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June 1, 2020

Honorable Board of Directors
Marin County Transit District
3501 Civic Center Drive
San Rafael, CA 94903

**SUBJECT: Resolution Approving Marin Transit's 2020-2022
Title VI Program Submittal to the Federal Transit Administration**

Dear Board Members:

board of directors

dennis rodoni
president
supervisor district 4

kate colin
vice president
city of san rafael

judy arnold
2nd vice president
supervisor district 5

damon connolly
director
supervisor district 1

eric lucan
director
city of novato

katie rice
director
supervisor district 2

kathrin sears
director
supervisor district 3

RECOMMENDATION: Authorize Board President to sign Resolution 2020-03 approving the 2020-2022 Title VI Program to ensure equal access to Marin Transit's programs, activities, and services.

SUMMARY:

Marin Transit staff have completed a thorough update of the District's Title VI Civil Rights Program in compliance with Federal Transit Administration (FTA) requirements. As a direct recipient of federal funds, Marin Transit revises the Title VI Program for your review every three years prior to submittal to FTA.

This program includes the following primary documents:

1. Marin Transit's Title VI Notice to the Public;
2. Title VI Complaint Procedures and Title VI Complaint Form;
3. *Marin Transit Public Participation Plan*;
4. *Marin Transit Language Assistance Plan* for providing language assistance to persons with limited English proficiency;
5. Board-adopted *System-wide Service Standards and Policies*; and
6. *Marin Transit Policies on Major Service Changes, Disparate Impact, and Disproportionate Burden*.

Except for policies on major service changes, disparate impact, and disproportionate burden, FTA requires every transit agency that directly receives federal funding to develop these primary Title VI documents.

The *Marin Transit Public Participation Plan* is updated with statistics on characteristics of local riders and the District's public outreach initiatives and activities since May 2017. Staff revised the analysis in the Language Assistance Plan with 2017 and 2018 American Community Survey census data combined with the results of the District's 2017 passenger survey. Staff also updated the description of the District's contact and outreach efforts regarding populations with limited English proficiency (LEP). Most recently, Marin Transit collaborated with the Canal Alliance on a video regarding service

changes in Spanish and English. Staff also updated the sections on Public Participation in Major Service and Fare Changes, Marin Access Mobility Management Goals and Activities, and replaced Appendix A and B to summarize outreach associated with developing and implementing the 2020 fare and program eligibility changes.

Summary of Findings Related to Limited English Proficiency Populations

For the *Marin Transit Language Assistance Plan*, staff updated the census statistics and tables in the Introduction and section on Marin Service Area and Demographics.

According to the U.S. DOT Safe Harbor Provision, Marin Transit must provide written translation of vital documents for each eligible LEP language group that constitutes five percent or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered by the District. This requirement does not affect the requirement to provide meaningful access to LEP individuals through competent oral interpreters where oral language services are needed and are reasonable. Marin Transit is required to ensure that vital documents are professionally translated into Spanish. District staff will monitor contacts with limited English proficiency residents who speak Chinese, Persian, and Russian and future census and survey data to determine additional safe harbor populations. Based on contacts with Vietnamese speakers with limited English proficiency, the District will translate eligibility and program documents into Vietnamese and provide targeted outreach to educate this population on their mobility options at the Travel Navigator satellite hours in the Canal neighborhood in San Rafael.

In the findings from the Marin Transit's 2017 passenger survey, 38 percent of those surveyed speak Spanish at home compared to about 12.4 percent of Marin County residents. The second language identified in the 2017 survey constitutes one percent of riders who speak Tagalog at home. In total, the passenger survey found that 41.2 percent of local riders speak another language at home and 31.2 percent of local riders speak English less than very well.

Additional Requirements that Apply to Marin Transit

Under the FTA Title VI Guidance issued in October 2012, transit agencies must provide additional documentation if they operate 50 or more fixed route vehicles in peak service in a census-designated Urbanized Area of 200,000 or more. Marin Transit meets that threshold.

