

# MARIN MOBILITY CONSORTIUM

## AGENDA

**February 12, 2025**  
**10:00am to 11:30am**

### **Virtual Login Information**

Zoom: <https://us02web.zoom.us/j/82126673443>

Call-In Number: (669) 900-6833

Meeting ID: 821 2667 3443

### **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 – 10:45 | Catch-A-Ride Mobility Wallet   |
| 10:45 – 11:00 | Marin Access Outreach Update   |
| 11:00 – 11:10 | General Marin Transit & Marin Access Updates   |
| 11:10 – 11:30 | Marin Access Performance Metrics   |

*Next Meeting: May 14, 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** Catch-A-Ride Mobility Wallet
- 05** Marin Access Outreach Update
- 06** General Marin Transit & Marin Access Updates
- 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*

# Catch-A-Ride Mobility Wallet

# Agenda

- 01 Marin Access Goals**
- 02 Catch-A-Ride Background**
- 03 Marin Access Mobility Wallet**
- 04 Summary**

# Marin Access Goals



# Marin Access Goals

## Agency

- Streamline operations and oversight to reduce burden on staff
- Ensure compliance with regulations
- Ensure long term financial sustainability of programs and services (stay within budget)
- Follow through on commitments to Board
- Stabilize parameters and offerings of Marin Access programs
- Align with MCTD mission

## Customer Facing

- Provide effective mobility options for older adults and people with disabilities
- Achieve high levels of customer satisfaction with services
- Focus programs and services on the populations most in need

# Catch-A-Ride Background

# Catch-A-Ride History

## 2012

- Catch-A-Ride program launch

## 2020

- Fare changes to reflect premium nature of service

## 2023

- Driver/Supplier shortages limit growth of the program and other services
- Shift to voucher pilot program & partner with Uber and North Bay Taxi (including ADA vehicle)

## 2024

- Rider survey + initial program evaluation
- Robust program evaluation
- Extend pilot for one year & add Lyft as provider
- Implemented service equivalency monitoring + quarterly rider surveys
- Introduce idea of Mobility Wallet to Marin Mobility Consortium

## 2025

- Complete Mobility Wallet Procurement

# Findings & Recommendations Since Pilot

## Voucher Model

- Streamline voucher distribution process
- Improve rider choice & experience
  - # of providers and options
  - More control on the use of subsidy

## Financial

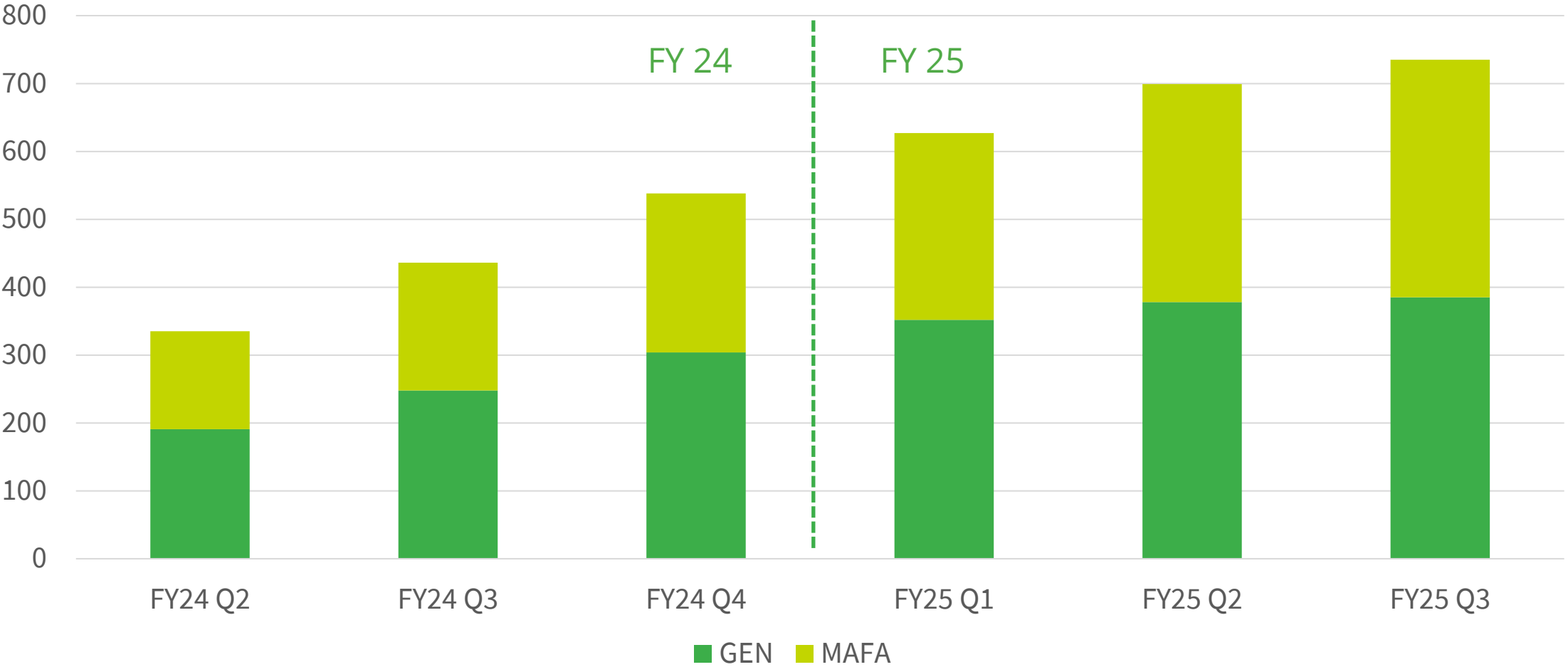
- Adjust fare policy and voucher reimbursements to better serve those with income barriers

