



2020-2029

SHORT RANGE TRANSIT PLAN



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Federal transportation statutes require that the Metropolitan Transportation Commission (MTC), in partnership with state and local agencies, develop and periodically update a long-range Regional Transportation Plan (RTP), and a Transportation Improvement Program (TIP) that implements the RTP by programming federal funds to transportation projects contained in the RTP. In order to effectively execute these planning and programming responsibilities, MTC requires that each transit operator in its region that receives federal funding through the TIP, prepare, adopt and submit to MTC a Short Range Transit Plan (SRTP).

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Executive Summary

An up-to-date Short Range Transit Plan (S RTP) guides Marin Transit’s investments in the future. It is a living document that uses current information, financial resources, and performance targets to plan for local public transit services. The S RTP balances Marin Transit’s projected costs and revenues over a five-year timeframe, and is designed to provide a ten-year vision of the future.

In 2004, Marin County voters approved a 20-year ½ cent transportation sales tax increase (Measure A) that designates 55 percent of revenues to local transit services and established goals, objectives, and performance measures. Marin voters approved the 2018 Marin County Transportation Sales Tax Renewal Expenditure Plan (Measure AA) that extends the ½-cent transportation sales tax through 2039.

Dedicated local funding enables the District to pay for and improve local bus and shuttle services and provide targeted mobility programs for Marin senior, disabled, and low-income residents. The District depends on the availability of local funding sources to secure federal, state, and regional funding for public transit operations, equipment, and facilities. Scheduled Marin Transit services encompass all bus routes that begin and end within Marin County, supplemental middle and high school trippers, community shuttles, West Marin Stagecoach, and Muir Woods Shuttle. Marin Transit provides demand response paratransit services for those eligible under the Americans with Disabilities Act (ADA) and additional mobility management programs to expand travel options and serve seniors who no longer drive. In all cases, Marin Transit anticipates the needs of Marin County’s diverse travel markets and delivers cost-effective, targeted service options. Marin Transit is a future-oriented mobility manager.

Marin Transit Services and Programs

With approval of Measure A, the District developed the county’s first local transit service plan as part of the 2006 Short Range Transit Plan. The local service plan was designed to enable local riders to travel more efficiently to reach work, school, and health care destinations with fewer transfers. Marin Transit has continued to refine the route structure to anticipate and serve the needs of local riders, improve service efficiency, and establish a system to evaluate performance by service type.

The District’s bus and shuttle services carry over 3.2 million passenger trips each year, and are organized by program and service type. The five program areas are: local fixed route, community shuttle, supplemental school, rural fixed route, and the Muir Woods Shuttle. Service type refers to the purpose of individual routes and their intended markets. Marin Transit develops and delivers a family of services to accommodate the diverse transportation needs of Marin residents.

Marin Transit contracts out all its operations in five program areas – Big Bus, Community Shuttle, Rural and Seasonal, Special Needs, and Yellow Bus. Marin Transit initiated an innovative mobility management program, Marin Access, in 2008 to develop and deliver efficient travel options and improve information for senior and disabled residents. Since 2009, the District operates the award-winning seasonal Muir Woods Shuttle that keeps vehicles off narrow mountain roads, relieves congestion, and improves the experience of visitors from across the United States and around the world. This is accomplished through an ongoing partnership with the National Park Service.

Marin Transit works with many schools in Marin County to offer and manage supplemental transit and yellow bus services for students. These school service trips reduce roadway congestion during peak travel hours. The District offers a reduced-price Youth Pass for riders 18 and under that provides unlimited rides on all local transit services within Marin County. Free Youth Passes are provided to students of eligible families with demonstrated income hardships.

Under the umbrella of Marin Access, Marin Transit has a variety of programs that serve the transportation needs of older adults and those with disabilities. A team of Travel Navigators coordinate and match four mobility programs with eligible riders. These include local paratransit, travel training, volunteer driver, and subsidized taxi (Catch-A-Ride). The travel navigators provide trip planning and technical assistance so that riders can select the most appropriate option to make their trips. Delivery of Marin Access services is supported by the Measure A local transportation sales tax and the Measure B vehicle license fee. Measure B designates funds specifically to expand and enhance transportation services for senior and disabled residents.

Who Does Marin Transit Serve?

The table below is presented in Chapter 1 and compares the results of passenger surveys conducted on Marin Transit services in 2005, 2008, 2012, and 2017 with recent data on the demographics of Marin County residents.

The comparison highlights significant differences in transit riders from the average Marin County resident in income and race. Compared to the rest of the County, Marin Transit local riders have a significantly lower income level and a lower proportion of riders identify themselves as Caucasian/White. About 35 percent of Marin Transit local riders earn less than \$25,000 a year, while the majority of Marin County residents (63 percent) are at the other end of the range earning \$75,000 or more.

In addition to an overview of the District's services, partner agencies, and capital assets, Chapter 1 summarizes the findings from local transit needs and countywide market assessments. The findings identify the characteristics of those who are likely to use local transit services in the future. The recommendations from each of these studies significantly inform the SRTP service planning priorities.

Category	Transit Rider (Onboard Survey Results)				Marin County % ⁽¹⁾
	2005	2008	2012	2017 ⁽²⁾	
Age					
Persons under 18 years old	18%	25%	21%	11%	20%
Persons between 18 and 65 years old	78%	70%	72%	80%	60%
Persons 65 years old and older	4%	5%	7%	9%	20%
Gender					
Female	48%	46%	49%	44%	51%
Male	52%	54%	51%	56%	49%
Household Income					
Under \$25,000	51%	61%	57%	35%	12%
\$25,000 to \$49,999	28%	18%	20%	24%	13%
\$50,000 to \$74,999	10%	8%	7%	12%	12%
\$75,000 or more	10%	13%	16%	29%	63%
Race					
Hispanic	n/a	49%	43%	52%	16%
Caucasian/White	n/a	36%	39%	29%	72%
African American	n/a	9%	7%	7%	2%
Asian	n/a	8%	5%	5%	6%
Other	n/a	5%	6%	7%	4%

Source: (1) U.S. Census Bureau, 2013–2017 American Community Survey, (2) 2017 onboard survey did not include Supplemental school routes that were included in previous survey efforts.

Service Types and Productivity

Marin Transit has developed and applied categories of service by program and function. This system provides a means to establish performance standards and better design services in various parts of the county based on the profile of the travel market served and ridership levels. Chapter 1 provides a description of how the District defines these service types and the transit vehicles assigned to them.

Marin Transit Priorities and Performance Measurements

The Measure AA expenditure plan calls for Marin Transit to update this Short Range Transit Plan every two years so that the District will more effectively respond to the changing transit needs of all who travel within the county. The expenditure plan distributes transit funds within four categories:

- Maintain and expand local bus transit service
- Maintain and improve the rural bus transit system
- Maintain and expand transit service and program for those with special needs
- Invest in bus transit facilities for a clean and efficient transit system

As required in Measure AA, the transit planning process employs extensive public input from all areas of the county and bases investments on an analysis of measurable performance criteria. The Metropolitan Transportation Commission also compels transit operators to prepare an SRTP every four years, and this SRTP update addresses their requirements. Through Marin Transit’s short-range planning process, the District has established a system for evaluating the performance of its services and programs that refers to and builds on the eight criteria established in the Measure AA plan. The District organizes these measures into four categories to evaluate the performance of its services and programs as follows:

1) Systemwide Performance:

- a. Relieves congestion and provides mobility as measured in total ridership;
- b. Ensures high levels of customer satisfaction with services;
- c. Provides accessible and reliable transit services with Marin County;
- d. Ensures services are provided in a reliable manner;
- e. Provides service levels to prevent overcrowding;
- f. Promotes environmental justice based on demographic analysis; and
- g. Meets cost efficiency standards based on cost per revenue hour.

2) Corridor-Level Performance

- a. Provides adequate service frequency in priority transit corridors;
- b. Provides adequate span of service in priority transit corridors; and
- c. Provides competitive travel times to promote transit usage.

3) Route-Level Performance:

- a. Meets service typology productivity standards based on passengers per hour;
- b. Meets service typology cost effectiveness standards based on subsidy per passenger trip; and
- c. Establish funding agreements for Partnership services.

4) District Performance:

- a. Attracts outside funding sources, including federal and state revenue, as well as discretionary grants and other local funds;
- b. Operates the system in a manner that encourages public involvement and participation; and
- c. Maintains a capital plan to minimize air quality issues and provide quality amenities and vehicles

Chapter 2 of the SRTP provides detail on each Marin Transit goal and performance target. The District develops a monthly systemwide report, a quarterly route performance report, and an annual summary report that summarize operational and financial performance for the Board of Directors. These reports are available for viewing on the website: www.marintransit.org

Service Plan Goals within the Short Range Transit Plan

The District is planning for very little growth in the District’s fixed route services (+1%) and a relatively significant amount of growth (+19%) in the demand response programs that primarily serve older adults and persons with disabilities. The ten-year plan projects that operational expenses will outpace revenues in year three, District finances will remain stable over the ten years and support current and planned service levels.

This service plan recognizes a number of challenges and opportunities. These include:

- Lack of permanent operations and maintenance facilities;
- Attracting and retaining labor, including drivers and maintenance staff;
- Supporting transportation for special needs populations; and
- Defining transit’s priority within the county’s transportation hierarchy.

To respond to these challenges, Marin Transit has:

- Benefited from an extension to the local transportation sales tax (Measure A/AA) for an additional 30 years;
- Continued to diversify the District's planning and operations to better match service levels to demand;
- Controlled costs through competitive bidding;
- Leveraged regional transit expansion activities;
- Provided congestion relief through student transportation services, and
- Evaluated potential private sector partnerships to increase and expand mobility.

Additional opportunities will be recognized with improvements in regional transit, student transportation, and other alternative transportation options within the County. Further description of these challenges and opportunities as well as detailed funded and unfunded projects are included in Chapter 3 and Appendix C of the Plan.

Marin Transit Capital and Financial Plans

Delivering safe and cost-effective transit service requires adequate numbers of well-maintained vehicles, bus stops, and other supportive capital facilities and equipment. The capital plan addresses clean-fueled and electric vehicles, bus stop amenities and accessibility, major transfer locations, passenger information, and communications. The District has established a program of expenditures that identifies sufficient funding sources and the expected timeframe for each project. The capital plan also describes needed capital projects that will require additional funds - as unfunded capital needs.

The SRTP provides a ten-year plan for local and rural bus and shuttle routes and Marin Access programs based on projections of annual service hours and miles for each service category.

Marin Transit is currently in a strong financial position with a fully funded operations reserve, equivalent to six months of operations expenses. For operations, costs include contract services by program, fuel and communications, and customer service. Marin Transit draws from a variety of sources to pay for these services. These include local Measure AA and Measure B transportation funds, state gas tax funding under SB1, state transit assistance and transit development funds, federal grants for rural and lifeline services, and fares.

Appendix B of the SRTP evaluates the District’s fare policy structure, and is proposing updates current fare policy jointly with changes to Marin Access eligibility thresholds and low-income fare assistance program. These recommendations are included in the fare revenue projections.

The SRTP financial plan maintains the Marin Transit Board-adopted District reserve levels throughout the ten years. Chapters 4 and 5 describe the updated short-range capital and financial plans in detail.

Where is Local Transit Going in the Future?

This SRTP service plan is the basis for the ten-year financial and capital planning. The plan identifies delivery challenges and opportunities, and aligns them to financial projections to estimate the state of local transit in Marin County over the ten-year period. While currently in good financial health, the District is not forecasting significant growth until future financial and operating uncertainties are better defined.

The District also recognizes that mobility services are in the midst of radical changes and transit needs to respond to these changes. New technologies will reshape the transportation sector, and offer additional options for travel and car-free lifestyles. However, these technologies may not serve the general public in areas where public transit currently succeeds, particularly in terms of congestion relief and providing transportation for highly transit-dependent populations.

There are opportunities for public transit to be part of the solution alongside private and non-profit partners. Staff participates in ongoing discussions with these sectors to understand and identify opportunities for successful partnerships that can leverage technology and policy changes to improve local transit offerings and serve the mobility needs of all Marin residents. For example, Marin Transit anticipates that there will be a partnership to support on-demand mobility within the first year of the Plan.

To achieve the goals laid out in this plan, Marin Transit will focus on these initiatives:

Increase Efficiency of Operations

The District strives to create cost-neutral service expansion through increasing efficiency. Staff reassess route schedules and their alignments with current peak/off peak runtimes, and restructure routes that have excess time when the bus is out of service. Newly purchased scheduling software enables the District to closely assess current and proposed bus and shuttle schedules.

Plan for the Expanding Need for Marin Access Programs and Services

Marin County's older adult population is projected to increase by 25 percent over the next ten years. Marin Access programs provided almost 160,000 passenger trips in fiscal year 2017-18, and the number will increase in proportion with the numbers of residents reaching age 65 and above. Individualized transit services are by their nature expensive to provide, and the most expensive is door-to-door paratransit utilized by most Marin Access customers. The District will continue to plan for the expansion of these services while implementing or enhancing programs and policies intended to contain costs. The SRTP accommodates and manages future growth related to senior and Americans with Disabilities Act-eligible riders and evaluates current service options, usage, and funding. Priorities include:

- Maximize the use of electronic scheduling software to increase service and efficiency;
- Provide more robust paratransit service to area outside the ADA-mandated geographic service area;
- Develop a more robust, accessible same-day service;
- Evaluate fare policies and eligibility criteria for Marin Access programs;
- Pursue effective partnerships to test and support innovative modes and services;
- Establish a wider audience for services; and
- Support new and expanded volunteer driver programs within the county.

Marin Transit anticipates a 19 percent increase in ridership over the next ten years on current Marin Access services as Marin’s senior population continues to grow. As demand for these services grows, the District must allocate a higher percentage of its budget to support these programs.

Evaluate Unfunded Service Needs

The SRTP Appendix C lists future service improvements as needs that are not funded within the Plan. These have been developed through analysis of:

- Input from riders (Bus Passenger Advisory Committee, comment cards, driver feedback, etc.);
- Input from Stakeholders (Partner agencies, local cities and towns, etc.);
- Current and previous planning studies;
- Changes in transportation market conditions; and
- Changes in demographics

Funded or unfunded, Marin Transit evaluates each service need based on the Measure AA performance criteria for transit investments. Appendix C includes the results of this evaluation for improvements that will require additional and financially sustainable funding to operate.

Chapter 1: System Overview

District History

The Marin County Transit District (Marin Transit) was formed by a vote of the people of Marin County in 1964 to provide local transit service within Marin County. Marin Transit does not own any facilities and does not employ its own drivers. Instead, Marin Transit contracts with Golden Gate Transit, Marin Airporter, MV Transportation, and Whistlestop to operate local bus and paratransit services.

Prior to late 2003, Marin County’s transit district primarily managed and administered the contract for local and regional paratransit serving eligible seniors and disabled individuals. Marin Transit was historically a “pass through” agency providing funds for local services managed by Golden Gate Transit. With the 2003 service restructuring, Marin Transit began to take responsibility for planning, outreach, oversight, and management of local fixed route transit services throughout the county.

In 2004, Marin County voters approved a ½ cent transportation sales tax increase. Measure A provided a dedicated funding source for local public transit under a 20-year expenditure plan. This new funding enabled the District to pay for local big bus fixed route services, pay for and expand the rural Stagecoach service, and introduce the community shuttle program. Marin voters renewed the local ½ cent sales tax (Measure AA) for an additional 30 years in November 2018.

Marin County initiated the Muir Woods Shuttle in 2005 as a demonstration project. Marin Transit took over responsibility for the program in 2009. The Shuttle has significantly reduced transportation impacts on the National Monument and surrounding areas. The program is managed and funded under a formal partnership between the District and the National Park Service.

Marin Transit has also taken an active role in planning, managing, and recently funding various home to school transportation services for K-12 students in Marin County. The District adds Supplemental Service to the regular fixed route services on school days and partners with most school districts to support or directly provide yellow school bus services. A partnership with the College of Marin enables all enrolled students to ride the local services for free.

The District has added staff commensurate with its increased responsibilities and measured growth in services and functions. Prior to Measure A approval, Marin Transit had one full-time and one part-time employee. With the stability of Measure A, the number of full-time employees grew from 1.5 to 3.5 in 2006 and 5 employees in 2008. As of 2019, the District has 15 full-time employees.

Planning History and Studies

Measure A Expenditure Plan 2004

The Measure A Expenditure Plan provided a framework for the use of the Measure A ½ cent sales tax devoted to transportation improvements within Marin County. Fifty-five percent of this funding is designated for Strategy 1 of the plan to provide a seamless local bus transit system that improves mobility and meets community needs. There are four specific sub-strategies under Strategy 1 with accompanying service goals:

Maintain and expand local bus transit service

- Provide transit service every 15 minutes in the following corridors:
 - Highway 101 throughout Marin County connecting to San Francisco
 - San Rafael-College of Marin via Andersen/Sir Francis Drake
 - San Rafael-San Anselmo via Red Hill/4th Street
 - San Rafael Transit Center – Civic Center and Northgate Mall.
- Provide transit service every 30 minutes in the following corridors:
 - Sausalito to Marin City and the Toll Plaza via Bridgeway
 - Mill Valley on Miller Avenue and East Blithedale
 - Corte Madera and Larkspur via Tamalpais/Magnolia and Sir Francis Drake
 - San Anselmo to Fairfax via Sir Francis Drake and Red Hill Road
 - San Rafael via Lincoln to Civic Center, Merrydale, and on to Kaiser Hospital
 - Novato service in the Hamilton area, in the Ignacio area east of Palmer and S. Novato Boulevard
 - Corridor service from Novato to the San Rafael Transit Center with connection to College of Marin
- Provide accessible neighborhood scaled shuttles using small buses in the following communities:
 - Novato
 - Mill Valley
 - Sausalito
 - Belvedere and Tiburon
 - San Rafael
 - Ross Valley
 - West Marin (maintain and expand Stagecoach service)
- Restore night service and ferry connector shuttles as demand requires
- Provide flexible services for hillier or less populated areas with transit demand
- Provide enhanced school bus service using creative transportation solutions

Maintain and improve the rural bus transit system

- Develop a seven-day a week operation
- Develop a north and south route service

Maintain and expand transit service and program for those with special needs

- Maintain and expand transportation services for seniors and the disabled
- Continue and extend paratransit service to all of Marin County
- Develop new shared ride, wheelchair accessible taxi services that augments paratransit services
- Expand group transportation and shuttle services focused on seniors
- Provide discounted fares for very low-income seniors and person with disabilities, as well as the lowest income members of our community
- Provide discounted transit passes to youth

Invest in bus transit facilities for a clean and efficient transit system

- Transit hubs in Novato and Southern Marin

- Clean fuel vehicles
- Bus stop amenities (bike racks, shelters, benches, etc.)
- Bike racks on buses
- Accurate signage and real-time information

The Expenditure Plan requires Marin Transit to develop and maintain a Short Range Transit Plan responsive to the changing transit needs of the county.

Measure AA Expenditure Plan 2018

The Measure AA Expenditure Plan defines how the extension of the 1/2-cent transportation sales tax will fund essential transportation needs in Marin. These include local street and road maintenance, Safe Routes to Schools programs, high quality local transit service, and highway and interchange improvements.

Marin voters approved the 2018 Marin County Transportation Sales Tax Renewal Expenditure Plan by a 76.7% margin in November 2018. This extends the ½-cent transportation sales tax for another 20 years through 2039. The goal of the Measure AA Expenditure Plan is to reduce congestion and greenhouse gas emissions, maintain and improve local transportation infrastructure, and provide high quality transportation options for people of all ages who live, work, and travel in Marin County.

Fifty-five percent of Measure AA funding is designated for Category 4 of the plan that calls for efficient and effective local transit services to reduce congestion and meet community needs, including services to schools and specialized service for seniors and persons with disabilities. Under this category, the sales tax enables Marin County to:

- Preserve existing transit service and provide a robust local public transit system dedicated to delivering workers and students to their jobs and schools.
- Maintain and expand rural and recreational bus services such as the Muir Woods Shuttle and the West Marin Stagecoach.
- Maintain and expand transit services and paratransit services for Marin’s seniors, persons with disabilities, and those with special needs.
- Dedicate funds for yellow school bus and other school transit services to provide matching funds for alternative fuel buses, such as all-electric buses, and plan for alternatives to traditional transit services.

Invest in bus transit facilities Short Range Transit Plans *FY 2006-2015, FY 2009-2018, FY 2010-2019, FY 2012-2021, FY 2016-2025, FY 2018-2027*

Marin Transit released its first Short Range Transit Plan in March 2006. This document:

- Developed a detailed understanding of the existing local service network;
- Refined standards for productivity and mobility that ensure sales tax funds and other funding resources are spent in the most efficient and cost-effective manner;
- Used current and projected travel demand, land use, and demographics in the county to identify service gaps and appropriate service levels in a constrained financial environment;
- Developed supporting capital, marketing, and administrative plans;
- Involved the public in deciding the transit future for Marin County; and

- Developed polices to evaluate services and make adjustments over time.

The implementation of many of the objectives outlined in the March 2006 Short Range Transit Plan are described in subsequent SRTP updates released in 2009, 2010, and 2011. In 2012, Marin Transit completed a comprehensive update of the SRTP that introduced service typology definitions and tiered performance standards based on these assignments. In the 2015 SRTP, Marin Transit described a proposal for major fixed route service changes and restructuring that was implemented in June 2016. The Board adopted the most recent SRTP in December 2017.

Strategic Marketing Plan 2008

The Strategic Marketing Plan provided Marin Transit with recommended short-, medium-, and long-term strategies for passenger information materials, bus stop signage, and an advertising campaign. The effort started with a marketing baseline inventory and identification of the District's market research needs. The consultant conducted stakeholder interviews and two sets of focus groups with current and potential riders. In addition to the strategies, the plan provided a budget with cost estimates for each aspect of the plan and an implementation timeline.

Marin Transit Systemwide Onboard Survey 2008, 2012, 2017

The District completed a 2008 onboard survey and summary report to ascertain rider satisfaction, develop a comprehensive understanding of how Marin Transit riders use the service, and record rider demographics for future planning efforts. All Marin Transit's services were surveyed and resulted in 2,947 completed questionnaires. Marin Transit conducted an updated onboard survey in 2012 as part of its Countywide Transit Needs Assessment Study with 3,408 completed rider surveys.

In Spring 2017, the Metropolitan Transportation Commission (MTC) conducted an onboard survey as part of its Regional Onboard Survey Program. This survey was conducted by in-person interviewers using tablet computers unlike prior efforts that used traditional paper survey instruments. This method is more resource intensive and results in a smaller sample size and results in more accurate and complete data. All routes except Supplemental School services and the Muir Woods Shuttle were surveyed and provided 1,216 completed surveys.

Enhanced Taxi Services for Social Service Transportation and Public Transit Programs in Marin County 2008

In partnership with Marin County's Department of Health and Human Services, Marin Transit identified strategies for enhanced taxi services for social service and public paratransit programs for Marin residents. MTC funded this project as a case study for other counties in the region.

Central and Southern Marin Transit Study 2009

Marin Transit worked with the Transportation Authority of Marin (TAM) on a Central and Southern Marin Transit Study. This project developed an incremental program of feasible and fundable improvements to U.S. 101-oriented trunk line bus service and identified opportunities for transit feeder service for ferry and regional commute bus services. An early premise of the study was the idea of locating a potential large transit hub serving Central and Southern Marin. Subsequent travel demand and transit service analysis concluded that a program of local transit infrastructure investment distributed at multiple sites on all the study corridors

will yield more effective mobility benefits. The study introduced the concept of multimodal “green-hubs” at these sites to facilitate safe and efficient connectivity and community-oriented mobility. This is reflected in the options considered in the evaluation process and in the study’s final recommendations.

West Marin Transit Needs Assessment 2009

Marin Transit conducted a community-based transportation study to understand the transit needs specific to West Marin residents, employees, and visitors. Two rounds of public meetings were held at various locations, and community input significantly shaped the final strategies and recommendations. Highlights included recommendations to increase service on the Stagecoach routes, improve connections to Marin Airporter and Sausalito Ferry services, improve bus stops, and enhance bicycle carrying capacity on transit vehicles.

South Novato Transit Hub Study 2010

Marin Transit developed a strategic plan to improve bus patron access and transfers in Novato in partnership with the City of Novato and Golden Gate Transit. The plan identified three transit stops in Novato for upgrade: the downtown transit stop at Redwood and Grant, stops near the Rowland Boulevard and Highway 101 interchange, and stops near the Ignacio/Bel Marin Keys and Highway 101 interchange. These stops provide opportunities for passengers to transfer between regional-local and local-local bus routes within Novato and increased the efficiency of transit operations. The study identified improvements that target these locations and require minimal changes to bus operations or to adjacent land use. Improvements at the two locations along Highway 101 were completed in 2014. The District completed its largest construction project to date in September 2017 when it opened a downtown transfer facility that combined adjacent stops into one location.

Marin Senior Transportation Action and Implementation Plan 2010

Marin Transit co-sponsored the Marin Senior Mobility Action and Implementation Plan with Marin County’s Health and Human Services Division on Aging and Adult Services. The plan identified measures that the County and transportation agencies can take to support the mobility of Marin’s growing older population. The study supports efforts to keep older people safe and connected to their communities, as problems related to aging make it harder for them to get around. The Existing Conditions Report considered current and future demographics, described the state of senior transportation, presented examples of best practices, reported on outreach activities conducted as part of this project, and identified transportation gaps. The Action and Implementation Plan detailed strategies to meet the transportation needs of older adults based on the project’s research and stakeholder outreach efforts.

Novato Transit Needs Assessment 2011

Partnering with the City of Novato, Marin Transit conducted a Novato Transit Needs Assessment to evaluate transit services, identify new and emerging mobility needs not met by current transit service options, and craft practical strategies to meet these needs. This study included an extensive public outreach program of meetings, onboard and community surveys, and various tabling events. A series of short- and mid-term recommendations were developed. These included restructuring local bus routes to enhance service, better marketing of transit service, targeted bus stop improvements, and a transition plan for a community shuttle program to increase coverage using smaller vehicles.

In March 2012, Marin Transit implemented several Phase 1 recommendations. Service-related changes included consolidating Routes 51 and 52 and extending Route 49. These changes increased local service frequencies to every 30 minutes, increased service for early morning and late evening travel, and added weekend service to areas where it had not been available. The District produced a Novato-specific transit rider guide that highlighted the service changes and combined all transit options in one brochure. Many of the Phase 2 recommendations were completed in 2013 and 2014, including adding a new shuttle network and capital improvements at major bus stops.

Tiburon Transit Needs Assessment 2012

Marin Transit completed its third community-based transit needs assessment study in the Tiburon Peninsula in 2012. As with similar efforts, this study conducted extensive outreach and analyzed performance data to develop transit service enhancements. The recommended service plan was largely implemented in August 2013 and included a new Route 219/219f shuttle and expanded Route 119 services to Redwood High School.

Countywide Transit Market Assessment Study 2012

The Countywide Transit Market Assessment (CTMA) evaluated how Marin fixed route transit service was provided relative the characteristics of existing transit markets. This study forecasted how these markets may shift or change in the future and identified recommendations to restructure or improve transit services. The assessment drew on a comprehensive onboard survey (2012), 2010 US Census data, and ride check data collected between 2010 and 2012. Recommendations focused on improvements to the fixed routes structure to better serve current markets and were largely implemented in June 2016.

Coordinated Countywide Student Transportation Study 2015

Marin Transit conducted a Coordinated Countywide School Transportation Study in partnership with TAM and the Marin County Office of Education. This study identified options to relieve roadway congestion, encourage use of healthy mobility options, and improve coordination of resources dedicated to student access to school. The study evaluated all current program offerings for opportunities to achieve proposed service goals especially reducing traffic congestion. These include the role of yellow bus transportation programs, public transit services, and Safe Routes to Schools (SR2S) programs. The report identified recommendations and action items to advance home to school transportation services based on stakeholder participation and the initial inventory of existing programs.

Marin Transit held a Board workshop in December 2015 to review the study results and recommendations. Following the workshop, the Board formed an Ad Hoc Committee on Student Transportation to advance the strategic planning phase of the study and develop a five-year implementation plan.

The study concluded that K – 8 students are most appropriately transported in yellow buses as opposed to transit buses. The Ad Hoc Committee on Student Transportation supported the transition of two elementary schools (St. Hilary School and the Cove School) from Supplemental service to yellow bus service. These actions directly achieved the second goal of the study to “Develop a Transition Plan to better match service models to student needs.” Additionally, the Ad Hoc Committee advised staff on developing a formula to distribute Measure AA funds to existing yellow bus programs in Marin County. In January 2019, the Marin Transit Board approved the allocation of \$600,000 annually for three years to five yellow bus programs in Marin. Through these two actions, the Ad Hoc Committee on Student Transportation advanced the goals of the Coordinated Countywide School Transportation Study.

Marin Access Strategic Analysis and Recommendations 2016

In 2015, Marin Transit initiated a comprehensive study of Marin Access programs to identify performance trends and lessons learned. The study provides an in-depth overview of Marin Access programs and riders and the market forces that influence current and future demand. The study identifies opportunities and constraints for Marin Access services and ten recommended strategies. Staff developed an action plan in 2016 with eight priority initiatives. Since 2016, staff have made progress on these initiatives:

- Implementing the Marin Mobility Innovation Incubator and awarding funding to support rider education about technology options;
- Implementing a same-day accessible pilot service; and
- Procuring additional software solutions to improve the user experience for paratransit eligible clients.

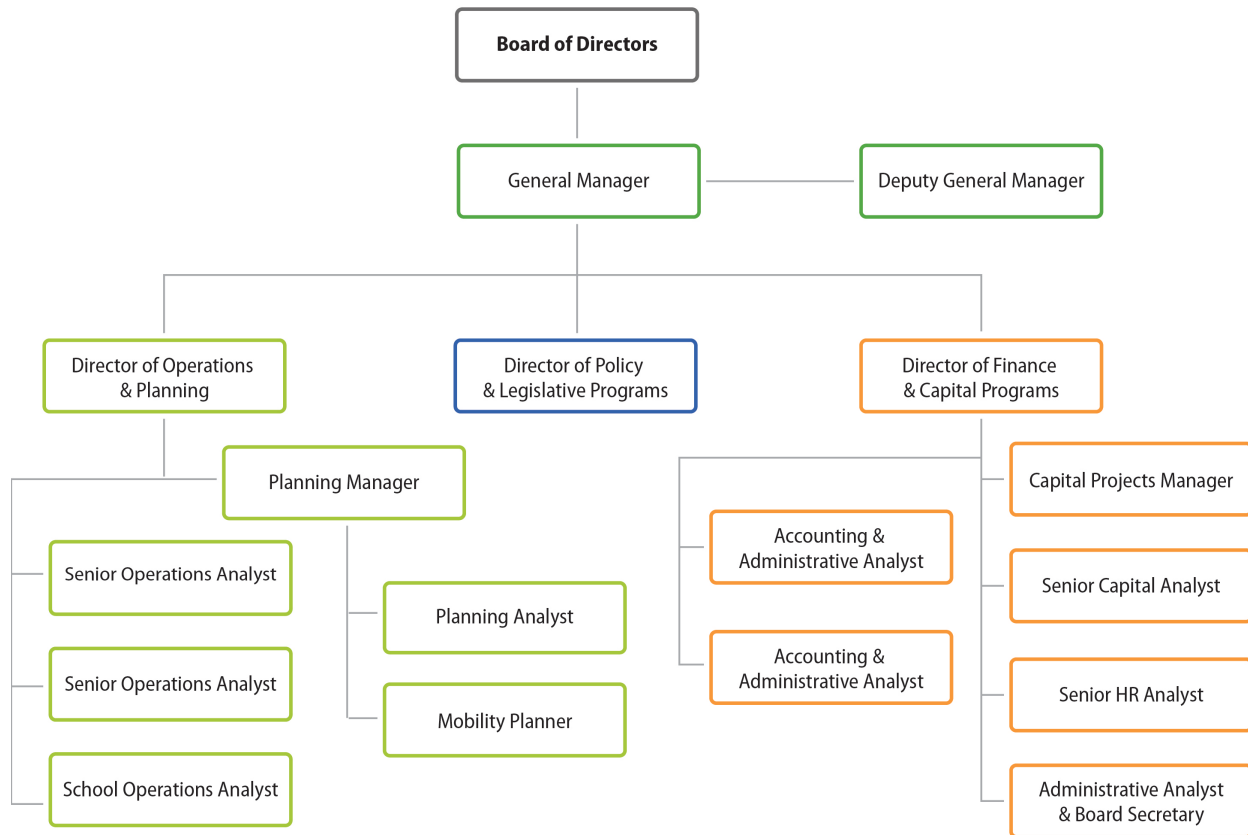
Staff will conduct further analysis to evaluate the ongoing performance of Marin Access programs.

District Structure

Marin Transit hired its first dedicated General Manager in June 2008. Three Director level positions report directly to the General Manager. These are the Director of Operations and Planning, the Director of Policy and Legislative Programs, and the Director of Finance and Capital Programs. The Director of Operations and Planning oversees three positions that support the operation oversight functions and a Planning Manager who oversees a Planning Analyst and a Mobility Planner who support planning efforts of District's provided services and programs.

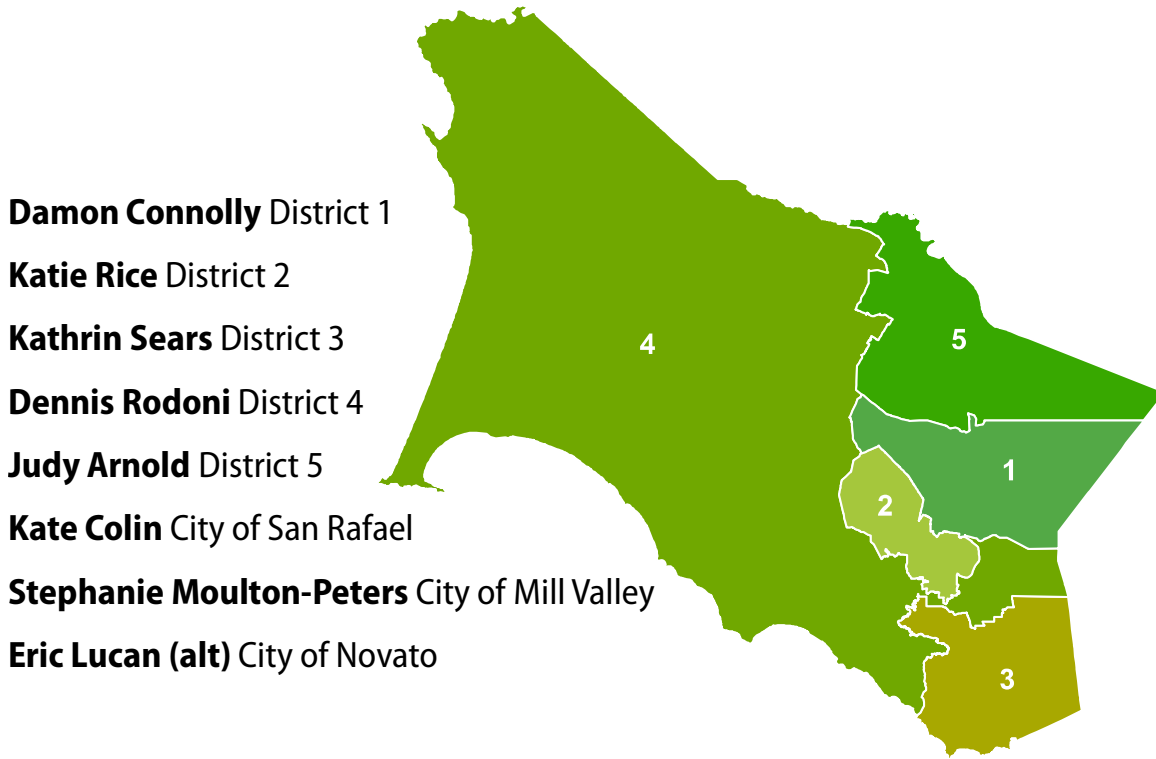
The Director of Finance and Capital Programs oversees two Accounting and Grants Analysts, a Capital Projects Manager, Capital Analyst, and an Administrative Analyst. The Director of Policy and Legislative Programs oversees compliance with federal requirements, develops intergovernmental policies and initiatives, and serves as Marin Transit's Civil Rights Officer. The District's structure is shown in Figure 1-1.

Figure 1-1: District Structure



Marin Transit is directed by a seven-member Transit District policy board. As shown in Figure 1-2, the Transit District Board includes the five elected representatives from the County Board of Supervisors, two city representatives (from San Rafael and Mill Valley), and an alternate city representative (from Novato). The Marin County Council of Mayors and Councilmember votes on the City representatives.

Figure 1-2: Supervisors and District Boundaries



Board Member	District or City	Current Term Ends
Damon Connolly	District 1	January 1, 2023
Katie Rice	District 2	January 1, 2021
Kathrin Sears	District 3	January 1, 2021
Dennis Rodoni	District 4	January 1, 2021
Judy Arnold	District 5	January 1, 2023
Stephanie Moulton-Peters	City of Mill Valley	January 2020
Kate Colin	City of San Rafael	January 2021
Eric Lucan (alternate)	City of Novato	January 2021

Marin County School Coordination

Marin Transit works with public middle and high schools to offer supplemental transit services for students. Students take approximately 1,000 daily passenger trips during school days, and student transit ridership significantly reduces roadway congestion during peak travel hours. The District offers a reduced-price Youth Pass for riders 18 and under for unlimited rides on all local transit services within the county. Free Youth Passes are distributed to students of eligible families with demonstrated income hardships.

Many of Marin’s school districts predict decreasing enrollment in the coming years. Marin Transit is exploring innovative ways to partner with individual schools and the Transportation Authority of Marin’s (TAM) Safe Routes to School (SR2S) program to support sustainable transportation options for students, such as yellow school bus programs. Examples of how schools work with Marin Transit to achieve efficiencies and ensure reliable service include:

- **Designate a school coordinator or district coordinator as the primary point person for transit services.** This person is responsible for informing parents and students on transit service options and registering students for Marin Transit’s Youth Pass Program.
- **Distribute and promote Marin Transit’s Youth Pass.** Assigned school coordinators collect payments or eligibility forms for free passes and provide this information to Marin Transit each semester. Coordinators receive a login password for Marin Transit’s integrated data management system to access transit information and record Youth Pass sales and free pass distribution.
- **Provide School Calendars and Bell Schedules.** Before teachers leave at the end the school year, the school provides Marin Transit and the bus operator with calendars and bell schedules for the upcoming school year. This provides adequate time for scheduling school transportation services.
- **Coordinate Planning Assistance.** Schools work with Marin Transit to plan for anticipated demands and geographic distribution of student populations. Information desired from schools and school districts include annual enrollment projections and student home origins.
- **Participate in Safe Routes to School meetings.** Marin Transit staff regularly attend SR2S meetings for school districts across the county to advocate for bus use as a component of SR2S, brainstorm ways to encourage students to ride, and ensure bus stops and pathways to stops are safe.
- **Provide operational support for yellow bus programs.** Marin County’s school districts no longer have dedicated funding or internal expertise to manage yellow school bus programs. As a means of traffic congestion relief, cities and school districts are working together to provide home to school transportation with yellow school bus programs. These partnerships raise funds and may contract with Marin Transit to provide planning expertise, contractor oversight, and customer service support.
- **Distribute Measure AA funds to support existing yellow bus programs.** There is no dedicated funding for regular yellow school bus programs in Marin County. In 2019, Marin Transit began distributing \$600,000 annually for three years to support operation of five existing yellow bus programs in Marin. After eligible programs meet specific threshold criteria, Marin Transit determines the amount of funding that each program receives based on a formula.

School districts making programmatic changes in school boundaries, grade level distribution, or staggering of bell times are encouraged to include Marin Transit in their discussions to determine impacts on current or future transit services and the most efficient way to provide these services. Due to limited financial resources, the District cannot guarantee additional service to a school or school district that makes these types of changes if they will lead to operational inefficiencies.

Marin Transit and the College of Marin also have a partnership to offer all registered students unlimited access to the local transit network. The partnership also provides enhanced services to the Kentfield campus on school days – Route 122.

Regional Coordination

Metropolitan Transportation Commission (MTC)

MTC is the transportation planning, coordinating, and financing agency for the nine-county San Francisco Bay Area. As the regional transportation planning agency and the metropolitan planning organization, MTC is also responsible for the Regional Transportation Plan that serves as a blueprint for transit and transportation investments in the Bay Area.

Marin Transit actively participates in several regional transit programs and on various committees.

511 Program

The 511 Program is a phone and online resource that provides access to Bay Area transportation information. This service provides up-to-the minute information on all modes of travel including traffic, transit, and bicycling. Marin Transit participates in the 511 Program and provides up-to-date schedules, routes, and fare information. In 2014, Marin Transit joined the 511 real-time transit information system that provides real-time arrival predictions.

Clipper Program

Clipper is the Bay Area's universal fare media available for use on all public transit systems throughout the region. Golden Gate Transit (GGT) was one of the first agencies to adopt the system in 2006. Marin Transit contracts with GGT for a significant portion of its services, and Clipper has been available on these routes from the beginning. The District deployed Clipper on the remaining Marin Transit fixed route services in 2014 as part of the GGT system within Clipper. Since Clipper does not include any of the District's passes or pass programs, Marin Transit continues to offer paper pass options to its riders. In 2019, the Clipper program initiated systemwide upgrades and enhancements that are expected to take approximately four years to complete. The District plans to transition to operation as an independent operator within the Clipper when this process concludes.

Committees

Marin Transit staff actively participate in regional committees organized by MTC. These include: Policy Advisory Council, Transit Finance Working Group, 511 Transit Technical Advisory Committee, Clipper Technical Advisory Committee, Regional Transit Rider Survey Working Group, Paratransit Technical Advisory Committee, and Bay Area Partnership Accessibility Committee.

Community-Based Transportation Plans (CBTP) & Station Area Planning

Marin Transit continues to participate as a partner, stakeholder, and member of the Technical Advisory Committees for Marin County CBTP studies. These include: the Canal in San Rafael - 2007, Marin City - 2009 with 2015 update, and Novato - 2015. District staff has participated as technical members of three station area plans for SMART. These include stations in downtown San Rafael, adjacent to the County Civic Center in north San Rafael, and Larkspur. These collaborative efforts have identified important transit needs for potential regional grant opportunities.

Resolutions

The MTC Board of Commissioners has passed a series of resolutions that guide the coordinated regional development for transit services. These include:

- MTC Resolution No. 3434 (Regional Transit Expansion Program): There are no expansion projects specific to Marin Transit. SMART is the only Marin County project.
- MTC Resolution No. 4140 (Transit Capital Priorities Program for FY 2014/15 & FY 2015/16): This resolution includes the regional policies and procedures that guide the programming of FTA Section 5307 Urbanized funds to Bay Area Operators. The funds are primarily available for capital replacements of vehicle and equipment. The resolution also provides guidance for 5307 funds available for ADA paratransit operations as ADA set aside funds. Marin Transit's SRTP assumes continued availability of 5307 funding for these purposes.
- MTC Resolution No. 3866 (MTC Transit Coordination Implementation Plan): The Transit Coordination Implementation Plan promotes coordinated fares and schedules among the Bay Area Transit Operators. Marin Transit shares data with the 511 schedule-based and real-time programs. The San Rafael Transit Center is part of the Regional Transit Hub Signage Program, and Marin Transit participated in developing and updating this signage. Marin Transit fully implemented Clipper on all local services in 2014. In Spring 2017, the District worked with MTC to conduct an onboard passenger survey as part of MTC's Cooperative Demographic and Travel Pattern Transit Rider Survey Program. The District participates in coordination of all services as outlined in Resolution No. 3055.
- MTC Resolution No. 4060 (MTC Transit Sustainability Project): Marin Transit acknowledges and supports the Transit Sustainability Project recommendations and works closely with North Bay operators and SMART to coordinate planning and fare policies. District staff regularly participate in monthly North Bay Transit Technical Advisory Committee meetings and collaborate with planning staff from these agencies.

Golden Gate Transit

Marin Transit and Golden Gate Bridge Highway and Transportation District (GGBHTD), consisting of the Golden Gate Bridge, Golden Gate Transit, and Golden Gate Ferry, work together to ensure coordination in providing Marin County with a quality regional and local transit system. GGBHTD is Marin Transit's primary contractor for local transit service and long-time partner. Planning, operations, and customer service staff meet regularly to discuss coordination of current and planned transit operations. Marin Transit supports a single customer service department staffed by GGBHTD. The two agencies agree on formulas for sharing certain costs and TDA and STA revenues as detailed in the Marin Transit/Golden Gate Transit Intergovernmental Agreement. Under a separate agreement, Marin Transit manages the paratransit service contract on behalf of Golden Gate Transit.

Sonoma Marin Area Rail Transit (SMART)

When fully constructed, SMART will provide commuter rail service along a 70-mile corridor in Sonoma and Marin Counties. The voter-approved project will include a companion bicycle-pedestrian pathway along the corridor between Cloverdale and Larkspur. The Initial Operating Segment (IOS) of the project opened on

Friday, August 25, 2017, and includes rail service between the Santa Rosa Airport and Downtown San Rafael. Bus connections currently link the Airport station to Cloverdale and the Downtown San Rafael station to Larkspur. In July 2017, SMART began to construct the rail extension to Larkspur that includes 2.2 miles of track connecting San Rafael and the terminal station in Larkspur Landing. SMART initiated train service to Larkspur and opened a new station in Downtown Novato in Dec 2019. Marin Transit and SMART staff meet regularly to coordinate planning efforts to ensure that transit users will experience a seamless network.

National Park Service (NPS)

The US Department of the Interior National Park Service (NPS) and Marin Transit partner to provide the Muir Woods Shuttle, a seasonal tourist-oriented transit service to Muir Woods National Monument. NPS and Marin Transit meet regularly to explore opportunities to improve services and expand service to other areas in Marin. Marin Transit oversees operation of the Shuttle, and the National Park Service provides financial, planning, and operations support for the program.

To manage Muir Woods visitation levels and parking demand, NPS implemented a new reservation system in January 2018. This system requires visitors to purchase park entrance tickets in advance and reserve a parking space or Shuttle seats. The reservation system has alleviated capacity issues on the Shuttle experienced in previous seasons by making arrival patterns more predictable.

The District is working with NPS to adapt new elements of the Shuttle program to support the new reservation model.

Transportation Authority of Marin (TAM)

TAM is the Congestion Management Agency and the transportation sales tax authority for Marin County. TAM administers the ½ cent transportation sales tax (Measure A) initially approved in 2004 and renewed in November 2018 as Measure AA. The expenditure plan designates 55 percent of Measure AA funds for transit service. Marin Transit and TAM closely coordinate on financial matters under the Measure AA funding categories and on capital investments for inclusion in the Regional Transportation Plan.