Under these comprehensive requirements, Marin Transit demonstrates that the District has conducted detailed analyses of its service area, customers, and travel patterns based on the U.S Census and passenger survey data. Using the most recent data available, the District identifies each route as either a minority or non-minority route based on the following definition:

Minority transit route means a route that has at least 1/3 of its total revenue mileage in a Census block or block group, or traffic analysis zone(s) with a percentage of minority population that exceeds the percentage of minority population in the transit service area. A recipient may supplement this service area data with route-specific ridership data in cases where ridership does not reflect the characteristics of the census block, block group, or traffic analysis zone. Source: FTA C 4702.1B, Chapter 1, Sec. 5 Definitions, s.

The District is directed to take a sample of its minority and non-minority routes to evaluate their performance relative to the adopted system-wide standards and policies. Staff conducted an analysis to determine the extent to which each route provides coverage in minority census block groups and the minority and low-income ridership on these routes. The data is drawn from the US Census 2017 five-year American Community Survey and the results of Marin Transit's 2017

passenger survey. The findings are provided in the section on Demographic Ridership and Travel Patterns, Collected by Surveys on pages 82-84 of the Title VI Program.

The comparison of each route shows that only two of Marin Transit's routes can be considered as "non-minority." These consist of the South Route 61 of the West Marin Stagecoach and the Community Shuttle Route 219 serving the Tiburon peninsula and Strawberry Village along Highway 101. While five percent of the length of Route 219 is located in minority census tracts, over 60 percent of Route 219 passengers identify as minorities and use the service to commute to Tiburon for work from other parts of the county. Route 61 connects rural West Marin with Marin City where one of the highest concentrations of minority populations in the county reside. In all cases, Marin Transit routes serve predominantly low-income residents

The District is required to use its Policies on Major Service Changes, Disparate Impact, and Disproportionate Burden to evaluate the impacts on minority and low-income riders that may result from major service or fare changes. In addition to policies on evaluating the impacts of major service changes, the additional required components of Marin Transit's Title VI Program include:

- Demographic and service profile maps and charts;
- Demographic ridership and travel patterns, collected from passenger surveys;
- A description of the public engagement process for setting the major service change policy, disparate impact policy, and disproportionate burden policy;
- Results of the monitoring program of system-wide service standards and policies; and
- Results of service and/or fare equity analyses conducted since the last Title VI Program submission, including evidence that the Board considered, was aware of, and approved the results of the required analysis.

Since the 2017 Title VI Program submittal, Marin Transit has conducted one fare equity analysis applying these policies and that is included in the 2020-22 Title VI Program. For each Program update, Marin Transit describes any action taken in response to the system monitoring program and documents your Board's consideration, awareness, and approval of the results of the monitoring. The service and fare equity analyses are the primary format for informing your Board of the need for and impact of proposed service and fare changes on minorities and low-income riders.

Measuring Performance Under Marin Transit's System-wide Standards and Policies

The District's 2013 adopted system-wide standards and policies are consistent with the Marin Transit Short Range Transit Plan (SRTP). Staff relies on the application of these standards and policies in the context of the SRTP as the basis for service change proposals. The SRTP is updated every two years and includes an in-depth analysis of system performance. The District upgraded its data management system to introduce a new report writing tool to provide: a new format for the monthly report; a new quarterly performance alongside the quarterly budget report; and an updated annual report. The quarterly report provides an analysis of trends, the annual report provides a detailed assessment of systemwide, route typology, and route-level performance data.

The results of the Title VI systemwide monitoring program are provided on pages 94-100 of the Title VI Program. The District did not meet its systemwide standard regarding on-time performance. At major timepoints and transfer centers, fixed route on-time performance is 82.2 percent and the performance target is 90 percent. At minor timepoint stops for fixed-route operations the performance is 79.6 percent, and the standard is 80 percent. This data is derived from two sources: National Transit Database sampling and Marin Transit's real-time information

system installed on its community shuttle, rural transit services, and Golden Gate Transit on-time performance data. In FY 2018, 86.3 percent of all paratransit trips arrived within the 30-minute pick-up window, and this was below the 90 percent target.

The Title VI Notice to the Public, Complaint Procedures, and Complaint Form have been translated into Spanish by a professional translator and are available on request and at www.marintransit.org/titlevi.html.

FISCAL/STAFFING IMPACT:

None associated with this report.

