



agenda

Subject: **Marin Transit Ad Hoc Committee on School Transportation**

Location: **Marin County Civic Center, Room 326 (Terrace Room)
3501 Civic Center Drive, San Rafael**

Date: **Monday, June 12, 2017**

Time: **9:00 AM – 11:00 AM**

Item #	Time	Topic	Attachment
1	9:00	Introductions	
2	9:05	Highlights of Sales Tax Measure Polling Results	Attachment 1
3	9:15	Sales Tax Measure Next Steps	Attachment 2
4	9:30	Discussion of Forming a Working Group on School Bus Programs	Attachment 3
5	10:00	Current Program Status Reports	
		a. FY 17-18 School Bus Parking Status	
		b. Service Contract Status	
		c. FY 2017-18 Supplemental School Service	Attachment 4
6	10:25	Historical Comparison of Marin School Studies	Attachment 5





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Transportation Authority of Marin: 2017 Transportation Revenue Measure Feasibility Survey

June 1, 2017

Overview and Research Objectives

The Transportation Authority of Marin commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge the public's perceptions on overall quality of life in Marin County;
- Gauge satisfaction with the County's provision of transportation services and infrastructure;
- Assess potential voter support for a sales tax measure to address transportation needs with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing arguments on potential voter support;
- Understand commute behavior;
- Identify the rate at which voters will support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

- Data Collection Landline, cell phone, online interviewing from email invitation, and online interviewing from text invitation
- Universe 146,780 likely November 2020 voters in Marin County, with a subsample of those likely to vote in the November 2018 election (97,056).
- Fielding Dates May 10 through May 16, 2017
- Interview Length 25 minutes
- Sample Size 1,113 Likely November 2020 voters
736 Likely November 2018 voters
- Margin of Error $\pm 2.93\%$ Likely November 2020 voters
 $\pm 3.60\%$ Likely November 2018 voters



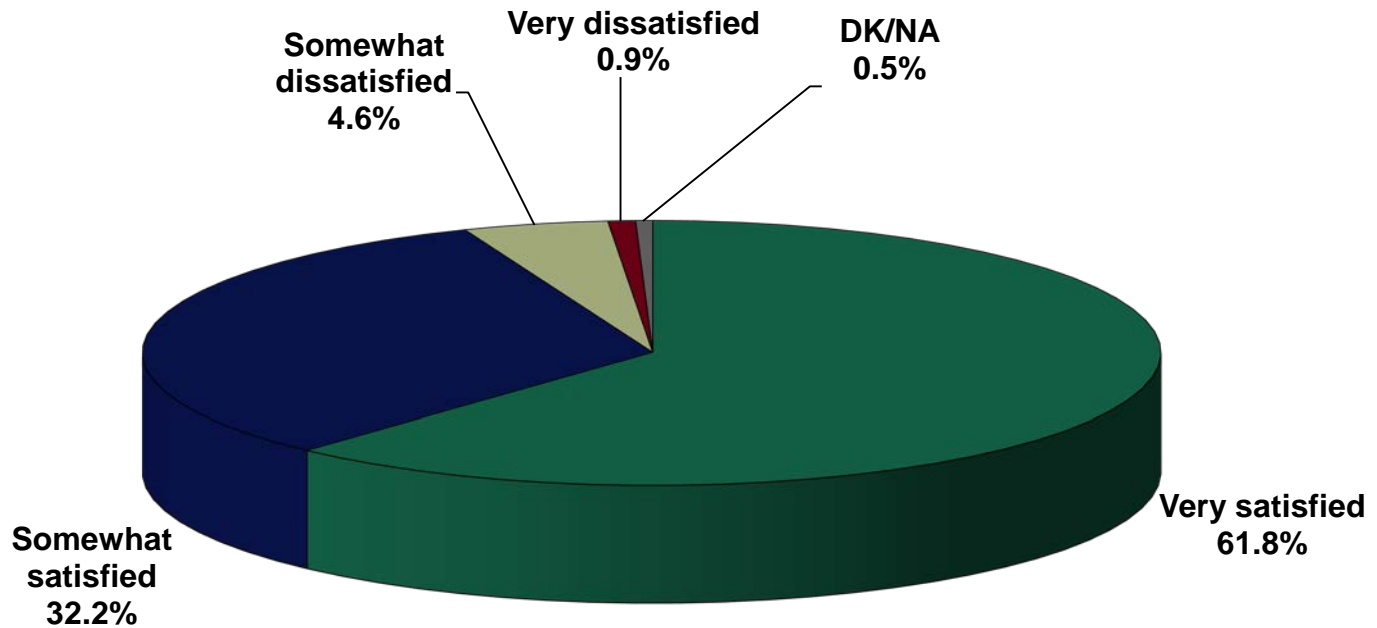
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Key Findings

Q1. Satisfaction with Quality of Life in Marin County

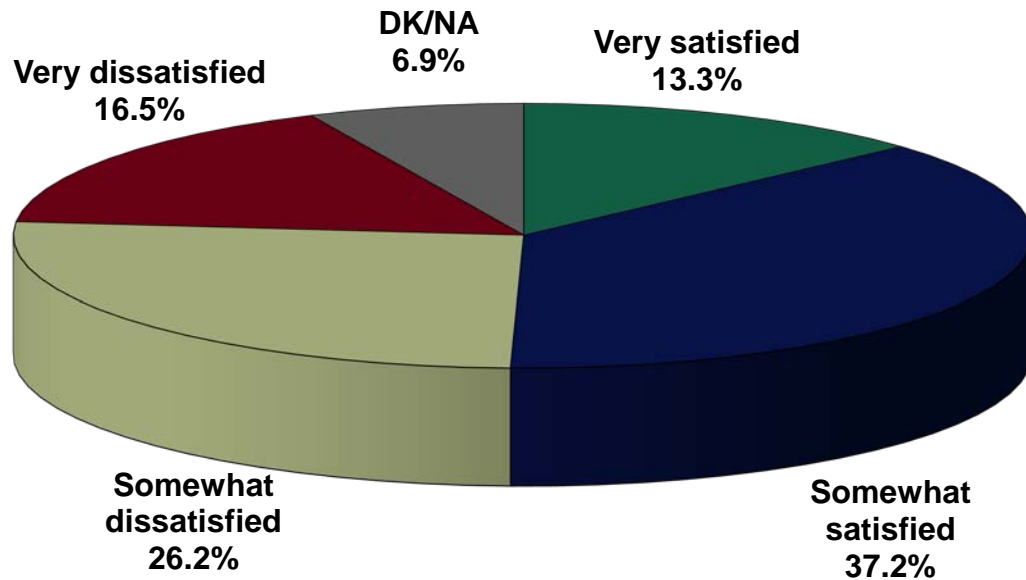
November 2020 (n=1,113)



Satisfied 94.0%
Dissatisfied 5.5%
Ratio Sat to Dissat: 17.1

Q2. Satisfaction with Transportation in Marin County

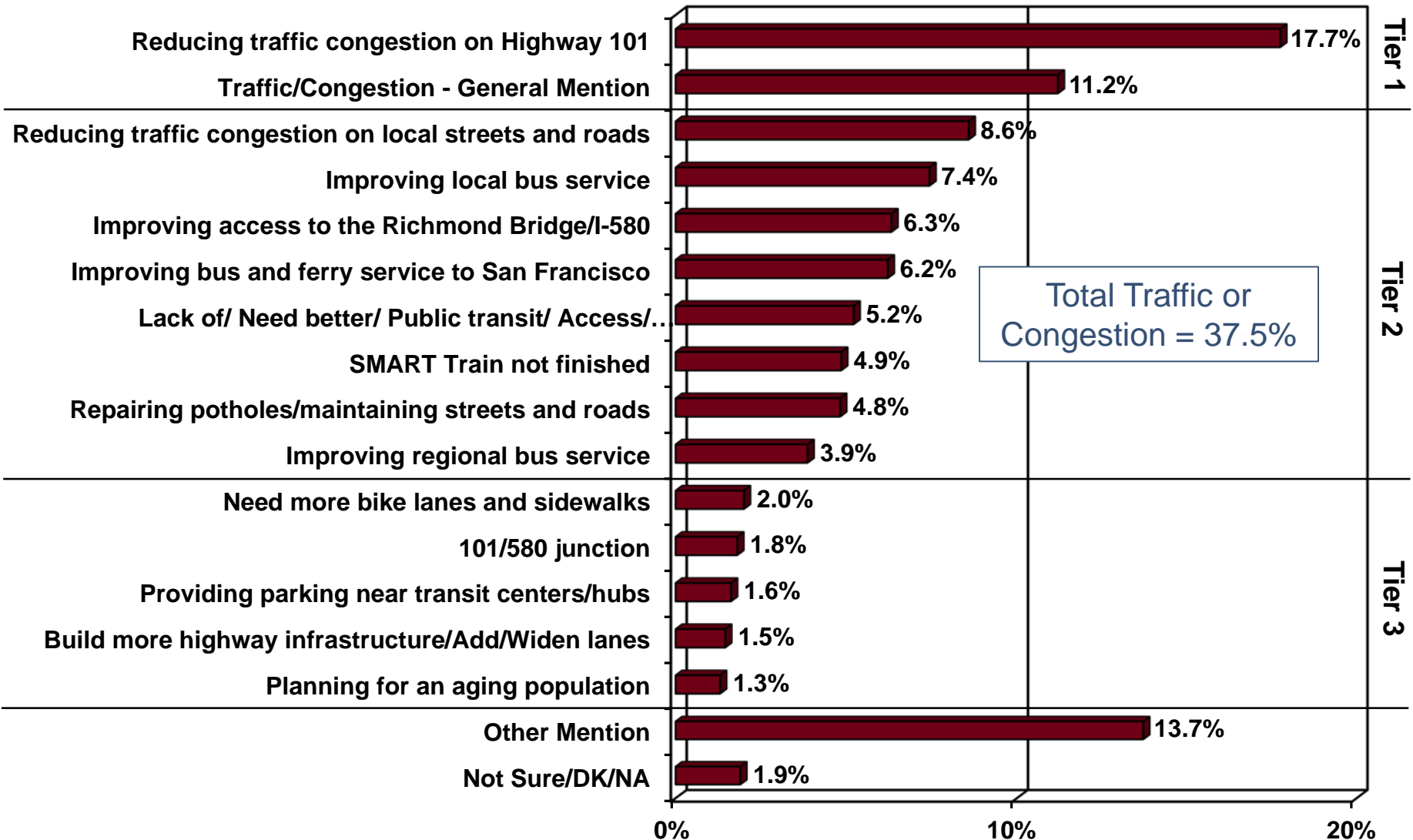
November 2020 (n=1,113)



