



Marin Mobility Consortium

Agenda

- 01** Introductions
- 02** Partner Announcements / News
- 03** Open Time for Public Expression
- 04** TAM Countywide Transportation Plan
- 05** Catch-A-Ride Pilot Program Evaluation
- 06** West Marin Shuttle Update
- 07** Marin Access Performance Metrics

Partner Announcements / News

Open Time for Public Expression

Limited to two minutes per speaker for items not on the agenda

Transportation Authority of Marin **Countywide Transportation Plan**

Marin Access Catch-A-Ride Pilot Program Evaluation

Timeline

- **2012**
 - Catch-A-Ride program launch
 - Subsidized taxi program offers additional mobility options to those 65+ and not eligible for ADA paratransit
- **July 2020**
 - Program adjustments made to reflect premium nature of service
 - Base fare of \$4 added
 - Addition of Marin Access Fare Assistance
- **July 2023**
 - 12-month pilot program to revamp and enhance the Catch-A-Ride (CAR)
 - Elimination of call center + addition of Uber as a provider

Catch-A-Ride Pilot Program

Paper voucher program Agreement with North Bay Taxi

Marin Transit leases North Bay Taxi an accessible vehicle to ensure accessible vehicle is available



Digital voucher program Agreement with Uber

Joanna, the GEN-AMB-FY24Q4 voucher has been added to your account

Your voucher will be live between Apr 01, 2024 12:00 AM till Jun 30, 2024 11:30 PM, and will automatically be applied to your next eligible ride.

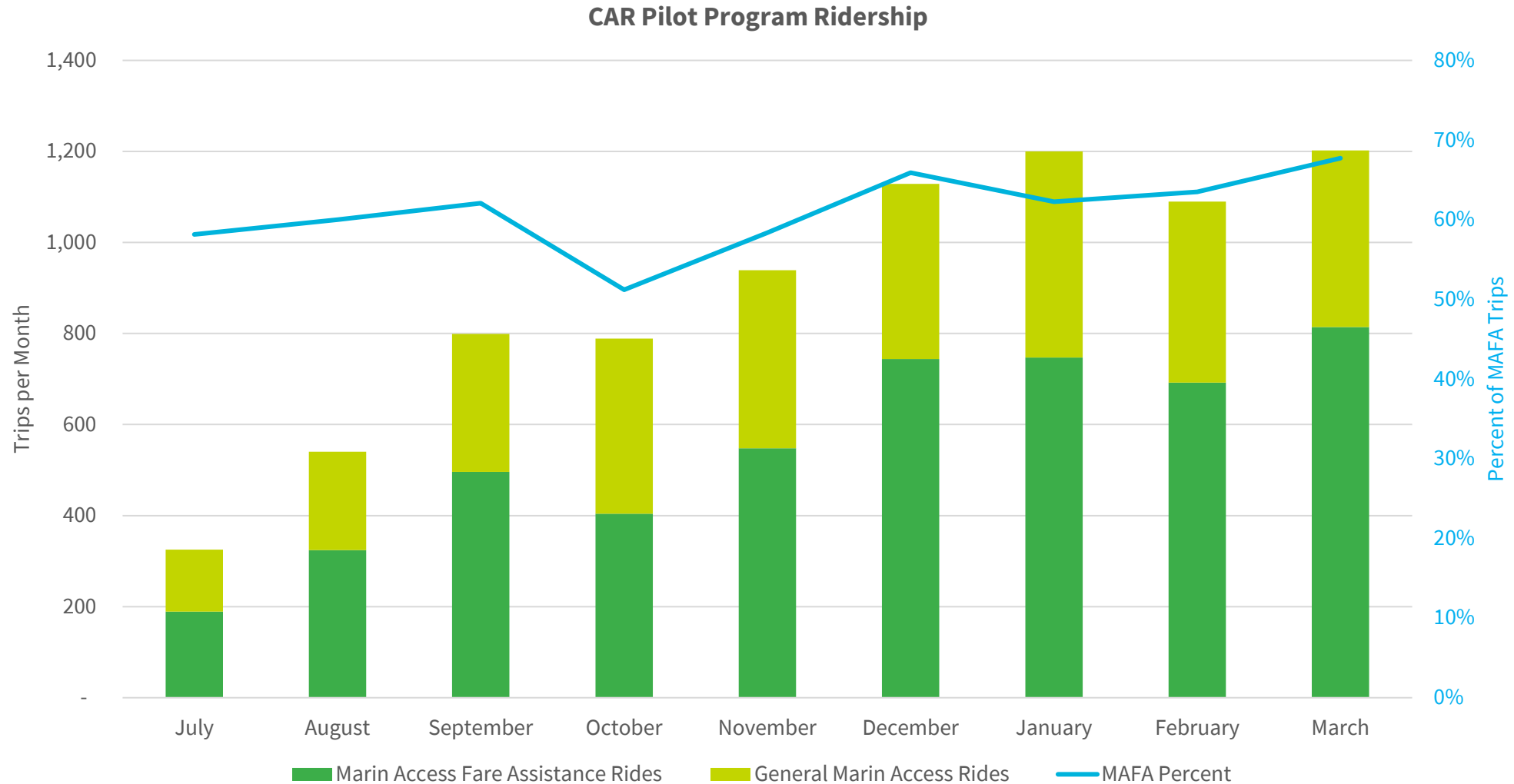
- ★ You pay first \$5.00, Up to \$20.00 off each trip 30 trips total



