MARIN COUNTY TRANSIT DISTRICT:

By _____

APPROVED AS TO FORM:

County Counsel

EXHIBIT "B"
FEES AND PAYMENT SCHEDULE

PRINTING PRICING

The maximum cost to the District is \$69,800 in year 1 and \$75,600 in year two, including direct non-salary expenses and postage. Pricing provided in the table below is **per order** and includes all applicable materials, taxes, delivery, overhead, profit, labor, insurance, and all other costs that may be incurred by the Contractor. All orders must be authorized in writing by the District. Contractor shall submit request for payment via invoice net 30 days following provision of services. Pricing for quantities within the ranges provided will adhere to the per piece cost estimates provided.

Maximum turnaround time from receipt of initial artwork to completion of delivery will be 25 business days. Contractor's ability to meet delivery schedule will be a determining factor in the decision to award contract option years.

40-Pages Rider Guide Printing								
Print Cycles per Year		4 cycles/year		2 cycles/year			Reprint	
Prints per Order		15,000	20,000	20,000	30,000	50,000	5,000	10,000
Total Annual Prints		60,000	80,000	40,000	60,000	100,000	N/A	N/A
Printing Costs per Order	Year 1 (Oct 1, 2022- Sept 30, 2023)	\$11,717	\$13,165	\$13,165	\$16,069	\$22,663	\$8,485	\$9,965
	Year 2 (Oct 1, 2023-Sept 30, 2024)	\$12,889	\$14,482	\$14,482	\$17,676	\$24,929	\$9,334	\$10,962

If the parties consider an additional one-year extension beyond the term of this agreement, a maximum of 10% increase to the above fees will be applied for the pricing of the additional year.

Corrections and revisions:

First round corrections included in base price per run. Corrections must be made at time of or prior to first proof. Second proof supplied for final sign-off prior to production. Additional production time required contingent upon time utilized in proofing process.

Quality Assurance:

Contractor shall maintain quality assurance for printing and material quality, processing, assembly, packaging and shipping in accordance with its usual policies and practices, and pursuant to any

additional requirements set forth in this agreement. Any additional costs incurred to the District due to failure in quality assurance, shall be the responsibility of the Contractor.

DISTRIBUTION PRICING

Rider Guide Distribution					
Prints per Order		15,000	20,000	30,000	50,000
Distribution Cost per Order	Year 1 (Oct 1, 2022-Sept 30, 2023)	\$994	\$1,285	\$1,597	\$2,914
	Year 2 (Oct 1, 2023-Sept 30, 2024)	\$1,093	\$1,414	\$1,757	\$3,205

If the parties consider an additional one-year extension beyond the term of this agreement, a maximum of 10% increase to the above fees will be applied for the pricing of the additional year.

POSTAGE PRICING

Postage will be paid directly by the District based on the quantity ordered and the distribution list provided prior to print. It is estimated that an average of \$3,000 in postage expense per print run. There will be four print runs during the contract cycle with an estimated total of \$12,000 in postage expenses for this one-year contract.



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marintransit.org

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October 2, 2023

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

**Subject: Marin Transit priorities for the Countywide
Transportation Plan**

Dear Board Members:

Recommendation

This is an information item.

Summary

In June 2023, the Transportation Authority of Marin (TAM) kicked off Marin County's first Countywide Transportation Plan (CTP). The CTP will set priorities for transportation projects across the County, with the intent of advancing equity, safety, climate resiliency, transit recovery/priority, and the transportation-land use connection. The document will guide TAM's decision making, coordinate planning, funding, and project delivery across the County, and create a path for more federal, state, and regional funds.

On September 14, 2023, the CTP's Technical Advisory Committee (TAC) met for the first time. See the attached presentation from the meeting for more information about the CTP goals, process, and the role of the TAC. Marin Transit has a seat on the TAC and looks forward to fully participating in the CTP process. We believe this is a great opportunity to set a transit-priority vision for Marin County. After the September 14 meeting, Marin Transit's General Manager sent the attached letter to TAM, outlining the District's priorities for the CTP.

Fiscal/Staffing Impact

None.

Respectfully Submitted,

Asher Butnik
Senior Transit Planner



Attachment A: Letter to the Transportation Authority of Marin Concerning the Countywide Transportation Plan

Attachment B: Presentation from the September 14 CTP TAC Meeting



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 City of San Rafael

Fred Casissa

Alternate
 Town of Corte Madera

September 27, 2023

Derek McGill
 Transportation Authority of Marin
 900 5th Avenue, Suite 100
 San Rafael, CA 94901

Re: Marin Transit’s Priorities for the TAM Countywide Transportation Plan and Community Based Transportation Plan

Dear Derek,

Thank you for taking on the development of Marin County’s first comprehensive Countywide Transportation Plan (CTP) and Community Based Transportation Plan (CBTP). This is an important effort for the County and for Marin Transit and we are invested in being a strong partner in the CTP/CBTP development process. I appreciated the opportunity to participate in the kick-off of the CTP Technical Advisory Committee on September 14, 2023. Given the questions you posed to the TAC on vision and priorities, I wanted to follow up in writing to provide Marin Transit’s top priorities for the CTP: transit corridor adoption, transit priority, local coordination, and a bus charging and maintenance facility.

Transit Corridor Adoption: Aside from Highway 101, Marin Transit relies on select roadways within Marin to operate transit services. In Marin County, these corridors are limited based on connectivity of the roadway, roadway geometrics, and community context and desires. Identifying these corridors and assigning them for transit priority treatments (see below) will be a key element of the plan. This process will also allow the local jurisdictions to better plan land use development to support transit use and access in local general plan and development approvals.

Transit Priority: Transit must be faster and more reliable throughout Marin County. This will make it a more competitive choice for more people and attract new riders, which will achieve several critical goals. First, it will further the County’s climate goals, ease congestion, and provide capacity for new development. Second, faster and more reliable transit service will provide a better-quality service to existing riders, who are disproportionately low-income people of color. Finally, it will allow us to do more with the Measure A funds dedicated to transit by lowering operational costs; putting more service out into the community will facilitate a virtuous cycle of more ridership.

Transit priority treatments such as part-time transit lanes, enhanced HOV lanes (increased occupancy, longer hours), transit signal priority, and queue jumps should be given emphasis on key transit corridors. At a minimum, it is critical to ensure new projects do no harm to transit, particularly on priority



transit corridors. Buses cannot run on all streets, so ensuring optimal running conditions on our primary corridors is of utmost importance. Defining, getting buy-in on, and adopting transit priority corridors will be a key part of the CTP process.

Local Coordination: We would like to better coordinate with Marin County’s cities and the County on street and road projects, bicycle and pedestrian projects, and new land use developments. Although Marin Transit is often included at some point in these processes, our involvement is rarely sufficient to properly include transit considerations. Sometimes we are invited to give early-stage input but then not included in design review, other times we are only brought in after the design has been largely completed, and sometimes the commitments made during an entitlements process are never enforced (e.g. transit passes for new employees/residents). These represent missed opportunities to enhance our transit system and increase ridership and may even negatively impact transit ridership or transit riders in the worst cases where a project slows the bus down, bus stops are removed, or bus stops are not added at critical new facilities.

We want to see the CTP establish some standard processes used throughout the County by which transit is integrated at the start of project development and at each subsequent stage through project delivery. This will improve housing-transit integration, identify opportunities for new projects to enhance local transit in ways that will benefit existing riders and new residents, and ensure that transit priority corridors are not harmed by local projects. Only by working closely together we can create a truly multimodal transportation system for the benefit of all of Marin County.

Electric Bus Charging and Maintenance Facility: Marin Transit will not be able to fully transition to a zero-emission bus fleet until it has a site to charge and maintain electric buses. An electric Marin Transit fleet would help the County achieve air quality and greenhouse gas reductions targets, as well as comply with State mandates. Marin Transit will have to defer future fleet electrification if no facility with charging and maintenance capabilities is available. Further, without an operations and maintenance facility, Marin Transit does not have any leverage to competitively bid our service contracts. Over time, this increases our operational expenses and decreases the amount of service we can provide with the dollars provided by Measure A. The CTP process should support the siting and construction of a zero emission bus maintenance facility in the County.

There are a variety of other areas pertinent to Marin Transit that we also hope to see addressed in the plan including Marin County’s aging population and services for this growing population of older adults, the importance and urgency of relocating the San Rafael Transit Center, and efficient school transportation solutions.

I hope these high priority items for Marin Transit can be central to the development of the CTP/CBTP. I look forward to working with you, along with my staff and the full Technical Advisory Committee, on this planning process and implementation of its outcomes.

Sincerely,

Nancy Whelan
General Manager



Cc:

Anne Richman, Executive Director, Transportation Authority of Marin

Cathleen Sullivan, Director of Planning, Marin County Transit District

The background is a stylized landscape. At the top, there are two mountain peaks. The left peak is a dark blue color, and the right peak is a purple color. Below the mountains is a line of dark green evergreen trees. At the bottom, there is a dark blue area representing water, which reflects the trees and mountains above. The overall color palette is dominated by blues, purples, and greens, with a yellowish-gold sky at the top.

TAM CTP & CBTP

TECHNICAL ADVISORY COMMITTEE MEETING // SEPTEMBER 14, 2023



Introductions

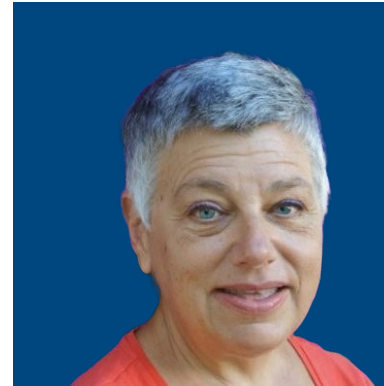
CTP & CBTP TAC Roster

- ✓ **Marin Manager's Association**
 - ✓ Adam Wolff – Corte Madera
 - ✓ Ariel Espirtu – County
 - ✓ Alt: Jessica Deakyne - Novato
- ✓ **Marin Public Works Assoc.**
 - ✓ Andrew Poster – Mill Valley
 - ✓ Farid Javendal – County
- ✓ **Planning Directors**
 - ✓ Jeremy Teijran – County
 - ✓ Renee Nickenig – San Rafael
 - ✓ Alt: Elise Semonian – Larkspur
- ✓ **Transit**
 - ✓ Cathleen Sullivan – Marin Transit
 - ✓ Ron Downing – GGBHTD
 - ✓ Emily Betts – SMART
- ✓ **Schools**
 - ✓ Julian Jeffries – MCOE
- ✓ **Parks & Recreation**
 - ✓ Kevin Wright – County
- ✓ **Health & Human Services**
 - ✓ Carrie Sager – County
- ✓ **Region**
 - ✓ Adam Noelting – MTC
- ✓ **State Highways**
 - ✓ Orlando Ramirez - Caltrans

Consultant Team Leaders



**Bob
Grandy** ^{PE}
PROJECT MANAGER



**Bonnie
Nelson**
BOARD FACILITATION



**Steve
Kinsey**
POLICY LEAD



**Taylor
McAdam** ^{AICP}
PLANNING/EQUITY LEAD



**Sybil
Hatch** ^{PE}
ENGAGEMENT LEAD

Agenda

1. Introductions

2. Purpose and Plan Emphasis

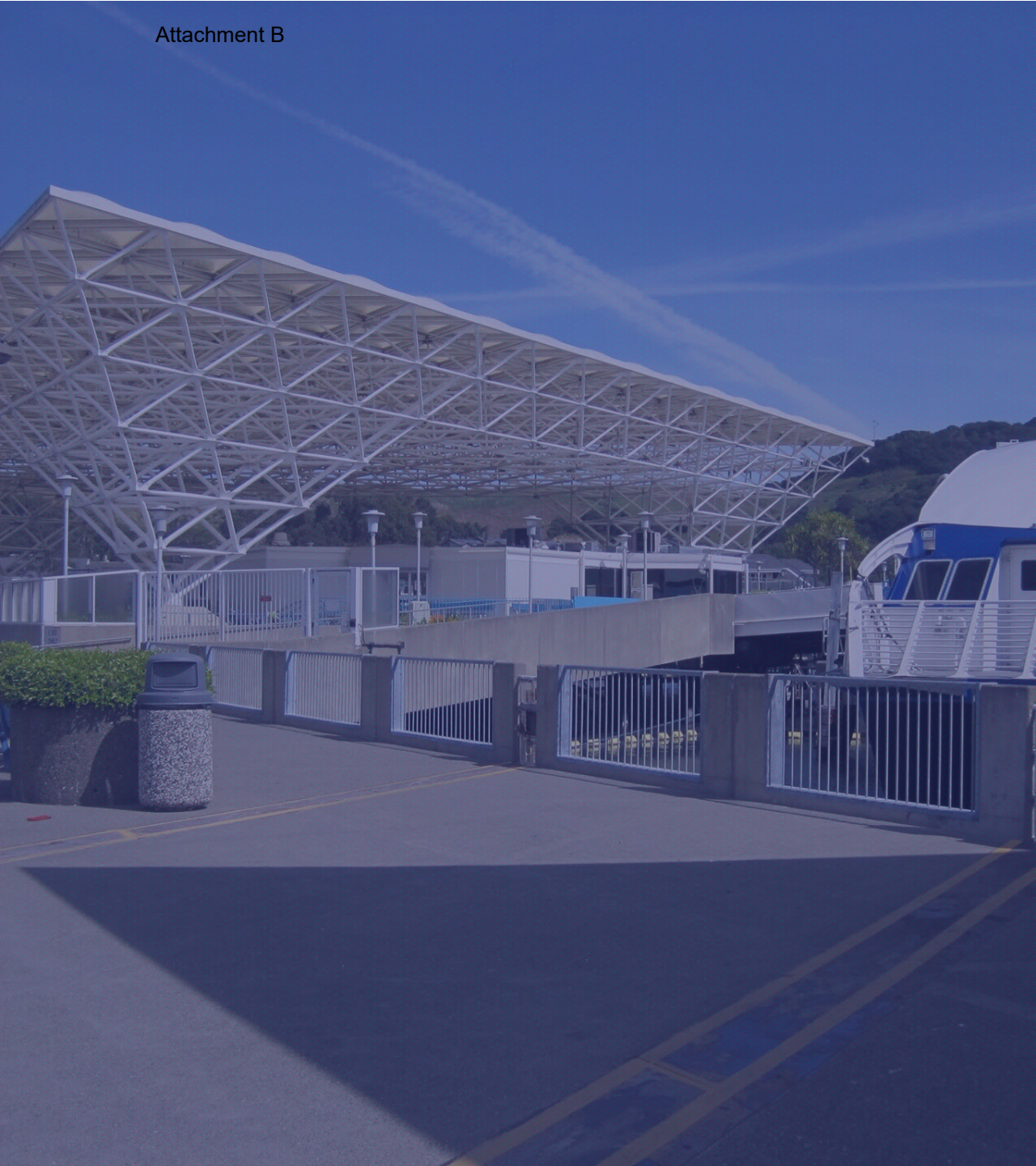
3. Overview and Schedule

4. TAC Role

5. Engagement Process

TAC Discussion Points/ Questions

- ✓ **What is your vision for 2050?**
- ✓ **What do you want to see out of a CTP?**
- ✓ **What is important to you?**
- ✓ **What are your biggest challenges?**
- ✓ **What is missing?**
- ✓ **What questions do you have for us?**



Purpose and Plan Emphasis

Purpose and Plan Emphasis of CTP & CBTP

✓ Purpose

- ✓ 2050 Transportation Vision
- ✓ Set Strategic Priorities
- ✓ Advance equity, land use, transit recovery and priority, safety, and climate resiliency
- ✓ Guide Decision-making of TAM
- ✓ Align planning with funding decisions and project delivery
- ✓ Create path for more federal, state, & regional funds

✓ Outcomes

- ✓ Identify emerging areas and future transportation needs
- ✓ Broaden understanding of community transportation goals
- ✓ Advance CBTP process
- ✓ Convene partner agencies and build consensus
- ✓ Strengthen partnerships needed to deliver the plan

- ✓ Align local, county planning with regional and state guidance where feasible³⁵
- ✓ Strengthen Marin's position in competitive regional, state, and federal funding

✓ Approach

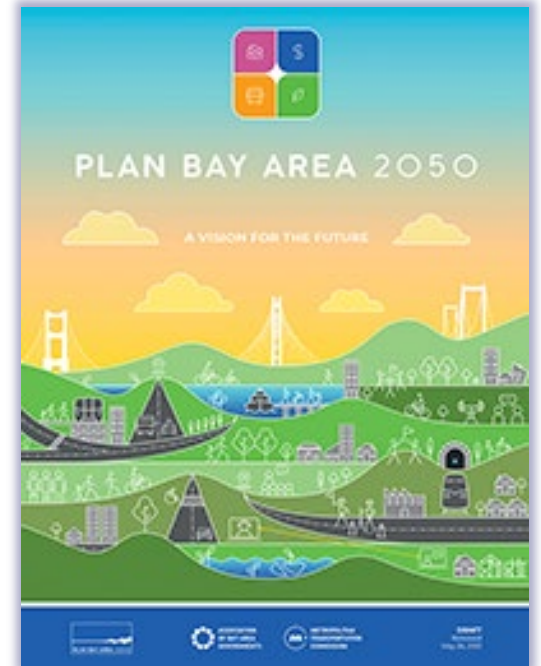
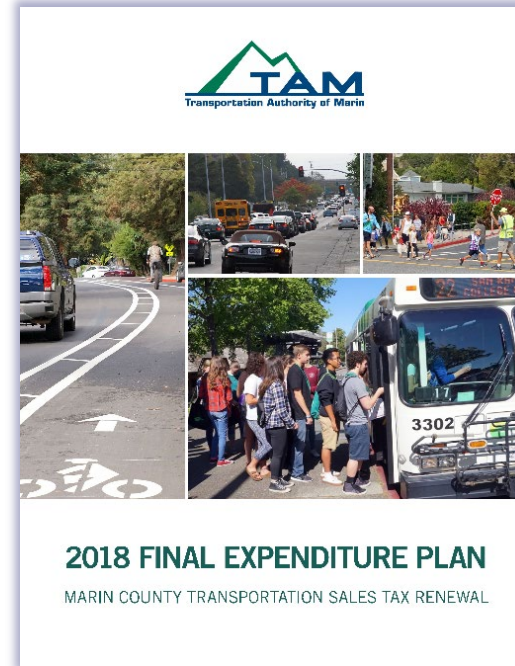
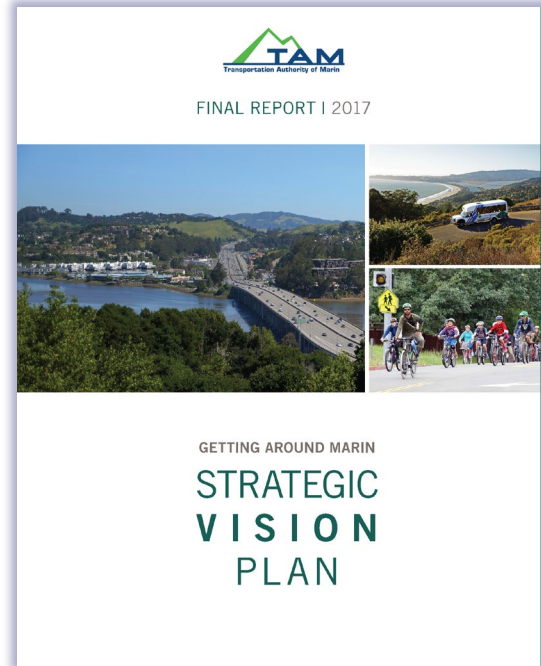
- ✓ Equity-centered Community Engagement Process
- ✓ Data-Informed and Performance Based
- ✓ Systemic Framework with Performance Measures
- ✓ Implementation Plan & Monitoring Element
- ✓ Interim Deliverables
 - ✓ CTP Context
 - ✓ CTP Vision
 - ✓ CTP Framework



Overview and Schedule

Overview

- ✓ Build on Past, Plan for Future



What has changed?