North Bay Transit Operators

Marin Transit meets regularly with three transit providers in Sonoma County, Santa Rosa City Bus, Petaluma Transit, and Sonoma County Transit, and Sonoma County's congestion management authority (SCTA). Discussions provide updates on local and regional transit and transportation programs and identify opportunities for coordination and joint procurements.

Service Area Profile and Demographics

There are eleven incorporated cities and towns within Marin County. Table 1-1 presents and compares the population of cities in the county for the years 2000, 2010, and 2017. This data represents the total population and is not limited to bus riders.

Table 1-1: Estimated Population, Size and Densities of Marin County Cities and Unincorporated Area

City	Population				Size (mi ²)	Density		
	2000 ⁽¹⁾	2010 ⁽²⁾	2017 ⁽³⁾	% Change (2010-2017)		(pop/mi ²)	(emp/mi ²) ⁽⁴⁾	(HH/acre) ⁽³⁾
Belvedere	2,125	2,068	2,126	2.80%	0.5	3,984	688	2.88
Corte Madera	9,100	9,253	9,864	6.60%	4.4	2,925	1,353	1.34
Fairfax	7,319	7,441	7,598	2.10%	2.2	3,376	600	2.44
Larkspur	12,014	11,926	12,396	3.94%	3.0	3,939	2,004	3.07
Mill Valley	13,600	13,903	14,355	3.25%	4.8	2,919	1,060	1.91
Novato	47,630	51,904	55,980	7.85%	27.4	1,891	713	1.22
Ross	2,329	2,415	2,543	5.30%	1.6	1,441	288	0.75
San Anselmo	12,378	12,336	12,580	1.97%	2.7	4,608	1,009	3.03
San Rafael	56,063	57,713	59,070	2.35%	16.5	3,504	2,055	2.16
Sausalito	7,330	7,061	7,141	1.13%	1.8	3,987	2,857	3.32
Tiburon	8,666	8,962	9,165	2.26%	4.4	2,015	399	1.37
Unincorporated County	68,735	67,934	68,137	0.29%	450.5	152	24	0.09
Marin County Total	247,289	252,916	260,955	3.12%	519.8	485	179	0.31

Sources: (1) U.S. Census Bureau, 2000 Census; (2) U.S. Census Bureau, 2010 Census; (3) U.S. Census Bureau, 2013-2017 American Community Survey; (4) U.S. Census Bureau, LEHD Origin-Destination Employment Statistics, 2014

Table 1-2 compares current demographic and population data for Marin County using U.S. Census Bureau estimates from the 2000 and 2010 decennial census and the 2013-2017 American Community Survey. This data includes a summary of the total population of the County and State.

Table 1-3 presents key demographic data for local fixed route, rural services, and paratransit service and compare this data to the demographics of Marin. The comparison highlights significant differences in transit riders from the average Marin County resident in income and race. Compared to Marin County's population as a whole, Marin Transit local riders have significantly lower income levels and a smaller proportion of riders identify themselves as Caucasian/White. About 35 percent of Marin Transit local riders earn less than \$25,000 a year. Most Marin residents (63%) earn \$75,000 or more, at the other end of the range.

Table 1-2: Demographic Overview of Marin County

	Marin Co.	%	California	%
2017 Total Population Estimate ⁽¹⁾	260,955		39,536,653	
2010 Total Population Estimate ⁽²⁾	252,916		36,756,666	
Population, annual percent change, 2010 to 2017	0.45%		1.08%	
Population, annual percent change, 2000 to 2010	0.23%		0.85%	
Age				
Persons under age 5, 2017 ⁽¹⁾	12,004	4.6%	2,490,809	6.3%
Persons under 18 years old, 2017 ⁽¹⁾	52,451	20.1%	9,053,893	22.9%
Persons between 18 years old and 65 years old, 2017 ⁽¹⁾	152,137	58.3%	24,987,165	63.2%
Persons 65 years old and older, 2017 ⁽¹⁾	56,366	21.6%	5,495,594	13.9%
Gender				
Female, 2017 ⁽¹⁾	133,348	51.1%	19,886,936	50.3%
Male, 2017 ⁽¹⁾	127,606	48.9%	19,649,716	49.7%
Disability				
Persons with a disability, under age 65, 2017 ⁽¹⁾	13,308	5.3%	2,728,029	7.4%
Journey to Work				
Mean travel time to work (minutes), workers age 16+, 2017 ⁽¹⁾	31.7		28.8	
Means of transportation to work—Public Transportation, 2017 ⁽¹⁾	12,507	9.8%	909,679	5.2%
Ethnicity				
White persons, 2017 ⁽¹⁾	223,377	85.6%	28,624,536	72.4%
Black or African American persons, 2017 ⁽¹⁾	7,307	2.8%	2,569,882	6.5%
American Indian and Alaskan Native persons, 2017 ⁽¹⁾	2,610	1.0%	632,586	1.6%
Asian persons, 2017 ⁽¹⁾	16,701	6.4%	6,009,571	15.2%
Native Hawaiian and Other Pacific Islander persons, 2017 ⁽¹⁾	782	0.3%	197,683	0.5%
Persons reporting some other race, 2017 ⁽¹⁾	20,876	8.0%	4,974,791	12.9%
Persons reporting two or more races, 2017 ⁽¹⁾	10,177	3.9%	1,541,929	3.9%
Persons of Hispanic or Latino origin, 2017 ⁽¹⁾	42,014	16.1%	15,458,831	39.1%
Language and Education				
Language other than English spoken at home, age 5+, 2017 ⁽¹⁾	55,960	22.7%	15,767,634	44.0%
High school graduates, age 25+, 2017 ⁽¹⁾	175,702	93.2%	20,658,217	82.5%
Bachelor's degree or higher, age 25+, 2017 ⁽¹⁾	105,503	57.5%	7,939,184	32.6%
Housing and Households				
Housing units, 2017 ⁽¹⁾	113,126		14,176,670	
Homeownership rate, 2017 ⁽¹⁾	64.2%		54.5%	
Housing units in multi-unit structures, percent, 2017 ⁽¹⁾	27.4%		31.1%	
Median value of owner-occupied housing units, 2017 ⁽¹⁾	\$908,800		\$443,400	
Persons per household, 2017 ⁽¹⁾	2.42		2.96	
Median household income, 2017 ⁽¹⁾	\$104,703		\$67,169	
Persons below poverty, percent, 2017 ⁽¹⁾	7.9%		13.3%	
Zero Vehicle Households, 2017 ⁽¹⁾	5,626	5.4%	985,308	7.7%
Land Facts				
Land area, (square miles)	520		155,779	
Persons per square mile, 2017 ⁽¹⁾	496.5		246.6	

Source: (1) U.S. Census Bureau, 2013–2017 American Community Survey; (2) U.S. Census Bureau, 2010 Census

Table 1-3: Demographic Overview of Transit Riders in Marin County

Category	Transit Rider (Onboard Survey Results)				Marin County % ⁽¹⁾
	2005	2008	2012	2017 ⁽²⁾	
Age					
Persons under 18 years old	18%	25%	21%	11%	20%
Persons between 18 and 65 years old	78%	70%	72%	80%	60%
Persons 65 years old and older	4%	5%	7%	9%	20%
Gender					
Female	48%	46%	49%	44%	51%
Male	52%	54%	51%	56%	49%
Household Income					
Under \$25,000	51%	61%	57%	35%	12%
\$25,000 to \$49,999	28%	18%	20%	24%	13%
\$50,000 to \$74,999	10%	8%	7%	12%	12%
\$75,000 or more	10%	13%	16%	29%	63%
Race					
Hispanic	n/a	49%	43%	52%	16%
Caucasian/White	n/a	36%	39%	29%	72%
African American	n/a	9%	7%	7%	2%
Asian	n/a	8%	5%	5%	6%
Other	n/a	5%	6%	7%	4%

Source: (1) U.S. Census Bureau, 2013-2017 American Community Survey, (2) 2017 onboard survey did not include Supplemental school routes that were included in previous survey efforts.

Transit Rider Market Assessment

Marin Transit conducted a passenger survey in Spring 2017 to better understand the demographic characteristics and transit travel patterns of our passengers.

“Typical” Characteristics of Local Transit Riders

Marin Transit staff drew the following conclusions in comparing passenger demographics from the onboard survey and U.S. Census data from Marin County:

- The strongest indicator of transit usage is number of workers per household. Survey respondents who said there were three or more working persons in their homes accounted for over one-third of responses (37 percent), compared to just five percent of county residents. Note that in some cases multiple members of a household may have responded. Census data reports data based on the number of households and not individuals.

- The next-strongest indicator of transit usage is access to an automobile. Members of households with no vehicle available account for a share of transit ridership seven times higher than their proportion of the general population. While only five percent of county residents have no car at home, over one-third of Marin Transit riders (39 percent) said they did not have access to a car.
- Number of persons per household is also a strong indicator: 15 percent of survey respondents said there were five people in their household (compared to four percent countywide), and 11 percent said there were six or more (compared to two percent in the county as a whole).
- Race is another strong indicator of transit usage. Specifically, individuals identifying as something other than White, Asian, or “other” were accounted for 60 percent of transit riders but only about 18 percent of Marin residents.
- Use of a language other than English at home is another indicator of transit usage, as survey respondents who said Spanish was spoken in their homes accounted for 38 percent of responses, compared to only about 13 percent of Marin residents.
- Household income is another indicator of transit usage. Persons from households earning less than \$25,000 annually accounted for 35 percent of all transit riders though they represent only 12 percent of county residents.
- In Marin County, neither age nor gender is an indicator of propensity toward fixed-route transit usage. In Marin County, seniors and youth make up a somewhat smaller percentage of Marin Transit fixed-route riders than their proportion among all county residents.¹

Locations of “Typical” Transit Riders

Staff used the characteristics and ratios identified in the previous section (e.g., a ratio of 7:1 for zero-car households) to analyze demographics by census tract, weighted by population densities. The census tract is the smallest geographic unit that has data available for all characteristics. The next step was to determine geographic locations within the county where disproportionate numbers of “typical” transit riders live. Based on natural breaks, staff developed “high,” “medium-high,” “medium-low” and “low” categories to rate propensity of anticipated demand for transit services. The categorization for each census tract is shown in Figure 1-3. Results of the Propensity Analysis were as follows:

- Only one tract within the county scores “high”: Census Tract 1122.01 in the Canal District. Census Tract 1122.01 is extraordinarily dense (58,730 persons per square mile in 2015) and scores highly in all categories: 42 percent of households have annual income of less than \$25,000, 90 percent of individuals identify as Hispanic or Latino (of any race), Black or African-American, American Indian/Alaska Native, or Hawaiian/Pacific Islander, 19 percent of households have no vehicle, 17 percent have three or more workers, 30 percent have five or more members, and Spanish is spoken in 84 percent of households.
- Another nine tracts score “medium-high.” These include:
 - Tract 1290 in Marin City, which scores highly in categories including income (35 percent of households below \$25,000) and race (62 percent).
 - Tract 1192.01 south of Sir Francis Drake Boulevard, west of Highway 101 and east of Bon Air Road in Larkspur and Kentfield. Population density in this tract, which includes The

¹ Many seniors use paratransit or other mobility management programs available from Marin Transit and are not included in the results of the fixed route onboard survey. Supplemental school routes were also not included in the survey.

Tamalpais apartments for seniors, is the main contributor to its high score at 9,797 persons per square mile.

- Tracts 1122.02, 1121, 1110, and 1090.01 in the Canal District and downtown and southern portions of San Rafael.
- Tracts 1022.02, 1022.03, and 1041.02 in downtown and central Novato
- Another 14 tracts score “medium-low.” These are clustered in Novato, in central Marin in San Rafael and San Anselmo, and in southern Marin in Corte Madera, Tam Junction, Strawberry, and Sausalito.
- The remainder of the county scored “low” in the analysis.

Locations of Jobs

Employment in Marin County is relatively dispersed with notable clusters in a few locations. These areas include: the Highway 101 corridor in Novato extending from downtown Novato south to the Hamilton Air Force Base redevelopment area; the Northgate District of San Rafael and adjacent Smith Ranch area; downtown and southeastern San Rafael extending into Larkspur and Corte Madera; and northern Sausalito. Employment density is shown in Figure 1-4.

Origins and Destinations

The 2017 passenger survey asked riders to identify the origin and destination of their current trip. Staff tallied the numbers of trips within and between county subareas defined by Marin Transit. The findings included:

- By far the strongest pairings, are Downtown San Rafael and the Canal District (accounting for 5.3 percent of all trips) and the Canal District and Northgate (3.7 percent).
- The pairing of the Canal District and the eastern portion of San Rafael accounts for 2.0 percent of trips.
- Nine of the ten strongest pairs include Downtown San Rafael and/or the Canal District.
- After the Canal District, trips to or from Downtown San Rafael most often start or end in Downtown Novato, Mill Valley/Tam Junction, and Northgate.
- The strongest pairing outside of the Canal District and Downtown San Rafael is travel between Northgate and Central Novato.

Travel patterns are illustrated in Figure 1-5.

Figure 1-3: Transit Propensity

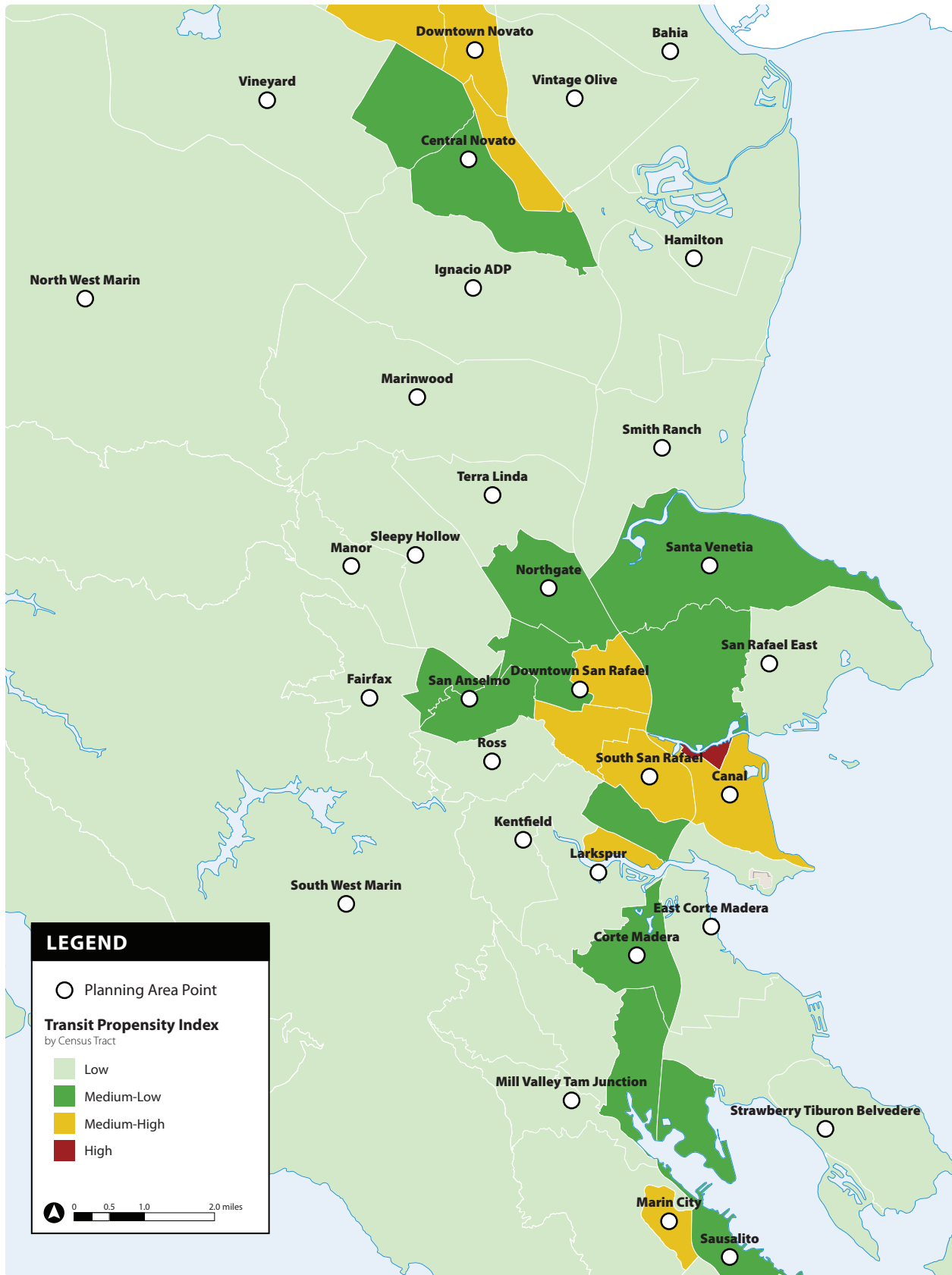


Figure 1-4: Employment Density

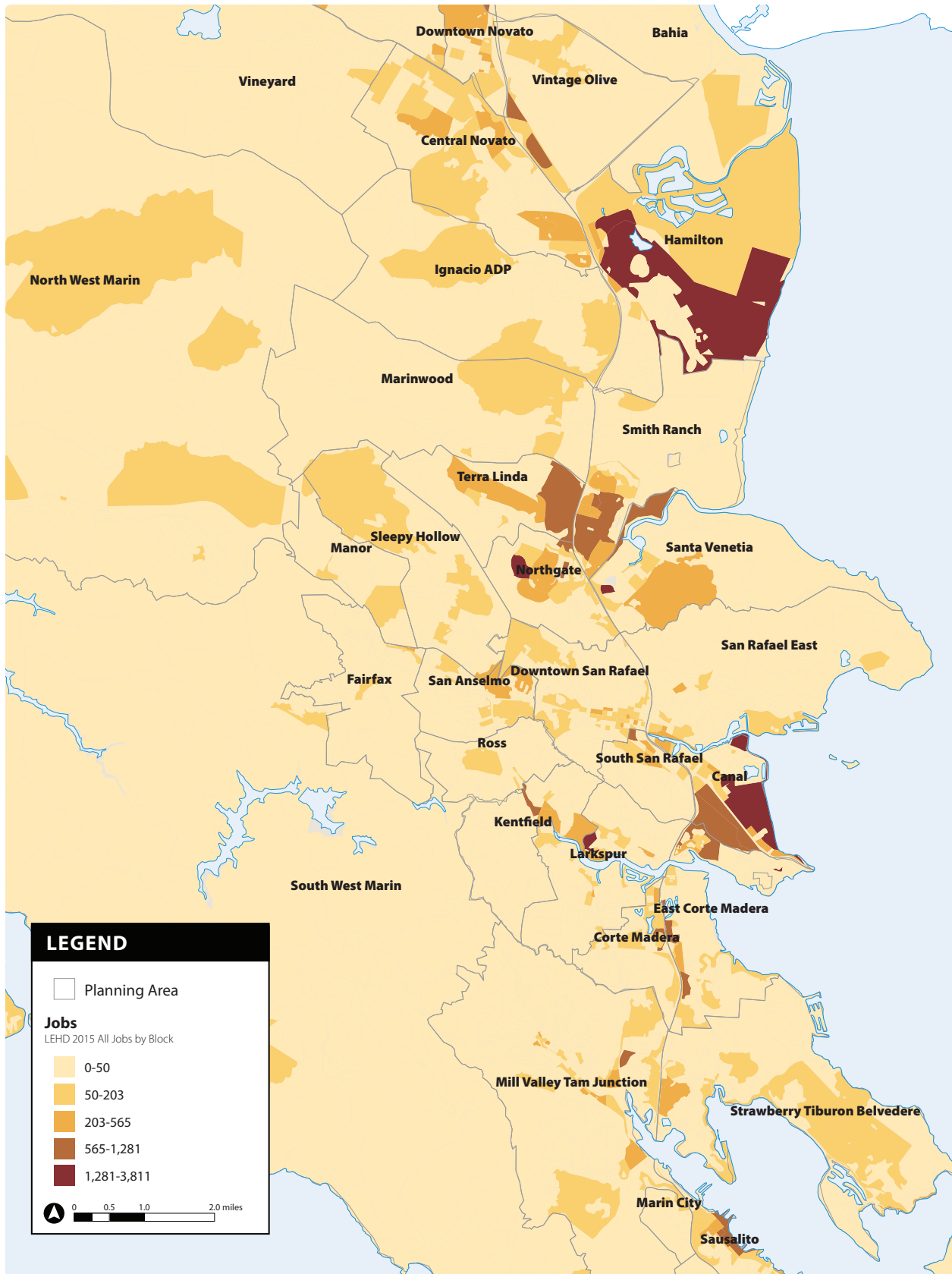
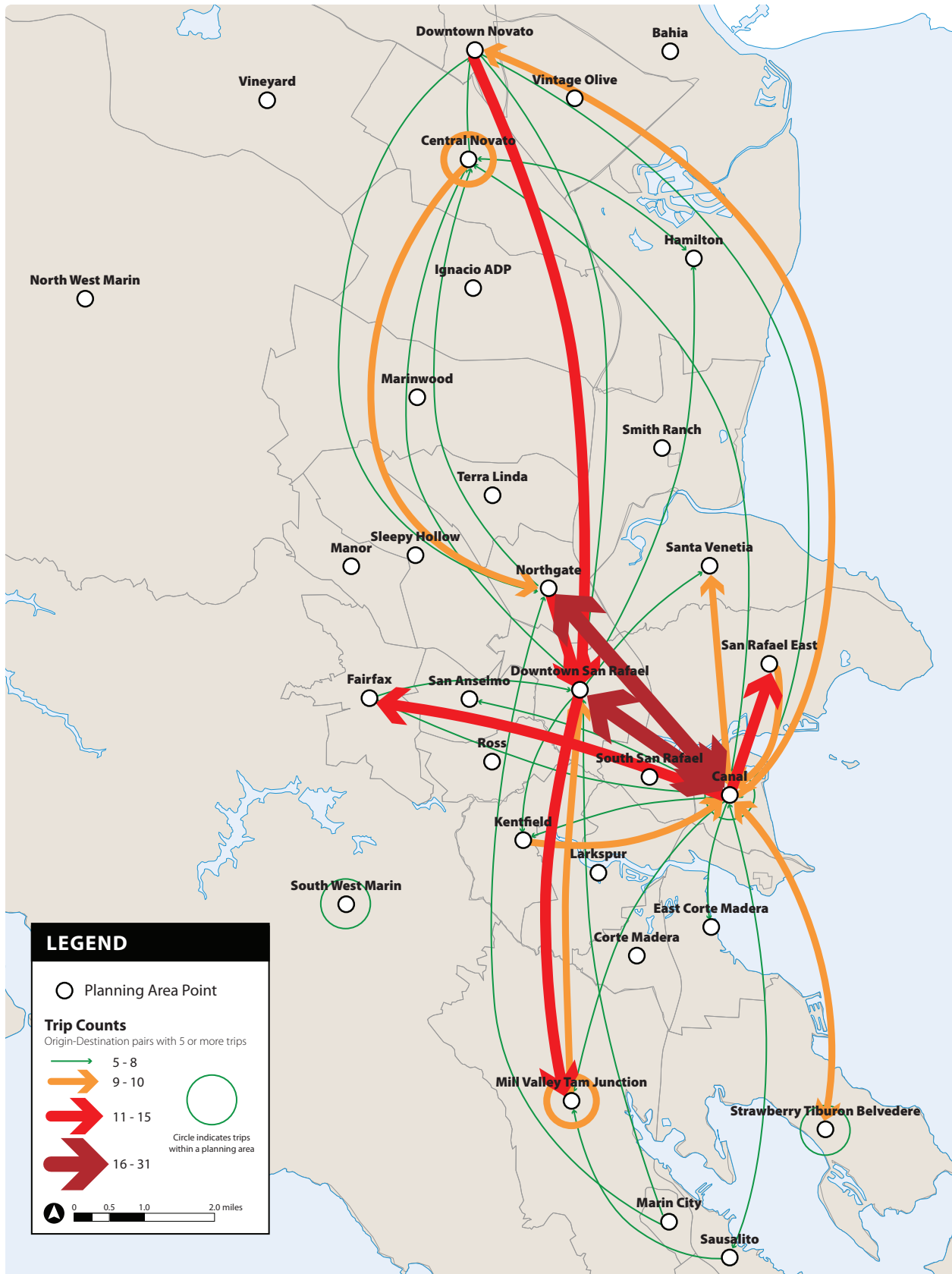


Figure 1-5: Origins and Destinations



Marin Transit Services

Marin Transit does not directly operate any of its services and instead provides them through contracts with multiple service providers. Table 1-4 summarizes the various contracts, the contracted organizations, and the terms of these contracts.

Table 1-4: Summary of Service Provider Contracts

Contract Type	Services Provided	Contractor	Current Term	FY 2018/19 Operating Expenses
Inter-governmental Agreement	Local Fixed Route and Customer Service	Golden Gate Transit	Jul 1, 2015 – Jun 30, 2020 (option years thru Jun 30, 2022)	\$8.9 million
Competitively Bid	Local Fixed Route and Community Shuttles	Marin Airporter	Jul 1, 2018 – Jun 30, 2021 (option years thru Jun 30, 2023)	\$5.7 million
Competitively Bid	Local Fixed Route, Rural, and Seasonal Services, Catch-A-Ride	MV Transportation	July 1, 2018 – Jun 30, 2021 (option years thru Jun 30, 2023)	\$3.8 million
Competitively Bid	Local Paratransit, Novato Dial-A-Ride, and Rural Dial-A-Ride	Whistlestop Transportation	Jan 1, 2016 – Jun 30, 2020 (option years thru Jun 30, 2022)	\$4.7 million
Competitively Bid	Travel Navigator Program, VDP	Whistlestop Transportation	May 16, 2016 – Jun 30, 2019 (option years thru June 30, 2022)	\$363,000
Competitively Bid	Yellow Bus	Michael's Transportation Services	Jul 1, 2018 – Jun 30, 2021 (option years thru June 30, 2023)	\$619,000

The following sections provide a brief overview of all transit services offered by Marin Transit and other providers within Marin County.

Fixed Route Services

Marin Transit provides a total of 29 fixed route transit services within Marin. Over three million trips were made on the local fixed route network in FY 2017/18.

Services are organized within the District based the typology of the service. The typology defines the function of that route and its intended market. There are seven typologies: Local Trunkline, Local Basic, Local Connector, Supplemental School, Rural, Recreational, and Partnership. Table 1-5 below shows a breakdown of each route by contractor and typology.

Table 1-5: Fixed Route Service Organization

Route	Contractor	Typology
17	Golden Gate Transit	Local Basic
22	Marin Airporter	Local Basic
23	Golden Gate Transit	Local Basic
23X	Golden Gate Transit	Local Basic
29	Golden Gate Transit	Local Trunkline
35	Golden Gate Transit	Local Trunkline
36	Golden Gate Transit	Local Trunkline
49	Marin Airporter	Local Basic
61	MV Transportation	Rural
66/66F	MV Transportation	Recreational
68	MV Transportation	Rural
71X	Golden Gate Transit	Local Trunkline
113	MV Transportation	Supplemental School
115	MV Transportation	Supplemental School
117	MV Transportation	Supplemental School
119	MV Transportation	Supplemental School
122	MV Transportation	Partnership
125	MV Transportation	Supplemental School
139	MV Transportation	Supplemental School
145	MV Transportation	Supplemental School
151	MV Transportation	Supplemental School
154	MV Transportation	Supplemental School
219/219F	Marin Airporter	Local Connector
228	Marin Airporter	Local Connector
233	Marin Airporter	Local Connector
245	Marin Airporter	Local Connector
251	Marin Airporter	Local Connector
257	Marin Airporter	Local Connector

Notes:

- (1) Routes shown in the table above reflect service as of June 2018. Data presented in subsequent tables in this report reflect routes in service during FY2017/18.

Fixed Route Typologies

Approval of a local transportation sales tax measure in 2004 marked a turning point for local transit service in Marin County. This created a dedicated source of local funding and enabled Marin Transit to develop a service plan tailored to the needs of local transit riders. Historically, local transit service in Marin County was a byproduct of the Golden Gate Transit commute service. That service focused on commute trips into San Francisco across the Golden Gate Bridge during the peak commute hours, operated with coach-style vehicles. Marin Transit has focused planning efforts on developing a local transit system and route typologies that reflect the markets they are intended to serve.

Marin Transit developed the typologies with extensive community outreach to obtain public and rider preferences for transit services. This input was complemented by a comprehensive performance assessment using quantitative analysis tools. These include GIS analysis of annual ride-check data, farebox transfer data, and origin-destination passenger information. The effort transformed the previous “one size fits all” Golden Gate Transit service delivery model, and generated a series of route typologies and mobility management options unique to local transit markets. The resulting typologies have enabled the District to “right-size” transit service to the various markets within Marin and maximize operating resources. The typologies are consistent with the service definitions the regional MPO (MTC) suggested and guide the District’s decisions on fleet assignment, frequency and span of service, performance thresholds, and focusing capital investments to facilitate transfer activity.

Marin Transit assigned to all Marin Transit routes to seven unique route typologies. These typologies are described below, and Table 1-6 summarizes the different attributes of each typology.

/// Local Trunkline

Local Trunkline services operate along the highest ridership corridors and often serve the areas of the county with the highest population or employment densities. These routes provide the backbone for the transit network and connect with Local Basic and Local Connector services at key transfer locations. Along Highway 101, Trunkline services supplement the Golden Gate Transit regional services that continue to San Francisco and Sonoma Counties.

Local Trunkline services include Routes 35, 36, and 71X. All routes use heavy-duty transit vehicles that accommodate up to two wheelchairs and three bicycles. The current fleet is a mix of low-floor 40’ and 60’ articulated, low-floor vehicles. In 2020, the District plans to replace all 60’ articulated vehicles with 40’ vehicles.

/// Local Basic

Local Basic services operate along many of the county’s arterial corridors that have transit-supportive land use patterns. This type of service provides more extensive coverage than the Local Trunkline services while balancing frequency and speed. Routes provide direct connections between major destinations beyond the Highway 101 corridor and transfer opportunities with Local Trunkline and Local Connector services.

All Local Basic routes use heavy-duty transit vehicles that accommodate up to two wheelchairs and three bicycles. The current fleet is a mix of 35’ and 40’ low-flow vehicles.

/// Local Connector

Local Connector services operate in lower density areas with less supportive transit land use patterns or where larger bus capacity is not warranted. These services rely on good transfer opportunities to the Local Trunkline and Local Basic services for travel outside the community.

The connector routes are operated in a 24' shuttle type cutaway vehicles on behalf of Marin Transit by Marin Airpointer, under a five-year contract that expires on June 30, 2021. All shuttle vehicles carry up to two wheelchairs and two bicycles.

/// Supplemental School

Supplemental School services address the transportation needs of students, primarily in middle and high school, within the County. These services offer additional capacity alongside other Marin Transit routes during school bell times and on school days only. These routes provide direct connections between major student destinations and are not designed for transfer opportunities.

Supplemental School routes use heavy-duty transit vehicles that accommodate up to two wheelchairs and two bicycles.

/// Rural

Rural services provide connections between West Marin and the eastern part of the county on the West Marin Stagecoach. These routes provide community mobility and regional connections to the Highway 101 corridor. The Stage routes also serve a significant recreational and tourist market, particularly during summer and on weekends, and help reduce congestion in the rural areas. Major recreational and tourist destinations include Point Reyes National Seashore, Mt. Tamalpais State Park, Samuel P. Taylor State Park, and Stinson Beach.

Topography is challenging on these routes, and there are specific fleet attributes required to deliver these services. Flag stops are permitted along the western, rural portion of the routes at any location where it is safe for the driver to pull over.

Two routes (Route 61 and Route 68) are operated by MV Transportation under contract to Marin Transit. The North Route ("Route 68") begins at the San Rafael Transit Center and terminates at Inverness via Sir Francis Drake and the Shoreline Highway. Major stops include San Anselmo, Fairfax, Woodacre, San Geronimo, Samuel P. Taylor Park, Point Reyes, and Inverness Park. The South Route ("Route 61") begins in Marin City on weekdays and in Sausalito on weekends and holidays and terminates in Bolinas. Major stops include Marin City, Manzanita Park and Ride, Tamalpais Junction, Pantoll Ranger Station, and Stinson Beach.

All rural vehicles carry up to two wheelchairs and two bicycles. ADA eligible riders may schedule deviated pickup and drop-offs within three-quarters of a mile of the fixed route using the Stagecoach service.

Reservations are required for this service. On weekends on the South Route 61, ADA trips are assigned to paratransit services provided by Whistlestop Wheels.

/// Recreational

Recreational services support recreation or tourist-based travel within the county. Major attractions include the Muir Woods National Monument within the Golden Gate National Recreation Area. These services strictly focus on reducing congestion related to recreational travel. They operate seasonally depending on

demand. Road topography in Marin’s rural and mountainous areas can also be challenging and requires a specific fleet for operations.

Marin Transit assumed operation of the Route 66 seasonal service from the County of Marin in 2009, in partnership with the National Park Service. This service is currently operated by MV Transportation under contract with Marin Transit.

The Muir Woods Shuttle operates two alignments to the National Monument: one begins at the Pohono Street Park and Ride lot east of Highway 101 and the other begins at the Sausalito Ferry terminal and serves Marin City. The service operates weekends year around and weekdays between mid-June and mid-August. Service is also provided over holiday periods.

/// Partnership

Marin Transit supports partnership services in collaboration with local agencies or entities that request a specific service to meet the needs of a targeted user group. While these services are offered to the general public, they may not meet District targets for productivity and subsidy. They require financial support from other agencies or jurisdictions to justify their investment by the District. In some cases, these partnership services may increase overall system efficiency by utilizing already available vehicle capacity such as to provide midday or off-peak service.

Figure 1-6 and Table 1-7 show each of the local routes including the span of service, annual service hours and miles, and basic system data. Subsequent chapters of this document describe service performance in detail.

Table 1-6: Summary of Fixed-Route Typologies


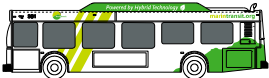




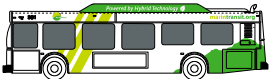
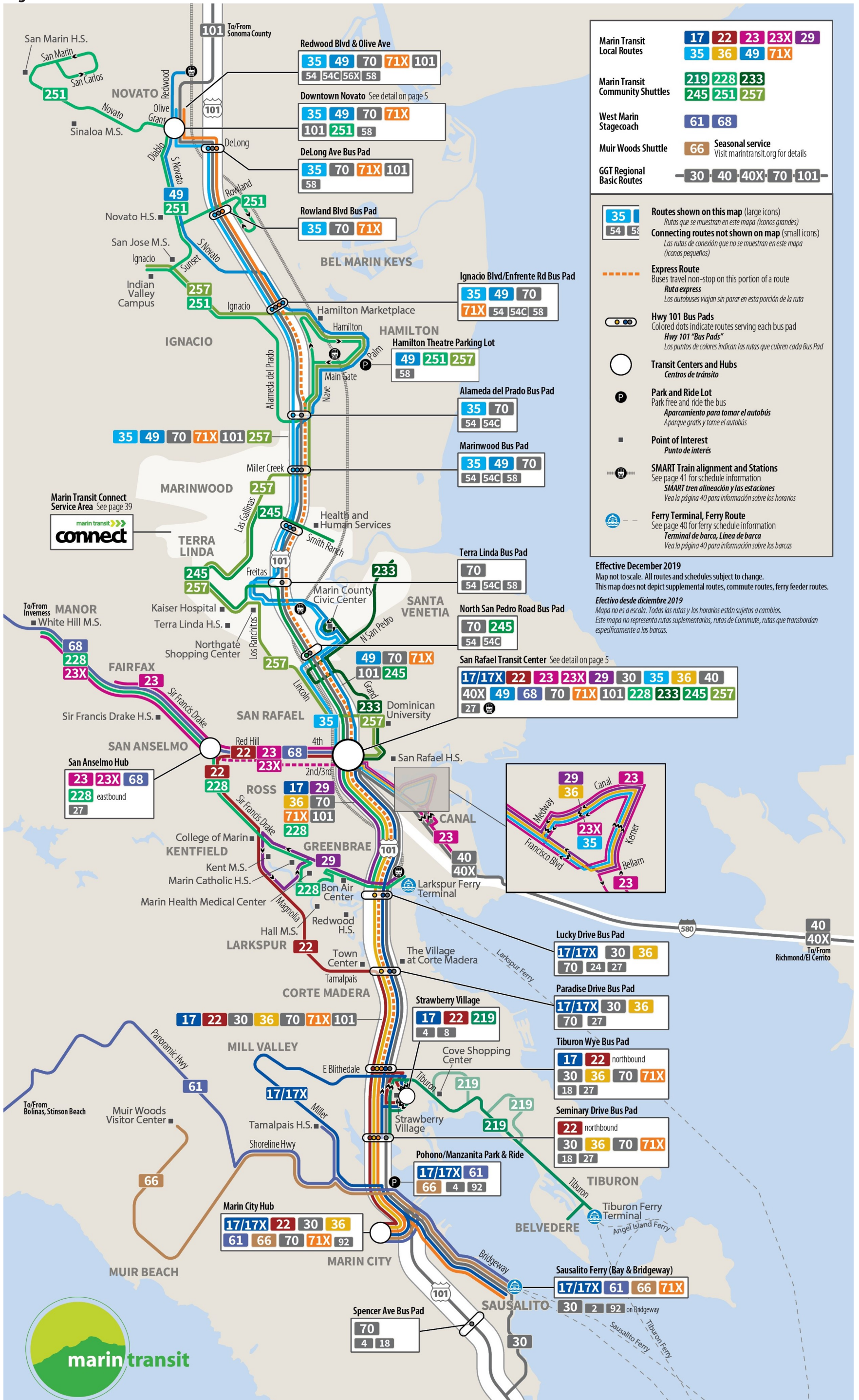
Typology	Typical Vehicle	Operational Focus				% Annual Ridership	% Annual Revenue Hours	% Annual Operating Costs
		Capacity	Frequency	Speed	Accessibility			
<p>/// Local Trunkline</p> <p>Routes: 35, 36, 71X</p>		●	●	●		38%	24%	30%
<p>/// Local Basic</p> <p>Routes: 17, 22, 23, 23X, 29, 49</p>			●	●	●	33%	36%	37%
<p>/// Local Connector</p> <p>Routes: 219/219F, 228, 233, 245, 251, 257</p>					●	13%	24%	19%
<p>/// Supplemental School</p> <p>Routes: 113, 115, 117, 119, 125, 139, 145, 151, 154</p>		●				6%	2%	3%
<p>/// Rural</p> <p>Routes: 61, 68</p>					●	4%	9%	7%
<p>/// Recreational</p> <p>Routes: 66/66F</p>		●			●	5%	3%	3%
<p>/// Partnership</p> <p>Routes: 122</p>		<i>Depends on partnership goals</i>				1%	1%	1%

Figure 1-6: Route Structure



Service Structure

Providing effective and efficient transportation poses challenges in a suburban environment such as Marin County. As resources for transit are limited, these challenges require the District to identify the right balance between coverage and service levels (frequency/coverage). Spreading service over a larger geography creates reduced service levels overall that are not attractive to many riders. Concentrating service in a few select corridors makes them inaccessible for many residents.

The District's most recent service changes in 2016 were a step toward increasing service levels while minimizing any reduction in coverage. These improvements focused on select east-west and north-south corridors where travel demand and congestion were highest. The goal was to transition these corridors from a 15/30-minute peak and 30/60-minute off-peak frequency to a 15-minute daily service level. Figure 1-7 shows these high frequency corridors.

In addition to increased service frequencies in these corridors, the District focused its most recent service improvements on reducing transit travel time. There are limited opportunities for travel time advantages over single occupant automobiles in Marin. Limited stop or express services reduce passenger travel time along these corridors. Figure 1-8 shows these service areas.

Table 1-7 provides a comprehensive summary of service levels and ridership by route.

Figure 1-7: Existing Service Frequencies

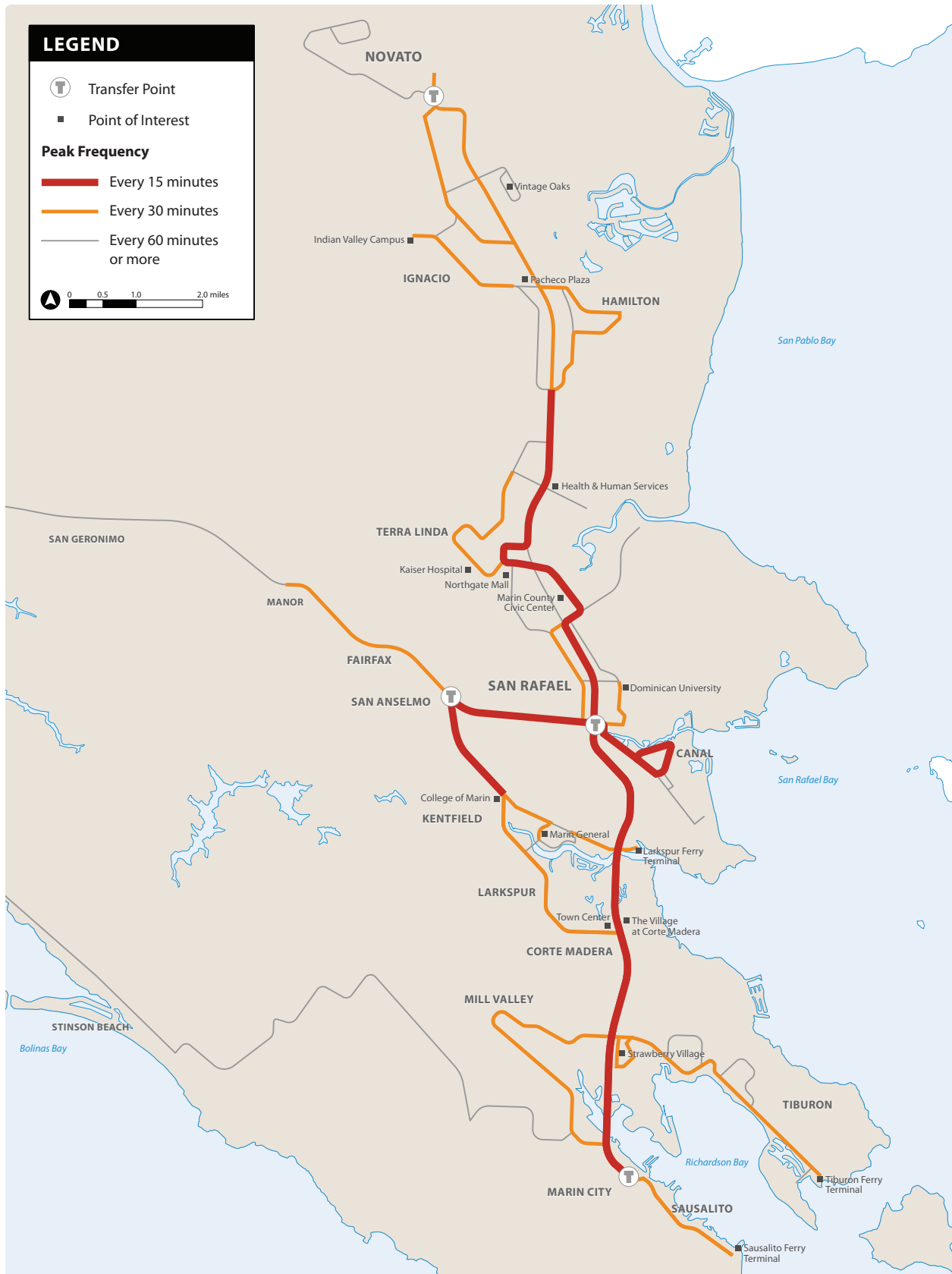


Figure 1-8: Express Connections



Table 1-7: Marin Fixed Route Transit Routes

Route	Days of Operation	Service Span ⁽¹⁾		Frequency		Annual Ridership ⁽²⁾	Annual Rev Hrs ^{(2) (3)}	
		Weekdays	Weekends	Weekdays	Weekends			
Local Trunkline								
35	Canal - San Rafael - Novato	Daily	5:08a - 2:25a	5:08a - 2:25a	30 min	30 min	665,936	23,006
36	Canal - San Rafael - Marin City	Daily	6:23a - 8:10p	7:18a - 6:40p	30 min	30 min	361,490	13,700
71X	Highway 101 Corridor	Weekdays	6:10a – 7:08p	-	30 min/60 min	-	115,745	7,405
Local Basic								
17	Sausalito - Mill Valley - San Rafael	Daily	5:30a - 11:25p	6:30a - 11:25p	30/60 min	60 min	250,651	14,885
22	San Rafael - Marin City	Daily	6:00a - 10:55p	7:00a - 9:55p	30/60 min	60 min	207,816	17,906
23	Fairfax - San Rafael - Canal	Daily	5:51a - 10:46p	7:06a - 9:53p	60 min	60 min	196,569	11,070
23X	Manor - Fairfax - San Rafael - Canal	Weekdays	6:01a - 7:25p	-	60/- min	-	52,463	3,407
29	Marin General - San Rafael - Canal	Weekdays	6:34a – 6:55p	-	60/- min	-	40,315	3,299
49	San Rafael - Downtown Novato	Daily	6:11a - 9:01p	7:15a - 10:55p	30/60 min	60 min	244,988	14,842
Local Connector								
219	Tiburon - Strawberry	Daily	6:18a – 9:00p	7:43a - 7:58p	30 min	30 min	51,072	6,484
228	San Rafael - San Anselmo - Fairfax	Daily	6:30a - 8:25p	6:42a - 7:25p	60 min	60 min	78,027	10,124
233	Santa Venetia - San Rafael	Daily	6:24a - 7:28p	7:24a - 5:55p	60 min	60 min	43,943	4,359
245	San Rafael - Kaiser - Smith Ranch Rd	Daily	7:00a - 6:55p	7:00a - 6:55p	60 min	60 min	51,096 ⁽⁴⁾	4,347
251	Novato Local	Daily	6:35a - 8:56p	8:01a - 8:54p	60 min	60 min	98,028	9,596
257	San Rafael - Hamilton - Ignacio	Weekdays	6:01a - 10:25p	-	60 min	-	65,515	7,639

Table 1-7: Marin Fixed Route Transit Routes (continued)

Route	Days of Operation	Service Span ⁽¹⁾		Frequency		Annual Ridership ⁽²⁾	Annual Rev Hrs ^{(2) (3)}	
		Weekdays	Weekends	Weekdays	Weekends			
Supplemental								
113	Corte Madera - Redwood HS	School Days	7:16a - 3:37p	-	4 trips	-	16,449	346
115	Sausalito - Mill Valley - Tiburon	School Days	7:20a - 2:59p	-	3 trips	-	9,495	344
117	Corte Madera - Hall MS	School Days	7:41a - 3:54p	-	3 trips	-	23,647	457
119	Tiburon - Redwood HS	School Days	7:04a - 3:37p	-	4 trips	-	30,850	592
125	San Anselmo - Drake HS - Lagunitas	School Days	7:05a - 5:10p	-	4 trips	-	11,798	597
139	Lucas Valley - Terra Linda HS	School Days	7:02a - 4:25p	-	2trips	-	4,852	320
145	San Rafael - Terra Linda HS	School Days	7:20a - 4:10p	-	2-3 trips	-	18,475	253
151	San Jose MS - Novato HS - San Marin HS	School Days	6:59 - 4:18p	-	6-8 trips	-	44,574	782
154	Novato - Sinaloa MS	School Days	7:33a - 3:22p	-	2 trips	-	12,168	351
Stagecoach								
61	Sausalito - Marin City - Stinson Beach - Bolinas	Daily	6:55a - 8:00p	8:20a - 10:05p	3-5 hours	60-120 min	36,010	5,535
68	San Rafael - Fairfax - Pt. Reyes Station - Inverness	Daily	6:16a - 10:40p	7:16a - 11:55p	60-120 min	60-120 min	82,745	10,656
Recreational								
66/66F	Sausalito - Marin City - Muir Woods	Seasonal ⁽⁴⁾	8:45a - 6:55p	8:35a - 7:55p	30 min	10/20 min	163,916	5,930
Partnership								
122	San Rafael - College of Marin	School Days	8:15a - 3:10p	-	30 min	-	22,969	2,012

Notes:

- (1) Service span for local and school routes based on 2018-2019 operations.
- (2) Annual figures based on FY 2017/18 data.
- (3) Annual hours of service for school routes are shown, although annual number of trips provided is used to complete productivity calculations.
- (4) The Muir Woods Shuttle (Route 66/66F) operates weekends and holidays from April through October and daily from mid-June through mid-August, as well as during select winter holiday periods.