Satisfied 50.5%
Dissatisfied 42.7%
Ratio Sat to Dissat: 1.2

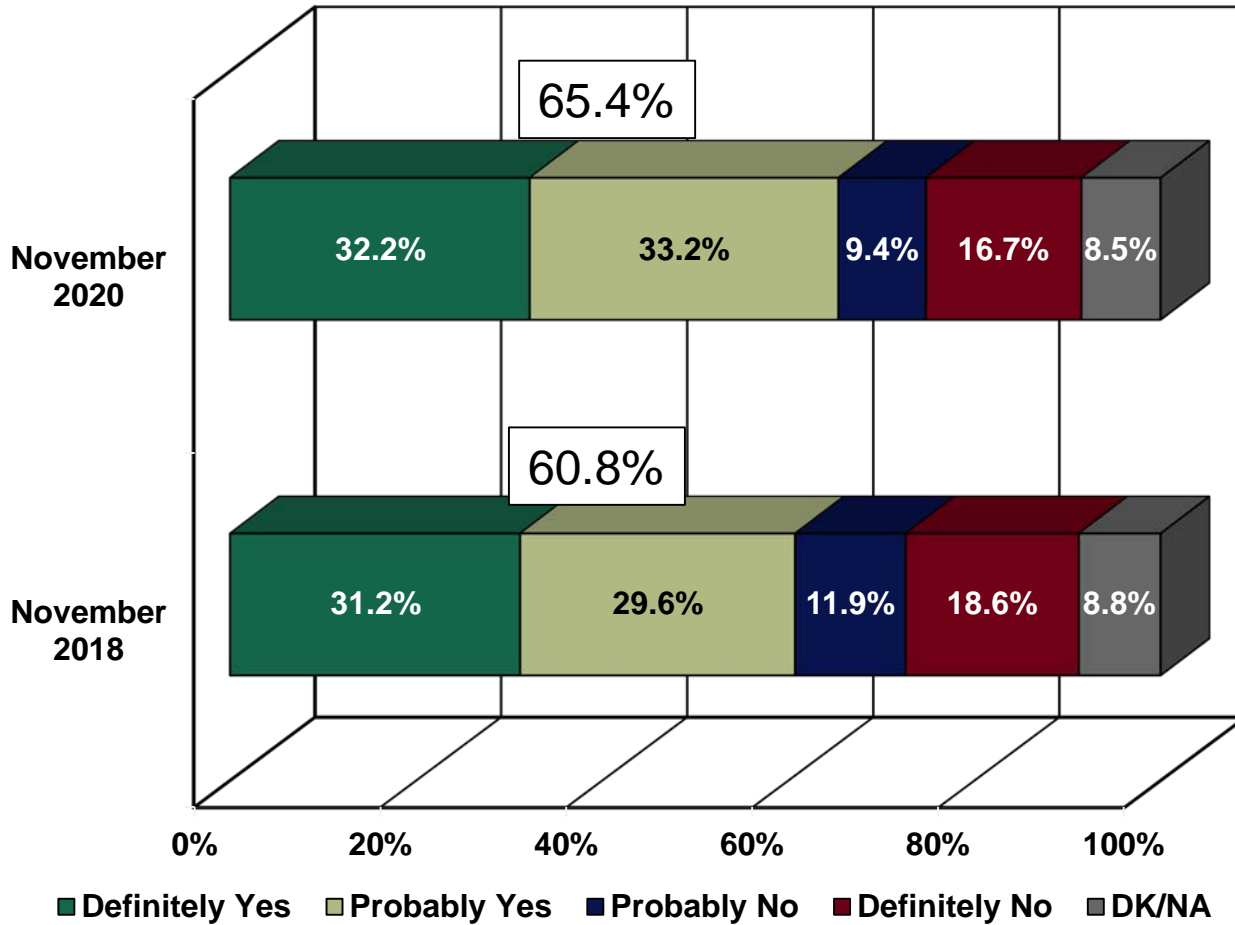
Q3. Most Important Transportation Issues

November 2020 (n=1,113)



Note: Issues that were mentioned by less than 1 percent of the residents have been added to the "Other mention" category for charting purposes.

Q4. Uninformed Support



In order to:

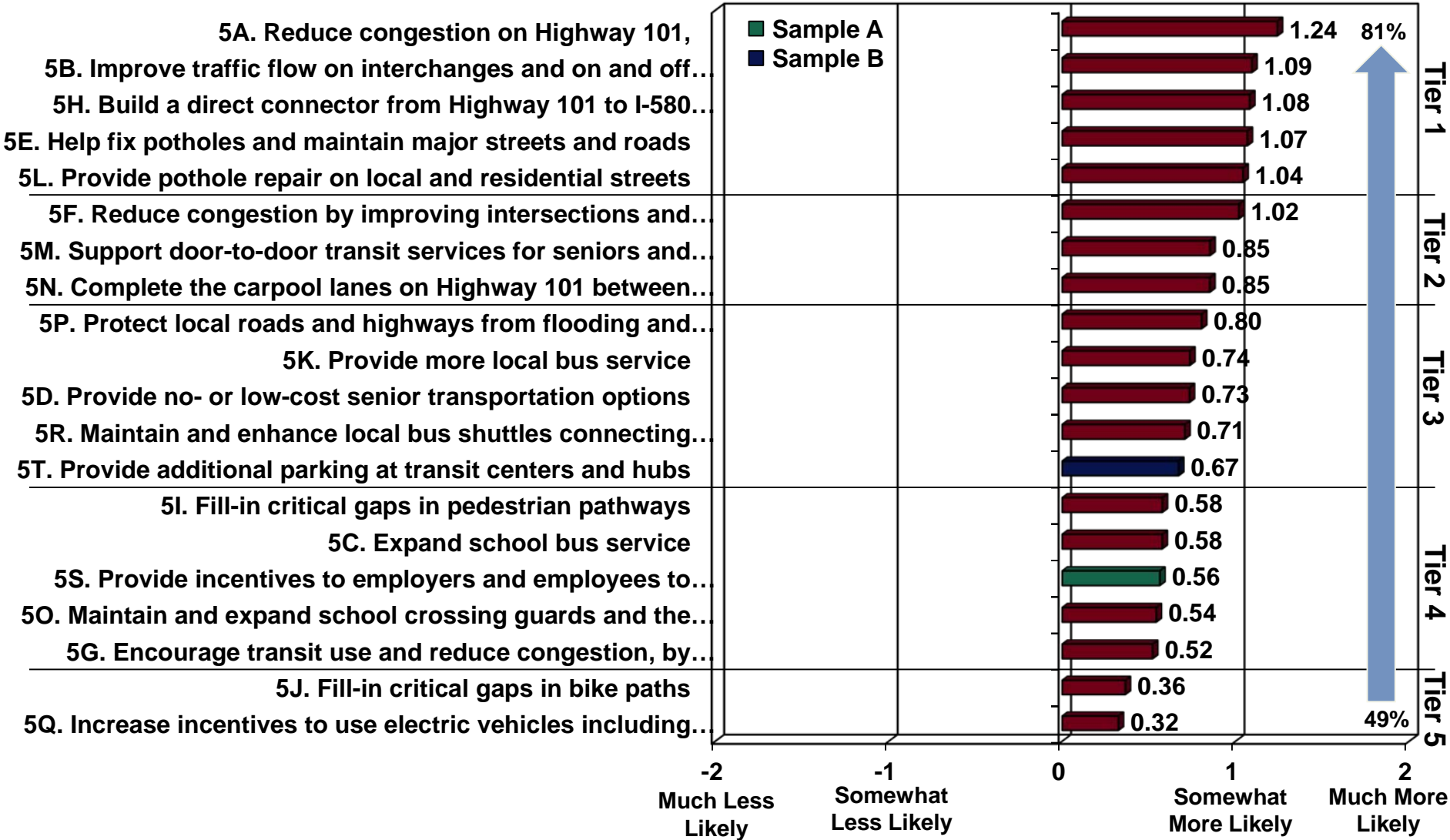
- reduce traffic congestion on Highway 101 and local roads;
- provide seniors and persons with disabilities mobility options;
- fix potholes and maintain local roads;
- improve intersections and signal timing;
- enhance school bus service; and
- improve pedestrian and bike travel;

shall Marin County extend and augment the existing voter approved sales tax at a rate of three-quarters of a cent, providing \$34 million dollars annually for 30 years, with citizens' oversight, that the State cannot take away?

