

# MARIN MOBILITY CONSORTIUM

## AGENDA

**November 13, 2024**  
**10:00am to 11:30am**

### **Virtual Login Information**

Zoom: <https://us02web.zoom.us/j/83468415676>

Call-In Number: (669) 900-6833

Meeting ID: 834 6841 5676

### **Agenda**

- |               |  |
|---------------|--|
| 10:00 – 10:05 | Welcome & Introductions  |
| 10:05 – 10:10 | Partner Announcements / News   |
| 10:10 – 10:15 | Open Time for Public Expression<br><i>Limited to two minutes per speaker for items not on the agenda</i> |
| 10:15 – 10:35 | TAM Countywide Transportation Plan Update  |
| 10:35 – 11:05 | Catch-A-Ride Mobility Wallet   |
| 11:05 – 11:10 | 2025 Meeting Calendar  |
| 11:10 – 11:15 | General Marin Transit & Marin Access Updates   |
| 11:15 – 11:30 | Marin Access Performance Metrics   |

*Next Meeting: February 12, 2025*

All County public meetings are conducted in accessible locations. Copies of documents are available in accessible formats upon request. If you require American Sign Language Interpreters, Assistive Listening Devices or other accommodations to participate in this meeting, you may request them by calling (415) 226-0855 (voice) or contact the California Relay Service by dialing 711 to connect to the telephone listed above. Requests must be received no less than four working days prior to the meeting to help ensure availability. For additional information, visit our website at <http://www.marintransit.org>.



# Marin Mobility Consortium

# Agenda

- 01** Introductions
- 02** Partner Announcements / News
- 03** Open Time for Public Expression
- 04** TAM Countywide Transportation Plan Update
- 05** Catch-A-Ride Mobility Wallet
- 06** 2025 Meeting Calendar
- 07** General Marin Transit & Marin Access Updates
- 08** Marin Access Performance Metrics

# Partner Announcements / News

# Open Time for Public Expression

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

# **TAM Countywide Transportation Plan Update**



# Catch-A-Ride Mobility Wallet

MARIN MOBILITY CONSORTIUM

# Agenda

- 01** Current Catch-A-Ride Program
- 02** CAR Mobility Wallet Opportunity
- 03** CAR Mobility Wallet Procurement
- 04** Next Steps



# Current Catch-A-Ride Program

# Catch-A-Ride Program Changes

- Marin Transit is interested in procuring a debit/credit card for use on the Marin Access Catch-A-Ride (CAR) program to simplify program administration.
- The CAR program is increasingly popular, but carries significant administrative burden to Marin Transit staff, especially the paper voucher part of the program.
- Marin Transit seeks to shift its current methods of distributing CAR benefits to participants through a prepaid card mobility wallet program for easier program management and user flexibility.

# Current Catch-A-Ride Model



- Available to **ADA riders and those > age 65**
- **Riders pay \$5 and Marin Transit pays the difference up to \$20**; up to 30 rides per quarter, 120 rides annually
- Those who qualify for fare assistance **do not need to pay \$5** to receive their voucher and receive additional long-distance vouchers
- Riders **schedule rides and pay directly** with mobility provider of their choice (Uber, Lyft, or North Bay Taxi)
- Rider voucher options include:
  - Paper Voucher for use on North Bay Taxi
  - Digital Voucher for use on Uber and Lyft
  - Half of each voucher type

# Current Catch-A-Ride Model Challenges

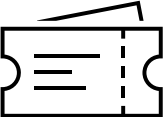
- Large administrative burden of distribution and reporting, especially with paper voucher system
- Multiple voucher options cause confusion for users
- Managing of dual distribution systems for staff
- Increasingly difficult to scale and add service providers

# CAR Mobility Wallet Opportunity

# CAR Mobility Wallet Opportunity

- Marin Transit seeks to replace its current methods of distributing CAR benefits to participants through a prepaid card mobility wallet program and is currently drafting a Request for Proposals with a consultant.
- The CAR Mobility Wallet will expand eligible transportation costs to include:
  - Taxi
  - Public Transit
  - TNC's (Uber/Lyft,etc.)
  - Bike share
  - Other non-emergency medical transportation
  - + More!

