



**Marin Paratransit Coordinating Council**  
**Monday, October 21, 2024, 1:30 p.m.**

**Meeting Location** *(for voting members and others that wish to join in person)*

Marin Transit Administrative Office  
711 Grand Avenue, Suite 110 San Rafael, CA 94901

**Virtual Attendance** *(for members of the public)*

**Zoom:** <https://us02web.zoom.us/j/83139140044>

**Teleconference:** +1 669 900 6833

**Webinar ID:** 831 3914 0044

**Providing Public Comment**

- To provide written public comment prior to the meeting, email [info@marintransit.org](mailto:info@marintransit.org) or use the comment form at [www.marintransit.org/meetings](http://www.marintransit.org/meetings). Submit your comments no later than **5:00 P.M. Sunday, October 20, 2024** to facilitate timely distribution. Include the agenda item number you are addressing, your name, and address. Your comments will be forwarded to members of the PCC and will be included in the written public record.
- Public comment is limited to two minutes per speaker unless a different time limit is announced. The Chair may limit the length of comments during public meetings due to the number of persons wishing to speak or if comments become repetitious.
- Participating on Zoom or teleconference: Ensure that you are in a quiet environment with no background noise. To raise your hand on Zoom press **\*9** and wait to be called upon by the Chair. You will be notified that your device has been unmuted when it is your turn to speak. You will be warned prior to

your allotted time being over. Your comments will be included in the public record.

### **General Meeting Information**

- Late agenda material can be inspected at the office of Marin Transit, between the hours of 8:00 a.m. and 5:00 p.m. Monday through Friday.
- In case of Zoom outage, dial 515-604-9094; meeting ID: 142-334-233
- All Marin Transit public meetings are conducted in accessible locations.
- Documents are available in accessible formats or additional languages by request. If you require translation or other accommodation, call (415) 226-0855 or 711. Requests must be received no less than five working days prior to the meeting.

## **Agenda**

### **1:30 p.m. Convene as the Marin Paratransit Coordinating Council**

#### **1. Introductions**

#### **2. Review of Agenda**

#### **3. Review of Meeting Minutes for August 2024**

*Recommended Action:* Approve

#### **4. Open Time for Public Expression**

*(Limited to two minutes per speaker on items not on the agenda)*

#### **5. New Business**

- a. New Member Application - *Action*
- b. Marin Access Eligibility Application Pilot – *Information*
- c. Reasonable Accommodation for Remote Participation – *Information*
- d. Public Engagement Update – *Information*

#### **6. Old Business**

- a. Public Comment / Question Follow-Up – *Information*

#### **7. Agency / Committee Reports**

- a. Marin Transit Updates - *Information*
- b. Marin Access Performance Metrics - *Information*
- c. GGBHTD Advisory Committee on Accessibility Report - *Information*
- d. TAM Citizens Oversight Committee Report - *Information*

### **3:00 p.m. Adjourn**

## MARIN PARATRANSIT COORDINATING COUNCIL

August 19, 2024, 1:30PM to 3:00PM

### MEETING MINUTES

1. Meeting called to order at 1:34 PM by PCC Chair Michael Harris.
  - a. In attendance
    - i. PCC Members: Michael Harris, Jane Gould, Javier Miranda, Terry Scussel, Terri Sylvain
    - ii. Members of the Public: Priscilla Jimenez, Charmina Guerrero, Maryann Perrine, Noele Kostelic
    - iii. Staff (MCTD + GGBHTD): Jon Gaffney, Joanna Huitt, Robert Betts, Kate Burt, Sandra Romero, Cathleen Sullivan
    - iv. Contractors (Transdev): Claudia Tamayo, Kent Hinton
2. Review of Agenda
  - a. All present have reviewed agenda, no updates needed.
3. Review of Meeting Minutes for June 2024
  - a. All present have reviewed. Motion to approve made by Jane Gould, seconded by Terry Scussel.
4. Open Time for Public Expression
  - a. There were no comments from the public.
5. New Business
  - a. MCTD Board Update on Paratransit Ridership Analysis
    - i. Staff reported that fixed-route ridership had returned to pre-COVID levels, however Marin Access' ridership had not. Staff provided an overview of Marin Access' services. Staff compared local and Bay Area paratransit ridership recovery, noting important dates. Staff reported that several top paratransit trip generators had closed. Staff listed Fiscal Year (FY) 2020 and FY 2024 top trip destinations. Several locations had also reduced or changed programming.
    - ii. Jane Gould asked why less riders have been traveling to and from the YMCA and Cedars facilities in FY 2024.
    - iii. Joanna Huitt stated that staff have not spoken to YMCA staff, however they plan to. She suggested the lower number of rides to and from the YMCA and Cedars facilities may be due to reduced and hybrid programming. Some riders who used to be patients at Satellite Dialysis had shifted to different dialysis centers. Ms. Huitt explained that staff had conducted outreach at Venetia Oaks. Staff will continue to reach out to locations.

- iv. Terry Scussel noted that several day programs now offer remote service. He added that populations have also reduced.
- v. Robert Betts reported that destinations are experiencing staffing challenges.
- vi. Mr. Scussel commented that programs have mandated ratios.
- vii. Ms. Gould asked why the overall Bay Area paratransit ridership was higher than local paratransit ridership.
- viii. Mr. Betts responded that Marin County has unique staffing challenges.
- ix. Ms. Huitt added that some riders have shifted to different transportation options.
- x. Michael Harris reported that he has encouraged individuals to apply who don't see Marin Access as an absolute necessity yet. He asked if staff conduct outreach to those who may need Marin Access services in the future, to allow for transition time.
- xi. Ms. Huitt explained how staff are expanding outreach efforts and are more proactive. Staff encourage individuals to sign up before they need the services. They also encourage individuals to sign up for everything they may be eligible for. Staff are working to streamline the application process.
- xii. Mr. Harris asked if staff would attend the 2024 Marin County Senior Fair.
- xiii. Ms. Huitt confirmed they would and are trying to attend as many events as possible.
- xiv. Mr. Betts suggested that at a future PCC meeting they should discuss how to encourage individuals to apply for programs before they need them. Programs for those older than 65 are an opportunity to introduce riders to additional programs that they may need in the future.
- xv. Mr. Harris suggested staff could run an introductory special for those who have not yet signed up.
- xvi. Mr. Betts requested they bring the topic back to the PCC for additional discussion.
- xvii. Staff reported on findings from recent outreach to top trip generators. Staff compared paratransit ridership data from FY 2020 and FY 2024. Staff shared the results of their initial rider survey from 2024. Staff reported that paratransit riders generally have positive experiences with the service. Staff also found that riders are making different transportation choices than pre-COVID. Staff explained their findings from direct rider outreach with former riders. Staff explained alternative programs available to paratransit riders. Staff compared paratransit, Catch-A-Ride, and Vivalon enrollment before COVID and after COVID.