2014 Data	Nov 16	Nov 14
Total Yes	67.6%	67.0%
Total No	27.4%	28.5%

Q5. Features of the Measure

November 2020 (n=1,113)

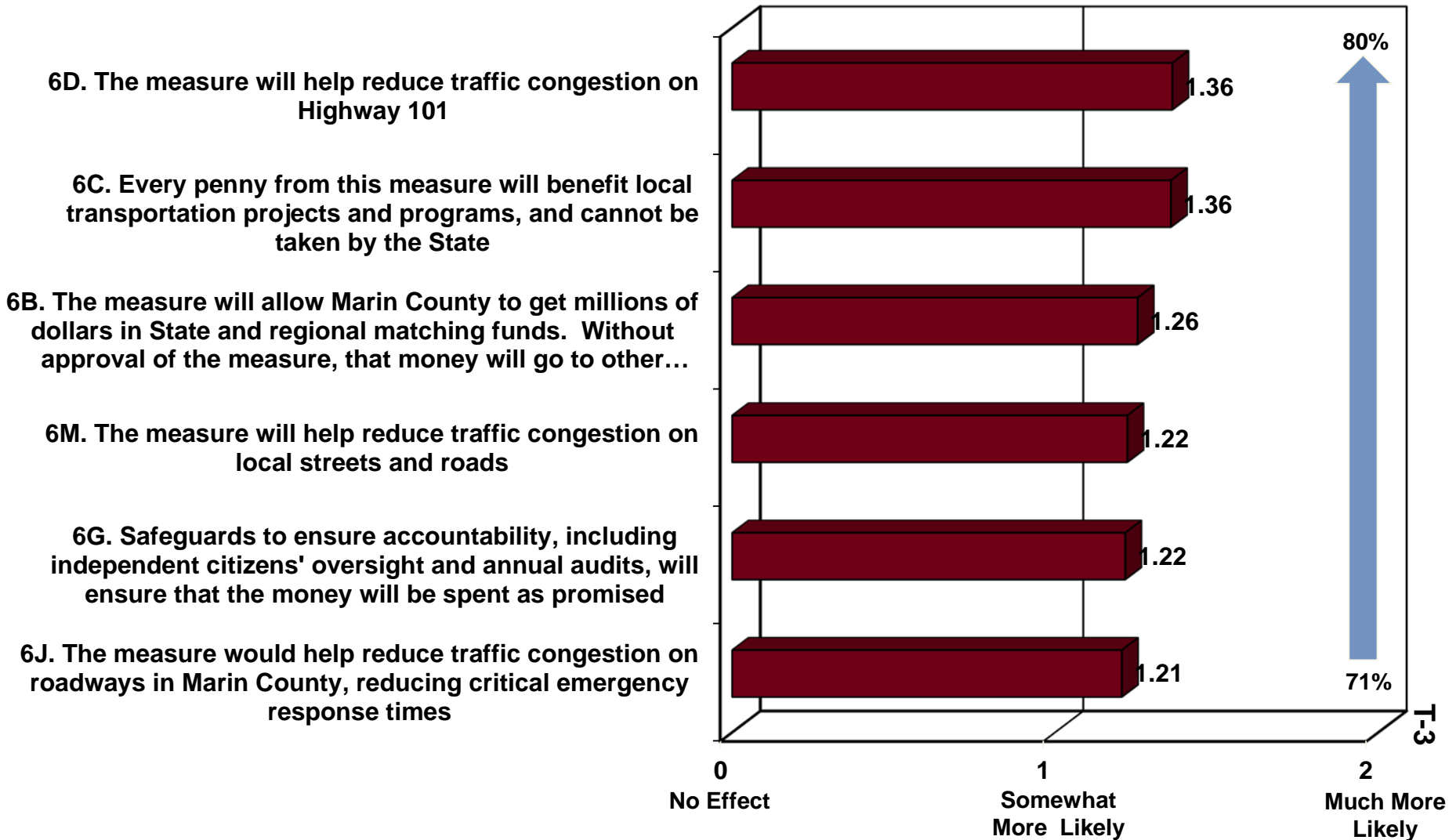


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q6. Influence of Informational Statements

Tier 1

November 2020 (n=1,113)

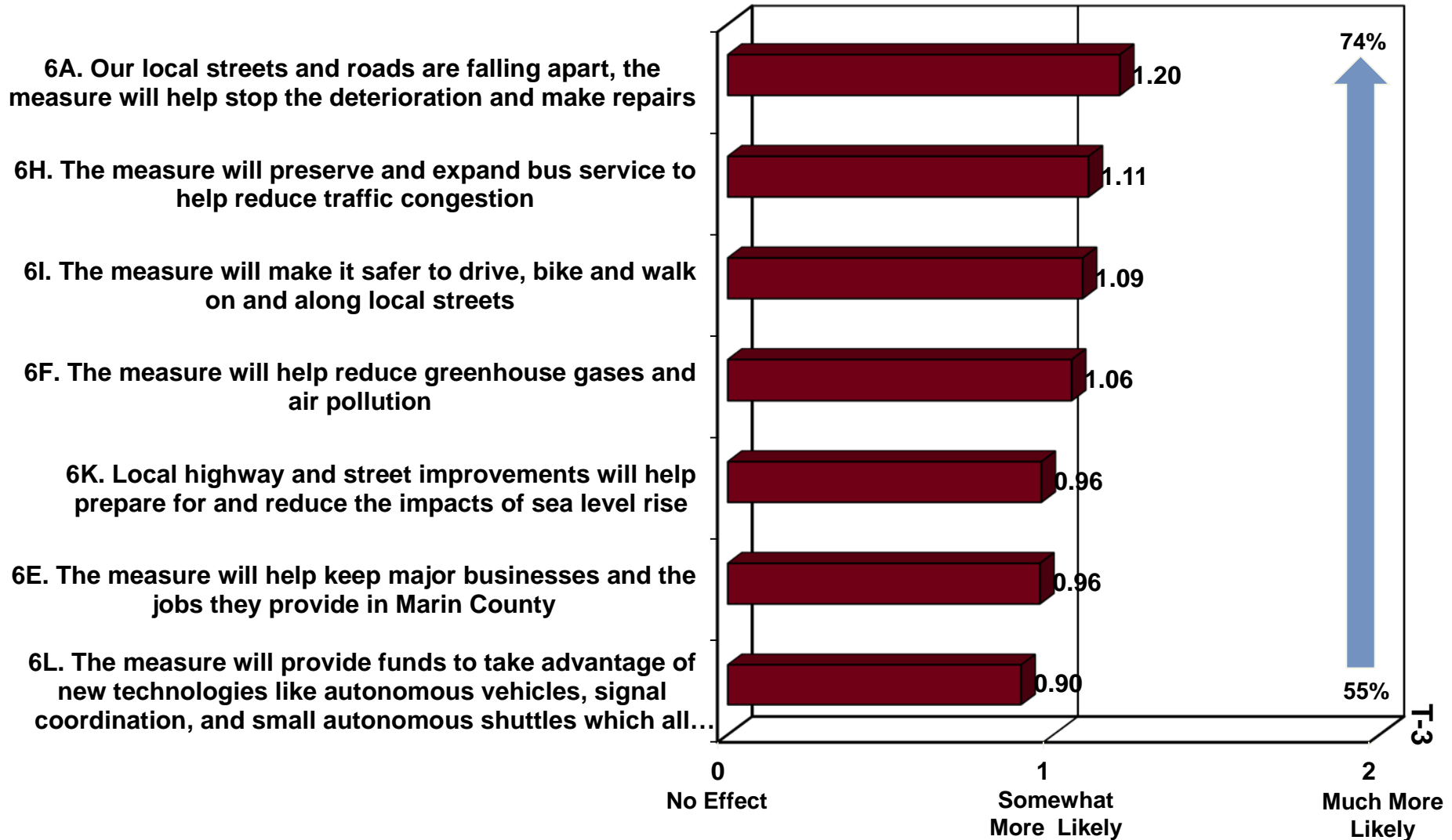


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q6. Influence of Informational Statements

Tier 2

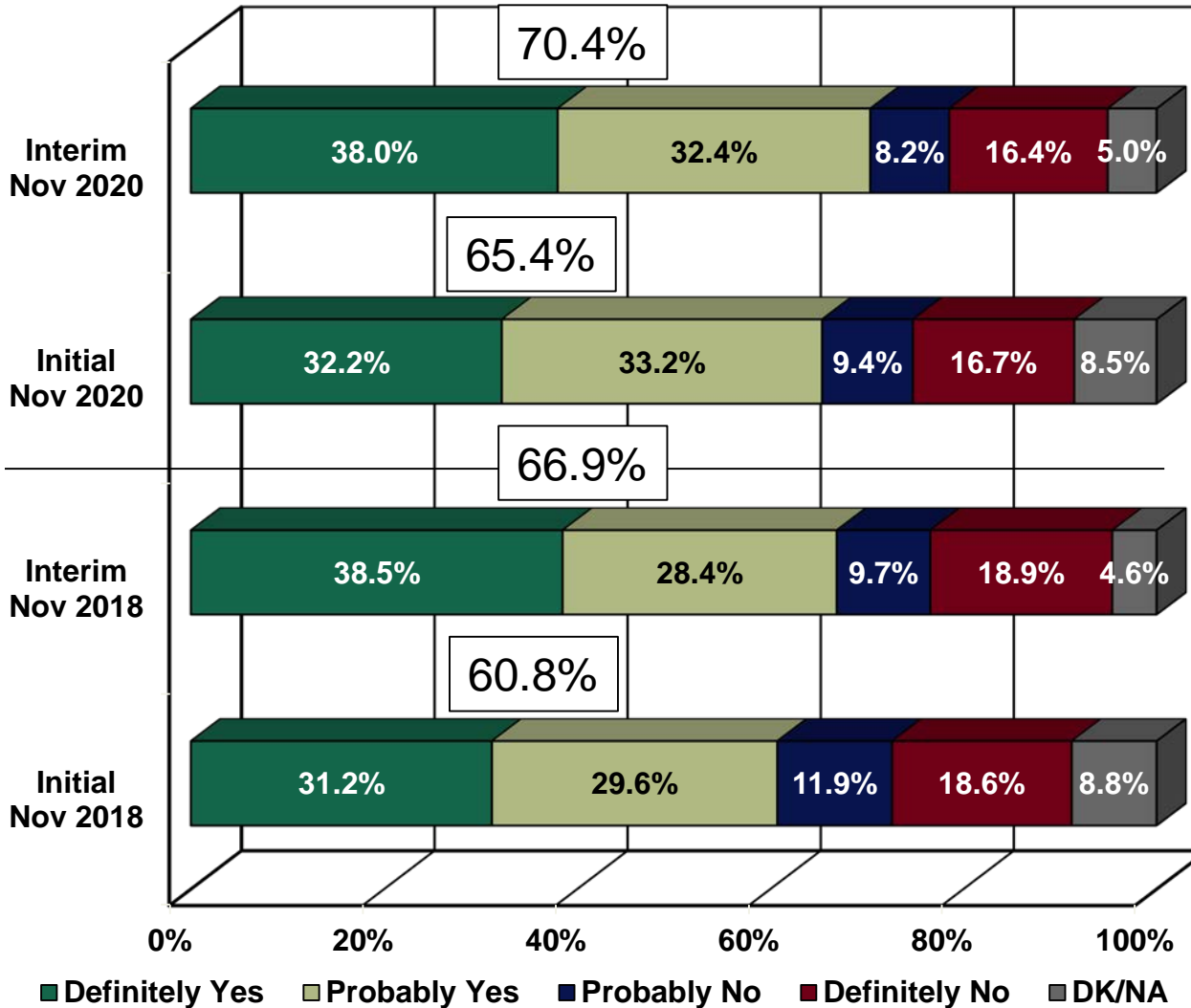
November 2020 (n=1,113)