# Current Model



**NORTH BAY**  
COOPERATIVE  
**TAXI**

OR



**lyft**

OR



**Uber**



# Proposed Model





# CAR Mobility Wallet Opportunity

- Increase the flexibility of CAR benefits to be **used across multiple transportation options** Increase flexibility on **how much of the subsidy to use, per trip**
- **Streamline CAR program administration** to eliminate paper vouchers and use a single prepaid card per participant
- Future **open-loop payments on Clipper** will mainstream use of bank cards for mobility in the Bay Area
- Pilots in other cities has **provided successful**



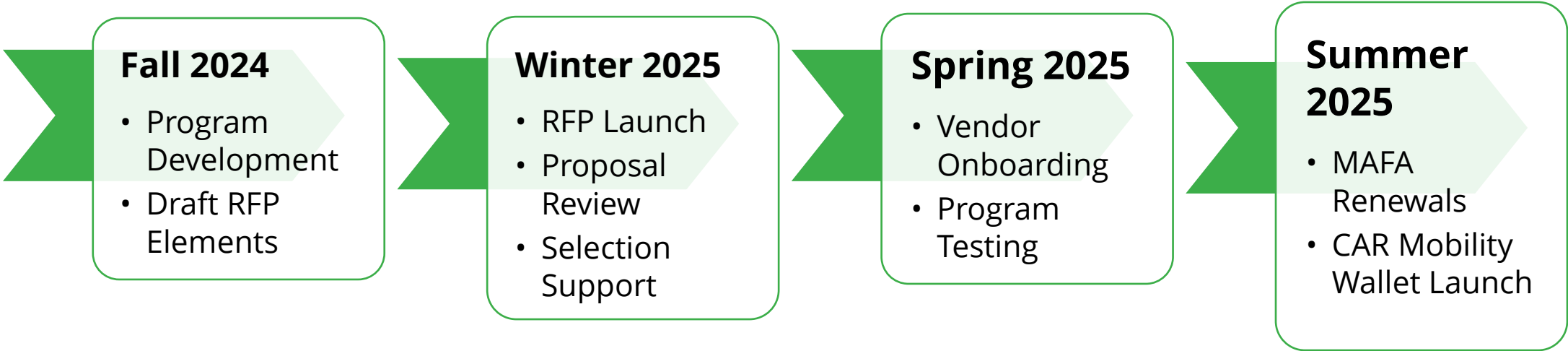
# CAR Mobility Wallet Procurement

# CAR Mobility Wallet Procurement

The CAR Mobility Wallet prepaid card is targeted to launch July 1, 2025. Marin Transit is seeking a vendor that can meet the following attributes:

- **Card-Use Restrictions** – Cards can be restricted via MCC/MID
- **Funding Period** – Funds shall be available and loaded through the expiry date of the card from the time of enrollment. Funds will be loaded on a monthly or quarterly basis.
- **Web-Based Administrative Portal/Dashboard** – Marin Transit will at least have the ability to create and download reports, create automated messaging to users, and schedule fund reloads.
- **Customer Service Access** – Cardholders shall have access to a toll-free phone line with sufficient hours of operation available in English and Spanish.

# CAR Mobility Wallet Timeline



# Next Steps

# Next Steps

- Continue to work with Consultant on RFP Draft
- Seek input from MMC, PCC, and stakeholders for CAR Mobility Wallet program development and implementation



# Questions?

**Thank You!**



# 2025 Meeting Calendar

# MMC Meeting Schedule for 2025

- Three meetings / year in 2025
- Meeting Date / Time
  - Wednesday February 12, 2025 – 10-11:30am
  - Wednesday May 14, 2025 – 10-11:30am
  - Wednesday September 10, 2025 – 10-11:30am
- Meeting Location
  - Virtual via Zoom
- Topic Requests