Sincerely,

A handwritten signature in black ink, reading "Amy Van Doren". The signature is fluid and cursive, with the first name "Amy" and last name "Doren" clearly legible.

Amy Van Doren
Director of Policy and Legislative Programs

Attachments: Resolution 20-03 Approving the Marin Transit Title IV Program for 2020-2022
Marin Transit 2020-2022 Title IV Program

Marin Transit Federal Title VI Program

2020-2022

May 2020



In compliance with Federal Transit Administration Circular C 4702.1B - October 2012

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Table of Contents

Marin County Transit District Federal Title VI Civil Rights Program for 2020-2022 to comply with FTA Circular C 4702.1B issued October 2012	1
Marin Transit Title VI Complaint Procedures	3
Marin Transit Title VI Complaint Form	5
List of Transit-Related Title VI Investigations, Complaints, and Lawsuits	8
Marin Transit Public Participation Plan	10
Introduction	10
Developing Plans to Engage the Public	10
Characteristics of Marin Local Transit Riders	11
Marin Transit Methods for Public Outreach and Participation	12
Project Open Houses, Workshops, and Community Meetings	14
Website Support	15
Media Relations and Non-English Speaking Residents	16
Community Events	16
Community Organizations	16
Video Collaboration on Service Improvements for the Canal Neighborhood	16
Flexible Public Participation Opportunities	16
Surveys for Marin Transit Connect On-Demand Micro Transit Pilot	17
Translation Assistance	17
Multilingual Information Materials	17
Presentations and Visual Aids	18
Street Level and On Board the Bus Outreach	18
Social Media	18
Community Advisory Groups and Focus Groups	18
Public Notices and Legal Notices	19
Community-Based Organizations and Contractor Outreach	19
Email Communication	19
Board of Directors' Meetings	19
Board of Directors' Meetings During the Covid-19 Pandemic	20
Passenger Advisory Groups	21

Mobility Management Travel Training Programs.....	21
Metropolitan Transportation Commission (MTC) / Public Participation Plan.....	21
Public Participation in Major Service and Fare Changes.....	21
Legal Publication of Notice and Additional Outreach on Public Hearings	22
Identifying Lessons Learned	23
Keeping the Public Participation Plan Up-to-Date	23
Marin Access Mobility Management Goals and Activities Regarding Outreach to Riders, Stakeholders, and Community Organizations.....	24
APPENDIX A – Public Participation Plan, Community Outreach, and Marketing Strategies for Proposed Fare and Program Eligibility Changes in July 2020.....	28
APPENDIX B - Marin Transit Connect On-Demand Micro Transit Pilot Public Participation and Marketing Activities 2018-20.....	35
APPENDIX C – Community Input on Outreach Strategies.....	38
APPENDIX D – Marin Transit Public Outreach Activities by Type of Service Change	39
Marin Transit Language Assistance Plan – Improving Access to Transit Services for Persons with Limited English Proficiency in Marin County.....	41
1. Introduction	42
2. Plan Summary.....	42
3. Marin Transit’s Service Area and Demographics.....	42
4. LEP Four Factor Analysis	44
5. Marin Transit’s Language Assistance (LEP) Plan	57
6. Building on Marin Transit’s Inclusive Coordinated Transportation Partnership to Reach Spanish- and Vietnamese-Speaking Senior & Disabled Residents	62
7. Contact Information	64
Attachment 1 - Marin Transit Passenger Survey 2017 - Results from Selected Questions	65
Membership of Non-Elected Committees and Councils	68
Description of Marin Transit Monitoring of Subrecipients for Compliance with Title VI	68
Title VI Equity Analysis of Marin Transit Constructed Facilities.....	68
Setting System-wide Service Standards and Policies	69
Demographic and Service Profile Maps and Charts	73
Demographic Ridership and Travel Patterns, Collected by Surveys.....	83
Demographics and Travel Patterns of Marin Transit Riders.....	86
Transit Rider Market Assessment.....	87