T-3

Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q7. Interim Support



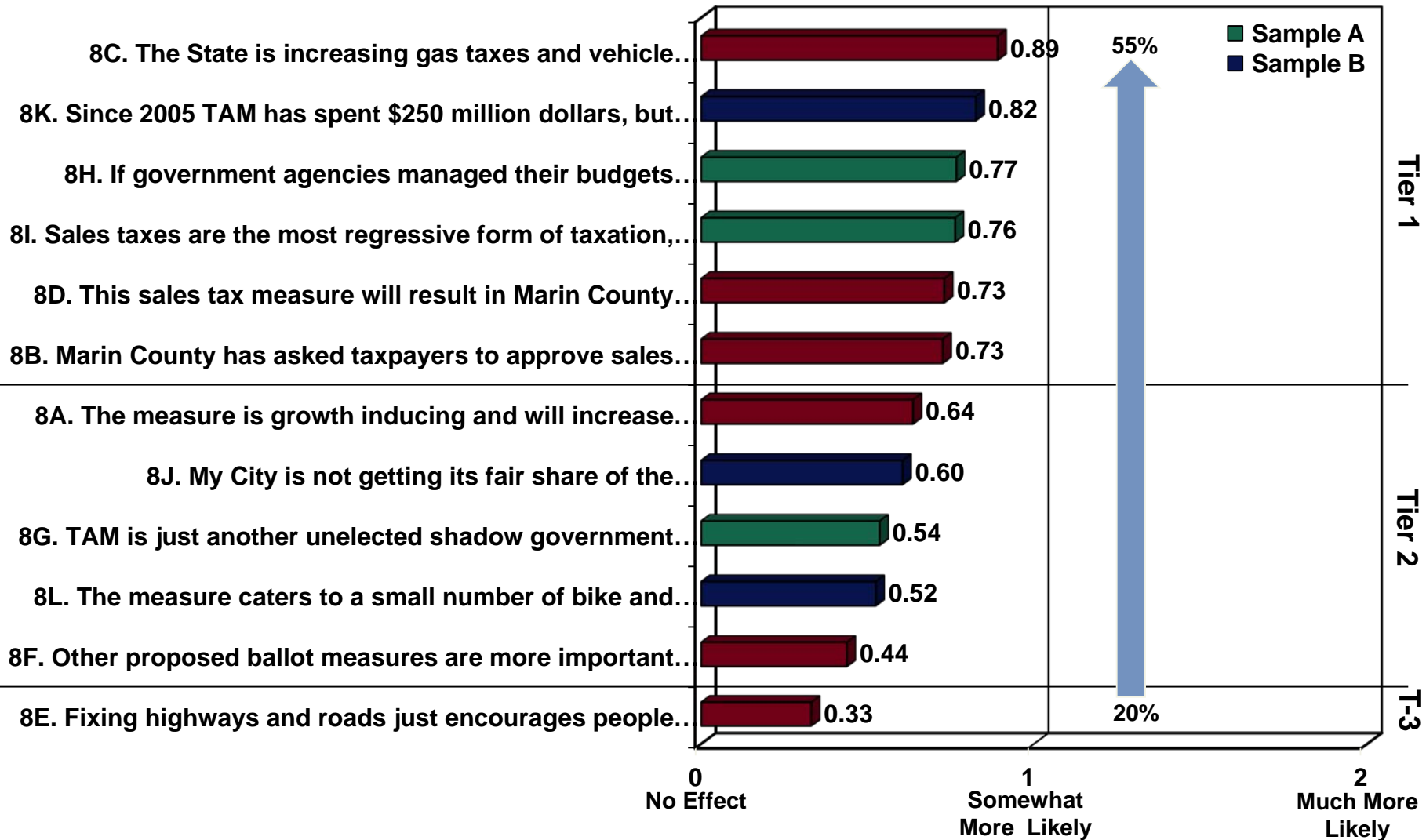
In order to:

- reduce traffic congestion on Highway 101 and local roads;
- provide seniors and persons with disabilities mobility options;
- fix potholes and maintain local roads;
- improve intersections and signal timing;
- enhance school bus service; and
- improve pedestrian and bike travel;

shall Marin County extend and augment the existing voter approved sales tax at a rate of three-quarters of a cent, providing \$34 million dollars annually for 30 years, with citizens' oversight, that the State cannot take away?

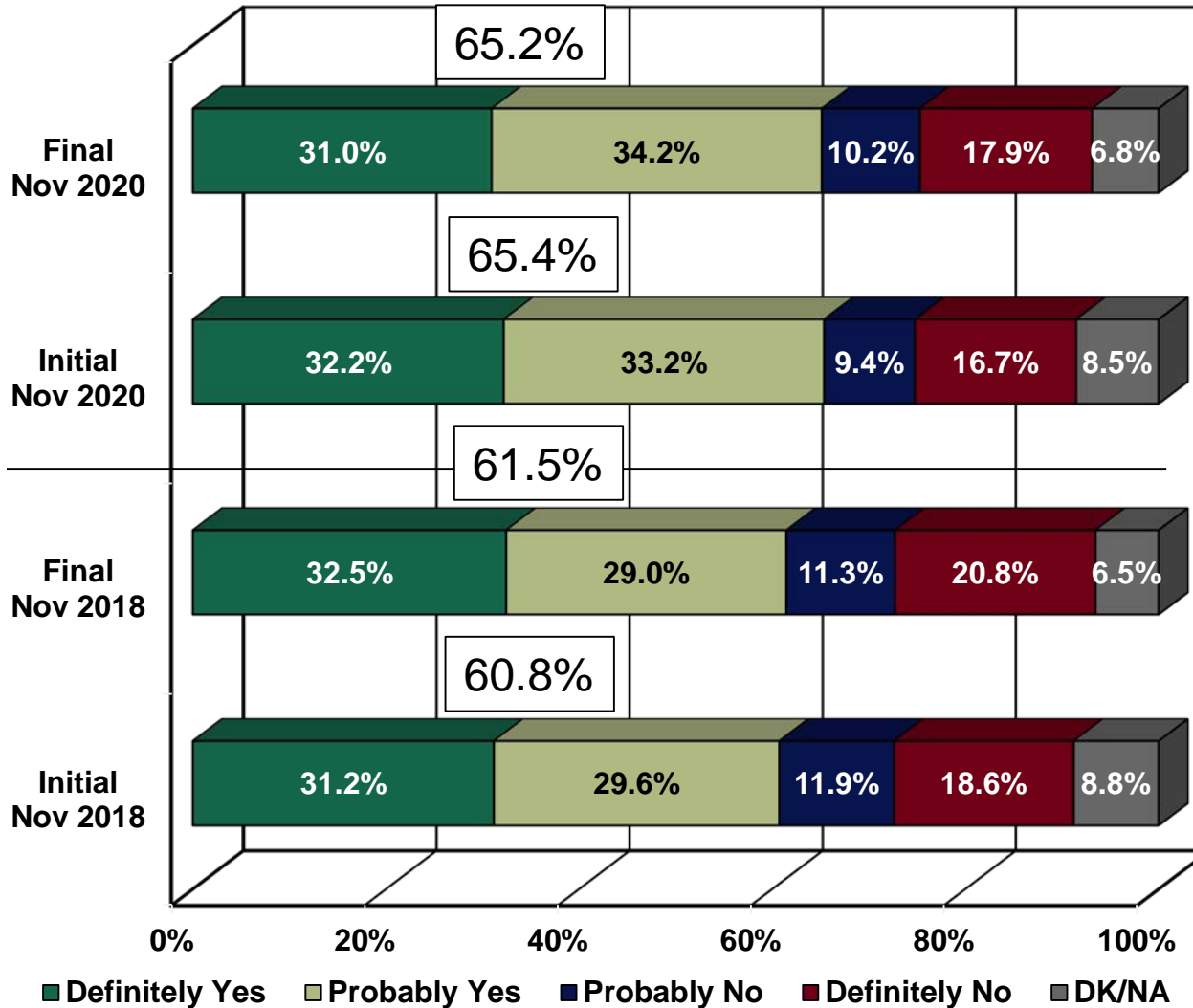
Q8. Potential Opposition Statements

November 2020 (n=1,113)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q9. Informed Support