- xviii. Mr. Harris asked if staff have compared the costs of the new programs that riders are enrolling in.
- xix. Ms. Huitt responded that Vivalon programs are sponsored by insurance, so they are free to riders.
- xx. Ms. Huitt noted that Catch-A-Ride is less costly than paratransit.
- xxi. Mr. Betts compared the paratransit fare structure and Catch-A-Ride's fare structure.
- xxii. Mr. Harris asked if Vivalon is mostly medical transport.
- xxiii. Ms. Huitt explained what programs Vivalon offers locally and regionally.
- xxiv. Mr. Scussel noted that Vivalon offers transportation to and from day programs.
- xxv. Mr. Betts explained Catch-A-Ride and paratransit subsidies per trip.
- xxvi. Ms. Gould commented that Marin Access lost paratransit riders and gained Catch-A-Ride riders.
- xxvii. Mr. Betts clarified that the data Ms. Gould was observing was only unique riders. Individual riders aren't taking as many trips anymore.
- xxviii. Ms. Gould asked if paratransit riders must live within three-quarters of a mile from a bus stop.
- xxix. Ms. Huitt responded that eligible riders may live anywhere in Marin County, however for guaranteed service, start and end points of trips must be within three-quarters of a mile of a fixed route service.
- xxx. Ms. Gould suggested Catch-A-Ride may have high ridership due to its greater flexibility.
- xxxi. Mr. Scussel added that for paratransit, the nearby fixed route service must be active.
- xxxii. Ms. Huitt said that staff try to work with riders who are outside of the paratransit service area and recommend services that will work for them.
- xxxiii. Mr. Scussel commented on the convenience of Catch-A-Ride.
- xxxiv. Terri Sylvain noted that convenience may be equivalent to cost.
- xxxv. Charmina Guerrero stated that Carepool is for Marin County residents ages 65 and older. Rides are provided by volunteer drivers and are not guaranteed. Rides can be to the grocery store and medical appointments. Riders may only book two rides per week.
- xxxvi. Staff summarized where paratransit ridership has gone, relative to pre-COVID ridership. Staff presented their key takeaways and next steps.
- xxxvii. Mr. Harris asked if Marin Access could partner with local businesses for group trips.
- xxxviii. Ms. Huitt responded that staff recently shifted their shuttle program, which may present an opportunity for that collaboration.

- xxxix. Mr. Betts explained the new shuttle program, which involves centralized pickups and drop-offs. If the program is successful, staff will market it further.
- xl. Ms. Sylvain asked how to access information on the new shuttle program.
- xli. Ms. Huitt explained where to find information.
- xlii. Ms. Sylvain provided feedback on the shuttle's request system.
- xlili. Ms. Huitt said staff could add information to the webpage.
- xliv. Ms. Sylvain suggested staff could add a place to request a new shuttle on the website.
- xlv. Ms. Huitt said staff will return to the PCC with additional information.

## 6. Old Business

### a. Marin Access Rider Survey

- i. Staff reported that they plan to reduce the number of recipients of their upcoming survey, based on the findings of their last survey. Staff will return to the PCC with additional information.

### b. Marin Access Eligibility Updates

- i. Staff reported on their redesigning the Marin Access intake form. Staff will launch a pilot interview process and work with Travel Navigators to develop policies and procedures. The new intake process will also involve welcome calls for eligible riders.

## 7. Agency / Committee Reports

### a. Marin Transit Updates

- i. Staff reported on a new rule regarding reasonable modifications for virtual attendance. Staff reported on recent fixed route service changes.
- ii. Robert Betts explained the recent fixed route service changes.
- iii. Staff reported on new vehicle signage for Marin Access vehicles.
- iv. Michael Harris explained the purpose of the new vehicle signage, which will introduce riders to their drivers.
- v. Staff reported on the Marin Access rider survey and the upcoming Marin County Senior Fair.
- vi. Terri Sylvain asked if Marin Access would provide rides to the Senior Fair.
- vii. Joanna Huitt responded that Marin Access would not, but Vivalon may.
- viii. Charmina Guerrero confirmed that Vivalon would be providing rides.
- ix. Mr. Betts added that SMART would be offering free rides for seniors.
- x. Staff reported on top trip generator outreach and the Marin Mobility Consortium schedule for 2025. Staff provided an update on regional accessibility and the West Marin Connector Shuttle.
- xi. Ms. Sylvain commented on West Marin Connector Shuttle outreach. She suggested feedback should go directly to Marin Transit staff.

- xii. Ms. Huitt said there is a new feedback flyer, and staff can consider how to integrate West Marin Connector Shuttle feedback.
  - xiii. Ms. Sylvain stated that riders have told her they do not have enough time to go to the Post Office and clinic appointments.
  - xiv. Ms. Huitt responded that staff are open to adjustments.
  - xv. Noele Kostelic asked if the new West Marin Connector flyer included the 9:37 run.
  - xvi. Ms. Huitt explained that staff had made an error, and outreach had been done to advise riders.
  - xvii. Staff reported on Clipper 2.0.
  - xviii. Cathleen Sullivan provided information on an upcoming public hearing.
  - xix. Ms. Huitt said staff will report on outreach at a future PCC meeting.
  - xx. Mr. Betts asked if any meeting attendees knew of clients using \$2 tickets. He noted there would be future outreach regarding changes to \$2 tickets.
  - xxi. Mr. Harris asked if there would be any vehicles on display at the Marin County Senior Fair.
  - xxii. Ms. Huitt explained there were no plans to have a vehicle on display at the Senior Fair and explained related logistical issues.
- b. Marin Access Performance Metrics
- i. Staff reviewed performance metrics found in the agenda packet and presentation for the meeting.
  - ii. Kent Hinton explained that part of the comparative decrease in July 2024's call volume was due to an unusually large call volume in July 2023.
  - iii. Caludia Tamayo stated why there was a longer average hold time for calls in July 2024.
  - iv. Kent Hinton reported on the balance between on-time performance and trip productivity. He explained current and future driver scheduling.
  - v. Terri Sylvain asked how many drivers are currently employed by Marin Access.
  - vi. Mr. Hinton responded that there are currently 24 drivers, and they are recruiting actively.
  - vii. Michael Harris asked about driver retention.
  - viii. Mr. Hinton reported that retention is increasing, however there is room for improvement.
  - ix. Noele Kostelic asked if staff could organize ridership data by regions within Marin County.
  - x. Joanna Huitt responded that staff currently only look at local and regional ridership.



- xii. Ms. Huitt replied that staff will investigate Ms. Kostelic's request.
      - xiii. Ms. Kostelic clarified that someone had asked her about ridership by region recently.
      - xiv. Ms. Huitt said staff will look into it.
    - c. GGBHTD Advisory Committee on Accessibility Report
      - i. Jon Gaffney reported on July 2024's GGBHTD Advisory Committee on Accessibility meeting. The next meeting will be on October 17, 2024.
    - d. TAM Citizens Oversight Committee Report
      - i. There was nothing to report.
- 8. Next Meeting on October 21, 2024.
  - a. Meeting adjourned at 2:44 PM by PCC Chair Michael Harris.



