



**REGULAR MEETING OF THE MARIN COUNTY TRANSIT DISTRICT BOARD OF DIRECTORS HELD MONDAY, SEPTEMBER 17, 2007, AT 10:00 A.M.**

Roll Call

Present: Director Kinsey; Director McGlashan; Director Brown; Director Adams;  
Director Arnold; Director Heller; Director Albritton (Alternate)

Absent: Director Swanson

1. [Open time for public expression, limited to three minutes per speaker, on items not on the Transit District's agenda.](#)

The first speaker, a Fairfax resident, addressed the Board with a reading of the Town of Fairfax's recently adopted resolution requesting the Marin County Transit District begin a monthly pass fare system as expeditiously as possible. According to the speaker, Fairfax supports transportation ideas and systems that are more environmentally responsible and encourage alternatives to private auto use.

The second speaker, a member of CA Network of Mental Health Clients, Marin Chapter, requested the Board consider providing transit from downtown San Rafael to the County new Wellness Center in the Canal District of San Rafael seven days a week. She commented that her organization is currently in negotiations with the County's Division of Mental Health to ascertain if monies are available to provide free transportation for clients.

Ms. Amy Van Doren, Transit Planning Manager, responded to a request from Director Brown to address concerns raised by the first speaker about adopting a monthly transit pass. She replied that staff has developed a report on fare media options for a monthly pass system. Golden Gate Transit is currently procuring new fare boxes for their vehicles, which will have the ability to read magnetic stripes; therefore, Marin Transit staff is exploring all fare media options for a monthly pass program. She offered the Board a report on the status of implementing a monthly pass for the Marin local system, including necessary timelines, at a future meeting.

2. Approval of minutes for August 20, 2007.

[Transit Minutes 082007](#)

M/s Director Brown - Director Adams approve the minutes of the meetings of August 20, 2007.

**Vote: Motion carried 6-0**

**AYES: Director Kinsey; Director McGlashan; Director Brown; Director Adams;  
Director Arnold; Director Heller; Director Albritton (Alternate)**

**ABSENT: Director Swanson**

### 3. Board of Directors' Matters.

Director Adams recently accompanied a visiting guest on a ride of the Muir Woods Shuttle. Even though they waited for a seat, she felt that the shuttle is great way to travel to Muir Woods. She expressed interest in working on how to better assist Marin residents and visitors to use our public transit system.

Director Kinsey reported that the State legislature moved about \$413M of gasoline spillover tax money away from transit funding this year. This decision by the legislature prioritizes school bus funding over funding the State Transit Assistance program. The California Transit Association is currently suing the State over this issue.

### 4. Transit Planning Manager's Oral Report.

#### [Monthly Monitoring Report for July 2007](#)

Ms. Van Doren reviewed the impact of the State Budget on Marin's Transit adopted budget, and reported that Marin Transit did not assume we would receive any spillover funds so this issue will not affect the agency's current budget. There will likely be a smaller amount of unanticipated monies available to Marin Transit this year, about \$124,000. Ms. Van Doren also reported that Golden Gate Transit informed Marin Transit that they recalculated the average fare amount for tickets received for Marin local service during the last fiscal year. The average had previously been set at \$1; however, after reviewing the actual usage of local tickets, GGT found a drop in the purchase of youth tickets attributable to the implementation of the youth pass program. Therefore, the average ticket value will now be set at \$1.80. Golden Gate Transit will be providing Marin Transit with a \$84,000 credit for fare box revenue based on this recalculation.

A discussion of the Marin Transit Youth Pass Program began among Board members, and Ms. Van Doren stated that last school year, there were 34 schools participating in the Youth Pass Program with a total of 2,023 students participating. The 6 month pass costs students \$175 or \$325 for an annual pass. Youth passes are free for students whose household incomes qualify them. 1574 free passes were distributed and 449 students paid for their youth passes. Marin Transit collected approximately \$110,000 in fare revenue from the Youth Pass Program.