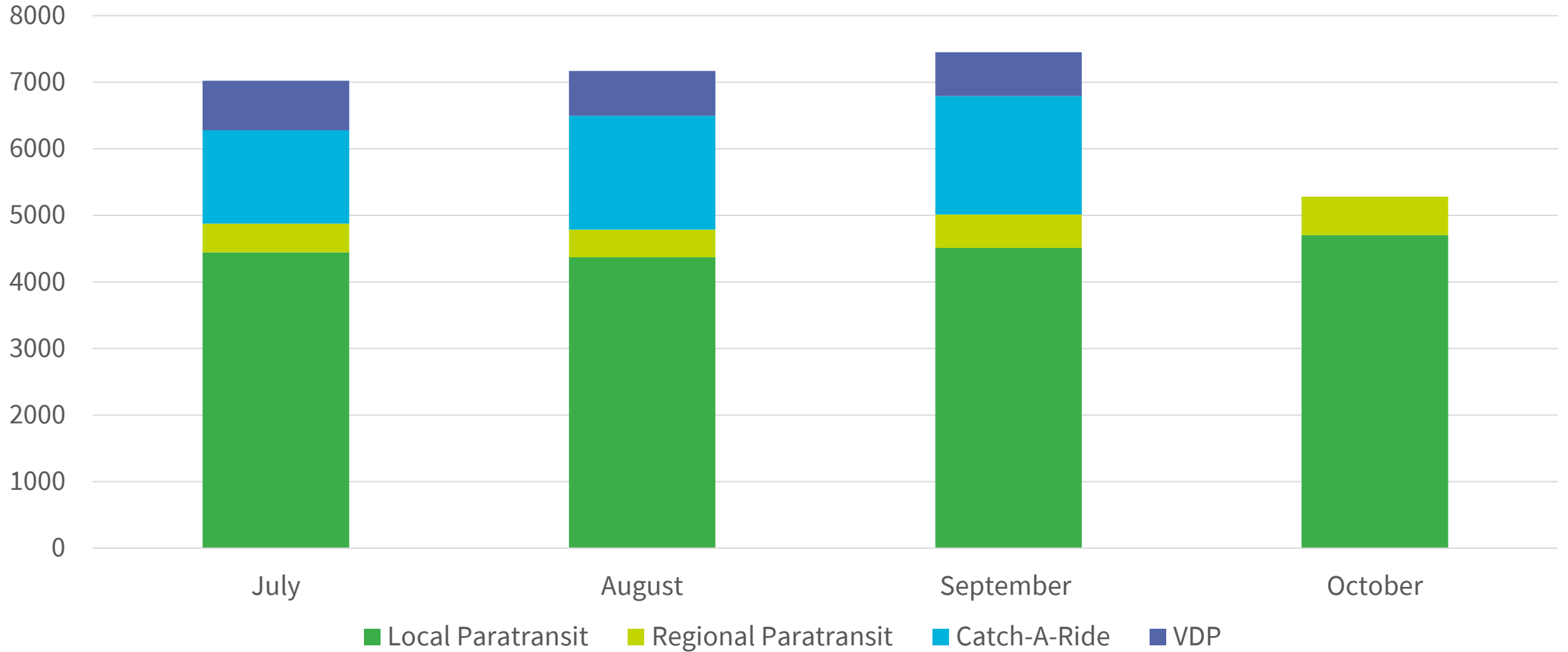
# **General Marin Transit & Marin Access Updates**

# Updates

- Marin Access Application Pilot Update
- January Service Changes
- Marin Transit 60<sup>th</sup> Anniversary
- Reasonable Accommodation for Remote Participation for PCC