GEN-AMB-FY24Q4

Issuer	Marin Transit
Value	You pay first \$5.00, Up to \$20.00 off each trip 30 trips remaining (30 trips total)
Starts	April 1, 2024 at 00:00
Expires	June 30, 2024 at 23:30
Valid vehicle types	assist, uberx, uberx share, wav
Location restrictions	Pickup and drop-off locations View details

Evaluation – Program Performance

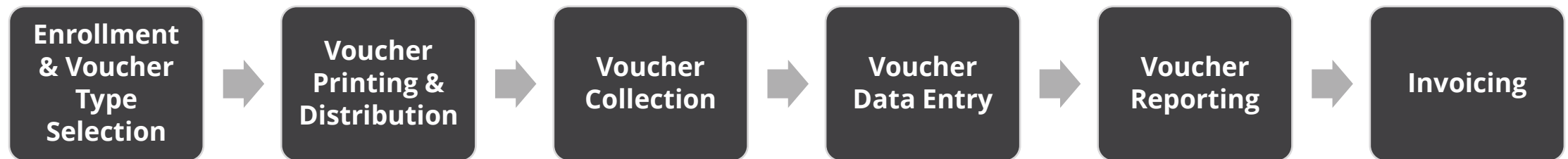


Evaluation - Rider Feedback

	Paper Voucher User	Digital Voucher User
Receipt of Vouchers	91%	96%
Activation of Vouchers	-	90%
Ease of Trip Scheduling	87%	87%
Trip Availability	84%	92%
On Time Performance	90%	92%
Cost of Trips	84%	86%
Driver Courtesy	96%	96%
Overall Experience	92%	94%

Evaluation – Program Administration

Program administration for paper vouchers is time consuming and costly



Evaluation – Providers

- Largely positive feedback from riders, but issues do exist with both providers
- North Bay Taxi
 - Capacity / driver availability
 - Dispatch and customer service training
- Uber
 - Language barriers between drivers & riders
 - Accessibility for those traveling with service animals

Evaluation – Subsidies

	North Bay Taxi	Uber
Average Subsidy Per Ride	\$24.85	\$16.08
Average Subsidy Per Enrolled Rider Per Month	\$72.43	\$49.01
Average Trip Length	3.8 miles	7.6 miles

Summary

The program expands mobility for Marin Access riders, particularly those with income barriers

Key Areas for Improvement

1. Program administration for paper vouchers is burdensome and costly
2. There are some provider challenges that diminish the rider's experience
3. It is unclear whether the program will be financially viable long term in current form
4. Riders desire more flexible options to use the subsidy provided by the District

Improvement Plan

**Streamline Subsidy
Distribution**

**Fare Policy +
Reimbursement Adjustments**

**Onboard Additional
Provider(s)**

**Accessibility + Service
Equivalency Monitoring**

Next Steps

On May 6, MCTD Board of Directors approved:

- Extension of Catch-A-Ride pilot program on a month-to-month basis for up to an additional year
- Amendments to current contracts for month-to-month extension with existing providers (North Bay Taxi & Uber)
- GM to negotiate contracts with additional providers

During the continued pilot period, staff will:

- Streamline the voucher distribution process & improve rider choice
- Make adjustments to fare policy and voucher reimbursements to better serve those with income barriers and ensure long term financial viability
- Enhance monitoring of the program to ensure it provides for equivalent service for all per ADA regulations

West Marin Shuttle Update

Recent History of MCTD Effort in West Marin

2019

- Age Friendly County of Marin Survey Results Report
- Marin County Older Adult Needs Assessment

COVID

2022

- Rescoped the Innovation Incubator to narrow the focus to West Marin
- Planning Workshop to brainstorm with community partners on need and identify resources available

2023

- Marin Transit awarded 5310 rural funding to increase mobility options in West Marin
- Additional feedback suggested needs are shifting, but still high

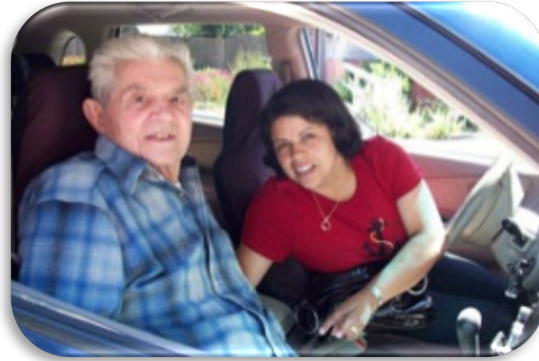
2024

- Follow up survey with existing riders & community members to update needs and inform program offerings
- Board approval for pilot program