# **Marin Paratransit Coordinating Council**

# Housekeeping

# Housekeeping - General

- If you are comfortable, turn on your camera when speaking
- Keep your audio muted when not speaking
- Use the “raise hand” feature to participate
- Meeting is being recorded for purpose of recording the minutes; recordings will not be shared publicly
- State your name before speaking
- Public comment is limited to two minutes per speaker unless a different time limit is announced

# Housekeeping - Zoom

- To raise and lower your hand
  - Keyboard: Windows – Alt + Y | Mac – Option + Y
  - Mouse: Select “raise hand” in toolbar at the bottom of the screen
  - Phone: \*9
- Live Auto Captions
  - Turn on captions by selecting the CC icon (show captions) on the menu bar
  - Change the size of captions by selection the up arrow next to the CC and choose caption settings
  - Increase chat display size in caption settings menu
  - Move captions by hovering over captions and drag to preferred location
  - Turn off captions by selection the CC icon (hide captions) on the menu bar

# Agenda

- 01** Introductions
- 02** Review of Agenda
- 03** Review of Meeting Minutes
- 04** Open Time for Public Expression
- 05** New Business
- 06** Old Business
- 07** Agency / Committee Reports

# New Business

# PCC Member Application

- David Kazen
  - Marin Access Paratransit Rider
  - Marin Transit Fixed Route Rider
  - Seeks to work with the PCC to help coordinate ideas for adequate access



# Marin Access Application Pilot

- Pilot begins 11/1/24
  - Adjustments as needed and evaluation after 3-month period
- Pilot includes application format / design updates only
  - Eligibility parameters & documentation requirements are **not** changing
- Eligibility for current riders not impacted until renewal period
- Community Partner / Marin Access E-Newsletters will be emailed out with info by 10/28/24



# Reasonable Accommodation Requests for Remote Meeting Participation

- Is remote participation allowed for a member with a qualifying disability that precludes their in-person attendance at meetings of the body? YES!
- Remote participation must be conducted in a manner that simulates in-person attendance at meetings held in person at a location open to the public.
- Members who participate remotely must:
  1. Use two-way video and audio streaming in real time, and
  2. Disclose the identity of any adults who are present with the member at the remote location



# Public Engagement Update

October 21, 2024

[marintransit.org](https://www.marintransit.org)

# Agenda

- 01** Public Engagement Overview
- 02** FY24 Efforts & Lessons Learned
- 03** FY25 Campaigns
- 04** Marin Access Efforts

# Public Engagement Goals



Educate & Inform



Encourage Broad Participation



Ensure Inclusivity & Accessibility



Evaluate Effectiveness & Impact

# Public Engagement Strategies

- Board of Directors
- Public Hearings
- Advisory Committees
- Partner Agencies
- Customer Service
- Direct Rider Engagement
- MCTD Website
- Digital Communication
- Printed Materials



# Who We Engage

- General Public
  - Groups warranting specialized attention
    - Youth and Students
    - Older Adults and People with Disabilities
    - Community members with limited incomes and limited English proficiency
    - Equity Priority Communities
    - West Marin
  - Community Partners
  - Peer Agencies
  - Local Governments



# FY24 Efforts

Engagement Type	Fixed Route	Marin Access	Total
Navigating Transit Presentation	0	17	17
Community Event	9	7	16
Satellite Hours	0	0	0
Focus Groups	3	1	4
In Person Outreach	3	0	3
Electronic Communications	6	0	6
		<b>Total</b>	46



# Lessons Learned in FY24

- Establish quarterly targets + maximums
- Tailor messaging & content to audience
- Partnerships are key to leveraging resources
- Social media is a useful tool to engage with community members and riders
- Graphic support is useful

# FY25 Campaigns

Campaign	Campaign Category	Timeframe
General Public Outreach	General Public Outreach	Ongoing
Marin Access General Outreach	Rider Engagement and Education	Ongoing
Free Youth for Summer	Promotional	May - September
August Service Changes	Service Changes	June - August
Fare Free at the Fair	Promotional	June - July
January Service Changes	Service Changes	Fall / Winter
Short Range Transit Plan	Input into Plans and Projects	Winter / Spring
Clipper 2.0	Rider Engagement and Education	Spring
Catch-A-Ride Pilot Program Updates	Rider Engagement and Education	Spring
Corridors Project	Input into Plans and Projects	TBD
Electric Bus Charging and Maintenance Facility	Input into Plans and Projects	TBD

# Marin Access Efforts

- Coordinating with community partners to set-up satellite hours across the County
- Updating Navigating Transit presentation to:
  - Streamline info presented, and
  - Offer various versions of the presentation suitable for specific audiences (new, already enrolled, etc.).
- Bi-Annual Marin Access brochure distribution
- Renewed outreach efforts to community partners & establishing frequencies for contact
- Quarterly Marin Access & Community Partner Emails

# Old Business

# Public Comment / Question Follow-Up

- Request for shuttle service from Vision Impaired of Marin

# Agency / Committee Reports

# Marin Transit Updates – Marin Senior Fair

- Estimated 2k+ attendees
- 200+ interactions with individuals
- 760+ giveaway items handed out.
- More than half of MCTD staff supported the event
- 30+ staff hours to prep



Pictured left to right: Supervisor Eric Lucan, General Manager Nancy Whelan, Operations Manager Kyle French, and Community Engagement Coordinator Raymundo Vidaure Jr.



Pictured left to right: Dario Santiago Executive Director, Public Authority of Marin, Michael Harris Board Chair, Public Authority of Marin and PCC Chair, Nancy Whelan General Manager

# Marin Transit Updates - Fare Free Promotions

Promotion	Date	Applies To	New Promotion
<b>Clean Air Day</b>	Wednesday October 2, 2024	Local Bus Service	✓
<b>Election Day</b>	Tuesday November 5, 2024	Local Bus Service	✓
<b>Rosa Parks Day</b>	Tuesday February 4, 2025	Local Bus Service	✓
<b>Earth Day</b>	Tuesday April 22, 2025	Local Bus Service	✓
<b>Bike to Work Day</b>	Thursday May 15, 2025	Local Bus Service	✓
<b>Marin County Fair</b>	Wednesday July 2 – Sunday July 6, 2025	Local Bus Service	
<b>Youth Ride Free</b>	June - August	Local Bus Service	
<b>ADA Anniversary</b>	Saturday July 26, 2025	Local Bus Service and Paratransit	✓



# Marin Transit Updates – Other Items

- **Transportation Authority of Marin – Countywide Transportation Plan (CTP) 2050**
  - Draft document available for review & comments; comments due 11/1/24
  - Visit <https://www.tam.ca.gov/ctp> for more info
- **SMART – Fare Free for Youth & Seniors**
  - More Info: <https://www.sonomamarintrain.org/FreeFare>
- **Upcoming Meetings**
  - Marin Mobility Consortium – November 13, 2024
    - Topics: Changes Under Consideration for CAR program, 2025 Calendar, Advisory Member Compensation Options, Marin Access Application Pilot Update
  - Paratransit Coordinating Council – December 9, 2024
    - 2025 Calendar & Workplan, Electric Vehicle Update, Marin Access Application Pilot Update

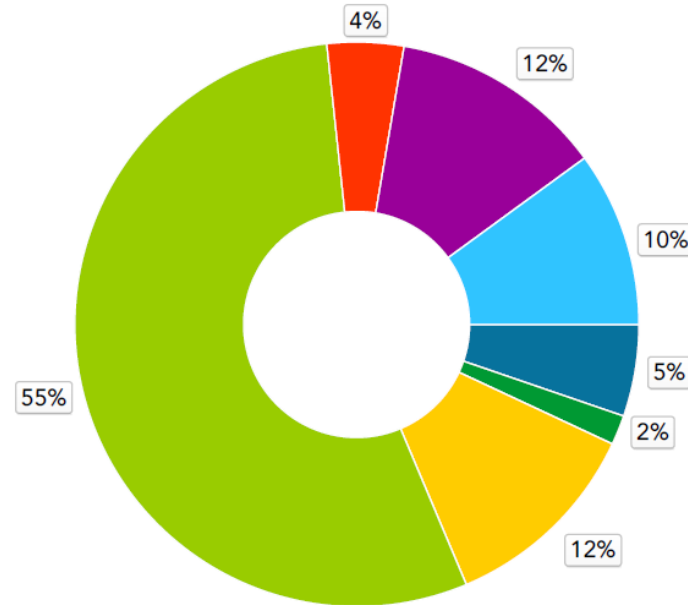
# Marin Access Call Center

Marin Access call volume for all queues in September was 5,952. The majority of calls are for scheduling assistance.