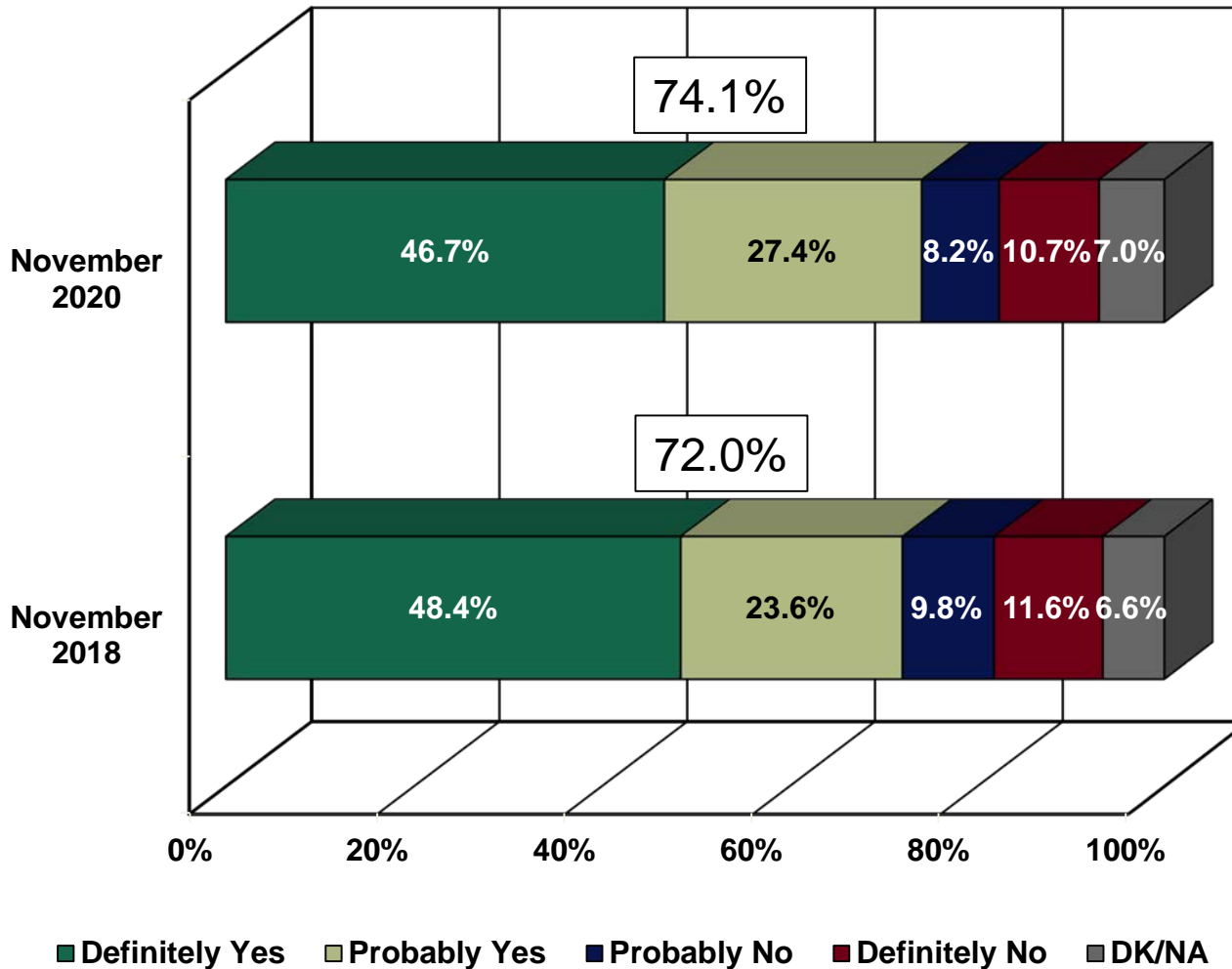


In order to:

- reduce traffic congestion on Highway 101 and local roads;
- provide seniors and persons with disabilities mobility options;
- fix potholes and maintain local roads;
- improve intersections and signal timing;
- enhance school bus service; and
- improve pedestrian and bike travel;

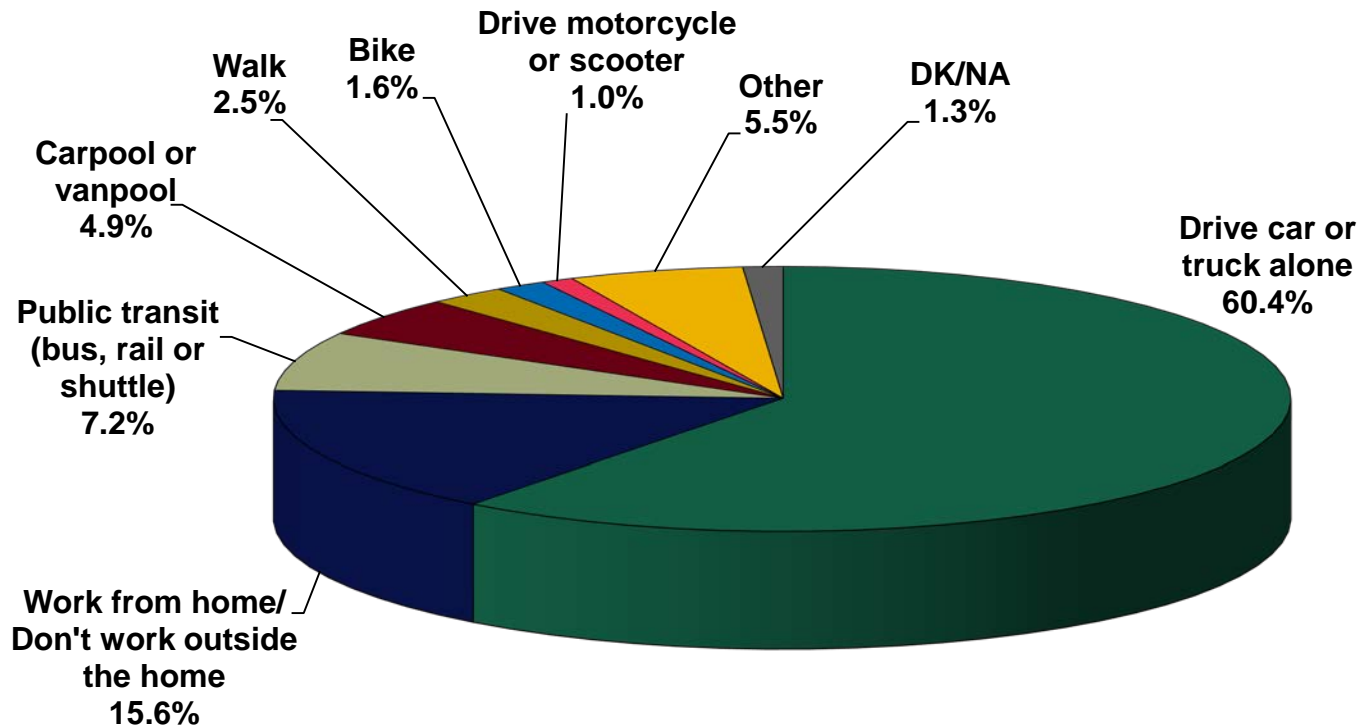
shall Marin County extend and augment the existing voter approved sales tax at a rate of three-quarters of a cent, providing \$34 million dollars annually for 30 years, with citizens' oversight, that the State cannot take away?

Q10. Support for Alternative ½¢ Sales Tax Extension Without Increase Measure

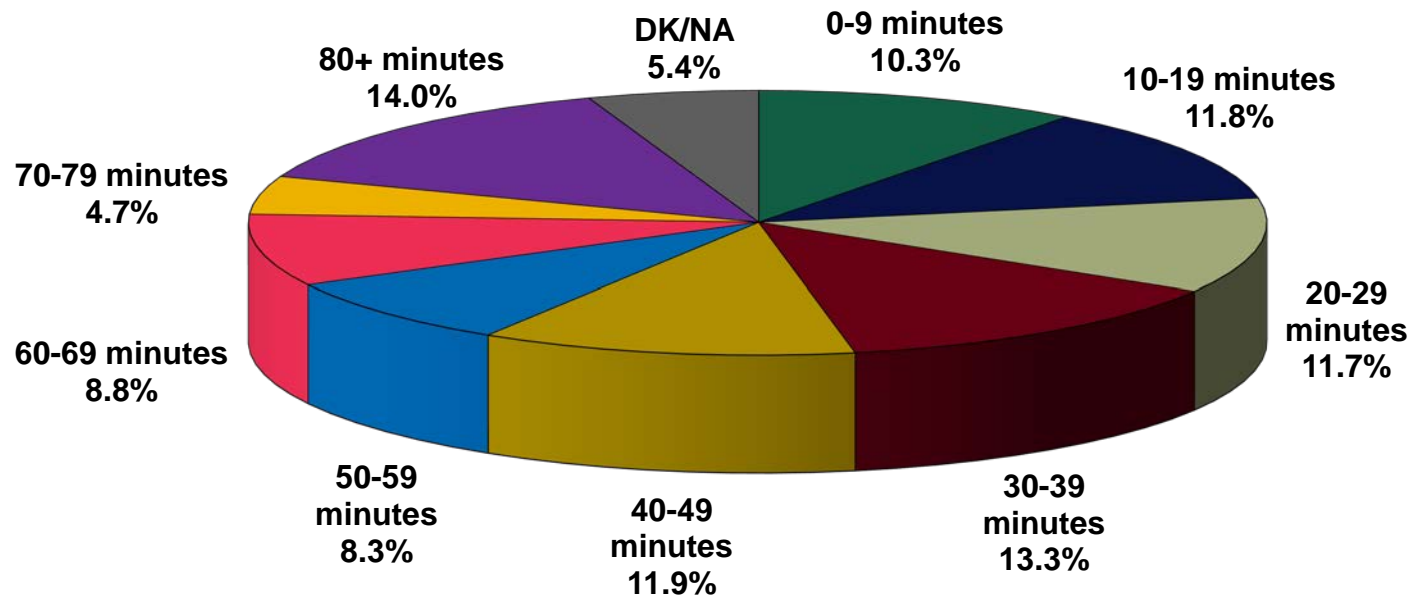


Instead of a three-quarter cent sales tax, what if the traffic congestion relief measure was just extended at the current one-half cent rate **WITHOUT INCREASING TAXES?**

Q11. Typical Commute Transportation Used November 2020 (n=1,113)



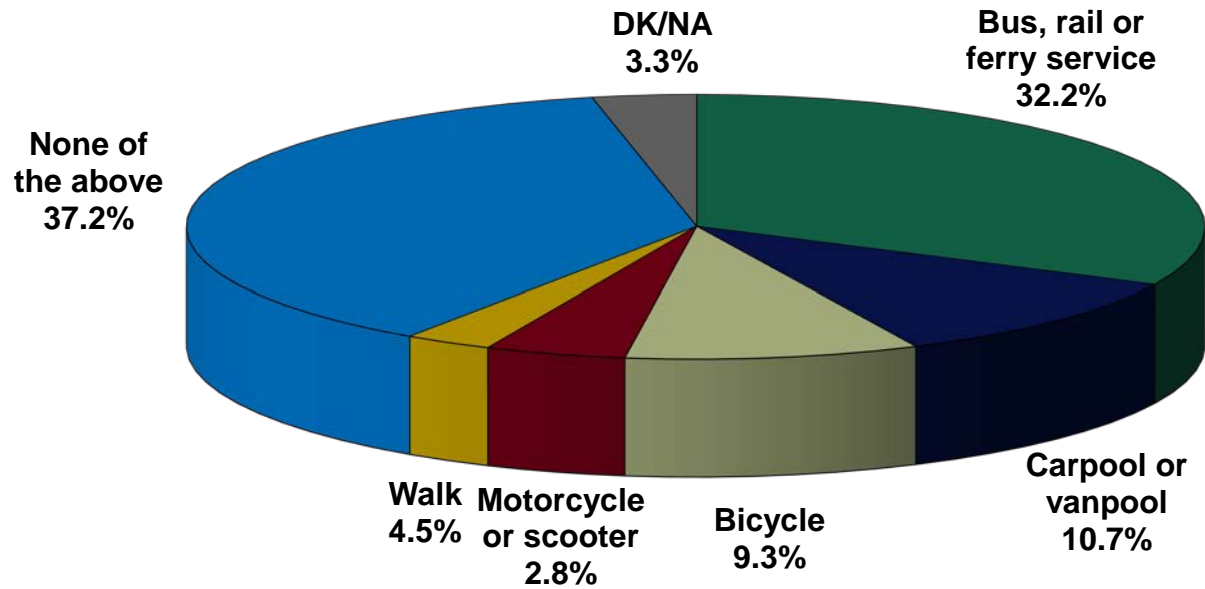
Q12. Minutes Spent Commuting Each Day November 2020 (n=925)