Existing Marin Transit Programs and Services



**Stagecoach
Routes 61 and 68**



**Marin Access
Volunteer Driver**

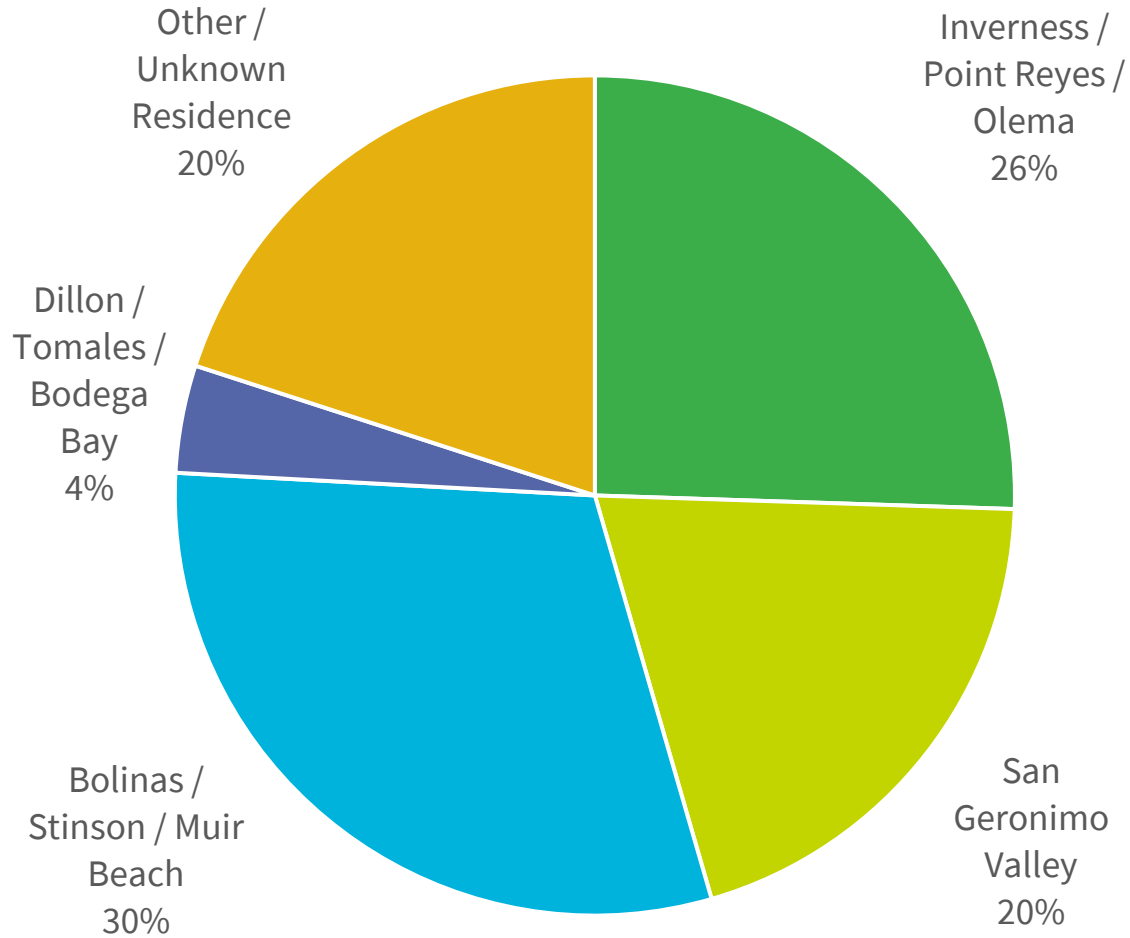


**Marin Access
Shuttles**

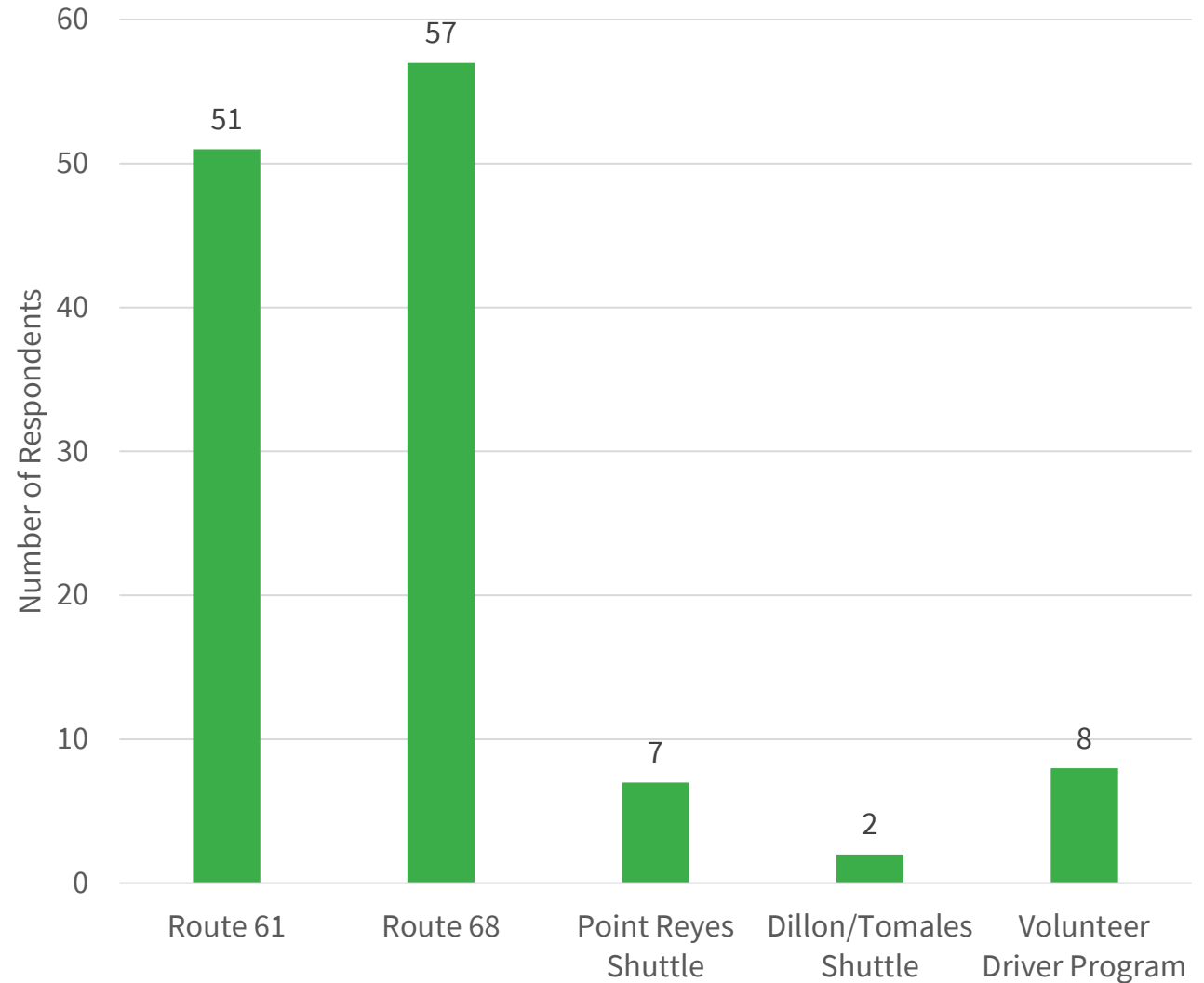


Survey Response Demographics

Response Rate: 143 total responses



Respondents by Program



Source: West Marin Transportation Needs Survey, 2024

West Marin Shuttle Program

In April, the MCTD Board of Directors authorized expansion of shuttle program for one new shuttle within West Marin

- Stinson Beach – Bolinas > Olema - Point Reyes
- Operates 1 – 2 days per week and offers riders opportunities to travel within West Marin multiple times during the day
- Increases access to critical services such as USPS
- Funded with FTA Section 5310 Grant & Measure B Vehicle License Fee