TAM is looking toward the future.



Equity
(Engagement,
Capacity Building,
Investment)



Environment
(GHG/VMT, SLR,
Wildfires)



Demographics
(Aging Population,
Work Trends)



Land Use-
Transportation
Connectivity (TOC,
RHNA, PDA, TPA,
SMART)



Safety
(Safe System)



Travel Behavior
(Pandemic
Changes, Transit
Recovery)

Transformational Outcomes

Fares and Payment

Simpler, consistent, and equitable fare and payment options attract more riders.

Customer Information

Integrated mapping, signage and real-time schedule information makes transit easier to navigate and more convenient for both new and existing riders.

Transit Network

Bay Area transit services are equitably planned and integrally managed as a unified, efficient, and reliable network.

Accessibility

Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently.

Funding

The Bay Area's transit system uses its existing resources more efficiently and secures new, dedicated revenue to meet its capital and operating needs.

Emerging Topics

- ✓ Changing Travel Patterns
- ✓ Land Use/Market Transition
- ✓ Transit Priority
- ✓ Pricing
- ✓ EV Adoption & Facility Needs
- ✓ Resilience/Adaptation
- ✓ Financing & New Funding
- ✓ Vehicle/System Connectivity
- ✓ Fully Automated Vehicles

Co-benefits Analysis & Prioritization

Alameda CTP Project Screening Criteria Examples

✓ **System Effectiveness**

- ✓ Improves transit frequency, reliability, and/or affordability
- ✓ Improves bicycle and/or bicycle safety
- ✓ Closes a network gap
- ✓ Increases productivity of congested corridors
- ✓ Provides viable commute alternative to driving alone on a congested corridor

✓ **Project Location**

- ✓ Within a PDA
- ✓ Within an Equity Priority Community
- ✓ Located in a relevant modal priority corridor

✓ **Project Support and Readiness**

- ✓ Developed through community engagement process and prioritized in a plan
- ✓ Percent of project capital cost covered by committed funding
- ✓ Phase of project development
- ✓ Developed through a multi-agency partnership
- ✓ Addresses a need identified in a CBTP

Schedule

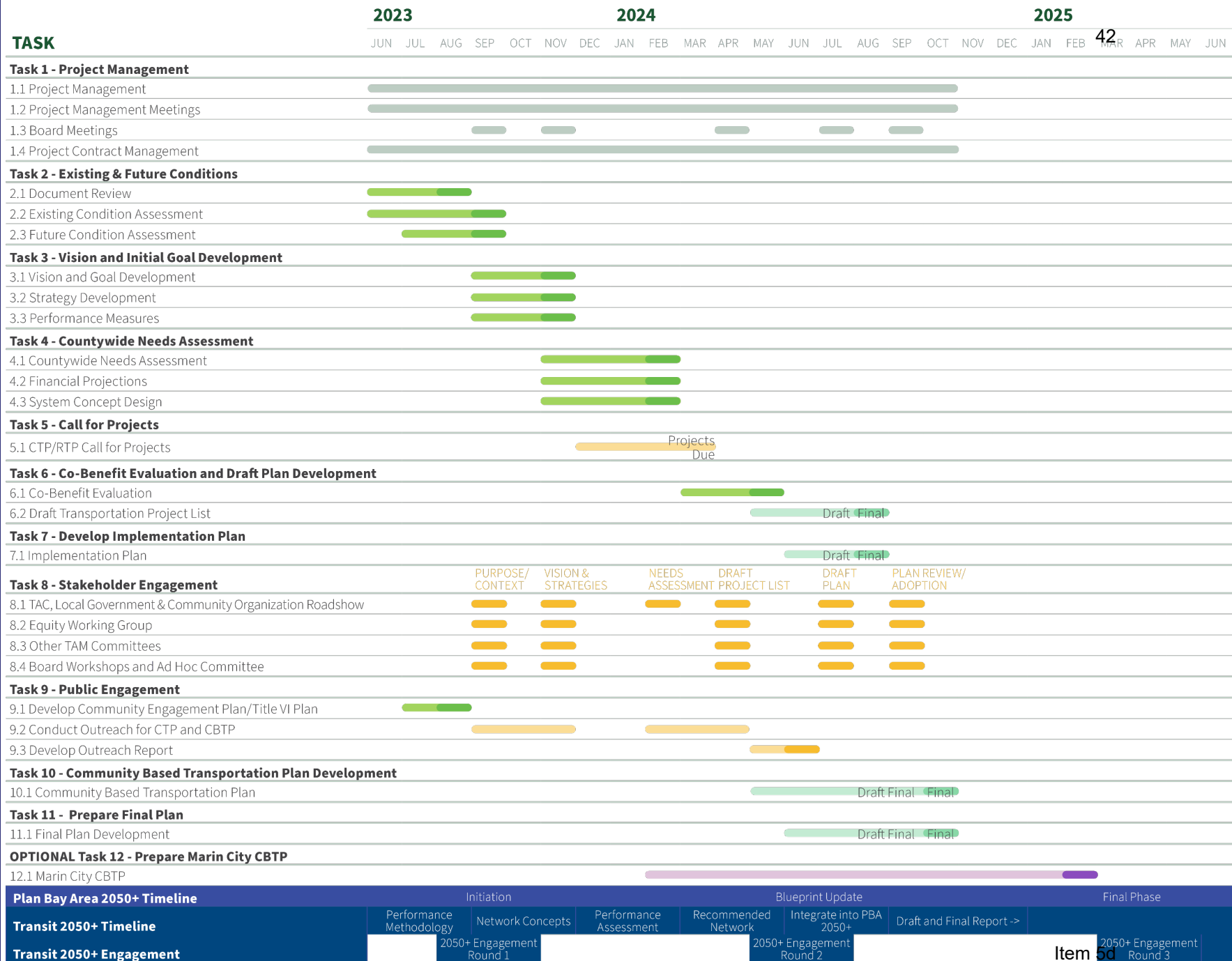
- ✓ Deliverable dates allow input to MTC PBA 2050+ process
- ✓ Consolidated, milestone-based deliverables

JUN 23	SEP 23	NOV 23	FEB 24	MAY 24	JUL 24	OCT 24
Kick-off	CTP Context	CTP Vision	CTP Framework	Co-Benefit Matrix	Draft CTP	Final CTP

Detailed Schedule

LEGEND

- PROJECT MANAGEMENT TASK
- PROJECT MANAGEMENT MILESTONE
- ANALYSIS TASK
- ANALYSIS MILESTONE
- PUBLIC FACING TASK
- PUBLIC FACING MILESTONE
- FINAL DELIVERABLE TASK
- FINAL DELIVERABLE MILESTONE
- OPTIONAL TASK
- OPTIONAL MILESTONE



Expand the Vision

Sharpen the Goals



Listen & Learn

- ✓ Engage Board and Community Together
- ✓ Understand New Concerns and Issues
- ✓ Capacity Building



Establish Needs

- ✓ Build Towards Common Understanding
- ✓ What has Changed?
- ✓ Policy & Investment Trade-offs



Set the Course

- ✓ Equitable Framework
- ✓ Data-Driven
- ✓ Implementation Focus



TAC Role

Role of TAC

- ✓ **Build Collaborative Environment & Process**
- ✓ **Identify Agency and County Transportation Issues and Solutions**
 - ✓ Needs
 - ✓ Gaps
 - ✓ Challenges
 - ✓ Strategies – Projects and Programs
 - ✓ Priorities
- ✓ **Implementation**
 - ✓ Priority projects
 - ✓ Multi-jurisdictional projects
 - ✓ New priorities
 - ✓ Project delivery support
- ✓ **Process**
 - ✓ What is the role of TAM?
 - ✓ Needed partnerships?
 - ✓ Bring your expertise to the TAC
 - ✓ Coordinate with and inform your agency staff and elected officials
 - ✓ Identify stakeholders for engagement process
 - ✓ Support engagement activities



Engagement Process

CBTP & Equity Approach



CBTP Fully Integrated into CTP



Equity Focus of Public Engagement



Equity Working Group



Illustrative Equity Principles

Blue Ribbon Transit Recovery Task Force Equity Principles (adopted January 25, 2021)

INVEST EQUITABLY

Prioritize equitable planning, policies, decision-making and implementation through proportionally greater investments in communities of color and low-income communities to address transit disparities and reflect needed mobility options.

INCREASE ACCESSIBILITY

Increase transit access, prioritize service investments, and improve travel experiences for seniors and riders with disabilities and/or low incomes by increasing fare affordability and service connectivity.

BE INCLUSIVE

Pursue anti-racist strategies as a core element of transit's mission and actions. Ensure full participation of underserved residents to co-create strategies and solutions by engaging meaningfully and directly, in partnership with culturally specific, community-trusted local organizations.

USE DATA TO INFORM DECISIONS

Make people-centered and transparent transit investment and strategy decisions by collecting and using race, gender identity, disability, age and income data. Routinely monitor data to ensure equitable investments for underserved communities.

ADVANCE HEALTH & SAFETY

Incorporate public health and safety measures for transit riders and staff in the day-to-day operations of the transit system. Partner with social service and public health agencies to improve personal health and safety of riders and staff.

Seattle Equity Principles

48

1. Invest where needs are greatest
2. Address climate crisis & environmental justice
3. Innovate equitably & sustainably
4. Ensure safety
5. Encourage dense, affordable housing near transit
6. Improve access to mobility
7. Provide fast, reliable, integrated mobility services
8. Support our workforce
9. Align our investments with equity, sustainability, and financial responsibility
10. Engage deliberately and transparently

Public Engagement Approach

Meet People Where they Are



Focus on Equity Priority Communities and Key Community Organizations

Four Focus Groups, Six Localized Pop-up Events



Online Survey

TAC Discussion Points/ Questions

- ✓ **What is your vision for 2050?**
- ✓ **What do you want to see out of a CTP?**
- ✓ **What is important to you?**
- ✓ **What are your biggest challenges?**
- ✓ **What is missing?**
- ✓ **What questions do you have for us?**



Wrap-up

Building a **Living Plan** through a Data-Informed Community Process



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October 2, 2023

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

Subject: Muir Woods Shuttle 2023 Passenger Survey Results

Dear Board Members:

Recommendation

This is an information item.

Summary

Historically, Marin Transit has conducted a survey of Muir Woods Shuttle riders every summer to gather program feedback and make service improvements. For the first time in over ten years, this year's program was operated by a new operator. On May 27, 2023, Bauer's Intelligent Transportation (Bauer's) took over operation of the Shuttle as a pilot program for the summer of 2023. The survey serves as an integral tool for assessing Bauer's performance.

Overall, riders were very happy with the Shuttle service. Compared to summer 2022, when shuttles were frequently late or cancelled at the last minute, riders were much more satisfied this year. On every point of feedback specific to the Bauer's service delivery (e.g., comfort of shuttles, friendliness of drivers, etc.), over 90% of survey respondents said their experience was excellent or very good. This satisfaction with the shuttle operation appears to have led to higher ratings on things that were not directly influenced by Bauer's and that have not changed since last year, such as amenities at bus stops.

The survey also gathered information about where riders are coming from, per your Board's request at the June 2023 presentation of the Muir Woods Shuttle Annual Evaluation Report. 40% of survey respondents live in the Bay Area, 12% live in other parts of California, 39% live in other US states, and 9% are international visitors. For the out-of-town visitors, 19% were staying within Marin County and/or doing other activities within the County before or after the Shuttle ride. For more details on these and other statistics, see presentation in Attachment A.

The pilot with Bauer's ends on October 29, 2023. District staff are working with National Park Service (NPS) staff to determine what is the best path forward for the Shuttle, and the survey results will also serve as a tool to guide those discussions. Staff will return to your Board later this fall with recommendations on the future of the Shuttle program.

**Fiscal/Staffing Impact**

None.

Respectfully Submitted,

A handwritten signature in black ink that reads "Asher Butnik".

Asher Butnik
Senior Transit Planner

Attachment A: Muir Woods Shuttle Passenger Survey Results Presentation



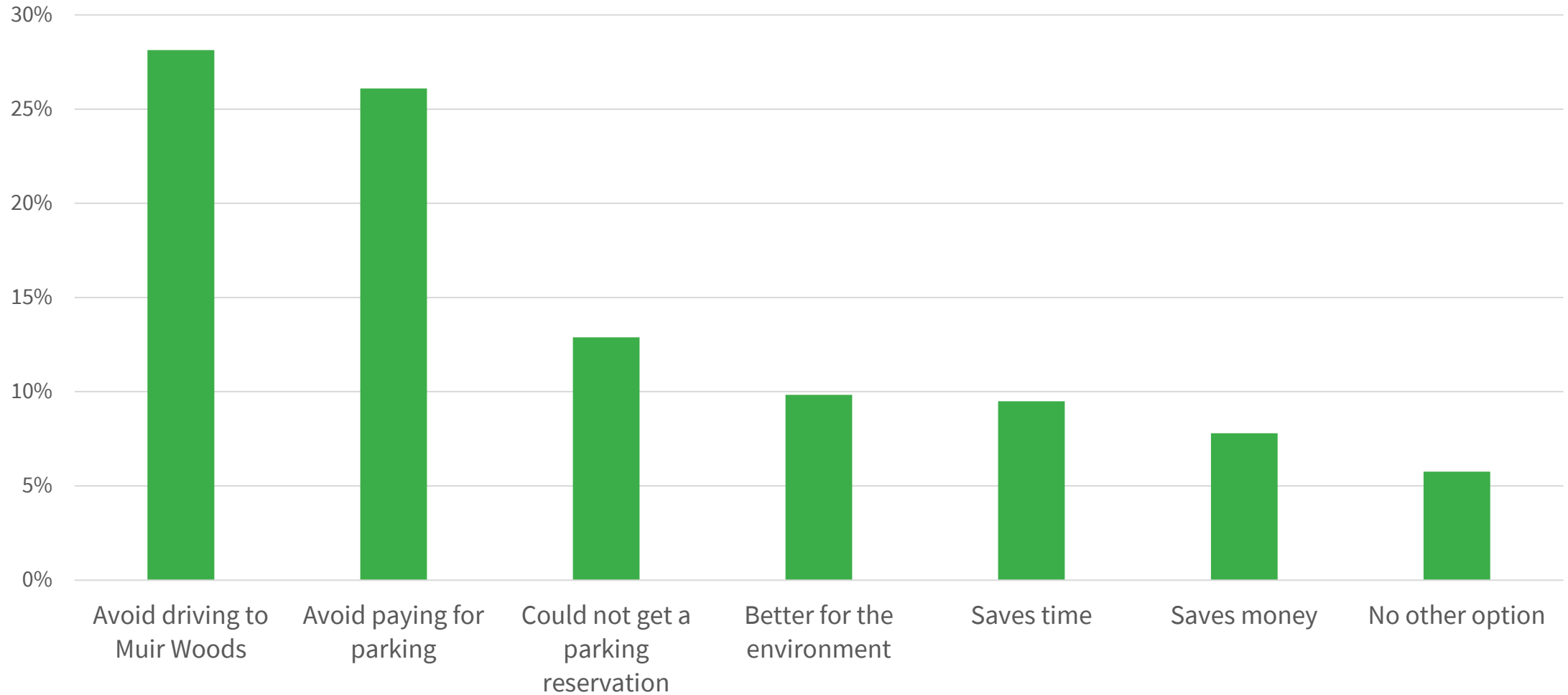
Muir Woods Shuttle Passenger Survey Results

SUMMER SEASON 2023

Overview

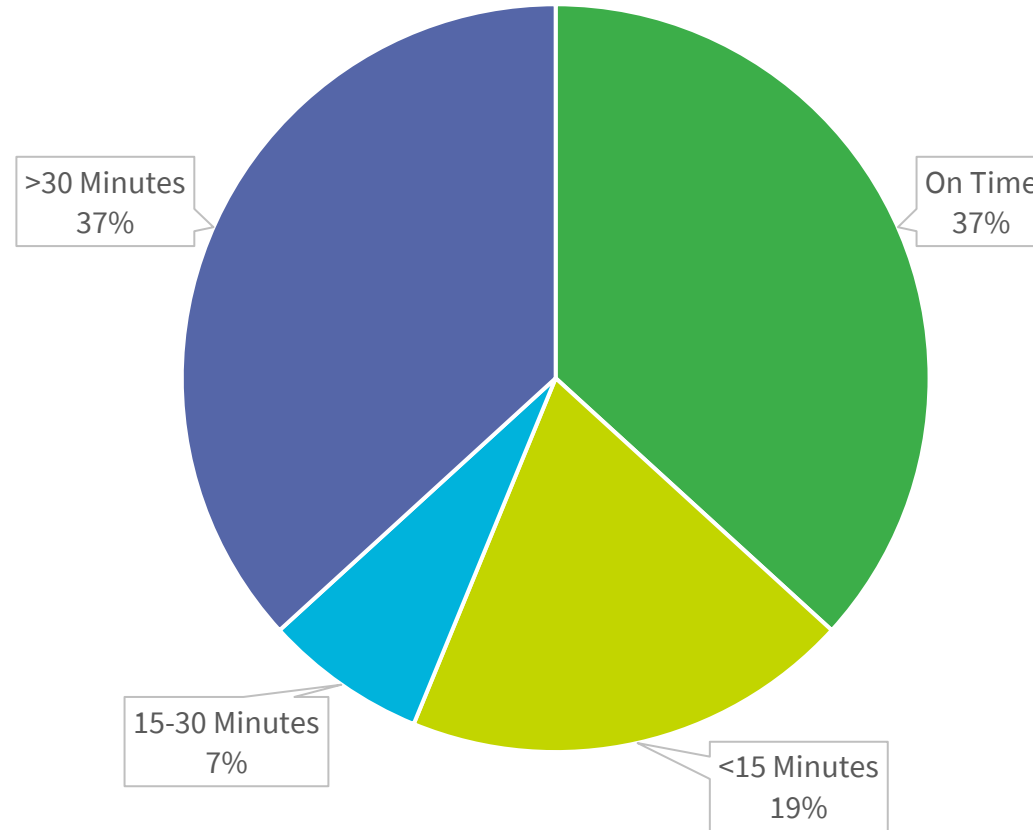
- Survey conducted from July 28 through August 1
- 159 responses collected
 - 114 from Larkspur, 40 from Sausalito
 - Most people chose Larkspur vs Sausalito based on what was available for their day of travel (unlike last year, the Shuttle only ran from one location each day)
- These survey results will help determine future program recommendations

Why did you choose to use the Muir Woods Shuttle today?