Yellow Bus

Many Marin County school districts no longer provide yellow bus services for home to school transportation unless required to do so by the State of California. Recently, cities and towns have partnered with local school districts to revive yellow bus programs as a means of traffic congestion relief. In southern Marin, students in the Mill Valley School District, Reed Union School District, and Ross Valley School District are offered yellow bus service through funding partnerships with local cities and towns. Marin Transit provides varying levels of support to each of these programs based on their needs.

Measure AA Funding Distribution

The Marin Transit Board established an ad hoc school transportation committee in 2016. The committee met 13 times in two years to discuss school transportation needs and Marin Transit’s role in providing home to school bus service. Guidance from this task force ultimately resulted in Board approval to distribute \$600,000 of Measure AA funds to five existing regular home to school yellow bus programs in Marin County. Programs were selected based on threshold criteria. The distribution of funds in FY 2019/20 was based on a formula that takes a percentage subsidy of a program’s one-way pass price and multiplies it by the number of one-way passes that program distributed in FY 2017/18. This amount is the base amount and remains set for three years, beginning in FY 2019/20. The base amount will be adjusted annually for Marin County sales tax growth. Marin Transit may also adjust the base amount if a program reduces its service level by more than 20 percent.

Table 1-8 below shows the approved “Yellow Bus Funding Allocation” recipients, formula factors, and resulting annual fund distribution.

Table 1-8: Yellow Bus Funding Allocations (FY 2017/18 Base Year Data Used for FY 2019/20 Distribution)

		Mill Valley SD	Reed Union SD & Cove School	Ross Valley SD	San Rafael SD	Miller Creek SD	Total	Calculation
One Way Pass Price	(a)	\$337.50	\$295.00	\$375.00	\$237.50	\$199.50		annual price, 50% of round trip
Subsidy per pass	(b)	\$118.13	\$103.25	\$131.25	\$83.13	\$69.83		35% of one-way pass price [0.35 x (a)]
One Way Passes Distributed	(c)	214	1,316	1,013	2,792	605	5,940	School year 2017-2018 source data
<i>Funding for FY 2019/20 allocation</i>		\$25,279	\$135,877	\$132,956	\$232,085	\$42,244	\$568,441	35% of pass price for every pass distributed [(b) x (c)]

Ross Valley School District

In the 2005/06 school year, Marin Transit’s began to providing transportation to Ross Valley School District, and particularly White Hill Middle School. Prior to this, Ross Valley School District contracted directly with Golden Gate Transit (GGBHTD) to provide service on routes 123 (San Anselmo to White Hill) and 127

(Sleepy Hollow to White Hill). In 2005 GGBHTD determined that all local public transit services should originate with Marin Transit, including three routes provided by GGBHTD under contract with school districts. These included the two previously mentioned RVSD routes and one route to Larkspur School District. Marin Transit agreed to integrate the GGBHTD contract routes into their supplemental school services. The District eliminated unproductive school service on other Marin Transit routes to provide financial support for the three routes serving RSVD and Larkspur School District.

Although responsibility for the service to RVSD transitioned to Marin Transit in 2005/06, operation of the service continued to be provided by GGBHTD under contract with Marin Transit until the 2015/16 school year when service was shifted as required by the intergovernmental agreement between GGBHTD and Marin Transit in place at that time. At the end of the 2014/15 school year Marin Transit, was providing 2,160 hours of supplemental school service to the Ross Valley School District (RVSD) through its agreement with GGBHTD primarily to White Hill School. This service required 12 dedicated vehicles in the afternoon. Marin Transit determined that the RVSD service was most suitably provided under a traditional “yellow bus” contract, given the equipment requirements and the dedicated nature of the service.

In 2015 Marin Transit awarded a one-year contract with two option years to Michael’s Transportation to provide a six-yellow bus service to the Ross Valley School District. Marin Transit exercised both option years to continue the service through Spring 2018. In January 2018, Marin Transit issued a Request for Proposals for yellow bus contractors to provide the service beginning on July 1, 2018. Michael’s Transportation was the sole respondent, and Marin Transit awarded the operator with a second three-year contract with two option years.

Marin Transit shifted its annual subsidy contribution of \$175,000 in local funding from supplemental school service to yellow bus service in FY 15/16. The District continued that subsidy level in each subsequent year until it introduced the FY 2019/20 Measure AA funding formula. The County of Marin and the Towns of San Anselmo and Fairfax have also participated in funding the yellow bus service. The Ross Valley School District program continues to serve nearly 1,000 daily riders, approximately 500 students, relieving congestion on the heavily traveled Sir Francis Drake corridor.

Marin Transit handles all logistics of the RSVD program. These include contract management, website development, pass sales and production, customer service, and daily monitoring of the buses via GPS technology. Staff at White Hill Middle School and Hidden Valley Elementary School support the program by distributing passes and managing student loading on the afternoon buses.

Mill Valley School District

In September 2015, the City of Mill Valley developed a Traffic and Congestion Reduction Advisory Task Force. This task force initiated a two-year yellow school bus program pilot for the Mill Valley School District (MVSD) funded by contributions from MVSD, the City of Mill Valley, and Marin County. These contributions cover approximately half of the cost of the program. The remaining program costs are paid for through student pass sales.

Marin Transit initially provided planning support with routing and scheduling design. Once the program was approved, MVSD contracted Marin Transit to provide on-going operational support including website development, pass sales/production/distribution, contractor management, customer service and daily bus monitoring via GPS technology.

The Program sold over 250 one-way bus passes in the first year. On average, 140 daily riders or approximately 70 students took the bus daily to three schools: Mill Valley Middle School, Edna Maguire Elementary, and Strawberry Point Elementary. In the following two years, bus pass sales declined each year with 175 annual one-way passes sold in the 2018/19 academic year.

Marin Transit will continue to provide operational support for the program through Spring 2020. The future of the program beyond the extended pilot is undetermined.

Reed Union School District

In April 2016, the Town of Tiburon, the City of Belvedere and Reed Union School District (RUSD) voted to form the Tiburon Peninsula Traffic Relief Joint Powers Agency (JPA). The purpose of the JPA is to coordinate efforts to reduce school-related congestion on Tiburon Boulevard. The JPA contracted with First Student through 2023 to provide yellow bus service to the Cove School in the Larkspur-Corte Madera School District and Reed Elementary, Bel Aire Elementary, and Del Mar Middle School. Seven buses run 26 routes each day and transport 900 riders or approximately 450 students to and from school.

In 2016, the JPA contracted with Marin Transit to provide operational support. Marin Transit supports the program through contractor management, route planning, and real-time communications to parents regarding service disruptions. The JPA also employs a part-time program manager to manage the website and handle pass sales/production/distribution and most customer service issues.

In providing ongoing operational support, Marin Transit monitors the GPS location of the buses. The JPA amended its contract with First Student to include the use of a parent-friendly app called “First View.” With the First View app, parents receive bus stop arrival predictions and notifications of service delays. Marin Transit supported the initial data set up and continues to support the app with schedule and stop updates as needed. First Student staff handle all app-related customer service issues.

Marin Access

To complement traditional fixed-route transit, Marin Transit provides a suite of programs that serve older adults, persons with disabilities, and other Marin residents who cannot or choose not to drive. Specialized services for these populations are offered through a family of programs that fall under the umbrella of Marin Access. These programs generally fall into two categories: **Transportation Information** and **Enrollment and Transportation Services**. Table 1-99 describes each Marin Access program and outlines their intended purpose, rider eligibility requirements, and any fares associated with the service.

Table 1-9: Marin Access Programs

Program	Purpose	Eligibility	Fare/User Fee
Information and Enrollment			
Travel Navigators	Provide information, enrollment, counseling and referrals about transportation for seniors and people with disabilities in Marin County.	All interested parties.	Free
Travel Training	Introduce riders to fixed-route transit and provide them with the confidence and knowledge to ride on their own.	All interested parties.	Free
Transportation Services			
Local Paratransit	Provide ADA complementary paratransit as required by federal law.	ADA certified ⁽¹⁾	\$2.00
Volunteer Driver	Empower riders to find and reimburse volunteer drivers. (35 cents per mile with monthly mileage cap of 100 miles in East Marin. 40 cents per mile with monthly mileage cap of 400 miles in West Marin).	ADA certified ⁽¹⁾ OR 60+ and not driving	Free
Catch-A-Ride	Provide discounts for taxi rides within Marin. Increase same day mobility for paratransit eligible riders and seniors who no longer drive or may be beyond their driving years.	ADA certified ⁽¹⁾ , 60+ and not driving, OR 80+	Free up to \$14 for general riders and \$18 for low-income. Rider pays remainder.
Marin Transit Connect ⁽²⁾	Provide on-demand, accessible service within the Northern San Rafael service area.	General Public Service	\$2.00 per trip or \$20.00 Unlimited Monthly Pass for Marin Access Clients

Notes:

- (1) Physical or mental disability that prevents an individual from using fixed route services.
(2) Connect is a new on-demand, public transit pilot program that began in May 2018

Travel Navigators

Marin Transit realized its vision of a one-stop, one-call Mobility Management Center for transportation information and eligibility after launching the Travel Navigator program in July 2013. This program provides consumers who want to learn about, and apply for, any Marin Access programs with one phone number and one eligibility form. The call center staff members are called Travel Navigators. They provide information, counseling, and eligibility determination for all four programs using an eligibility database program provided by Marin Transit. In addition, the Travel Navigators respond to requests for general transportation information, assist with trip planning, and provide referrals to other services in Marin and the Bay Area.

The Travel Navigators serve a variety of Marin Access clients and those seeking transportation information in several ways. On a monthly basis, Navigators take over 700 calls and receive an average of 12 in person consultations. Navigators reply to an average of 45 emails and process an average of 150 applications from those seeking approval for Marin Access services each month. Additionally, Travel Navigators conduct outreach in the community at satellite hours, provide **Navigating Transit** presentations for riders, and give

presentations to community partner staff. In FY 2017/18, the Navigators staffed more than 50 events across Marin County.

Service Area and Hours: Travel Navigators are available from 8:00 AM to 5:00 PM, Monday through Friday over the phone or on a walk-in basis at the Whistlestop Senior Center building at 930 Tamalpais Avenue in San Rafael. The Whistlestop Travel Navigator office is located directly across the street from the San Rafael Transit Center and is accessible via Marin Transit local and Golden Gate regional fixed route transit services. In March 2017, Marin Transit began to expand the Travel Navigator presence to include satellite hours at locations in Marin City, Novato, West Marin, and the Canal district of San Rafael.

Travel Navigators focus on transportation solutions for seniors and people with disabilities within Marin and assist with trip planning that extends beyond Marin and into surrounding counties.

Reservations and Scheduling: The core mission of the Travel Navigators is to provide information and to assist with trip planning, not directly reserving or scheduling trips.

Costs to the Rider: Clients are not charged for any assistance provided by the Travel Navigators. The Travel Navigator phone number has a local 415 area code number.

Travel Training

To promote independence through mobility, Marin Transit has several travel training options for Marin residents who want to learn about their choices for getting around without driving. Expanded education and outreach on transportation alternatives include community group presentations on navigating transit and individualized travel training.

Group presentations: **Navigating Transit** is a free one-hour presentation and discussion on alternatives to driving for older adults in Marin. This presentation is tailored to riders or staff of community partners that serve older adults or people with disabilities. A Marin Transit representative presents extensive information on riding the bus and ferry including trip planning, tips for riding, and fare options for older adults. It also discusses transportation alternatives available to Marin’s older adults. These include volunteer driver programs, Marin Catch-A-Ride, Marin Transit Connect, and Marin Access paratransit.

The presentation provides a clear picture of the transportation options available to older adults. Different programs can meet different needs, and the presenters encourage riders to use these programs in conjunction with other programs. Throughout the presentation, participants are welcome to ask questions. The trainers discuss materials related to each program and make them made available to take home.

Individualized travel training: Marin Transit offers individualized travel training to Marin’s older adults. These “transit tours” consist of a Marin Transit representative who plans a trip for an individual or group on an actual transit route. These trips usually take about three hours and are tailored to the route the individual or group requesting a “tour” will be traveling.

Tech Tips for Transportation: Marin Transit partners with a local non-profit to provide a hands-on, two-session class that demonstrate and teach participants how to use technology to find information on their transportation options. All class participants practice use of the tools on the Marin Transit website such as the trip planner and program finder. Each session is two hours. Participants are encouraged to contact Travel Navigators to enroll in the Marin Access programs applicable to their needs.

Eligibility: The group presentations focus primarily on services for older adults and are available to all interested parties. Individualized travel training orients older adults to public transit and can be adapted for other groups. Tech Tips for Transportation classes are open to the general public, though recruitment focuses on older adults and/or their caregivers or family members.

Service Area and Hours: Travel training is conducted in Marin County typically during regular business hours, Monday through Friday.

Reservations and Scheduling: To schedule a group presentation or individual training, the interested party may call a Travel Navigator or directly contact Marin Transit to speak with the appropriate representative.

Costs to the Rider: Marin Transit does not charge or collect any fees for any travel training services. Tech Tips for Transportation classes may require a nominal fee that varies by location.

Local Paratransit

Paratransit service mandated by the Americans with Disabilities Act (ADA) is curb-to-curb service for individuals unable to use fixed route transit services due to a disability. Marin Access Paratransit Service is the primary paratransit service in Marin County. Marin Transit contracts with Whistlestop Wheels to provide local and regional paratransit for individuals that meet the eligibility requirements for service under the ADA. Marin Access Paratransit is a door-to-door service. Marin Access provides regional paratransit on behalf of Golden Gate Transit. The ADA sets specific criteria that every public transit operator must meet in providing paratransit service that complements the local fixed route system during the hours of operation. Marin Access Paratransit provides services as mandated under the ADA and additional service outside of the ADA-required service area.

Eligibility: Paratransit service riders must be certified as ADA eligible. The ADA bases eligibility on whether an applicant has a cognitive or physical disability that makes it impossible to travel independently using accessible fixed route service.

Service Area and Hours: Paratransit service complements fixed-route transit service and offers a comparable trip for those unable use the fixed route network. This service is provided within three-quarters of a mile from a fixed route during the hours the fixed route service operates.

In addition to complementary paratransit service, Marin Access provides service to trip origins and destinations beyond the mandated three-quarters of a mile radius required under the ADA on a stand-by basis. This is called “extended service.” Since the 2006 Short Range Transit Plan, Marin Transit grandfathered areas into the mandated service boundary including portions of Lucas Valley.

Marin Transit strives to fulfill all requested paratransit trips within Marin County. In FY 2017/18, Marin Transit served 1,070 local paratransit trips beyond the ADA mandate as stand-by trips. These non-mandated trips are 0.9% of the trips provided. For trips in the extended service area, Marin Access takes reservations on a stand-by basis.

Fare: The \$2.00 fare for ADA-mandated service is equal to the basic adult fare for local transit service. In the ADA regulation, the fare for mandated paratransit can be twice the amount of the regular fixed route fare. In Marin the current maximum fare under the ADA would be \$4.00. Marin Transit requires a fifty-cent surcharge to the base ADA fare for trips that begin or end in the “extended” service area. Service in the

extended area is defined as more than three-quarters of a mile from a local route operating at the time of the requested trip. The fare for non-mandated trips is \$2.50, and the ADA does not set a maximum fare for non-mandated trips.

Fares are collected as cash or a ticket. Whistlestop Wheels sells and distribute ticket booklets with 10 tickets each. Paratransit passengers who qualify as low income receive free two ticket booklets on a quarterly basis. In FY2017/18, the low-income scholarship program distributed 1,264 free ticket booklets to 190 unduplicated clients.

Reservations and Scheduling: In addition to accepting reservations one day in advance as required, Marin Access Paratransit takes reservations up to seven days in advance and accepts a limited quantity of subscription rides. These are also known as standing orders and are reserved for clients with recurring trips to the same location at the same time from week to week. These may be regular trips to work, a day program, or medical appointments. ADA regulations specifically permits both practices. Though neither is required, they are common among paratransit operators.

Marin Transit has a policy of no denials, and all ride requests within the service area made before 5:00 pm the previous day should be fulfilled.

In the spirit of the ADA, Marin Access operates paratransit as an efficient shared ride van service. Multiple riders may get on and off the van during another rider's trip. Schedulers receive and confirm reservation requests and enters them into a scheduling software called Trapeze PASS. Using PASS, call center and dispatching staff create daily routes that most efficiently serve the client reservations.

When a rider schedules a trip, he or she is given a 30-minute pick-up window for when they can expect their vehicle to arrive.

Marin Transit began to update the Trapeze PASS scheduling software in 2017, in part to enhance the user experience. Staff developed and implemented tools to assist riders and their families or caretakers to schedule and monitor upcoming trips. The Marin Access Passenger Portal enables riders or their delegates (friends, family, caretakers, or staff at facilities or adult day programs) to easily book trips online and manage their trips outside of the traditional phone-based scheduling system. Marin Access Alerts provides notifications to riders or delegates regarding upcoming trips via phone, text, or email. The alerts include scheduling and cancellation notifications as well as notice when the vehicle assigned to their trip is ten minutes away from arrival. These tools were implemented in Summer 2019 after an extensive testing and refinement period to ensure that they were easy for all riders to use and understand.

Passenger Assistance: Drivers assist passengers between the vehicle and the front door of their origin or destination if the driver can maintain visual contact of the vehicle. This "door-to-door" service is optional under the ADA, which requires agencies to provide "curb-to-curb" service. For curb-to-curb service, drivers assist passengers with boarding and alighting the vehicles.

Table 1-10: Paratransit Trips and Vehicle Hours

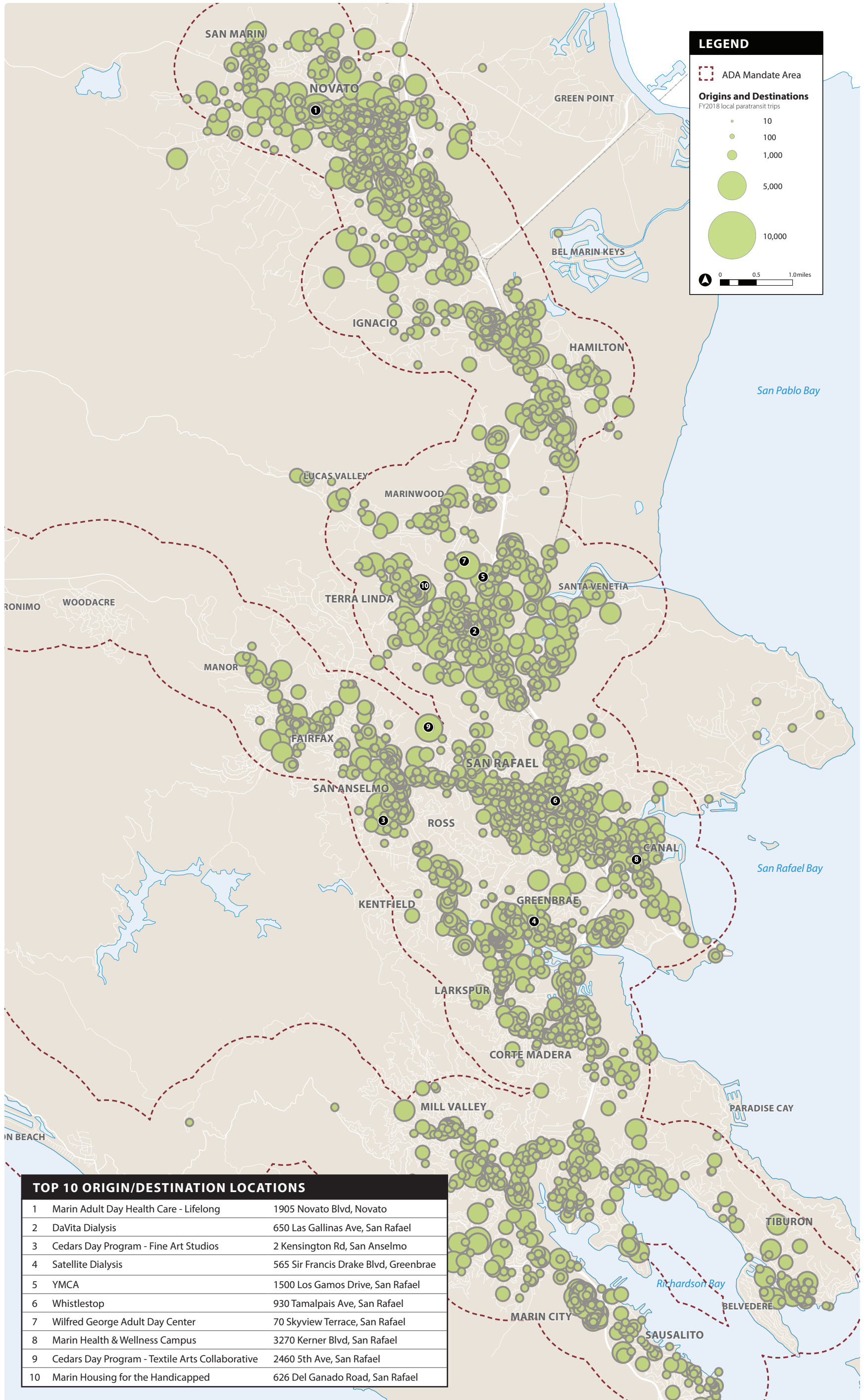
	Passenger Trips ⁽¹⁾	Revenue Hours	Passengers per Hour	<i>Annual % Change in Passengers</i>
FY 2000/01	70,293	37,930	1.85	
FY 2001/02	76,122	37,769	2.02	+8.3%
FY 2002/03	76,609	37,812	2.03	+0.6%
FY 2003/04	83,764	38,820	2.16	+9.3%
FY 2004/05	83,961	39,197	2.14	+0.2%
FY 2005/06	86,465	39,458	2.19	+3.0%
FY 2006/07	91,628	41,966	2.18	+6.0%
FY 2007/08	94,813	43,292	2.19	+3.5%
FY 2008/09	99,690	47,460	2.10	+5.1%
FY 2009/10	105,669	48,321	2.19	+6.0%
FY 2010/11	111,250	51,087	2.18	+5.3%
FY 2011/12	113,592	46,897	2.42	+2.1%
FY 2012/13	120,169	59,589	2.02	+5.8%
FY 2013/14	126,403	55,648 ⁽²⁾	2.27	+5.2%
FY 2014/15	132,680	58,388	2.27	+5.0%
FY 2015/16	124,764	56,461	2.21	-6.0%
FY 2016/17	119,673	53,011	2.26	-4.1%
FY 2017/18	123,131	59,385	2.07	+2.1%

Notes:

- (1) Totals through FY 2012/13 exclude attendants and companions of ADA-eligible rides.
- (2) Revenue hours starting from FY 2013/14 reflect a switch in the calculation methodology to be more consistent with the National Transit Database reporting

Demand for paratransit is generally dispersed throughout the county. Figure 1-9 shows one year's worth of paratransit origin and destination points.

Figure 1-9: Paratransit Trip Origins and Destinations



Volunteer Driver

Volunteer driver programs are a low-cost alternative to traditional demand-response services. Elements of a volunteer driver program include scheduling, recruitment, volunteer screening, addressing liability concerns, and mileage reimbursement. Different models incorporate some or all these elements. Volunteer driver programs are traditionally hosted by community-based organizations that specialize in serving seniors or adults with disabilities. Marin Transit administers two non-traditional volunteer driver programs (STAR and TRIP) and has spearheaded multiple efforts to support traditional community-based volunteer driver programs.

STAR and TRIPtrans: Since 2011, Marin Access has administered and supported two non-traditional volunteer driver programs based on the TRIP (Transportation Reimbursement and Information Program) model. The TRIP model was developed by the Independent Living Partnership of Riverside County, California. Under this model, riders recruit their own drivers and reimburse them for mileage costs using funds from the sponsoring agency in this case Marin Transit.

In East Marin, the program is known as STAR and reimburses riders 35 cents per mile up to 100 miles per month. In West Marin, the program is known as TRIPtrans, or more commonly, TRIP, and reimburses riders 40 cents per mile up to 400 miles per month. TRIP in West Marin is slightly different than STAR. West Marin Senior Services occasionally recruits and vets volunteer drivers and matches them with riders who need assistance.

STAR and TRIP are available to adults 60 and over who no longer drive or need assistance and adults under 60 who are ADA eligible. The Travel Navigators are responsible for enrolling and providing reimbursement to riders in the STAR and TRIP programs.

Table 1-11: Volunteer Driver Program Data

		FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
STAR⁽¹⁾	Individual Riders	86	80	128	121
	Rides Given (1-way)	11,394	10,773	11,781	10,748
	Volunteer Hours	12,367	10,977	12,572	12,745
	Miles	93,685	87,481	142,032	131,445
	Average Miles/1-way ride	8.22	8.12	12.06	12.23
TRIP Trans⁽²⁾	Individual Riders	24	26	50	64
	Rides Given (1-way)	4,635	3,560	4,764	4,385
	Volunteer Hours	6,736	5,425	7,152	6,896
	Miles	79,985	66,895	103,565	93,710
	Average Miles/1-way ride	17.26	18.79	21.74	21.37
Total	Individual Riders	110	106	178	185
	Rides Given (1-way)	16,029	14,333	16,545	15,133
	Volunteer Hours	19,103	16,402	19,724	19,641
	Miles	173,670	154,376	245,597	225,155
	Average Miles/1-way ride	10.83	10.77	14.84	14.88

Notes:

- (1) Whistlestop program that started providing rides in March 2011.
(2) West Marin Senior Service’s program began January 2011

Catch-A-Ride (Subsidized Taxi)

With funding from Marin’s Measure B vehicle registration fee, Marin Transit launched the Catch-A-Ride discount taxi program for seniors in September 2012. Catch-A-Ride is a paperless “virtual” voucher program that tracks riders, their rides, and ride costs through a database. This is unlike most discount taxi programs that rely on the distribution, collection and accounting of paper taxi vouchers. To operate this program, Marin Transit contracts with a company that manages sub-contracts with local taxi companies and provides a call center and database to manage ride requests from eligible riders.

Eligibility: Initially Catch-A-Ride was available for Marin residents age 80 years and older or age 65 to 80 if they declared that they were no longer driving. With funding from a federal New Freedom Grant, Marin Transit made all ADA paratransit eligible residents eligible for Catch-A-Ride in July 2013.

Service Area and Hours: Catch-A-Ride customers are free to make reservations for any time of the day and on any day of the week, subject to availability. The call center is open from 9 am to 5 pm seven days a week, excluding Thanksgiving and Christmas Day. Hours of service provided by participating taxi companies depend on availability.

Reservations and Scheduling: Marin Access Paratransit normally requires advanced ride reservations at least the day before. For Catch-a-Ride, riders can make requests up to three hours in advance. Reservation requests

are made by calling the Catch-A-Ride number. Once the Catch-A-Ride scheduler confirms a ride with the taxi provider, the scheduler notifies clients of their confirmed ride by phone when the request is made or shortly after.

Costs to the Rider: Eligible rider can receive up to eight one-way taxi rides per month at a \$14 per ride discount for general riders or \$18 for low-income riders. Costs for each trip are set over the phone when the rider makes their reservation. The call taker establishes the trip mileage by entering the origin and destination in Google Maps. The fare is determined using a drop (\$3.50) and a per mile rate (\$4.00) for each taxi company. The passenger is responsible for paying the taxi driver any costs beyond the Marin Access-subsidized fare of \$14 or \$18.

In FY 2017/18, Marin Catch-A-Ride carried over 3,000 registered riders and provided an average of 1,200 to 1,300 one-way discounted taxi rides each month.

Other Marin Transit Services

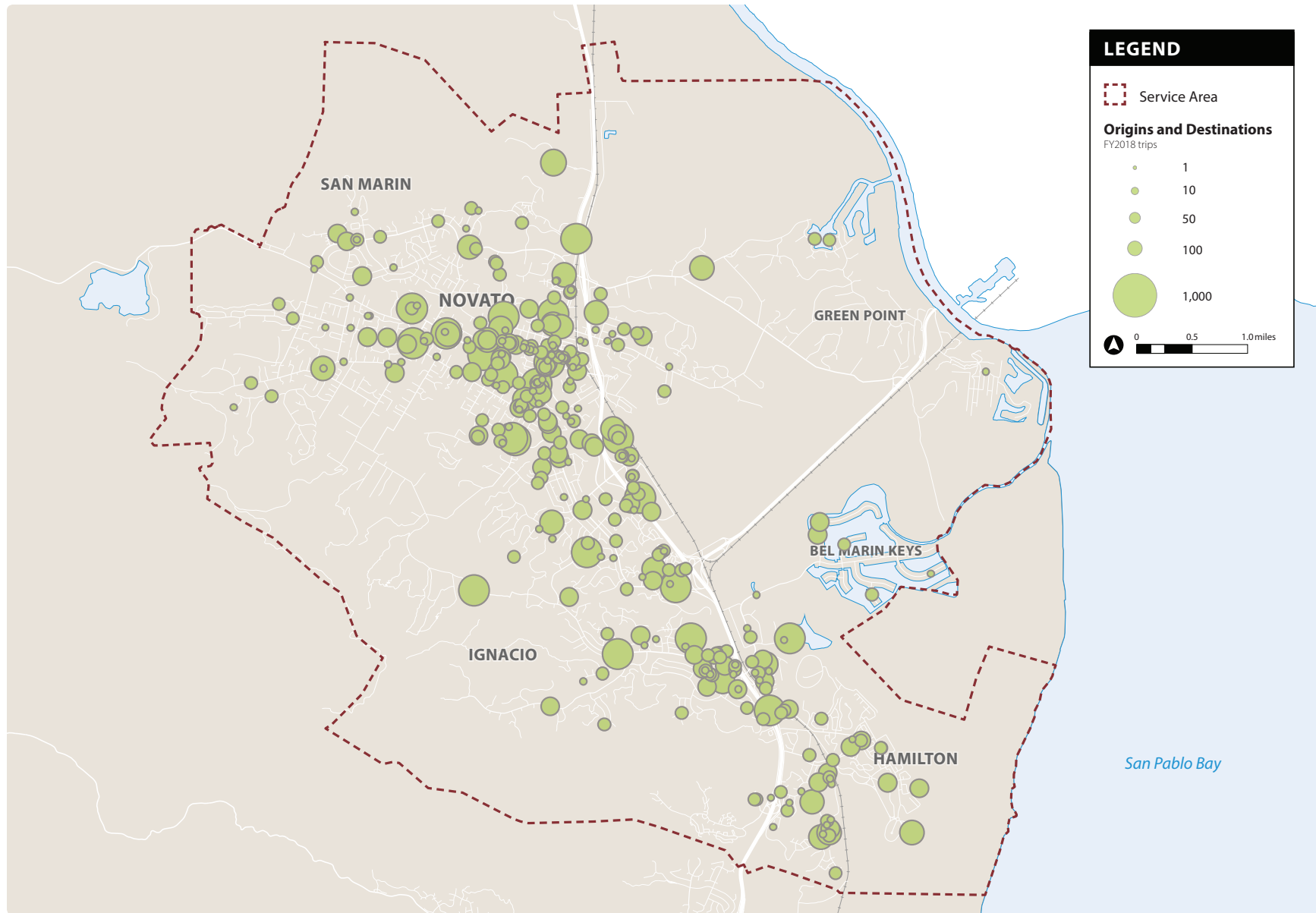
Novato Dial-A-Ride

The Novato Dial-A-Ride (DAR) service is a general public transit service that provides a flexible route, demand responsive service within Novato. This DAR is primarily used by seniors, students, and persons with disabilities traveling within Novato. Figure 1-10 maps the density of DAR origins and destinations. This service started in August 2009.

The Dial-A-Ride provides curb-to-curb pick-up and drop-off service. All trips must start and end within the City of Novato, and everyone is welcome to use the service. Rides are scheduled by calling the reservation number up to seven days in advance. The Novato DAR vehicle can carry two bicycles. This service is operated under the Marin Access paratransit contract.

In August 2013, Marin Transit started dedicated service to Novato Human Needs and Margaret Todd Senior Center to accommodate high ridership demands to these locations on specific days at specific times. On Tuesdays, the service is offered to Novato Human Needs between the hours of 1:00 PM to 3:00 PM to provide access to the weekly food bank. On Wednesdays, from 11:00 AM to 2:00 PM, Dial-A-Ride serves Margaret Todd Senior Center for weekly senior lunch and farmer's market events.

Figure 1-10: Novato Dial-A-Ride Origins and Destinations



Rural Dial-A-Ride

Marin Transit operates two general public, demand response services in West Marin. These services connect rural communities to shopping destinations in Novato and Petaluma. Riders schedule their rides by calling the reservation number up to seven days in advance. The West Marin DAR services are also operated under the Marin Access paratransit contract.

The Dillon Beach/Tomales DAR provides curb-to-curb pick-up and drop-off service between Dillon Beach, Tomales, and Petaluma and only operates on Wednesdays. Eastbound pick-ups and westbound drop-offs are available within Dillon Beach and Tomales, as well as within $\frac{3}{4}$ mile of Tomales-Petaluma Road or Dillon Beach Road. Westbound pick-ups and eastbound drop-offs are available within Petaluma city limits.

The Point Reyes DAR provides passengers curb-to-curb pick-up and drop-off service between Point Reyes Station and Novato only on the second Monday of each month. Eastbound pick-ups and westbound drop-offs are available within $\frac{3}{4}$ mile of the existing bus stop in Point Reyes Station. Service is provided to shopping destinations in Novato, including the Vintage Oaks Shopping Center, Trader Joe's, and the Novato Fair Shopping Center.

Senior Shopping Shuttles

Marin Transit operates several senior shopping shuttles through its paratransit contract. These shuttles operate as one round trip each week from one of three senior housing facilities in Marin to provide access to grocery shopping. The three locations served are Marin Valley Mobile Country Club (Novato), Rotary Manor (San Rafael), and Martinelli House (San Rafael). Table 1-12 below shows a summary of these services.

Table 1-12: Senior Shopping Shuttles

Shopper Shuttle	Destinations	Days of Operation	Hours of Operation
Marin Valley Shopper	Marin Valley Mobile Country Club in Novato to Vintage Oaks, Safeway and Grocery Outlet	Wednesdays	11:00 AM - 1:00 PM
Rotary Manor Shopper	Montecito Shopping Center, United Market, and Red Hill Shopping Center in San Rafael	Thursdays	11:00 AM – 1:00 PM
Martinelli House Shopper	Montecito Shopping Center and United Market in San Rafael	Fridays	11:45 AM – 1:00 PM

Marin Transit Connect

Staff have taken a proactive approach to determine how Marin Transit can best adapt to and leverage the changing landscape in transportation and emerging mobility services. In 2016, staff completed a Strategic Analysis for Marin Access programs that provided guidance for developing new programs and improving current services for older adults and ADA customers.

Marin Transit's 2016 and 2018 Short Range Transit Plans recognized that mobility services are in the midst of radical changes and that public transit needs to respond and take advantage of these services to reduce congestion and transport transit-dependent populations. The 2018 SRTP anticipated a partnership to support on-demand mobility within that plan's first year. Alongside private and non-profit partners, the District pursued a partnership with the private sector to increase and expand mobility.

Marin Transit staff received 5310 funding to operate accessible same-day service above and beyond ADA-mandated paratransit. The Board authorized the District to purchase four accessible vans and approved an agency-operated on-demand pilot program to begin in late Spring 2018.

The Marin Transit Connect pilot program was developed in partnership with VIA, a mobility technology vendor. Testing began in May 2018, and full revenue service began July 1, 2018. The Connect service is operated by the District's paratransit contractor, Whistlestop Wheels.

The service is operated in a roughly four-square mile service area of Northern San Rafael as shown in next page. Staff selected this area for a number of reasons: a mix of employment, residential, educational, and other activity centers; a high level of transit connections with Marin Transit local bus service, Golden Gate Transit regional bus service, and SMART commuter rail; and a high concentration of Marin Access trip activity. Marin Transit deliberately designed the Connect to compliment the public transit network and test how the service interacts with other transit services.

Connect is an on-demand, fully accessible general public transit service designed to provide accessible same-day service to those with disabilities and to increase first/last mile commuter connections to major employers. In contrast to the District's existing fixed route or demand responsive services, the Connect service offers the ability to request and manage a trip within a smartphone app. Connect is the only Marin Transit program that enables riders to pay for their trip within an app.

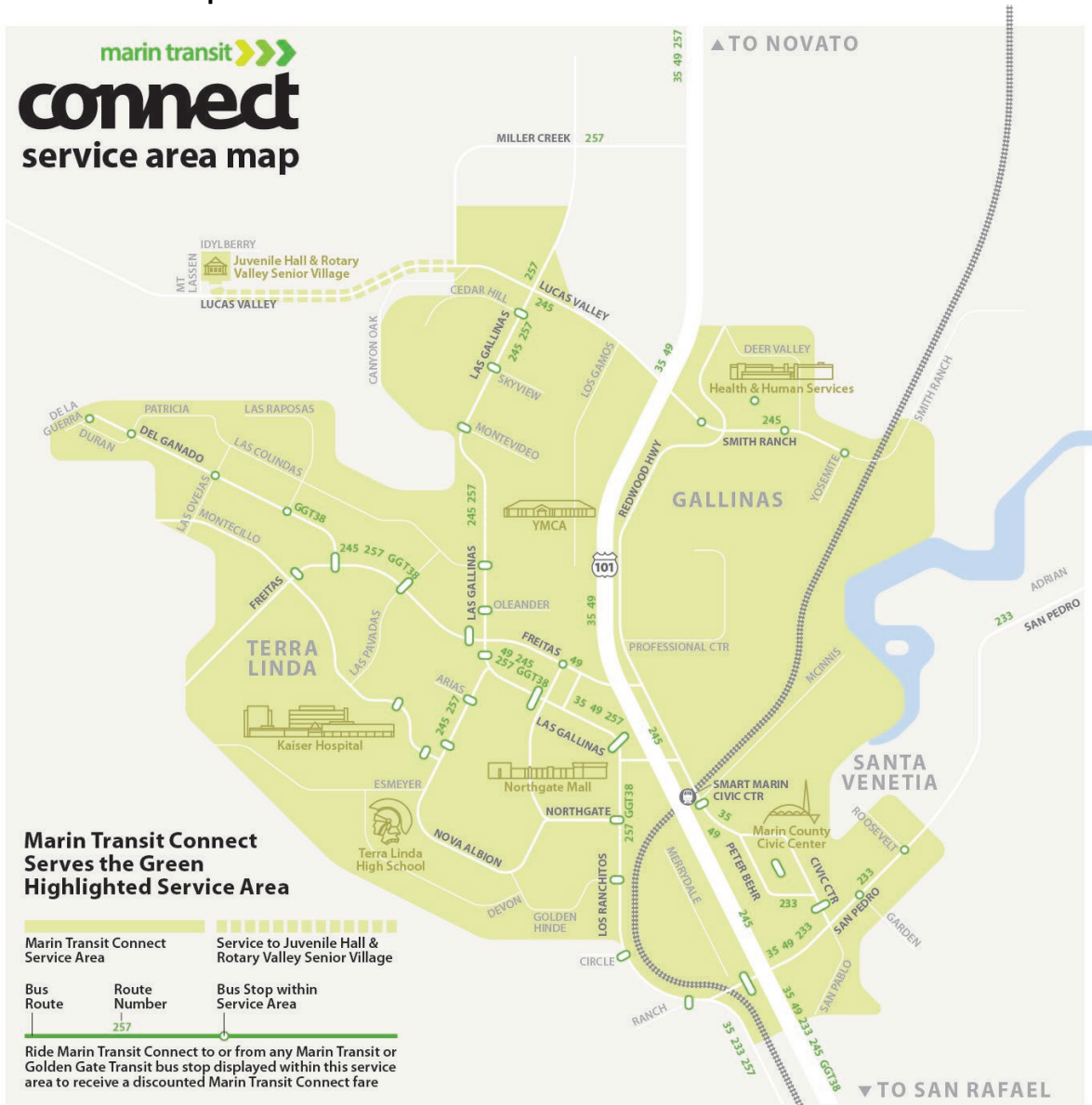
To use the service, riders download the Marin Transit Connect app powered by VIA from the iTunes App Store or Google Play Store. Once they register, riders can request a trip from any location to any location within the service area. Riders who do not have access to a smartphone can call the Marin Access Travel Navigators to set up an account and schedule rides. Connect provides riders with an estimated time of arrival in the app. Customers without a smartphone receive updates if they have a mobile phone with SMS messaging.

For much of the pilot, service hours of Connect were weekdays from 6:20 AM until 7:00 PM and an accessible vehicle was always in service. Marin Transit adjusted service hours and vehicle supply over the course of the pilot to respond to demand.

The base fare for the pilot service was \$4.00 per trip, per rider. In addition to the regular fare, riders could purchase a monthly pass for \$40.00 for unlimited rides over a 30-day period. Marin Access clients received a 50 percent discount on the base fare, and Marin Access offered clients a \$20 monthly pass for \$20 per month. Requested rides to or from transit stops in the service area received a 50 percent discount to encourage transit usage.

The Connect is still a new service and is continuously evolving. The District is conducting an evaluation process to assess the program's performance throughout the first year. The evaluation study will develop benchmarks and performance metrics based on the Connect's unique characteristics. As part of the pilot evaluation, staff conducted a survey after the first six months of the pilot in November 2018. Based on the findings, staff recommended that the Board extend the pilot period. The Board of Directors approved extending the pilot program through June 2020, with additional testing for changes to the fare structure and service area.

Connect Service Map



Connecting Regional Services

Golden Gate Transit

Marin Transit’s local transit network is connected throughout the county to Golden Gate Transit regional service. The two systems complement each other and maximize the services available to Marin County residents. Marin Transit designed its local service is to make timed connections to the regional network in Marin City, San Rafael, and Novato and, to a lesser extent, in San Anselmo and Strawberry.

Regional Basic Services

A significant amount of local travel is completed on Golden Gate Transit’s basic regional services. Approximately 500,000 or 18 percent of regional trips have both an origin and destination within Marin County. Approximately 77 percent of these riders use Routes 30, 70, and 101 that operate along the Highway 101 corridor. Along with local routes 17, 35, 36, 49, and 71X, these corridor services are designed to encourage interdependence of travel along Marin’s primary transportation corridor to provide maximum mobility for local and regional transit markets.

Golden Gate Transit provides four intercounty basic services to Marin County that connect with Marin Transit’s local service:

- **Routes 40/40X** – Operates as a link between San Rafael, Richmond and El Cerrito and funded by the MTC with Regional Measure 2 funds
- **Routes 30, 70, and 101** – Operate along the Highway 101 corridor within Marin County and extend beyond the county line. These routes are referred to as “trunk line” or “corridor service” as they are the backbone to the Bridge District’s route structure. The combination of regional Routes 30/70/101 and local Routes 35/36/71 maintains 15-minute service along the 101-corridor during most of the day.
 - Route 30 serves San Rafael, Marin City, and Sausalito and continues to San Francisco.
 - Route 70 provides all-day service between Novato and San Francisco, serving all major transfer centers and freeway bus pads.
 - Route 101 provides express service between Santa Rosa and San Francisco. This route serves all stops within San Francisco and Sonoma County and operates express within Marin County. In Marin, Route 101 provides connections to local services at the San Rafael Transit Center and the four northernmost stops in Downtown Novato.

Most of Marin Transit’s fixed route system schedules are designed to provide timed connections with the Highway 101 trunk line services at the San Rafael Transit Center.

Ferry Feeder Services

In 2013, Golden Gate Transit re-established ferry feeder service timed to the Larkspur Ferry service. Route 25 or “The Wave” operates weekdays between the Ross Valley and the Larkspur Ferry terminal along Sir Francis Drake. Eighteen trips are designed to meet arriving or departing ferries and offer free rides to transferring ferry patrons. These consist of eight eastbound in the morning and ten westbound in the evening. Those not transferring to or from the ferry can also use the service and pay the local fare.

In September 2017, Golden Gate Transit started a ferry connector service between Downtown San Rafael and the Larkspur Ferry Terminal in partnership with SMART. Nine weekday and six weekend connections are provided between the train and ferry in each direction. Golden Gate Transit discontinued this service when SMART began rail service to Larkspur Landing.

Sonoma County Transit

Sonoma County Transit provides local and intercity fixed route bus service within Sonoma County. These services complement the local fixed route services provided by Santa Rosa City Bus, Petaluma Transit, and Healdsburg Transit. Sonoma County Transit Route 38 provides a direct connection to the San Rafael Transit Center from the Town of Sonoma and areas north including Boyes Hot Springs, Agua Caliente, Glen Ellen, and Kenwood. Route 38 operates one southbound weekday trip that arrives in San Rafael at 7:07 AM and one northbound weekday trip that leaves San Rafael at 6:26 PM.