“Typical” Characteristics of Marin Transit Riders.....	87
Locations of “Typical” Transit Riders.....	88
Location of Jobs.....	90
Origins and Destinations.....	92
Results of Marin Transit’s System Monitoring Program and Report	95
Public Engagement Process for Developing Policies for Major Service Changes, Disparate Impact, and Disproportionate Burden	102
Marin Transit Title VI Civil Rights Policies on Major Service Changes, Disparate Impact, and Disproportionate Burden	103
Marin Transit Policy on Major Service Changes.....	103
Marin Transit Policies on Disparate Impact and Disproportionate Burden.....	107
Results of Service and/or Fare Equity Analyses Conducted	110
Declaración de la Política conforme al Título VI de Marin Transit – Aviso al Público	116
Procedimientos de Queja conforme al Título VI de Marin Transit.....	117
Formulario de Queja conforme al Título VI de Marin Transit.....	119
Title VI Fare Equity Analysis of Proposed Changes to Fare and Program Eligibility for Marin Access Paratransit and Mobility Management Programs and Marin Transit Fixed Route Pass Programs for July 1, 2020	122

Marin County Transit District Federal Title VI Civil Rights Program for 2020-2022 to comply with FTA Circular C 4702.1B issued October 2012

Marin Transit is committed to ensuring that no person is excluded from participation in, denied the benefits of, or discriminated against under its projects, programs or activities on the basis of race, color, creed, national origin, sex or age, as provided in Title VI of the Civil Rights Act and 49 United States Code Section 5332. Under Federal Transit Administration (FTA) Title VI guidance issued on October 1, 2012, all transit operators receiving federal funds are required to:

- Ensure that the level and quality of transportation service is provided without regard to race, color, or national origin.
- Identify and address, as appropriate, disproportionately high and adverse effects of programs and activities on minority populations and low-income populations.
- Promote the full and fair participation of all affected populations in transportation decision-making.
- Prevent the denial, reduction, or delay in benefits related to programs and activities that benefit minority populations or low-income populations.
- Ensure meaningful access to programs and activities by persons with Limited English Proficiency (LEP).

Marin Transit's Title VI Program will continue to evolve through lessons learned in conducting planning analysis, evaluating service impacts, and in putting into place inclusive participation programs and outreach activities. Every three years, Marin Transit will update this document for the Federal Transit Administration as a record of the District's most current Title VI Program.

Accessible Formats

This document is available in accessible formats upon request. To obtain paper copies of this document or information regarding accessible formats, please contact:

Civil Rights Officer
Marin Transit
711 Grand Avenue, Suite 110
San Rafael, CA 94901 415-226-0855 or TDD 711

Marin Transit Title VI Policy Statement – Notice to the Public

Marin Transit grants all citizens equal access to its transportation services. Marin Transit is committed to ensuring that no person is excluded from participation in, or denied the benefits of its services on the basis of race, color, or national origin as protected by Title VI of the Civil Rights Act of 1964, as amended (“Title VI”).

Any person who believes she or he has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint. For more information on Marin Transit’s civil rights program and the procedures to file a complaint, contact (415) 226-0855 or TDD 711, email info@marintransit.org or visit our offices at 711 Grand Avenue, Suite 110, San Rafael, CA 94901.

For more information, visit www.marintransit.org/titlevi.html

If information is needed in another language, contact Marin Transit at (415) 226-0855.

Si se necesita información en otro idioma, póngase en contacto con Marin Transit al (415) 226-0855.

Marin Transit’s Title VI policy is posted at its administrative offices, at major transit hubs located in San Rafael, Marin City, and Novato, and on Marin Transit vehicles. It is also posted on the Marin Transit website at www.marintransit.org/titlevi.html

Marin Transit Title VI Complaint Procedures

If you believe that you have received discriminatory treatment by Marin Transit on the basis of your race, color, or national origin, you have the right to file a complaint with the Civil Rights Officer. The complaint must be filed no later than 180 calendar days of the alleged discriminatory incident. This document and the Title VI complaint form are available on Marin Transit website www.marintransit.org/titlevi.html

Si usted cree que ha recibido un trato discriminatorio por Marin Transit sobre la base de su raza, color u origen nacional, usted tiene el derecho de presentar una queja con el Oficial de Derechos Civiles. La queja debe ser presentada a más tardar 180 días calendario después del supuesto incidente discriminatorio alegado. Este documento y el formulario de queja del Título VI están disponibles en el sitio web de Marin Transit www.marintransit.org/titlevi.html

Los documentos que describen la Declaración de la Política conforme al Título VI y los Procedimientos de Queja de Marin Transit se pueden traducir al español bajo solicitud.