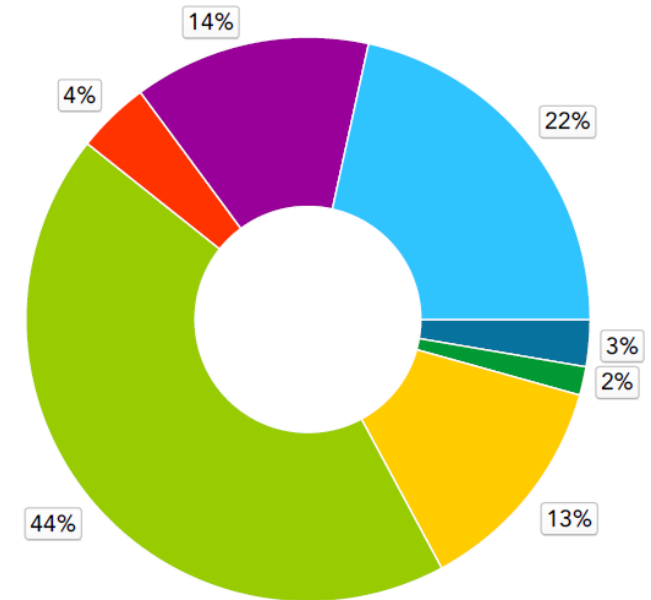
September 2024



Call Volume



Selected Year

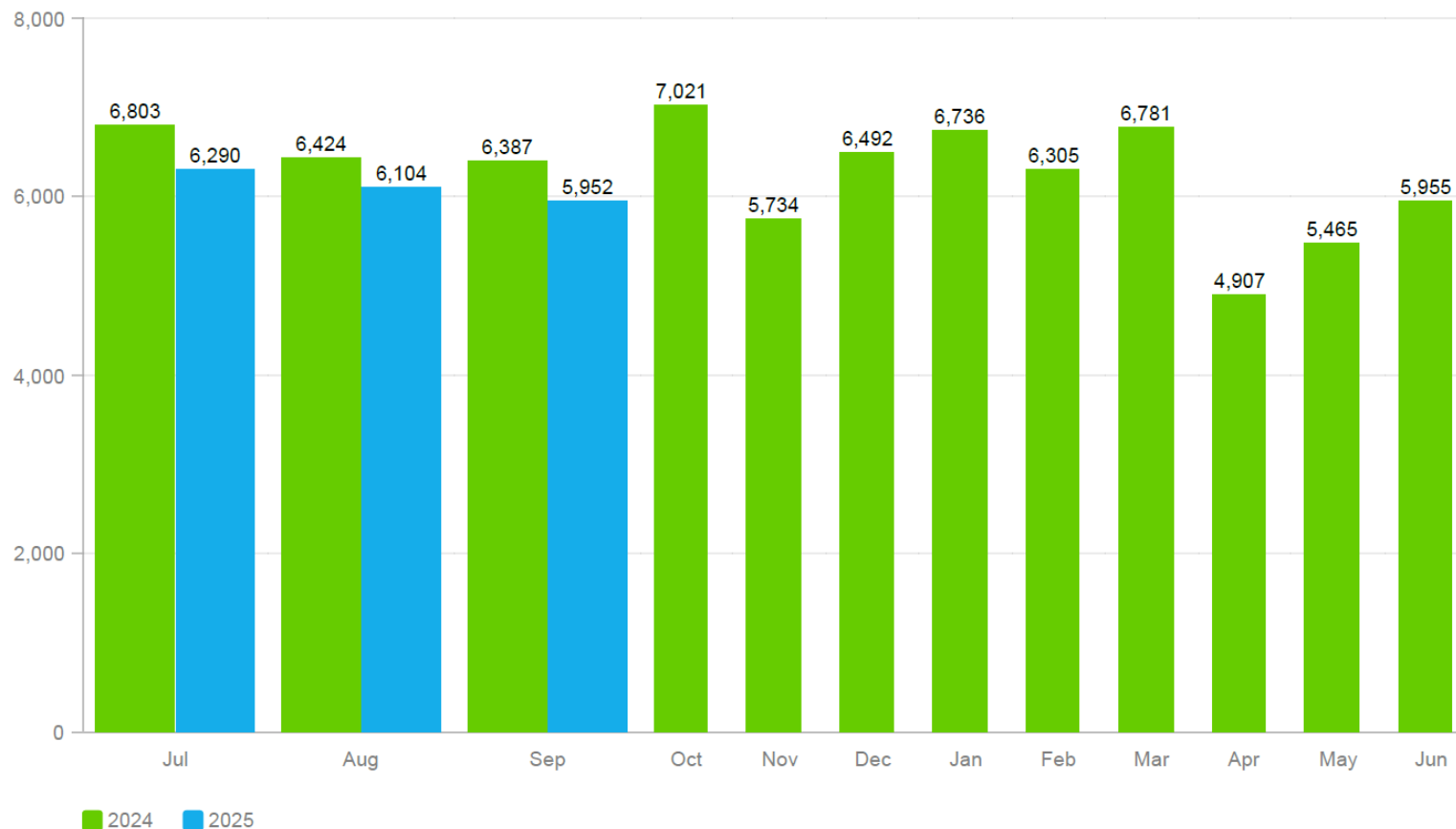


Prior Year

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

# Marin Access Call Center

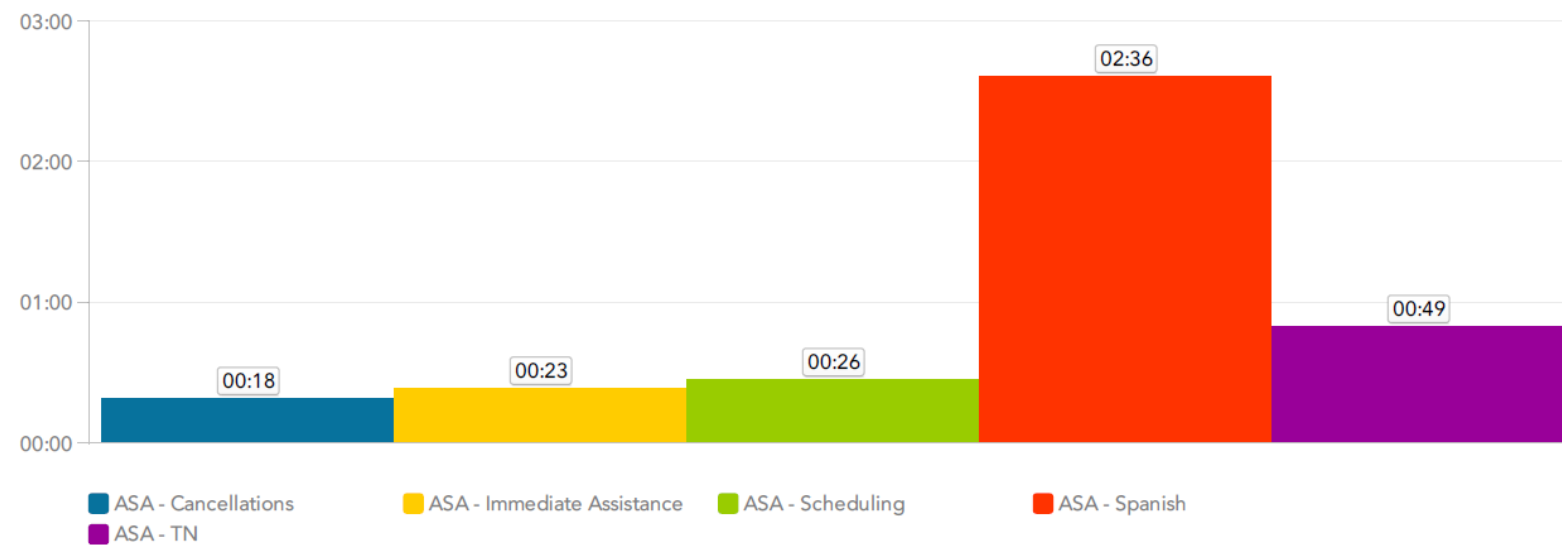
Total call volume for the month was 5,952, a decrease from the same period last year.



# Marin Access Call Center

Average hold times for most Marin Access call center queues are meeting the performance standard of less than two minutes. The exception is the Spanish speaking queue; staff are monitoring this to determine next steps.