- Ensure long term financial viability for program – enrollment is increasing continually, and costs may exceed budget

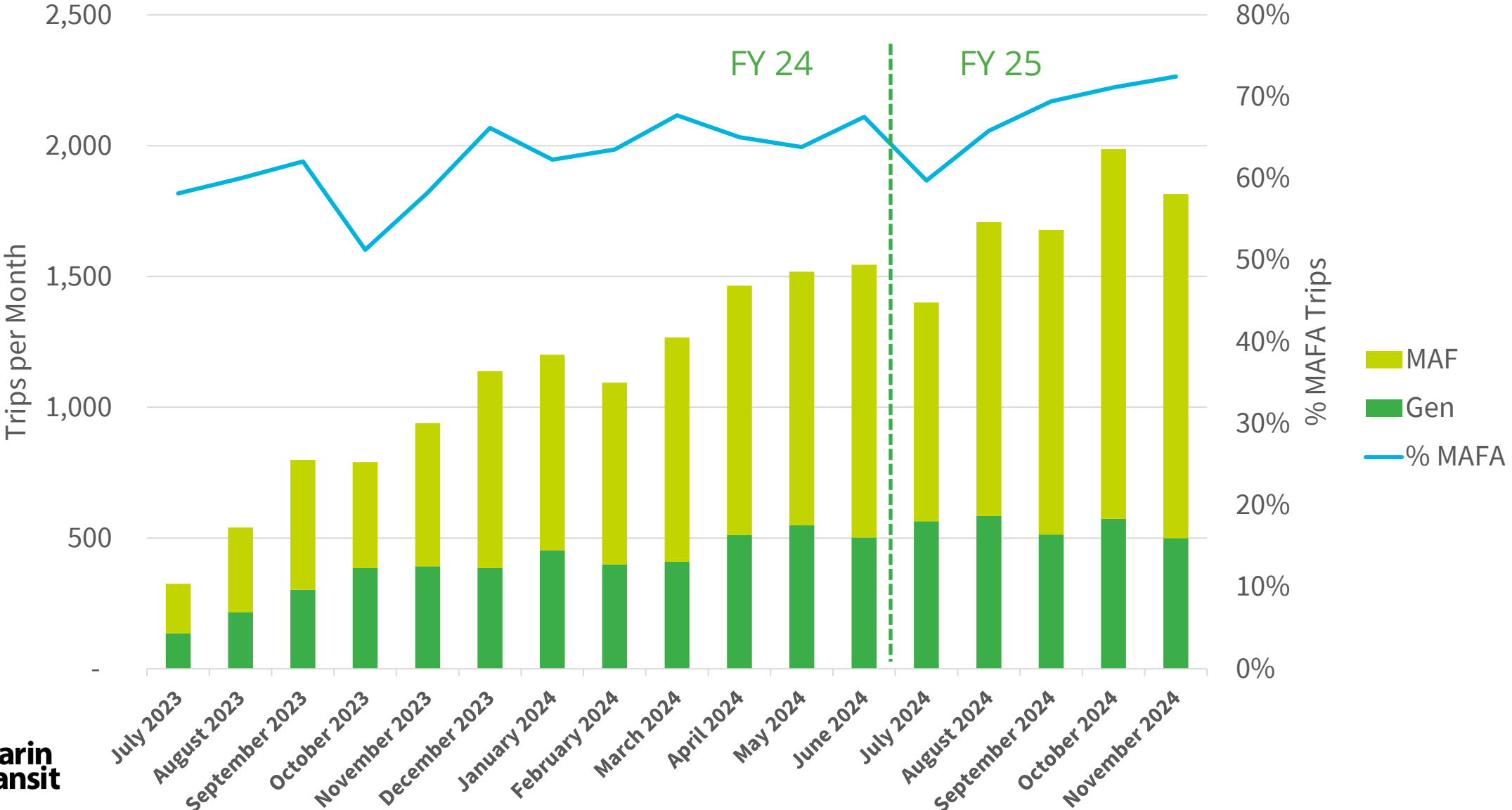
## Monitoring/Compliance

- Enhance monitoring to ensure it provides for equivalent service for all
- Ensure compliance with all regulatory requirements
  - Rider choice on trip-by-trip basis to comply with drug & alcohol testing requirements