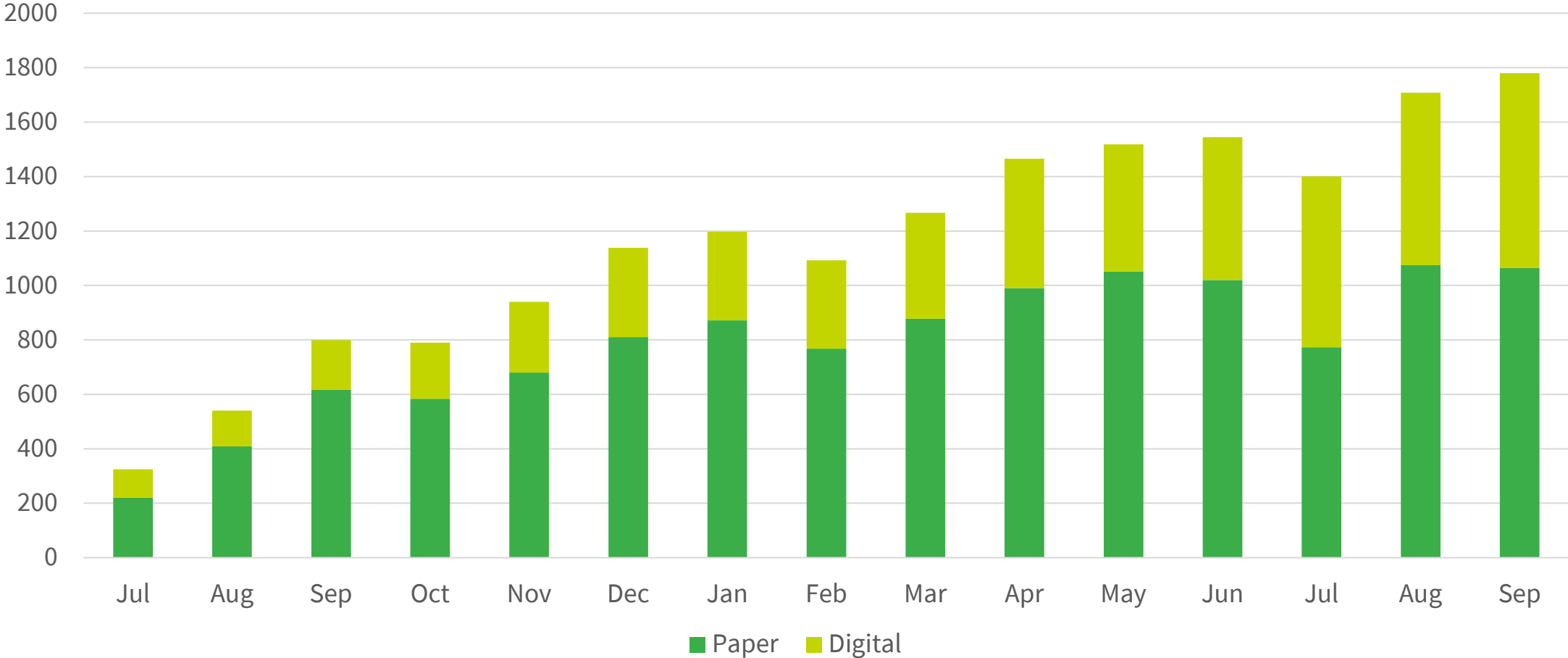
# Marin Access Performance Metrics

# Marin Access Ridership Trends – FY25

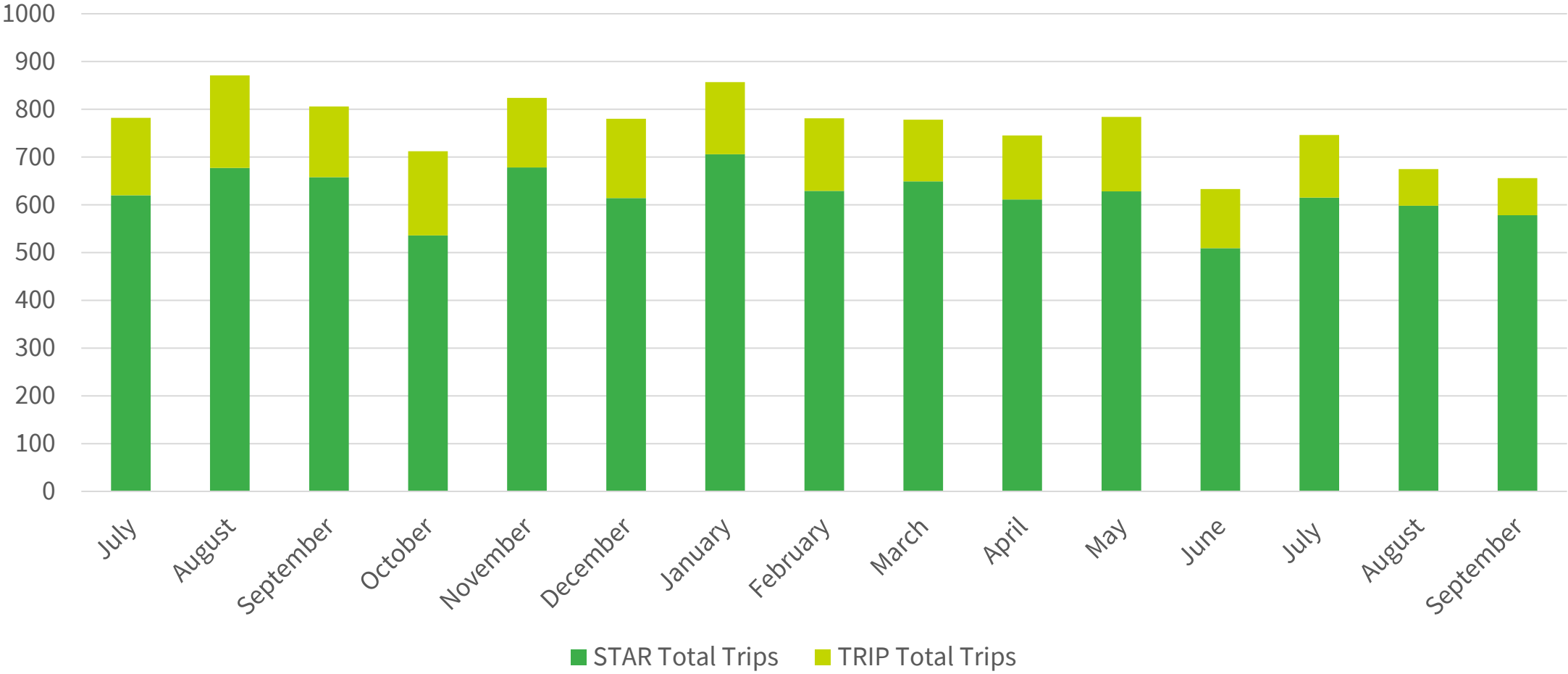