0 to 29 min = 33.8%
30 to 59 min = 33.5%
60+ min = 27.5%

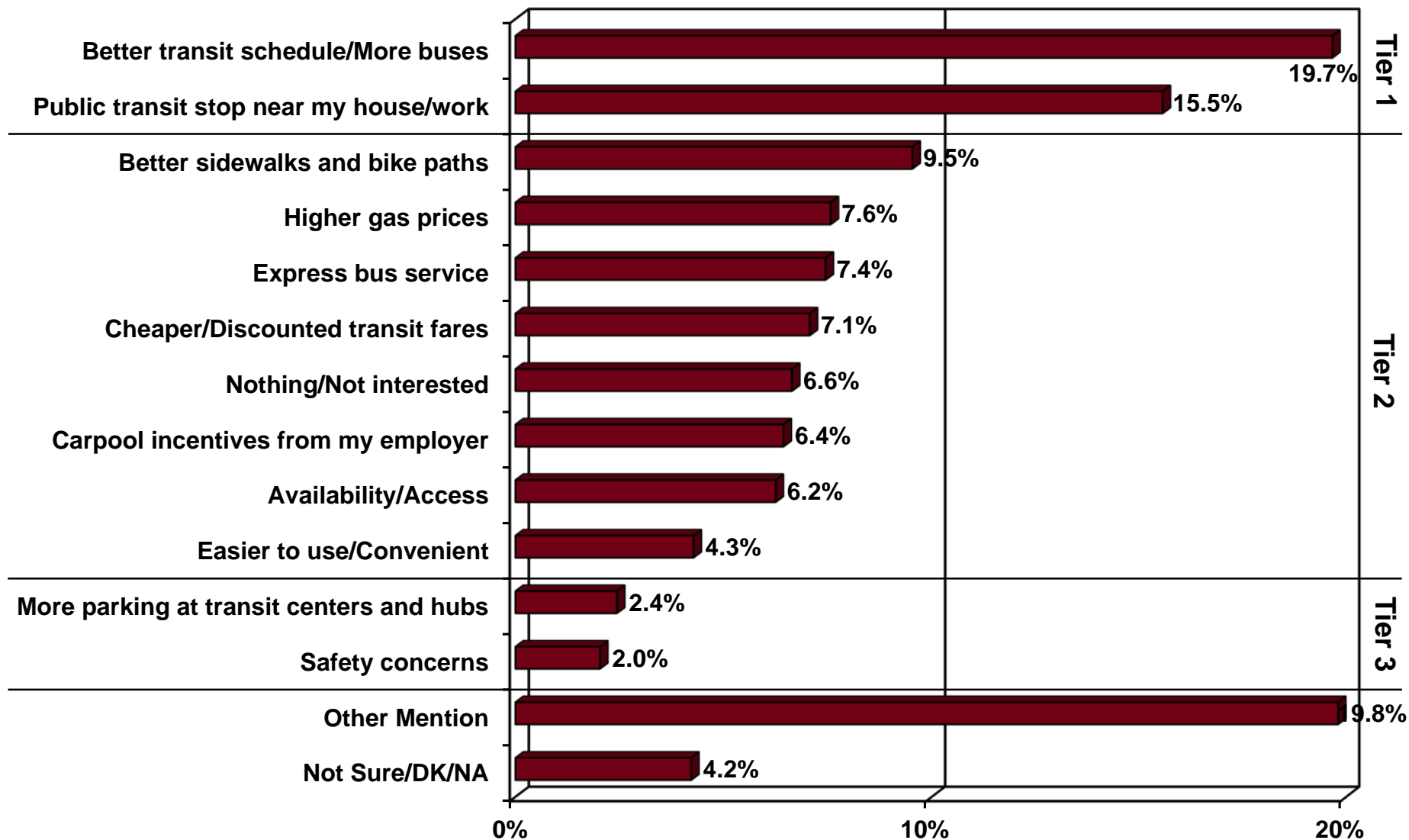
Q13. Preferred Alternative Transportation Modes

November 2020 (n=672)



Q14. Factors Encouraging Alternative Transit

November 2020 (n=1,113)



Note: Issues that were mentioned by less than 2 percent of the residents have been added to the "Other mention" category for charting purposes.

Summary & Recommendations

- The survey revealed a solid base of voter support for a sales tax measure.
 - Support for the measure in the November 2018 election was 60.8% on the uninformed test, 66.9% on the interim test and 61.5% on the informed test for November 2018.
 - Similarly, support for the measure in the November 2020 election was 65.4% on the uninformed test, 70.4% on the interim test and 65.2% on the informed test. It is important to note that the higher turnout election, while not statistically different, is numerically higher.
 - A renewal without increasing the current rate, 2018 (Yes = 72%) and 2020 (Yes = 74.1%), the stands the best chance of success.
- While the order of top tier features of the measure is slightly different for 2020 and 2018 (sorted by 2020 below), they are statistically the same:
 - Reduce congestion on Highway 101 (1.24 / 1.21)
 - Improve traffic flow on interchanges and on and off ramps to Highway 101 (1.09 / 1.05)
 - Build a direct connector from Highway 101 to I-580 and the San Rafael-Richmond Bridge (1.08 / 1.01)
 - Help fix potholes and maintain major streets and roads (1.07 / 1.05)
 - Provide pothole repair on local and residential streets (1.04 / 1.04)

This data suggests that some of the items in the ballot question could be revised to focus on voter priorities.

Summary & Recommendations

- Similarly, the most important information items are (2020 / 2018):
 - The measure will help reduce traffic congestion on Highway 101 (1.36 / 1.32)
 - Every penny from this measure will benefit local transportation projects and programs, and cannot be taken by the State (1.36 / 1.31)
 - The measure will allow Marin County to get millions of dollars in State and regional matching funds. Without approval of the measure, that money will go to other counties. (1.26 / 1.22)
 - Our local streets and roads are falling apart, the measure will help stop the deterioration and make repairs (1.20 / 1.19)
 - The measure will help reduce traffic congestion on local streets and roads (1.22 / 1.18)
 - The measure would help reduce traffic congestion on roadways in Marin County, reducing critical emergency response times (1.21 / 1.18)
 - Safeguards to ensure accountability, including independent citizens' oversight and annual audits, will ensure that the money will be spent as promised (1.22 / 1.16)
- Given the survey findings, the two-thirds majority required for approval, Godbe Research recommends that the Transportation Authority of Marin consider beginning the process to prepare for a November 2018 sales tax measure by developing an expenditure plan and conducting a comprehensive public outreach effort to explain the transportation needs and solutions. Then the measure should be retested in late Spring 2018 to determine if the measure should be a “renew and increase” or a “renewal without increasing the tax rate”.



GODBE RESEARCH
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www.godberesearch.com

California and Corporate Offices
1575 Old Bayshore Highway, Suite 102
Burlingame, CA 94010

Nevada Office

59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest Office

601 108th Avenue NE, Suite 1900
Bellevue, WA 98004



DATE: June 1, 2017

TO: Transportation Authority of Marin Board of Commissioners

FROM: Dianne Steinhauser, Executive Director

SUBJECT: Next Steps in Sales Tax Renewal Effort, Agenda No. 9

SCHEDULE OF LIKELY STEPS

Topic	Target Dates	Complete
	<u>2017</u>	
1. Introduction and Initial Feedback from Local Jurisdictions	Feb - Apr	✓
2. Baseline Polling - TAM Board approval of polling effort	Feb	✓
3. TAM Ad Hoc Committee guides poll - poll conducted	Mar - Apr	✓
4. TAM Board considers initial input from Local Jurisdictions and Polling and determines whether to proceed to next step of forming an Expenditure Plan Advisory Committee (Go/No Go)	Apr - May	
5. TAM Board establishes membership of Advisory Committee	Apr - May	
6. Kickoff of Expenditure Plan Advisory Committee Process	May	
7. Expenditure Plan Advisory Committee meets to develop options for renewing transportation sales tax, for increasing transportation sales tax, or both	June -Oct	
8. Expenditure Plan Advisory Committee recommends and engages in public outreach	June - Oct	
9. TAM Board reviews activity of Expenditure Plan Advisory Committee and determines whether to proceed to next step of briefing local councils on status (Go/ No Go)	Oct	
10. TAM briefs Local Jurisdiction Councils on status of Expenditure Plan development – seeks and receives input	Nov - Jan	
	<u>2018</u>	
11. TAM Board considers input from Local Jurisdictions and determines whether to proceed to next step of polling elements of the Draft Sales Tax Expenditure Plan and directing Expenditure Plan Advisory Committee to consider Local Jurisdictions input, direction from TAM Board, and polling results and finalizes Final Draft Sales Tax Expenditure Plan (Go/No Go)	Jan	

Note 1: The Local Jurisdiction input in November, December, and January on the status of activity to develop a Draft Sales Tax Expenditure Plan will guide the TAM Board in deciding how best to proceed in early 2018.