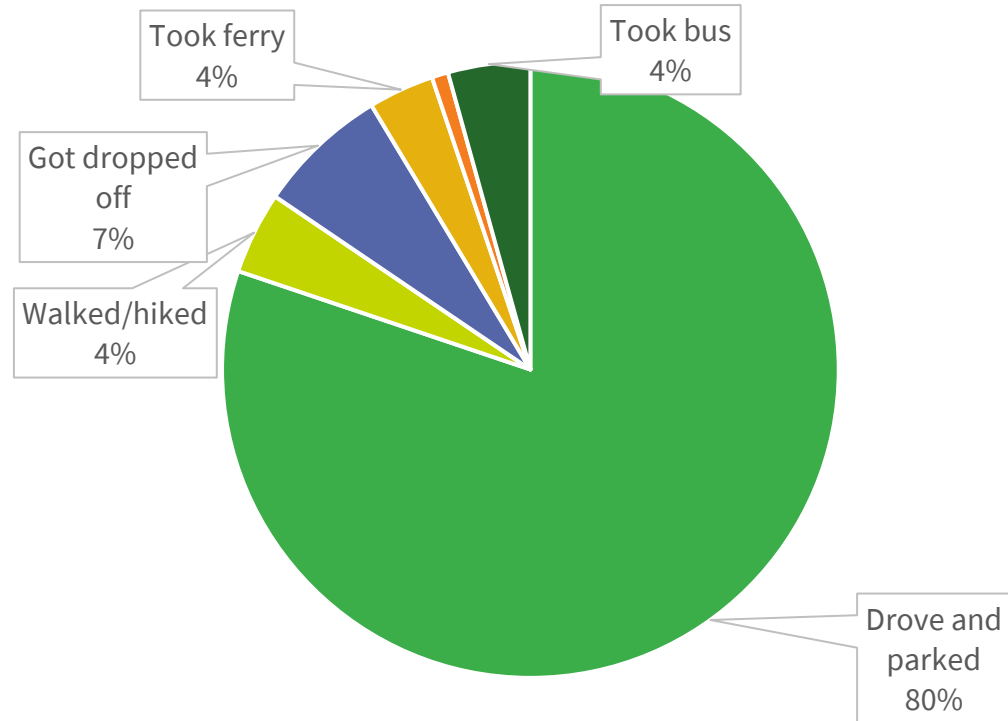
How long did you wait between your reservation time and the Shuttle departure?

From operational data: Shuttles are **75% on time**

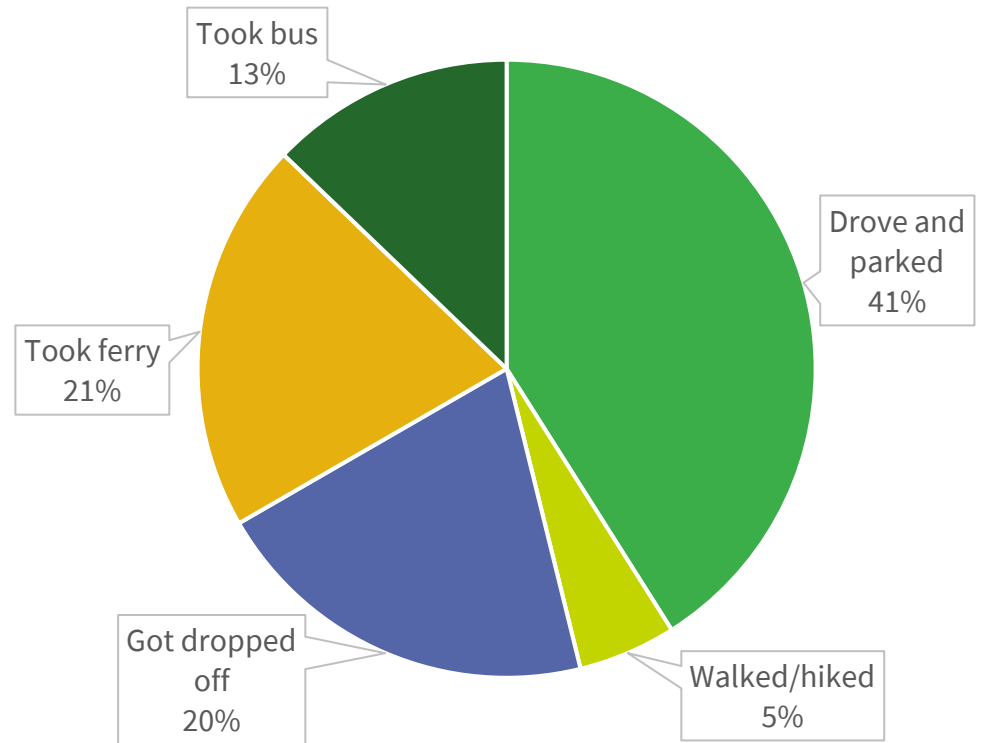


How did you get to the Muir Woods Shuttle?

Larkspur – 80% drove



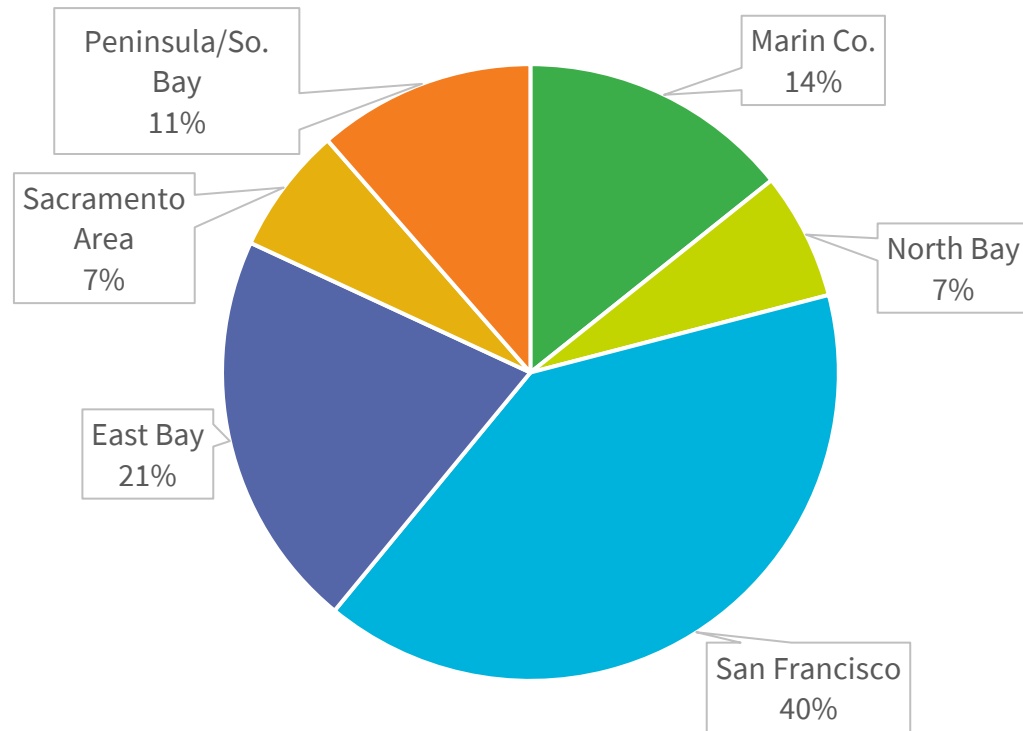
Sausalito – Multimodal Access



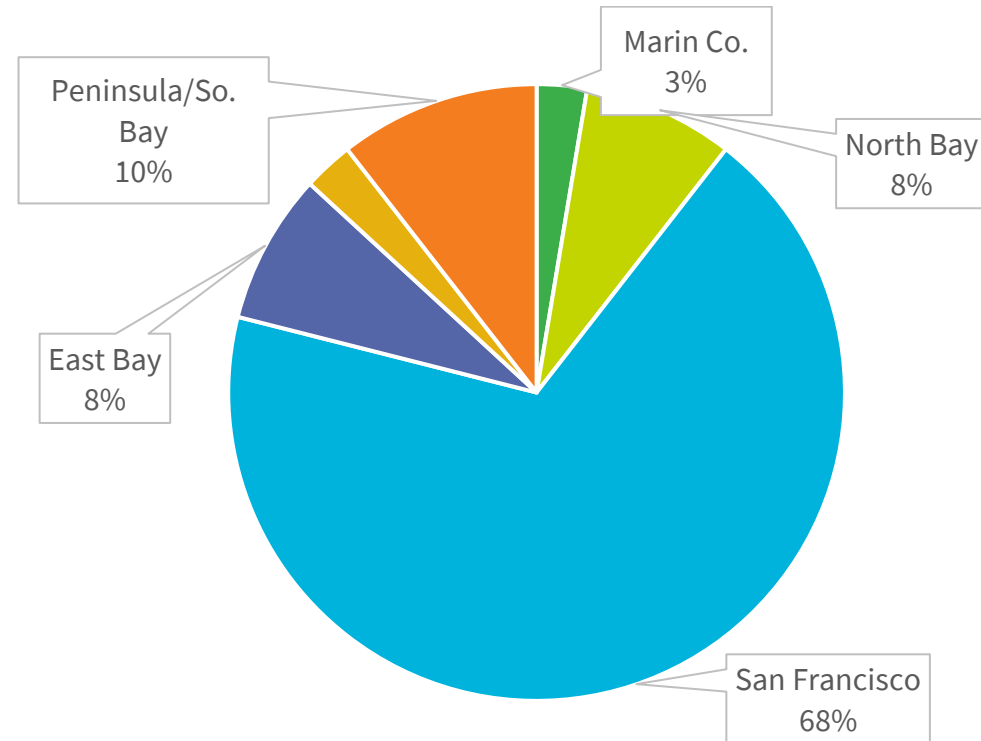
- Drove and parked
- Walked/hiked
- Biked
- Got dropped off
- Took ferry
- Took train
- Took bus

Where did you come from today (e.g., if you are an out-of-town visitor, where are you staying)?

Larkspur – Diverse origins

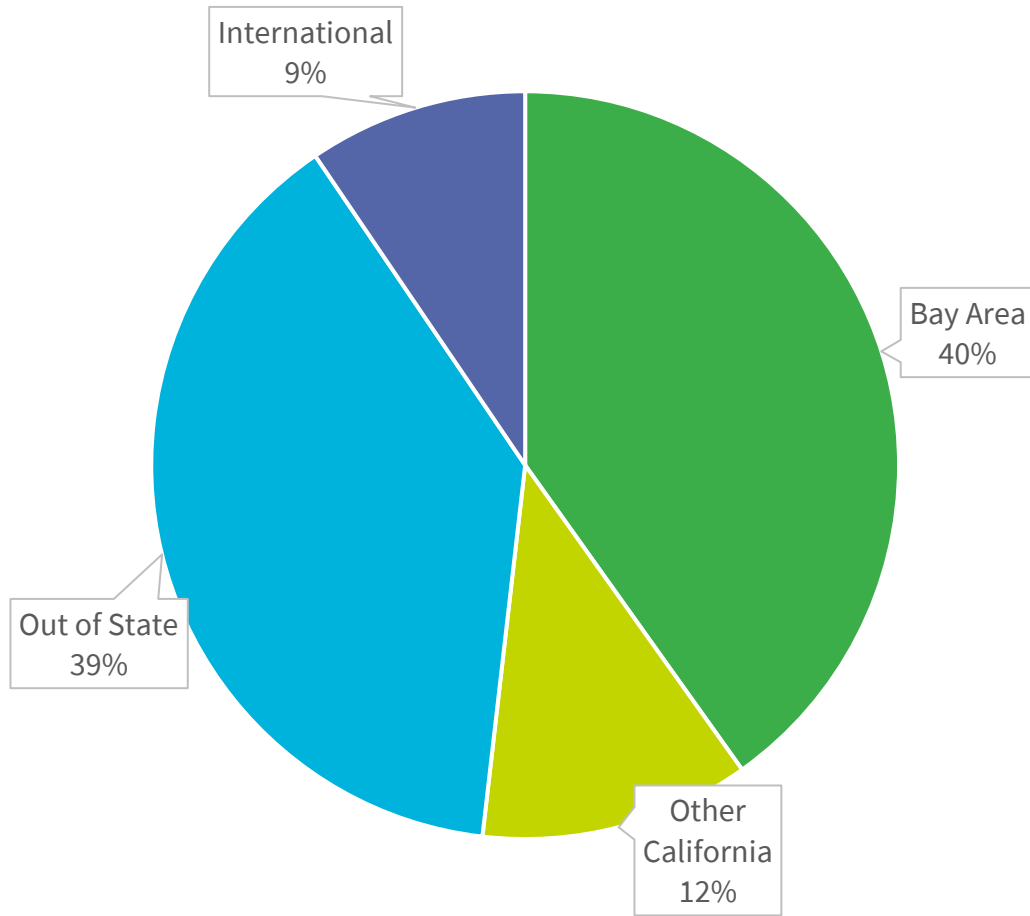


Sausalito – 2/3 San Francisco



■ Within Marin County
 ■ North Bay
 ■ San Francisco
 ■ East Bay
 ■ Sacramento Area
 ■ Peninsula/South Bay

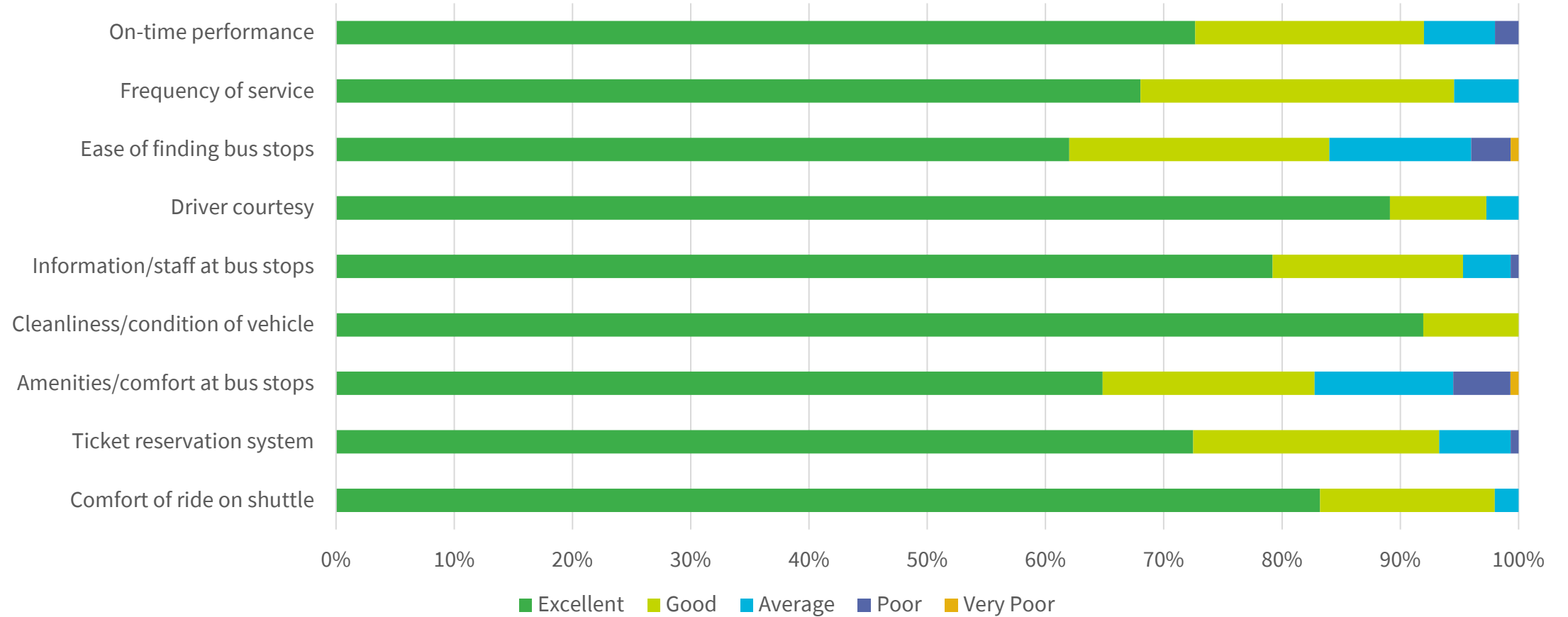
Where do you live?