Sonoma Marin Area Rail Transit (SMART)

Passenger service on phase one of the new commuter rail service began on Friday, August 25, 2017. The train offers weekday, peak-hour, bidirectional service every 30-60 minutes. Limited service is also provided during the midday and on weekends. Train schedules are aligned with the San Rafael Transit Center pulse operation, offering timed connections for rail patrons transferring to or from buses at that location.

In July 2017, SMART began to construct its rail extension to Larkspur. The extension to Larkspur includes 2.2 miles of track connecting San Rafael and Larkspur, a terminal station in Larkspur Landing, and three bridges. It utilizes the recently rehabilitated Cal Park Tunnel that provides a bicycle/pedestrian connection to Larkspur from San Rafael. SMART train service to Larkspur began service in December 2019. The extension to Larkspur will coincide with service to second station in Downtown Novato and an increased weekday service frequency.

Other Services in Marin County

Hamilton Shuttle

The Hamilton residential development in Novato supports a community shuttle to ease congestion and meet transportation demand management requirements. The shuttle is funded through developer and homeowner's association fees and runs weekdays during commute hours (5:30 to 8:45 am and 4:20 to 7:00 pm). The shuttle has timed stops along a designated loop. Each trip begins or ends at a Park & Ride or bus stop location so riders can catch fixed-route public transit. This shuttle service is free and open to the public.

Fare Structure

Marin Transit's fare policies are designed to meet the following objectives:

- Maintain subsidy by service type standards;
- Offer fare media that encourages ridership, supports operational efficiencies, and simplifies fare payment; and
- Keep Marin Transit's fares in line with peer systems in the Bay Area.

In the 2006 SRTP, Marin Transit's cash fare of \$2.00 was identified as among the highest of peer agencies. To bring fares in line with other agencies, Marin Transit has not increased local fares for over 15 years. As part of the 2016 and 2018 SRTP, Marin Transit evaluated its fare structure and proposed recommendations for future fare changes. Staff have further refined these fare policy recommendations, and these are described in Appendix B of this SRTP.

Fixed Route

Passengers have a variety of options for paying Marin Transit fares as described below and summarized in Table 1-13.

- **Cash:** Coin and bills (up to \$20) are accepted using GFI Odyssey Validating fare boxes. Discounts are available for youth, seniors, and persons with disabilities. For discounted cash fare, passengers must show proper identification. Youth may show their student ID card. Seniors may show an ID card that indicates their age. Persons with disabilities may show a DMV Disabled Placard ID, RTC Discount Card, Medicare Card, or ID card for persons with disabilities from another transit service. Personal service assistants are eligible for 50% off the adult cash fare only when accompanying a person with disabilities who has an attendant logo on his/her RTC Discount Card.

Change cards are issued to passengers who overpay the fare by more than \$1.00. Change cards have no cash value and can be used for future travel on Marin Transit or Golden Gate Transit. For transfers, passengers must advise the bus driver of their final destination to receive a transfer card.

- **Daily/Weekly/Monthly Passes:** In July 2009, Marin Transit introduced passes that provide unlimited rides on Marin Transit and Golden Gate Transit routes within Marin County during the applicable time period. Day, week, and monthly passes are magnetic stripe passes validated by the farebox.

Day passes are purchased on-board transit vehicles and are valid for the day of travel. Weekly and monthly passes are activated at first use and good for 7 or 31 days. Weekly and monthly passes can be purchased online, by phone by calling toll-free 511, or at the Customer Service Center at the San Rafael Transit Center.

- **Clipper®:** Clipper® is a stored value, fare-payment card that is accepted on all public transit services in the San Francisco Bay Area, including Marin Transit, Golden Gate Transit, and SMART services. Clipper® patrons receive a 10% discount on adult fares on Marin Transit local services. Transfer arrangements with Golden Gate Transit and SMART are embedded in the integrated Clipper fare table.
- **Marin Transit Youth Pass:** Marin Transit's Youth Transit Pass offers youth ages 5-18 unlimited travel on all local routes. Validation stickers are distributed through local schools and attached to a student's picture ID card that student use as a flash pass. The transit pass is not valid on Golden Gate regional routes.

The Youth Transit Pass costs students \$175 per six-month period. Students who wish to pay for a year-long pass at the beginning of the school year may do so at a further discounted annual price of \$325. The program also enables students whose families meet income requirements similar to the free and reduced-price lunch programs to participate in the program free of charge.

- **College of Marin Pass:** In the fall of 2015, Marin Transit, in partnership with the College of Marin (COM) began a new program that enables registered students to use their COM ID card to ride any local Marin Transit service. Like the Youth Pass program, validation stickers are distributed to

registered students during the Fall and Spring semesters. The cost of the program is partially offset by a transportation fee that students pay as part of their registration fees.

Table 1-13: Current Fare Structure

Category	Cash Price	Stored Value Cards / Clipper	1-Day Pass	7-Day Pass	31-Day Pass
Adult	\$2.00	\$1.80	\$5.00	\$20	\$80
Youth (5-18)	\$1.00	\$1.00	\$2.50	\$10	\$40
Children Under 5	Free when accompanied by an adult				
Seniors (65+)	\$1.00	\$1.00	\$2.50	\$10	\$25
Persons with Disabilities	\$1.00	\$1.00	\$2.50	\$10	\$25
Dial-A-Ride ⁽¹⁾	\$2.50	-	-	-	-
Paratransit (ADA Mandated Service ⁽²⁾)	\$2.00	-	-	-	-
Paratransit Extend Area (ADA Non-Mandated Service ⁽³⁾)	\$2.50	-	-	-	-
Connect ⁽⁴⁾	\$4.00	-	-	-	\$40.00

Notes:

- (1) Includes Novato, Dillon Beach/Tomales and Point Reyes Dial-A-Ride services
- (2) ADA regulations permit fares for Mandated ADA trips to be as high as double the fixed route fares.
- (3) ADA regulations set no maximum fare for Non-Mandated ADA trips.
- (4) Marin Access clients and rides to or from a transit stop will get a 50% discount on Connect fares. Per rider charges also decrease with increased ride shares (triggered at three or more passengers)

- **Transfers.** Marin County local riders have free transfers between all Marin Transit and Golden Gate Transit routes within Marin. As of July 1, 2009, passengers can pay regional fares to San Francisco, Sonoma, or Contra Costa on Marin Transit services including Ferry service. Transfers have the following restrictions:

1. Travel must be in the same direction within three hours from time of issuance, or otherwise indicated on the transfer.
2. Transfers are issued by bus operator only at time fare is paid.
3. Transfers cannot be used to make a round trip.
4. A transfer can be used only by the person to whom it is issued.

Marin Transit also has a transfer arrangement with SMART that enables passengers using Clipper and connecting between the two systems to receive a \$1.50 transfer credit.

Free and Discounted Fares for Social Service Agencies

Marin Transit continues to work with social service agencies to provide discounted or free rides to communities of concern to maximize social equity and ensure access to transit services. Since 1999 Marin Transit has provided free bus tickets to Homeward Bound, a nonprofit that aims to end homelessness with housing and training. Under this arrangement, Homeward Bound prints as many free bus tickets as they need.

Homeward Bound staff distributes the tickets to clients daily, and often hand them out at the shelters the night before a client will need to take the bus for transportation to an appointment or job.

Under a separate program, Golden Gate Transit sells \$2.00 tickets to approximately 20 Social Service agencies throughout Marin. These agencies distribute the tickets to their clients for use on all Marin Transit routes and local trips on Golden Gate Transit routes. No discount is offered for these tickets. As of July 2017, participating agencies are:

- St Vincent de Paul
- Marin General Hospital
- Health & Human Service
- Health & Human Service (CalWorks)
- Health & Human Service (Hope)
- Community Mental Health
- Marin Services For Women
- Buckelew
- Community Action Marin
- Community Action Marin (ACASA)
- BARC
- General Assistance
- Marin Sheriff
- Marin Aids
- Ritter House
- Novato Human Needs
- West Marin Services
- Southern Marin Intern Project
- Center Point
- Lucas Valley Community Church
- Marin Pregnancy Clinic
- Marin HHS(Spah Center)
- Marin County Probation
- Marin County Public Defender's Office

Marin Transit also has an arrangement with the Department of Health and Human Services to provide a bulk discount of 25 percent on their purchase of adult monthly passes.

Muir Woods Shuttle

To relieve parking and congestion issues at Muir Woods National Park, the National Park Service and Marin Transit provide a shuttle service as an alternative to driving and parking. The Muir Woods Shuttle began as a demonstration project in 2005. The service was originally a partnership of the National Park Service, County of Marin, and Golden Gate Transit. In 2009, responsibility for the Shuttle shifted to Marin Transit under a funding agreement with the National Park Service.

In 2017, National Park Services implemented a new web-based parking and transit ticketing system for Muir Woods to better manage visitation and parking demand. Under the new system, visitors are required to purchase their parking reservation and can pre-purchase shuttle tickets for a specific window of time.

The round-trip adult fare is \$3.00 per person. No fare is charged for youth ages 15 and younger, seniors with a Lifetime NPS Pass, and disabled individuals with a Federal Lands Access Pass. One-way fares are not available. In previous years, passengers transferring from another local Marin Transit route had the option of purchasing a Day Pass for use on the Shuttle. This option is no longer available under the online reservation system. The reservation system has alleviated capacity issues on the Shuttle experienced in previous seasons by making arrival patterns more predictable. The pricing structure of \$8 for a parking reservation and \$3 for a Shuttle seat reservation provides an incentive to take the Shuttle. Table 1-14 shows the current Muir Woods Shuttle fares.

Table 1-14: Muir Woods Shuttle Fares

Muir Woods Fare Category	Current Fare (Round Trip)
Adult	\$3.00
Youth (15-18)	\$3.00
Youth (under 15)	Free
Senior/Disabled (without NPS Pass)	\$3.00
Senior/Disabled and up to three party members (with NPS or FLA Pass)	Free

Mobility Management Programs

Marin Access Paratransit

The one-way fare for travel within the paratransit service area in Marin County is \$2.00, payable at time of boarding. Marin Access Paratransit riders can pre-pay for rides by purchasing a 10-ticket booklet for \$20. Drivers do not sell ticket booklets or carry change.

The one-way fare is \$2.50 for trips within Marin County that are outside the service area. These are considered “extended” trips (see Figure 1-9 for Service Area).

Though a local trip, a “will-call” trip occurs when the passenger is not ready for his/her scheduled pick-up and calls to have Marin Access send out a second vehicle. These are also subject to the \$2.50 fare.

Marin Transit offers a Low-Income Fare Assistance Program for seniors and persons with disabilities who need financial assistance. This program provides a fare subsidy for ADA eligible paratransit riders who are current recipients of Supplemental Security Income (SSI), and is funded by Marin County’s Measure B vehicle registration fee. Qualifying riders receive 20 free one-way rides over a 90-day period.

Catch-A-Ride

Marin Catch-A-Ride provides a discounted fare for eligible Marin residents for riding on taxis and other licensed vehicles within Marin County. Marin Transit pays the first \$14 of each one-way ride for up to eight rides per month. For low-income riders, Marin Transit will pay \$18 for each one-way ride. Riders only pay to cover the value of the ride when it exceeds the amount Marin Transit contributes.

How Riders Pay

Table 1-15 provides a breakdown of how local transit riders pay for their fare on fixed route services. Until FY 2013/14, the Clipper fare card was only available on the Local Fixed Routes services and not on the Community Shuttle or Stagecoach services.

Table 1-15: Fixed Route Payment Type (percent of Riders Using)

Payment Type	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Cash	48%	46%	46%	45%	45%	44%
Clipper	11%	13%	13%	10%	10%	11%
Passes ⁽¹⁾	16%	18%	19%	23%	25%	26%
Complimentary ⁽¹⁾	4%	4%	6%	6%	7%	6%
Transfer	21%	19%	16%	16%	13%	12%
Total	100%	100%	100%	100%	100%	100%

Notes:

- (1) The Month Pass, Week Pass, and Day Pass, all available for Adult, Youth, and Senior rates, and the Youth Pass and College of Marin pass
- (2) Children ages 4 and under, employees, ferry transfers, Homeward Bound passes, and other free tickets

Fare Media Usage

Table 1-16 provides information on fare media products and their use. Aside from the School Youth Pass and College of Marin Pass, the most utilized fare product is the senior/disabled monthly pass. This is followed by the adult weekly pass and adult monthly pass. Use of all these products has grown significantly since their release in 2008. Marin Transit eliminated its \$18 and \$36 value cards due to declining sales and Clipper's availability on all fixed route services. The Clipper card provides the same discount on local travel for adults as the stored value cards did.

Table 1-16: Fare Media Usage (Total passenger trips where media was used / % of total media type)

Pass Type	Cost	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Adult Media		85,660 (100%)	208,232 (100%)	229,502 (100%)	223,667 (100%)
College of Marin Pass ⁽¹⁾	-	-	125,890 (60%)	163,770 (71%)	159,741 (71%)
Month Pass	\$80.00	39,681 (46%)	37,775 (18%)	32,256 (14%)	31,299 (14%)
Week Pass	\$20.00	41,464 (48%)	39,557 (19%)	30,117 (13%)	28,035 (13%)
Day Pass	\$5.00	4,515 (5%)	5,010 (2%)	3,359 (1%)	4,592 (2%)
Senior (age 65+) / Disabled Media		115,418 (100%)	134,624 (100%)	132,476 (100%)	146,019 (100%)
Month Pass	\$25.00	125,764 (93%)	117,593 (92%)	123,858 (93%)	136,616 (94%)
Week Pass	\$10.00	4,399 (3%)	4,670 (4%)	4,551 (3%)	3,679 (3%)
Day Pass	\$2.50	4,461 (3%)	5,130 (4%)	4,067 (3%)	45,724 (4%)
Youth (6-18 yrs.) Media		353,113 (100%)	389,676 (100%)	380,922 (100%)	403,919 (100%)
School Pass ⁽²⁾	\$175 / 6 mo. \$325 / year	387,380 (99%)	366,874 (99%)	378,655 (99%)	402,296 (98%)
Month Pass	\$40.00	2,008 (1%)	915 (< 1%)	1,564 (<1%)	1,207 (<1%)
Week Pass	\$10.00	153 (<1%)	223 (< 1%)	559 (<1%)	231 (<1%)
Day Pass	\$2.50	135 (<1%)	328 (< 1%)	144 (<1%)	185 (<1%)
Marin Local Stored Value Cards⁽³⁾		15,284 (100%)	15,691 (100%)	6,856 (100%)	6,668 (100%)
\$2.00 Value Card	\$2.00	9,041 (58%)	7,842 (93%)	6,738 (98%)	6,651 (99%)
\$18.00 Value Card	\$18.00	4,774 (30%)	401 (5%)	118 (2%)	17 (<1%)
\$36.00 Value Card	\$36.00	1,876 (12%)	226 (3%)	-	-

Notes:

- (1) The College of Marin Pass program began in Fall 2015, provides unlimited rides on all Marin Transit routes, and is available to all students registered for the current semester
- (2) School passes are distributed at school sites and are good on all local routes. Students who qualify for free or reduced lunch are also eligible for a free Youth Pass. Typically, over 90% of Marin Transit Youth Passes are distributed as free passes.
- (3) The \$18 and \$36 Stored Value Cards provide a 10% savings off the cash fare. \$18 value cards provided \$20 worth of travel, and \$36 value cards provided \$40 worth of travel. Sales of Stored Value Cards were discontinued on July 1, 2015. Clipper provides a similar 10% discount.

Table 1-17 shows participation in the youth pass program over the last five years.

Table 1-17: Youth Pass Distribution

Fiscal Year	Free Passes to Income-Qualified Youth	Paid Passes	Total Passes ⁽¹⁾
FY 2013/14	3,342 (91%)	317	3,659
FY 2014/15	3,755 (92%)	337	4,092
FY 2015/16	3,705 (94%)	247	3,952
FY 2016/17	3,796 (94%)	242	4,038
FY 2017/18	4,315 (96%)	180	4,495

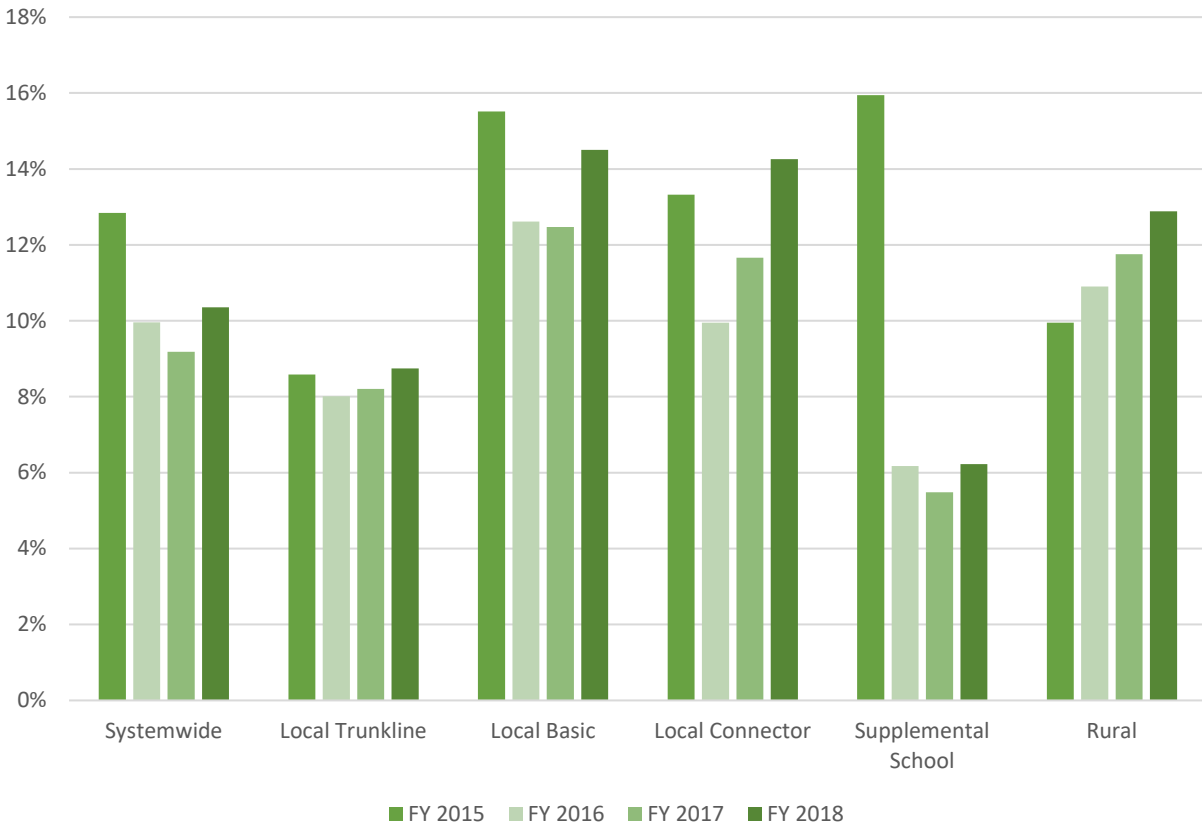
Notes:

(1) One pass is equivalent to a semester (6-month) pass. Annual passes are counted as two passes.

Figure 1-11 shows usage of Clipper on Marin Transit's local services over the past six years. Usage has declined since FY 2013/14 for a few reasons. As part of a major service change in August 2013, the District shifted several local fixed-route services that had accepted Clipper from Golden Gate Transit-operated routes to Community Shuttle routes. To allow those riders to continue to use Clipper, Marin Transit accepted the card as a flash pass on Community Shuttle and Stagecoach routes while the District waited for Clipper equipment for those vehicles. This policy eased the transition for existing Clipper card holders. It also provided an incentive for other riders to get a Clipper card as it essentially provided free rides on the Shuttle and Stagecoach routes. Many of these riders reverted to cash or other fare media once the Clipper equipment was installed and active on the Shuttle and Stagecoach fleet.

In FY 2015/16, Marin Transit introduced two programs that also had an impact on Clipper usage. Supplemental school service to the Ross Valley School District was shifted to a new yellow bus program that has its own fare structure and media. The COM Card enables College of Marin students to use their ID card as a flash pass on Marin Transit routes. Once this program began in Fall 2015, students who previously used Clipper were able use their new COM Card in place of Clipper.

The District is committed to increasing Clipper use though the current setup is challenging for local riders. Appendix B includes a more detailed description of Clipper limitations and recommendations for increasing its usage.

Figure 1-11: Clipper Usage Trends by Typology (% of Riders Using Clipper for Fare Payment)⁽¹⁾**Notes:**

(1) Clipper was introduced as a flash pass on Local Connector routes in August 2013 and as a flash pass on Rural routes in June 2014.

Fleet Inventory

Marin Transit owns 113 transit vehicles. Service and maintenance for these vehicles is provided by the contractor. These vehicles include:

- 13 Community Shuttles
- 6 Stagecoach Vehicles
- 35 Paratransit Vehicles
- 4 Connect Vans
- 15 Narrow-Bodied Rural Buses
- 28 Hybrid Diesel-Electric Buses
- 10 Articulated Buses
- 2 Battery Electric Buses

Appendix D provides a complete list of Marin Transit vehicles with information on year, type, size, manufacturer, seated capacity, and wheelchair capacity.

Facilities Overview

Administrative Facilities

Marin Transit’s Administrative facility is located at 711 Grand Ave, Suite 110 in San Rafael. This 3,600-sq. ft. leased office space is solely used for the 15-administrative staff and has 15 offices or workstations and two conference rooms.

Vehicle Storage, Maintenance, and Fueling

All vehicle storage, maintenance, and fueling is done under contract by the District’s various service providers. Table 1-18 shows the location of contractor-provided maintenance facilities. The table also shows the locations that have Clipper communications equipment.

Table 1-188: Maintenance Facilities by Contractor

Contractor	Maintenance Yard Location	Storage Yard Location	Fueling Location
Golden Gate Transit	1011 Andersen Drive, San Rafael ⁽¹⁾	1011 Andersen Drive, San Rafael ⁽¹⁾ 1 Golden Gate Place, Novato ⁽¹⁾	1011 Andersen Drive, San Rafael ⁽¹⁾ 1 Golden Gate Place, Novato ⁽¹⁾
Marin Airporter	8 Lovell Ave, San Rafael	8 Lovell Ave, San Rafael 350 Merrydale Rd, San Rafael 1455 Hamilton Parkway, Novato	4 Peter Behr Drive, San Rafael ⁽¹⁾ (County Fuel Island)
MV Transportation	7505 Redwood Blvd, Novato	600 Rush Landing, Novato ⁽¹⁾	600 Rush Landing, Novato ⁽¹⁾
Marin Coordinating Council	15 Jordan St, San Rafael	648 Lindaro St, San Rafael 7409 Redwood Blvd, Novato	4 Peter Behr Drive, San Rafael ⁽¹⁾ (County Fuel Island)

Notes:

(1) Indicates site is equipped with Clipper communication equipment

Bus Stops

There are 666 active bus stops in Marin County that serve both regional and/or local bus routes. Of these stops 245 are served by local routes only, and 338 stops are served by both regional and local routes (Table 1-19). There are also 83 stops that are used for Regional Services only. Marin Transit does not own any bus stops. The District and Golden Gate Transit share responsibility for maintaining and improving most stops throughout Marin. The exceptions are in San Rafael, Novato, and along Highway 101 where jurisdictions contract with commercial advertising vendors to provide and maintain bus stops in exchange for advertising at the shelters.

Marin Transit completed an inventory of local stops in 2005 that established a significant need to replace aging shelters and improve accessibility at many locations. The District conducted a condition assessment to update this information in 2017. Bus stop amenities and information vary throughout the county, and staff typically determine these based on the quantity of ridership and the type of service at the stop. Table 1-20 shows the desired stop amenities and features for a bus stop by type. Marin Transit’s long-term goal is for all

bus stops to be fully accessible in partnership with local jurisdictions. High ridership locations generally have the highest level of amenities. These include shelter, benches, trash receptacles, and rider information. At a minimum, a stop typically has a pole and sign blade indicating bus service is available at that stop. Marin Transit installed bus stop signs (Figure 1-12) in 2014 to identify routes, destinations, and service types (daily, weekday, school).

In 2015 and 2018, Marin Transit completed accessibility and roadway improvements at 24 bus stops to provide shelters and bike racks, update curb ramps, and construct a new bus pad. The District and its partners completed a bus transfer facility in Novato at Redwood and Grant in September 2017. The new facility replaced an aging structure and improved safety, operations, and pedestrian access. Marin Transit will continue to prioritize improvements with information from the updated Bus Stop Inventory.

Marin Transit has installed rider panel information at time point stops to provide passengers with stop-level schedule information (Figure 1-13). Staff have developed larger-format map and schedule information installed in display kiosks at the San Rafael Transit Center. Marin Transit plans to install more of these at other major transit facilities and stops. Additionally, Marin Transit plans to install additional Real Time Signage at over 25 high usage stops throughout the county.

Table 1-19: Bus Stops by Type and Jurisdiction

Jurisdiction	Local Only	Local and Regional Service	Total
Unincorporated County	86	66	155
Belvedere	0	2	2
Corte Madera	24	12	36
Fairfax	0	16	16
Larkspur	10	14	24
Mill Valley	0	30	30
Novato	52	81	133
Ross	0	2	2
San Anselmo	0	18	18
San Rafael	77	49	126
Sausalito	2	13	15
Tiburon	0	26	26
Total	251	338	583

Table 1-190: Bus Stop Amenities Guidelines

Bus Stop Type	# of Stops	Passenger Information	Priority Level			
			Benches ⁽²⁾	Shelters ⁽²⁾	Lighting	Trash
Transfer Point	4	Real-time information, schedule information, map	High	High	High	High
Freeway Bus Pad Stop	20	Real-time information, schedule information, map	High	High	High	High
High Use Stops / Schedule Timepoint (>100 passengers per day)	32	Schedule information, real-time when feasible	High	Med	High	Med
Medium Use Stops (50 -100 passengers per day)	50	Route information	Low	Low	Med	Low
Low Use Stops (<50 passengers per day)	501	Route information	Low	Low	Low	Low

Notes:

- (1) Consideration should be given to boarding vs. alighting activity when determining if shelters and/or benches are needed

Figure 1-12: Bus Stop Signs

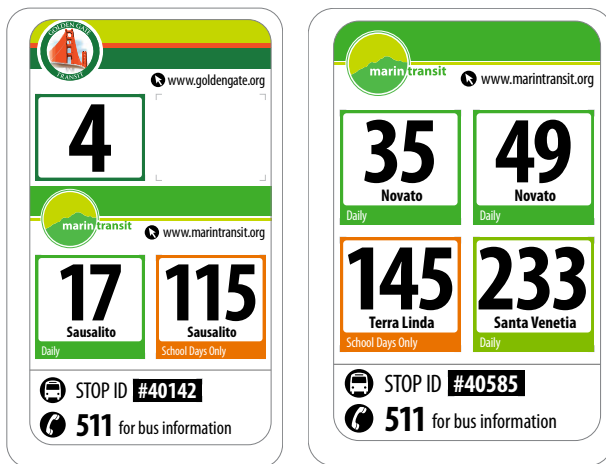


Figure 1-13: Rider Panel Information

S Novato Blvd & Sunset Parkway
www.marintransit.org

this stop served by: **49 251 151 54**

monday – friday
lunes – viernes

49 to San Rafael	251 to Hamilton
6:19, 6:44	—
7:09, 7:39	7:27
8:09, 8:44	8:27
9:19	9:33
10:19	10:33
11:19	11:33
12:19, 12:49	12:33
1:19, 1:49	1:33
2:19, 2:49	2:33
3:19, 3:49	3:33
4:19, 4:49	4:33
5:19, 5:49	5:33
6:19	6:33
7:19	7:33
—	8:33

weekends & holidays
fines de semana y dias festivos

49 to San Rafael	251 to Hamilton
8:27	8:31
9:27	9:31
10:27	10:31
11:27	11:31
12:27	12:31
1:27	1:31
2:27	2:31
3:27	3:31
4:27	4:31
5:27	5:31
6:27	6:31
7:27	7:31
8:12	8:31
9:12	9:31
10:12	—

Special Notes
All times: PM times
Supplemental and regional route schedules are not shown. Call 511 for additional schedule information.

Avisos especiales
All times: PM times
No se muestran los horarios de las rutas suplementarias regionales. Llame al 511 para obtener información adicional sobre los horarios.

511 say "Marin Transit" for bus information
Stop ID: **#40710**

Park-and-Ride

Marin Transit does not own or maintain any park-and-ride lots. Many local routes serve the 15 park-and-ride facilities in Marin County that other transit operators or Caltrans own and maintain. For the Muir Woods Shuttle, Marin Transit has a cooperative agreement with the County of Marin, Caltrans, and the Shoreline Office Complex in Mill Valley for shared use of parking at the Pohono Park-and-Ride lot.

Chapter 2: Goals, Targets, and Performance

This chapter outlines goals, identifies targets, and evaluates Marin Transit’s performance at four different levels: systemwide operations, by priority transit corridor, route-level performance, and as a District. This performance monitoring program measures the success of the local transit system using readily available data that the District collects and analyzes. Marin Transit established performance standards and objectives in the 2006 Short Range Transit Plan to reflect local Measure A transportation sales tax goals and the District’s mission to operate, maintain, and improve local transit service. Marin Transit has updated these goals in subsequent SRTP efforts, and they continue to reflect the goals in the Measure A and Measure AA Expenditure Plan.

Marin Transit has updated its Goals and Targets to reflect ever-changing service needs and updates to District policies. The most current goals are presented below.

- 1) Systemwide Performance:
 - a. Relieves congestion and provides mobility as measured in total ridership;
 - b. Ensures high levels of customer satisfaction with services;
 - c. Provides accessible and reliable transit services with Marin County;
 - d. Ensures services are provided in a reliable manner;
 - e. Provides service levels to prevent overcrowding;
 - f. Promotes environmental justice based on demographic analysis; and
 - g. Meets cost efficiency standards based on cost per revenue hour.
- 2) Corridor-Level Performance
 - a. Provides adequate service frequency in priority transit corridors;
 - b. Provides adequate span of service in priority transit corridors; and
 - c. Provides competitive travel times to promote transit usage.
- 3) Route-Level Performance:
 - a. Meets service typology productivity standards based on passengers per hour;
 - b. Meets service typology cost effectiveness standards based on subsidy per passenger trip; and
 - c. Establish funding agreements for Partnership services.
- 4) District Performance:
 - a. Attracts outside funding sources, including federal and state revenue, as well as discretionary grants and other local funds;
 - b. Operates the system in a manner that encourages public involvement and participation; and
 - c. Maintains a capital plan to minimize air quality issues and provide quality amenities and vehicles.

Since the last SRTP, staff have developed a corridor-based category and transferred some of the route-level performance goals to that category. This change better reflects the structure of the District’s fixed-route service network and the priorities in the original Measure A Expenditure Plan. In addition, the District added a goal (3c) for a new typology of service and updated performance targets for 1c and 1f. These updates reflect a more accurate methodology for measuring availability of service and consistency with the District’s Title VI plan. Table 2-9 presents a comprehensive review of performance measures and actual performance.

Systemwide Performance

Table 2-1, Table 2-2, and Table 2-3 provide an overview of historic performance trends for Marin Transit’s various programs over the last three fiscal years, including fixed-route, yellow bus, and Marin Access mobility management.

Table 2-1: Fixed-Route Program Historic Performance

Fiscal Year	Revenue Hours	Revenue Miles	Passenger Trips	Fare Revenue	Cost Per Revenue Hour	Total Cost
Local Trunkline						
FY 2015/16	28,451	386,573	1,041,990	\$1,141,551	\$132.83	\$3,779,233
FY 2016/17	44,393	677,981	1,122,188	\$1,263,870	\$140.85	\$6,252,940
FY 2017/18	44,110	667,320	1,143,171	\$1,208,164	\$151.64	\$6,689,050
Local Basic						
FY 2015/16	60,842	755,839	1,124,153	\$1,238,542	\$131.79	\$8,018,537
FY 2016/17	65,117	727,913	989,500	\$1,221,298	\$114.44	\$7,451,946
FY 2017/18	65,409	729,231	992,812	\$1,147,590	\$124.51	\$8,143,925
Local Connector						
FY 2015/16	39,660	591,612	434,282	\$531,755	\$89.75	\$3,559,383
FY 2016/17	42,396	490,275	378,985	\$461,426	\$91.37	\$3,873,801
FY 2017/18	42,547	492,215	387,681	\$439,219	\$101.08	\$4,300,461
Supplemental						
FY 2015/16	4,000	52,202	185,935	\$143,158	\$138.92	\$555,670
FY 2016/17	3,963	50,885	179,947	\$110,503	\$129.81	\$514,380
FY 2017/18	4,042	49,119	172,308	\$96,423	\$145.65	\$588,578
Rural						
FY 2015/16	16,247	286,090	107,788	\$137,473	\$75.89	\$1,233,051
FY 2016/17	16,172	285,593	112,926	\$122,407	\$87.97	\$1,422,683
FY 2017/18	16,191	286,075	118,755	\$125,390	\$96.32	\$1,559,600
Recreational						
FY 2015/16	4,673	63,648	116,942	\$245,779	\$113.75	\$531,498
FY 2016/17	4,316	59,428	122,116	\$249,748	\$109.75	\$473,726
FY 2017/18	5,930	59,032	163,916	\$365,872	\$124.77	\$739,882
Partnership						
FY 2015/16	2,932	30,294	20,360	\$149,686	\$110.94	\$325,229
FY 2016/17	1,696	15,480	19,860	\$121,007	\$108.44	\$183,943
FY 2017/18	2,012	17,466	22,969	\$118,935	\$126.39	\$254,330
Fixed-Route Total						
FY 2015/16	156,803	2,166,258	3,031,450	\$3,587,944	\$114.81	\$18,002,601
FY 2016/17	178,052	2,308,255	2,925,522	\$3,550,259	\$113.30	\$20,173,419
FY 2017/18	180,312	2,301,158	3,001,612	\$3,501,590	\$123.59	\$22,284,260

Table 2-2: Yellow Bus Program Historic Performance

Fiscal Year	Revenue Hours	Revenue Miles	Passenger Trips	Fare Revenue	Cost Per Revenue Hour	Total Cost
Yellow Bus						
FY 2015/16	1,080	14,148	138,304	\$411,411	\$666.99	\$720,419
FY 2016/17	1,245	13,734	136,500	\$473,066	\$693.23	\$863,348
FY 2017/18	1,280	14,116	133,171	\$517,484	\$645.99	\$826,866

Table 2-3: Marin Access Program Historic Performance

Fiscal Year	Revenue Hours	Revenue Miles	Passenger Trips	Fare Revenue	Cost Per Revenue Hour	Total Cost
Local Paratransit						
FY 2015/16	56,461	881,415	124,764	\$229,263	\$85.15	\$4,807,497
FY 2016/17	53,011	783,784	119,673	\$226,387	\$83.09	\$4,404,838
FY 2017/18	59,385	897,586	123,131	\$227,284	\$86.46	\$5,134,344
Novato Dial-A-Ride						
FY 2015/16	2,144	23,768	4,397	\$10,581	\$82.27	\$176,368
FY 2016/17	1,856	19,193	4,057	\$8,639	\$80.86	\$150,105
FY 2017/18	2,075	24,384	4,428	\$7,766	\$89.85	\$186,402
Rural Dial-A-Ride						
FY 2015/16	152	187	260	\$690	\$60.47	\$9,174
FY 2016/17	324	3,224	595	\$1,778	\$48.04	\$15,546
FY 2017/18	324	3,224	765	\$1,297	\$72.65	\$23,511
Volunteer Driver						
FY 2015/16	17,828	166,967	16,570	\$0	\$16.29	\$290,372
FY 2016/17	19,078	185,744	16,162	\$0	\$8.00	\$152,714
FY 2017/18	19,332	175,529	14,989	\$0	\$12.94	\$250,108
Catch-A-Ride						
FY 2015/16	-	46,679	16,520	\$38,477	-	\$323,177
FY 2016/17	-	43,169	14,385	\$41,956	-	\$358,602
FY 2017/18	-	41,713	15,002	\$32,237	-	\$343,670
Marin Access Total						
FY 2015/16	76,585	1,119,015	162,511	\$279,011	\$73.21	\$5,606,588
FY 2016/17	74,269	1,035,114	154,872	\$278,760	\$82.81	\$5,081,805
FY 2017/18	81,116	1,142,436	158,315	\$268,584	\$73.20	\$5,938,036

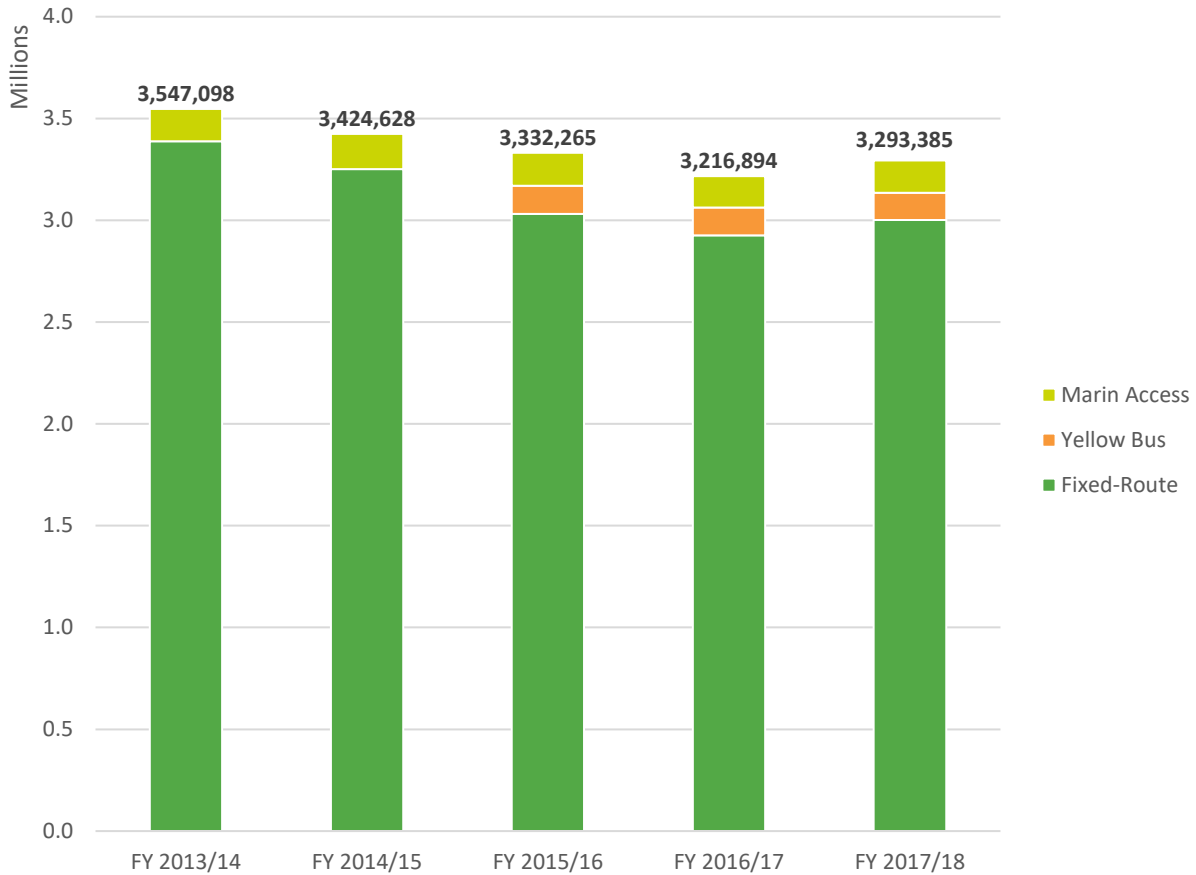
Goal A: Relieves congestion and provides mobility as measured in total ridership

At a minimum, Marin Transit aims to ensure ridership increases are on par with population increases in Marin County.

Performance: Annual ridership on all Marin Transit services for the past five years is shown in Figure 2-1. Marin Transit met its ridership performance goal in FY 2017/18 when fixed-route ridership

increased 2.60% over the previous year. However, the county’s population decreased 0.02% between 2017 and 2018.

Figure 2-1: Total Marin Transit Passenger Trips



Goal B: Ensures high levels of customer satisfaction with services

Based on customer surveys, the District’s target is for 75% of respondents rating its services as “good” or “excellent.” The District also aims to conduct passenger surveys at least every five years.

Performance: Marin Transit continues to improve customer satisfaction by working with its contractors to refine how customer complaints are handled and increase options for customers to provide feedback. The Marin Transit website enables customers to submit comments through an online comment form.

Marin Transit conducted an onboard survey of fixed-route passengers in 2017, and 88.7% of respondents rated overall transit services as “good” or “excellent.” This exceeded the District’s target of 75% and was 4.1% higher than in 2012.

The District conducted a survey of registered Marin Access users in 2018. In that survey 80% of respondents rated Marin Access services as “good” or “excellent,” exceeding the District’s target.

Goal C: *Provides accessible transit services within Marin County*

Marin Transit's goal is to provide transit service to major origins and activity centers within the county. This goal includes providing transit within ½ mile of 85% of all county residents, 80% of jobs, and 90% of large multifamily housing developments, as well as ensuring that 90% and 75% of middle and high schools are within ½ mile and ¼ mile, respectively, of transit service or are served by a yellow bus program.

Performance: According to 2015 Census data, about 82.5% of Marin County residents are within ½ mile of an active transit stop. Based on 2014 Longitudinal Employer-Household Dynamics (LEHD) data, about 81.6% of all jobs within the county are within ½ mile of transit. About 87.9% of large multifamily housing units (defined as having 40 units or more) are served by transit. Of public and private schools serving grades seven and higher, 86.2% are within ¼ mile and 98.3% are within ½ mile of transit or are served by yellow bus.

Goal D: *Ensures services are provided in a reliable manner*

To ensure reliable services, the District aims to have a 90% on-time performance target at major stops and transfer hubs and an 80% on-time performance target at minor timepoint stops for fixed-route operations. The District also aims to have less than 1% of fixed-route trips missed or removed from the daily schedule. For paratransit services, the on-time performance target is that at least 90% of all paratransit trips arrive within the 30-minute pick-up window.

Performance: Based on data from manual observations and the District's automated vehicle tracking system where available, on-time performance for major stops and transfer hubs in FY 2016/17 was 82.2%. This is below the 90% target. On-time performance for minor timepoint stops was 79.6%, also below the District's target. Since the major service changes in June 2016, the District has continued to work with its contractors to identify on-time performance issues and adjust schedules as needed.

In FY 2017/18, a total of 357 or 0.17% of the 209,850 trips were missed or cancelled. This met the District's target of less than 1%. In FY 2017/18, 86.3% of all paratransit trips arrived within the 30-minute pick-up window and did not meet the target of 90%.

Goal E: *Provides service levels to prevent overcrowding*

Marin Transit aims to minimize the number of overloaded trips and overcrowding. The system-wide goal is an average maximum load factor for local service that does not to exceed 1.25, as measured by a ratio of total passengers to seats on board the vehicles. This equates to a maximum of approximately 10 standees on a 40' vehicle and 15 standees on a 60' articulated vehicle.

Performance: Marin Transit works closely with its contractors to ensure passengers are not left behind due to overcrowding or overloaded vehicles. In particular, staff monitors overcrowding on routes to and from the Canal area of San Rafael, routes that provide service along Highway 101, routes that provide supplemental school service, Muir Woods Shuttle trips, and West Marin Stagecoach routes that provide weekend summer service.

Marin Transit provides frequent bus service using articulated buses in the Canal area of San Rafael to minimize overcrowding and ensure passengers wait no longer than 15 minutes for the next bus during peak periods. Shadow or back-up buses are deployed on the Muir Woods Shuttle to accommodate peaks in demand based on weather and traffic.

Average load factors and overcrowded trips were determined based on passenger mile sampling data collected for NTD reporting. A total of 307 trips were sampled in FY 2016/17. Using the capacity of the vehicle used for each trip, systemwide average load factor was 0.28. This indicates that on most trips there is adequate seating capacity and typically no standees. Of the 307 trips sampled, there were five trips that had load factors greater than 1.0 and carried standees, and only one trip with a load factor greater than 1.25.

Policies are also in place to prevent overcrowding. On most vehicles, capacity is limited to 10 standees in addition to the seating capacity. Drivers may allow additional standees if deemed safe. Standees are sometimes limited or prohibited on supplemental school routes, particularly for routes serving younger children. Due to the conditions of the roadway, standees are not permitted on the Muir Woods Shuttle.

Goal F: *Promotes environmental justice based on demographic analysis*

Marin Transit has additional coverage goals to provide transit services within ½ mile of 85% of seniors, 90% of zero-car households, 90% of minority populations, and 90% of all low-income households.

Performance: Based on 2015 US Census data, approximately 74.0% of seniors reside within ½ mile of a fixed-route transit stop. Most of the areas with senior populations not served by transit are in Novato and the Peacock Gap areas. Marin Access programs, such as Volunteer Driver and Catch-A-Ride, provide additional mobility options for seniors including those who live beyond ½ mile of existing fixed-route transit service.

Approximately 88.3% of zero-car households and 86.1% of minority populations are served by transit. Minority populations are defined as those who identify themselves as American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latin, and/or Native Hawaiian or Other Pacific Islander.

Low-income households are defined as households earning less than \$50,000 annually. Based on 2015 Census data, about 83.0% of low-income households are located within ½ mile of transit service.

This analysis does not include supplemental school services, demand-response services such as the Novato Dial-A-Ride, or other transit service providers that may serve census blocks located more than a half mile from Marin Transit bus routes.

Goal G: *Meets cost efficiency standards based on cost per revenue hour*

The District monitors cost efficiency in terms of operating cost per revenue hour. Currently, performance targets are \$135 per hour for fixed-route and \$98 per hour for demand response

programs. These targets are based on a peer review conducted in 2011 and increase annually based on a 3% escalation.

Performance For fixed-route services, the goal of \$135 per hour is a system wide target merging all fixed-route programs. In FY 2017/18, the fixed route hourly rate average was \$124. This is a 3% decrease compared to FY 2015/16. This trend has continued over the past six years and is due in part to renegotiated service contracts, shifts in service between programs, and new contract rates.

Operating costs per revenue hour for demand response services also declined over the last fiscal year. In FY 2017/18, the demand response hourly rate average was \$87 per hour, about 5% lower than FY 2015/16. Much of the decline was due to a new operating contract with lower rates that went into effect on January 1, 2016.