Data for Catch-A-Ride / VDP not yet available for October

# Catch-A-Ride Pilot Program Ridership – FY24 – September 2024

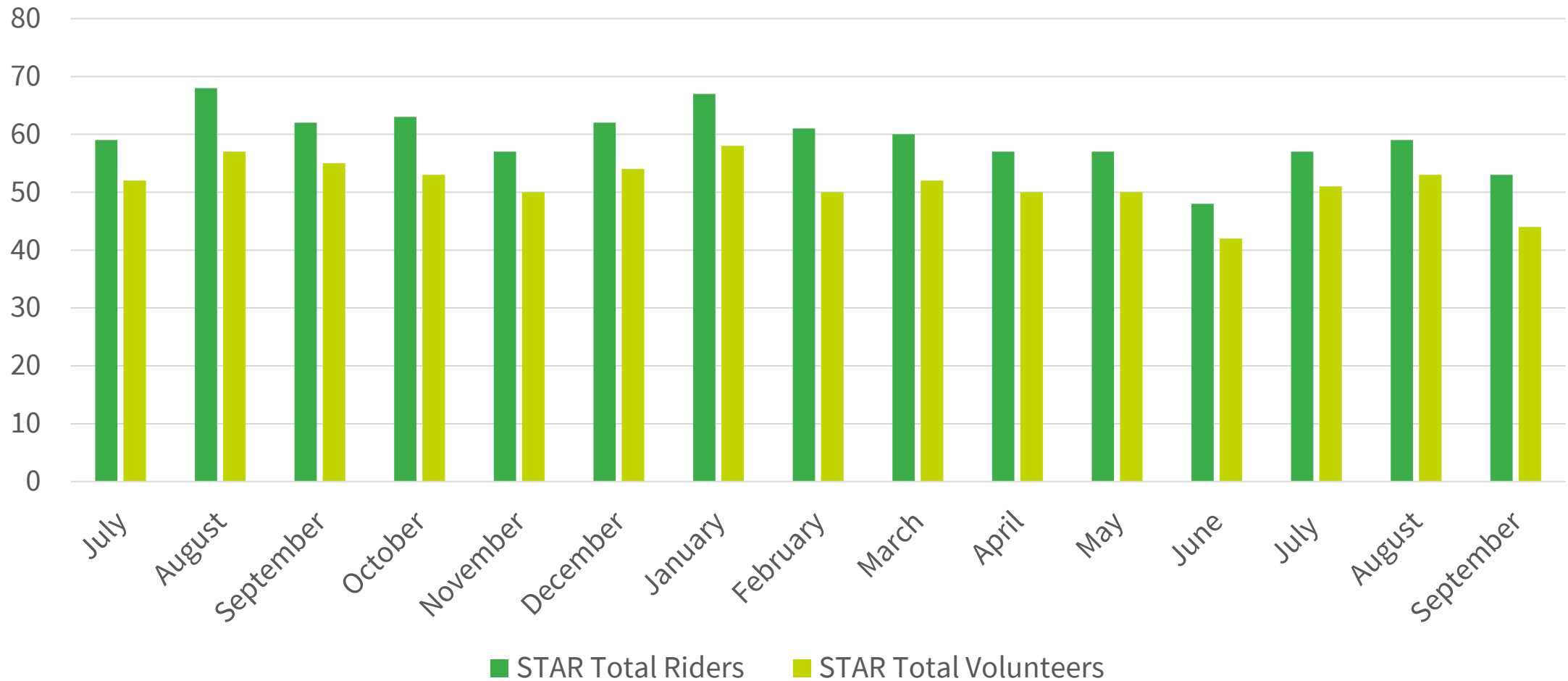