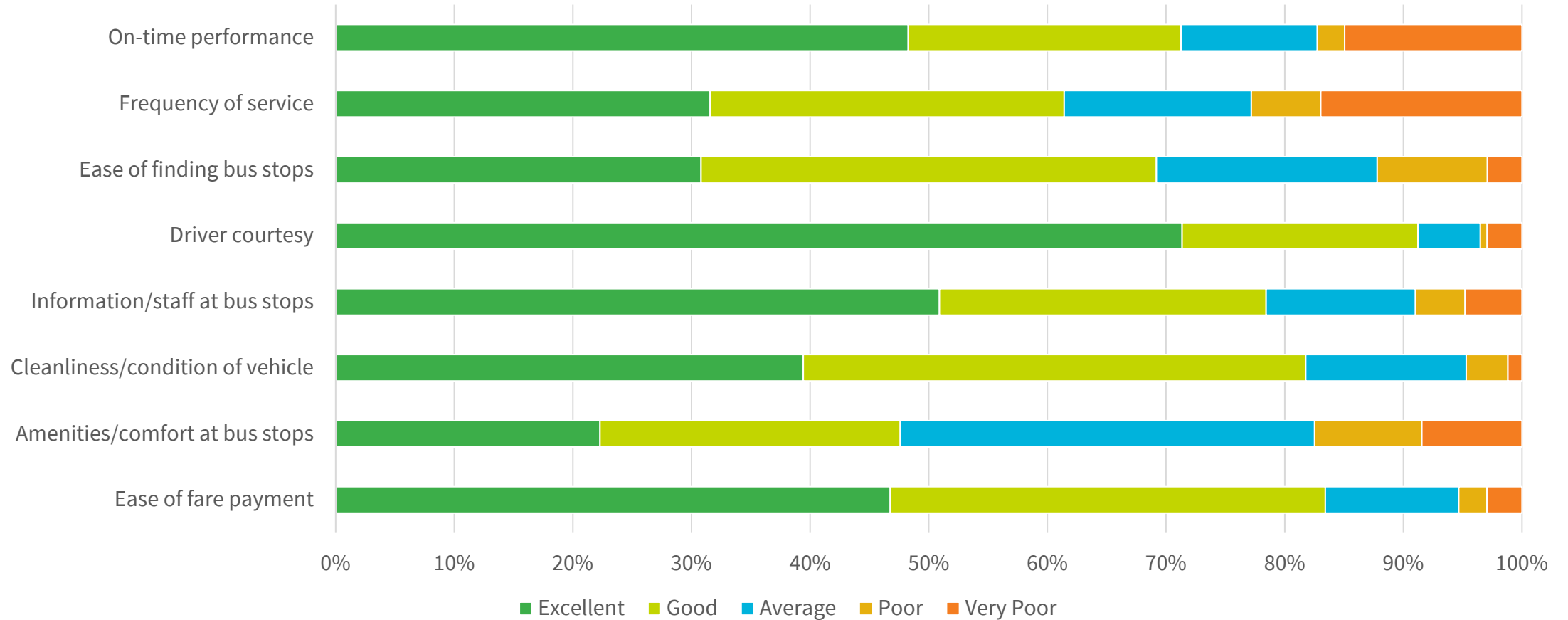
Location	Percent of Riders
Bay Area	
North Bay	4%
East Bay	15%
San Francisco	11%
Peninsula/South Bay	9%
Other California	
Southern California	7%
Central Valley	4%
North Coast	1%



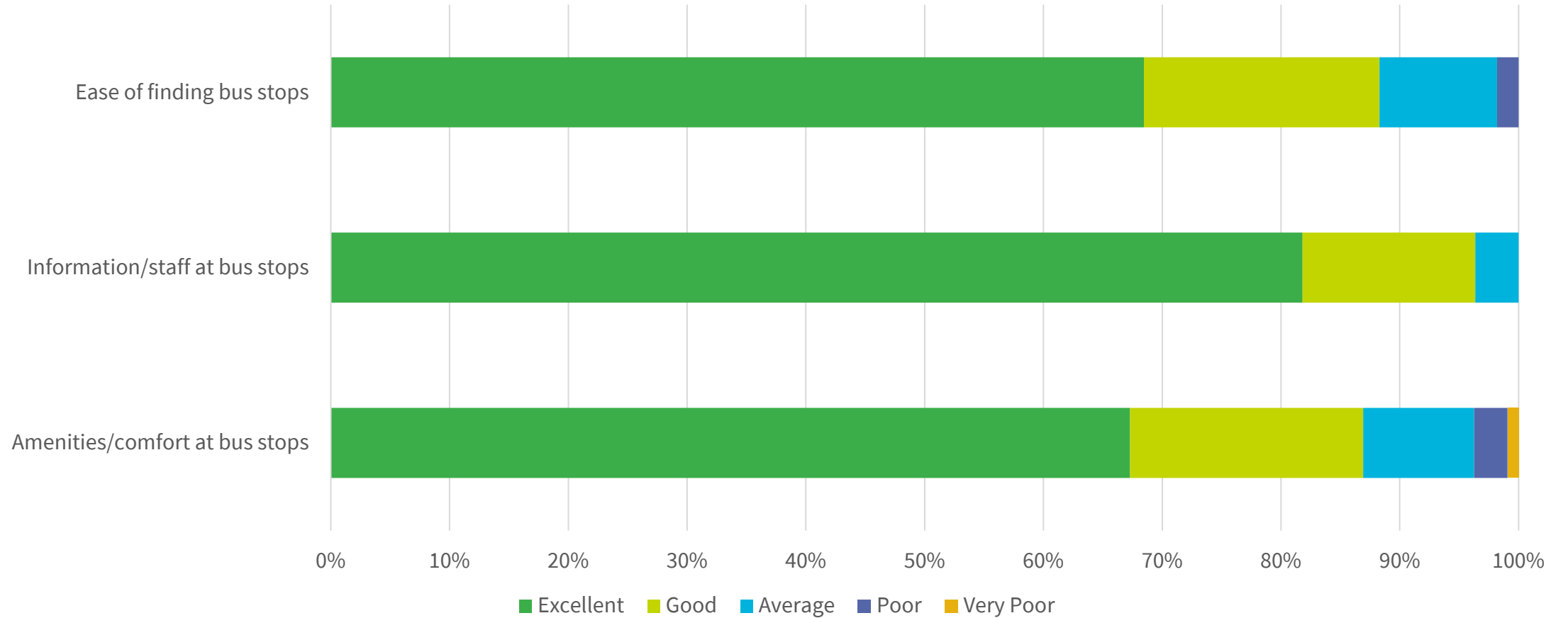
Overall Program Rider Ratings



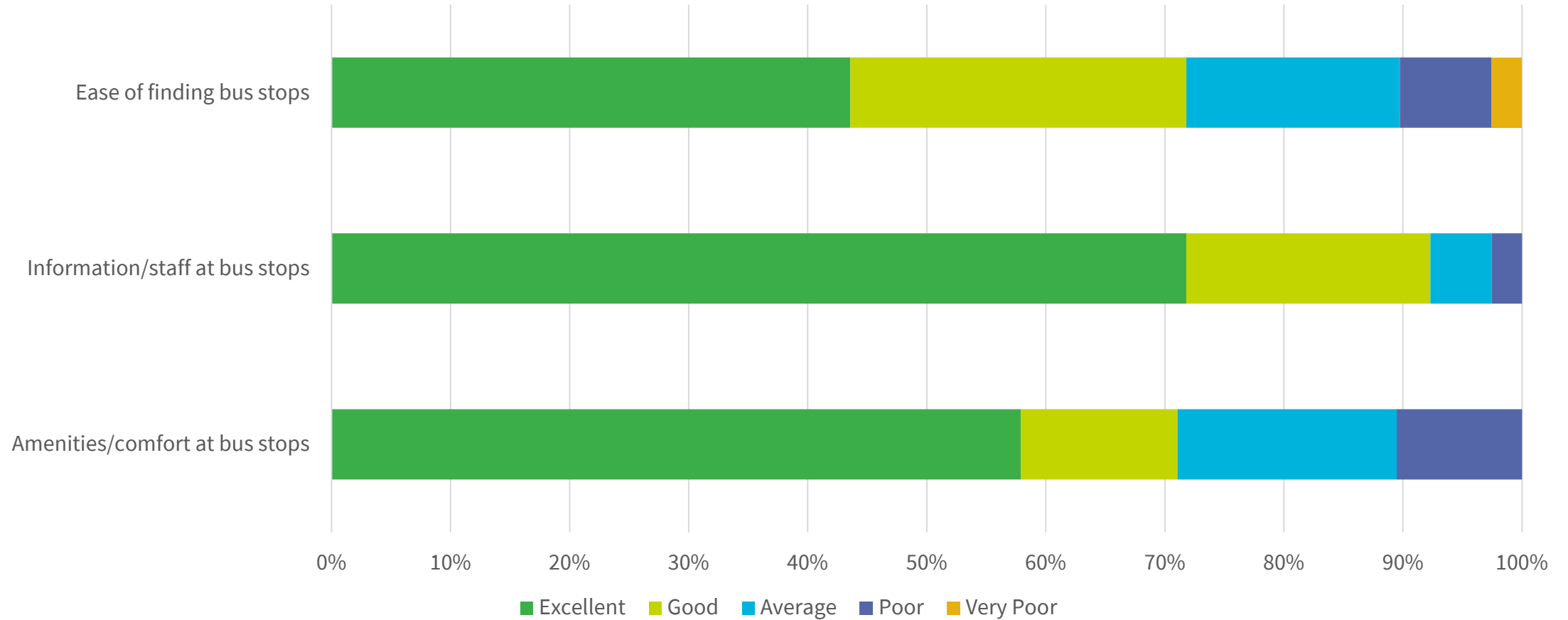
For comparison: 2022 Sausalito Rider Ratings



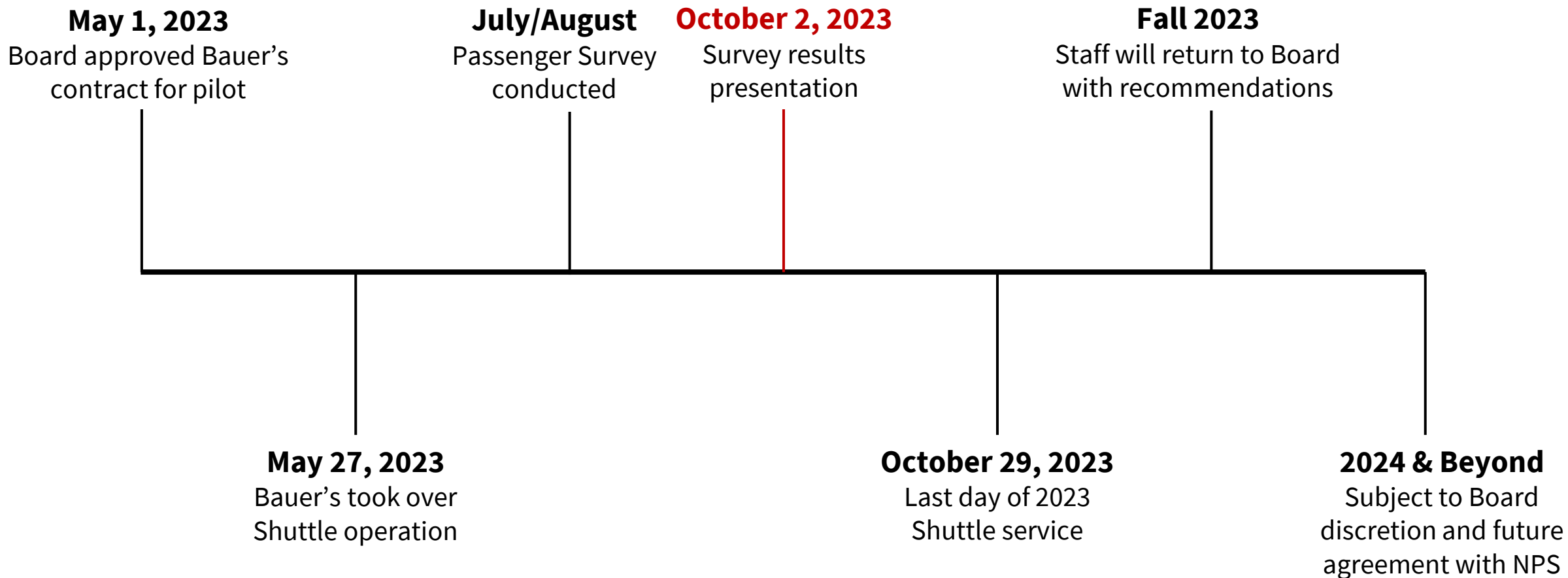
Larkspur Stop Rider Ratings



Sausalito Stop Rider Ratings



Muir Woods Shuttle Timeline



Key topics for future consideration

- Cost of program
- Sustainability of program
- Share of program management duties between Marin Transit and NPS
- Upcoming closure of Frank Valley Road

Thank you

CONTACT

Asher Butnik

Senior Transit Planner

abutnik@marintransit.org





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San Rafael, CA 94901
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City of San Rafael

Fred Casissa

Alternate
Town of Corte Madera

October 2, 2023

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

Subject: Authorize Participation in the Clipper BayPass Pilot Program

Dear Board Members:

Recommendation

Authorize the General Manager to sign the Clipper BayPass Agreement with the Metropolitan Transportation Commission (MTC), allowing Marin Transit to participate in the Clipper BayPass Pilot Program, which may run through June 30, 2026.

Background

In May 2022, staff from MTC and BART presented an update on regional transit fare coordination and integration to your board. This presentation discussed an unlimited regional institutional/employer pass pilot program, which has come to be called Clipper BayPass. The Clipper BayPass is a Clipper-based pass that is valid for unlimited rides on every transit agency in the Bay Area that accepts Clipper.

Phase 1 of the pilot program began in August 2022. A subset of students at UC Berkeley, San Francisco State University, and San Jose State University who participate in those universities' existing institutional pass programs were randomly selected to receive the BayPass instead of the operator-specific passes they would have otherwise received. All students at Santa Rosa Junior College and residents at MidPen Housing affordable housing developments also received BayPass passes instead of the operator-specific passes previously associated with those institutions.

The Phase 1 evaluation showed that BayPass recipients took transit 40% more than their peers at the same institutions who received the standard operator-specific institutional pass. While much of this increase in ridership was due to BayPass recipients riding other operators more often, BayPass recipients also took transit more often on their home operators relative to their peers who had a pass for that same operator.

So far, Clipper BayPass ridership on Marin Transit is very small, understandable given the limited reach and geography of the Phase 1 participants. Under Phase



1 of the pilot program, BayPass users have taken 5,098 trips on Marin Transit, representing less than one percent of the District's total ridership.

See the Clipper BayPass Phase 1 Interim Evaluation in Attachment C for more details.

Discussion

Phase 2 of the Clipper BayPass pilot program will allow up to 10 employers and/or institutions in the Bay Area to participate, up to a total of 20,000 individuals. District staff are interested in getting Clipper BayPass to employers and institutions in Marin such as College of Marin and have begun that conversation with the MTC staff who administer the BayPass program. All existing data suggests that expanding the Clipper BayPass program across the Bay Area would benefit Marin Transit ridership.

In order to participate, your Board has to approve Marin Transit entering into the agreement shown in Attachment A. This agreement commits Marin Transit to continue to accept BayPass on our buses. It does not finalize anything regarding which institutions participate – the participants in Phase 2 are to be determined by MTC with input from local operators. Phase 2 of the Clipper BayPass Pilot program is designed in a manner that protects existing transit operator revenues, especially for operators with existing institutional pass programs as explained below. Phase 2 of the Clipper BayPass Pilot Program will begin on December 1, 2023 and continue to no later than June 30, 2026.

As the program expands to more institutions under Phase 2, staff expect BayPass ridership on Marin Transit to increase, particularly if institutions or employers in Marin are able to join the program. District staff hope that the program will continue to expand beyond Phase 2 and will continue to work with MTC on the inclusion of Marin County institutions.

MTC staff will present an update on the Clipper BayPass program from a regional perspective (see Attachment B) at the October board meeting.

Fiscal/Staffing Impact

Participation in the Clipper BayPass pilot program is not anticipated to have a significant fiscal or staffing impact on Marin Transit. The potential fiscal impact to Marin Transit is limited by low BayPass ridership on Marin Transit routes and the revenue that has already been identified by MTC to reimburse transit agencies for potential lost fares. The revenues generated from the sales of Clipper BayPass passes will be put into a fund administered by MTC. Each operator will receive the full cash fare equivalent from this fund for each BayPass ride on their service (except for existing institutional passes, in which case the operator receives the value of the existing pass). If revenues from this fund are insufficient to cover the cost of each ride, MTC has a \$5,000,000 backstop set aside to cover the difference.

Respectfully Submitted,

A handwritten signature in black ink that reads "Asher Butnik".

Asher Butnik
Senior Transit Planner



Attachment A: Clipper BayPass Participation Agreement

Attachment B: Clipper BayPass Update Presentation

Attachment C: Clipper BayPass Phase 1 Interim Evaluation

CLIPPER® BAY PASS PILOT PROGRAM PARTICIPATION AGREEMENT

This Clipper® BayPass Pilot Program Participation Agreement (the “Agreement”) is entered into as of the ____ day of _____, 2023 (the “Effective Date”), by and among the Metropolitan Transportation Commission (“MTC”) and the following transit operators participating in the Clipper® BayPass Pilot Program (referred to herein individually as an “Operator” or collectively as the “Operators”):¹:

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 Fairfield and Suisun Transit; 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”.