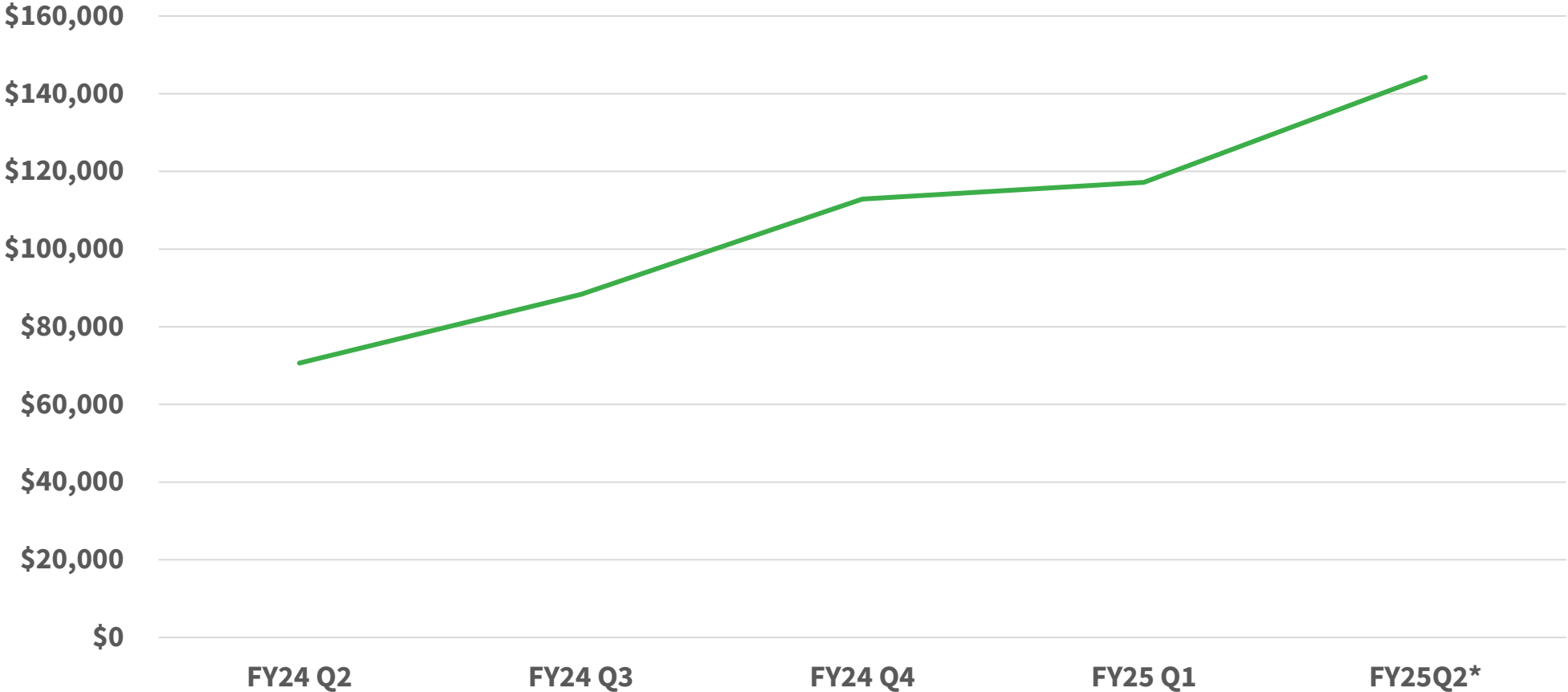
# CAR Pilot Program Enrollment



# CAR Pilot Program Ridership



# Program Cost



\* Projected cost



# High-Level Statistics

	MAFA	GEN – ADA	GEN - 65+
Total Participants (Q1 FY25)	275	120	232
Active Participants (Q1 FY25)	168	54	92
Median Trips per month (active)	5	3	2
Median Cost per trip (active)	\$18	\$21.25	
Median Subsidy per month (active)	\$161	\$75	\$58
Participants maxing out subsidy (FY25 Q1)	20	4	6



# Key Takeaways

- The program continues to grow month over month. At this pace, the program is financially unsustainable long term
  - Enrollment is growing faster for GEN riders than MAFA
  - Ridership is growing faster for MAFA riders than GEN
- The program offers substantial subsidies to riders that do not face income barriers and/or that do not have a disability preventing the use of fixed route bus service.
- The program does not limit trips to shared rides and likely contributes to congestion and increased GHG's on County roads.
- The program continues to be administratively burdensome and incur costs beyond the provision of trips
- The program exposes MCTD to risk with respect to FTA / ADA regulations

# Catch-A-Ride 3.0 Recommendations

- Convert all existing users to new Mobility Wallet program
- Do not renew any agreements with TNCs/Taxi after June 30, 2025
- Reconsider rider eligibility to ensure program financial sustainability; Focus on MAFA riders
- Develop a new Marin Access Intro to Mobility Program to encourage participation and allow for exposure to programs and services

# Marin Access Mobility Wallet

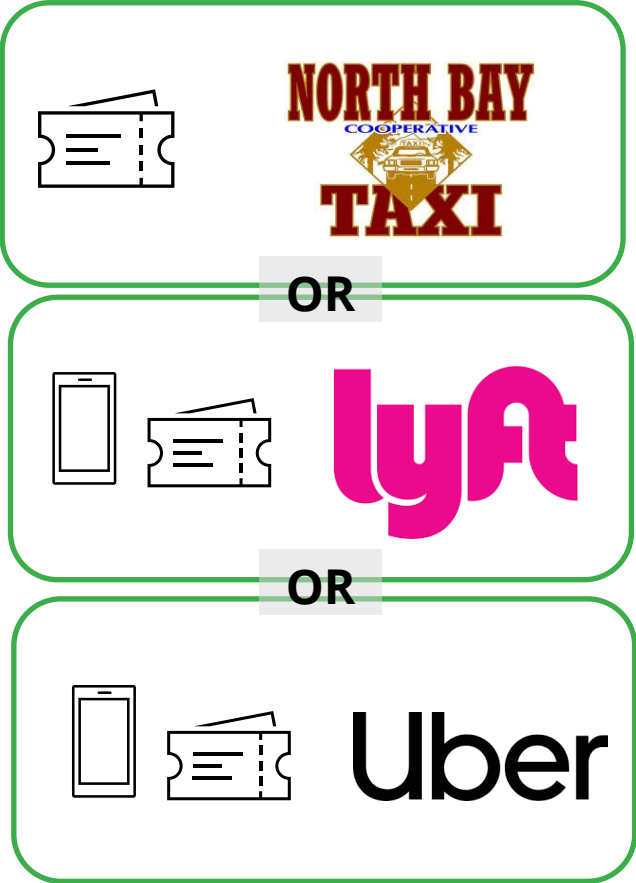
# Concept

**Mechanism to Distribute Subsidy:** The Marin Access Mobility Wallet will offer a payment card to enrolled riders for use with the provider(s) of their choice.