Further Evaluation Needed

More survey/data analysis and program development work is needed to inform changes to other programs to better meet the needs of rural communities

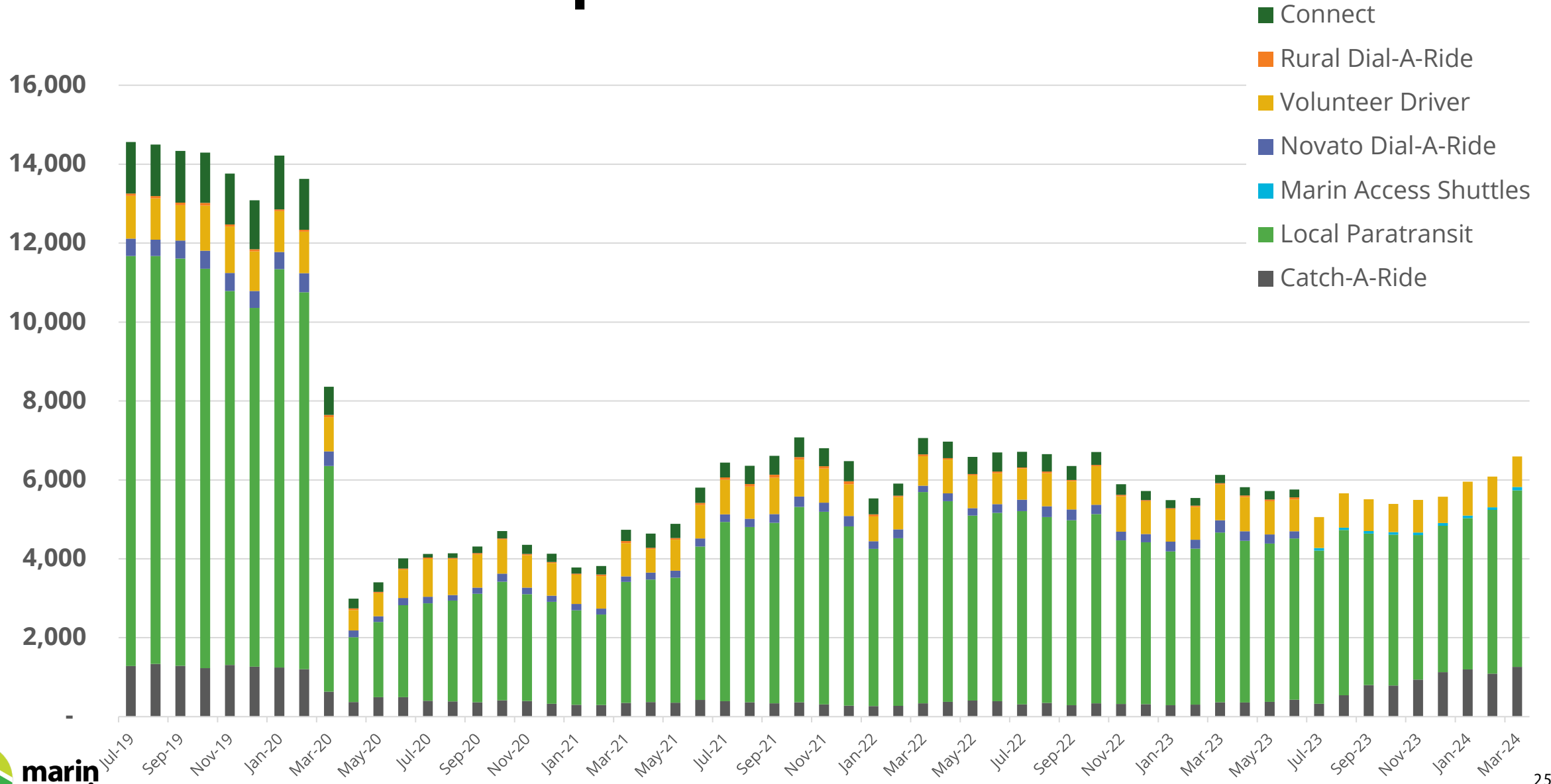
- Stagecoach Route 61 and Route 68
 - Will feed into ongoing fixed route service development process for consideration
- TRIP Volunteer Driver Program
 - Survey response from TRIP riders / volunteers was low
 - More work needed to understand what motivates current volunteers and how to expand
 - Will consider additional incentives and other program changes to recruit more drivers
- Catch-A-Ride (CAR) Pilot Program
 - Currently considering changes to CAR Pilot based on survey and Pilot evaluation
 - Known provider gap in West Marin may be insurmountable