Ms. Van Doren introduced Selena Barlow, lead consultant on Marin Transit's Strategic Marketing Plan and Marin Transit staff will be kicking-off this process with her firm later today.

Director Brown asked about the level of participation in the Youth Pass Program, and requested a list of the schools not currently participating in the program. Director Brown requested information on the number of students riding the bus but not using a Youth Pass. Ms. Van Doren stated that she could obtain local youth ticket data from Golden Gate Transit.

Director Brown stated that the previous free youth ticket program, Ride and Roll Program, cost the agency about \$350,000 in payment to Golden Gate Transit and wanted to know how the Ride and Roll Program compares with the current Marin Transit Youth Pass program. Ms. Van Doren responded that staff will work with GGT to obtain additional youth ticket information so that staff can provide a more accurate comparison of the two programs.

Mr. Farhad Mansourian explained that as part of Marin Transit's budgeting process, staff researched the impacts of providing free fares for seniors and youth. Implementing a free youth transit fare would have a budget impact of \$575,000 in lost fare revenue. The \$350,000 for Ride and Roll was paid for out of the County's budget, not from the Transit District, and the program was only implemented at certain participating schools. The Ride and Roll program was not consistent across the County as free rides were provided just for participating schools. In Summer 2005, Marin Transit took responsibility for two school districts' (Larkspur and White Hill) bus service that they had previously contracted directly with Golden Gate Transit.

Director Adams requested that if there is a follow-up discussion on the Youth Pass program, the Board needs to know the level of subsidy for providing free passes for income-qualified youth.

Mr. Mansourian continued with the Transit Manager's Report, explaining that negotiations with Golden Gate Transit continue and that a subcommittee of the two agencies will meet on September 27<sup>th</sup>. The Marin Transit subcommittee will meet prior to the September 27<sup>th</sup> meeting.

Director Brown commented on the positive meeting held in these chambers with representatives of Golden Gate Transit's drivers' union.

Steve Kinsey reported that San Francisco has plans to replace Doyle Drive and is considering implementing a new toll on the roadway. He commented that Marin experiences congestion on the weekends from San Franciscans driving to Marin, which could be a funding nexus for Marin Transit. Director McGlashan commented that if there are efforts to implement congestion pricing on Doyle Drive, Marin Transit needs to examine whether the same model could be implemented in Southern Marin for those accessing West Marin. He emphasized that Marin's traffic congestion is not limited to commute traffic and includes recreational traffic on weekends.

5. Enhanced Taxi Services for Social Service Transportation & Public Transit Programs in Marin County

M/s Director Brown - Director Heller approved the action to accept report.

**Vote: Motion carried 6-0**

**AYES: Director Kinsey; Director McGlashan; Director Brown; Director Adams; Director Arnold; Director Heller; Director Albritton (Alternate)**

**ABSENT: Director Swanson**

Ms. Van Doren introduced the multiple project partners present today: Pat Wall of HHS

Division of Aging, Cynthia Peterson of Golden Gate Transit, Andrea Dougan with the Commission on Aging and with the Paratransit Coordinating Council, Whistlestop's new Executive Director, Don Morgan, and Jackie Mulroy, Whistlestop's Director of Transportation and Robert DeWalt, owner of On the Move taxi cooperative.

Doug Langille, with IBI Group, gave a presentation to the Board on the study on Enhanced Taxi Services for Social Service Transportation & Public Transit Programs in Marin County. Mr. Langille requested that the Board offer their feedback on the information being presented. He gave an overview of the projects' study objectives, potential barriers offset by opportunities, service strategies, and administration strategies. He explained that Marin Transit staff's next steps are to finalize costs, establish a funding strategy, and develop an implementation schedule.

Director Brown asked about the increase in liability for taxi operators, and Mr. Langille responded that liability and insurance are an enormous strain on the taxi industry. Marin Transit will need to explore different strategies for overcoming this hurdle.

Director Brown asked for clarification on the taxi study implementation process. Mr. Langille explained that Marin Transit would purchase taxi vehicles and lease them back to participating cab companies. At the end of the two-year demonstration, there should be a proven market demand that demonstrates to the cab companies that they should purchase their own accessible vehicles. The Board directed Marin Transit staff to move forward with the procurement process for four accessible taxi vehicles.