Corridor-Level Performance

Marin Transit developed the new corridor-level performance metrics to better assess levels of service provided along priority transit corridors. These metrics recognize the “branched radial” structure of the District’s transit network. The network relies on timed transfers at central locations and overlapping services along major corridors as well as transit services operated by other providers – primarily Golden Gate Transit.

Table 2-4 identifies the corridors based on the original Measure A Expenditure Plan and summarizes the service on those corridors and their performance targets. The corridors are separated into two categories, Local Trunkline and Local Basic. These correspond to the route typologies that typically operate along those corridors. Each category has different targets that reflect the desired service level.

Table 2-4: Priority Transit Corridors

Corridor	Avg. Frequency (peak / off-peak / weekend)	Span of Service (weekday / weekend)	Travel Time % (transit:driving)
Local Trunkline Targets	15 min / 15 min / 15 min	14 hrs / 14 hrs	< 150%
Novato – San Rafael – Marin City via Hwy 101 <i>Routes: 35, 36, 71X, 30 (GGT), 70 (GGT), 101 (GGT)</i>	15 min / 15 min / 15 min	20 hrs / 20 hrs	170%
Canal – San Rafael <i>Routes: 23, 23X, 29, 35, 36</i>	15 min / 15 min / 15 min	21 hrs / 21 hrs	167%
San Rafael – San Anselmo <i>Routes: 22, 23, 23X, 68</i>	15 min / 20 min / 20 min	17 hrs / 16 hrs	162%
San Rafael – Civic Center – Northgate <i>Routes: 35, 49</i>	15 min / 20 min / 20 min	17 hrs / 16 hrs	155%
Local Basic Targets	30 min / 30 min / NA	12 hrs / 8 hrs	< 200%
Sausalito – Marin City <i>Routes: 17, 71X, 30 (GGT)</i>	15 min / 20 min / NA	16 hrs / 14 hrs	125%
San Rafael – College of Marin via Sir Francis Drake <i>Routes: 29, 228</i>	30 min / 60 min / NA	14 hrs / 13 hrs	281%
Mill Valley via Miller Ave and East Blithedale <i>Routes: 17, 4 (GGT)</i>	20 min / 30 min / NA	17 hrs / 15 hrs	121%
Corte Madera – Larkspur via Tamalpais/Magnolia <i>Routes: 22</i>	30 min / 60 min / NA	16 hrs / 14 hrs	142%
San Anselmo – Fairfax via Sir Francis Drake <i>Routes: 23, 23X, 68, 228</i>	15 min / 20 min / NA	16 hrs / 16 hrs	167%
Hamilton – Downtown Novato via South Novato Blvd <i>Routes: 49</i>	30 min / 60 min / NA	15 hrs / 14 hrs	150%

Goal A: *Provides adequate service frequency in priority transit corridors*

Marin Transit bases its service frequency targets on the goals outlined in Measure A. Service frequencies are analyzed by corridor in recognition that many of the District’s routes overlap within a given corridor. The District aims to provide service every 15 minutes all day along Local Trunkline corridors and every 30 minutes all day along Local Basic corridors.

Performance: Average service frequency goals were met for two of the four Local Trunkline corridors and for three of the six Local Basic corridors. All the corridors met their peak frequency targets.

Goal B: *Provides adequate span of service in priority transit corridors*

Span of service targets have been developed for the two corridor types. The District aims to provide a span of service of 14 hours daily along Local Trunkline corridors. Along Local Basic corridors, the span of service target is 12 hours on weekdays and 8 hours on weekends.

Performance: Span of service goals were met for all four Local Trunkline corridors. All six of the Local Basic corridors also met both the weekday and weekend targets.

Goal C: *Provides competitive travel times to promote transit usage*

To promote transit use, Marin Transit aims to provide travel times competitive with the automobile. Based on non-congested conditions, scheduled transit travel times along Local Trunkline corridors should be no more than 150% longer than the equivalent auto travel times. For Local Basic corridors, transit travel times should be no more than 200% longer.

Performance: None of the four Local Trunkline corridors met the travel time target. Five of the six Local Basic corridors did meet the target. The San Rafael – College of Marin via Sir Francis Drake corridor has the longest transit travel time compared to auto travel. The routes that operate along this corridor, Routes 29 and 228, deviate to serve other locations including Larkspur Landing and Marin General, which increases travel time. Route 122 provides an express connection between San Rafael and College of Marin though operates via San Anselmo.

Route-Level Performance

Table 2-7 shows route-level performance grouped by service typology for all Marin Transit services operated in FY 2015/16. This analysis reflects the transit network prior to the major service change implemented in June 2016.

Goal A: *Meets service typology productivity standards based on passengers per hour/trip*

The District has specified productivity goals measured by passengers per hour or trip and based on service typologies, as shown in Table 2-5.

Table 2-5: Productivity Goals by Typology

Typology	Routes	Productivity Target (minimum)
Local Trunkline	35, 36, 71X	20 passengers/ REVENUE HOUR
Local Basic	17, 22, 23, 23X, 29, 49	18 passengers/ REVENUE HOUR
Local Connector	219, 228, 233, 245, 251, 257	8 passengers/ REVENUE HOUR
Supplemental	113, 115, 117, 119, 125, 139, 145, 151, 154	20 passengers/TRIP
Rural	61, 68	6 passengers/ REVENUE HOUR
Recreational	66	25 passengers/ REVENUE HOUR
Demand Response	Paratransit, Novato DAR, Dillon Beach/Tomales DAR, Point Reyes DAR	2 passengers/ REVENUE HOUR

Performance: Figure 2-2 shows the productivity of each route for FY 2017/18 compared to the service standard. All fixed routes except Local Basic routes collectively met their unlinked passenger per hour goals. Twelve of these routes did not meet their productivity targets. These include: Routes 17, 22, 23, 23X, 29, 49, 71X, 115, 125, 139, 219 and 228. In the previous fiscal year, fourteen routes did not meet this target. Route 35 was the most productive local fixed-route service excluding supplemental, and carried an average of 28.9 passengers per hour.

Of the nine Supplemental routes, six met the productivity target of 20 passengers per trip. Route 151 (Hamilton – San Jose MS – Novato HS - San Marin HS) was the best performing supplemental route with 34.7 passengers per trip.

Stagecoach Routes 61 and 68 both met their productivity goal of 6 passengers per hour. Recreational Route 66 (Muir Woods Shuttle) also met its productivity goal of 25 passengers per hour.

Local Paratransit, the Dillon Beach/Tomales Dial-A-Ride, Pt Reyes Dial-A-Ride, and Novato Dial-A-Ride met the demand response productivity target of 2 passengers per hour.

Goal B: *Meets service typology cost effectiveness standards based on subsidy per trip*

The District has specified cost-effectiveness goals. These are measured by average subsidy per passenger and based on service typologies, as shown in Figure 2-3.

Table 2-6: Cost Effectiveness Goals by Typology

Typology	Routes	Subsidy Target (maximum)
Local Trunkline	35, 36, 71X	\$4.50/passenger
Local Basic	17, 22, 23, 23X, 29, 49	\$6.50/passenger
Local Connector	219, 228, 233, 245, 251, 257	\$9.00/passenger
Supplemental	113, 115, 117, 119, 125, 139, 145, 151, 154	\$3.00/passenger
Rural	61, 68	\$12.00/passenger
Recreational	66	\$3.00/passenger
Demand Response	Paratransit, Novato DAR, Dillon Beach/Tomales DAR, Point Reyes DAR	\$35.00/passenger

Performance: Figure 2-3 shows the cost effectiveness of each route for FY 2017/18 compared to the service standard.

Overall Local Fixed Route service typologies and Demand Response programs did not meet their goal for cost effectiveness. Supplemental and Recreational services met their subsidy targets. Eighteen individual routes and four demand response services did not meet their subsidy target in FY 2017/18.

Goal C: *Establish funding agreements for Partnership services*

Partnership services is a new typology for routes provided in collaboration with local agencies or entities to meet the needs of a specific user group. These routes do not have the same productivity and cost effectiveness targets as the District's other services. Instead, the District relies on funding from the partner agency or entity to support the provision of service. For each Partnership route, the District aims to have outside funding account for at least 50% of the route's operating subsidy.

Performance: Route 122 is operated in partnership with College of Marin. Student transportation fees help cover the cost of operating the route, in addition to providing students with unlimited access to local transit services. In FY 2017/18, the College of Marin subsidized about 37.2% of the operating cost of the route excluding passenger revenue.

Figure 2-2: FY 2017/18 Productivity by Route and Typology

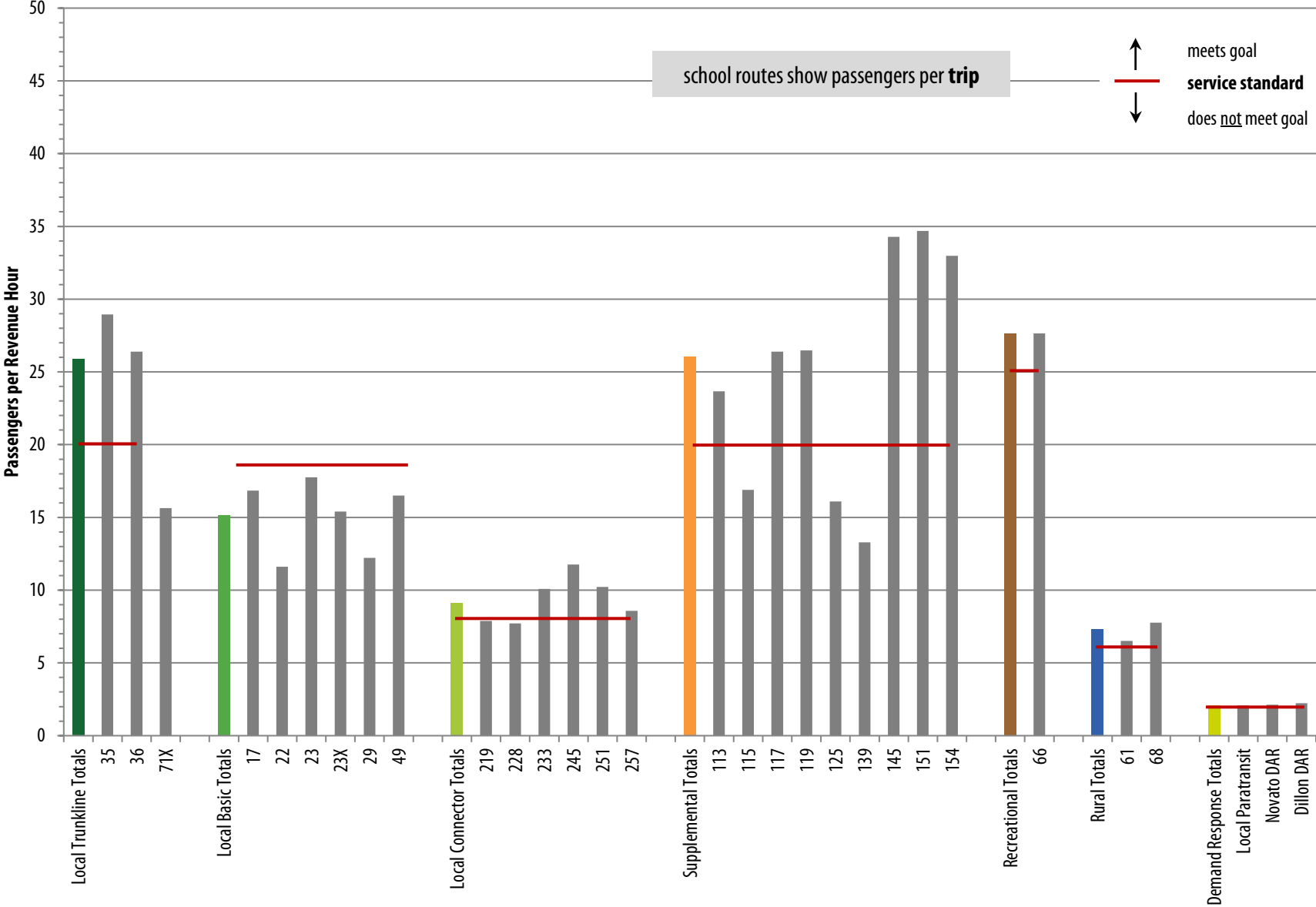


Figure 2-3: FY 2017/18 Passenger Subsidy by Route and Typology

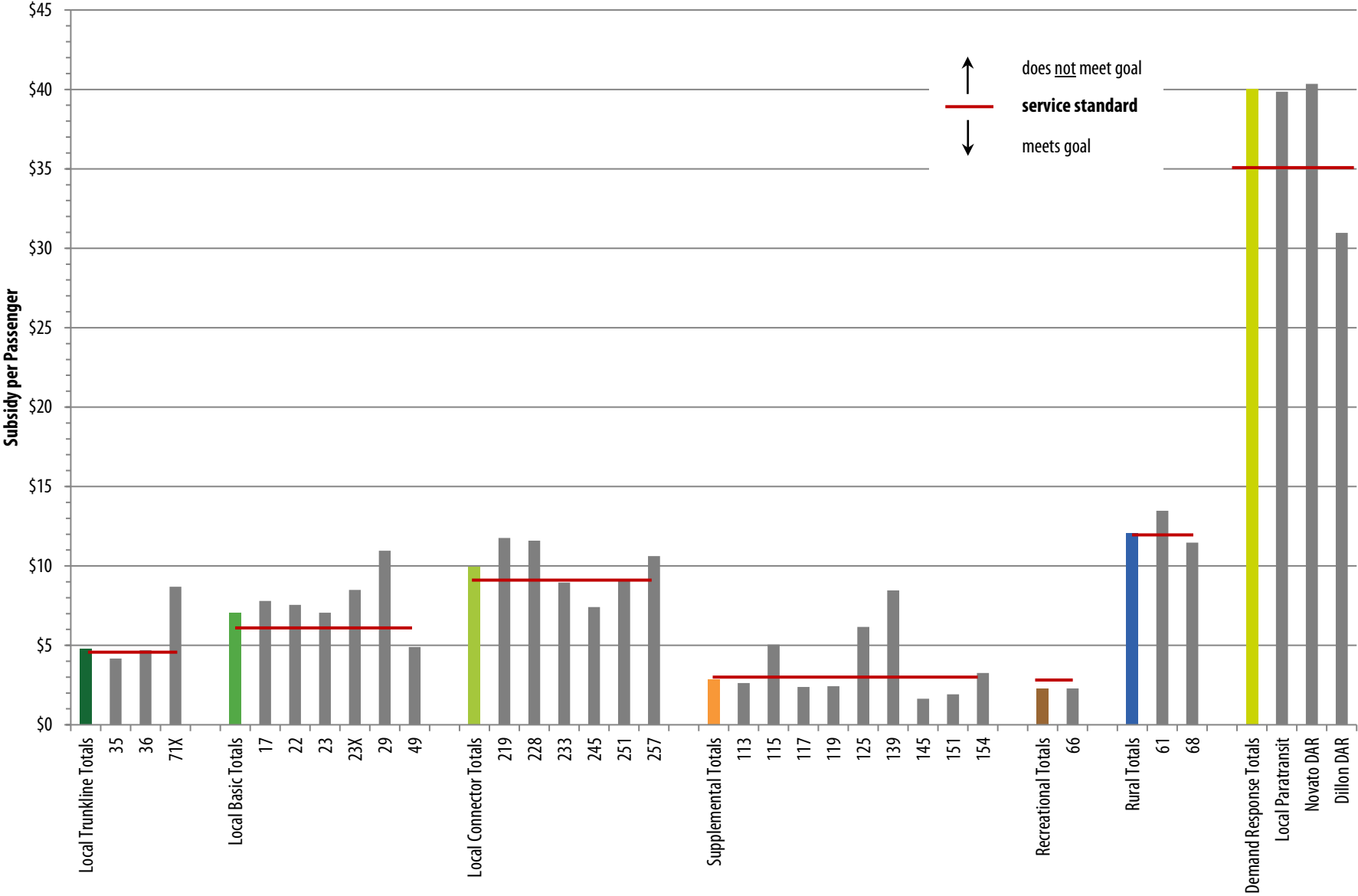


Table 2-7: FY 2017/18 Performance by Route

Route	Revenue Hours	Revenue Miles	Operating Cost	Passenger Trips	Fare Revenue	Cost Per Revenue Mile	Cost Per Revenue Hour	Subsidy Per Passenger	Farebox Recovery Ratio	Passenger Per Revenue Hour/Trip ⁽¹⁾
Local Trunkline										
35	23,006	318,355	\$3,476,029	665,936	\$697,189	\$10.92	\$151.09	\$4.17	20.1%	28.9
36	13,700	186,090	\$2,054,477	361,490	\$359,118	\$11.04	\$149.96	\$4.69	17.5%	26.4
71X	7,405	162,875	\$1,158,544	115,745	\$151,857	\$7.11	\$156.45	\$8.70	13.1%	15.6
Local Basic										
17	14,885	226,641	\$2,252,388	250,651	\$298,773	\$9.94	\$151.32	\$7.79	13.3%	16.8
22	17,906	160,571	\$1,825,020	207,816	\$256,290	\$11.37	\$101.92	\$7.55	14.0%	11.6
23	11,070	88,583	\$1,618,197	196,569	\$230,746	\$18.27	\$146.18	\$7.06	14.3%	17.8
23X	3,407	31,885	\$502,240	52,463	\$56,785	\$15.75	\$147.41	\$8.49	11.3%	15.4
29	3,299	32,841	\$487,313	40,315	\$45,550	\$14.84	\$147.72	\$10.96	9.3%	12.2
49	14,842	188,711	\$1,458,817	244,998	\$259,446	\$7.73	\$98.29	\$4.90	17.8%	16.5
Local Connector										
219	6,484	84,548	\$665,412	51,072	\$64,723	\$7.87	\$102.63	\$11.76	9.7%	7.9
228	10,124	93,825	\$1,007,459	78,027	\$103,529	\$10.74	\$99.52	\$11.58	10.3%	7.7
233	4,359	51,327	\$441,126	43,943	\$47,757	\$8.59	\$101.20	\$8.95	10.8%	10.1
245	4,347	41,171	\$432,657	51,096	\$54,153	\$10.51	\$99.53	\$7.41	12.5%	11.8
251	9,596	135,678	\$982,992	98,028	\$93,853	\$7.25	\$102.44	\$9.07	9.5%	10.2
257	7,639	85,666	\$770,914	65,515	\$75,202	\$9.00	\$100.92	\$10.62	9.8%	8.6
Supplemental School										
113	346	3,088	\$52,862	16,449	\$9,533	\$17.12	\$152.82	\$2.63	18.0%	23.7
115	344	4,108	\$52,503	9,495	\$4,578	\$12.78	\$152.71	\$5.05	8.7%	16.9
117	457	3,288	\$68,521	23,647	\$12,134	\$20.84	\$149.97	\$2.38	17.7%	26.4
119	592	9,253	\$95,816	30,850	\$20,918	\$10.36	\$161.80	\$2.43	21.8%	26.5
125	597	8,869	\$82,641	11,798	\$9,917	\$9.32	\$138.40	\$6.16	12.0%	16.1
139	320	3,624	\$45,279	4,852	\$4,233	\$12.49	\$141.36	\$8.46	9.3%	13.3
145	253	2,654	\$37,421	18,475	\$7,095	\$14.10	\$147.79	\$1.64	19.0%	34.3
151	782	10,644	\$107,633	44,574	\$21,865	\$10.11	\$137.73	\$1.92	20.3%	34.7
154	351	3,591	\$45,902	12,168	\$6,145	\$12.78	\$130.85	\$3.27	13.4%	33.0

Table 2-7: FY 2017/18 Performance by Route (continued)

Route	Revenue Hours	Revenue Miles	Operating Cost	Passenger Trips	Fare Revenue	Cost Per Revenue Mile	Cost Per Revenue Hour	Subsidy Per Passenger	Farebox Recovery Ratio	Passenger Per Revenue Hour/Trip ⁽¹⁾
Rural										
61	5,535	91,147	\$525,378	36,010	\$40,082	\$5.76	\$94.92	\$13.48	7.6%	6.5
68	10,656	194,928	\$1,034,218	82,745	\$85,312	\$5.31	\$97.05	\$11.47	8.2%	7.8
Recreational										
66	5,930	59,032	\$739,882	163,916	\$365,872	\$12.53	\$124.77	\$2.28	49.5%	27.6
Partnership										
122	2,012	17,446	\$254,330	22,969	\$118,935	\$14.57	\$126.39	\$5.89	46.8%	11.4
Yellow Bus										
Hidden Valley	185	1,684	\$119,489	7,801	\$30,331	\$70.96	\$645.89	\$11.43	25.4%	21.1
White Hill	1,095	12,432	\$707,377	125,370	\$487,153	\$56.90	\$646.01	\$1.76	68.9%	45.2
Marin Access										
Local	59,385	897,586	\$5,134,344	123,131	\$227,284	\$5.72	\$86.46	\$39.85	4.4%	2.1
Novato DAR	2,075	24,384	\$186,402	4,428	\$7,766	\$7.64	\$89.85	\$40.34	4.2%	2.1
Dillon Beach DAR	260	-	\$18,910	579	\$983	-	\$72.73	\$30.96	5.2%	2.2
Pt Reyes DAR	64	-	\$4,603	186	\$312	-	\$72.37	\$23.07	6.8%	2.9
Volunteer Driver	-	-	\$250,108	14,989	-	-	-	\$16.69	-	-
Catch-A-Ride	-	-	\$343,670	15,002	\$32,237	-	-	\$22.91	9.4%	-
Total	243,825	3,237,077	\$29,084,007	3,293,385	\$4,288,070	\$8.98	\$119.28	\$7.53	14.7%	13.4

Notes:

(1) Passengers per revenue hour shown for all services except Supplemental services and Yellow Bus, where passengers per trip is used.

District Level Performance

District level performance goals are aimed at organizational achievements that are not directly linked to the service Marin Transit provides.

Goal A: *Attracts outside funding sources, including federal, state, and toll revenue, as well as other local funds*

Marin Transit uses local Measure A funds as the local match for state and federal grant sources and to pay for administrative costs associated with securing grant funding. As Marin Transit has increased staff, the District has been able to implement more programs and secure additional grant funding. Marin Transit's goal is to maintain 5% of its budget as discretionary grant funded.

Performance: In FY 2017/18, the District was able to secure 5% of its budget from outside discretionary funding sources as shown in Table 2-8.

Table 2-8: Outside Grant Funding by Fiscal Year

Fund Source	FY 2018/19 Actual	FY 2019/20 Budget
Formula Grants		
State - Transportation Development Act (Fixed Route Operations)	\$5,109,399	\$5,836,446
State - State Transit Assistance (Population Based - Fixed Route Operations)	\$1,140,266	\$1,274,541
State - State Transit Assistance (Population Based - Paratransit Operations)	\$103,372	\$60,000
State - State Transit Assistance (Revenue Based - Fixed Route Operations)	\$598,064	\$650,000
FTA 5307 (Vehicles, Equipment and facility)	\$1,747,540	\$8,821,701
FTA 5311 (Rural funding)	\$215,088	\$213,885
FTA 5307 ADA Set Aside	\$715,573	\$687,028
Total Formula Grant Funds	\$9,629,302	\$17,543,601
Discretionary Grants		
State - State Transit Assistance (Population Based - Lifeline Operations of Route 257)	\$0	\$391,151
State - LCTOP (Operations of Route 23x)	\$335,795	\$0
State - Proposition 1B Bond Fund - PTMISEA (Novato Downtown Bus Facility Improvement)	\$179,592	\$0
FTA 5309 (State of Good Repair - Bus Stop Improvements)	\$418,378	\$0
FTA 5310 (Mobility Management - Regional Discretionary Grant)	\$486,487	\$437,500
National Park Service Grant (Muir Woods Shuttle, Fort Baker)	\$323,371	\$452,570
FTA 5320 Paul Sarbanes Transit in the Parks (Muir Woods Shuttle)	\$56,856	\$151,494
FTA 5339 (Bus and Bus Facilities - Facility)	\$0	\$4,400,000
FTA 5316 (Job Access Reverse Commute – Mobility Management Technology)	\$60,938	\$0
Total Discretionary Grant Funds	\$1,861,417	\$5,832,715
Marin Transit Budget	\$34,150,824	\$55,151,045
% of Total Budget	5%	11%

Goal B: *Operates the system in a manner that encourages public involvement and participation*

Marin Transit is committed to encouraging public participation in the local transit planning and monitoring process. The District aims to provide multiple channels for obtaining customer feedback in English and Spanish, and holds all public meetings in accessible locations served by transit. Marin Transit staff participate in passenger and community advisory committees for additional opportunities to discuss issues with riders and the public.

Performance: Marin Transit conducted its fourth system wide passenger survey in the Spring 2017 and will conduct passenger surveys at least every five years. In addition to the comprehensive system wide onboard surveys, Marin Transit has conducted passenger surveys on various routes to obtain feedback on proposed or recently implemented service changes. The District also started annual mail surveys to all Marin Access clients in 2015 to solicit rider feedback and identify program improvements.

Marin Transit holds various public meetings in local communities to gather feedback on the system and communicate directly with bus passengers. In addition to more traditional meeting formats, Marin Transit has taken a “hands on” approach to solicit public feedback and communicate with riders. This includes participating in local community events and providing staff in the field. Examples include outreach campaigns associated with the June 2016 service changes and the Redwood and Grant Transit Improvement Project. The primary goal is to connect with riders while they use the service and encourage community and stakeholder participation.

The Marin Mobility Consortium was developed as stakeholder advisory group in 2010 to identify and pursue new transportation options for Marin’s senior, disabled, and low-income residents. Marin Transit staff act as chair of the consortium, which has over 60 active members. Consortium meetings are held quarterly, and a steering committee and focused workgroups hold additional meetings.

Marin Transit staffs the Marin County Paratransit Coordinating Council to facilitate discussion and maintain accessibility of transit services for those unable to ride fixed-route transit, as defined under the Americans with Disabilities Act. Marin Transit also participates in Golden Gate Transit’s Accessibility and Bus Passenger Advisory Committees to hear from general public riders and riders with disabilities regarding accessibility issues on the fixed route bus system.

Marin Transit updated its Public Participation Plan as part of its 2017-2020 Title VI Program, adopted in July 2017. The plan provides a framework for gathering input from riders, the public, and other stakeholders. The outline of the District’s Title VI Program is provided in Appendix E. In Spring 2020, Marin Transit will revise the entire Title VI Program including the Public Participation Plan.

Goal C: *Maintains a capital plan to minimize air quality issues and provide quality amenities and vehicles*

Performance: Marin Transit’s capital plan is described in Chapter 4 and includes programs to improve bus stops and purchase new hybrid and electric vehicles.

Table 2-9: System Performance Objectives, Measures and Actual Performance

Level	Goal	Performance Target	Actual Performance
Systemwide	A. Relieves congestion and provides mobility	Total ridership increasing at least the rate of population growth in Marin County	Population growth, -0.02% Ridership growth, +2.6%
		B. Ensure high levels of customer satisfaction with services performed by the District	75% of respondents rate the services “good” or “excellent” in survey taken at least every five years
	C. Provides accessible and reliable transit services to Marin County ⁽¹⁾	85% of all residents in Marin County within ½ mile of a transit stop	82.5%
		80% of jobs are within ½ mile of a transit stop	81.6%
		90% of middle and high schools are within ½ mile of a transit stop or served by yellow bus, 75% within ¼ mile	98.3% within ½ mile 86.2% within ¼ mile
		90% of large multifamily housing (40+ units) within ¼ mile of a transit stop	87.9%
	D. Ensures services are provided in a reliable manner ⁽¹⁾	90% on-time performance at major stops and transfer hubs for fixed-route operations ⁽³⁾	82.2%
		80% on-time performance at minor timepoint stops for fixed-route operations ⁽³⁾	79.6%
		<1% of trips missed or removed from daily schedule	0.17%
		90% of all paratransit and dial-a-ride trips arrive within pick-up window	86.3%
	E. Provides service levels to prevent over-crowding ⁽²⁾	Minimize overloaded trips	0.28 average load factor
	F. Promotes environmental justice based on demographic analysis ⁽¹⁾	85% of senior population (ages 65+) are within ½ mile of a transit stop	74.0%
		90% of zero-car households are within ½ mile of a transit stop	88.3%
		90% of minority population are within ½ mile of a transit stop	86.1%
		90% of low-income households are within ½ mile of a transit stop	83.0%
	G. Meets cost efficiency standards based on cost per revenue hour	\$135 per hour maximum for fixed-route services	\$124
		\$98 per hour maximum for demand response services	\$87

Notes:

(1) Metric uses 2015 American Community Survey Data. Marin Transit will update with new information after 2020 U.S. Census in 2022-2031 Short Range Transit Plan

(2) Average load factors and overcrowded trips were determined based on passenger mile sampling data collected in FY 2016/17

(3) Metric Uses FY 2017 NTD Ride check Data collected every three years. 2022-2031 Short Transit Plan will reflect sampling data collected for FY 2020

Table 2-9: System Performance Objectives, Measures and Actual Performance (continued)

Level	Goal	Performance Target	Actual Performance
Corridor	A. Provides adequate service frequency in priority transit corridors	Service every 15 minutes daily along Local Trunkline corridors	●●○○
		Service every 30 minutes on weekdays along Local Basic corridors	●●●○○○
	B. Provides adequate span of service in priority transit corridors	14 hr weekday/14 hr weekend minimum span of service along Local Trunkline corridors	●●●●
		12 hr weekday/8 hr weekend minimum span of service along Local Basic corridors	●●●●●●
	C. Provides competitive travel times to promote transit usage	Travel time along Local Trunkline corridors does not exceed 150% of uncongested auto travel time	○○○○
		Travel time along Local Basic corridors does not exceed 200% of uncongested auto travel time	●●●●●○
Route	A. Meets productivity standards based on passengers per hour/trip and service typology	20 passengers per hour minimum for Local Trunkline routes	●●○
		18 passengers per hour minimum for Local Basic routes	○○○○○○
		8 passengers per hour minimum for Local Connector routes	●●●●○○
		20 passengers per trip minimum for Supplemental routes	●●●●●●○○○○
		6 passengers per hour minimum for Rural routes	●●
		25 passengers per hour minimum for Recreational routes	●
		2 passengers per hour minimum for Demand Response programs	●●●●
	B. Meets cost effectiveness standards based on subsidy per trip and service typology	\$4.50 maximum average subsidy for Local Trunkline routes	●○○
		\$6.50 maximum average subsidy for Local Basic routes	○○○○○●
		\$9.00 maximum average subsidy for Local Connector routes	●●○○○○
		\$3.00 maximum average subsidy for Supplemental routes	●●●●●●○○○○
		\$12.00 maximum average subsidy for Rural routes	●○
		\$3.00 maximum average subsidy for Recreational routes	●
\$35.00 maximum average subsidy for Demand Response programs		●●○○	
C. Establish funding agreements for Partnership services	Outside funding accounts for at least 50% of operating subsidy for Partnership routes	37%	

Table 2-9: System Performance Objectives, Measures and Actual Performance (continued)

Level	Goal	Performance Target	Actual Performance
District	A. Attracts outside funding sources, including federal, state and toll revenue, as well as other local funds	Grants account for 5% of the Marin Transit Budget (excludes STA and TDA)	11%
	B. Operate the system in manner that encourages public involvement and participation	Provide channels for customer feedback in English and Spanish	Passenger surveys, public meetings, community events, stakeholder advisory groups, comment cards, email, phone calls; Updated Public Participation Plan adopted July 2017 (see Appendix E)
		All meetings to be held in accessible locations that are served by transit (within ¼ mile)	Meeting locations include Novato City Hall, Hannah Gallery (Marin City), Pickleweed (Canal), Marin Transit Offices, Whistlestop, Marin County Civic Center
		Participation in passenger and community advisory committees	Marin Access Paratransit Coordinating Council, Marin Mobility Consortium, Bus Passenger Advisory Committee, Advisory Committee on Accessibility
	C. Maintain a capital plan to minimize air quality issues and provide quality amenities and vehicles		Capital Plan includes programs to improve bus stops and purchase new hybrid and electric vehicles (see Chapter 4)

Chapter 3: Service Plan

The SRTP Service plan anticipates future transit service levels using projected revenue hours and revenue miles over the next ten years. The planned service levels show very little growth in fixed route service and slight growth in senior and ADA programs. The Service plan provides for Marin Transit to test new senior/ADA demand response programs in the first three years. The plan estimates that service levels will return to historic growth levels in the fourth year. These service levels support a balanced budget and enable the District to maintain Board-adopted reserve levels throughout the ten-year plan.

In developing this Service plan, staff acknowledges a number of challenges and opportunities. Challenges include:

- Lack of permanent operations and maintenance facilities;
- Attracting and retaining labor, including drivers and maintenance staff;
- Supporting transportation for special needs populations; and
- Defining transit's priority within the county's transportation hierarchy.

To respond to these challenges, Marin Transit has:

- Benefited from an extension to the local transportation sales tax (Measure A/AA) for an additional 30 years;
- Continued to diversify the District's planning and operations to better match service levels to demand;
- Controlled costs through competitive bidding;
- Leveraged regional transit expansion activities;
- Provided congestion relief through student transportation services, and
- Evaluated potential private sector partnerships to increase and expand mobility.

Marin Transit will explore opportunities related to future improvements in regional transit, student transportation, and other alternative transportation options. The next section describes the District's challenges and opportunities in more detail.

Challenge: Lack of Permanent Facilities Limits Program Growth; Financial and Operational Stability

Marin Transit relies on its service providers to identify and secure property for storing and maintaining the equipment required to deliver local transit services. In Marin County, it is challenging to find and expensive to lease these types of facilities. Marin Transit conducted surveys of current and potential service providers for all types of service including local bus, paratransit, and yellow school bus service. These service providers identified the need to secure a facility as the most significant factor in determining their interest in bidding on Marin Transit services, ability to provide the service, and proposed pricing.

The District has been actively working to identify and secure funding and locate a suitable maintenance and/or parking facility location site. In Fall 2016, Marin Transit received a \$4.4 million grant from the Federal Transit Administration to purchase land and pave, fence, and light the site for bus storage. In addition to

Marin Transit's Capital reserve funds, the federal grant provides a head start for the District in identifying and developing an operations and maintenance facility.

In June 2015, the Board authorized the General Manager to obtain assistance from a real estate broker and pursue available properties. The Board formed an ad-hoc committee that has met intermittently to help staff evaluate and select a site. To date, the District has not been succeeded in identifying a site that meets operational needs and that the local jurisdiction supports. Efforts have proven to be challenging due to the lack of sizable parcels zoned for industrial use.

Challenge: Attracting and Retaining Labor to Support Services

The strength of the economy has led to challenges for many transit agencies nationwide, and the impacts are heightened in the Bay Area. In August 2019, Marin County's unemployment rate was 2.4%. This is the third lowest in the State of California where the overall unemployment rate was 4.2%. Marin County's current median home price is approximately \$1.2 million, placing the county in the top three in the state of California. Coupled with high housing costs, changes in the labor market creates very challenging conditions for recruiting local labor for entry-level bus operator and maintenance positions. Higher-level positions are also challenging to retain. Commute conditions into Marin County are affected by limited highway facilities, the effectiveness of regional transit connections, and bridges that are susceptible to congestion and traffic accidents.

Aside from increased marketing and recruiting for these positions, the District actively works with its contractors to identify wage increases and incentives to attract and retain qualified employees. In November 2017, the Marin Transit Board voluntarily elected to increase contract costs to allow driver and operations staff wages to increase. Marin Transit rebid the local, rural, and seasonal contracts in 2018 to encourage bidders to make staff wages and benefits competitive in Marin County to improve retention and minimize turnover. These strategies ensure reliable and quality service and have increased the cost of operations by more than projected inflation rates.

Challenge: Providing Cost-Effective Transportation for Special Needs Populations

Marin County has an ongoing responsibility and commitment to its senior, disabled, and low-income residents. These populations often have the greatest need for transportation services that typically require the highest amount of subsidy. Marin's senior population continues to rise, and the number of low-income residents increases with economic inequality. The District's surveys of local transit and Marin Access riders showed that 57% and 50% of riders earn less than \$25,000 per year, respectively. Population trends indicate over one-third of the county's population will be over the age of 60 by 2030.

Marin Transit will always need to provide highly personal and higher subsidy programs to meet the needs of riders who depend on public transportation to maintain independence and a high quality of life. Over 25% of Marin Access survey respondents stated that without Marin Access they would not travel. For financial, logistical, or personal reasons, many riders do not have other viable mobility options. For example, private sector innovations such as Transportation Network Companies (TNCs) and commuter shuttles increase mobility for some. However, they do not reach a significant portion of those who rely on Marin Access programs. Compared to the general population, Marin Access riders earn significantly less, are less likely to own a smartphone, and may require wheelchair-accessible vehicles that these emerging services do not currently provide.

Marin Transit is committed to supporting these riders and factors the costs of the services they require into program planning. The District will consider how to keep this population informed and involved in the decision-making process. Marin Transit will work to ensure enough funding is available to meet mandated paratransit service demand and efficiently use any additional paratransit funds to continue to meet most of the demand for non-mandated trips.

Challenge: Transit's Priority in Marin County's Transportation Hierarchy

Local transit use in Marin ranks high compared to most other counties in the Bay Area. Compared to neighboring North Bay counties, the number of Marin bus riders is over three times higher per capita than in Sonoma and Solano Counties and over four times higher than in Napa County¹. At the same time, Marin County does not support many of the key incentives for using transit through cost and travel-time saving that other communities have established.

Countywide, 95% of all households in Marin own vehicles. Despite this level of auto ownership, there are potential financial incentives that promote alternative transportation options for select trips. The most common are parking fees and congestion pricing tolls. Few locations and employment sites in Marin charge nominal or market rate fees for parking. Pricing and other parking policies can be developed as incentives for transit use.

Travel time savings is another area where transit in Marin County has limited advantage over other travel options. There is limited roadway infrastructure and limited support for transit preferential treatments such as signal priority and queue jump lanes. Carpool lanes on Highway 101 have very limited hours of operation. Recent efforts to expand these hours of operation have not been supported locally. Most transit routes operate on the busiest and often most congested roadways, and the services become less attractive for passengers due to slow speeds and long ride times.

The District will continue to lobby for roadway enhancements and preferential treatments for transit from jurisdictions that plan, own, invest in, and/or operate these facilities. These include cities and towns, the County, the Transportation Authority of Marin (TAM), and Caltrans. This issue is especially relevant as the District works with Golden Gate Transit and the City of San Rafael to relocate the San Rafael Transit Center. The rapidly developing transportation technology landscape and physical roadway capacity constraints will likely force roadway owners to rethink how they manage roadways and curb space if congestion relief is a priority.

Challenge: Keeping Pace in a Rapidly Changing Transportation Environment

In recent years, technology has transformed the transportation industry and this trend is continuing. Advances in smartphone technology have given users greater access to real-time information, dynamic trip planning, shared-ride services, and integrated payment options. These devices have fueled the growth of Transportation Network Companies (TNCs) such as Uber and Lyft and in other ride share options such as bike share and scooter share. These private sector offerings compete to develop a base of users who ultimately subscribes to a company for all their mobility needs.

¹ Bus riders include all operators within each county: Marin Transit and Golden Gate Transit (Marin); Sonoma County Transit, Santa Rosa CityBus, and Petaluma Transit (Sonoma); VINE (Napa); SolTrans, FAST, Vacaville City Coach, Dixon Redit-Ride, and Rio Vista Breeze (Solano). Within Marin County, approximately half of all bus riders use Marin Transit services.

The automotive industry focused on two major trends: electrification and autonomous vehicles. Transportation electrification will assist with reducing greenhouse gas emissions and dependence on fossil fuels. Autonomous vehicles may increase safety and enhance independence for those who cannot drive. They also offer opportunities to rethink auto ownership including how we house, store, or park vehicles and the land-use impacts of these shifts.

The challenge for the District is to understand how transit fits into these future transportation environments and how to leverage technology advancements to improve transit services. Marin Transit's recent efforts to advanced services through technology include:

- Full electrification of two heavy duty buses. These vehicles were put into service in 2018, and staff continue to monitor their performance to understand whether the technology is scalable for Marin's operation.
- Maintaining and disseminating transit information for app developers to use in trip planning apps. The District offers these data feeds through the developers' page on its website.
- Piloting Marin Transit Connect to offer transit riders the ability to request and book real-time mobility services in Northern San Rafael through a smartphone app. The Connect is the first time the District has offered integrated fare payment within the app, thus reducing the need for cash transactions. As this program continues to grow, the District will monitor costs and benefits closely to determine whether Connect supports or diverts resources from other transit services.

Neither Marin Transit or the public transit industry as a whole are in a position to invest in software development or other advances toward electrification. The District relies on the private sector to bring these advances to market and partner with the public sector to implement. A primary challenge with this model is the procurement process required to purchase these technologies or engage with the private sector. Often it is hard for the public sector to define the specific scope of services because it is unclear what is available or under development. Terms related to duration of agreements become challenging since the technology advances so quickly, and future needs are difficult to predict. In some cases, the private sector needs the transit agency to test and development emerging technologies and this does not fit in well with traditional contract and procurement policies. These are a few of the hurdles to fostering successful implementation and procurement of rapidly changing technologies.

Opportunity: Funding Certainty of Future Revenues (Measure A/AA)

The District has taken measures to control expenditures and expand service primarily through procuring new operations contracts and diversifying the types of service offered. Since passage of Measure A in 2004, the average cost per hour of fixed route service and demand response services has increased 19% and 10%, respectively. That is an annual growth of approximately 1.2 % per year for fixed route and 0.5% per year for demand response services.

The previous Short Range Transit Plan showed a future ten-year financial outlook anticipating that the Measure A local transportation sales tax expires. Measure A designated 55% of the revenues to provision of local transit and is the source of 40% of Marin Transit's operating revenues. Without this source of local transportation funding, the District estimated that it would need to dramatically reduce services. To balance expenses and revenues, Marin Transit estimated that it would eliminate over half of all local fixed route service, all non-mandated senior/ADA programs, and all District-supported yellow school bus transportation.

Fortunately, Marin voters approved a 30-year extension of this local transportation sales tax as Measure AA in November 2018. This approval retained over half of the measure for transit services and gave the District financial stability for the foreseeable future. Long-term financial stability enables the District to better plan and deliver local transit services without significant impacts on service levels or uncertainties about capital expenditures.

Opportunity: Diversification of Services

Marin Transit has done a lot to prepare for the changing demographics of the county and anticipate the needs of its riders. The District's Marin Access Mobility Management Program is one of the more developed programs of this kind in the Bay Area. Marin Access identifies and provides mobility options for senior and ADA-eligible populations and is supported by Measure A, Measure B, and various grant opportunities. These programs will continue to grow and mature to address the need for paratransit services. They will also provide more attractive mobility options that can be operated at a lower cost to serve a wider population, including the significant number of seniors who are healthy and active. The Mobility Management Program coordinates resources, volunteers, and social service organizations to develop and support these services in Marin.

Advances in the fixed-route program have positioned the District to respond to the need for additional mobility options. The District has applied service typologies to the range of services it offers based on their purpose. The continued growth and expansion of local connector services or "community shuttles" responds to input from community-based planning efforts and has a stronger appeal to senior riders. In providing community fixed route services and travel training, Marin Transit is working towards minimizing dependence on more expensive paratransit services.

The District has also responded to the specific needs of younger students who lack home to school transportation services in Marin County. Marin Transit has helped establish and expand yellow school bus programs by partnering with school districts. These services provide needed transportation services for many students and reduce roadway congestion during peak travel hours. The District is a very rare example of a public transportation agency that continues to diversify its offerings based on the needs of the community.

Opportunity: Controlling Costs Through Competitive Procurement

Marin County relies solely on its contractors to provide the operational and maintenance support for its services. Five different contractors operate the District's fixed route, yellow bus, and demand response services. Other entities, such as the taxi industry and local non-profits, provide additional services and support transportation programs that Marin Transit subsidizes.

Since the 2004 voter approval of Measure A, the District has been able to control its costs through competitive procurement for service providers. In the first full year of operation after Measure A, the District paid an average of \$113 per hour for fixed route service and \$67 per hour for demand response service. Since that time, all but one of Marin Transit's operations contracts has had at least two competitive bidding cycles. The exception is local service operated GGBHTD. Over ten years later, the District pays an average of \$130 per hour for fixed route (+15%) and \$74 per hour for demand response services (+10%).

Opportunity: Regional Transit Expansion and New Non-Motorized Program Synergies

Marin Transit will continue to strengthen mobility options and seek opportunities for increased ridership. The new SMART passenger rail service offers a high capacity transit option for Sonoma and Marin County residents. Golden Gate Transit bus and ferry service connections to San Francisco and the East Bay continue to adapt to provide Marin residents with a more attractive transportation alternative to these highly desired work and entertainment markets.

The Transportation Authority of Marin (TAM), the county's Congestion Management Agency, is developing permanent and pilot projects that support alternative transportation. These include a guaranteed ride home program, countywide bike share pilot, potential car-sharing opportunities, and a first/last mile on-demand rideshare pilot program. Local transit serves a key role in facilitating connections within the county and to regional transit services.

Opportunity: Congestion Relief through Student Transportation Services

Students have always been a core ridership market in Marin County, with an estimated one in four trips taken by this demographic. These trips occur on regular fixed route and supplemental transit services. In recent years, the District has taken a more active role in providing, managing, and funding yellow school bus services on behalf of school districts. Marin Transit oversees yellow bus operations for three school districts that transport over 1,200 students each day.

The growth in yellow school bus programs reflects their success in attracting new riders and reducing congestion on local and regional roadways. There is increased interest from cities and towns throughout the county in partnering with schools and Marin Transit to explore opportunities to move students out of cars and onto buses.

Opportunity: Partnering with Private Sector to Increase and Enhance Mobility

Mobility services are undergoing radical changes. Transportation Network Companies (TNCs) such as Uber and Lyft leverage technology to connect passengers with drivers, and major technology and automotive companies are racing to develop autonomous vehicles. Within the life of this plan, it is likely that autonomous vehicles will be commercially available and operate on local roadways in Marin County.

Staff participates in ongoing discussions with the private sector to understand and identify opportunities for partnership that will improve local transit offerings and serve the mobility needs of all Marin residents. Launched after the previous SRTP, Marin Transit Connect supports on-demand mobility for all riders and offers a smartphone app to request, book, and manage trips.

New technologies will reshape the transportation sector and provide additional options for travel and car-free lifestyles. However, these technologies may have little to offer in terms of congestion relief. Marin County has limited options to increase roadway capacity and adding capacity may induce additional traffic. There are opportunities for public transit to further reduce congestion. These include high capacity transit service in congested corridors and private sector partnerships that encourage affordable and reliable connections to public transit.