RECITALS

WHEREAS, 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 the “deployment of an all-transit agency institutional/employer pass demonstration pilot in 2022, with a focus on educational institutions, affordable housing properties, and employers of various sizes, pending available resources/technical considerations;” and

WHEREAS, as of January 1, 2023 several Operators offer their own employer/institutional pass products, such as AC Transit’s EasyPass Program, Caltrain’s GO Pass Program, SamTrans’ Way2Go Program, and VTA’s SmartPass Program, collectively referred to as “Preexisting Institutional Pass Products;” and

WHEREAS, the Clipper BayPass Pilot Program was created in 2022 under the direction of the Fare Integration Task Force in order to deliver on the commitment to establish an institutional/employer pass pilot to evaluate the impact that an unlimited institutional regional transit pass may have on transit ridership, revenues, and customer experience. The Clipper BayPass Pilot Program is administered by staff from MTC and BART; and

WHEREAS, the Clipper BayPass Pilot Program utilizes the Clipper fare payment system product known as the “Events Pass”. The Clipper BayPass Pilot Program provides individual participants with a transit pass good for unlimited travel on all transit services operated by the Operators that accept Clipper, with the exception of Cable Car service operated by the SFMTA (“Clipper BayPass”); and

WHEREAS, on August 1, 2022, the Parties launched Phase 1 of the Clipper BayPass Pilot Program at the University of California, Berkeley, San Francisco State University, San Jose State University, Santa Rosa Junior College and 13 affordable housing properties managed by MidPen Housing Corporation (“Clipper BayPass Phase 1 Participants”); and

WHEREAS, Operators consented to participate in Phase 1 of the Clipper BayPass Pilot Program prior to the August 1, 2022 launch of the program through written consent, consisting of governing board approval and/or executive director/general manager approval as conveyed to MTC by respective Operators; and

WHEREAS, Clipper BayPass Phase 1 Participants received Clipper BayPass at no cost as each of these institutional participants was in an existing contractual relationship with at least one Operator to purchase a transit pass product that provided access to one or more Operators' transit service. MTC allocated State Transit Assistance funds to each Operator, starting in FY 2022-23 and to continue until the conclusion of the Phase 1 Pilot, to backfill any revenue impact from use of the Clipper BayPass by Clipper BayPass Phase 1 Participants; and

WHEREAS, Phase 2 of the Clipper BayPass Pilot Program will offer the Clipper BayPass product for sale to up to 10 employers and/or institutions in the Bay Area with a combined total of up to 20,000 individuals. Each employer/institutional customer of Phase 2, with the exception of Preexisting Institutional Pass Product customers, will enter into a one-year contract with MTC which will set forth the financial terms of the purchase of the Clipper BayPass product. Contracts will be subject to renewal on an annual basis, with financial terms subject to change. Preexisting Institutional Pass Product customers will maintain their existing contractual relationship with the Operator offering their Preexisting Institutional Pass Product with a separate additional contract with MTC for Phase 2 of the Clipper BayPass Pilot unless the Operator, MTC, and customer mutually agree to another contracting arrangement; and

WHEREAS, Phase 2 of the Clipper BayPass Pilot Program will begin on December 1, 2023 and continue to no later than June 30, 2026; and

WHEREAS, the Clipper BayPass program is designed with a goal of generating new riders and new revenue sources for transit operators, and to broaden access to institutional pass programs; and

WHEREAS, During Phase 2 of the Clipper BayPass Pilot Program, Clipper BayPass will not be offered at a price that undercuts the cost of any Preexisting Institutional Pass Products. The cost of Clipper BayPass to any employer will be above the cost of any Preexisting Institutional Pass Product for operators that serve the employer's physical location. Service is defined as a rail station or bus stop within three miles of an employer's physical location; and

WHEREAS, During Phase 2 of the Clipper BayPass Pilot Program in San Mateo County and Santa Clara County, Clipper BayPass will only be offered to Preexisting Institutional Pass Product customers of Caltrain's GoPass Program within three miles of a Caltrain rail station or VTA's SmartPass Program outside of three miles of a Caltrain rail station; and

WHEREAS, Phase 2 of the Clipper BayPass Pilot program is designed in a manner that protects existing transit operator revenues, especially for operators with existing institutional pass programs; and

WHEREAS, MTC and Clipper BayPass project staff will continue to engage with operator staff and executives to share pilot findings, project updates, and to collect feedback from transit operators about the program; and

WHEREAS, MTC and Clipper BayPass project staff will proactively seek input and consent from Operators before any long-term program is established; and

WHEREAS, it is the understanding of the parties that the pricing and revenue distribution terms in this agreement do not establish a precedent for pricing or revenue distribution in any post-pilot Clipper BayPass program that might be established. The terms of any such future program are subject to later negotiation. Any Operator will have the discretion to participate or not participate in any future post-pilot Clipper BayPass program that that might be established;

NOW, THEREFORE, in consideration of the facts recited above, the Parties agree as follows:

ARTICLE I Operator Responsibilities

Each Operator agrees to:

- A. Participate in the Clipper BayPass Pilot program for the remaining period of the Phase 1 Pilot, lasting until July 31, 2024.
- B. Participate in the Clipper BayPass pilot program for the entirety of the Phase 2 Pilot lasting from the Effective Date until no later than June 30, 2026.
- C. Provide in-kind staff and administrative support needed to successfully deliver and administer the Clipper BayPass Pilot program at the Operator.
- D. Partner with MTC, other Operators, and/or their designated third-party consultants for the Clipper BayPass Pilot to organize evaluation and research activities including surveys, focus groups, and other similar research methods over the course of the Pilot.
- E. Facilitate the payment to the Operator of revenues generated by the sale of Clipper BayPass to institutions during Phase 2 by MTC.

ARTICLE II MTC Responsibilities

MTC agrees to:

- A. Administer the Clipper BayPass Pilot program for the remaining period of the Phase 1 Pilot, lasting until July 31, 2024.
- B. Administer the Clipper BayPass Pilot program for the entirety of the Phase 2 Pilot lasting from December 1, 2023 until no later than June 30, 2026.
- C. Provide in-kind staff and administrative support needed to successfully deliver and administer the Clipper BayPass Pilot program, including managing the contractual relationship with employer customers, customer support, new business development, financial management, public information, communications, and technology support/operations.
- D. Provide regular updates to the Fare Integration Task Force or any designated successor body on the status of the Clipper BayPass Pilot program.
- E. Conduct an evaluation of the Clipper BayPass Pilot, as directed by the Fare Integration Task Force or any designated successor body.

- F. Collect revenue generated by sales from the Phase 2 Clipper BayPass Pilot Product (“Phase 2 revenue”) under the terms of individual contracts with employer/institutional customers.
- G. Allocate Phase 2 revenues and any other approved funds to the Parties under the terms set forth in Article III.

ARTICLE III Program Revenues

- A. Any Phase 2 revenue generated by the sales of Clipper BayPass to an employer/institutional customer that was not a customer of an Operator’s Preexisting Institutional Pass Product on either January 1, 2020 or on the Effective Date shall be allocated by MTC amongst the Parties based on actual passenger usage of the Clipper BayPass Phase 2 product at a rate equal to a regular Adult Clipper fare for each trip taken.
- B. Any Phase 2 revenue generated by the sales of Clipper BayPass to an employer/institutional customer that was a customer of an Operator’s Preexisting Institutional Pass Product on either January 1, 2020 or on the Effective Date shall first be allocated to the Operator holding the Preexisting Institutional Pass Product contract with the employer/institutional customer in an amount equal to the cost of the Preexisting Institutional Pass Product for that employer/institutional customer during the current fiscal year at the time. Remaining revenues not allocated to the Operator holding the Preexisting Institutional Pass Product contract will be available to allocate according to the process described in subsection A.
- C. Should the Phase 2 revenue be in excess of the amount needed to reimburse Operators under the terms described in Article III, subsections A and B, these additional revenues up to a limit of \$1,000,000 or whatever costs were incurred by MTC to establish the Phase 2 program, whichever is less, shall be available to reimburse MTC for the operation and management of the Clipper BayPass Pilot program subject to the approval of the Fare Integration Task Force or any designated successor body. All additional excess revenues, beyond the limit described above, will be allocated to transit operators based on each operator’s share of overall Phase 2 ridership.
- D. Should the Phase 2 revenue be insufficient to reimburse Operators under the terms described in Article III, subsections A and B, MTC may use budgeted and MTC Commission approved funds (“revenue backstop”), currently \$5,000,000 as of the Effective Date, as an alternative source of funding to reimburse Operators.
- E. The project team, consisting of MTC and BART staff, will keep the Fare Integration Task Force or any designated successor body updated on a regular basis on Phase 2 revenues, usage, and interested customers, and MTC will not enter into additional contracts with employer/institutional customers if it is determined by MTC that the \$5,000,000 revenue backstop may be insufficient to fully reimburse Operators the terms described in Article III, subsections A and B.
- F. Should any existing employer/institutional customer of one of the Operators’ Preexisting Institutional Pass Products express an interest in purchasing the Clipper BayPass product, the Clipper BayPass will only be offered to the existing employer/institutional customer as upgrade to their Preexisting Institutional Pass Product. MTC will manage a

supplemental contract for the BayPass upgrade, and the Parties will strive to align operational processes between the Clipper BayPass and the Preexisting Institutional Pass programs.

ARTICLE IV Indemnification

- A. Mutual Indemnification.** No Party to this Agreement (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 Agreement 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 Agreement.
- 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 Agreement.

ARTICLE V Term

The term of the Agreement shall begin upon the Effective Date and continue until June 30, 2026, unless terminated by written agreement of the Parties.

ARTICLE VI Changed Circumstances

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

ARTICLE VII Legal Representation and Common Interest

The Parties recognize a mutuality of interest, and a need for joint cooperation in legal matters relating to Clipper. 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 Clipper program, 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 Clipper 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 Agreement, 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 Agreement. 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 Agreement has been duly authorized and executed by the Parties hereto on the dates specified below by their duly authorized representatives.

Metropolitan Transportation Commission

Approved as to form:
Kathleen Kane, General Counsel

Name: Andrew B. Fremier
Title: Executive Director

Matthew Lavrinets, Senior Counsel

Date: _____

Alameda-Contra Costa Transit District

Approved as to form:

Name: Michael A. Hursh

Title: General Manager

Date: _____

Jill A. Sprague, General Counsel

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

Approved as to form:

Name: Denis J. Mulligan
Title: General Manager

Kimon Manolius, General Counsel

Date: _____

San Francisco Bay Area Rapid Transit District

Approved as to form:

Name: Robert M. Powers

Title: General Manager

Date: _____

Matthew Burrows, General Counsel

**City and County of San Francisco
Municipal Transportation Agency**

Approved as to form:
David Chiu, City Attorney

Name: Jeffrey Tumlin
Title: Director of Transportation
Date: _____

Robin M. Reitzes, Deputy City Attorney

San Mateo County Transit District

Approved as to form:

Name: April Chan

Title: General Manager/CEO

Date: _____

Joan L. Cassman, General Counsel

Santa Clara Valley Transportation Authority

Approved as to form:

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

Evelynn Tran, General Counsel

Peninsula Corridor Joint Powers Board

Approved as to form:

Name: Michelle Bouchard

Title: Executive Director

Date: _____

James Harrison, General Counsel

Central Contra Costa Transit Authority

Approved as to form:

Name: William Churchill

Title: General Manager

Date: _____

Julie Sherman, General Counsel

City of Fairfield
Fairfield and Suisun Transit

Approved as to form:

Name: David Gassaway
Title: City Manager

David Lim, City Attorney

Date: _____

City of Petaluma

Approved as to form:

Name: Peggy Flynn

Title: City Manager

Date:_____

Eric W. Danly, City Attorney

Eastern Contra Costa Transit Authority

Approved as to form:

Name: Rashidi Barnes
Title: Chief Executive Officer

Eli Flushman, General Counsel

Date: _____

Livermore/Amador Valley Transit Authority

Approved as to form:

Name: Christy Wegener
Title: Executive Director

Michael N. Conneran, General Counsel

Date:_____

Marin County Transit District

Approved as to form:

Name: Nancy E. Whelan

Title: General Manager

Date: _____

Kerry Gerchow, County Counsel

Napa Valley Transportation Authority

Approved as to form:

Name: Kate Miller

Title: Executive Director

Date:_____

Osman Mufti, General Counsel

Solano County Transit

Approved as to form:

Name: Beth Kranda
Title: Executive Director

Bernadette Shilts Curry, County Counsel

Date: _____

City of Santa Rosa

Approved as to form:

Name: Maraskeshia Smith

Title: City Manager

Date: _____

Sue A. Gallagher, City Attorney

Sonoma-Marine Area Rail Transit District

Approved as to form:

Name: Eddy Cumins
Title: General Manager

Thomas Lyons, General Counsel

Date:_____

Vacaville City Coach

Approved as to form:

Name: Brian McLean

Title: Assistant Director of Public Works

Date: _____

Melinda C. H. Stewart, City Attorney

Western Contra Costa Transit Authority

Approved as to form:

Name: Robert Thompson

Title: General Manager

Date: _____

Michael N. Conneran, General Counsel

**San Francisco Bay Area Water Emergency
Transportation Authority**

Approved as to form:

Name: Seamus Murphy
Title: Executive Director

Steve Miller, General Counsel

Date: _____

Sonoma County Transit

Approved as to form:

Name: Bryan Albee

Title: Transit Systems Manager

Date:_____

Jeremy Fonseca, General Counsel

City of Union City

Approved as to form:

Name: Joan Malloy
Title: City Manager

Kristopher J. Kokotaylo, City Attorney

Date:_____

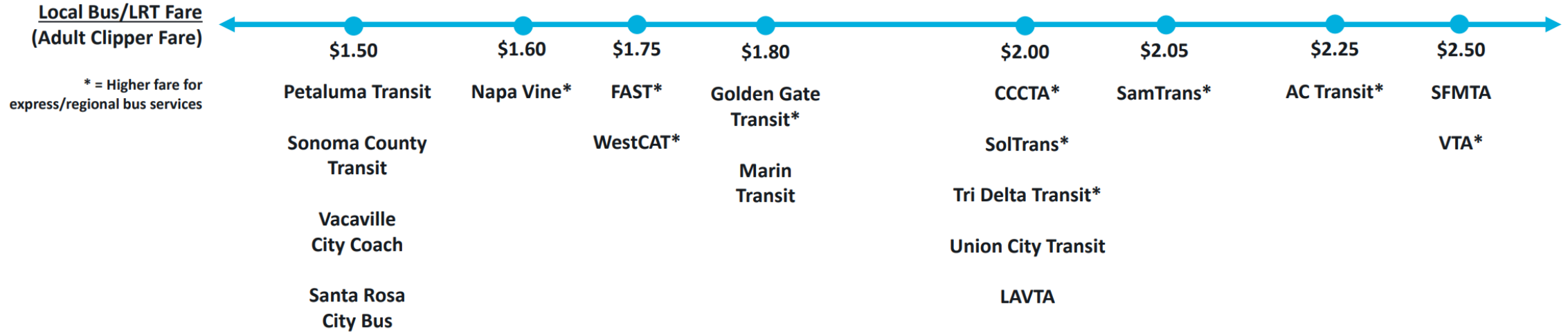


**Lessons Learned
from Unlimited
Regional Transit
Pilot**



Overview of Current Transit Fares and Products

The Bay Area is served by over two dozen transit operators with a range of fares and fare structures



Zone Based Fares

- Caltrain
- Golden Gate Transit
- SMART
- Sonoma County Transit

Distance/Route Based Fares

10 miles

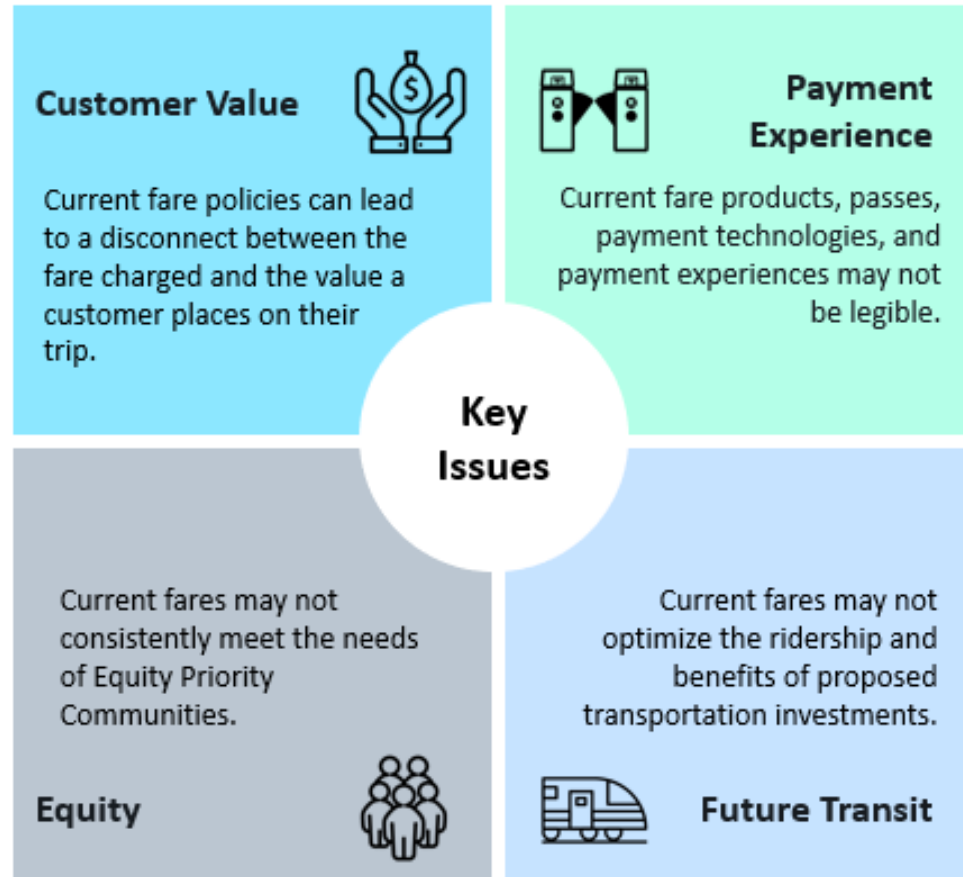
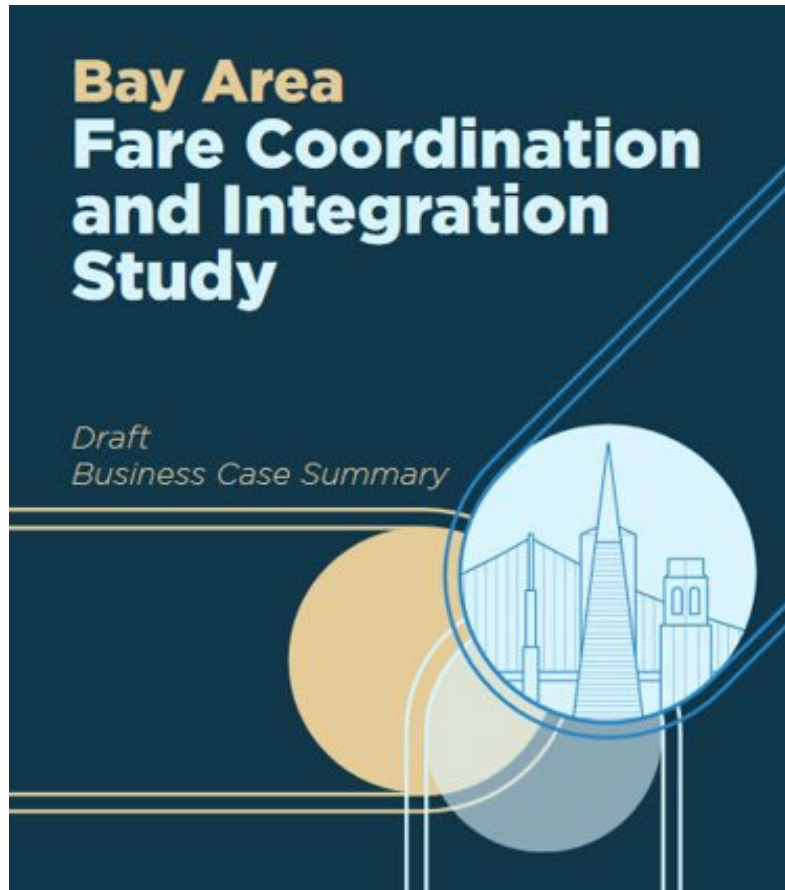
- ACE
- BART
- Golden Gate Ferry
- WETA