Director Arnold asked for clarification about the proposed taxi strategies and how the timing and prioritization for implementation will be handled. Ms. Van Doren responded that Marin Transit staff will move forward with the acquisition of accessible taxis, and continue to work with Whistlestop to expand the current supplemental taxi service that they contract for; move forward with a taxi jitney program for Muir Beach, and, with Board direction, staff will look at implementing additional strategies over time. Marin Transit staff will work with the consultant on a phased implementation plan.

Director Arnold asked about the Transportation Authority of Marin whether there would be a duplication in their efforts to also fund a Mobility Manager. Ms. Van Doren explained that staff have discussed this position and a potential job description with TAM staff.

Director Albritton expressed his support for the proposed strategy that would provide supplemental taxi services to complement Golden Gate Transit regional and commute services. He expressed concern about the potential for duplication of efforts between the Mobility Manager and [www.511.org](http://www.511.org) for trip planning.

Director Adams supports Marin Transit finding a way to implement the strategies while acknowledging that we cannot do everything now due to budgetary limitations. She asked when an analysis of cost would be available to assist Board members with prioritization. Ms. Van Doren said staff will work with the consultants to refine the strategies and expect to report back to the Board at a future meeting. Director Adams also wanted to make sure that coordinating with partners in Sonoma County would not be excluded from the study. She asked for Mr. Langille to provide an example of how the proposed strategy for taxi feeder service to Golden Gate Transit regional service will

work.

Director Heller requested a brief synopsis of the existing available taxi services in Marin. Also she asked for more details regarding the Mobility Manager position and whether it was included in Marin Transit's adopted budget. Mr. Langille explained that the ideal scenario is that Marin Transit would charge a brokerage fee to fund the position and participating agencies would pay that fee. Director Heller asked that staff emphasize the ease and cost savings of using transit over owning and operating a car.

Director McGlashan expressed interest in the strategies and stated particular interest in a deviated-fixed route jitney service in the hilly areas of the County. Director McGlashan also expressed concern about a Mobility Manager duplicating the 511 system, yet he agrees that we need some form of phone service with a direct-access phone number. This is an issue that can be overcome through effective marketing and addressing the interconnection with 511.

As Director Arnold serves on the County's Mental Health Board, she expressed concern as to how clients are to get to the new Canal Wellness Center, in light of the fact that these same clients may not have the money to take Golden Gate Transit bus service. She asked for clarification on whether there would be a difference in fares for an ADA-eligible rider on Whistlestop utilizing the supplemental taxi service. For those eligible riders requesting service from WSW, the fare for a trip on taxi will remain the same as for regular paratransit.

Director Kinsey emphasized that since this study is being funded by MTC, we are under the microscope from a regional perspective and it will be interesting to see how the various taxi programs in Marin evolve. He asked Ms. Van Doren about office space requirements for a Mobility Manager and Ms. Van Doren responded that space has been identified in Marin Transit's new office location.

Director Kinsey expressed his excitement for the strategies aimed at providing service for seniors and the Muir Beach community. He wished to clarify that the entirety of funding for a Muir Beach demonstration project would be derived from Measure A rural transit funds.

Marin Transit staff will work with the consultant staff on the Phased Implementation Plan and to address issues of timeline as well as long-term funding.

The Board directed the staff to move forward with the procurement of the four accessible taxi vehicles at a cost of roughly \$50,000 for a total project cost of about \$200,000.

One public speaker applauded the Marin Transit Board for being far-sighted. She supports a taxi demonstration project for seniors in central Marin. She believes that Novato currently serves its senior population quite well, and that a senior taxi demonstration project based in San Rafael would be a logical place to start to show taxi companies that such trips would truly be worth their while before expanding the program to other parts of the County.

The meeting was adjourned at 11:40 a.m.

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PRESIDENT

ATTEST:

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CLERK

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