The District and roadway operators can work together to investigate options to increase transit priority and reduce transit travel times in congested corridors, making transit more attractive for choice riders. A

combination of low transit fares and tolls, congestion pricing, or parking fees will also make driving more expensive and provide further incentives to take transit.

Planned Service Levels

The District plans service levels based on projected financial resources to minimize the need to significantly reduce service. Current revenue projections indicate improved economic conditions for transit. However, the District has had to reduce service to maintain financial stability in the past. Previous Marin Transit SRTPs planned for service level reductions to reflect declines in local Measure A, State, and Federal revenues and address fixed increases of operating contract costs. These planned reductions played out in a series of fixed route service cuts beginning in March 2010. The first was a 5.5% reduction or 6,690 revenue hours followed by a 1.9% reduction or 2,150 revenue hours in March 2012.

In addition to service cuts, Marin Transit focused on reducing operating costs. Except for Golden Gate Transit-operated local service, the District competitively bid contracted operations and succeeded in lowering their costs. The District renegotiated the interagency agreement with Golden Gate Transit in 2012. Historically, this agreement has represented the largest share of Marin Transit services at the highest cost. A new agreement with GGBHTD took effect July 1, 2012. This new agreement:

- Reduced the contract rate;
- Shifted the cost structure to a cost per revenue hour;
- Reduced the annual escalation rate from 5% to 2.7%;
- Shifted lower productivity routes to the District's shuttle service program; and
- Modified the payment structure for capital costs.

Under the 2012 terms, Marin Transit was able to implement the Service plan in the previous Short Range Transit Plan, increase local service hours by 11%, replenish the District's Emergency Contingency Reserves, and delay the need to spend reserve funds in the future.

In 2015, the District executed a new intergovernmental agreement with GGBHTD that extends through 2020 with an option to extend to 2022. The 2015 agreement provides additional cost savings, flexibility in the number of annual contracted hours, and more financial clarity. Also, in 2015, the District rebid the Marin Access Paratransit services and was able to reduce operating costs associated with that program. Coupled with other financial efficiency measures, these service agreements led the District to expand fixed route service by nearly 20% in 2016.

Since the 2016 expansion, District planners have focused on monitoring fixed route service and reallocating or eliminating unproductive service. While some of these cuts have reduced hours, the District added runtime to other routes to account for increasing congestion. These added hours offset the service cuts and result in a minimal change in service levels over the past two to three years.

The only service expansion of since the last SRTP was in May 2018 when the District launched its first on-demand transit service, Marin Transit Connect. This service expanded demand response hours by 15% in FY 2019 compared to the previous year.

Marin Transit continues to investigate new revenue to support ongoing increases in operating costs. These include raising passenger fares, applying for available grant funds, and identifying scheduling and operational

efficiencies that lead to cost-neutral service improvements. The local initiative program outlined in the 2006 Short Range Transit Plan was designed to provide matching funds to local communities that propose to develop new service. The District suspended this program in FY 2009/10 to minimize the impact of reduced funding availability on service levels. Marin Transit may expand partnership opportunities if operational efficiencies can be achieved, new revenues are identified, vehicle expansion is achieved, or the District secures a maintenance facility. Partnerships services will be required to meet District performance criteria.

The ten-year plan projects that operational expenses will outpace revenues in year three, District finances will remain stable over the ten years and support current and planned service levels. Table 3-1 shows the projected annual service levels by revenue hours, or buses for yellow bus service, and Table 3-2 provides projections for annual revenue miles. The narrative following the tables describes the assumptions for these service levels by program type.

Table 3-1: Planned Revenue Hours by Service Type and Route Typology

Fiscal Year	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26	FY 2026/27	FY 2027/28	FY 2028/29
Fixed-Route										
Local Trunkline	50,600	48,100	48,100	48,100	48,100	48,100	48,100	48,100	48,100	48,100
Local Basic	65,550	60,950	60,950	60,950	60,950	60,950	60,950	60,950	60,950	60,950
Local Connector	43,600	49,000	49,000	49,000	49,000	49,000	49,000	49,000	49,000	49,000
Rural	16,800	19,800	19,800	19,800	19,800	19,800	19,800	19,800	19,800	19,800
Recreational	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500
Supplemental School	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400
Partnership	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800
Other School	6 buses	6 buses	6 buses	6 buses	6 buses	6 buses	6 buses	6 buses	6 buses	6 buses
Fixed-Route Bus Total	190,250	191,550	191,550	191,550	191,550	191,550	191,550	191,550	191,550	191,550
Demand Response										
Paratransit / Same Day ADA	63,640	65,173	66,705							
Marin Transit Connect	8,500	8,500	8,500							
Novato Dial-A-Ride	2,400	2,400	2,400	73,057	74,379	75,711	77,053	78,404	79,763	81,131
Rural Dial-A-Ride	400	400	400							
Demand Response Total	80,056	81,345	80,271	73,057	74,379	75,711	77,053	78,404	79,763	81,131

Table 3-2: Planned Service Miles by Service Type and Route Typology

Fiscal Year	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26	FY 2026/27	FY 2027/28	FY 2028/29
Fixed-Route										
Local Trunkline	765,504	727,683	727,683	727,683	727,683	727,683	727,683	727,683	727,683	727,683
Local Basic	730,803	679,519	679,519	679,519	679,519	679,519	679,519	679,519	679,519	679,519
Local Connector	504,397	566,868	566,868	566,868	566,868	566,868	566,868	566,868	566,868	566,868
Rural	296,835	349,842	349,842	349,842	349,842	349,842	349,842	349,842	349,842	349,842
Recreational	64,706	64,706	64,706	64,706	64,706	64,706	64,706	64,706	64,706	64,706
Supplemental School	29,165	29,165	29,165	29,165	29,165	29,165	29,165	29,165	29,165	29,165
Partnership	41,668	41,668	41,668	41,668	41,668	41,668	41,668	41,668	41,668	41,668
Other School	13,800	13,800	13,800	13,800	13,800	13,800	13,800	13,800	13,800	13,800
Fixed-Route Bus Total	2,446,879	2,473,251	2,473,251	2,473,251	2,473,251	2,473,251	2,473,251	2,473,251	2,473,251	2,473,251
Demand Response										
Paratransit / Same Day ADA	961,899	985,070	1,008,226							
Marin Transit Connect	99,886	99,886	99,886	1,104,234	1,124,216	1,144,348	1,164,632	1,185,052	1,205,593	1,226,270
Novato Dial-A-Ride	28,203	28,203	28,203							
Rural Dial-A-Ride	3,980	3,980	3,980							
Demand Response Total	1,093,969	1,117,140	1,140,295	1,104,234	1,124,216	1,144,348	1,164,632	1,185,052	1,205,593	1,226,270

Fixed Route

Since FY 2011/12, Marin Transit has undertaken three sizable service changes. These changes altered the structure of Marin local fixed route services and expanded service levels by over 30%:

1. **March 2012 North Marin County Restructuring.** Marin Transit restructured service in Novato and Northern Marin based on Phase 1 recommendations from the Novato Transit Needs Assessment Study. This restructuring eliminated duplication in regional and local services and reduced annual service levels by 2,150 hours. The restructuring resulted in expanded local service hours and frequencies within Novato.
2. **August 2013 Service Changes.** Marin Transit reallocated services between its contractors and expanded service by 11% on local routes in Novato and Tiburon. These changes resulted from the Tiburon and Novato Transit Needs Assessments and renegotiation of the interagency agreement with GGBHTD. Changes included adding shuttle service in Novato and Tiburon, extending Route 23 to the Canal and Target, and expanding evening services throughout the county. Marin Transit staff monitored the performance of the August 2013 changes, which led to additional modifications in Tiburon in June 2014.
3. **June 2016 Service Changes.** Marin Transit expanded service by nearly 20% on local fixed route services. These changes were based on the Countywide Transit Market Assessment, the previous Short Range Transit Plan-funded service assessment, and new operations agreements in 2015. The 2016 service increases focused on four areas: service frequency, more direct service, faster service, and increased efficiency. Staff continue to monitor the impact of these changes.

Since 2016, the District has implemented a service of service reductions to eliminate unproductive service and improve productivity (passengers per revenue hour). Due to the need to account for congestion, the District has increased revenue time on some routes without necessarily expanding service. Overall growth since 2016 has been minimal.

Local Fixed Route

The Local Fixed Route program categorizes routes within three Marin Transit service typologies (Local Trunkline, Local Basic, and Local Connectors). These represent 59% of total service hours forecasted over the next ten years. Figure 3-1 summarizes annual revenue hours on these services over the past seven years. The plan assumes service levels will remain relatively constant throughout the plan horizon.

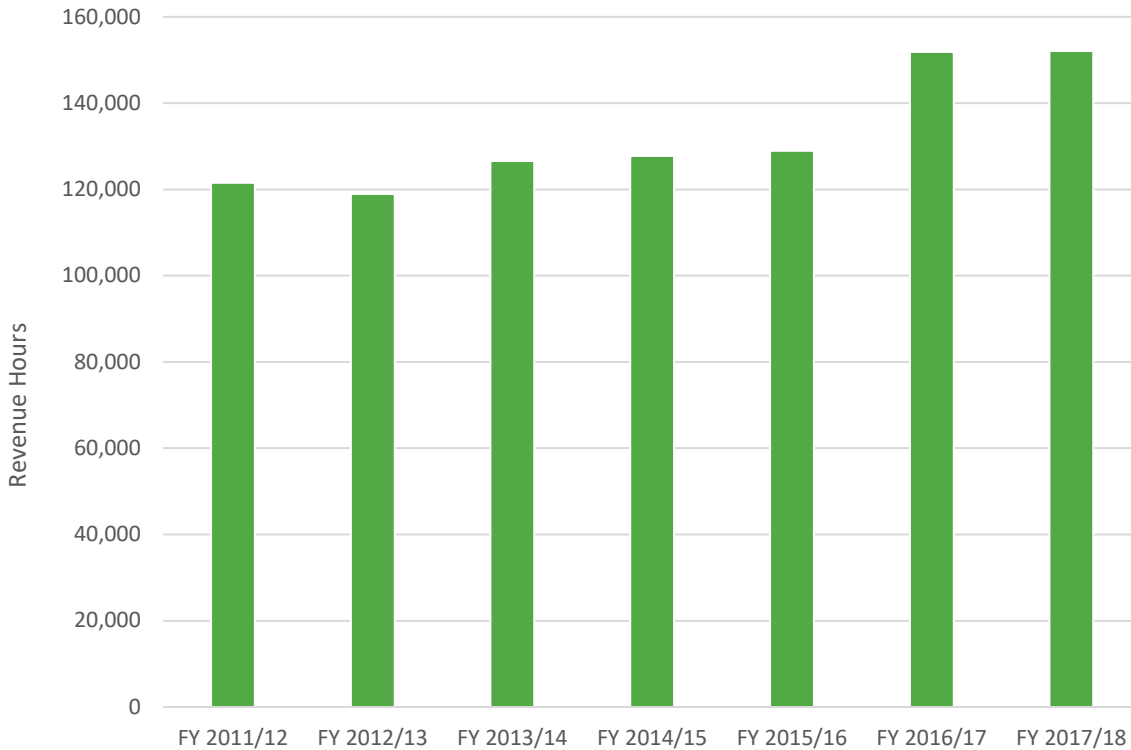
Underperforming Routes

Marin Transit regularly monitors services to ensure they are performing efficiently and effectively and carry out the transit goals in Measure A. Staff make ongoing incremental changes to schedules to address underperformance or poor reliability. More significant service changes are needed to address routes that do not meet their performance targets over an extended period. The following summarizes the District's underperforming routes based on FY 2018/19 data:

- Routes currently **not meeting** productivity targets (passengers per hour): Route 17, Route 22, Route 23/23X, Route 29, Route 49, Route 71X, Route 219, and Route 228

- Routes currently **not meeting** cost effectiveness targets: (subsidy per passenger): Route 17, Route 22, Route 23, Route 23X, Route 29, Route 36, Route 71X, Route 219, Route 228, Route 233, and Route 257

Figure 3-1: Local Fixed Route Service Summary (FY 2011/12 – FY 2017/18)



Funded Service Needs

The SRTP identifies funded service needs in the local fixed route program that reflect the District’s priorities and provide information to Marin Transit’s Board, partner agencies, and the public on future service goals. Within this plan, there are several factors that lead the District to hold off on forecasting additional growth in the fixed route program. These include: Underperforming services that need evaluation, Uncertainty of future service contracts, and Lack of District-owned facilities.

Underperforming Service Evaluation. The District undertook significant growth on local fixed route services in 2016, and staff continue to monitor and adjust services. Performance at the program and typology level meet the established targets. However, many individual routes do not meet Board-adopted ridership and subsidy targets. The ten-year plan largely assumes that Marin Transit will reallocate service from low ridership corridors to high ridership corridors rather than increase service systemwide.

Uncertainty of Future Service Contracts. Marin Transit contracts for operations and maintenance of all its service. Contracts typically last between five and seven years, and the District anticipates cost uncertainties at the end of these contracts. All operating contracts expire roughly in the middle of the ten-year planning horizon, and the SRTP financial model uses conservative estimates for price increases. Uncertainties associated with future procurements include the tight labor market in Marin County and the region, the lack of District-owned facilities, and limited real estate opportunities.

Lack of District-Owned Facilities. The District does not own maintenance or transit vehicle parking facilities. Despite federal grant funds and local Capital reserve funding, the District has been unable to locate and secure a suitable property. A Marin Transit-owned facility will reduce operations costs and provide stability for ongoing operations. Future service expansion will require additional vehicles and drivers and will be challenging and costly without a Marin Transit facility. The District will not consider significantly expanding service until it has established a location and secured funding to develop a facility.

Staff have identified candidate improvements to the fixed route network for possible implementation in the first two years of the plan. These include:

- **Increase service on routes serving the Canal to provide comparable seating capacity for the transition of articulated buses to standard 40' coaches.** Staff expects this change to be implemented in March of 2020 and it will impact Routes 23x, 29, and 35. This change will provide service frequencies every 8-10 minutes within the Canal during weekday peak hours. Current frequencies are every 15 minutes using articulated buses.
- **Reallocate hours from underperforming routes or route segments to increase frequencies on higher ridership routes or create potential new routes.** Staff expects to reduce service on Route 22 and Route 35 between Northgate and Novato. Staff expects to add weekend service and make changes within Novato on Route 257 and changes to Route 23 (Fairfax to Canal). Staff is also considering a new route to serve the San Rafael-Northgate-Kaiser corridor. Targeted improvements will increase service frequencies to every 8-10 minutes in the corridors between Downtown San Rafael and San Anselmo and Downtown San Rafael to Northgate/Civic Center along 4th Street.
- **Reassign route segments among routes that serve the same corridors, and establish new bus stops to increase route efficiency and reduce travel times for riders.** The two most problematic areas staff will focus on are Routes 17 and 22 stops near Strawberry Village and the San Anselmo Hub. Staff is also considering reassigning service to Strawberry from Route 17 to Route 36. To address congestion at the San Anselmo Hub, staff is planning an alternative stop along Sir Francis Drake south of the hub and relocating Routes 22, 122 and westbound 228 service to that stop.
- **Explore new shuttle services to support on-demand ridership markets served by the Novato Dial-A-Ride.** Staff will conduct a detailed assessment of Novato Dial-A-Ride (DAR) to consider whether changes are needed to the DAR and/or local Routes 251 and 257 to better meet demand. The Vintage Oaks deviation on the current Route 251 should also be evaluated to see if there is a more efficient way to serve this part of Novato without forcing all riders to ride through the loop. Staff will also explore a new service to the Marin Community Clinic on Redwood Blvd.
- **Improve connections to Regional High Capacity Transit Networks (SMART and Golden Gate Ferry Services).** SMART plans to increase service frequency and will open two new stops at Larkspur and Downtown Novato in the next three to six months. Marin Transit plans to extend Route 49 to connect to the San Marin/Northern Novato SMART station starting in December 2019. Additional service frequency to/from the San Rafael Transit Center will increase the quantity and quality of connections with the new SMART schedules. Staff will consider other changes to the fixed route network to facilitate connections without impacting existing ridership markets. Staff is exploring Route 29 changes to connect Downtown Larkspur to the Larkspur Landing Ferry and the SMART station. For service at the Civic Center station, staff will evaluate shuttle Routes 245 and 257

for modifications that may serve the station and connect to employment markets in Terra Linda. For the Hamilton Station, staff will evaluate potential modifications to Routes 251 and 257 to serve the station and connect to employment markets in Bel Marin Keys. Staff will explore the possibility of expanding the geographic area served by Marin Transit Connect to include additional SMART and ferry stations.

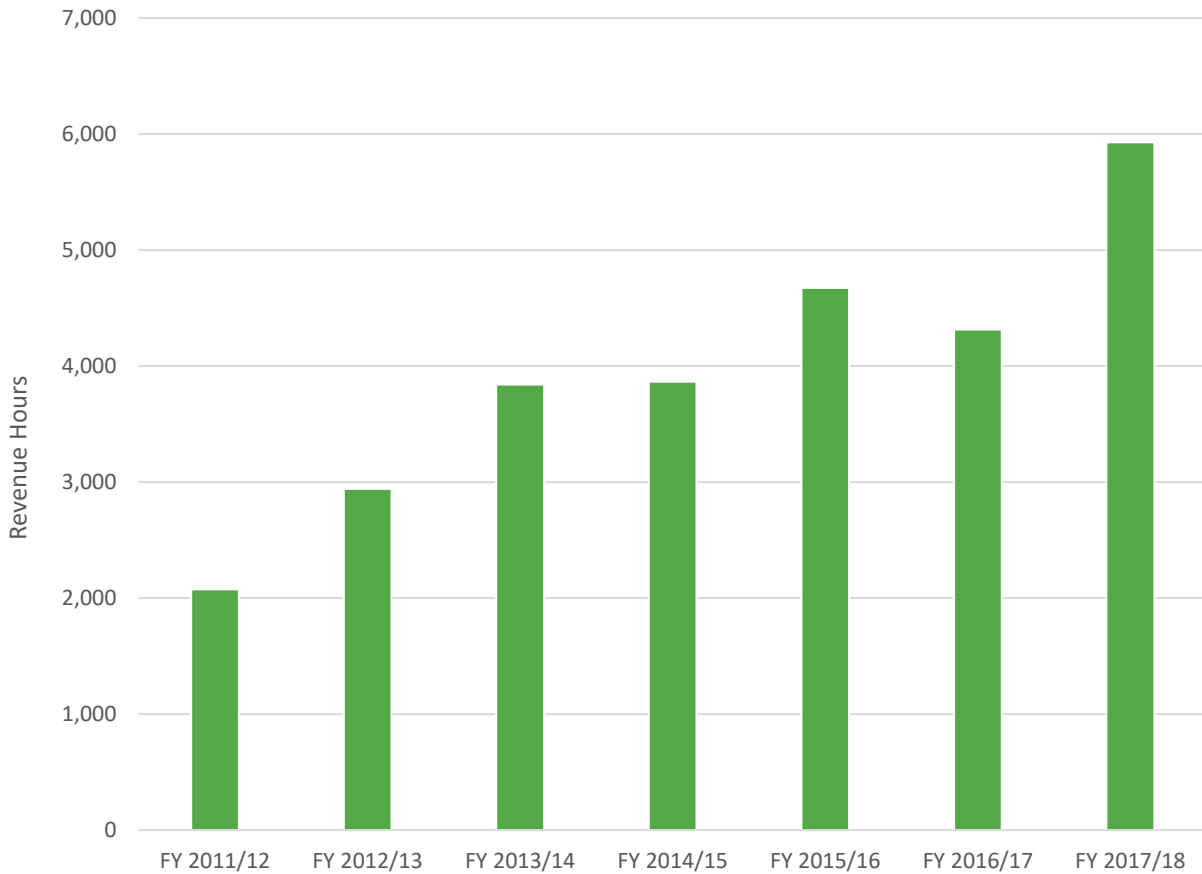
- **Continue to Coordinate and Partner with Golden Gate Transit for Services in the Highway 101 corridor.** Highway 101 is the backbone of Marin County and the only major north-south travel corridor. Multiple local and regional routes serve this corridor and local riders can use either service while paying the local fare for travel within Marin County. The District also agrees to reimburse Gate Transit on a per trip basis for local riders holding a local pass (monthly, weekly, daily) that use regional services within Marin. While a number of routes service this corridor, they all do so in a slightly different fashion. Marin Transit, in partnership with Golden Gate Transit, should continue to explore opportunities to streamline and potentially consolidate routes in this corridor to increase service frequencies and improve legibility for the rider.

Recreational Services

Marin Transit's Recreational service consists of one Route—the Muir Woods Shuttle. This service represents 2% of the District's total service hours as forecasted over the next ten years. Marin Transit assumed management of the Muir Woods Shuttle in the summer of 2009, in partnership with the National Park Service. In FY 2011/12, Marin Transit conducted a competitive procurement for this service and selected MV Transportation as the contracted provider. Hourly service rates for the Muir Woods Shuttle dropped significantly following this competitive procurement, and the District was able to expand service and reduce operating costs.

Since 2012, Marin Transit has continually increased service to improve reliability and meet high ridership demands on busy weekends during the peak summer months. In 2013, Marin Transit experimented with off-season winter holiday service on select days when park visitation levels are high. Due to the success of this trial, the District continues to operate winter holiday service. In 2015, Marin Transit operated a summer weekday pilot program to test a new market. This weekday service was also successful, and the Shuttle continues to operate weekday service in the summer season.

The National Park Service implemented a web-based advanced ticketing and reservation system for visitors to access the National Monument in January 2018. The system provides the ability for visitors to reserve parking and pre-purchase shuttle tickets for specific dates and time periods. Walk-up tickets continue to be offered on a first-come, first-served basis.

Figure 3-2: Recreational Service Summary (FY 2011/12 – FY 2017/18)

Underperforming Routes

None. Route 66/66F currently meets its productivity and subsidy targets.

Funded Service Needs

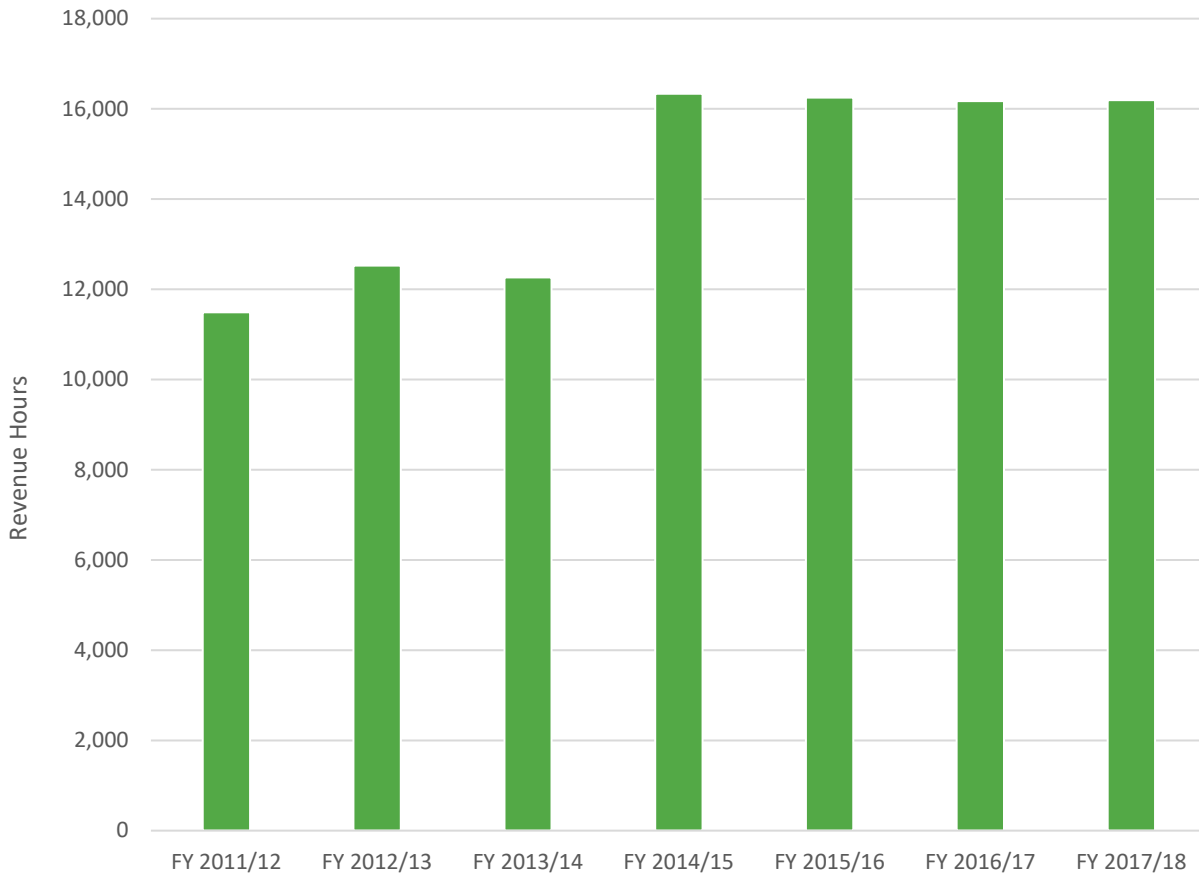
Service levels on the Muir Woods Shuttle are expected to remain constant over the ten years of the plan. In 2018, the National Park Service requested an expansion of service above the 4,000 annual hours shared financially with the District. This expansion added approximately 1,5000 hours of service annually and enabled the service to operate year-round weekend and holiday service. The Park Service pays 100% of the additional operating costs associated with the expansion. The partners meet annually to discuss future service levels and budgets for this program.

Rural Services

The Rural program consists of the West Marin Stagecoach Routes 61 and 68. The Stage represents 6% of total service hours forecasted over the next ten years. The Stage continues to gain in popularity, and Marin Transit has expanded service hours and miles on this program. Marin Transit competitively procured the Stage service in FY 2012 and FY 2017. Packaged with the Muir Woods Shuttle, the District awarded the contract to MV Transportation in both procurements. Hourly service rates declined on the 2012 contract, and the District added 25% more service on Route 68 in the first two years. The second contract increased

rates by 20%. Ridership and productivity measures have kept pace with service increases and justify further expansion of service.

Figure 3-3: Rural Service Summary (FY 2011/12 – FY 2017/18)



Underperforming Routes

Both Routes 61 and 68 meet the productivity target. Only Route 68 met the subsidy target.

Funded Service Needs

The Plan assumes that current service levels will continue in year one of the plan, followed by expansion in year two. Marin Transit anticipates adding an estimated 3,000 services hours to the Stage that will increase Route 61 weekday and weekend service by 20%.

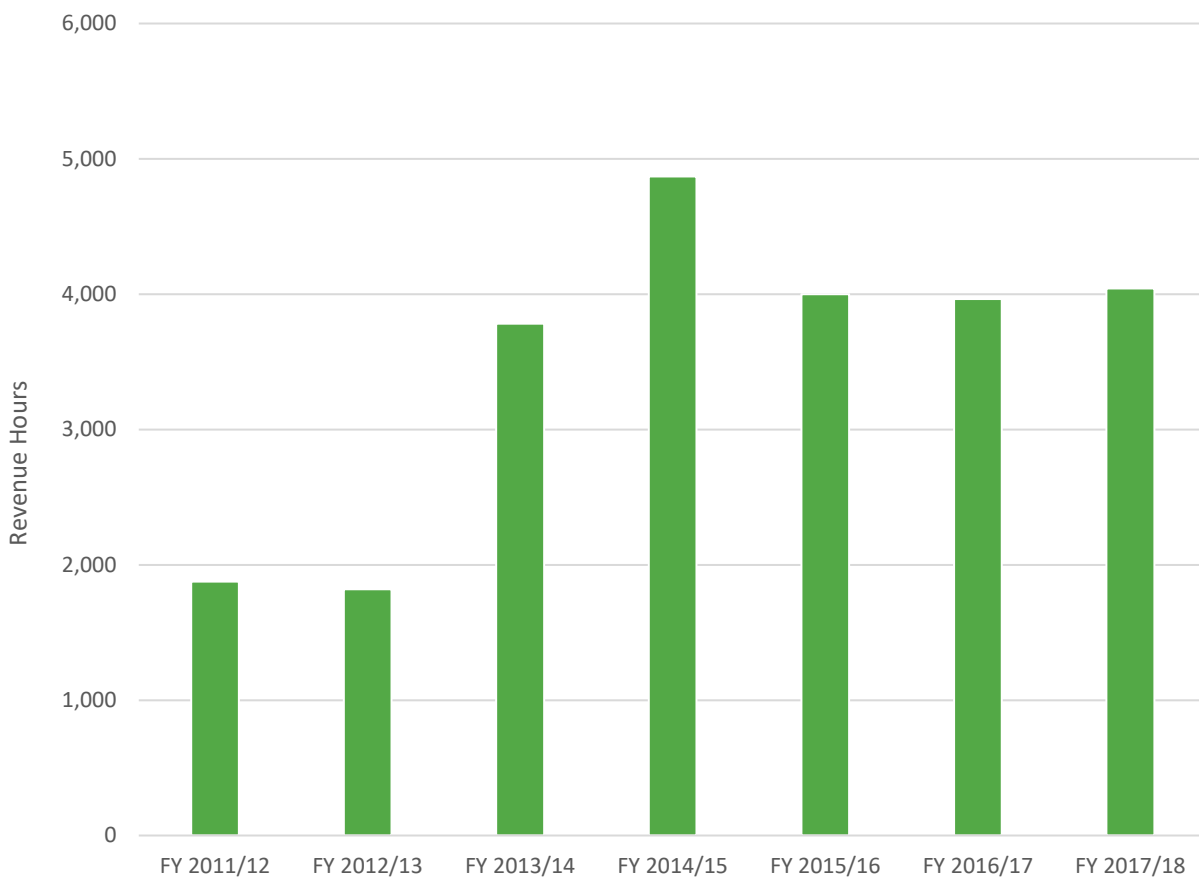
Supplemental Services

Supplemental services accommodate student transportation needs by providing additional capacity around school bell times. These services have grown as demand from school-aged riders has increased. School-related routes represent 1% of total service hours forecasted over the next ten years. As of FY 2015/16, MV Transportation operates all supplemental routes under the Seasonal and Recreational contract. Supplemental services share drivers and vehicles with the Muir Woods Shuttle when the recreational service is not in operation (weekdays during the school year). This arrangement enables the District to efficiently use labor and equipment for these specialty services.

In December 2015, the District completed a comprehensive study to determine future K-12 school transportation needs. The recommendations focused on how to support and expand yellow school bus service for K-8 students and supplemental transit resources for the high schools. Marin Transit has implemented the following recommendations in recent years:

- Transitioned Supplemental service in the Ross Valley to yellow school bus service. An estimated 2,000 annual revenue hours of public transit service on Routes 23, 126, and 127 were transitioned to six yellow buses operating 17 morning and afternoon trips every school day in FY 2015/16. An estimated 450 passenger trips per day are provided on these services, and ridership increased slightly.
- Added a new Supplemental service to Terra Linda High School in FY 2015/16. Approximately 200 hours of revenue service were added, serving an estimated 90 students per day.
- Transitioned the Cove School and St. Hilary School Supplemental services to yellow bus. These resources were further invested in increasing service to Redwood High School to accommodate overcrowding.
- Added a new Supplemental service to serve Novato High School in August 2019. Approximately 500 hours of revenue service were added to serve an estimated 100 students per day.

Figure 3-4: Supplemental Service Summary (FY 2011/12 – FY 2017/18)



Underperforming Routes

- Routes **not meeting** productivity targets (passengers per trip): Route 115, Route 117, Route 125, and Route 139
- Routes **not meeting** cost effectiveness targets: (subsidy per passenger): Route 115, Route 125, Route 139, and Route 154

Funded Service Needs

The Plan does not include growth in revenue hours for the Supplemental program during the ten-year plan. The District will continue to work with school districts to better coordinate bell times to increase efficiency and serve additional students.

Partnership

The Partnership typology is a new typology that currently consist of Route 122, an express service to College of Marin’s Kentfield campus. This service represents 1% of the District’s total service hours over the next ten years. Service levels are dependent on funding from College of Marin through student transportation fees, and this funding is expected to remain consistent for the duration of the plan.

Underperforming Routes

Due to the unique nature of Partnership services, Marin Transit does not measure performance based on the same productivity and cost effectiveness targets as other fixed-route services. The District established a target for outside funding to account for at least 50% of a partnership route’s operating subsidy. In FY 2015/16, Route 122 did not meet this target, with 48.9% of the service’s net cost contributed by College of Marin. In the Fall 2017 semester, the District adjusted schedules for the Route 122 to cancel low-ridership trips and better align the service with the June 2016 systemwide changes. With reduced operating costs, the transportation fees collected by College of Marin for FY 2016/17 cover approximately 58% of the net cost.

Funded Service Needs

The Plan assumes that current service levels will continue over the ten-year plan.

Dial-A-Ride

The District operates two types of general public Dial-A-Ride services that serve rural and low-density areas of county. Collectively, these programs represent 1% of total service hours forecasted over the next ten years

The Novato Dial-A-Ride program is expected to remain at current service levels through the first three years of the plan. In year four, the District expects to reconsider how demand response services is structured and the plan projects that these service hours will be combined with other demand response services. Marin Transit will make decisions regarding the future of the Novato Dial-A-Ride utilizing lessons from the Connect program and staff review of DAR performance.

Dial-A-Ride is a valuable transit option in Novato for those who need to access destinations further away from fixed route services. The program has evolved as the District has expanded fixed route options and identified high demand locations. However, productivity and subsidy rates continue to demonstrate that this model of service is costly to provide on a per passenger basis and does not achieve high productivity (passengers per revenue hour).

Rural Dial-A-Ride routes serve Dillon Beach/Tomales and Point Reyes Station and connect to services in Petaluma and Novato, respectively. Service to Dillon Beach and Tomales is operated weekly, and service to

Point Reyes Station is provided twice per month. A total of 400 annual service hours are allocated to these routes.

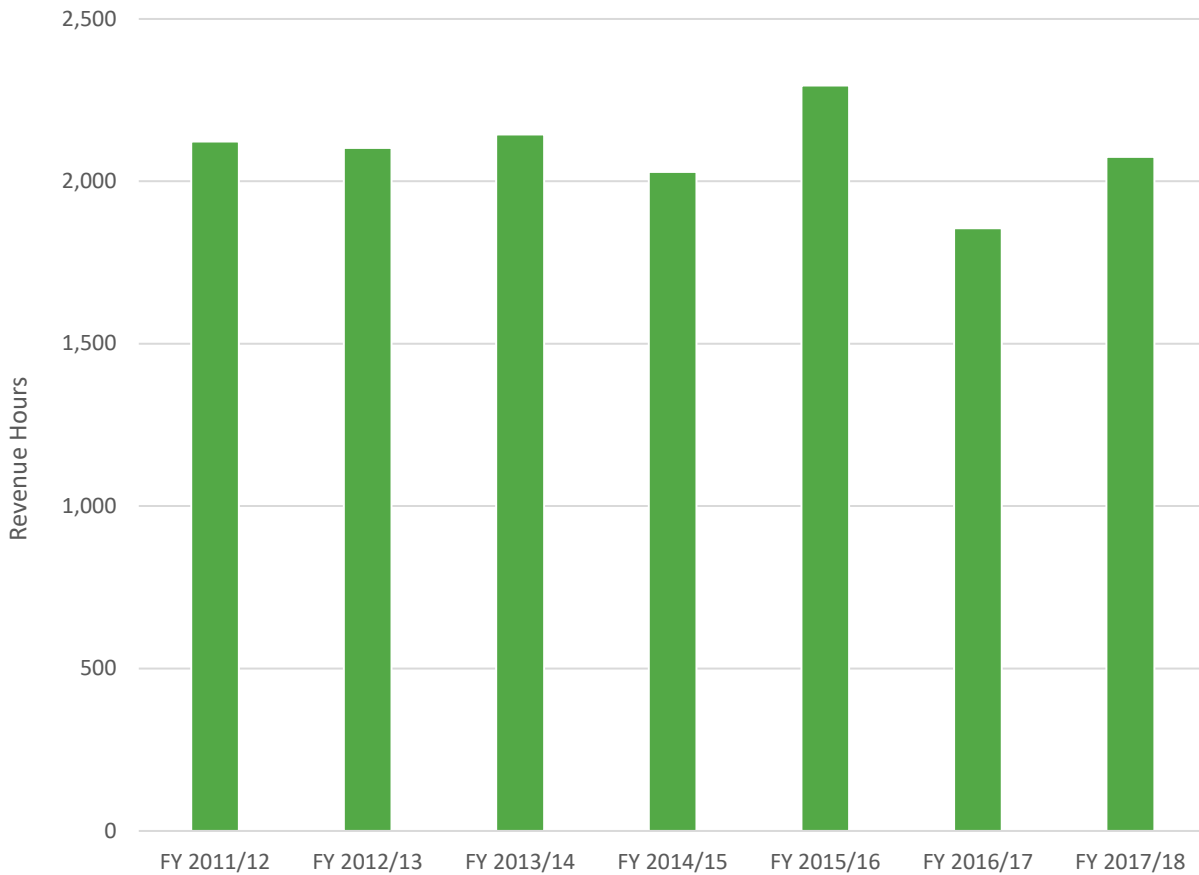
Underperforming Routes

- All routes met their current productivity target.
- Routes **not meeting** cost-effectiveness targets (subsidy per passenger): Novato Dial-A-Ride

Funded Service Needs

During the first three years of the plan, Marin Transit does not anticipate growth in revenue hours for any of the Dial-A-Ride programs. The plan assumes these programs will be integrated into other demand response program offerings based on an evaluation of pilot projects and other similar services. After this assessment, staff may consider expanding or restructuring programs to better serve Novato.

Figure 3-5: Dial-A-Ride Service Summary (FY 2011/12 – FY 2017/18)



Marin Access

Historically, local paratransit has been the primary means of transportation for Marin County’s ADA and senior populations. Marin Transit established the Marin Access Mobility Management Center in 2010 to combine paratransit enrollment with information and referrals for other transportation services for seniors, persons with disabilities, and low-income residents. In subsequent years, Marin Transit has introduced travel training, countywide volunteer driver programs, and a subsidized taxi program under the “Marin Access”

umbrella. The goal of these programs is to provide for continued growth and mobility options for senior and ADA residents while respecting budget and resource limitations. Marin Access programs serve over 2,000 Marin residents and provide over 150,000 trips every year.

In 2015, the District initiated a detailed assessment of Marin Access programs to identify performance trends and lessons learned before deciding whether to expand or introduce new offerings. The study presented a comprehensive analysis of Marin Transit's senior mobility programs under Marin Access and recommended future improvements. The study's findings have informed Marin Transit's decisions regarding programs that serve a rapidly growing senior population with limited resources.

The study recommendations emphasize the need to provide a more seamless experience for current program users and new travel options that leverage technological advances. They acknowledge the increased use of the internet and smart phones. The study underscored the importance of programs that serve active, healthy seniors and those with a higher level of transportation needs.

The District identified and acted on initiatives to support current and projected service levels on these programs. Remaining actions will require future Board approval. These include options to contain costs while meeting future mobility demands.

- **Maximize the use of electronic scheduling software.** In late 2016, Marin Transit released a Request for Proposals for a comprehensive demand response scheduling software package and associated hardware for operation of Marin Access Paratransit and mobility management programs. After a competitive procurement, the District awarded a contract to Trapeze, the District's incumbent scheduling and dispatch software provider for paratransit service. In FY 2019/20, Marin Transit will upgrade its Trapeze software to consolidate the functionalities of three different software suites (Trapeze, Microsoft Access, and Assisted Rides) into one central software package. This will increase the efficiency of the call and dispatch center and provide additional ways for Marin Access riders and their support teams to view, schedule, update, and pay for trips.
- **Provide more robust paratransit service to areas outside of the ADA-mandated geographic service area.** As mandated under the ADA, paratransit service extends within $\frac{3}{4}$ of a mile from existing transit routes to provide service that complements fixed route transit. This geographic boundary may appear arbitrary to riders, particularly when only part of a neighborhood or street is served. The current service area also presents a challenge for a growing number of residents who are eligible for paratransit. They may need to travel to a local destination outside of the mandated service area or do not live directly within the service area. These clients have a disability that prevents them from walking/rolling to or riding accessible public transportation. It is difficult for them to find appropriate or affordable options to bridge the first or last mile to access the mandated service area. In 2018, the District expanded the boundaries of the non-mandated paratransit service area to serve residents who would otherwise be isolated. Staff will develop fare and scheduling policies for this extended service area to minimize any unintended consequences for ADA-mandated paratransit service.
- **Develop a more robust, accessible same-day service.** Marin Access is a family of services that provides a menu of services consistent with rider demand and need. Current travel trends show a strong demand for short trips that could be served more efficiently while increasing mobility for many Marin Access clients. In 2018 Marin Transit launched the Connect as a fully accessible, on-

demand service that does not require advance reservation. Staff developed the pilot program for older adults to access the service and those with disabilities who need additional support in the reservation process or at the time of the ride. To meet these needs, the District:

- Provides a call-in option for non-smartphone users;
 - Utilize drivers from the paratransit contract operating the service;
 - Provides wheelchair accessible vehicles;
 - Accepts credit cards or cash; and
 - Provides a door-to-door option for those with limited mobility.
- **Evaluate Fare Policies and Eligibility Criteria for Marin Access Programs.** Marin Transit charges a flat \$2.00 fare for ADA-mandated paratransit services and \$2.50 for non-mandated paratransit trips countywide. The Catch-A-Ride program pays qualified users for the first \$14.00 for each trip, for up to eight trips per month. Marin Transit has reviewed and compared ridership trends on the Catch-A-Ride and paratransit programs. The results indicate a need to make the out-of-pocket user costs for the two programs comparable to enable clients to select the program that best serves their needs.

Eligibility requirements differ for nearly all Marin Access programs. This creates confusion for the user. Many Marin Access clients also rely on services that Marin Transit does not operate. These have their own requirements and eligibility thresholds. Marin Transit needs to establish a consistent and easy to understand eligibility process for Marin Access programs. The District is proposing changes to Marin Access eligibility thresholds jointly with potential fare policy changes. The proposal also considers eligibility requirements established by other service providers in Marin and the Bay Area. Appendix B outlines these proposed changes.

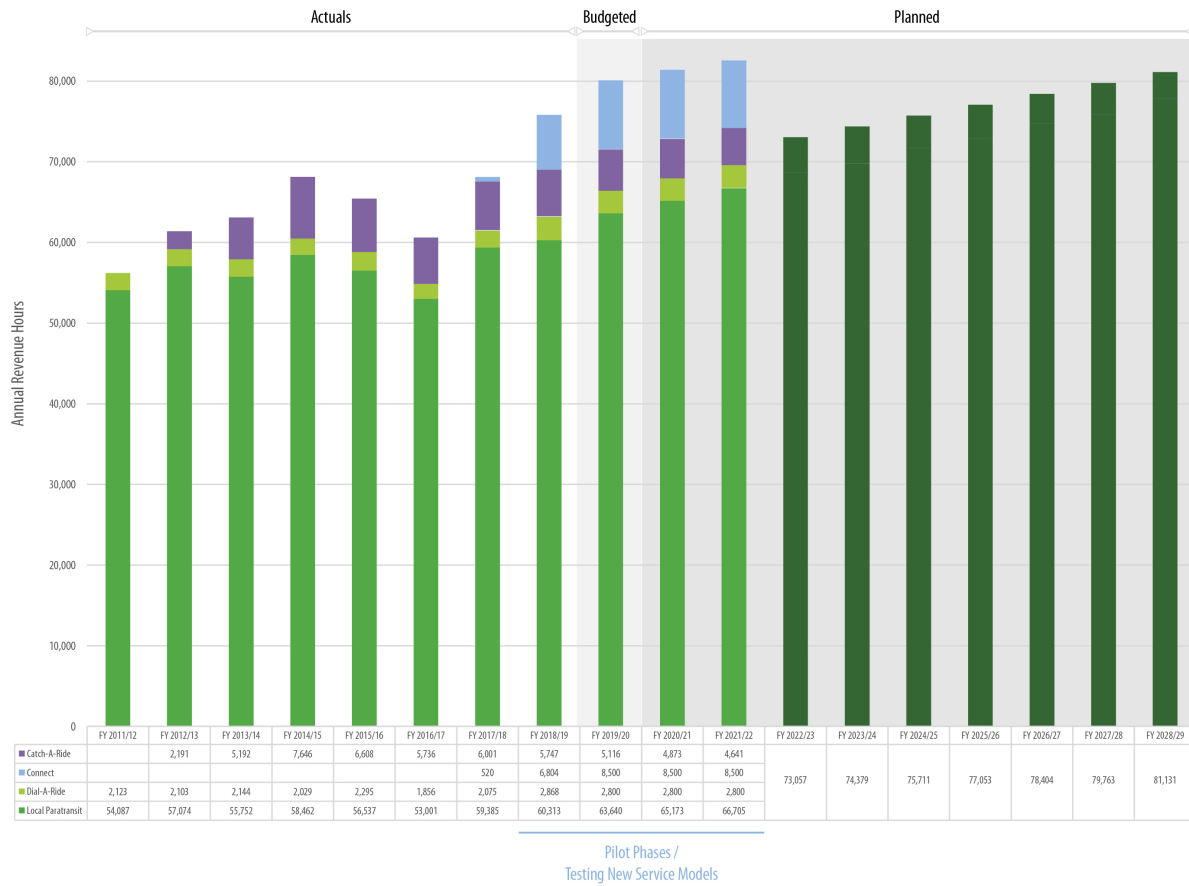
- **Pursue effective partnerships to test and support innovative modes and services.** Marin Transit has taken the lead to coordinate and provide transportation for seniors and ADA-paratransit eligible individuals. For paratransit services to remain stable, these client populations need to be able to choose additional transportation options. In the past, the District’s gap grant program has provided seed funding for new services. These include a Shopper Shuttle in West Marin and a grassroots Volunteer Driver program in Sausalito. Based on findings from the *Marin Access Strategic Analysis & Recommendations* study, the District refocused its gap grant funding to solicit new, innovative, and wide-ranging proposals. The newly branded “Innovation Incubator” cultivates projects that do not duplicate Marin Access program offerings, test new and innovative practices, and will be sustainable without District support. Through the Innovation Incubator, the District will continue to expand partnerships to ensure new services are well coordinated and sustainable.
- **“Establish a wider audience”** One of the biggest challenges for many people seeking transportation assistance is to know their available options and how to utilize them. The Travel Navigator program serves as a resource for riders, family members, friends, or caregivers to get assistance without having to piece together information from multiple sources. Additionally, the travel training program provides an orientation for riders to Marin Transit’s most flexible service—the local fixed route bus. The Travel Navigator and travel training programs will need to extend their reach into the community, physically through satellite hours at locations throughout Marin and visibly through consistent and accessible marketing and outreach.