Offers a Pass Product

Does Not Offer a Pass Product

Fare Coordination and Integration Study

Recognizing the challenges of this complex fare environment, MTC and BART co-managed a study to evaluate methods to better coordinate and integrate fare policy in the region



Clipper BayPass



Unlimited regional transit pass for rides on all bus, rail and ferry services in the Bay Area - anytime, anywhere



Phase 1:
Pilot with University Students and Affordable Housing Residents
Launched 2022

Phase 2:
Pilot with Employers, Transportation Management Associations and Property Managers
Launching 2023

Clipper BayPass Phase 1 Update

Pilot with University Students & Affordable Housing Residents

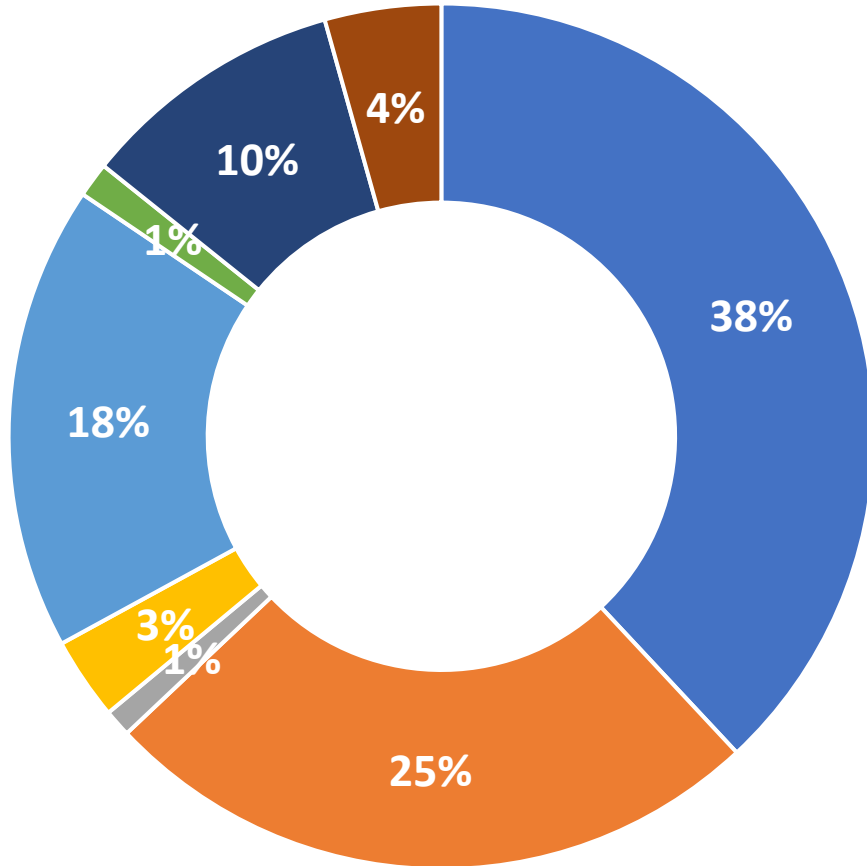
~50,000 people across the Bay Area eligible for Clipper BayPass Pilot including:

- Four universities/colleges
- Twelve MidPen Housing properties



More than 2 Million Trips Taken (Phase 1)

BayPass Trips by Operator



“I can go from school to work to my home without having to worry about refilling my Clipper and counting how much money I’ve spent on it.”

“I really like how convenient it is to have all the public transportation options in one card.”

“I love the Clipper BayPass. It makes commuting so much easier and more convenient than using a regular Clipper card.”

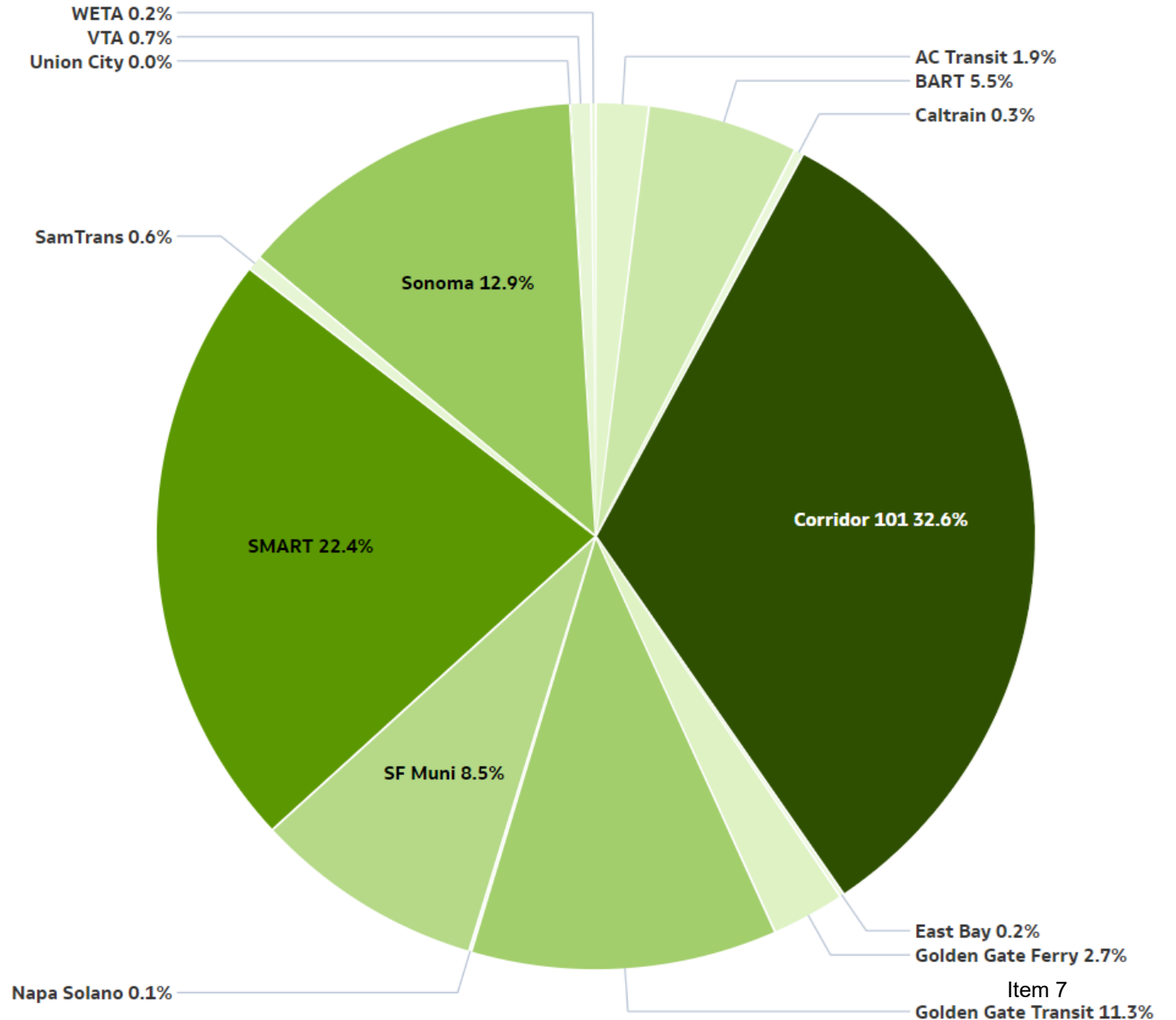
■ AC Transit ■ BART ■ Caltrain ■ SamTrans ■ SF Muni ■ SMART ■ VTA ■ Other

Highlights: Santa Rosa Junior College

All students already had access to free rides on Sonoma County Transit, Santa Rosa CityBus and Petaluma Transit, plus half price unlimited monthly transit passes for SMART

BayPass has been offered to 5,000 students

More than 140,000 trips taken with BayPass in first year



Student Feedback on Clipper BayPass



“The BayPass helps me not worry about the cost and where I’m going. If I want to go somewhere, I can go.”

- San Jose State University Student

“I use it everyday pretty much. I hop on the bus to get to the train and from the train to the bus again. It’s wonderful. I’m back to watching the beautiful landscape here in Sonoma County on the train.”

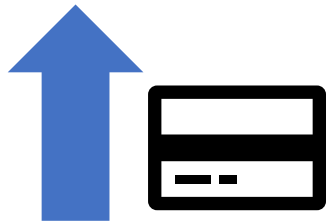
- Santa Rosa Junior College Student



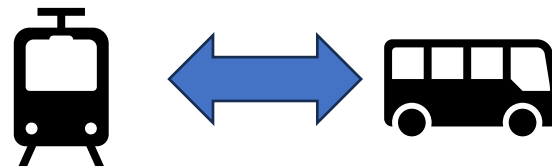
Interim Evaluation Takeaways After Year 1 (Universities)

Through observed data on travel activity, we know that BayPass increases:

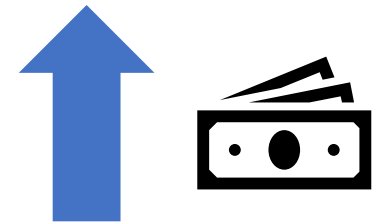
Public Transportation Usage

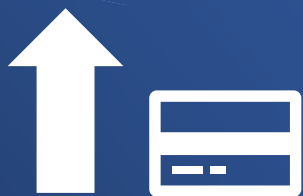


Transfers between Operators



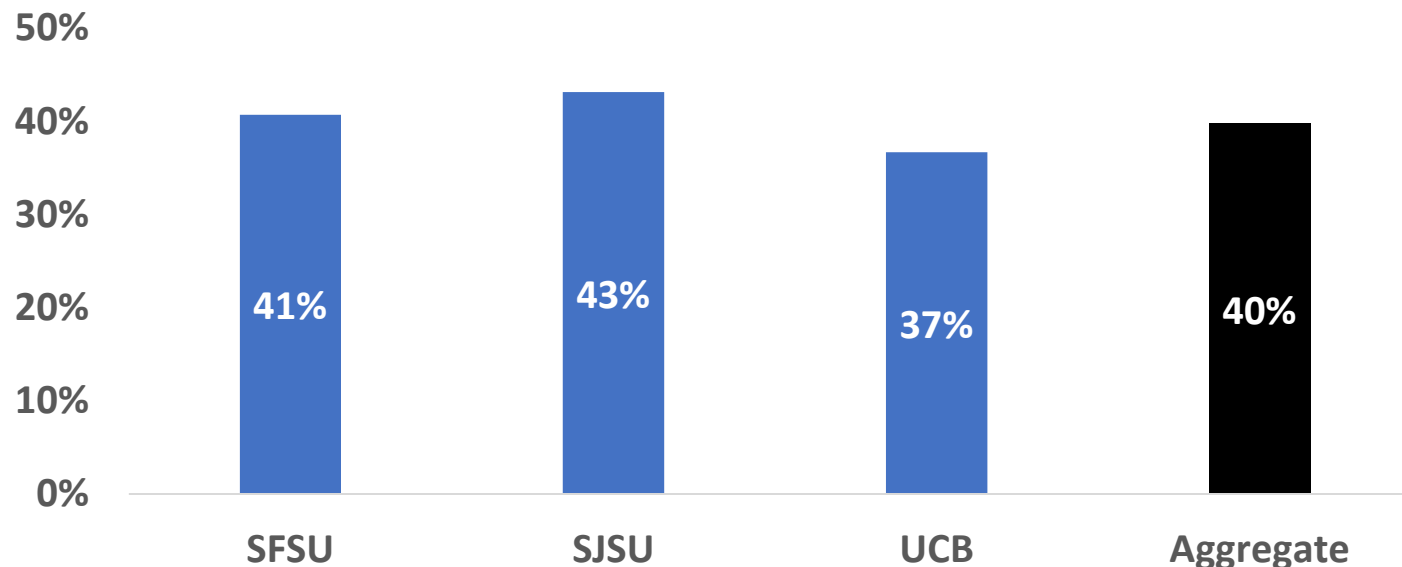
Average Fare

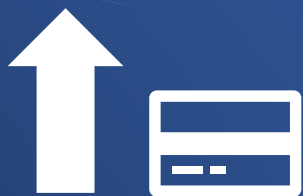




BayPass
Increases
Public
Transportation
Usage

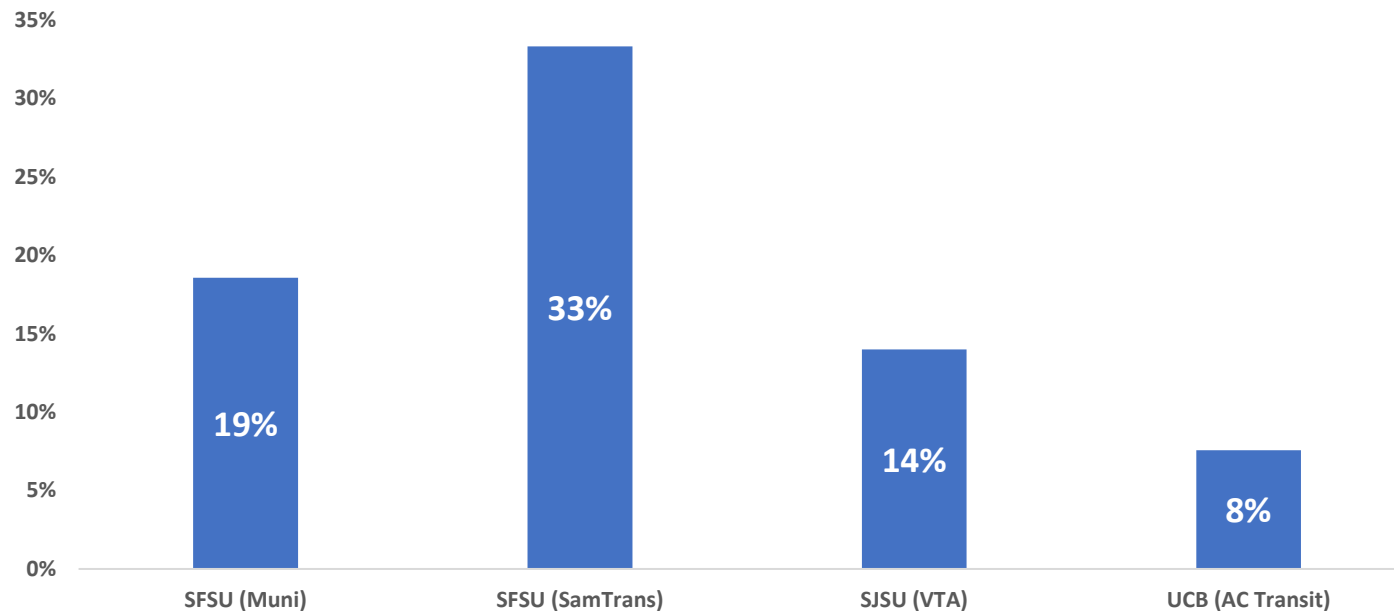
Increase in Average Total Number of Public Transportation Trips per Card due to BayPass





BayPass
Increases
Public
Transportation
Usage

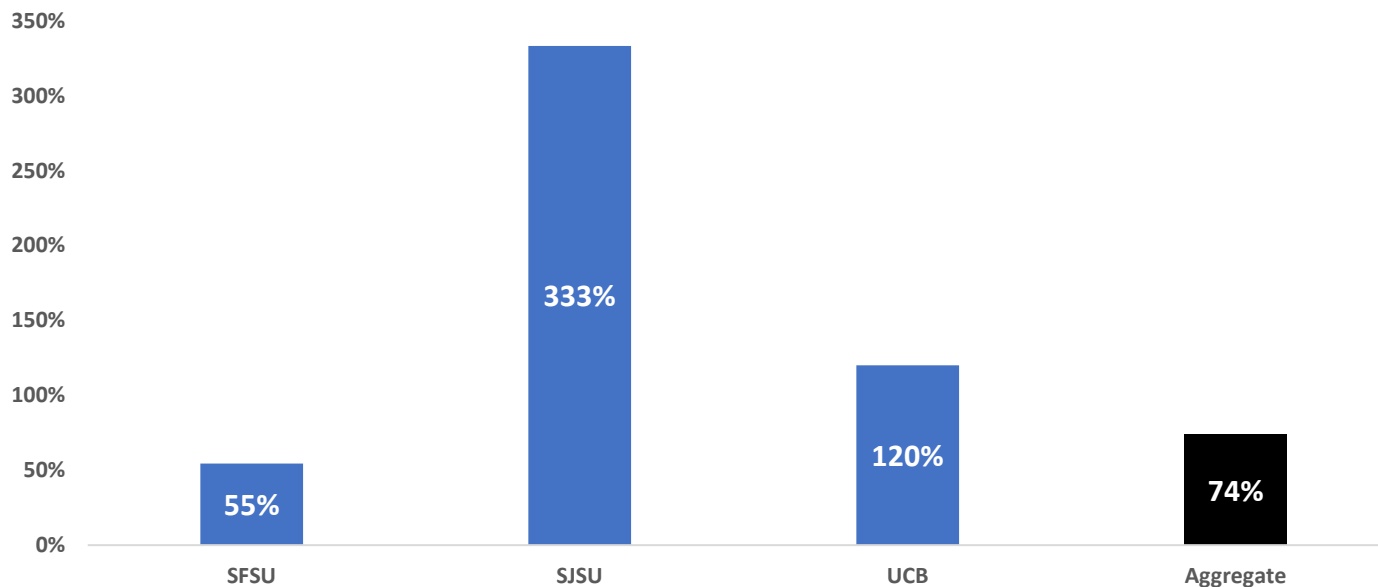
Increase in Average Total Number of Public Transportation Trips per Card (for Existing Institutional Pass Operator) due to BayPass