Average Hold Time



**Performance Standard – Average Hold Time**

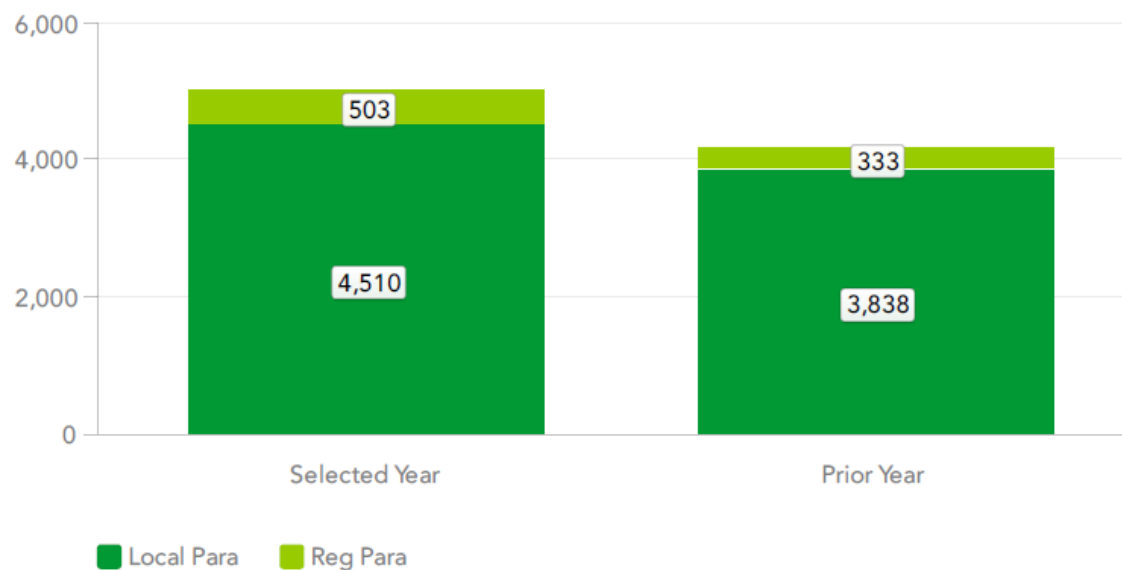
- Less than 2 minutes



# Marin Access Paratransit Ridership

In July, there were a total of 4,510 trips on local and 503 trips on regional paratransit.

Local & Regional Paratransit



Trip Denials - YTD

0

Trip Refusals - YTD

496

## Performance Standard – Trip Denials

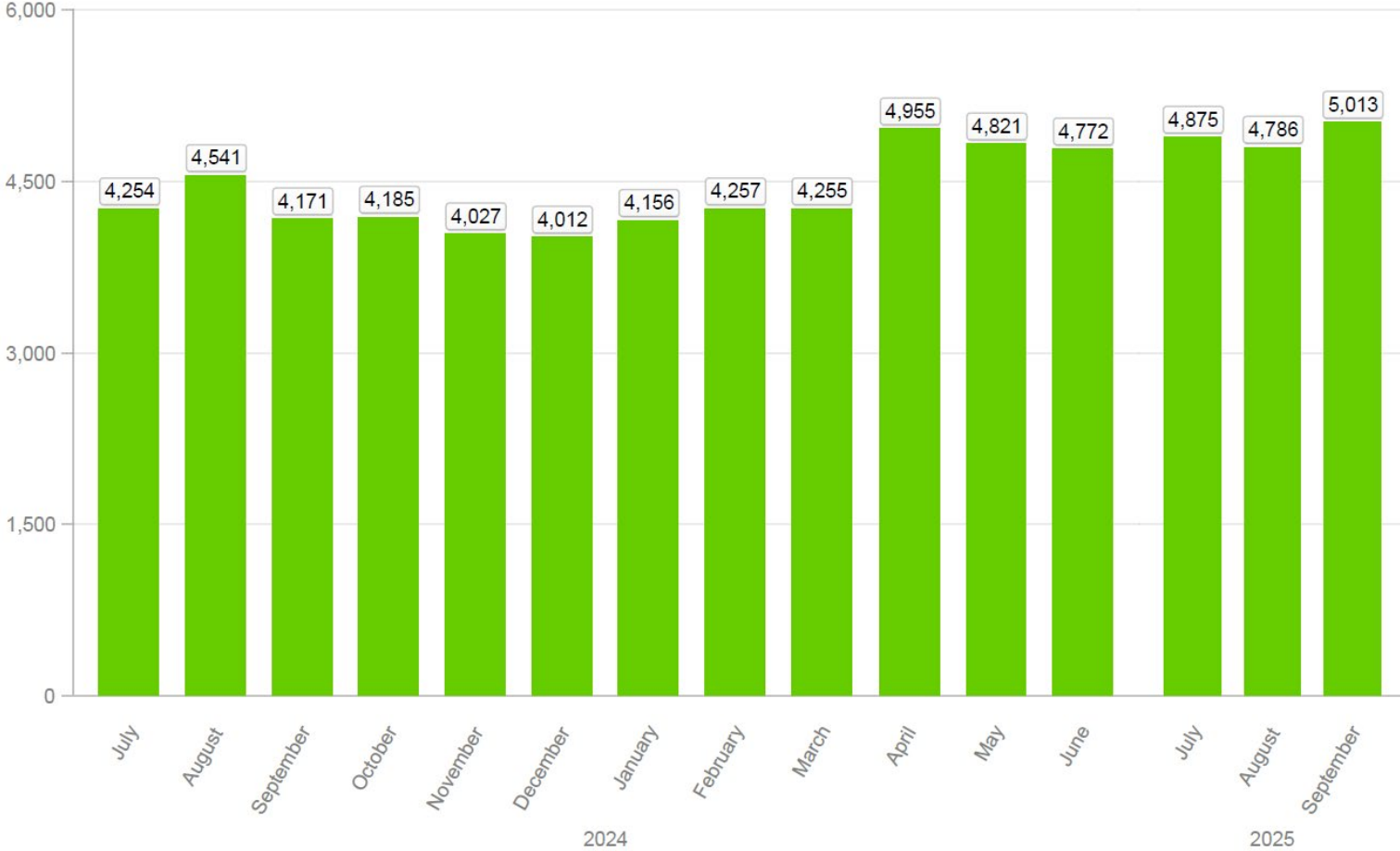
- 0 trip denials

*Trip Refusals occur when a rider does not accept a pick-up window scheduled within the regulations.*