Por favor llame al (415) 226-0855 o TDD 711.

The preferred method is to file your complaint in writing using the Title VI Complaint Form, and send it to:

Civil Rights Officer
Marin Transit
711 Grand Avenue, Suite 110
San Rafael, CA 94901

Verbal complaints will be accepted and transcribed by the Civil Rights Officer. To make a verbal complaint, call (415) 226-0855 or TDD 711.

You also have the right to file a complaint with an external entity such as the Department of Transportation (DOT), a federal or state agency, or a federal or state court. Should a complaint be filed with Marin Transit and an external entity simultaneously, the external complaint shall supersede Marin Transit complaint and Marin Transit's complaint procedures will be suspended pending the external entity's findings.

The Marin Transit Civil Rights Officer will review and investigate all Title VI complaints that are complete. Once the complaint is received, Marin Transit will review it to determine if our office has jurisdiction. The complainant will receive an acknowledgement letter informing her/him whether the complaint will be investigated by our office. Reasonable measures will be undertaken to preserve any information that is confidential. The investigation may include a review of all relevant documents, practices and procedures as well as discussion(s) of the complaint with all affected parties to determine the nature of the problem. The investigation will be conducted and generally completed within 60 days of receipt of a formal complaint.

Based on the information received, an investigation report will be prepared by the Civil Rights Officer for submittal to the Marin Transit General Manager. On behalf of the General Manager, the Civil Rights Officer will issue one of two letters to the complainant: a closure letter or a Letter of Finding. A closure letter summarizes the allegations and states that there was not a Title VI violation and that the case will be closed. A Letter of Finding summarizes the allegations and the interviews regarding the alleged incident, and explains whether any disciplinary action, additional training of the staff member or other action will occur. Parties will have 14 calendar days from the date of the outcome letter to appeal. If the complainant wishes to appeal the decision, he or she may appeal directly to the United States Department of Transportation, the Equal Employment Opportunity Commission or the California Department of Fair Employment and Housing, as appropriate.

A person may also file a complaint directly with the Federal Transit Administration, at FTA Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590.

Investigation Procedures

The Civil Rights Officer will maintain a log of Title VI complaints received that shall include the date the complaint was filed, a summary of the allegations, the status of the complaint, and actions taken by Marin Transit in response to the complaint.

If requested, documents describing Marin Transit's Title VI Policy Statement and Complaint Procedures can be translated into languages other than English.

Los documentos que describen la Declaración de la Política conforme al Título VI y los Procedimientos de Queja de Marin Transit se pueden traducir al español bajo solicitud.

Por favor llame al (415) 226-0855 o TDD 711.

Marin Transit Title VI Complaint Form

Marin Transit is committed to ensuring that no person is excluded from participation in, or denied the benefits of its services on the basis of race, color or national origin as protected by Title VI of the Civil Rights Act of 1964, as amended ("Title VI").

Marin Transit tiene el compromiso de garantizar que ninguna persona sea excluida de participar o que se le nieguen los beneficios de sus servicios sobre la base de raza, color u origen nacional, según se proteja por el Título VI de la Ley de Derechos Civiles de 1964, y sus enmiendas ("Título VI"). Los documentos que describen la Declaración de la Política conforme al Título VI y los Procedimientos de Queja de Marin Transit se pueden traducir al español bajo solicitud.

Por favor llame al (415) 226-0855 o TDD 711.

Please provide the following information necessary in order to process your Title VI complaint. Assistance is available upon request.