- Discontinue time-consuming paper voucher process
- Increase rider flexibility for how they use the subsidy provided to them
- Control the funding allocations and use of funds by rider type
- Quickly and easily monitor the use of funds

# Concept of Mobility Wallet

## Current - Limited Use Model



## New - Expanded Use Model



# Key Features of Mobility Wallet

- Enrolled riders will receive a payment card (digital or plastic) at the time of enrollment that is branded with the rider's name embossed on the card
- Once activated, the card can be used with a variety of transportation providers
- Riders will receive value on the initial card and then have that value topped up each month to the maximum monthly allowance
- Subsidies may not be used for delivery or ancillary services (e.g. Uber Eats, grocery delivery, etc.)
- Staff will explore expanding travel training to include technology training to support use of mobility wallet

# Enrollment

Program	Program Includes	Existing MAFA	Existing Non-MAFA	New MAFA	New Non-MAFA
Intro to Mobility Package	<ul style="list-style-type: none"> <li>• One-time \$200 card</li> <li>• One-time Clipper Monthly Pass</li> <li>• Expanded Travel Training</li> <li>• Warm Handoff to Alternative Programs</li> </ul>				X
Mobility Wallet	<ul style="list-style-type: none"> <li>• \$200 card with monthly top-up to \$200</li> <li>• Free Marin Transit fixed route (annual pass)</li> <li>• Other benefits included in Intro to Mobility</li> </ul>	X		X	
Mobility Wallet - Tapered	<ul style="list-style-type: none"> <li>• Grace period of 6 months of Mobility Wallet</li> <li>• Other benefits included in Intro to Mobility</li> </ul>		X		

*\* Subsidy levels need further review, amounts to illustrate concept only. For riders determined eligible for existing program by May 31, 2025; discontinued at end of FY26.*



# Subsidy Comparison

		CAR Voucher Pilot	Mobility Wallet
Rider Type		Median Amount Spent	Subsidy
Existing	MAFA	\$1,209	\$2,400
	GEN – ADA	\$715	\$1,200*
	GEN - 65+	\$553	\$1,200*
New	MAFA	-	\$2,400
	GEN	-	\$200

\* Over 6-month grace period





# SUMMARY

# Expected Impacts

- **Mobility Wallet is expected to:**

- Reduce administrative burden
- Give riders more flexibility to use subsidy
- Expand provider network
- Eliminate formal contracts with Uber, Lyft, and North Bay Taxi

- **Subsidy Model, as proposed, is expected to:**

- Refocus available resources to those most in need
- Introduce an Intro to Mobility package
- Taper off use / subsidy for those that do not have income barriers
- Achieve long-term financial sustainability

# Next Steps

- Spring 2025
  - Board Approval
  - Rider Education Campaign
- July 2025
  - Implement Mobility Wallet

# Marin Access Outreach Update

# Satellite Hours

Area of County	Location	Hours
Downtown San Rafael	Vivalon Brown Bag Pantry 930 Tamalpais Ave San Rafael, CA, 94901	First Friday on Select Months (October, January, April) 10am - 11:30am
Novato	Margaret Todd Senior Center 1560 Hill Road Novato, CA 94947	Last Thursday on Select Months (September, February, June) 11:30 am - 1:15 pm
West Marin	San Geronimo Valley Community Center 6350 Sir Francis Drake Blvd. San Geronimo, CA 94963	Last Monday of Each Month 11:30 am - 1:15 pm
West Marin	Bolinas Community Health Center 88 Mesa Road Bolinas, CA 94924	Third Wednesday of Each Month 2 pm - 3pm
West Marin	West Marin Health and Human Services 1 6th Street Point Reyes Station, CA 94956	Third Tuesday of Each Month 11am - 12pm