# Marin Access Paratransit Ridership

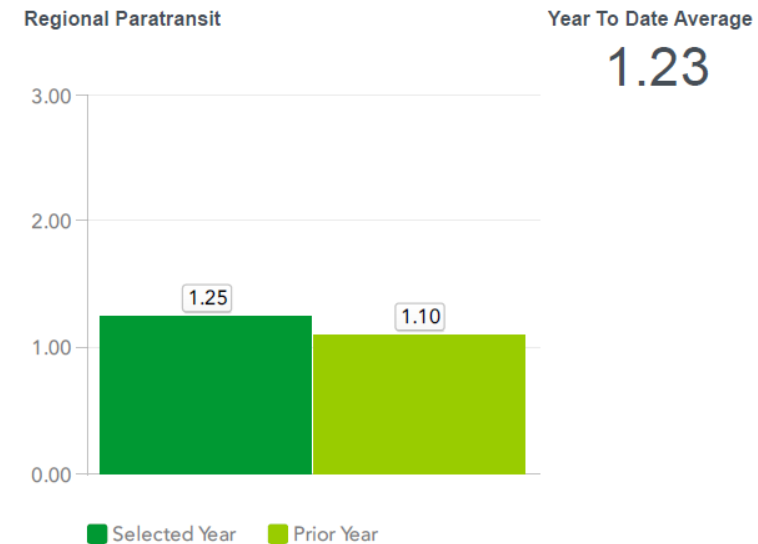
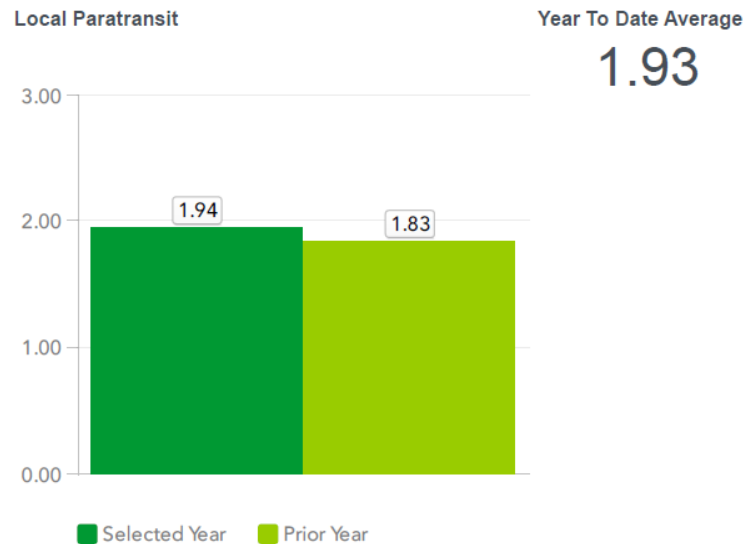
Month over month ridership for local and regional paratransit is growing but continues to remain below pre-pandemic levels.

September 2024



# Marin Access Paratransit Ridership

In September, riders per hour for local paratransit was 1.94 and rides per hour for regional paratransit was 1.25.

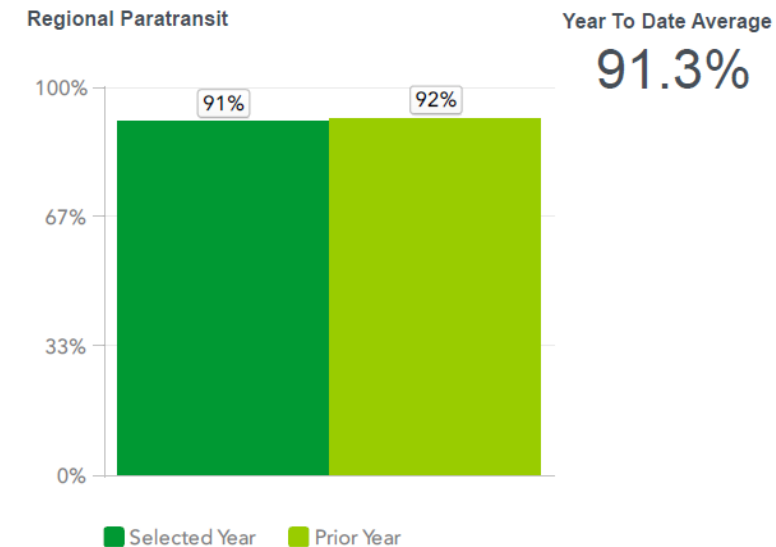
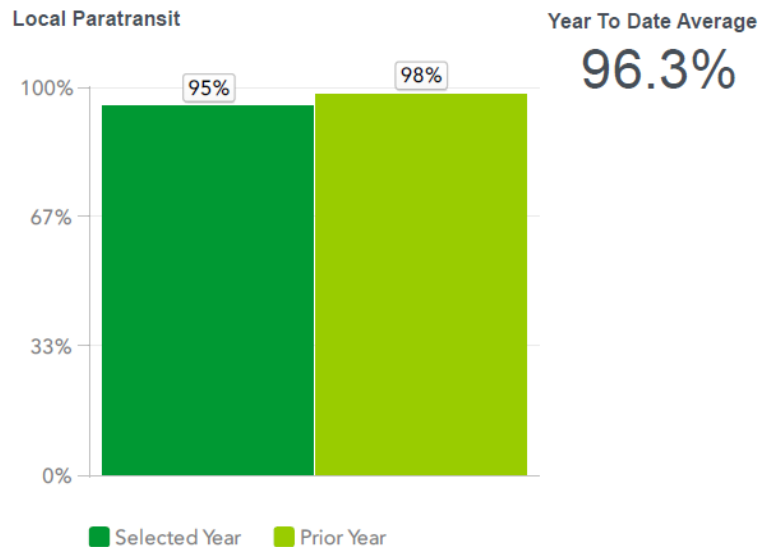


- Performance Standard – Riders / Per Hour**
- Local – 2.0
  - Regional – 1.0



# Marin Access Paratransit Ridership

In September, on time performance for local paratransit was 95% and 91% for regional paratransit. Year to date averages remain above the performance standard.