Note 2: If the TAM Board elects to proceed, there will be an additional round of polling as well as direction for the Expenditure Plan Advisory Committee to complete a Draft Sales Tax Expenditure Plan. That plan, once reviewed and finalized by the TAM Board as a Draft Final Expenditure Plan, would go to Local Jurisdictions for approval. That effort could take place in the Spring of 2018 for a November 2018 Ballot Measure. The TAM Board could choose to lengthen the process with the goal of a ballot measure after 2018.

TAM Expenditure Plan Advisory Committee Membership June 2017

Ref #	Organization	# of Reps	Select Individual	TAM Citizen's		Likely Member
				Oversight Committee		
1	COC-Northern Planning	1	V-Anne Chernock	Yes		
2	COC-Central Planning	1	Joy Dahlgren	Yes		
3	COC-Ross Valley Planning	1	Paul Roye	Yes		
4	COC-Southern Planning	1	Robert Burton	Yes		
5	COC-West Marin Planning Area	1	Scott Tye	Yes		
6	COC-Major Marin Employers	1	Peter Pelham	Yes		
7	COC-Environmental Organizations - MCL	1	Kate Powers	Yes		
8	COC-Bicycle and Pedestrian Group	1	Vince O'Brien	Yes		
9	COC-Marin County Paratransit Coordinating Council	1	Alan Bortel	Yes		
10	COC-League of Women Voters	1	Pamela Gach	Yes		
11	COC-Taxpayer Group	1	Paul Premo	Yes		
12	North Bay Leadership Council	1			Cynthia Murray	
13	Chamber of Commerce Representatives	2			Joanne Webster (San Rafael) and Coy Smith (Novato)	
14	Marin County Office of Education	1				
15	Student- College of Marin	1				
16	Transit Rider	1				
17	Marin Mobility Consortium - Seniors	1				
18	Senior Living Resident/Pedestrian	1				
19	Equity/Marin City	1				
20	Equity/Canal Neighborhood	1				
21	Labor Union/Building Trade Council	1				
22	Sustainability	1				
TOTAL		23				

NOTE 1- Staff from various partner agencies are envisioned to attend as staff and will be actively presenting info and responding to questions.

NOTE 2 - The position representing the School District on the COC has been a long term vacancy and therefore is not included in this list.

Ad Hoc Committee on Student Transportation	
Purpose:	Advise Marin Transit staff and Board on implementation of Coordinated Countywide School Transportation Study recommendations
Members:	<ul style="list-style-type: none"> • Katie Rice • Kate Sears • Stephanie Moulton-Peters
June 12 Draft Agenda Topics:	<ol style="list-style-type: none"> 1. Sales Tax Measure Polling Results 2. Sales Tax Measure Next Steps and Schedule 3. FY 17-18 School Bus Parking Status 4. Service Contracts – Renewal/Procurement for FY 18-19 5. Formation of Working Group -- Members/Invitees, Agenda Topics, Meeting Date 6. Historical Comparison of Marin School Studies 7. School Bus Fact Sheets

Proposed Working Group on School Bus Programs	
Purpose:	Share information on school bus programs
Members:	
Elected Officials	<ul style="list-style-type: none"> • Katie Rice, Supv. Dist. 2/ Marin Transit • Kate Sears, Supv. Dist. 1/ Marin Transit • Stephanie Moulton-Peters, Mill Valley/Marin Transit • Jim Fraser, Tiburon • Bob McCaskill, Belvedere • Diane Furst, Corte Madera • Kevin Haroff, Larkspur • Kay Coleman, San Anselmo • John Reed, Fairfax
Other Invitees	<ul style="list-style-type: none"> • Dianne Steinhauser, TAM • Midge Hoffman, RVSD • Michelle Rollins, MVSD • Jack Ryan, Tiburon/Reed JPA • Paula Rigney, LCMSD • David Parisi, SR2S • Mike Grant, MCOE
Agenda Topics:	<ol style="list-style-type: none"> 1. Overview of Coordinated Countywide School Transportation Study 2. Review of Implementation Plan 3. Draft Guiding Principles for Advancing the Implementation Plan 4. Status Updates <ol style="list-style-type: none"> a. RVSD b. St. Hilary's transition c. Reed Tiburon JPA and Cove transition 5. Sales Tax Measure Polling Results



711 grand ave, #110
san rafael, ca 94901

ph: 415.226.0855
fax: 415.226.0856
marintransit.org

June 12, 2017

Student Transportation Ad Hoc Committee
Marin County Transit District
3501 Civic Center Drive
San Rafael, CA 94903

SUBJECT: Supplemental school service for the 2017-2018 school year

Dear Ad Hoc Committee Members:

board of directors

katie rice
president
supervisor district 2

stephanie moulton-peters
vice president
city of mill valley

damon connolly
2nd vice president
supervisor district 1

judy arnold
director
supervisor district 5

kate colin
director
city of san rafael

dennis rodoni
director
supervisor district 4

kathrin sears
director
supervisor district 3

BACKGROUND: Marin Transit provides supplemental public transit services that are designed to address overcrowding on regular transit routes due to K-12 students using those services to get to and from school. Additional buses are provided to accommodate those surges in ridership demand during morning and afternoon bell times on school days. These services are provided using public transit buses and are available for use by all members of the public.

The District currently operates 9 supplemental school routes, providing service to 12 different schools throughout the county. The attachment shows a map of these routes and the schools they serve. Eleven buses are currently used to operate the existing service. To maximize efficiency, both the vehicles and drivers are also used to operate the Muir Woods Shuttle on weekends and midday services to College of Marin.

Because these trips operate during peak times and on school days only, providing these services can be challenging due to the short work shifts and additional equipment required to deliver a relatively small amount of service. Adding to this challenge is the fact that bell times can change frequently, both year-to-year and during the school year due to minimum days or finals week.

Ultimately, the availability of vehicles is the primary constraint on scheduling flexibility and capacity. Services are currently scheduled to maximize efficient use of the existing eleven vehicles. In order to provide the current amount of service, most vehicles are scheduled to meet the bell times of more than one school and these schools are often in different parts of the county. Even a small change to one school's bell times can have a domino effect and impact the ability of the District to provide service to that school.

SUMMARY: For the 2017-2018 school year, two schools currently served by Marin Transit supplemental routes will transition to providing yellow bus service for their students. The two schools,

Cove School and St. Hilary School, are K-8 schools, and this transition will help the District move towards its goal of focusing supplemental school resources to high schools, as identified in the Coordinated Countywide School Transportation Study.

For the upcoming school year, a number of schools that will continue to be served by supplemental routes will be changing their bell times. The most significant changes are in the Novato Unified School District, where schools will be shifting to later start and end times. Currently, schools in Novato have relatively early start and end times compared to the rest of the schools in the county. This allows the same vehicles that serve schools in Novato to also serve other schools. With the new later start schedules, there will be more overlap in bell times with those other schools, resulting in vehicles only being able to serve one or the other.

While the shift of Cove and St. Hilary to a yellow bus service frees up some of the District's resources, the change in bell times in Novato will require using those resources to continue providing service to those schools instead of being able to provide additional capacity on overcrowded routes elsewhere in the county. In addition, the District will not be able to maintain the current service levels it provides and will need to eliminate service to San Marin HS on Route 154, which serves students living in the Olive neighborhood and along San Marin Dr.

However, staff have identified opportunities to increase utilization of the District's existing resources by providing service for students who have alternate schedules, such as a later start or earlier release time. This is often the case with seniors who don't need to take as many classes and thus have a shorter school day than other students. By providing later morning and earlier afternoon trips, the District will be able put vehicles in service when they are otherwise not being used. Marin Transit staff have been working with Redwood HS and San Marin HS to estimate the number of students who have alternate schedules and might benefit from the added service.

Staff have also identified some opportunities to provide additional capacity on a couple of the most overcrowded routes. However, the ability to provide this extra capacity depends on the day of the week.

The table below shows a summary of proposed changes to supplemental school services for the 2017-2018 school year.

School	Route	AM changes	PM changes
Redwood HS	113	<ul style="list-style-type: none"> Add trip to meet later start 	<ul style="list-style-type: none"> Add trip to meet earlier release
	119	<ul style="list-style-type: none"> Add trip to meet later start 	<ul style="list-style-type: none"> Add trip to meet earlier release Add backup trip every day except Tuesdays
St. Hilary School	115	<i>Discontinue service</i>	
Tam HS	115	<ul style="list-style-type: none"> Extend route to Sausalito Improved timing Extend trip to Strawberry 	<ul style="list-style-type: none"> Extend route to Sausalito Improved timing
Willow Creek	115	<ul style="list-style-type: none"> No changes 	
Hall MS	117	<ul style="list-style-type: none"> No changes 	<ul style="list-style-type: none"> New PM bell times
Cove School	117	<i>Discontinue service</i>	
College of Marin	122	<ul style="list-style-type: none"> Add three earlier trips 	<ul style="list-style-type: none"> Add one later trip
Sir Francis Drake HS	125	<ul style="list-style-type: none"> New AM bell times 	<ul style="list-style-type: none"> New PM bell times
Terra Linda HS	139	<ul style="list-style-type: none"> No changes 	<ul style="list-style-type: none"> No changes
	145	<ul style="list-style-type: none"> No changes 	<ul style="list-style-type: none"> No changes
San Marin HS	151	<ul style="list-style-type: none"> New AM bell times Add trip to meet later start 	<ul style="list-style-type: none"> New PM bell times Add trip to meet earlier release
	154	<i>Discontinue service</i>	
San Jose MS	151	<ul style="list-style-type: none"> New AM bell times 	<ul style="list-style-type: none"> New PM bell times Add backup trip every day except Fridays
Sinaloa MS	154	<ul style="list-style-type: none"> New AM bell times 	<ul style="list-style-type: none"> New PM bell times