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

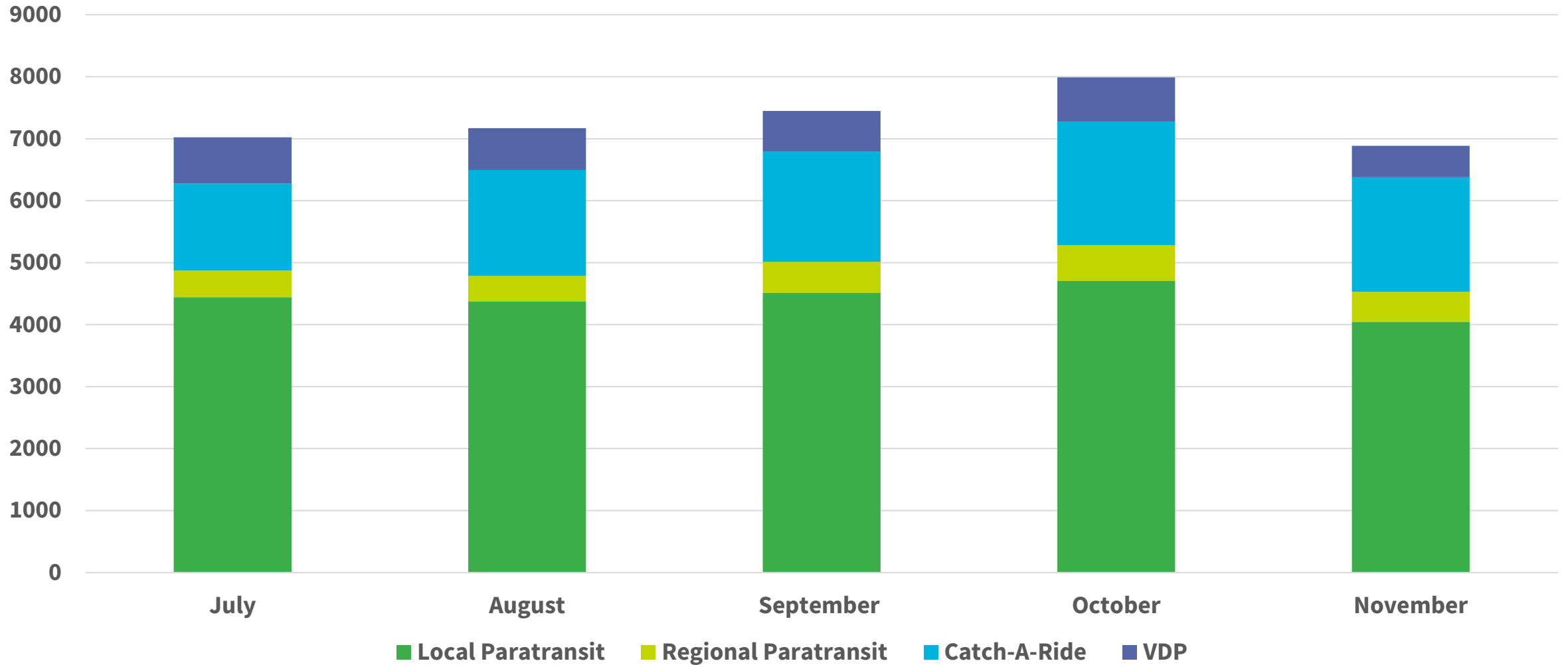
# Updates

- January Service Changes
- Rider / Guide + Marin Access Brochure Request
- Marin Access Application Update + RTC
- Clipper – MAFA Bus Pass
- Fare Free Days