- Performance Standard – On Time Performance**
- Local – 90%
  - Regional – 90%





# Marin Access Paratransit Ridership

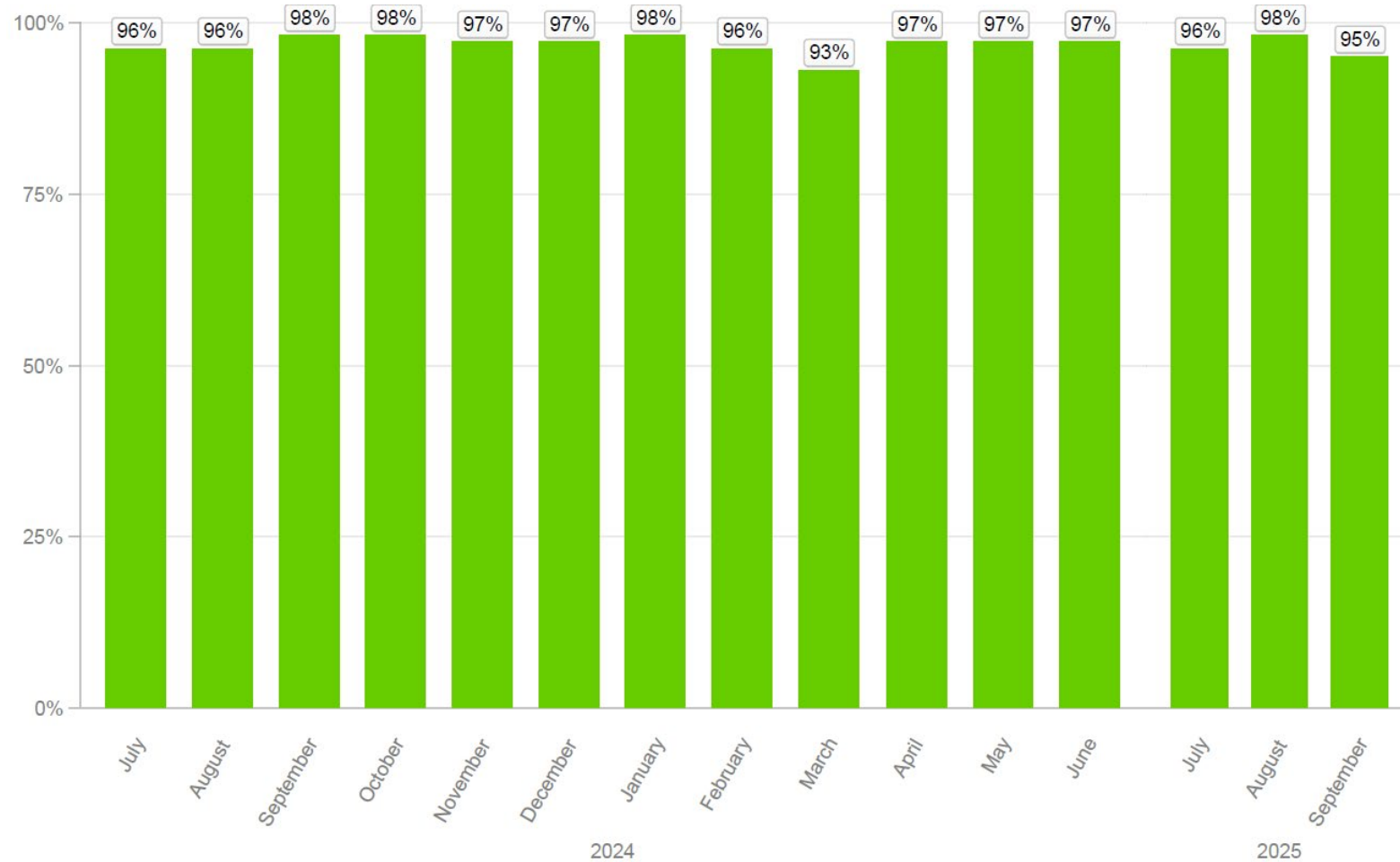
On-time performance for local paratransit has continued to remain above 90%. OTP in July was 95%. This exceeds the performance standard.

**Performance Standard – On Time Performance**

- Local – 90%
- Regional – 90%

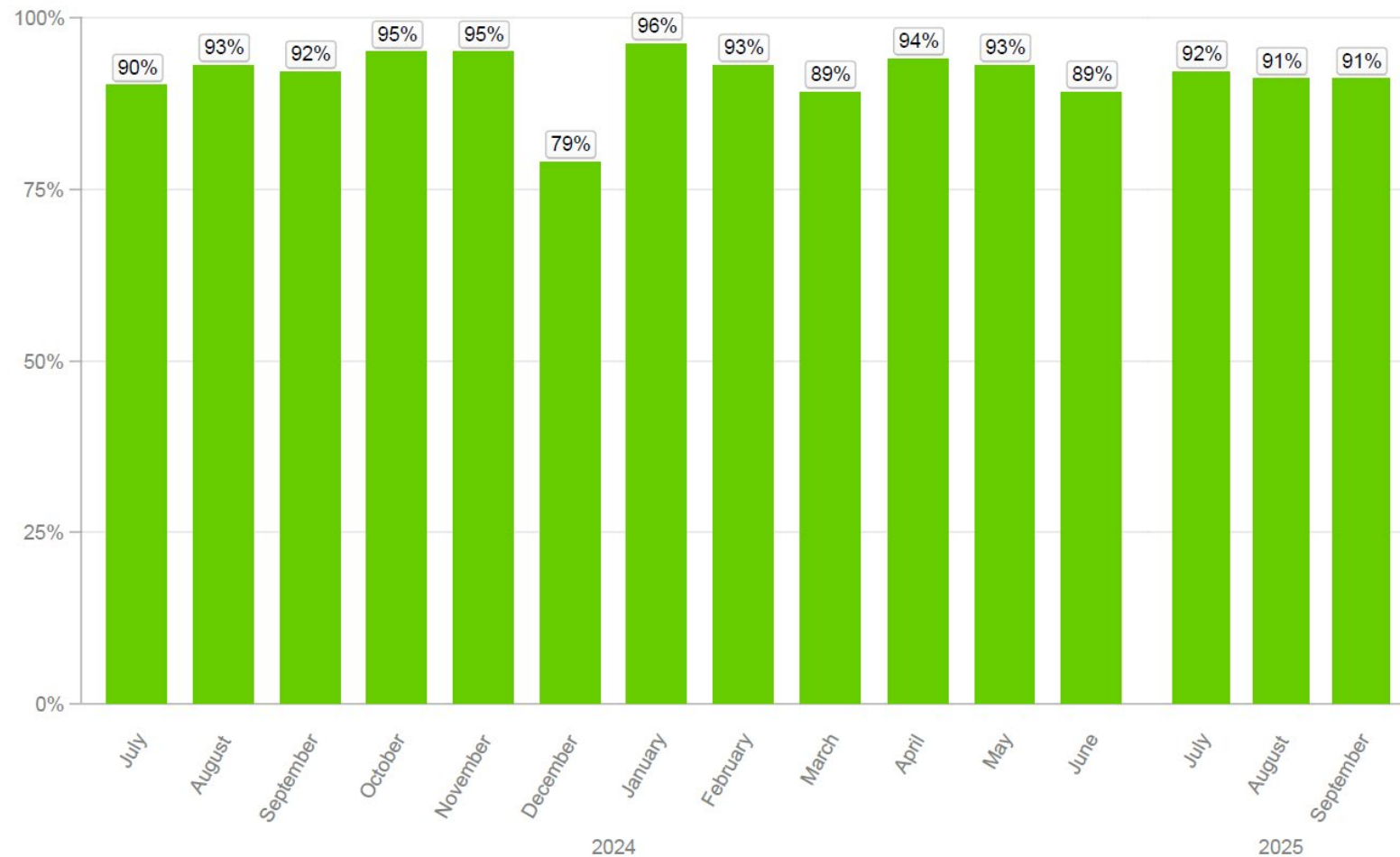


September 2024



## Marin Access Paratransit Ridership

On-time performance for regional paratransit has continued to improve with slight fluctuations. OTP in September was 91%. This exceeds the performance standard.