Support new and expanded volunteer driver programs within the county. In Fall 2016, staff conducted a survey and a workshop with community-based volunteer driver programs in Marin. The purpose of the outreach was to determine how Marin Transit can best support new and expanded volunteer driver programs. Based on the results, the District plans to establish a resource center for these programs that will operate under the Marin Access umbrella to support and train community-based volunteer drivers. Marin Transit-sponsored volunteer driver programs provided nearly 15,000 rides in FY 2017/18. Yet the District recognizes that these programs do not attract and retain a broad selection of volunteers or serve the widest range of needs. To foster this low-cost and high-impact transportation solution, the resource center will encourage and support organizations with significant member ties and diverse missions to develop and manage future volunteer driver programs. Marin Transit and resource center staff will:

- Develop training materials and resource toolkits for volunteer drivers and volunteer driver programs and make them available online, in print, and potentially in person. Training materials cover such topics as assisting clients with special needs and how to navigate common destinations;
- Evaluate Assisted Rides, the volunteer driver software Marin Transit provides to several volunteer driver programs. Consider how to improve this software or procure new software to meet the needs of volunteer driver programs of all sizes;
- Work with volunteer driver programs to develop and conduct a survey of current volunteer drivers and potential volunteers to help volunteer driver programs gather data and insights;
- Conduct an assessment to estimate the cost of capital and operating needs for all volunteer driver programs including hardware, liability insurance, vehicles, marketing, etc.; and
- Conduct ongoing workshops and/or webinars to assist local volunteer driver programs with developing content, skills, and/or enhanced programs.

As demand for Marin Access services increase, the District must allocate a higher percentage of the budget to support these programs. Marin Transit anticipates a 22% growth in ridership on paratransit services over the next ten years. It is unclear what the best service model will be in the future. The District does not specifically allocate hours to an individual program after year three of the plan. The strategy is to test and learn from new offerings in the initial three years, and then make recommendations for future services. Staff envision that these recommendations will be featured in the District's next SRTP in two years. Figure 3-6 shows a projection for how the District anticipates the relative growth Marin Access in the future.

Figure 3-6: Estimated Paratransit and Mobility Management Program Growth



The following is a program-by-program summary of future service projections for each Marin Access program.

Local Paratransit

Historically, demand for paratransit in Marin County has grown year-over-year as Marin’s population ages. After two years of ridership declines between FY 2015 and 2017, FY 2018 and 2019 had increases that match those historic rates.

Table 3-1 and Table 3-2 provide annual revenue hour and revenue miles estimates. The FY 2019/20 paratransit service levels are projected at 6% above FY 2018/19 actuals, and represent 24% of total service hours systemwide. Marin Transit is budgeting for an average annual increase of 2.2% in paratransit hours during the ten-year plan using an internal model that reflects historic demand and financial resources. If Marin Transit needs to provide additional mandated service, this may impact the District’s ability to continue to provide the majority of non-mandated trips.

Marin Transit provides regional paratransit services on behalf of Golden Gate Transit at requested levels, based on demand. Hours associated with regional service are not included in this Service plan.

Catch-A-Ride

Catch-A-Ride is projected to maintain similar service levels during the first three years of the plan. Beginning in year four, Marin Transit anticipates pooling these resources with other demand response programs. While staff is uncertain how these services will be configured in year four, they will be designed to meet the needs of current Catch-A-Ride users.

Connect

Marin Transit Connect is still in its pilot stage. The District has allocated additional resource to support this program in the first three years of the plan. As with all other Demand Response programs, the future of this service is unclear after year three. Staff will consider the future of Connect after further analysis.

Volunteer Driver

The STAR and TRIP Volunteer Driver reimbursement programs are available in the urbanized and rural parts of the county. Trips supported by these programs have increased steadily since their inception in 2012, and they provide approximately 15,000 trips annually. The plan estimates ridership on these Marin Transit sponsored programs will continue at current levels throughout the ten years and identifies funding. The plan also provides for future increases in per-mile reimbursements and operation of a volunteer driver program resource center.

School Bus Support

Marin Transit supports school service through several different programs, as outlined in the *Countywide School Transportation Coordinated Study*. A Board workshop in December 2015 reviewed the study results and recommendations. The Board formed an Ad Hoc Committee on Student Transportation to advance the strategic planning phase from the study and develop a five-year implementation plan. Advancing the plan will focus resources on two distinct services:

- **Supplemental School Service.** As identified in the Coordinated Study, this service is most appropriate for high school students. With Board support, Marin Transit is working to provide more service for high schools where demand is high and there is an urgent need for additional buses. To redirect transit resources to high school services, staff is working on specific actions such as transitioning K-8 transportation services to Yellow Bus. This is a more appropriate service for primary and middle school students.
- **Yellow Bus Service.** School districts no longer receive dedicated funding for home to school transportation services for the general student population. Cities concerned about traffic congestion are partnering with school districts to revive yellow bus programs. School districts typically lack in-house expertise in route planning and contractor management. Marin school districts have contracted with Marin Transit to provide this operational support. The Tiburon Peninsula Traffic Relief Joint Powers Authority (JPA) provides yellow bus service for the Reed Union School District and the Cove School in the Larkspur-Corte Madera School District. The JPA and the Mill Valley School District executed contracts with Marin Transit in 2016. These partnerships are a model that Marin Transit can replicate with school districts across the county to support and expand yellow bus services.

In one case, Marin Transit directly contracts with a yellow bus service provider to provide yellow bus service to two campuses in Ross Valley (White Hill Middle School, Hidden Valley Elementary

School, and Ross Valley Charter at the WHMS campus). This model presents long-term challenges, and Marin Transit is investigating opportunities to transition this service to the operational support model described above.

Staff worked with stakeholders for the Ross Valley program to develop a formal group dedicated to the success of the Ross Valley yellow bus program. This led to the development of the Ross Valley Yellow Bus Transportation Services Joint Exercise of Powers Agreement (JEPA), which went into effect on January 1, 2019. JEPA members form a joint committee that includes representatives from the Town of San Anselmo, Town of Fairfax, County of Marin, and Ross Valley School District. The purpose of the committee is to provide enhanced public oversight and transparency for the yellow bus program operated by Marin Transit and serving Ross Valley public schools. The joint committee will provide policy guidance and advice to Marin Transit.

- **Yellow Bus Funding Support.** As mentioned above, there is no dedicated funding for regular home to school yellow bus programs. In 2019, Marin Transit will begin to distribute \$600,000 annually for three years to support the operation of five existing yellow bus programs. Eligible programs had to meet specific threshold criteria. Marin Transit will be distributed individual program funding based on a formula. The formula takes a percentage subsidy of the program's one-way pass price and multiplies it by the number of one-way passes it distributed in FY 2017/18. In the first round of the allocation, the subsidy will be 35 percent of the one-way pass price. Marin Transit will reassess this percentage in future funding cycles.

Supplemental and Yellow Bus services account for just two percent of all service hours in the ten-year plan, and the plan assumes no future growth in total hours during the first eight years. The ability to increase service will be based largely on achieving efficiencies through better coordination of school bell times. Operating costs associated with these services are affected by the financial instability created by the lack of dedicated parking and maintenance facilities.

Unfunded Service Needs

There are limited financial resources available for transit services within the ten years of this SRTP. The District has developed recommendations for service improvements and unfunded expansion opportunities (expansion needs) beyond the District's financial means. These changes are needed to achieve many of the goals of the Measure A Expenditure Plan to create a transit network that provides sustainable mobility options while reducing roadway congestion.

The District evaluates unfunded expansion opportunities using the Measure A Expenditure Plan performance criteria for transit investments. These criteria are:

- Fill gap in the bus transit network
- Meets productivity standards (passengers per hour)
- Meets cost-effectiveness standards (subsidy per passenger)
- Relieves congestion (total ridership)
- Provides seamless connections (to regional service)
- Eliminates "pass ups" (overcrowding on routes)
- Promotes environmental justice (demographic analysis)

- Attracts outside funding (federal, state, toll, other local)

Staff have identified a total of 21 expansion services in the unfunded needs assessment and assigned them to seven categories. Table 3-3 provides a summary of the expansion project in no particular order and a brief description. These are described in detail in Appendix C.

Table 3-3: Service Expansion Projects

Route / Service Area	Description
<i>Expand and Enhance Shuttle Services</i>	
New Shuttle: Mill Valley	New circulator shuttle in Mill Valley
New Shuttle: Sausalito	New circulator shuttle in Sausalito
New Shuttle: East Corte Madera	New circulator shuttle between E. Corte Madera and Larkspur Landing
Expand Shuttle: Tiburon Evenings (219)	Expanded evening service for employees and patrons
Expand Shuttle: Novato Evenings (251)	Expanded evening service for residents
Expand Shuttle: Novato Hamilton (251 or 257)	Deviate Route 251 or 257 to serve Bolling Circle areas of Hamilton
<i>Expand and Enhance K-12 School Bus Services</i>	
Yellow Bus Expansion Phase 1	Kentfield and Larkspur-Corte Madera School Districts
Yellow Bus Expansion Phase 2	Reed Union, Mill Valley, Ross Valley, San Rafael Elementary & Dixie School Districts
Yellow Bus Expansion Phase 3	Novato School District
Expand Supplemental Transit Program	Tamalpais Union, San Rafael High, and Novato High Districts
<i>Enhance Service Frequency in Transit Corridors</i>	
San Rafael – San Anselmo Corridor	Expand off peak and weekend frequency from 20 minutes to 15 minutes
San Rafael – Civic Center Corridor	Expand off peak and weekend frequency from 20 minutes to 15 minutes
Hamilton –Downtown Novato Corridor	Expand off peak and weekend frequency from 60 minutes to 30 minutes
<i>Provide Limited Stop or Express Services</i>	
Mill Valley Express (Route 17x)	New weekday peak only express service connecting Downtown San Rafael to Mill Valley
<i>Expand Rural and Recreational Services</i>	
Provide new service between Golden Gate Bridge and West Marin	New route connecting the Golden Gate Bridge to Muir Woods and West Marin
Provide expanded service to Muir Woods	Provide a new Muir Woods route that serves Larkspur Landing
<i>Provide and Support Flexible First/Last Mile Services</i>	
Novato connector services	Services to better connect rail and bus in Novato

Route / Service Area	Description
East San Rafael Connector Bus	Services to better connect rail, bus and ferry to residents in East San Rafael
Provide flex route services for general public	New directly operated flex route services for general public
Partner to provide new flexible first/last mile options	Hybrid program where the District and private sector partner to fill the gaps in the transit network
Support outside providers to strengthen first/last mile connections	Support outside providers – free transfer agreements
<i>Expand Services for Those with Special Needs</i>	
Expand Same Day Options for Seniors	Develop new same day, curb-to-curb services for seniors as available to make current program offerings more efficient
Develop Senior Shopper Shuttles	Develop a reservation agreement program for senior shopper shuttles and group outings utilizing paratransit equipment
Expand Travel Training Programs	Provide specialized counseling or travel training to riders with specific needs (e.g. people with developmental disabilities or the blind)
Expand Access to Healthcare Services	Provide innovative rider-focused transportation solutions that improve access to healthcare and promote wellbeing

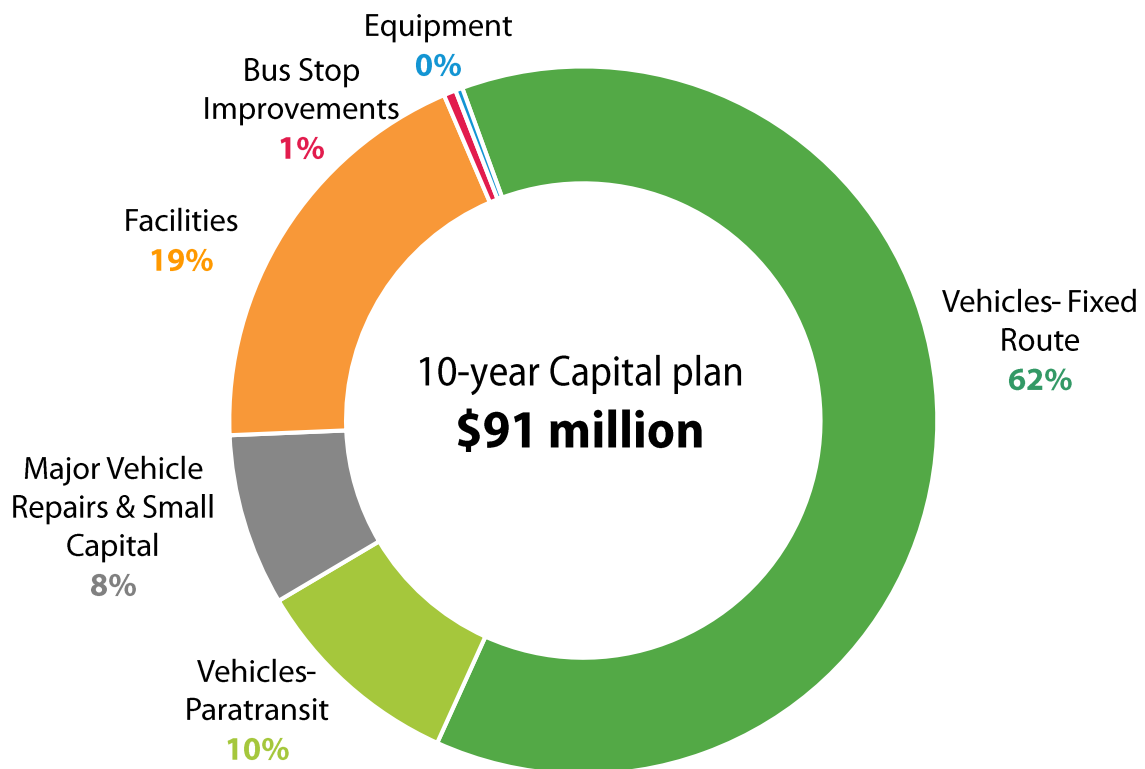
Chapter 4: Capital Plan

Marin Transit’s Capital Improvement and Funding Plan reflects its responsibility to plan, manage, and deliver local transit and paratransit services for Marin County residents and employees. The District’s primary capital responsibilities and priorities are to:

- Maintain a sufficient fleet of clean-fueled vehicles to operate local transit service;
- Improve and maintain the amenities and accessibility of Marin County bus stops;
- Improve major bus transfer locations;
- Provide passenger information; and
- Provide needed operations equipment and infrastructure.

Marin Transit’s baseline capital resources limit the Capital plan primarily to maintaining a state of good repair for existing assets and the minimal level of investment required to operate and maintain the local bus system. The ten-year Capital plan includes \$91 million of expenditures (Figure 4-1). Of this amount, 72 percent is dedicated to the purchase of transit vehicle replacements.

Figure 4-1: Ten-Year Capital Expenditures By Type

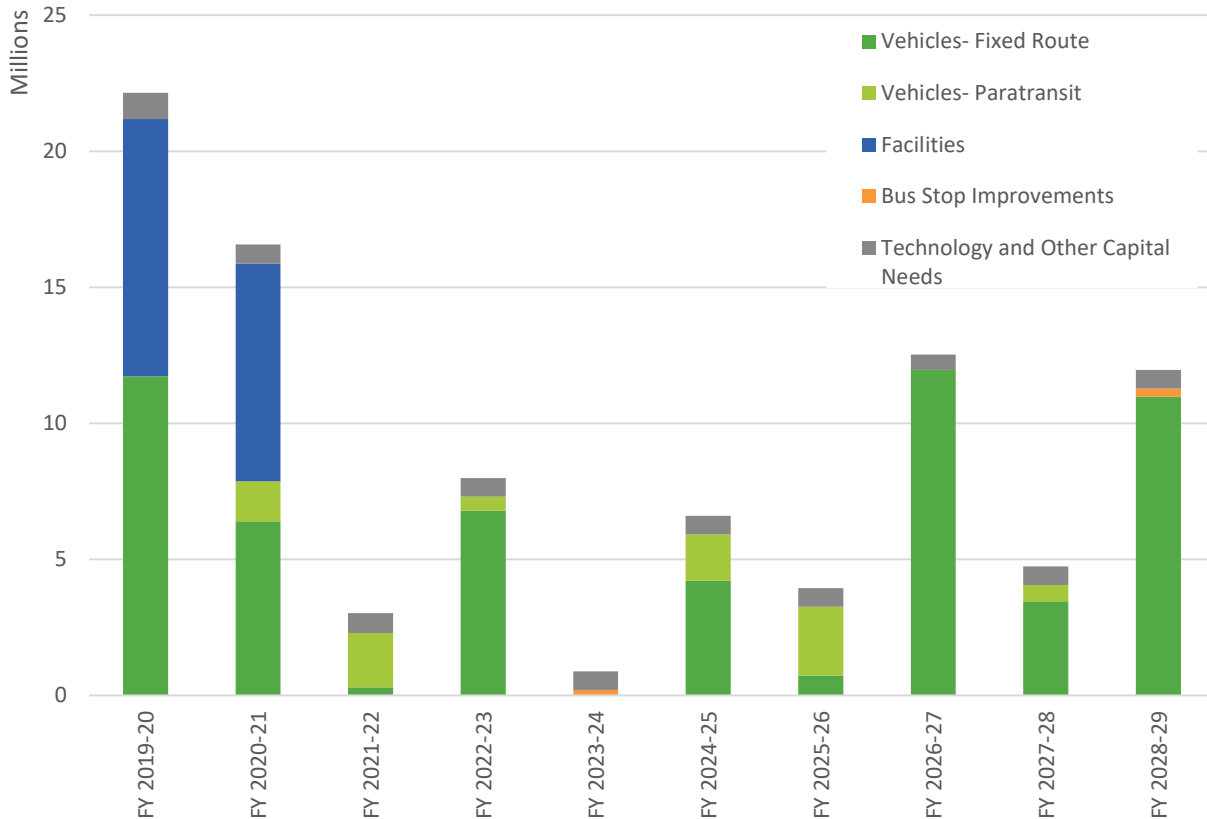


Facility expenditures comprise 19 percent of total planned expenditures. These include purchase of land for transit bus parking and a yellow bus parking facility as well as funding for property improvements. The plan does not include the costs associated with construction of a maintenance facility. If Marin Transit purchases a site for building a maintenance facility, the District will need to identify additional state and federal grant funding. Other cost items included in the plan are major vehicles repairs, bus stop improvements, and small capital projects.

Marin Transit currently dedicates 2.25 staff to Capital projects: a Capital Manager, a Capital Analyst, and a portion of the Director of Finance and Capital Program’s time. The Capital Manager position is currently vacant. Capital project staff are responsible for vehicle procurements, bus stop signage, and design and construction of bus stop and passenger facility improvements. With help from other Marin Transit staff, the capital team supports other projects such as fare collection, review and participation in partner agency projects, and implementing technology projects. Marin Transit maintains various support contracts and utilizes multi-agency joint procurement contracts to supplement staff and ensure effective use of resources. Implementing bus stop improvements projects requires significant staff resources, and the District needs to be strategic in leveraging partner agency resources (Cities, County, TAM), determining project timelines, and committing to additional projects.

Figure 4-2 shows capital expenditures by type for each of the plan years. Unlike operating expenses, capital expenditures vary considerably between years. The level of expenditure each year is depends on the number of vehicle replacements and the plan for delivering capital projects

Figure 4-2: 10-Year Capital Expenditures by Year



Capital Funding

TAM allocates four percent of Measure AA transportation sales tax funds for Marin Transit to invest in bus transit facilities (Strategy 1.4). This is currently about \$900,000 per year, down from \$1.5 million per year under Measure A. This funding is critical to Marin Transit's ability to provide matching grant funds. Under Measure A, the percentage allocation was six percent. There is also less overall funding for Marin Transit in the new measure, and the District projects a 41% decline in capital funding. This leads to less flexibility for projects such as Bus Stop Improvements and requires Marin Transit to use \$1.1 million dollars in Capital Reserves for vehicle replacements over the ten years of this SRTP. In addition, Marin Transit anticipates expending \$11 million in reserve funds on future maintenance and parking facilities.

Some increases in funding sources will offset a portion of the loss in Measure A/AA. These include State Transit Assistance – State of Good Repair funds and State Cap and Trade Funding – Low Carbon Transit Operations Program (LCTOP) funding. Marin Transit will use funding from both sources as a local match for vehicle replacements. State Transit Assistance funding has increased with the passage of Senate Bill 1 Transportation Funding (SB-1) in 2018. Marin Transit receives about \$250,000 under the SB-1 formula to maintain and repair assets. Cap and Trade Funding through the Low Carbon Transit Operations Program (LCTOP) provides another source of funds for the purchase of all-electric vehicle replacements.

These sources are only a fraction of what is needed to maintain and improve the capital assets required to support local bus services. The Metropolitan Transportation Commission (MTC) programs Federal Transit Administration (FTA) Section 5307 Urbanized Area Formula funds that provide 82 percent of funding for vehicle replacement projects. Competitive federal grant programs can provide additional funding for vehicles and bus stop improvement projects.

Marin Transit's vehicle replacement costs are estimated to be \$65.4 million over the next ten years. The District expects most of this funding (\$51.5 million) to come from FTA Section 5307 funds through MTC's Transit Capital Priorities program. The remaining \$13.9 million will need to come from state and local funding sources.

Marin Transit recently finished a \$1.6 million FTA Section 5309 State of Good Repair grant for bus stop improvement projects and a federal Paul S. Sarbanes Transit in the Parks grant to improve bus stops that serve Muir Woods National Monument. Marin Transit will need to seek additional grant funds to plan for and construct the District's capital needs, including bus stop and passenger facility improvement projects.

Table 4-1: Capital Funding and Improvement Plan

Project Costs	FY 19/20	FY 20/21	FY 21/22	FY 22/23	FY 23/24	FY 24/25	FY 25/26	FY 26/27	FY 27/28	FY 28/29	TOTAL
Fixed Route Vehicles Costs	\$11,731,558	\$6,396,150	\$300,500	\$6,788,720	\$0	\$4,209,403	\$731,059	\$11,965,980	\$3,454,482	\$10,978,213	\$56,556,065
Paratransit Replacement Vehicles	\$1,000	\$1,471,000	\$1,705,680	\$519,167	\$0	\$1,706,451	\$2,526,615	\$0	\$601,857	\$0	\$8,531,770
Paratransit Expansion Vehicles	\$0	\$0	\$292,808	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$292,808
<i>Subtotal Vehicles</i>	<i>\$11,732,558</i>	<i>\$7,867,150</i>	<i>\$2,298,988</i>	<i>\$7,307,887</i>	<i>\$0</i>	<i>\$5,915,854</i>	<i>\$3,257,673</i>	<i>\$11,965,980</i>	<i>\$4,056,339</i>	<i>\$10,978,213</i>	<i>\$65,380,643</i>
Non-Revenue Vehicle	\$44,649	\$0	\$47,368	\$0	\$0	\$51,760	\$0	\$54,913	\$0	\$0	\$198,690
Bus Stop Improvements	\$5,000	\$0	\$0	\$0	\$200,000	\$0	\$0	\$0	\$0	\$300,000	\$505,000
Facility	\$6,448,650	\$8,000,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$14,448,650
Yellow Bus Parking Facility	\$3,000,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,000,000
Onboard Equipment	\$203,500	\$29,000	\$0	\$0	\$0	\$0	\$0	\$60,000	\$0	\$0	\$292,500
Realtime Signs	\$212,394	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$212,394
Other Technology	\$50,000	\$0	\$0	\$0	\$0	\$0	\$0	\$50,000	\$0	\$0	\$100,000
Golden Gate Capital Costs	\$17,749	\$16,547	\$14,952	\$14,503	\$14,068	\$13,646	\$13,237	\$12,840	\$12,455	\$12,081	\$142,078
Bus Stop Maintenance	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$1,000,000
Major Vehicle Repairs	\$202,000	\$204,020	\$206,060	\$208,121	\$210,202	\$212,304	\$214,427	\$216,571	\$218,737	\$220,924	\$2,113,367
Infrastructure Support	\$514,500	\$356,794	\$356,794	\$356,794	\$356,794	\$356,794	\$356,794	\$231,224	\$356,794	\$356,794	\$3,600,076
TOTAL	\$22,531,000	\$16,573,511	\$3,024,163	\$7,987,306	\$881,064	\$6,650,359	\$3,942,131	\$12,691,528	\$4,744,324	\$11,968,013	\$90,993,399
Funding Plan	FY 19/20	FY 20/21	FY 21/22	FY 22/23	FY 23/24	FY 24/25	FY 25/26	FY 26/27	FY 27/28	FY 28/29	TOTAL
LOCAL											
Golden Gate Transit	\$29,380	\$29,380	\$23,000	\$23,000	\$23,000	\$23,000	\$23,000	\$23,000	\$23,000	\$23,000	\$242,760
Measure Used	\$4,442,938	\$1,098,772	\$1,317,253	\$1,097,384	\$858,064	\$1,030,676	\$1,118,741	\$1,281,586	\$1,086,436	\$1,009,133	\$14,327,428
Capital Reserve	\$3,000,000	\$8,000,000	\$0	\$700,000	\$0	\$450,000	\$0	\$0	\$0	\$0	\$12,150,000
Other Local	\$1,100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,760,000
Subtotal Local	\$8,558,763	\$9,128,152	\$1,340,253	\$1,820,384	\$881,064	\$1,503,676	\$1,141,741	\$1,304,586	\$1,109,436	\$1,032,133	\$28,381,676
STATE											
State Transit Assistance – State of Good Repair	\$529,975	\$215,069	\$0	\$726,247	\$0	\$253,239	\$260,837	\$545,383	\$205,741	\$0	\$2,709,994
Low Carbon Transit Operations Program (LCTOP)	\$0	\$950,805	\$0	\$0	\$0	\$0	\$48,420	\$935,227	\$102,950	\$1,933,745	\$3,971,147
Other State	\$67,522	\$660,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$67,522
Subtotal State	\$597,497	\$1,825,874	\$0	\$726,247	\$0	\$253,239	\$309,257	\$1,480,610	\$308,691	\$1,933,745	\$6,748,663
FEDERAL											
FTA - Section 5307	\$8,794,688	\$5,619,485	\$1,683,909	\$5,440,675	\$0	\$4,893,444	\$2,491,133	\$9,906,332	\$3,326,198	\$9,002,135	\$51,031,685
Paul Sarbanes	\$151,494	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$151,494
Job Access Reverse Commute (JARC)	\$28,558	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$28,558
FTA - Section 5339	\$4,400,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,400,000
Subtotal Federal	\$13,374,740	\$5,619,485	\$1,683,909	\$5,440,675	\$0	\$4,893,444	\$2,491,133	\$9,906,332	\$3,326,198	\$9,002,135	\$55,611,737
TOTAL	\$22,531,000	\$16,573,511	\$3,024,163	\$7,987,306	\$881,064	\$6,650,639	\$3,942,131	\$12,691,528	\$4,744,324	\$11,968,013	\$90,993,399
Annual Surplus (Shortfall)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Vehicles

Marin Transit uses a mixed fleet of 113 vehicles to operate local fixed route and demand response services in Marin County (Table 4-2). Operation and maintenance of these vehicles is provided by the associated contract operators. Marin Transit is responsible for major repairs, including engine and transmission replacements. Marin Transit owns all the transit vehicles used to deliver its services.

About 61 percent of the expenditures in the Capital plan are to replace fixed route and paratransit vehicles and to purchase expansion vehicles to serve the growth in mandated paratransit service. Vehicle replacements are the highest priority in the Marin Transit Capital plan and essential for maintaining state of good repair for the local transit system. Traditional transit vehicles (30ft – 60ft) cost between \$500,000 and \$900,000 each and are replaced every 12 years. Shuttle vehicles cost significantly less (\$140,000) though need to be replaced every seven years. Lighter duty demand response vehicles cost around \$100,000 each and are replaced every five years.

Table 4-2: Vehicle Summary by Type and Service

Service (Current Contractor)	60ft Articulated	40ft	35ft Electric	35ft	30ft	Cutaway Shuttles	Accessible Vans	Total Vehicles
Shuttle, Local (Marin Airporter)	-	7	-	-	4	13	-	24
Rural, (MV)	-	-	-	-	3	6	-	9
Muir Woods, Sup. School (MV)	-	-	-	12	-	-	-	12
Fixed-Route (GGBHTD)	10	10	2	7	-	-	-	29
Fixed-Route Total	10	17	2	19	7	19	0	74
Dial-A-Ride (WSW)	-	-	-	-	-	1	-	1
Transit Connect (WSW)	-	-	-	-	-	-	4	4
Local Paratransit (WSW)	-	-	-	-	-	34	-	34
<i>Regional Paratransit⁽¹⁾</i>	-	-	-	-	-	17	-	17
Demand Response Total	0	0	0	0	0	52	0	56
Total								130

Notes:

(1) 14 Vehicles owned by GGBHTD; 3 Vehicles owned by Whistlestop

Alternative Fuels

Reducing emissions and using alternative fuels remains a priority for the District. In addition to the 28 Hybrid Buses in Marin Transit's fleet, the District added two depot-charging Battery Electric Buses to the fleet in 2019. Marin Transit staff presented information to the Board in March 2019 on greening the fleet and an initial vehicle replacement plan to meet the California Air Resource Board (CARB) Innovative Clean Transit Rule. The CARB Rule requires transit fleets to consist of 100 percent zero-emission buses (ZEB) by the year 2040. Incrementally, the Rule designates the percentage of ZEB vehicles in transit agency vehicle

purchase orders for small and large agencies. Table 4-3 below shows the timeline for these requirements and the number of vehicles the District plans to replace each year.

Table 4-3: ICT Zero Emission Purchase Requirements Timeline

Year	Percentage of Purchase Required to be Zero Emissions Buses	Marin Transit Vehicle Purchases	
		Planned # of Replacements	# Zero Emission Bus Purchases Required
2026	25% of Purchase	7	5
2027		-	0
2028		11	8
2029	100% of Purchase	10	10

Marin Transit's current fixed route fleet is shown in Table 4-4. The District plans to meet or exceed these requirements, if possible. Staff will evaluate each vehicle purchase to determine whether a percentage of or the entire purchase can be converted to a Zero-Emission vehicle. A summary table of the Fixed Route Fleet Transition Plan is included in **Table 4-9: Local Transit Bus Replacement Schedule** below, and the full plan is provided in Appendix G. The base plan assumes the District will convert its standard size bus fleet to Battery Electric Buses first, since the technology is readily available. Staff anticipates that the vehicles that will be converted last will be the narrow-bodied vehicles that deliver Marin Transit's rural services. The steep terrain and windy roads make this fleet the most challenging vehicle type to convert given the current limitations and range of electric buses. The District expects the technology will improve or new solutions will be available by 2030 when it will begin to convert the rural fleet.

Table 4-4: Availability of Zero Emission Vehicle Equivalents

Vehicle Type	# in MT Fleet	Fuel Type	Approved Zero Emission Equivalent?	Vehicle Life (yrs.)	Notes
30ft, 35ft, 40ft Low Floor Bus	30	Renewable Diesel (Hybrid)	Yes (FCEB and BEB)	12	All District-owned Vehicles are Hybrid Buses
60ft Articulated Bus	10	Renewable Diesel	Yes (BEB)	12	Upcoming replacement in FY2019/20
30ft / 35ft XHF (narrow) Bus	15	Diesel ¹	No	12	Narrow buses needed for rural roads, challenging topography - a unique vehicle type not available with alternative fuel
Shuttles / Stagecoach Cutaways	19	Gasoline	No	7	Manufacturers have not identified a cost-effective means to build this size of vehicle due to low vehicle costs and short lifespan
Paratransit Cutaways	35	Gasoline	No	5	Manufacturers have not identified a cost-effective means to build this size vehicle due to low vehicle cost and short lifespan

When a Zero-Emission vehicle purchase is not possible, Marin Transit will continue to purchase hybrid and alternative fuel vehicles as funds are available. Staff developed cost estimates based on MTC's regional

bus/van price list. Zero Emission buses cost approximately 15 percent more than a hybrid bus. Staff will seek to program Cap and Trade funds from the Low Carbon Transit Operations Program (LCTOP) and apply for other clean air funds to secure incremental funding to purchase the best available technologies.

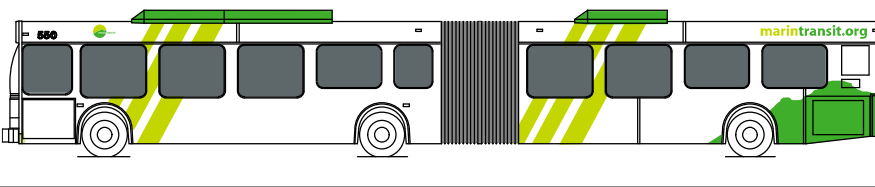



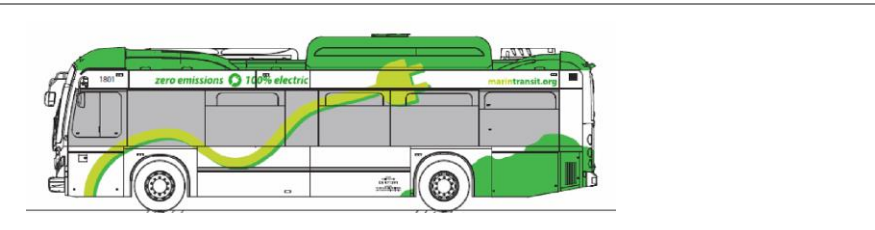
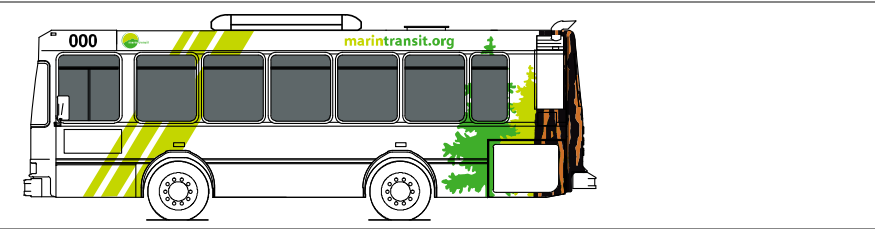
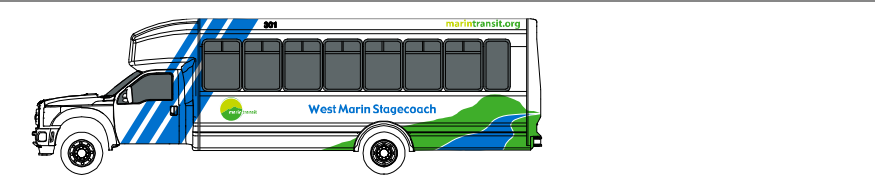
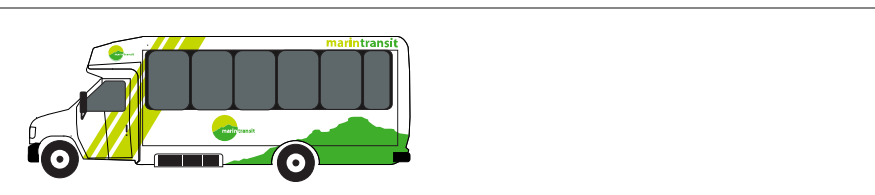

For the purposes of this Capital plan, it assumes that all standard-sized bus replacements beyond FY 2019/20 will be Hybrid Electric. The plan also assumes that narrow-bodied buses for recreational service will be fueled by clean diesel. The complete Fixed Route Vehicle Transition Plan is included as Appendix G.

Table 4-5: Fixed Route Vehicles By Fuel Type

Fuel Type	Number of Vehicles	% of Fleet
Gasoline (Cutaways)	20	27%
Clean Diesel	25	33%
Hybrid Electric	28	37%
All Electric	2	3%
Total Fixed-Route	75	100%

The District is committed to reducing emissions from the use of diesel fuel. Marin Transit uses renewable diesel to fuel its vehicles operated by Golden Gate Transit and Marin Airporter. The Neste NEXTBTL fuel reduces greenhouse gas emissions by approximately 67 percent compared to standard petroleum diesel. This fuel has a higher cetane rating than petroleum or biodiesel. Higher cetane contributes to a cleaner and more complete combustion process that results in lower tailpipe emissions.

Table 4-6: Fixed Route Vehicle Types

No. of Vehicles	Vehicle Type	Vehicle
10	Articulated Vehicles	
17	40ft Hybrid Vehicles	
7	35ft Hybrid Vehicles	
4	30ft Hybrid Vehicles	
2	35ft Battery Electric Buses	
12	Muir Woods Shuttle XHF	
9 ⁽¹⁾	Stagecoach Shuttles	
13	Community Shuttles	
38 ⁽²⁾	Paratransit Vehicles	

Notes:

(1) Includes 3 29' XHF; (2) Only includes vehicles owned by Marin Transit

Table 4-7: Vehicle Service Life Guidance

Asset Class ⁽¹⁾	Service Life
35'-40' heavy duty and articulated transit bus	12 years or 500,000 miles
30' heavy duty transit bus	10 years or 350,000 miles
30' medium-duty transit bus	7 years or 200,000 miles
25'-35' light-duty transit bus	5 years or 150,000 miles
Other vehicles (e.g., small buses, regular and specialized vans)	4 years or 100,000 miles

Note:

(1) A heavy-duty transit bus is manufactured as a bus for urban and/or high passenger volume utilization. A medium-duty bus is manufactured for a lighter duty cycle.

Local Fixed Route Vehicles

The local fixed route program requires an estimated 74 vehicles to operate service and maintain an adequate spare ratio. The District deploys these vehicles to delivery different services under multiple service contracts, as shown in Table 4-2. The Capital plan assumes a replacement schedule in accordance with the service life for each vehicle type in Marin Transit's Fixed Asset Management policy (FA-01) corresponding to federal and regional guidelines and policies (Table 4-7).

Table 4-8 and Table 4-9 provide a summary of the replacement schedule for local transit buses. A full vehicle inventory is provided in Appendix D.

Table 4-8: Fixed Route Vehicle Summary

	Marin Transit Owned	Contractor Owned/Leased	Total
FY 2019/20 Vehicles	72		72
<i>Replacement (FY2019/20 – FY 2028/29)⁽¹⁾</i>	83	-	83
<i>Expansion (FY2019/20 – FY 2028/29)</i>	-	-	-
<i>Retirement (currently retired active)</i>	1	-	0
FY 2028/29 Vehicles	77	-	77

Note:

(1) Ten 60-foot Articulated Buses will be replaced in a seat for seat replacement with fifteen 40-foot buses

Table 4-9: Local Transit Bus Replacement Schedule

Fiscal Year (In-service)	Replacements	Total Cost	Local Share	Vehicle Type	Seating Capacity	Service ⁽¹⁾
FY 2019/20	4	\$1,600,000	\$1,094,880	29ft XHF (upgrade)	22	SG
	11	\$8,940,000	\$1,609,200	40ft	34	LB
FY 2020/21	9	\$1,032,000	\$185,760	24ft	20	SH
	2	\$850,000	\$153,000	35ft XHF	37	MW
	4	\$4,351,320	\$1,614,816	40ft Electric	40	LB
FY 2022/23	7	\$5,584,578	\$1,005,224	35ft hybrid	32	LB
	2	\$874,182	\$599,281	29ft XHF (upgrade)	22	SG
	1	\$140,962	\$25,373	24ft	20	SH
FY 2024/25	8	\$4,197,241	\$755,503	35ft XHF	37	MW
FY 2025/26	1	\$154,033	\$27,826	24ft	20	SH
	1	\$269,557	\$48,420	24ft Electric	20	SH
FY 2026/27	7	\$6,770,277	\$1,218,650	40ft hybrid	40	LB
	4	\$5,195,704	\$935,227	30ft electric	30	LB
FY 2027/28	2	\$571,947	\$102,950	24ft Electric	20	SH
	7	\$1,143,893	\$205,900	24 ft	20	SH
	1	\$592,215	\$107,215	35ft	34	MW
	2	\$1,146,427	\$205,741	29ft	22	SG
	10	\$10,743,028	\$1,976,078	40ft Electric	40	LB

Note:

(1) Service Types: LB – Big Bus, SH- Shuttle, SG- Rural Stagecoach, MW- Seasonal Muir Woods and School

Expansion Needs

When considering service expansion, vehicles are often a constraint on the amount of service the District can add. Expansion vehicles are a low priority in the regional Capital plan, and typically do not receive federal funds. Local, state, or discretionary grants are required to expand fleets. The Capital plan does not include any expansion vehicles for the local fixed route program, and this is consistent with the current service plan. However, Marin Transit will replace its ten 60ft Articulated buses with 15-40ft standard sized transit buses to provide a seat for seat replacement.

Marin Transit relies on one retired active vehicle to support operations. Retired active vehicles are vehicles that are beyond their FTA-determined useful life that the District keeps available for service, while adding their official replacements to the fleet. The District intends to replace these retired active vehicles as expansion vehicles, if funding becomes available.

Demand Response Vehicles

Marin Transit has 56 vehicles available for local and regional demand response services. To provide an adequate number of spare vehicles, the District uses a maximum of approximately 42 vehicles in peak service. Marin Transit owns 35 vehicles, GGBHTD owns 14, and the contractor provides another three vehicles to support the operations. The three contractor-owned vehicles will be replaced in late 2019. Four of the District’s vehicles are accessible vans used exclusively in Marin Transit’s Connect Program and another vehicle is assigned to the Dial-A-Ride program.

Based on the contract with Marin Transit, GGBHTD has committed to providing all vehicles for the regional paratransit service and a proportion of vehicles for the local paratransit service based on their share of Marin County fixed route trips (currently about 25 percent).

Expansion Needs

Marin Transit anticipates increasing demand for paratransit service. To keep pace with the growth in ADA-mandated paratransit, the Capital plan includes the purchase of five additional vehicles. These vehicles are funded 100 percent with Measure A capital funds.

Historically, Marin Transit has also relied on keeping demand response vehicles in service after their replacement due date to ensure adequate numbers of vehicles are available.

Table 4-10: Demand Response Vehicle Summary

	Dial-A - Ride (Marin Transit)	Accessible Vans (Marin Transit)	Paratransit Cutaways (Marin Transit)	Contractor Owned Paratransit	GGBHTD (Paratransit)	Total
FY 2019/20 Vehicles	1	4 ⁽¹⁾	34 ⁽²⁾	3	14	56
Planned Disposals	2	8	110	3	51	174
Replacement (FY2019/20 – FY 2028/29)	2	8	110	-	51	174
Expansion (FY2019/20 – FY 2028/29)	-	-	5	-	-	5
FY 2028/29 Vehicles	1	4	39	0	17	61

Notes:

- (1) Vehicles used in Marin Transit Connect program
- (2) Includes one retired active vehicle

Table 4-11: Paratransit & Dial-A Ride Vehicle Replacement and Expansions Schedule

Fiscal Year	Qty. Replacements (R) / Expansion (E)	Total Cost	Local Share	Vehicle Type	Seating Capacity	Wheelchair Capacity	Program ⁽¹⁾
FY 2019/20	17 (R)	GGT owned	NA	Cutaways	8	2	RPT/LPT
FY 2020/21	16 (R)	\$1,740,787	\$313,342	Cutaways	8	2	LPT
FY 2021/22	15 (R)	\$1,456,821	\$262,228	Cutaways	8	2	LPT
FY 2022/23	3 (R)	\$356,663	\$64,199	Cutaways	8	2	LPT
	3 (E)	\$356,663	\$356,663	Cutaways	8	2	LPT
	2(R)	\$119,150	\$21,447	Vans	6	2	CT
FY 2023/24	16 (R)	GGT owned	NA	Cutaways	8	2	RPT/LPT
FY 2024/25	16 (R)	\$2,018,049	\$363,249	Cutaways	8	2	LPT
FY 2025/26	15 (R)	\$1,948,679	\$350,762	Cutaways	8	2	LPT
	2 (E)	\$259,842	\$259,842	Cutaways	8	2	LPT
FY 2026/27	0	-	-	-	-	-	-
FY 2027/28	4 (R)	\$601,857	\$108,334	Vans	6	2	CT
FY 2028/29	0	-	-	-	-	-	-

Note:

(1) Service Types: LPT – Local Paratransit, RPT – Regional Paratransit, CT –Connect

Electric Vehicle Pilot

Marin Transit placed an order for two 35-foot BYD Battery-Electric Buses with seating for 32 passengers, delivered in FY 2019. Golden Gate Transit operates and maintains these vehicles as a pilot project. The two all-electric buses provide an opportunity for the District and GGBHTD to test the new technology and better understand the advantages and challenges in operating an all-electric fleet. The agencies are gathering data regarding fuel costs, operational advantages, and limitations that will guide future bus purchases. Marin Transit purchased the vehicles with a combination of Federal Section 5307, Measure A, and a Bay Area Air Quality Management District grant. TAM allocated \$75,000 through Measure B towards the vehicle purchase and to install charging stations at Golden Gate Transit's yard where the buses are parked overnight.

Non-Revenue Vehicle

Marin Transit currently relies upon two staff vehicles for administrative functions, a 2002 Prius sedan, which was purchased from the County of Marin in 2012, and a 2018 Ford Transit Connect Van. The Prius sedan is beyond its useful life and the District plans to replace the vehicle with a Zero Emission vehicle. Additional funds may be required for charging infrastructure, in which case the Marin Transit will need to identify additional funding.

Yellow School Buses (unfunded)

Marin Transit has operated yellow school bus service under contract for four years and will investigate purchasing its own school service vehicles. Investment in new, District-owned vehicles will improve service reliability and reduce ongoing operations costs. Direct ownership of the yellow bus fleet will also expand the number of potential service providers that will bid on new contracts, and support service expansion as demand increases.

Bus Stop and Corridor Improvements

Bus Stop Improvements

Marin Transit is committed to improving local bus stops in Marin County to address accessibility and provision of shelters, signage (both eye level and bus stop flags), and other stop amenities. The District continues to work with local jurisdictions to ensure that all bus stops are accessible, according to the Americans with Disabilities Act (ADA).

Since 2012, Marin Transit has addressed prioritized bus stop needs by providing new shelters, benches, signage, roadway repair, and accessibility improvements. Marin Transit received a \$1.6 million Federal State of Good Repair grant and applied these funds to replace all bus stop signs throughout the county, add bus stop amenities and accessibility improvements at 23 locations, and fund other minor upgrades to stops in West Marin and San Rafael. Staff gained valuable experience from that process. These projects are resource intensive due to the unique nature of each bus stop and the jurisdictions where they are located.

Marin Transit continues to plan for a future phase of bus stop improvements. In 2017, the District initiated an update to the 2005 bus stop inventory to reflect recent improvements, better quantify needs, and prioritize stop improvements. Through same contract, the District initiated preliminary design work for 25 stops throughout Marin County. Staff will use these designs plans to apply for funding for a new Bus Stop Improvements project.