# Volunteer Driver Program Ridership – FY24 – September 2024

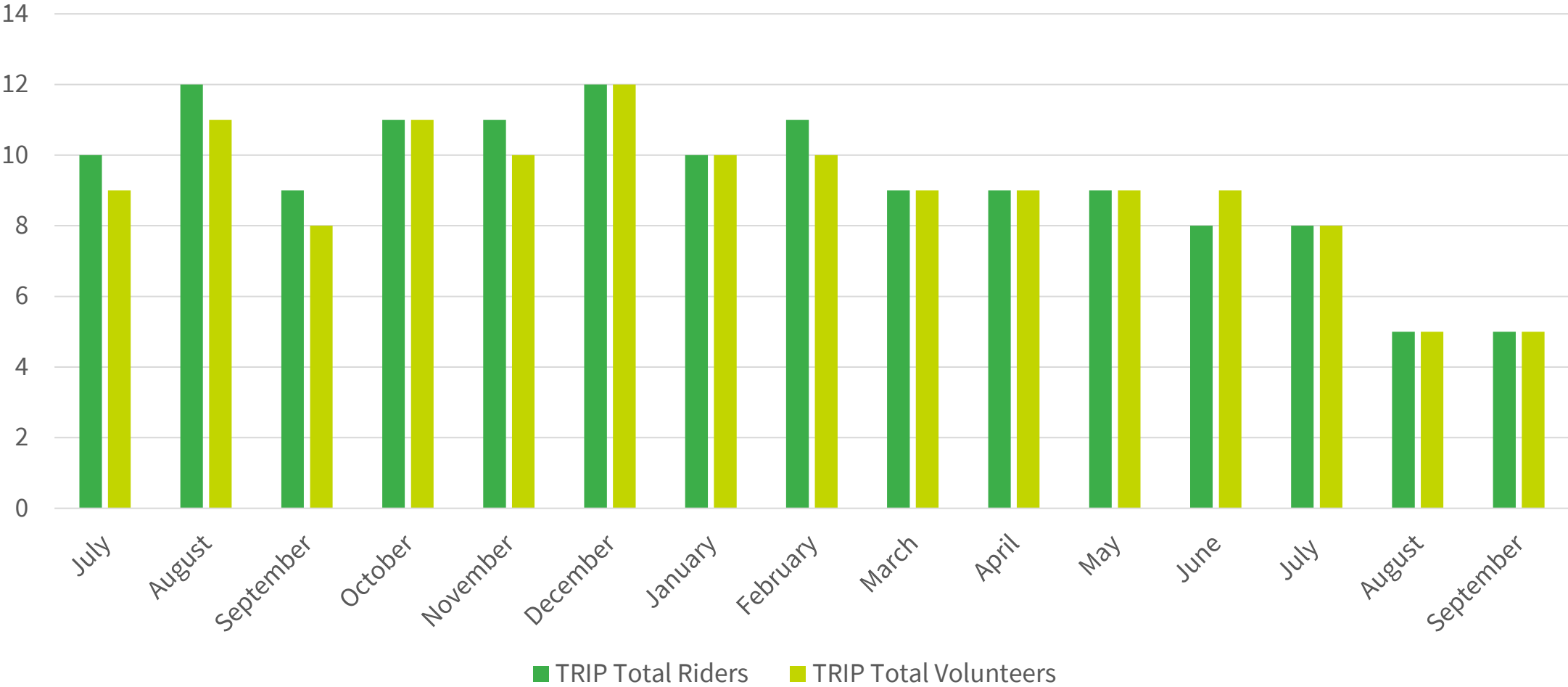


# Volunteer Driver Program Riders & Volunteers

## FY24 – September 2024



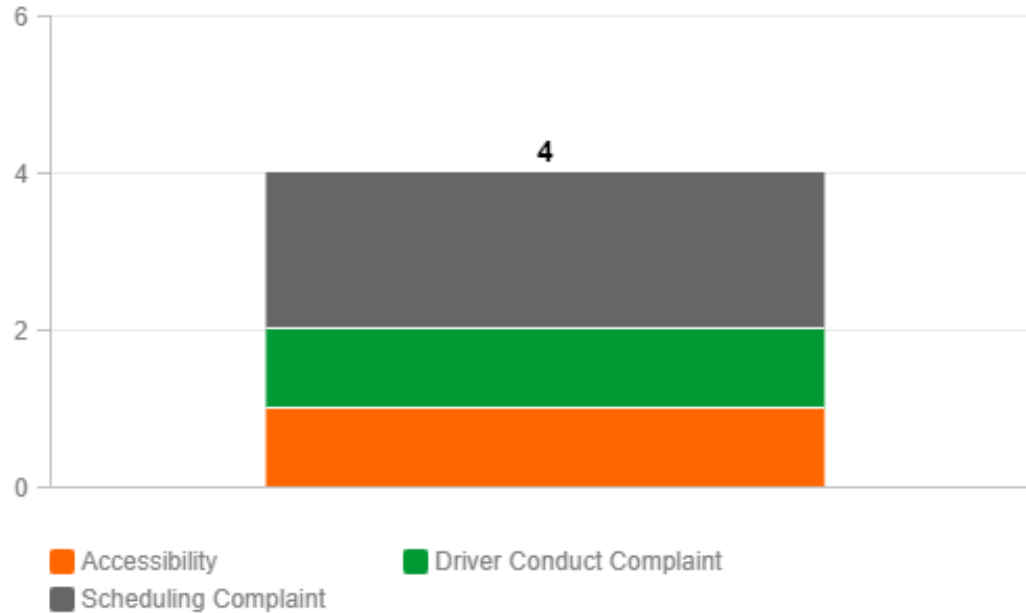
# Volunteer Driver Program Riders & Volunteers FY24 – September 2024