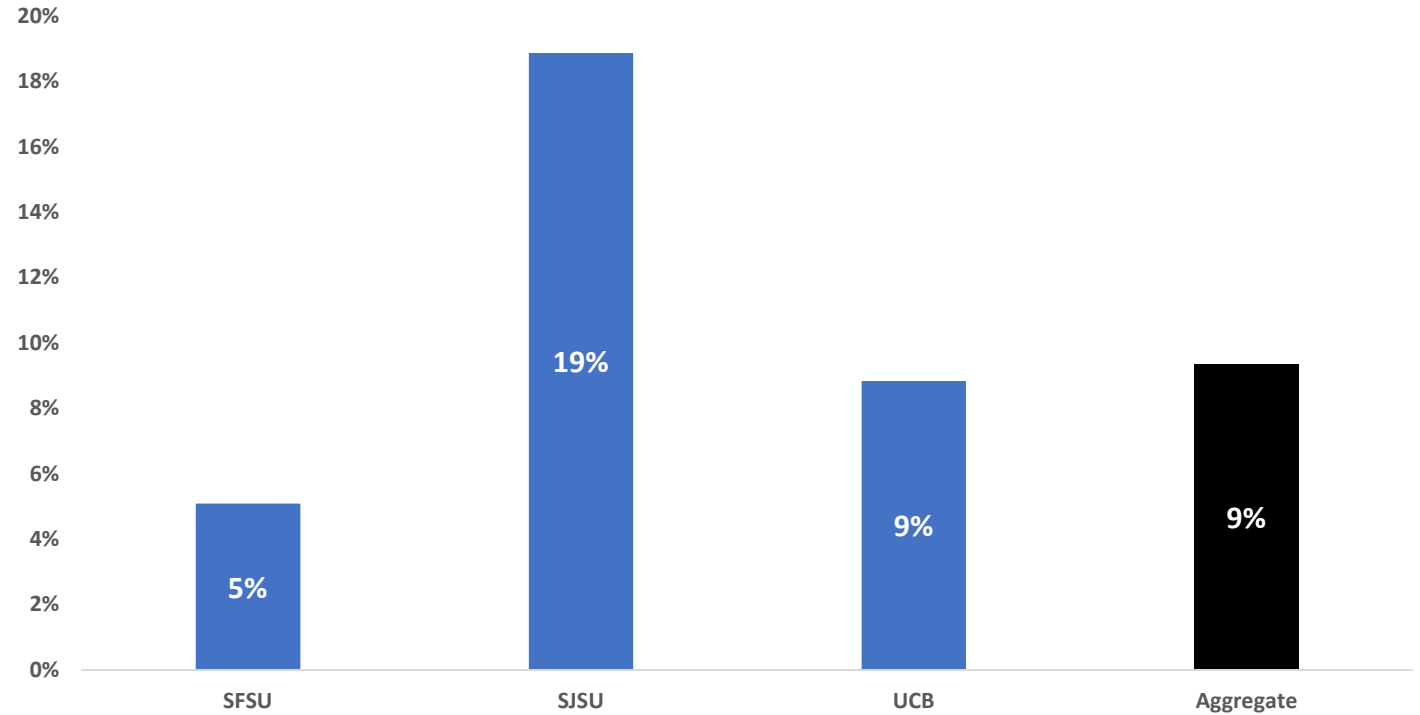
BayPass Increases Transfers Between Operators

Increase in Average Number of Transfers between Operators per Trip due to BayPass



BayPass Increases Average Fare

Increase in Average Fare per Trip due to BayPass



“Clipper BayPass is essential”



“

Clipper BayPass is essential for our students as we think about the future of our university.

In order for our students to be able to navigate a close commute or a commute across the entire Bay Area, they need access to viable and efficient transportation.

This was one of the easiest decisions that I had to make.

Patrick Day

San Jose State University
Vice President of Student Affairs

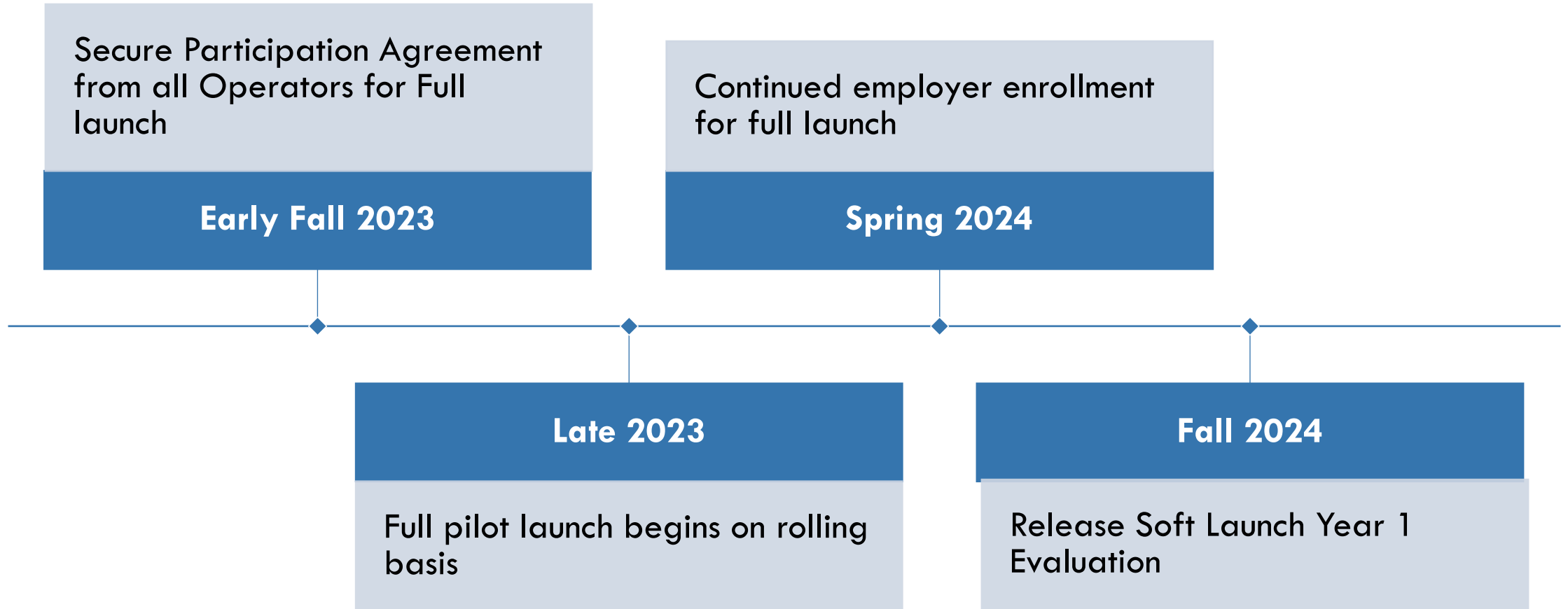
Phase 2 – Employer Pass Goals

Selling a new unlimited regional transit fare product to up to 10 employers with up to 20,000 total employee participants

Objectives:

- Generating new riders and new revenue sources
- Broadening access to institutional programs
- Evaluating and managing impacts to transit operator revenues, especially for operators with existing institutional pass programs
- Gathering data to inform the development of any post-pilot program that may be developed

Milestones for Launching Employer Pass Pilot

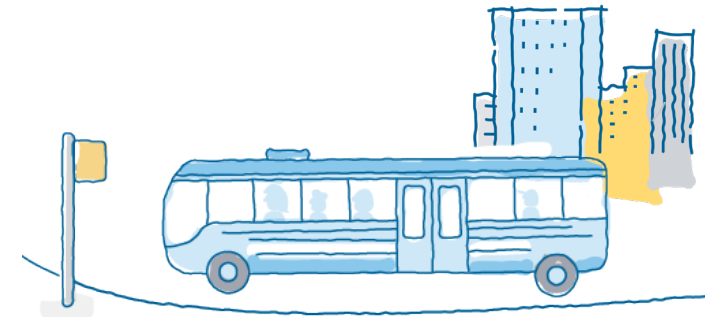


Thank you!



More info on Clipper BayPass is available at:

clipperbaypass.com





CLIPPER[®]
BayPass

Interim Evaluation Report
FPSWG, 9/12/23



Presentation Structure

- Evaluation methodology
- Takeaways from Year 1
- Interim evaluation results
- Q&A



Evaluation Methodology (SFSU, SJSU and UCB)

Random assignment of the BayPass to a subset of students at SFSU, SJSU and UCB allows the evaluation to determine BayPass's effect because there is no difference between the group of students that received the BayPass and those who did not

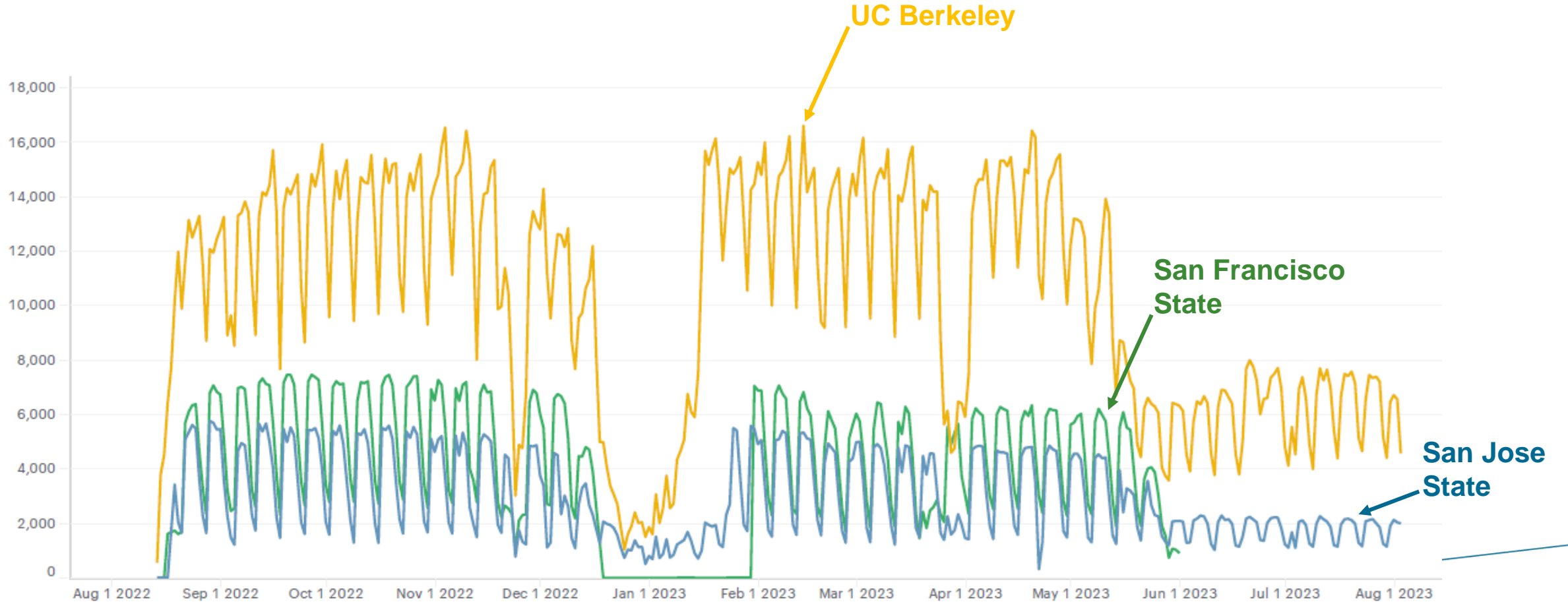


Interim Evaluation Takeaways After Year 1

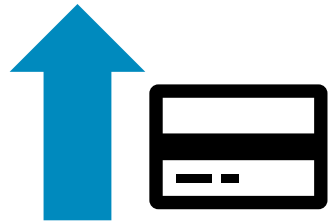
BayPass increases:

- public transportation usage,
- transfers between operators, and
- average fare

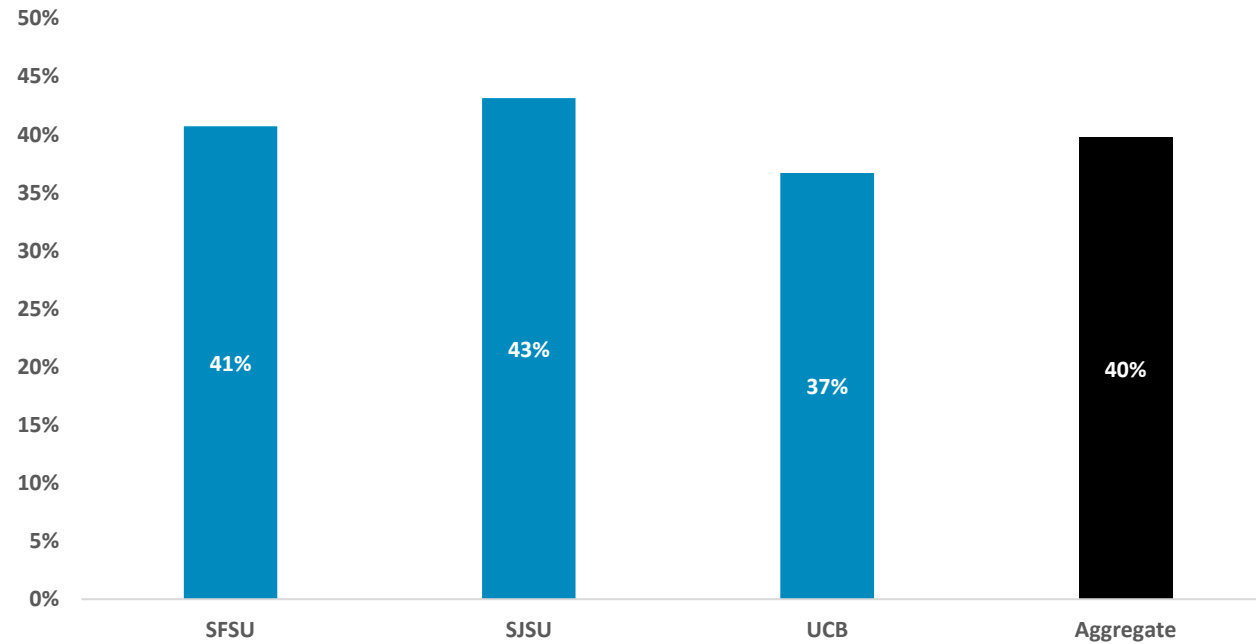
Trips taken on BayPass (UCB, SFSU and SJSU)



BayPass Increases Public Transportation Usage

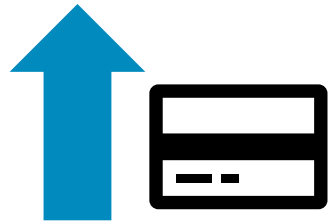
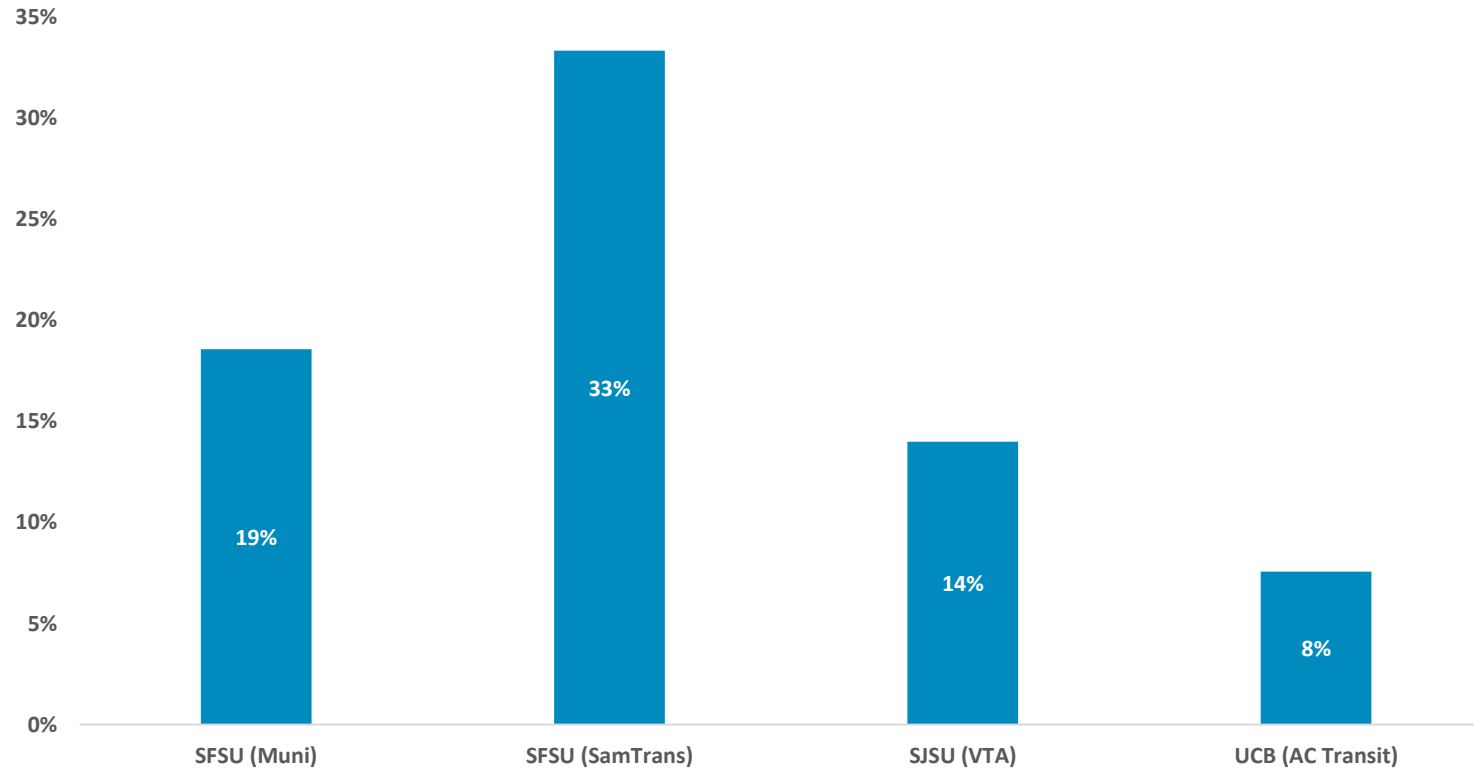