Next Steps

- Implement new pilot shuttle before end of FY24
- Conduct additional community partner & rider outreach as needed to finalize new Pilot Shuttle service characteristics
- Develop & implement community education plan for new services
- Continue survey analysis, research, and outreach to determine path forward for additional shuttles and updates to volunteer driver program and Stagecoach

Marin Access Performance Metrics

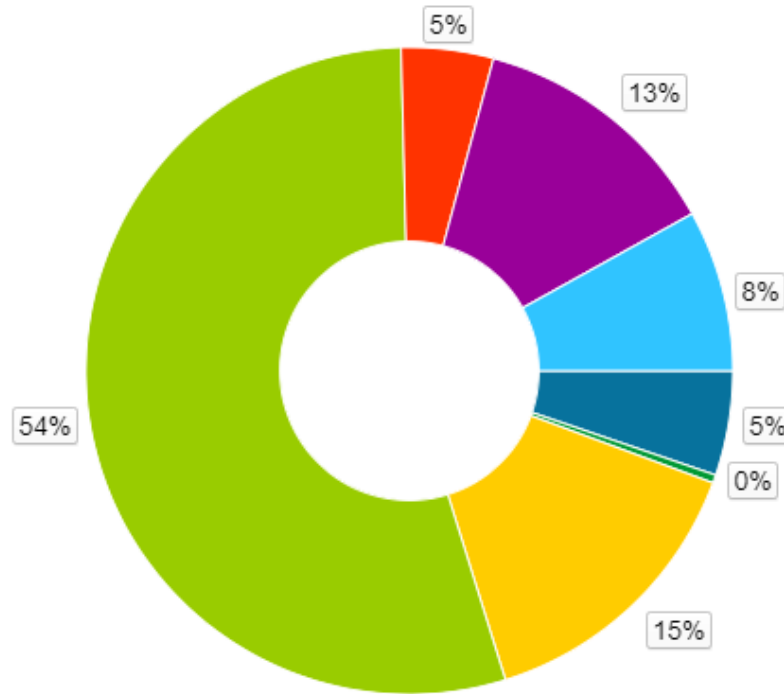