In 2019, the District initiated a procurement for Real-Time Information signs at high-usage bus stops. Signs placed at select stops will provide real time data feeds for Golden Gate Transit and Marin Transit routes. For shared stops, this will eliminate passenger confusion when there is information sign data from only one of the transit agencies. A Lifeline grant will fund the first installations in San Rafael and Novato. Staff will identify funding sources to install additional signs at targeted bus stops.

Major Improvements at Transfer Locations

Marin Transit has a vested interest in improving major transfer locations to facilitate transfers between services, improve operations, and attract riders. Since 2010, Marin Transit has worked with its partners to build new facilities in Marin City and Downtown Novato and is currently working on relocating and constructing a new intermodal transfer station in Downtown San Rafael. SMART operation in the current San Rafael Transit Center highly constrains bus operations. Caltrans, local jurisdictions, and partner agencies have recently completed secondary transfer locations such as SMART stations, Highway 101 interchanges stops, Downtown Fairfax, and Strawberry Village.

Major Transit Corridor Improvements (unfunded)

Recent Marin Transit service changes added new limited stop or express bus services to reduce travel time to major destinations. These services target major travel corridors such as Highway 101, Sir Francis Drake Blvd., 4th Street/Miracle Mile, and areas in the Canal. Travel time savings for transit can also be achieved through capital infrastructure investments in these corridors. Such investments include traffic signal priority, transit queue jump lanes, and bus stop bulb-outs. These features speed up transit operations, improve safety, and make transit more competitive with automobile travel.

The District actively participates in countywide efforts to study the benefits of infrastructure investments in key transit corridors. Recent efforts include: the Sir Francis Drake Boulevard Rehabilitation Project; US101/East Blithedale Ave-Tiburon Blvd Interchange Pedestrian and Bicycle Access Planning Study; Fairfax-San Rafael Transit Corridor Feasibility Study; and Caltrans Ramp Metering. The District partners with TAM, the County of Marin, GGBHTD, City of Larkspur, City of San Rafael, Town of Ross, Town of San Anselmo, and Caltrans. Increasing transit ridership can significantly expand capacity in these congested corridors or “person throughput,” and Marin Transit will continue to lobby for these transit priority enhancements.

Administrative and Operations Facilities

Bus Operations and Maintenance Facilities

Marin Transit provides contractors with the vehicles to operate its service and relies on them to provide maintenance and storage facilities. There are four maintenance yards, eight storage yards, and four fueling locations that support District operations. Marin Transit is seeking to lease or purchase its own facility to increase competition for contracted services, reduce long term risks and uncertainties, and consolidate existing facilities. Space needs include contract operations and maintenance services for fixed and paratransit vehicles, with infrastructure that will accommodate the transition to mostly all-electric buses. Marin Transit anticipates that the facility design will utilize solar power and meet minimum level LEED certification for environmental sustainability.

FTA awarded the District a \$4.4 million 5339 Bus Facilities grant to purchase land, with a \$1.1 million local match, for a total of \$5.5 million. The District has also budgeted \$950,000 in Measure A and \$8 million in reserves towards construction of a new facility. Additional funds will be needed to construct the facility, purchase equipment, and acquire furnishings.

Yellow Bus Parking and Maintenance Facilities

The Capital plan includes a project to purchase land for yellow bus parking. The yellow bus program is operated by contractors with facilities outside the county. Historically, the District has secured temporary parking for vehicles on Marin County property. After June 2019, this leasing arrangement will no longer be available. Parking for the yellow bus service is critical to control operation costs. Parking is major constraint as the District prepares to initiate a procurement for this service and evaluates options for future expansion. A District-owned parking facility within the county will increase contractor interest in bidding on the work, increase service reliability, and ultimately reduce ongoing operations costs.

Marin County has a very limited number of sites that are appropriate for this use. The District will work with its partners to look for a site that can park the most vehicles. A site where contractor can also maintain the

vehicles will further reduce operations costs. The District needs to purchase property that can accommodate 15 buses for the school programs currently in operation. Marin Transit expects that more school districts will be interested in offering yellow school bus service. Marin Transit needs to secure a long-term parking facility within the county that can accommodate 24 buses to ensure sustainable growth and cost stability for the yellow bus program. As outlined in the Coordinated Countywide Student Transportation Study, the final growth phase will include service for nine school districts and require parking for 70 yellow buses.

Zero Emission Bus Infrastructure (unfunded)

The Capital plan includes vehicle costs for upgrading buses to zero emission. It does not include the costs for the associated infrastructure to support these vehicles. These costs will be determined by Marin Transit's ability to purchase right of way to install charging infrastructure or the willingness and ability of Marin Transit's operations contractors to install charging infrastructure. Marin Transit will need to secure additional funding for Zero Emission Bus infrastructure before purchasing any vehicles.

Staff Offices

Marin Transit leases staff offices at 711 Grand Avenue in San Rafael. The current lease extends through 2023. If the District purchase a bus operations and maintenance facility, staff will consider possible cost savings and operational efficiencies from co-locating staff offices with operations.

Technology and Other Capital Needs

Most of the remaining capital expenditures consist of communications equipment, fare collection, and major vehicles repairs. Staff time not charged directly to capital projects is included in the infrastructure support costs.

Real-Time Signs

Marin Transit installed an AVL system on the Shuttle and Rural programs in 2011 to provide real-time bus arrival information for passengers and expanded the system to all Marin Transit services in 2016. Information is available online and on limited real-time signs at stops across the county. Marin Transit recently awarded a contract to expand real-time signs to at least 25 locations countywide. This project will provide integrated Marin Transit and GGBHTD prediction data at high ridership stops and transfer points.

Fare Collection

As discussed in the Service plan, Marin Transit's fare structure is embedded into GGBHTD regional zone-based system. This embedded flat fare within a zone-based system requires complicated programming and results in limitations for both Marin Transit and GGBHTD. Marin Transit intends to transition to a transfer agreement with GGBHTD that will be similar to the District's transfer fare structure with SMART.

Marin Transit supports the Clipper regional fare payment card deployed on all its local bus services. To accelerate Clipper use, Marin Transit deployed Clipper within the design and function of GGBHTD's regional system. Under this structure, Clipper cannot support Marin Transit's pass products and requires passengers to tag on and tag off the bus to pay the correct fare. If passengers fail to tag off, Clipper charges them the maximum regional fare up to \$7.00. The potential for incurring the maximum fare instead of the \$2.00 flat fare is too high of a risk for low-income riders and a deterrent to using Clipper.

Marin Transit worked with MTC and the Clipper program to develop a change order in the Clipper software design. The change order would enable the District to become an independent operator in the system and achieve the goals outlined in previous SRTP efforts. Due to a combination of cost and the Clipper 2.0 program under development, the District decided to delay this change order until Clipper 2.0 is completed in 2023. The completion of Clipper 2.0 will provide Clipper independence at no added cost to the District.

Marin Transit uses a highly sophisticated Genfare (GFI) validating farebox for cash fares and magnetic fare payment cards on the fixed route system. Marin Transit will continue to maintain this system until a new Clipper system supports monthly and weekly passes. With this change, the District will either reprogram the GFI fareboxes or consider a simplified farebox solution.

Paratransit clients pay their fares in cash to the driver. In 2016, Marin Transit installed non-validating fareboxes in paratransit vehicles to increase security. The District is implementing a pre-paid electronic option for paratransit fares through its Trapeze software upgrade, expected to be available in early 2020.

Capital Contribution to Contractor

Under the operations contract effective July 1, 2015, Marin Transit's annual capital contribution to GGBHTD was reduced significantly. This payment is for the depreciation of the local share of assets purchased prior to 2006. The District budgets payments for major vehicle repairs or significant capital expenditures for all operations contracts under Major Vehicle Repairs and Infrastructure Support categories.

Bus Stop Maintenance

Measure A funds support ongoing maintenance contracts to clean and repair Marin Transit local bus stops. The majority of bus stop maintenance is done by GGBHTD or by local jurisdictions (City of Novato and San Rafael) under advertising agreements.

Major Vehicle Repairs

Vehicle service and minor maintenance is provided by the associated contract operators. Marin Transit is responsible for major repairs, including engine and transmission replacements. Under the previous contract with GGBHTD, Marin Transit paid for major vehicle repairs through its Capital Contribution. Marin Transit now directly pays for these repairs, and the District's associated budget category anticipates this.

Other Technology

Other Administrative Technology includes technology improvements that are scheduled for Marin Transit's administrative office. This includes the replacement of Network Equipment every seven years.

Infrastructure Support

Infrastructure support consists of Marin Transit staff time for capital programs that is not directly billed to projects and low value capital assets and other equipment.

Chapter 5: Financial Plan

Operating Budget

Marin Transit forecasts revenues and expenses for the ten-year SRTP based on current contract rates, annual escalations, historical trends, and partner agency revenue projections. Marin Transit is currently in a strong financial position with a fully funded operations reserve, equivalent to six months of operations expenses. In November 2018, Marin voters reauthorized the local transportation sales tax measure - extending the measure for 30 years. The new Measure AA continues to prioritize local transit and provides critical baseline funding for ongoing transit operations. State gas tax funding under Senate Bill 1 (SB1) has increased State Transit Assistance revenues, and provide new capital funds for maintaining a State of Good Repair.

Financial Outlook

The Financial plan includes revenue and expenditure projections for the District for the ten years through FY 2028/29. There is financial capacity in the first two years of Marin Transit's service plan. Marin Transit's operation reserves are currently fully-funded, and FY2020/21 operations revenues exceed anticipated operations expenses. The service plan uses some of this capacity to adjust fare policy and provide funding for two additional years of Marin Transit Connect or another on-demand service. The primary changes in the Financial plan since the last SRTP are:

- Reauthorization of Local Sales Tax
- Additional State funding from SB1 – Rebuilding California
- New Service Contracts and updated projections for Rebidding

Since the last SRTP, the transportation sales tax Measure AA has extended the life of Measure A and provides significant funding for Marin Transit throughout the SRTP ten-year plan. This baseline funding is critical for ongoing transit operations. However, the Measure AA revenue for local transit is less than under the prior measure and the funding categories have changed.

Anticipated state funding from the gas tax increase (SB1 – Rebuilding California) is now available for operations and capital projects and is included in the financial projections.

Marin Transit implemented new service contracts in FY2018/19 for operations of fixed route services. The competitive procurement process led to award of two contracts at rates within budgeted projections. These contracts are shorter than previous operations contracts to provide flexibility to make adjustments if the District is able to purchase a maintenance facility. The Financial plan provides for significant cost increases when these contract terms end in FY2021/22 and FY2022/23. If the District is successful in securing property for a maintenance and parking facility, the contract costs may be significantly lower.

As the growth of Marin Transit's expenses outpace revenues (Figure 5.1), the financial model spends down District reserve funds (Figure 5.2). If cost savings are not realized, Marin Transit will revisit the use of these reserves and consider reducing or eliminating low productivity services. Marin Transit is not planning for any additional expansion of fixed route service in this SRTP. Marin Transit expanded fixed route service by almost 20 percent in June 2016 and continues to monitor and evaluate these services.

Figure 5-1: Projected Operations Revenues and Expenditures

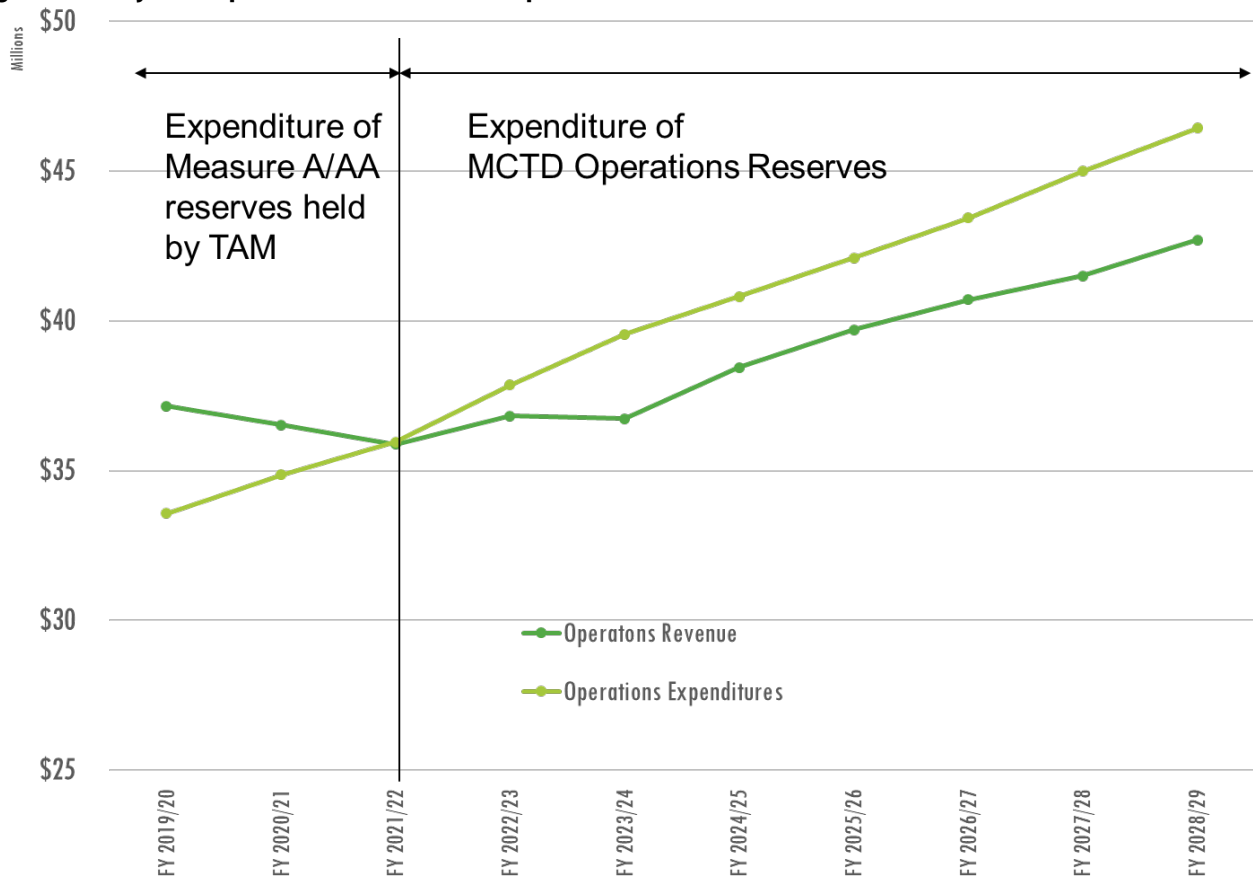
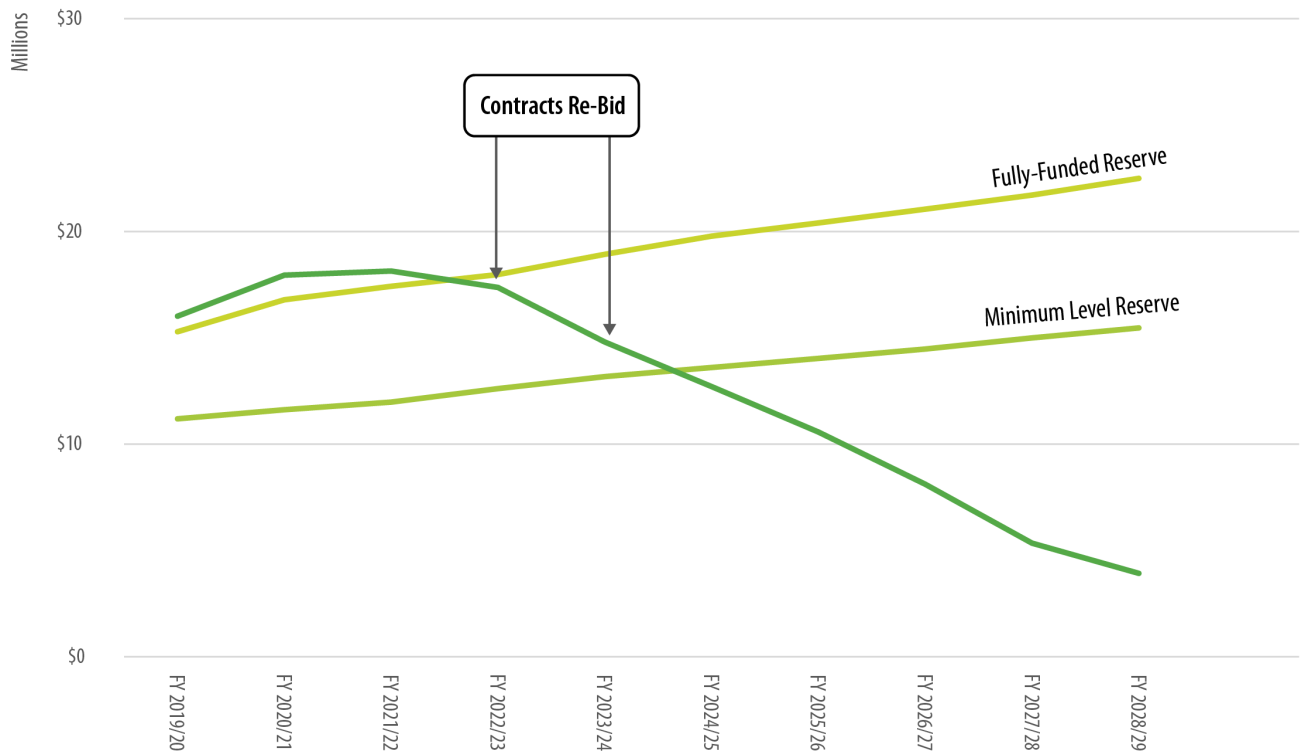


Figure 5-2: District Reserve Level for Service Plan Assumptions and Contract Rate Increase Assumptions



Operations Expenses

Marin Transit relies on contract operators to delivery its service, and the majority of operation expenses are tied to large contracts (Table 5-1). The operations contracts are the majority of the District’s expenses (77%, Figure 5-3). As such, service contract rates significantly affect the District’s long-term financial outlook.

The District’s four major contracts are with Golden Gate Bridge Highway & Transportation District, Marin Airporter, MV Transportation, and Whistlestop. Golden Gate Transit operates 43 percent of Marin Transit’s fixed route service through an intergovernmental agreement, down from 60 percent in FY 2014/15. This agreement is comprehensive in scope and includes operating and maintenance requirements, revenue apportionment, vehicle purchase terms, and a capital contribution. Marin Transit competitively procures the remainder of its services through a request for proposal (RFP) process to ensure high quality service and competitive rates.

Marin Transit will need to rebid or renegotiate all service contracts in years three and four of the SRTP plan period. Current contracts include annual rate escalations of 2.7%- 3%. The Financial plan projects eight percent cost increases associated with new contracts that will outpace projected revenue growth. Some contract hourly rates may not increase if the District is able to secure an operations and maintenance facility.

The ten-year summary of operating expenditures and revenues are shown in Tables 5-2 and 5-3.

Table 5-1: Service Contract Summary

Service	Contractor	Term / (options)	End Date (including Options)	Annual Cost
Large Bus	Golden Gate Transit	5 year / (2-1 year)	June 2022	\$8.9 million
Community Shuttles/Large Bus	Marin Airporter	3 year / (2-1 year)	June 2023	\$5.7 million
Rural, Muir Woods Shuttle, Supplemental School, Large Bus	MV Transportation	3 year / (2-1 year)	June 2023	\$3.8 million
Demand Response	Whistlestop Wheels	4.5 year / (2-1 year)	June 2022	\$4.7 million
Yellow bus	Michael's Transportation Services	3 year / (2-1 year)	June 2022	\$619,000

Figure 5-3: 10-Year Operations Expenses by Type

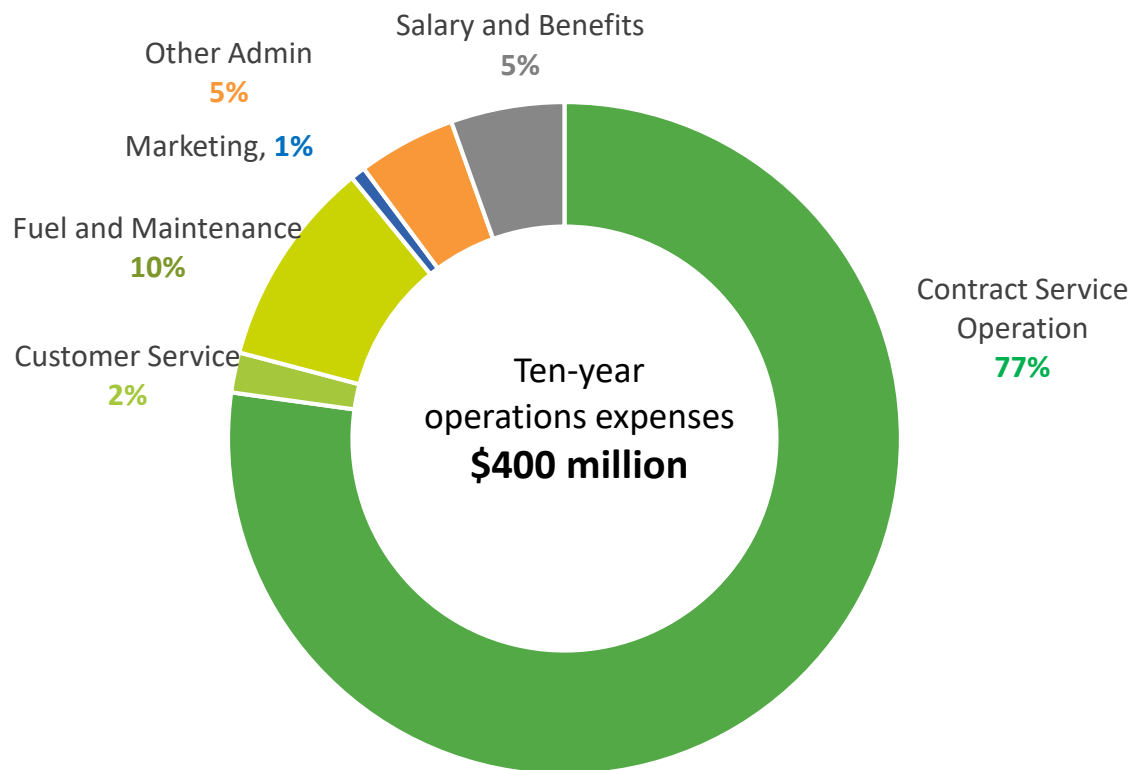


Table 5-2: 10-Year Financial Projections – Expenses by Program

Fiscal Year		FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26	FY 2026/27	FY 2027/28	FY 2028/29	10-year Total
Fixed Route Operations												
Hours		190,250	191,550	191,550	191,550	191,550	191,550	191,550	191,550	191,550	191,550	1,914,200
Rate		\$128.97	\$134.10	\$138.16	\$146.17	\$152.99	\$157.37	\$161.89	\$166.52	\$172.19	\$177.14	\$153.57
<i>Subtotal Expense</i>		\$24,537,195	\$25,687,773	\$26,464,100	\$27,999,767	\$29,304,363	\$30,144,755	\$31,009,230	\$31,897,683	\$32,982,890	\$33,930,649	\$293,958,404
Demand Response												
Hours		80,056	81,345	80,271	73,057	74,379	7,511	77,053	78,404	79,763	81,131	712,970
Rate		\$84.49	\$83.88	\$88.02	\$100.64	\$102.92	\$1,061.41	\$107.78	\$110.36	\$113.05	\$115.86	\$110.82
<i>Subtotal Expense</i>		\$6,764,327	\$6,823,608	\$7,065,674	\$7,352,648	\$7,655,262	\$7,972,276	\$8,304,443	\$8,652,554	\$9,017,450	\$9,400,019	\$79,008,262
Yellow Bus Service												
		6 buses	6 buses	6 buses	6 buses	6 buses	6 buses	6 buses	6 buses	6 buses	6 buses	
<i>Subtotal Expense</i>		\$925,328	\$937,004	\$965,989	\$995,844	\$1,026,634	\$1,058,391	\$1,091,144	\$1,124,926	\$1,159,769	\$1,195,707	\$10,480,738
Other Agency Expenses (Pass Through)												
Intercounty Paratransit on behalf of GGBHTD	Hours	8,500	8,755	9,018	9,288	9,567	9,854	10,149	10,454	10,768	11,091	97,443
	Expense	\$940,018	\$982,043	\$1,024,084	\$1,070,975	\$1,120,227	\$1,171,967	\$1,226,330	\$1,283,459	\$1,343,503	\$1,406,623	\$11,569,228
Grants to External Yellow Bus Programs		\$405,485	\$414,487	\$423,688	\$433,094	\$442,709	\$452,449	\$462,402	\$472,575	\$482,972	\$482,972	\$4,472,833
<i>Subtotal Expenses</i>		\$1,345,503	\$1,396,529	\$1,447,773	\$1,504,069	\$1,562,936	\$1,624,415	\$1,688,732	\$1,756,034	\$1,826,475	\$1,889,595	\$16,042,062
Total Revenues		\$37,159,021	\$36,787,686	\$36,134,402	\$37,075,972	\$36,984,988	\$38,700,516	\$39,960,812	\$40,971,613	\$42,214,687	\$43,412,028	\$389,401,724
Total Expenses		\$33,572,354	\$34,844,915	\$35,943,535	\$37,852,328	\$39,549,195	\$40,799,838	\$42,093,547	\$43,431,193	\$44,986,585	\$46,415,970 ¹	\$399,489,459
Annual Surplus/Deficit		\$3,586,667	\$1,942,771	\$190,866	\$(776,356)	\$(2,564,207)	\$(2,099,322)	\$(2,132,735)	\$(2,459,580)	\$(2,771,898)	\$(3,003,942)	
Cumulative Surplus/Deficit		\$16,010,802	\$17,953,572	\$ 18,144,439	\$17,368,083	\$14,803,877	\$12,704,555	\$10,571,820	\$8,112,240	\$5,340,342	\$3,926,923	

Note:
1) Includes expenditure of capital reserve funds for operations

Table 5-3: 10-Year Financial Projections- Revenue and Expenses by Category

Fiscal Year	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26	FY 2026/27	FY 2027/28	FY 2028/29	10-year Total
Revenue By Category											
Advertising and Other Revenue	558,700	423,440	436,047	449,033	462,408	476,184	490,373	504,989	520,042	535,547	4,856,763
Fare Revenue	3,988,281	3,865,852	3,882,842	3,896,180	4,258,549	4,275,302	4,292,470	4,310,062	4,328,090	4,346,565	41,444,195
Federal Transit Administration	1,338,413	968,322	936,099	954,254	972,794	991,729	1,011,068	1,030,820	1,050,996	1,071,605	10,326,100
Measure A Sales Tax	14,407,502	13,553,151	13,357,451	13,471,214	12,517,713	13,648,242	14,021,412	14,403,911	14,795,974	15,197,837	139,374,408
Measure B Vehicle License Fee	1,245,000	1,030,800	730,800	730,800	730,800	730,800	730,800	730,800	730,800	730,800	8,122,200
National Park Service (NPS)	625,070	711,088	725,077	740,507	778,564	795,147	778,031	795,601	813,684	832,299	7,595,067
Other Agency Payments	2,097,563	2,225,935	2,331,354	2,526,260	2,624,863	2,760,102	2,902,668	3,053,007	3,306,595	3,473,940	27,302,287
Property Tax	4,686,054	4,820,280	4,957,091	5,098,006	5,243,149	5,392,646	5,546,628	5,705,229	5,868,589	6,036,849	53,354,522
STA and other State	2,375,992	3,496,241	2,926,970	3,197,004	3,217,339	3,327,979	3,758,928	3,880,192	4,111,774	4,364,681	34,657,100
State Transportation Development Act	5,836,446	5,692,577	5,850,669	6,012,714	6,178,809	6,302,386	6,428,433	6,557,002	6,688,142	6,821,905	62,369,084
Total Revenues	37,159,021	36,787,686	36,134,402	37,075,972	36,984,988	38,700,516	39,960,812	40,971,613	42,214,687	43,412,028	389,401,724
Operating Expense by Category											
Contract Service Operation	25,631,104	26,494,073	27,269,791	28,903,417	30,315,983	31,270,130	32,256,855	33,277,378	34,332,967	35,424,943	305,176,640
Fuel and Maintenance	2,967,148	3,210,117	3,365,383	3,468,754	3,576,410	3,688,595	3,805,564	3,927,595	4,054,985	4,188,050	36,252,601
Communications	195,456	200,139	206,837	213,001	218,179	225,443	232,169	237,891	245,772	253,111	2,227,998
Customer Service	651,950	674,129	697,089	720,859	745,469	770,949	797,331	824,649	852,935	882,226	7,617,586
Other Operations	122,289	125,358	128,519	131,774	135,127	138,581	142,139	145,803	149,577	153,464	1,372,632
Marketing	246,808	252,917	260,415	267,957	275,905	283,907	292,334	300,823	309,758	318,763	2,809,587
Salary and Benefits	2,275,580	2,365,406	2,451,548	2,540,881	2,633,526	2,729,607	2,829,254	2,932,600	3,039,786	3,150,955	26,949,143
Administration	420,529	441,648	455,510	469,175	483,250	497,748	512,682	528,065	543,985	559,910	5,254,749
Equipment	14,750	9,800	9,800	9,800	9,800	9,800	9,800	9,800	9,800	9,800	102,950
Software	137,834	141,969	146,228	150,614	155,133	159,787	164,580	169,518	174,603	179,842	1,580,107
Grants	405,485	414,487	423,688	433,094	442,709	452,449	462,402	472,575	482,972	482,972	4,472,833
Consulting	503,421	514,873	528,729	543,001	557,701	572,842	588,438	604,501	621,046	638,087	5,672,640
Total Expenses	33,572,354	34,844,915	35,943,535	37,852,328	39,549,195	40,799,838	42,093,549	43,431,197	44,986,585	46,415,970	399,489,465
Annual Surplus/Deficit	\$3,586,667	\$1,942,771	\$190,866	\$(776,356)	\$(2,564,207)	\$(2,099,322)	\$(2,132,735)	\$(2,459,580)	\$(2,771,898)	\$(3,003,942)	
Cumulative Surplus/Deficit	\$16,010,802	\$17,953,572	\$ 18,144,439	\$17,368,083	\$14,803,877	\$12,704,555	\$10,571,820	\$8,112,240	\$5,340,342	\$3,926,923	
Note:											
1) Includes expenditure of capital reserve funds for operations											

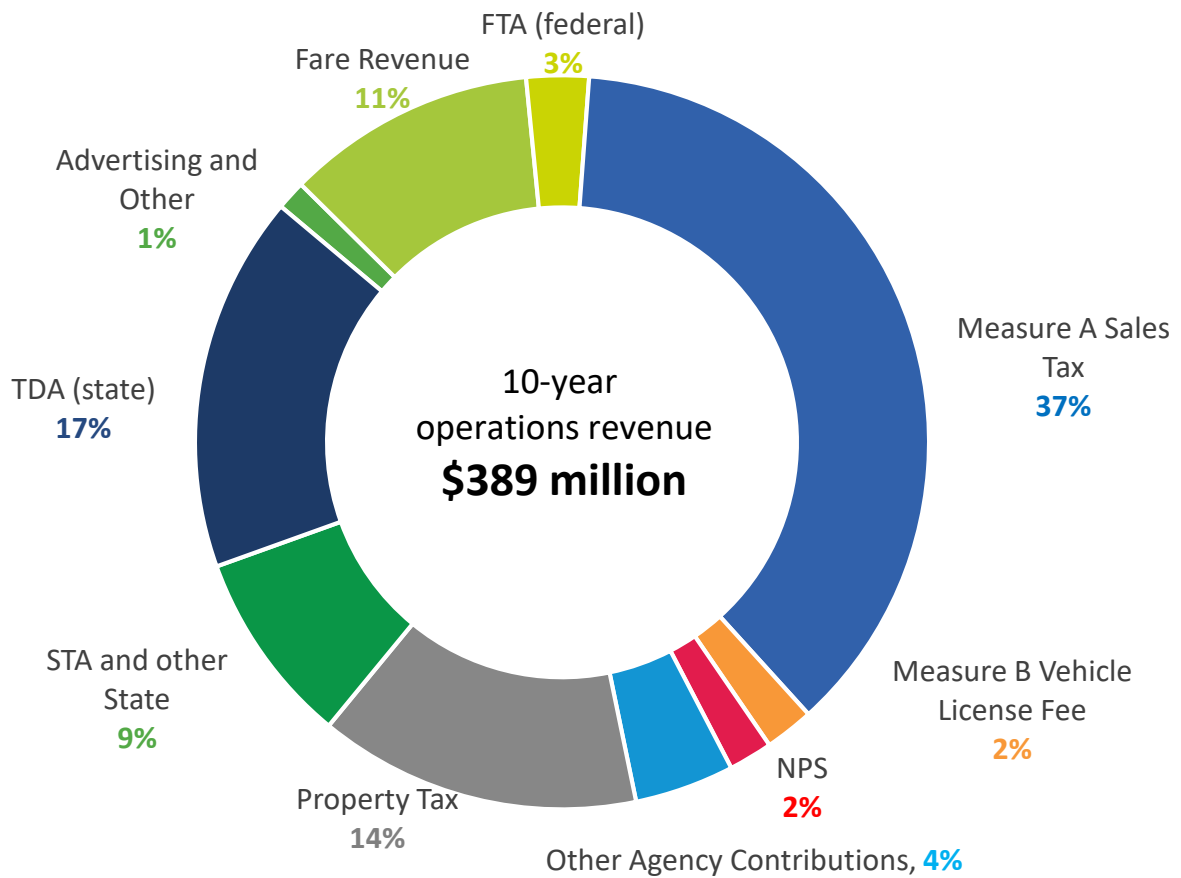
Revenue

Marin Transit relies on diverse revenue streams with no single revenue source providing the majority of Marin Transit operating funds (Figure 5-4). The primary revenue sources for Marin Transit operations are:

- Measure A Sales Tax Operating funds;
- Transportation Development Act Funds;
- State Transit Assistance Funds (STA);
- Fares;
- Property Taxes; and
- Federal Section 5311 Rural Transit Funds.

Appendix F provides a detailed description of each of Marin Transit’s operating revenue sources.

Figure 5-4: 10-Year Operations Revenue by Type



Local Sales Tax – Measure A /Measure AA

Historically, Measure A has provided approximately one-third of Marin Transit’s operating revenues and enabled the District to obtain additional state and federal funds and contribute required matching funds. The Measure AA local transportation sales tax reauthorization in November 2018 extended the life of Measure A

and provides significant funding for Marin Transit throughout the SRTP ten-year plan. This baseline funding is critical for ongoing transit operations.

The Transportation Authority of Marin (TAM) updated the Measure AA expenditure plan to reflect Marin County needs and projects that were completed under Measure A. Measure AA continues to prioritize local transit and the voter approved expenditure plan specifies that 55 percent of allocated sales tax revenues will go to local transit. The Measure AA expenditure plan changes the transit sub-strategies and their percentage of allocations (Table 5-4). The largest differences are the addition of the School Service sub-strategy and the lower percentage for Transit Capital. In Measure A, funds for supplemental school, the youth bus pass program, and yellow bus were categorized under the Local Service sub-strategy. Measure AA commits additional funds to school transportation.

Table 5-4: Local Sales Tax Allocation Percentages for Local Transit

Local Transit Sub-Strategy	Measure A % ¹	Measure AA % ²
Local Bus Service	37%	33%
Rural Bus Service	3%	3%
Special Needs	9%	9.5%
Bus Transit Facilities (Transit Capital)	6%	4%
School Service	0% ³	5%
Total to Marin Transit	55%	45.5%
Ferry Access ⁴	0%	0.5%
Total to Local Transit	55%	55%

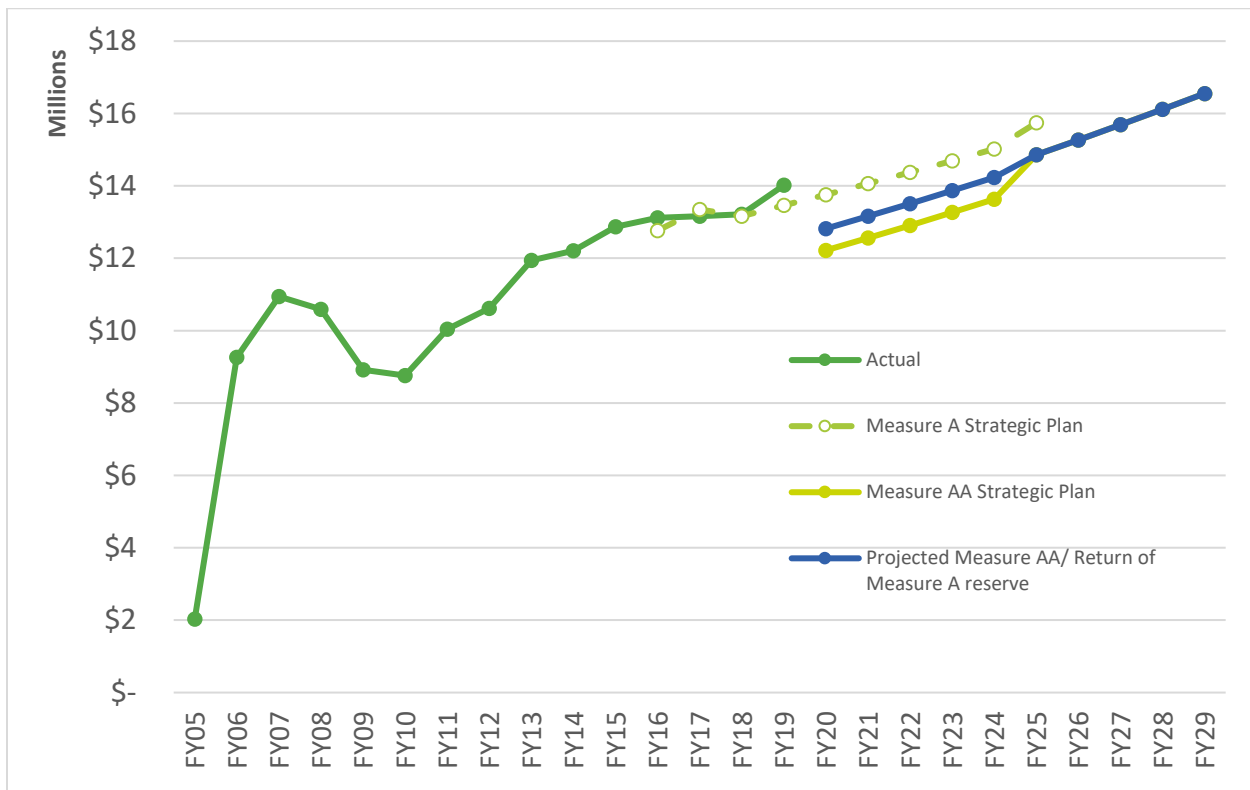
Notes:

- 1) Percentages are applied to sales tax revenue after a 5% admin fee is taken off the top and percentages from completed highway projects re-distributed all other strategies
- 2) Percentages are applied to sales tax revenue after a 5% admin fee and a \$2.35 million reduction (8.5%) for major roads is taken off the top for the first 14 years; effective percent to transit is 45% for the first 14 years
- 3) School service was previously included in in Local Bus Service
- 4) GGBHTD bus service to the ferry was funded on a discretionary basis from Measure A interested. Under Measure AA, funds are committed annually for this service and will be allocated directly to GGBHTD as outlined in the new Expenditure Plan.

Structural changes between the two sales tax measures result in a lower annual amount of sales tax funding available for Marin Transit. The sales tax revenues for the first six years of the plan are \$5 million less (5%) based on TAM's Measure AA strategic plan compared to TAM's projections for Measure A that were included in the prior SRTP (Figure 5.5). The sales tax revenue in the SRTP assumes remaining Measure A reserves in the Local Transit strategy are distributed to Marin Transit.

The funding available for Bus Transit Facilities, or capital investments, drops most significantly. This is due to a lower allocation percentage combined with the lower overall funding. Marin Transit worked with TAM on the development of Measure AA and anticipated some of the decrease in capital funding that would be offset by new state funding.

Figure 5-5: Transit's Share of Measure A (Actual and Projected Receipts by Fiscal Year)



Transportation Development Act Funds

State funding for transit operations is a critical source of stable ongoing operations funds. The Transportation Development Act includes both State Transit Assistance funds (STA) and Transportation Development Act funds (TDA).

What the Bay Area region refers to as TDA is funded with ¼ cent statewide sales tax and represents 17 percent of the planned ten-year operations revenues. The State Controller allocates funding based on receipts to each County. Since this funding is based on County sales tax revenue, TDA revenue is projected to match Measure A growth projections of 2.72 percent per year. Marin Transit receives a percentage of Marin County TDA based on the share of passengers carried and total revenue hours of public transit (bus and ferry) operated by Marin Transit and Golden Gate Transit. The revenue-sharing formula is documented in the intergovernmental agreement between the two agencies, and Marin Transit’s current share is 41 percent or about \$5.8 million per year.

State Transit Assistance Funding

State Transit Assistance (STA) funds are derived from a sales tax on diesel fuel. For the first time since 1983, the state legislature approved a transportation funding package in 2018 with new transportation-related taxes and fees. Senate Bill 1, The Road Repair and Accountability Act (SB1), provides increased transportation funding for a variety of programs including public transit. The additional transit formula funds backfill prior state funding that had not kept pace with inflation. Table 5-5 provides details on these formula funds and the expected shares for Marin Transit. The SB1 STA funding will be allocated in the same way as existing STA funds. The State sets aside 75 percent of the SB1 STA funds as a revenue share allocated directly to transit operators and based on the amount of local funds spent on transit operations. The State directs the remaining

25 percent to the Metropolitan Transportation Commission to allocate as the population share based on county populations.

The growth rate for STA funding is lower since it depends both on diesel fuel consumption and pricing. The Financial plan assumes a lower growth rate of 1.5 percent for STA.

Table 5-5: STA Funding Categories

Funding	Source	% of source	Distribution Methodology	Directing Agency for Marin Transit	Marin Transit's expected annual share
STA	3.5 % diesel sales tax	75%	<i>Revenue Share</i> - By share of local revenues spent on transit operations	Transit Agencies	\$1.5 million
		25%	<i>Population Share</i> - By population to MTC	MTC (Regional Transportation Agencies)	\$1.0 million
STA Capital	Vehicle registration fee	75%	<i>Revenue Share</i> - By share of local revenues spent on transit operations for Caltrans approved projects	Transit Agencies (with Caltrans project approval)	\$215,000
		25%	<i>Population Share</i> - By population to MTC	MTC	Regional projects

STA Capital funds from a vehicle license fee will be available for capital projects that maintain a state of good repair. Marin Transit has programmed these funds in the Capital plan towards the local match for vehicle replacement projects.

Vehicle Registration Fee – Measure B

In the November 2010 election, Marin’s voters approved Measure B - the Vehicle Registration Fee Initiative that collects \$10 annually for each vehicle registered in Marin County. The funds generated by this measure are dedicated to improving transportation within the County. The Measure B Expenditure Plan allocates 35 percent of the generated funds specifically towards improving transportation services for older adults and people with disabilities. Marin Transit is the designated agency to manage this portion of the funding.

Beginning in calendar year 2012, Marin Transit has implemented the following programs and services with Measure B funding:

- Ongoing funding for **Volunteer Driver Programs** that assist older adults and ADA-eligible residents.
- **Same-day accessible service** – This includes funding for the Catch A Ride program and Marin Transit connect that provide on demand
- A **low-income scholarship program** to assist SSI-eligible ADA paratransit riders with paying paratransit fares.
- A “Gap Grant” program reformulated as an **Incubator Program**. This program provides small competitive grants to Marin-based organizations that need financial and technical assistance to develop transportation programs serving seniors or persons with disabilities. In April 2017, Marin

Transit issued the first call for Incubator proposals, asking applicants to focus on specific initiatives and priorities outlined by the District. In previous years, the District approved small grants to assist with a rural senior shuttle program, transportation to an adult day health care program, and management software for a volunteer driver program.

- Supplemental funding for Marin Transit to address increasing demand for ADA paratransit services.
- **Mobility Management and Travel Navigator staffing** to help with program development and outreach and expand Marin Transit’s travel training efforts.

Fares

In FY 2023/24, Marin Transit is forecasting a fare increase of \$0.25 on all services. This would raise fares to a \$2.25 adult fare and \$1.25 reduced fare, and staff projects that the new fare will increase fare revenue by ten percent. Board action and a Title VI analysis will be required prior to implementing any fare increases.

Paratransit fares are projected to increase at approximately the same rate as the amount of service (4%). The plan assumes that paratransit fares will increase in two phases reflected in the Financial Plan: phase 1 effective July FY 2020/21 and phase 2 in FY 2023/24. These increases will bring the paratransit fare to the industry standard of twice the adult fare. This is equivalent to a \$4.00 paratransit fare, based on current fixed route fares.

Marin Transit is in the process of updating the eligibility thresholds for low-income fare assistance (LIFA), and anticipates that this will increase the number of eligible riders. LIFA eligible riders will also receive free access to the District’s Fixed Route services.

Appendix B of the SRTP includes a comprehensive analysis of Marin Transit’s Fare Policy, Program Eligibility, and Low-Income Fare Assistance and makes the recommendations described in Table 5.6. These recommendations are included in the fare revenue projections.

Table 5-6: Summary of Proposed Fare Changes

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

Property Tax

Marin Transit receives 0.05 percent of County property tax, or about \$4.00 million per year, directly from Marin County. Property tax grown at 5-8 percent in the last few years after declining or almost no growth for four years (FY 2008/09 – FY 2011/12). Due to a potential slowing of the economy, the SRTP projects an average of three percent property tax growth over the ten-year plan.

FTA Section 5311

Federal Section 5311 Rural Transit Funds are less than one percent of Marin Transit's total revenues. Yet they are a significant revenue source (20%) for operating rural services that tend to have lower productivity. These

funds depend on the federal transportation bill and annual appropriations. Based on prior year trends, the District projects 5311 funding will grow by three percent per year.

Paratransit Contribution

Marin Transit and GGBHTD share responsibility for local paratransit in Marin County. Historically, Marin Transit has ensured that both agencies meet this responsibility. In this arrangement, GGBHTD has contributed its share of funding to Marin Transit. This relationship is expected to continue, and GGBHTD is projected to contribute funding for 25 percent of the mandated local paratransit operations costs to complement its regional fixed route services.

Marin Transit also contracts for regional paratransit services on behalf of GGBHTD, which pays 100 percent of that cost. This relationship is expected to continue, and the associated costs and revenues are included in the Financial plan.