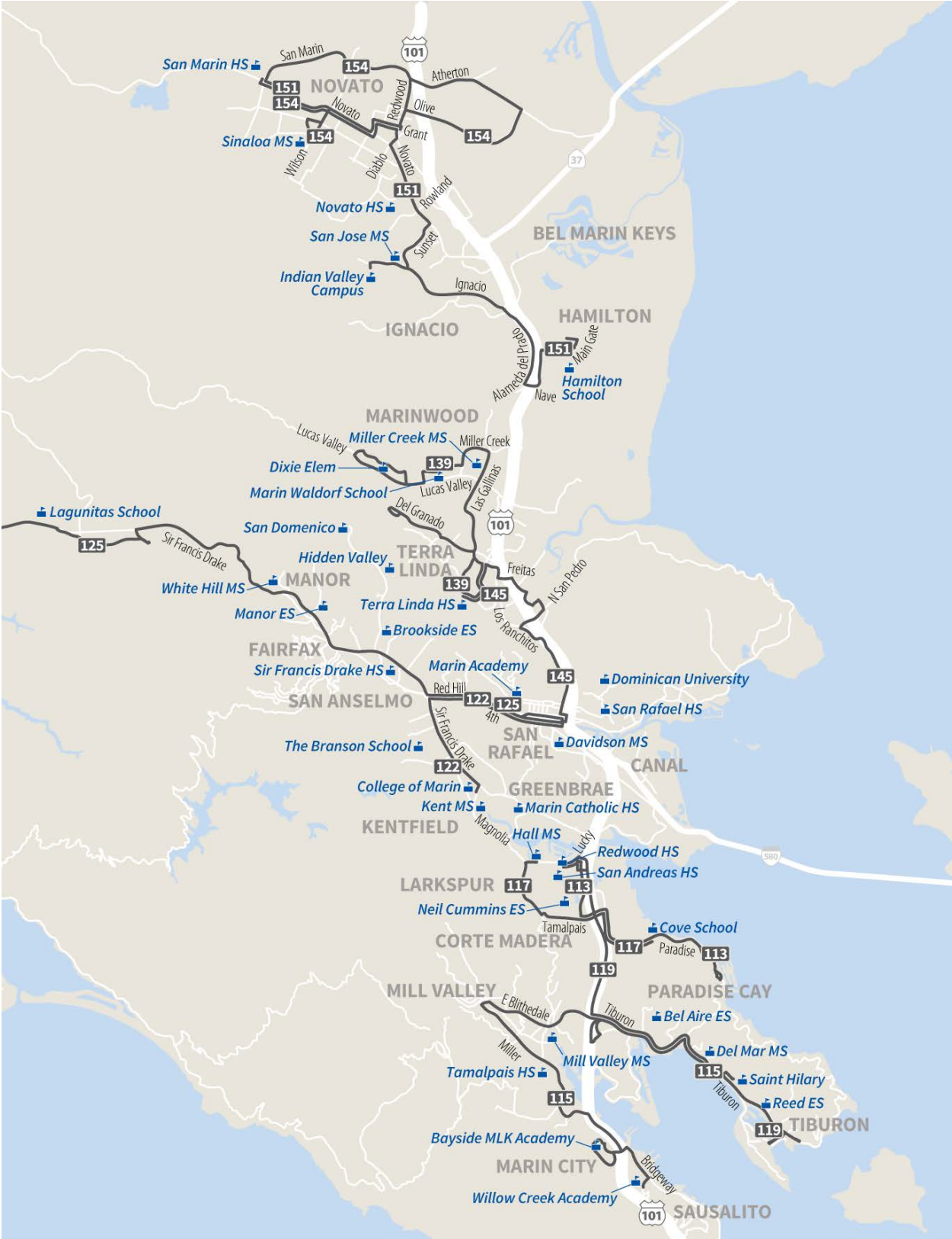
Respectfully submitted,



Melody Reeb
Senior Transit Planner

Attachment: Supplemental School Map

Attachment: Supplemental School Map



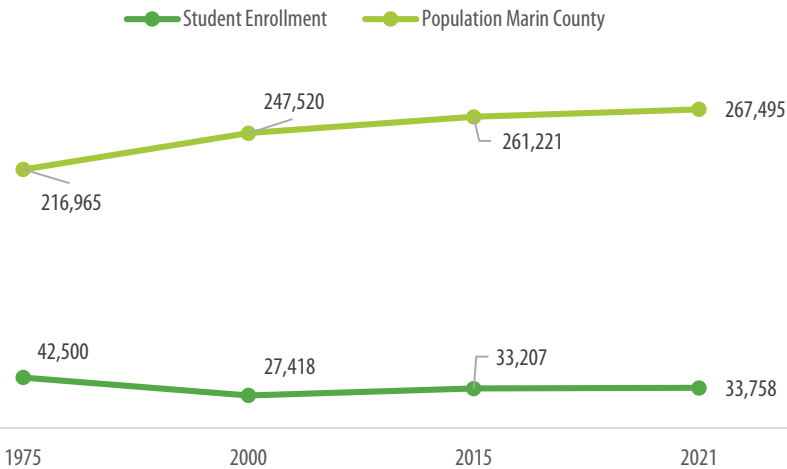


Marin Schools Transportation Studies Historical Comparison

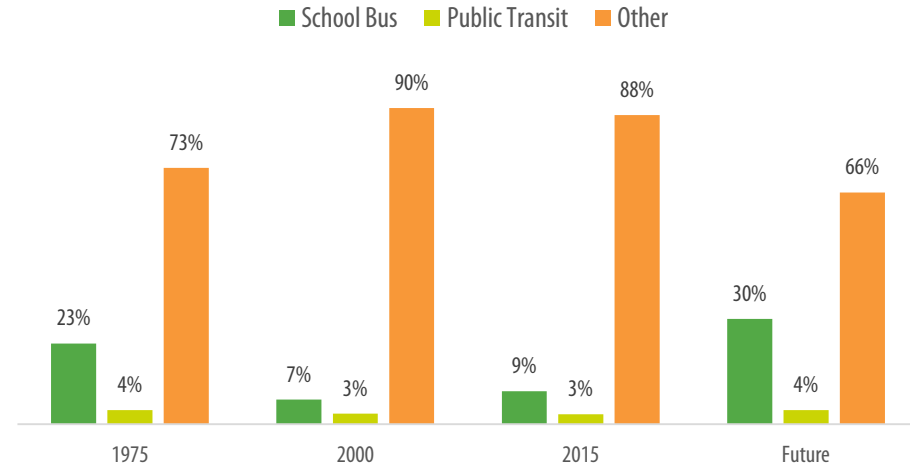
June 12, 2017



Student Enrollment in Marin County



Home to School Mode Split in Marin County

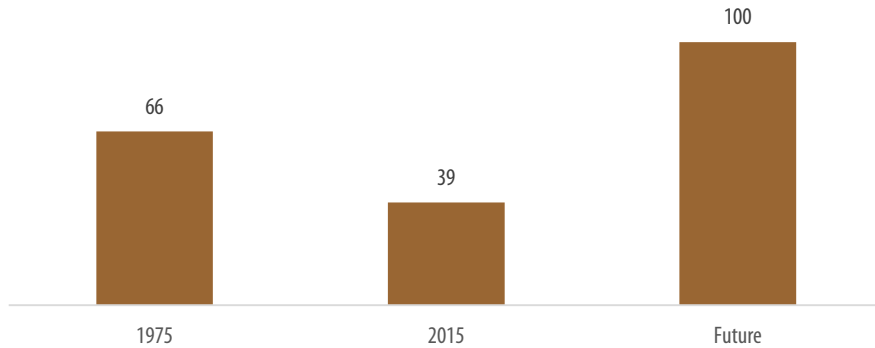


Sources: School Studies from 1975, 2000, & 2015, CA Dept of Finance, Pacific Northwest Regional Economic Analysis Project (PNREAP) <https://california.reaproject.org>, & California County-Level Economic Forecast 2015 – 2040 <http://www.dot.ca.gov/hq/tpp/offices/eab/docs/Full%20Report%202015.pdf>

- School bus use and enrollment was at a peak in 1975. Conditions identified in the study as threats to a school district’s ability to provide the service likely contributed to the decline, such as:
 - Declining student population
 - Declining state funding for education
- 2000’s saw further decline in use of school bus service due to parent fear after the Polly Klaas murder
- The future state of yellow bus recommendation restores mode split to 1975 levels

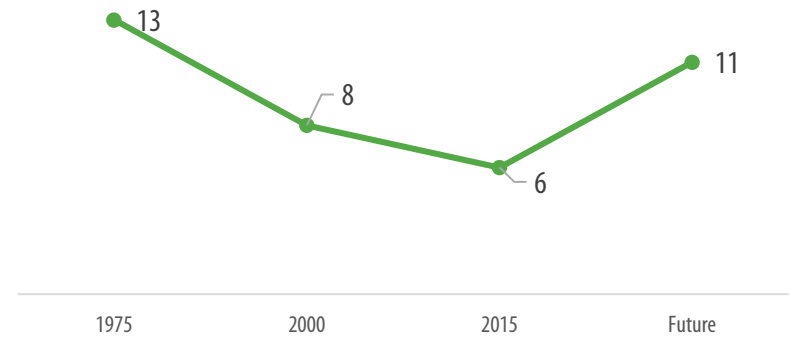
Yellow Bus Fleet in Marin County

■ Buses



Home to School Transportation provided by School District

● H2S Bus provided



- Districts in 2000: Dixie, Lagunitas, Mill Valley, Novato, Reed Union, San Rafael, Sausalito, Shoreline
- Districts in 2015 (Existing Conditions report): Dixie, Lagunitas, Reed Union, San Rafael, Tamalpais High, Shoreline
- Districts identified in future state: Dixie, Lagunitas, Reed Union, San Rafael, Tamalpais High, Ross Valley, Mill Valley, LCMSD, Kentfield, Novato, Shoreline

- By 2000, some recommendations from the 1975 study such as transitioning students to transit had succeeded which contributed to decline in district provided H2S service. Ex. GGT serving WHMS with 9 buses by 2000.
- Districts continued to cut yellow bus service from 2000 to 2015 after years of reduction in service. NUSD is one notable example and cited reduced funding.
- Fewer school districts today than there were in 1975.

- Constrained budgets
- Interest in outsourcing
- Consolidate service/effort
- Recommend mix of yellow bus and transit
- Shifting costs to students
- Cost of Equipment

A large green arrow graphic pointing to the right, with three white rectangular boxes of varying sizes nested within it, each containing a key learning.

School districts face similar constraints from 1975 to today

Consolidated services and a mix of modes is most cost effective for transporting students from home to school

The future plan identified in the 2015 Coordinated Countywide Student Study restores yellow bus to 1975 levels