Marin Access Ridership Trends



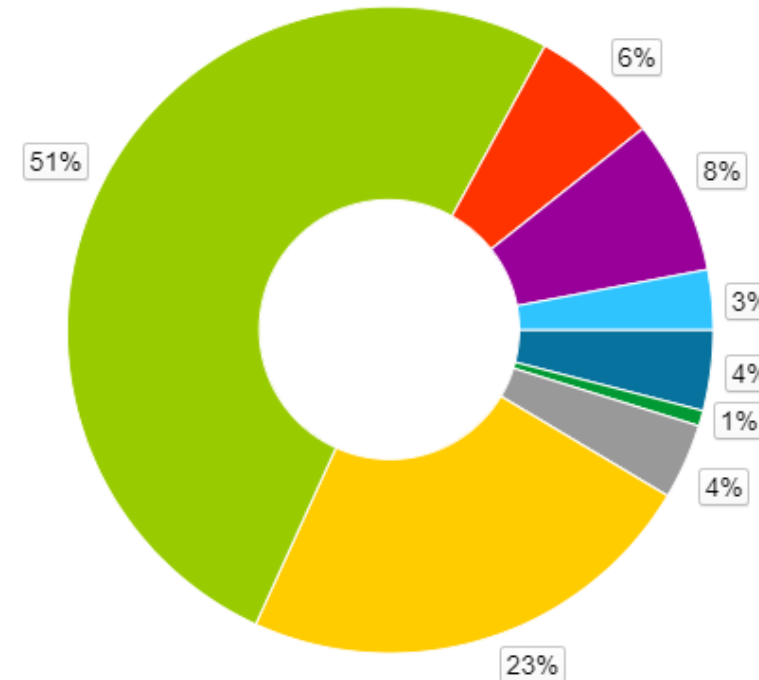
Call Center Call Volumes



Call Volume



Selected Year

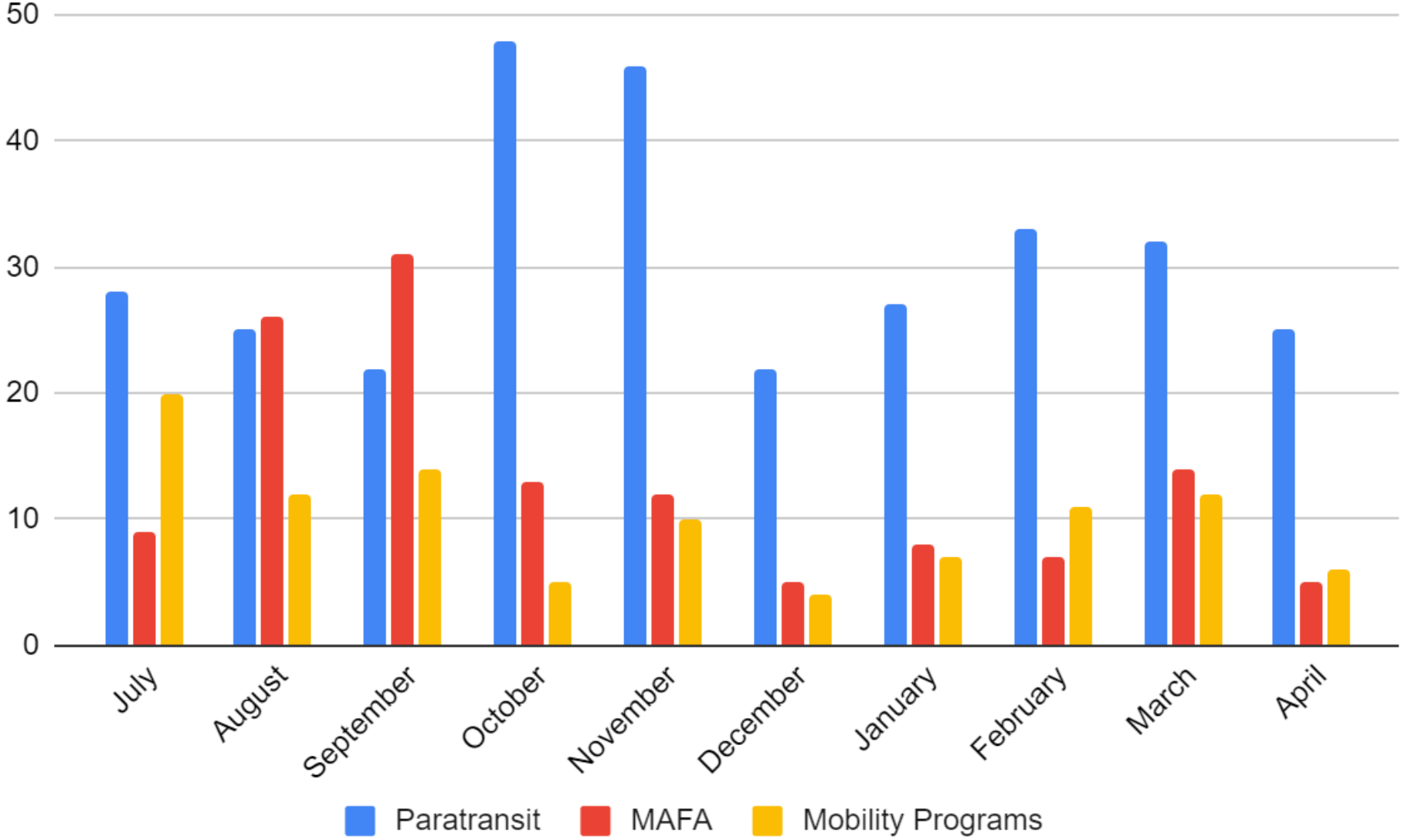


Prior Year

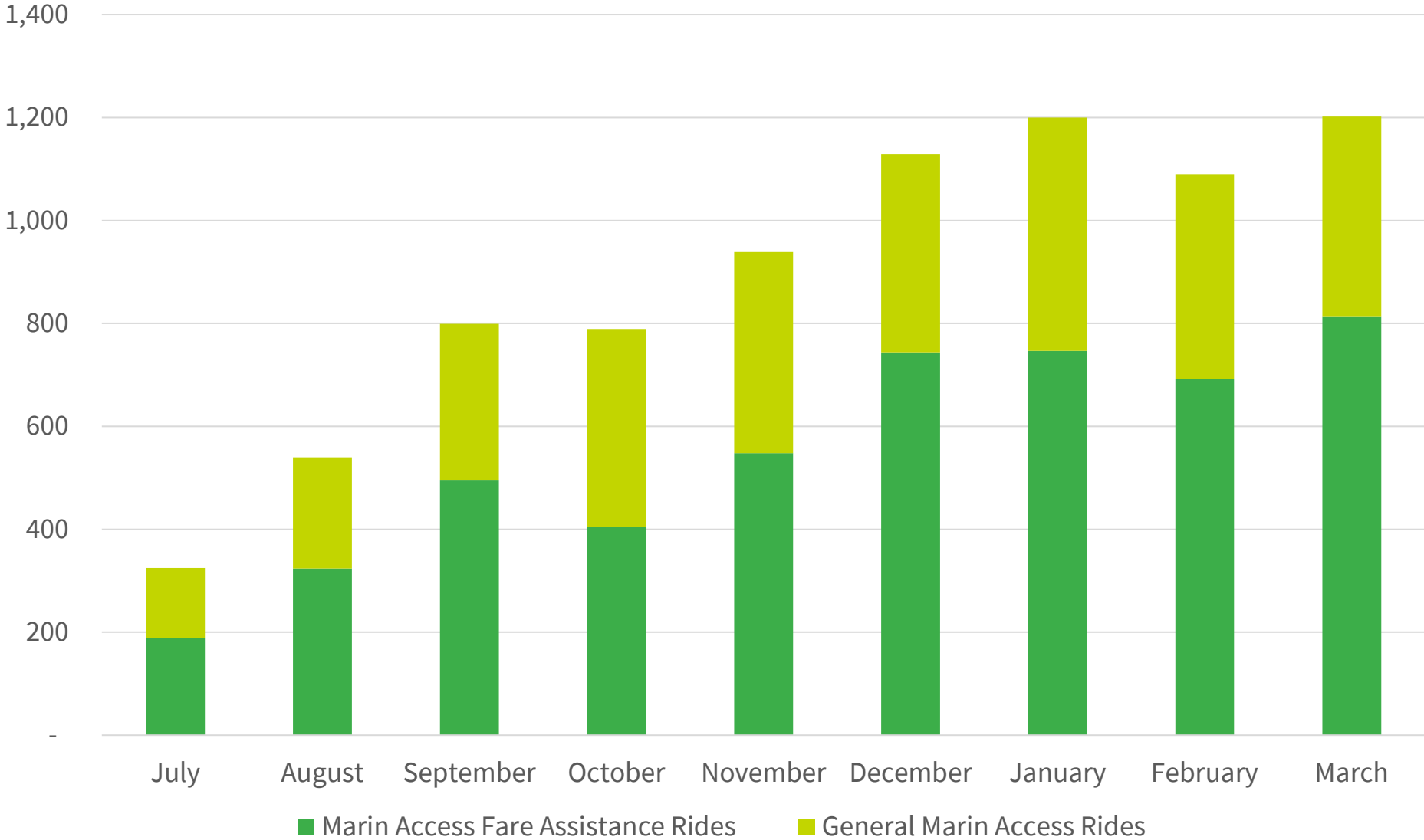
- Call Volume - Cancellations
- Call Volume - Customer Service
- Call Volume - DAR
- Call Volume - Immediate Assistance
- Call Volume - Scheduling
- Call Volume - Spanish
- Call Volume: TN Inbound
- Call Volume: Transfers to CAR