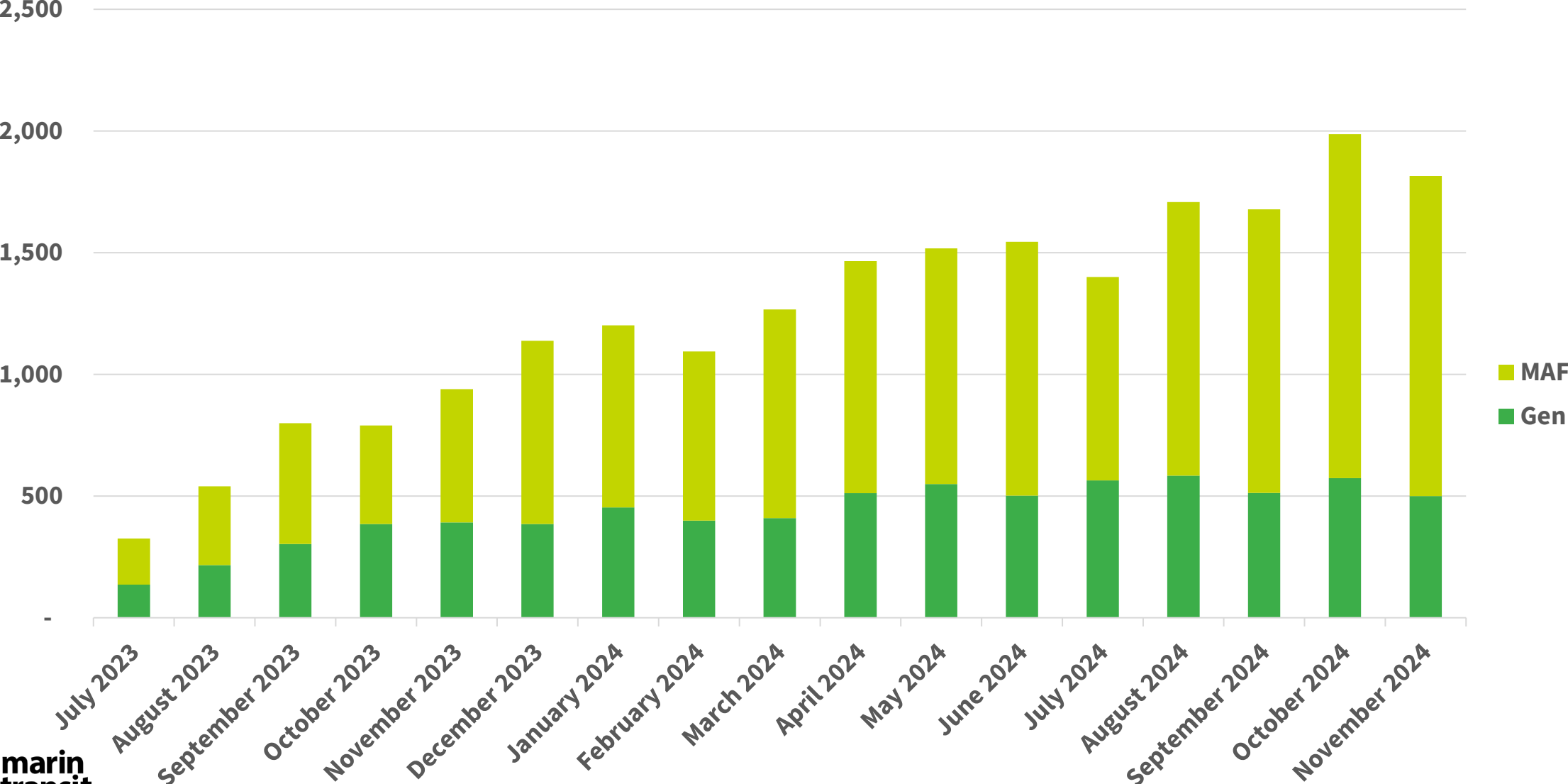
# Marin Access Performance Metrics



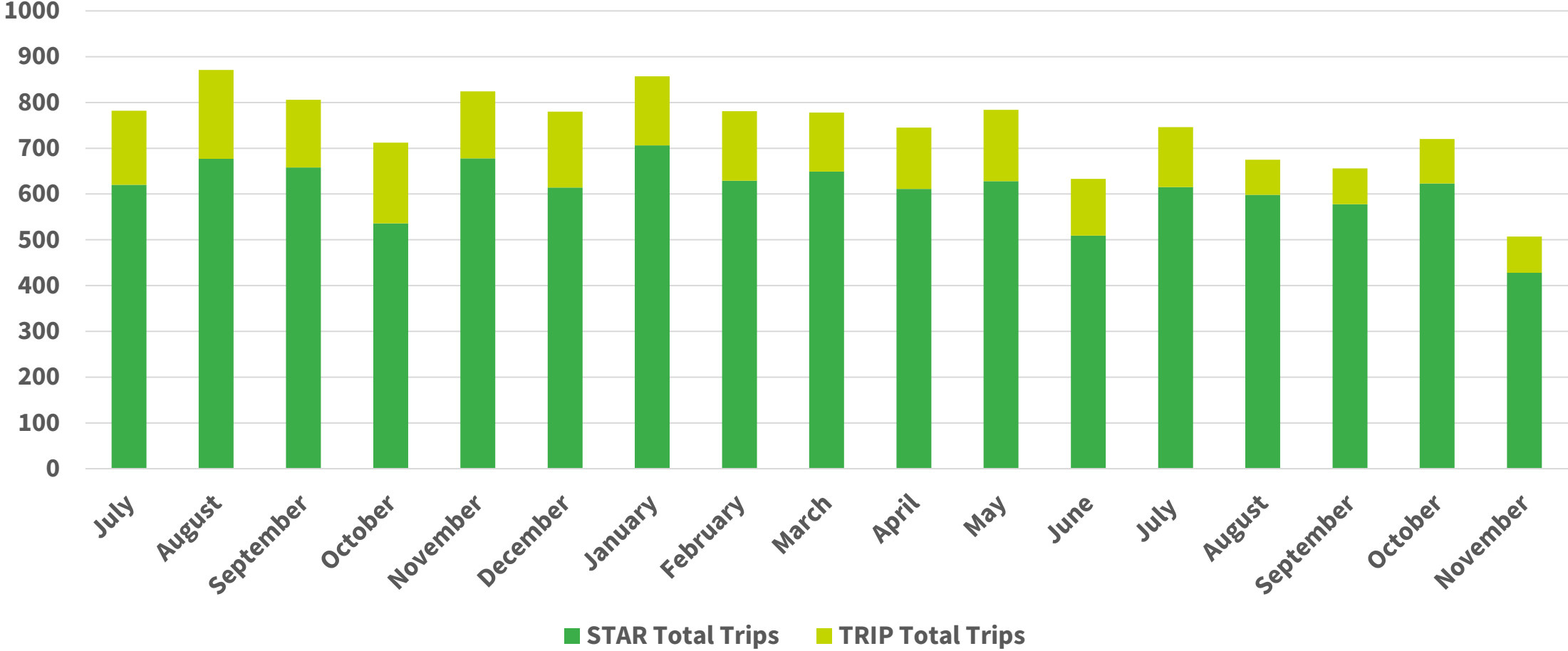
# Marin Access Ridership Trends – FY25



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

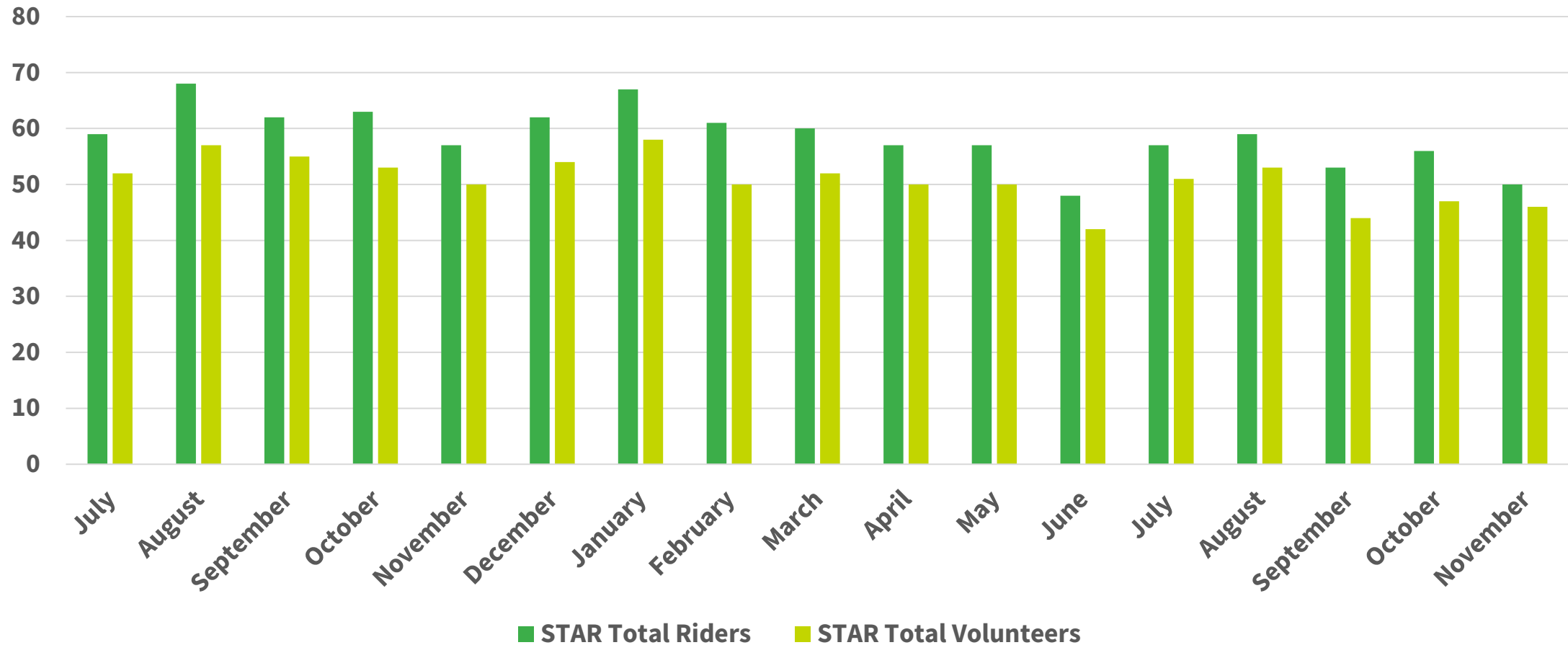