1. Complainant's Name _____

2. Address _____

3. City, State and Zip Code _____

4. Telephone Number (home) _____ (business) _____

5. Electronic Mail Address _____

6. Accessible Format Requirements? Large Print Audio Tape
a. TDD Other

7. Person discriminated against (if someone other than the complainant)

Name _____

a. Address _____

b. City, State and Zip Code _____

8. Which of the following best describes the reason you believe the discrimination took place? Was it because of your:

- a. Race_____
- b. Color_____
- c. National Origin_____

9. What date did the alleged discrimination take place? _____

10. In your own words, describe the alleged discrimination. Explain as clearly as possible what happened and why you believe you were discriminated against. Describe all persons who were involved. Include the name and contact information of the person(s) who discriminated against you (if known) as well as names and contact information of any witnesses. Include the date of the encounter, the route number and direction of travel, and the time the incident occurred. If you have it, include the bus number. Please use the back of this form if additional space is required

11. Have you filed this complaint with any other federal, state, or local agency; or with any federal or state court? _____ Yes _____ No

12. If yes, check all that apply: _____ Federal agency _____ Federal court _____ State agency
_____ State court _____ Local agency

13. Please provide information about a contact person at the agency/court where the complaint was filed.

Name_____

Address_____

City, State, and Zip Code _____

Telephone Number _____

14. Please sign below. You may attach any written materials or other information that you think is relevant to your complaint.

Complainant's Signature

Date

Mail or Deliver the Completed Form to:

Civil Rights Officer
Marin Transit
711 Grand Avenue, Suite 711
San Rafael, CA 94901

List of Transit-Related Title VI Investigations, Complaints, and Lawsuits

As of May 2020, Marin Transit has not had any Title VI complaints, investigations, or lawsuits. Marin Transit will retain all records regarding any Title VI complaints, investigations, or lawsuits to track their resolution and for reporting in future Title VI Program updates.

Marin Transit Public Participation Plan

Marin Transit Public Participation Plan

Introduction

Marin Transit's *Public Participation Plan* provides a framework of options and strategies to guide a customized, systematic, and strategic approach to public participation. Marin Transit will use this framework to identify and consider input from the general public and other stakeholders as integral to its planning, service, and project development activities. Strategies include methods that specifically address language, institutional, cultural, economic, or other barriers that may be preventing minority, low-income, and limited English proficient (LEP) populations from participating effectively in Marin Transit's decision-making process. This document complements the District's current and planned activities for reaching individuals with limited English proficiency that are described in Marin Transit's *Language Assistance Plan*.

The *Public Participation Plan* reflects and reinforces the primary goal of Marin Transit's public participation activities:

To offer an ongoing dialogue for the public to learn about a particular project or initiative while addressing their needs for language, scheduling, or locations that maximize their ability to participate.

The concerns, issues, ideas, and needs of community members gathered through the public participation process will inform Marin Transit's outreach efforts throughout the course of a project or activity and will lead to better decisions.

The *Public Participation Plan* describes the scope of the District's approach to community participation in the course of Marin Transit planning activities, project development, and local bus service changes. The Plan details numerous communication strategies and tactics to offer early and continuous opportunities for the public to participate.

Developing Plans to Engage the Public

Marin Transit selects appropriate participation measures based on a variety of factors. These include the composition of the affected population, the type of public participation process planned, input needed for the particular project or initiative, and available staffing and financial resources. Marin Transit will coordinate with community, faith-based, and social service organizations to identify stakeholders and tailor participation strategies.

Stakeholders are those who are either directly or indirectly affected by a proposed plan, project, or initiative or the resulting recommendations. Those who may be adversely affected, or who may be denied the benefits of a plan's recommendations, are of particular interest in this initial identification process. Stakeholders can include many different individuals, populations, groups, or entities: local residents, Marin Transit customers, minority and low-income persons, public agencies, private and non-profit organizations, and local businesses.

Once Marin Transit identifies the stakeholders for a project or activity, the project manager will work with them to tailor a public participation plan to maximize public outreach and participation opportunities, meet community needs, and accomplish the project goals.

Appendix A to this plan summarizes the Public Participation Plan, Community Outreach, and Marketing Strategies for Proposed Fare and Program Eligibility Changes in July 2020. These addressed proposed changes to Marin Transit’s pass programs and fares for general purpose dial-a-ride and Marin Access paratransit services, and mobility management programs. The District also proposed changes to the Marin Access low income fare assistance program as mitigation. The completed Title VI Fare Equity Analysis is provided in the section on **Results of Service and/or Fare Equity Analyses** Conducted in the 2020-22 Title VI Program. **Appendix B** summarizes public participation efforts and marketing activities for Marin Transit’s Connect on-demand micro transit pilot in San Rafael. **Appendix C** summarizes community input on Marin Transit outreach strategies, and **Appendix D** lists Marin Transit public outreach activities by type of service change.