**Performance Standard – On Time**

**Performance**

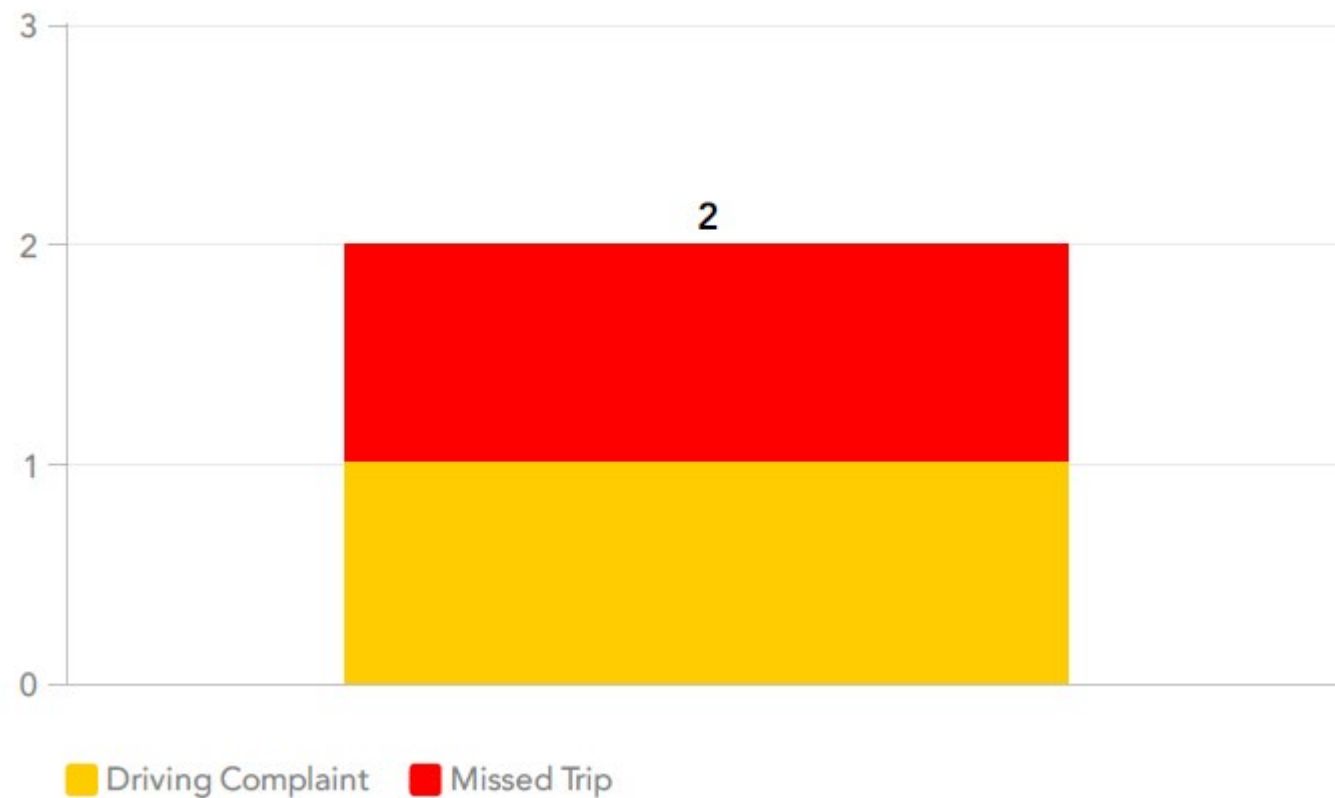
- Local – 90%
- Regional – 90%



# Marin Access Feedback

In September, there were 2 complaints for Marin Access

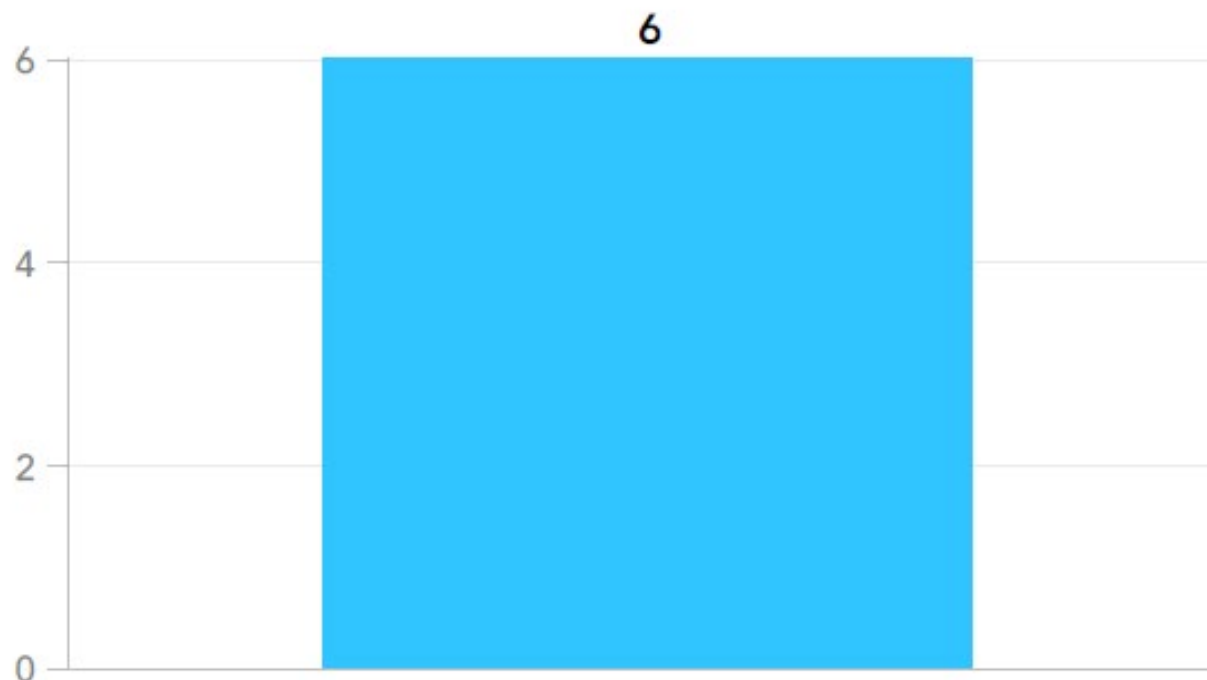
Customer Feedback - Complaints



# Marin Access Feedback

In September, there were 6 commendations for Marin Access.

Customer Feedback - Commendations



# Revised Drivers' Safety Vest



# Employee Appreciation



**Thank you**