# Volunteer Driver Program Ridership – FY24 – November 2024

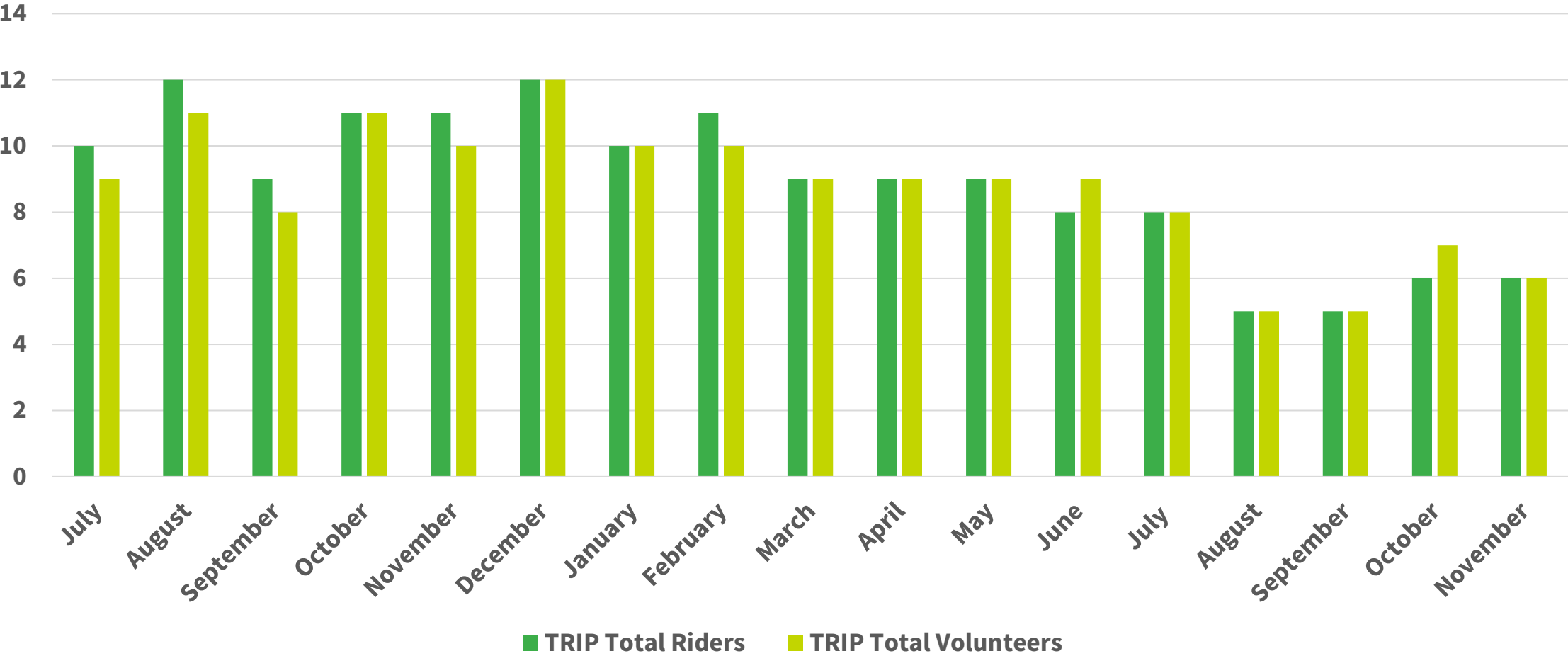


# Volunteer Driver Program Riders & Volunteers

## FY24 – November 2024

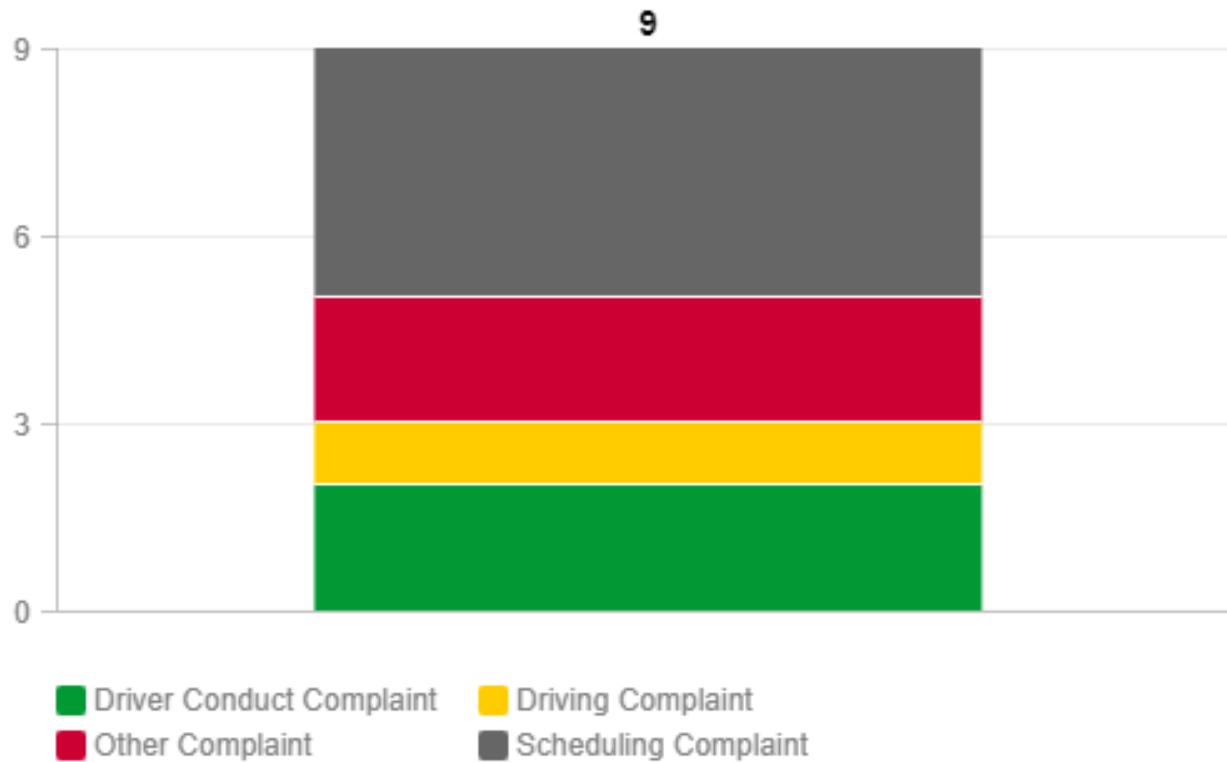


# Volunteer Driver Program Riders & Volunteers