Increase in Average Total Number of Public Transportation Trips per Card due to BayPass



BayPass Increases Public Transportation Usage

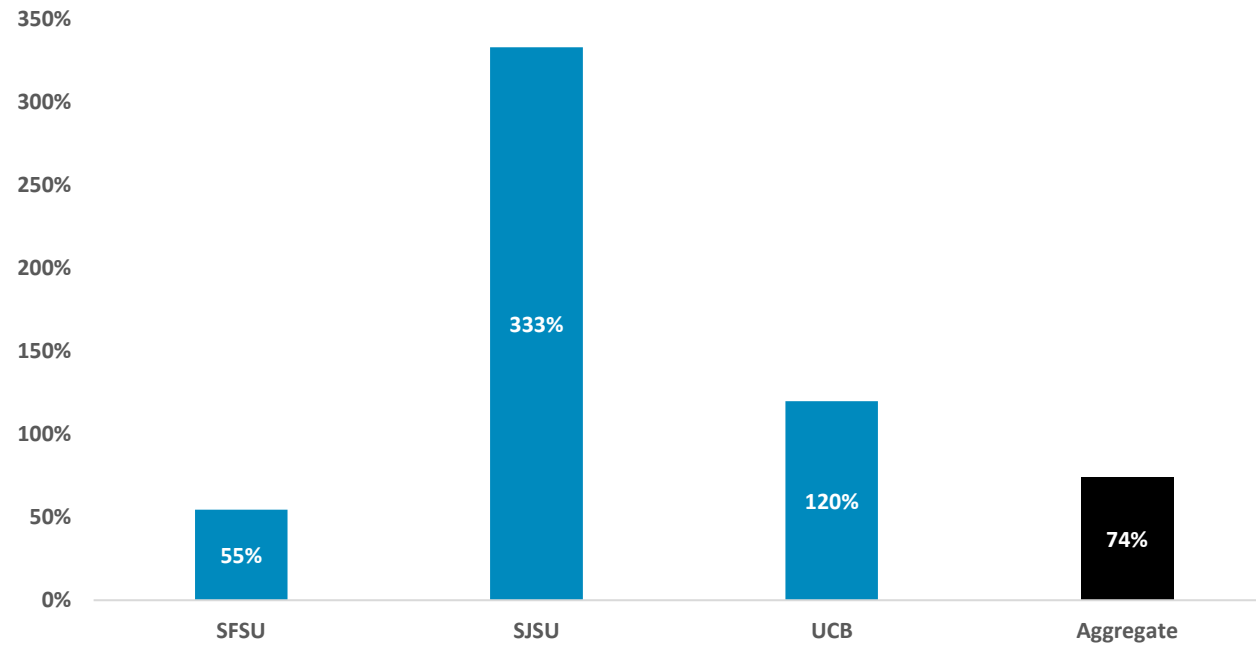
Increase in Average Total Number of Public Transportation Trips per Card (for Existing Institutional Pass Operator) due to BayPass



BayPass Increases Transfers Between Operators



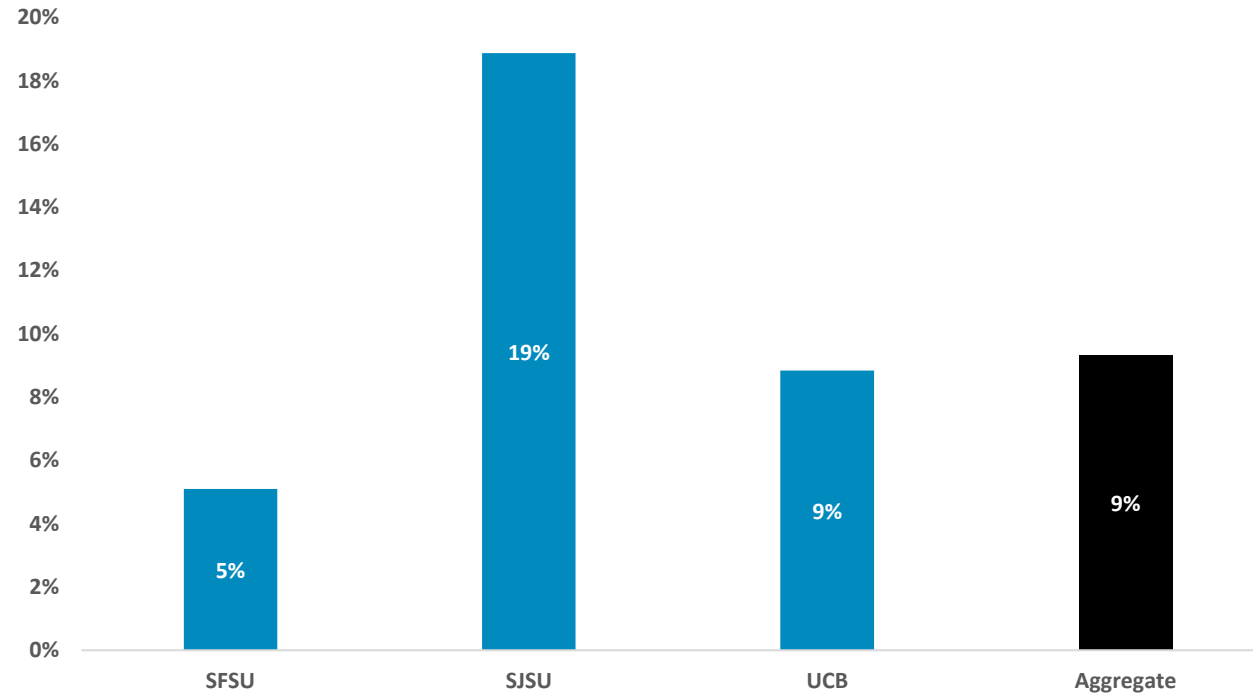
Increase in Average Number of Transfers between Operators per Trip due to BayPass



BayPass Increases Average Fare



Increase in Average Fare per Trip due to BayPass



Interim Evaluation Updates (MidPen Housing and SRJC)

BayPass available to all residents/students

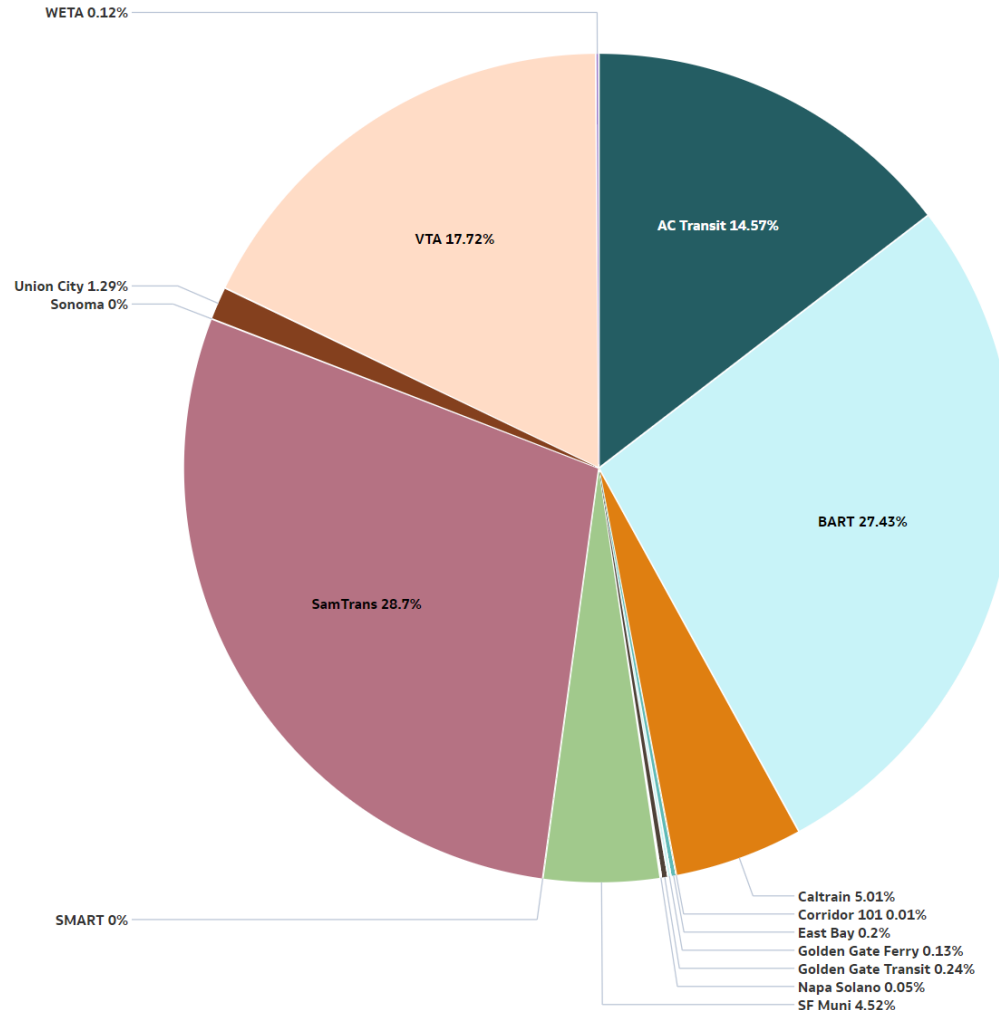




Interim Evaluation Update - MidPen Housing

• Trips by operator on BayPass at MidPen Housing through August 17, 2023

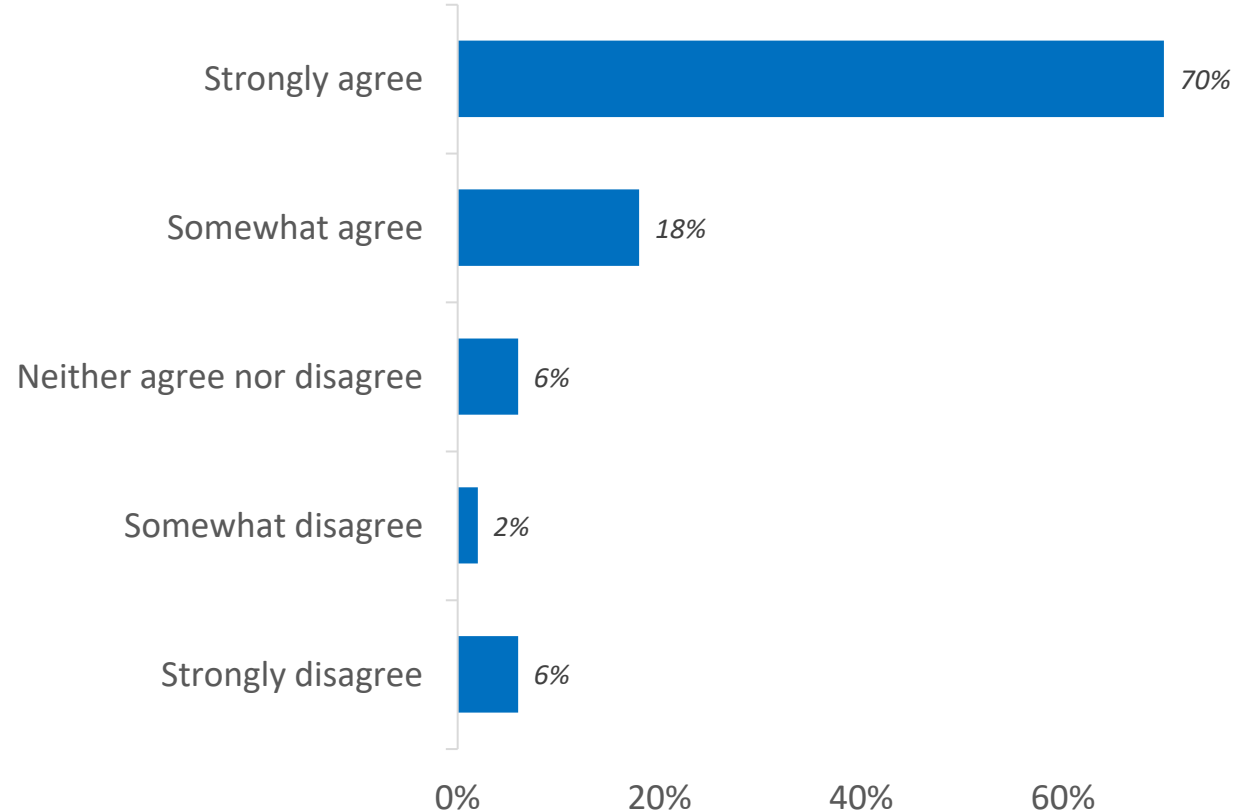
	Total Trips Taken on BayPass
SamTrans	18,417
BART	17,605
VTA	11,375
AC Transit	9,348
Caltrain	3,216
SF Muni	2,902
Union City	828
Golden Gate Transit	155
East Bay	126
Golden Gate Ferry	81
WETA	79
Napa Solano	<50
Corridor 101	<50
SMART	<50
Sonoma	<50
Grand Total	~64,200



Interim Evaluation Update – MidPen Housing



- Responses to survey question: **“Please indicate your level of agreement with the following statement: Since receiving the Clipper BayPass, I am more likely to use public transportation options in the Bay Area.””**

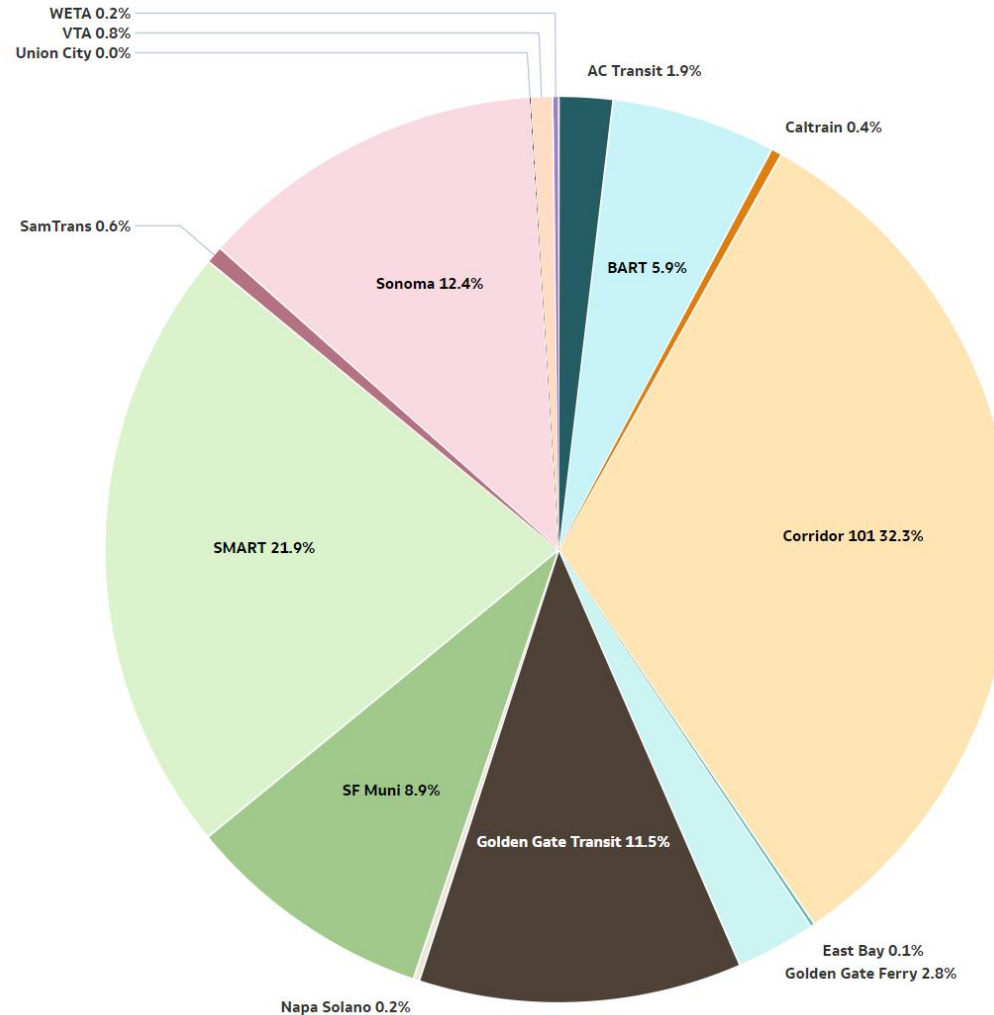


Interim Evaluation Update – Santa Rosa JC



- Trips by operator on BayPass at Santa Rosa Junior College through August 17, 2023

	Total Trips Taken on BayPass
Corridor 101	47,385
SMART	32,091
Sonoma	18,181
Golden Gate Transit	16,870
SF Muni	13,012
BART	8,586
Golden Gate Ferry	4,169
AC Transit	2,805
VTA	1,152
SamTrans	901
Caltrain	555
WETA	319
Napa Solano	313
East Bay	206
Union City	<50
Grand Total	~146,500



BayPass is a Game Changer

“I love the Clipper BayPass. I would not be able to afford commuting to school without it. It makes commuting so much easier and more convenient.” – *SFSU Student*

Interim Evaluation Takeaways After Year 1

BayPass increases:

- public transportation usage,
- transfers between operators, and
- average fare

What's Next for the BayPass Evaluation?

Evaluation team will:

- Conduct two additional surveys
- Evaluate BayPass impact by demographic groups
- Evaluate BayPass impact across entire 2-year pilot
- Evaluate BayPass impact on mode share and parking
- Present full Phase I evaluation in Fall 2024

Questions?



Thank you!