The table in the section on Methods for Public Outreach and Participation provides a comprehensive menu of communication and participation strategies that Marin Transit may draw from in developing these plans. Most activities and initiatives will not require use of all of these methods. With experience, Marin Transit will strive to incorporate technology advances and lessons learned from requirements of individual projects into the outreach and participation methods described in this *Public Participation Plan*.

Characteristics of Marin Local Transit Riders

According to the most recent Marin Transit passenger surveys conducted in Spring 2017, 80 percent of local fixed route riders are between the ages of 18-64. Compared to the rest of Marin County, local riders report significantly lower income levels and a higher proportion identify as members of minorities. About 35 percent of Marin Transit local riders report that they earn less than \$25,000 a year, while 59% of countywide residents are at the other end of the range earning \$75,000 or more.

In the 2017 passenger survey, respondents who stated that Spanish was spoken in their homes accounted for 38 percent of responses compared to 12.4 percent of Marin County residents. Spanish-speaking residents are concentrated in the Canal neighborhood of San Rafael and in pockets of Novato and West Marin.

Within Marin Transit’s service area, 22.7 percent of residents speak a language other than English in their home based on the 2018 five-year American Community Survey estimates. According to the results of Marin Transit’s 2017 passenger survey, 41 percent of local riders speak another language at home and 31 percent of local riders speak English less than very well. All of Marin Transit’s vital documents are translated into Spanish. A much smaller concentration of Vietnamese residents historically resided in the Canal neighborhood that has become more dispersed. Understanding the demographics and language needs of Marin County is essential to designing effective customer outreach and public participation plans. The *Marin Transit Language Assistance Plan* provides more detailed analysis of data from the US Census Bureau’s American Community Survey and the District’s passenger surveys.

Marin Transit Methods for Public Outreach and Participation

The following table describes Marin Transit’s deployment of outreach and participation strategies for ongoing and project-related activities. The table also highlights strategies that are specifically targeted to reach Spanish and Vietnamese residents.

Participation		Status	When Used
1	Project Open Houses, Workshops, and Community Meetings	Marin Transit schedules public meetings either in several areas across the County or in specific communities. Collaborates with local jurisdictions, community-based organizations, social service providers, and/or faith-based groups.	Planning Studies, Service Proposals, Major Service Changes
2	Website Support	Trip planning information, Public Notices, and language assistance available on www.marintransit.org	Passenger Information, Service Changes, Participation Opportunities
3	Media Relations and Non-English Speaking Residents	Marin Transit publishes announcements in Spanish Language newspapers and utilizes communication channels from partner organizations.	Planning Studies, Service Proposals, Title VI Outreach
4	Community Events	Marin Transit has a calendar of public events that it participates in as sponsors, for specific projects, or for ongoing activities.	For ongoing outreach, to solicit input, and educate on transit options
5	Community Organizations	Marin Transit partners with a variety of community, advocacy, and social service organizations to conduct outreach.	Ongoing coordination Assistance on outreach to specific populations and communities
6	Flexible Public Participation Opportunities	Decisions are made in collaboration with community-based organizations	For ongoing input and for feedback on specific projects or service change proposals.
7	Identifying affected populations with limited English proficiency (LEP)	Ongoing implementation as described in the <i>Marin Transit Language Assistance Plan</i> .	To understand communication needs and tailor information and services.