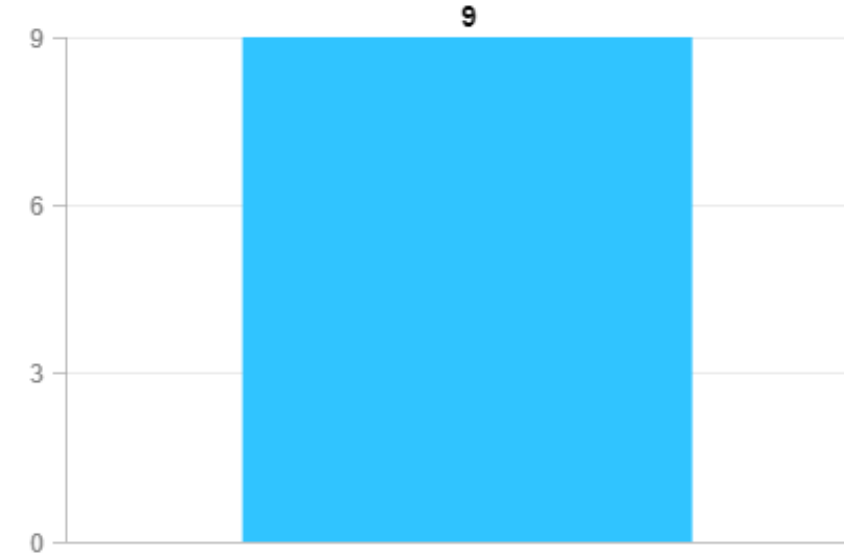


# Marin Access Rider Feedback – October 2024

Customer Feedback - Complaints



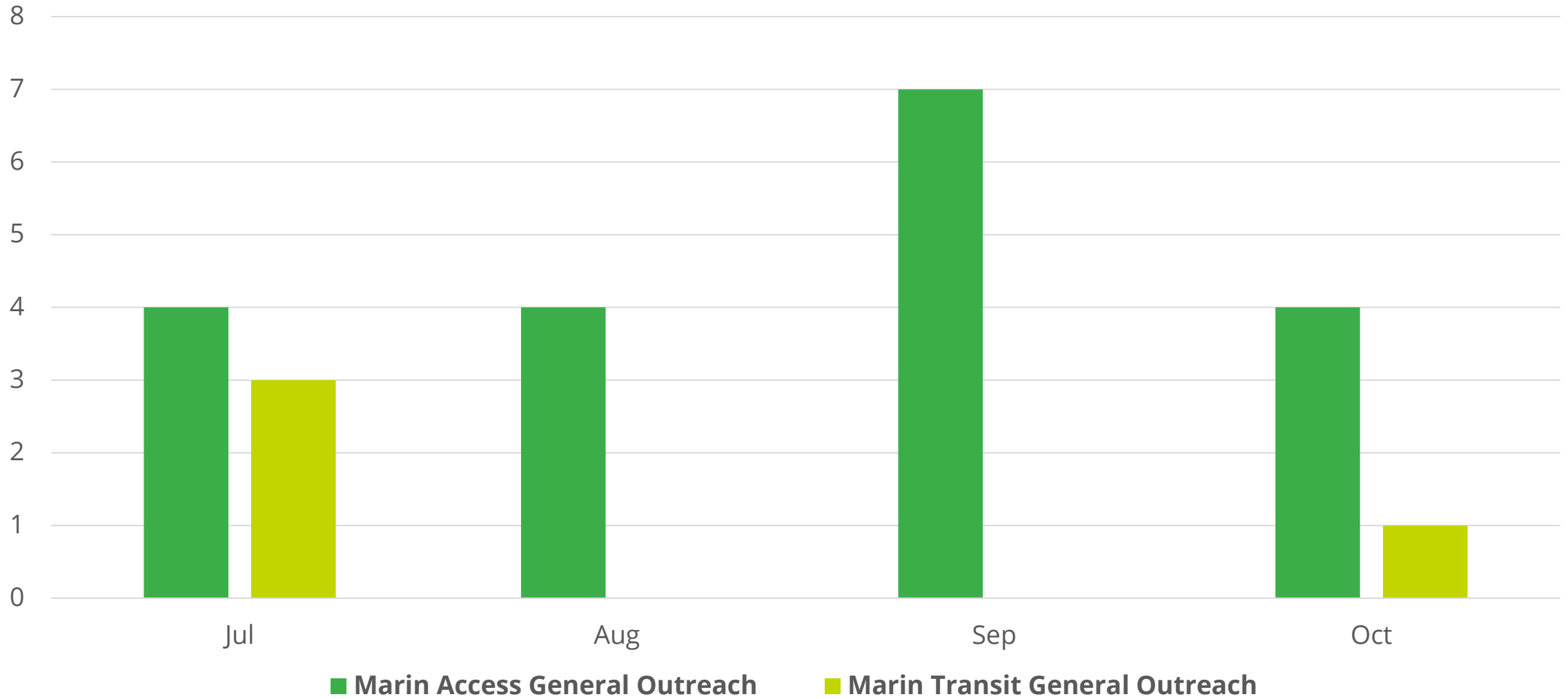
Customer Feedback - Commendations



Complaint Detail

Route Number	Report Number	FeedbackType	Status	Count
Local Para	0000-4695	Accessibility	Resolved	1
	0000-4698	Scheduling Complaint	Resolved	1
	0000-4700	Driver Conduct Complaint	Resolved	1
	0000-4708	Scheduling Complaint	Resolved	1

# Marin Transit Outreach Events – FY24



# Thank you

**CONTACT**

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