FY24 – November 2024

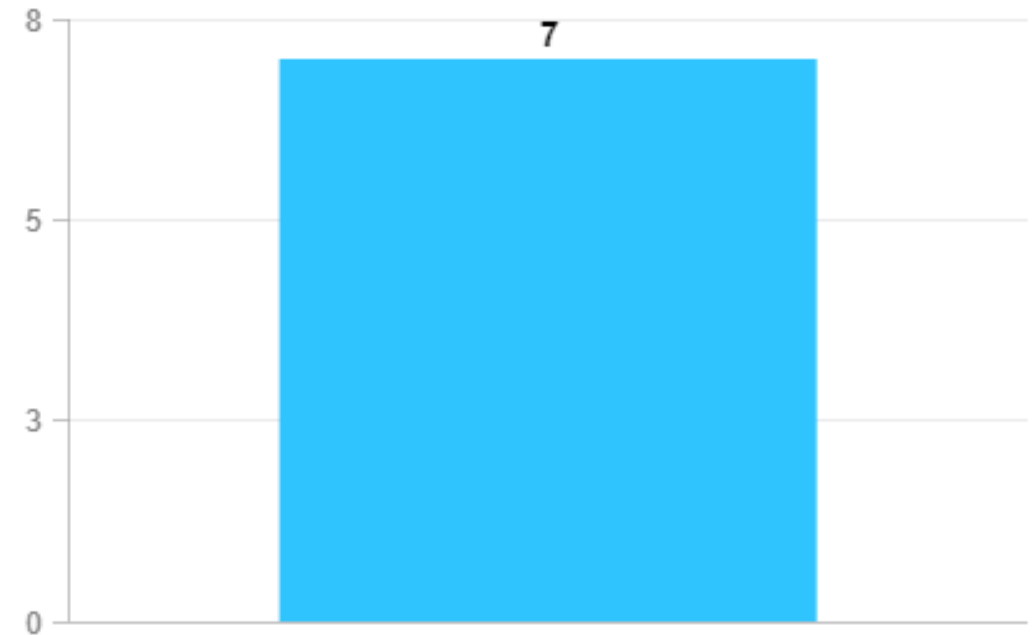


# Marin Access Rider Feedback – December 2024

Customer Feedback - Complaints



Customer Feedback - Commendations



# Thank you

**CONTACT**

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