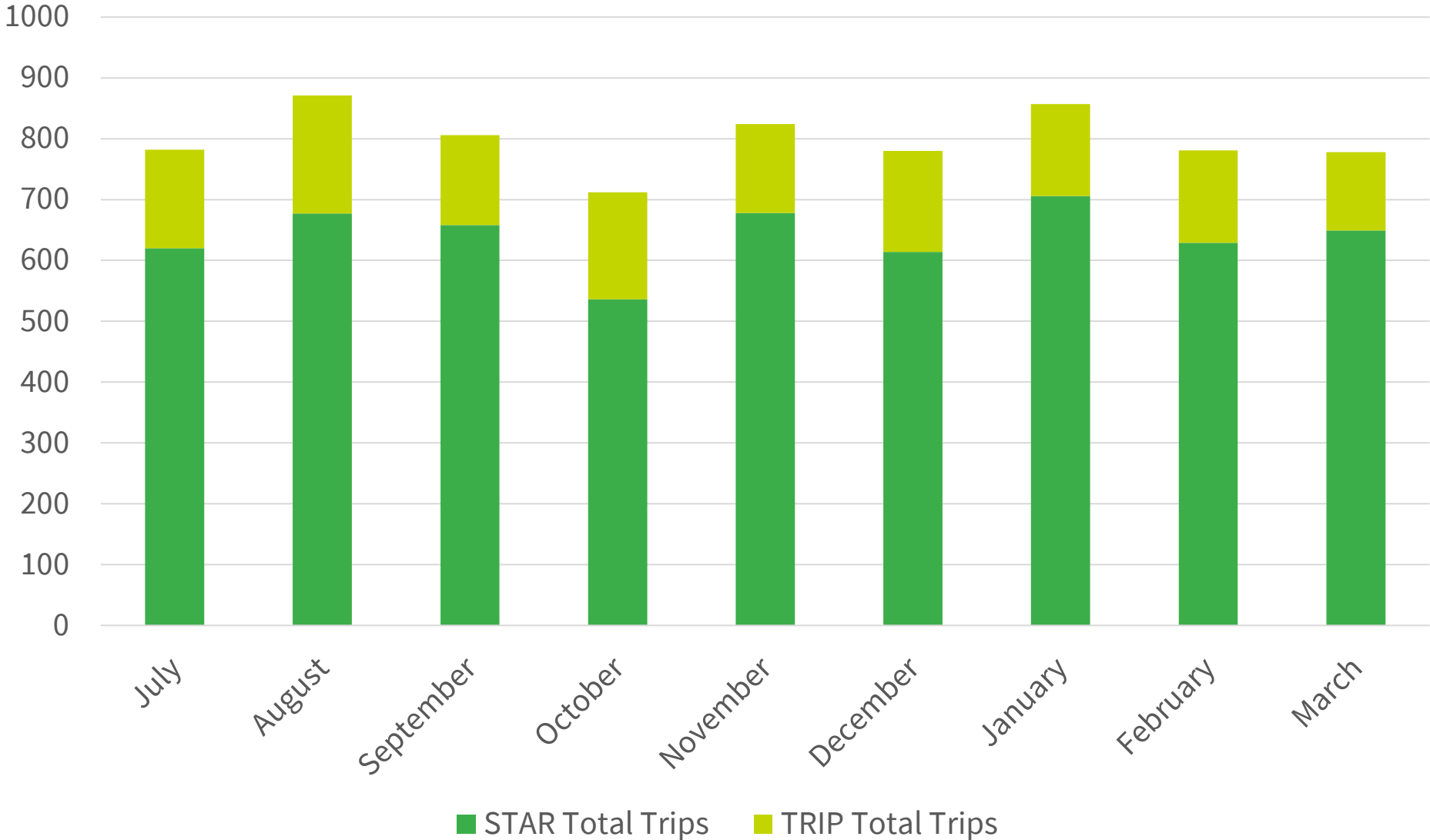
Marin Access Program Enrollment



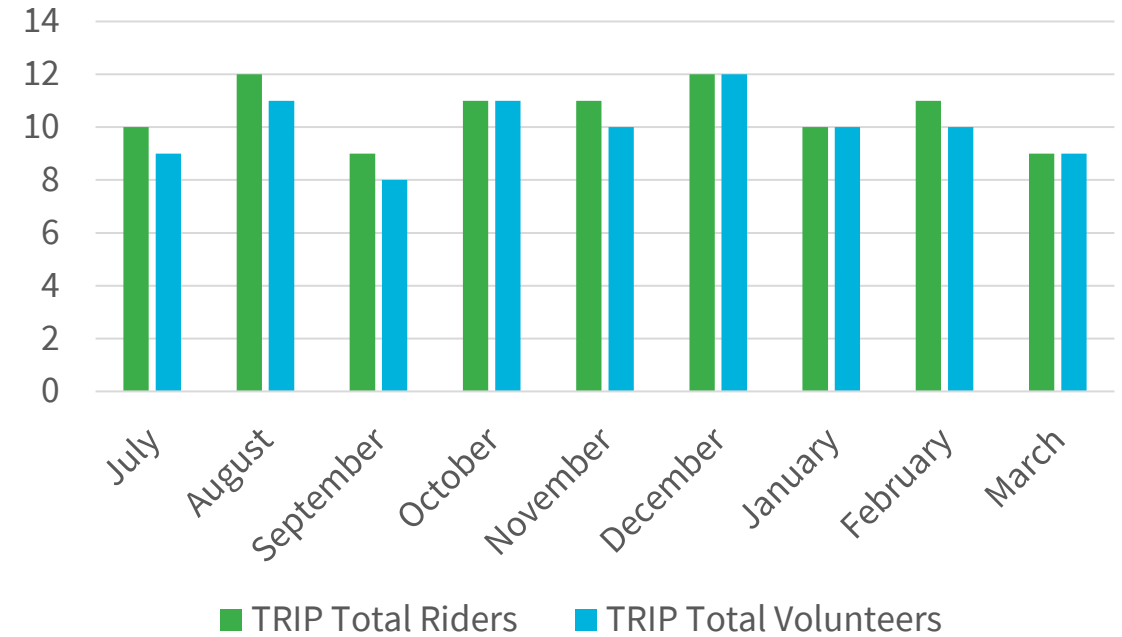
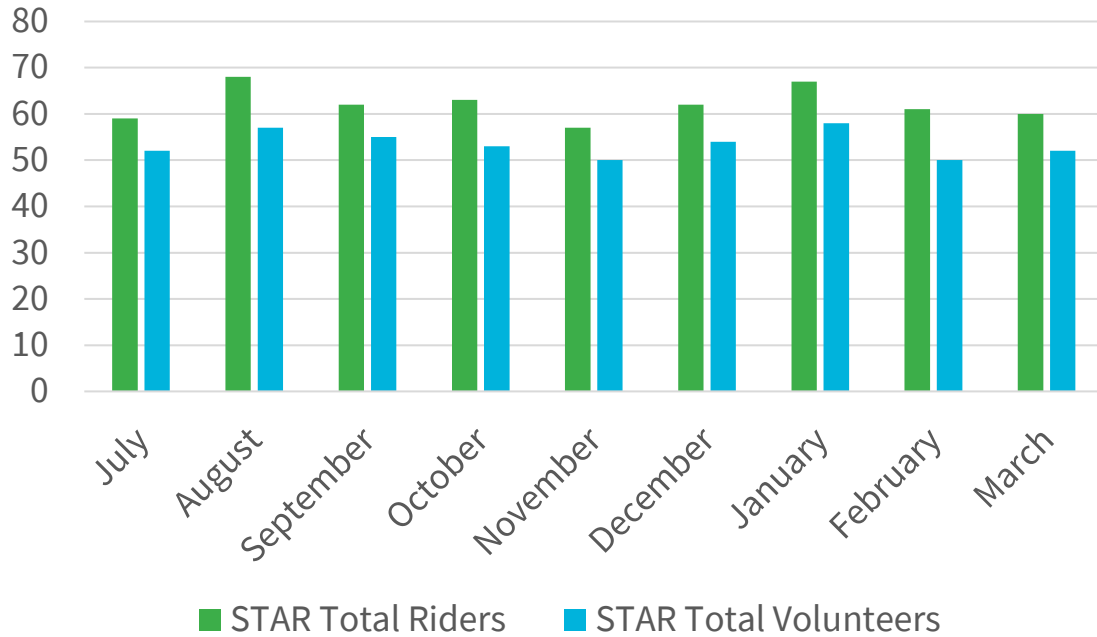
Catch-A-Ride Pilot Program Ridership



Volunteer Driver Program Ridership



Volunteer Driver Program Riders & Volunteers



Marin Access Feedback

- In Q3 there were 34 complaints and 10 commendations across all Marin Access Service Providers
- Complaints were primarily related to:
 - Driving and Driver Conduct
 - Scheduling Challenges
 - Accessibility
- Commendations expressed appreciation for the programs offered and support from drivers and support staff

Marin Access Community Engagement Events

Month	Event
January	Catch-A-Ride Info Session
January	Catch-A-Ride Info Session
January	Catch-A-Ride Info Session
January	Navigating Transit Presentation to Sausalito Villages
March	Navigating Transit Presentation to North Marin Community Services Staff
April	Spring Resource Fair at the Redwoods
April	Senior Resource Fair at Fairfax Library
April	Navigating Transit Presentation to Residents of 1251 S. Eliseo (Permanent Supportive Housing Location / Marin Housing)
April	Navigating Transit Presentation to Canal Alliance Staff
May	Tabling at Canal Alliance Food Pantry
May	Short Range Transit Plan Focus Groups

Thank you

CONTACT

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