	Participation Method	Description	When Used
8	Translation Assistance	Customer assistance from Marin Transit's primary service provider is available in 150+ languages.	For customer service and information provided by phone and in person
9	Multilingual Information Materials	Used to reach target populations speaking Spanish or Vietnamese & outreach activities in Spanish-speaking neighborhoods	Schedule & Passenger Information, Service Updates, Planning Studies, Service Change Proposals, Major Service Changes
10	Street Level & On the Bus Direct Communication	Street level outreach informs customers, residents, and businesses of on-going activities, and directly engages the public.	Surveys, Service Updates, Planning Studies, Service Change Proposals, Major Service Changes
11	Social Media	Marin Transit has developed and posted information via videos and social media and is considering how to increase use.	Ongoing communications, Advertise activities, and meetings. Solicit input
12	Community Advisory Groups	Used as appropriate for projects & studies, including needs assessments. The District also has an ongoing Paratransit advisory group that meets every other month and a Mobility Management Council that meets quarterly.	Planning Studies, Transit Needs Assessments, Input on Design and Delivery of Services & Programs for Senior and Disabled Residents
13	Public Notices and Legal Notices	Marin Transit publishes and distributes all public and legal notices in English and Spanish.	Public Meetings, Public Hearings, Service Change Notices
14	Outreach to Community-based Organizations for DBE Programs	Marin Transit develops and presents educational workshops and outreach activities as a member of the region's Business Outreach Committee.	Invite input on District DBE programs and participate in regional educational programs

	Participation Method	Description	When Used
15	Email Communications	Marin Transit maintains and augments email lists for specific projects and for overall notifications and announcements	Updates on activities, Advertise meetings, Specific Project or Service related changes or updates
16	Marin Transit Board of Directors Meetings	Board meetings are generally held on the first Monday of the month. Language assistance is available on request, with 72-hour advance notice.	Board has regularly scheduled meetings open to the public throughout the year. Public hearings are typically held during regular meetings.
17	Passenger Advisory Group	Marin Transit participates in Golden Gate Transit's Bus Passenger Advisory Committee.	To obtain feedback on services and programs and to discuss the status of ongoing activities and special projects
18	Mobility management travel training programs	Offered through Marin Transit's <i>Marin Access</i> mobility management programs.	Scheduled throughout the year and conducted across Marin County in partnership with community centers, social service organizations, churches, and senior facilities
19	Metropolitan Transportation Commission's Public Participation Plan	For additional outreach and participation in regional planning, Metropolitan Transportation Commission (MTC) maintains a regional Public Participation Plan.	For regional plan updates & surveys, studies, and projects affecting Marin County

The methods and strategies outlined in this table are described in more detail below, with a section dedicated to each. In addition to these public participation strategies, Appendix B lists public outreach and notification activities organized by major, minor, and routine service changes.

Project Open Houses, Workshops, and Community Meetings

Publicly noticed project open houses and community meetings provide stakeholders with the most current information in an interactive setting. These may consist of brief presentations with brainstorming discussions, full project or service proposal reviews, or small informational sessions. Workshops solicit input from the community early in the planning phases of any potential change and at key decision points. Workshops may use exercises or breakout groups to generate ideas and feedback. Public forums provide the community with an opportunity to hold a community discussion on proposed and planned changes. Marin Transit compiles any comment cards, meeting notes, and written

statements to document public input and present to the Board of Directors. Staff provides information to participants on upcoming public meetings, resources on the Marin Transit website, and how to contact the project manager.

Marin Transit works with community partners to leverage already-scheduled meetings in low-income, minority, and LEP communities to integrate public participation efforts into existing community and neighborhood activities.

Marin Transit's public meetings are held at locations that are transit and Americans with Disabilities Act (ADA) accessible, and they may be scheduled at various times of the day and on Saturdays to accommodate working families, individuals, and seniors. Marin Transit staff will continue to work with community-based organizations and other partners when scheduling these events to meet the needs of particular communities. Convenient and accessible locations, facilities, and meeting times maximize opportunities to provide input.

Website Support

Marin Transit provides project updates and information on how to give input on its website, www.marintransit.org. The general public learns about the purpose of the project, the communities it will serve, project timeframes, and community engagement. For service changes, Marin Transit dedicates web pages with links to electronic files of printed materials, updated materials to reflect service changes, and calendars of upcoming participation events, public forums, and workshops. Links may also be provided in various organizations' e-newsletters. Information includes tables that list changes, new route maps, a travel planner, information regarding service changes on the pages of the affected routes, a rider alert at the top of the home page and contact information to reach Marin Transit staff.

Marin Transit redesigned its website in 2017. The website provides access to detailed information on services and programs, service updates, its Short-Range Transit Plan, ongoing activities, completed projects, and Board of Director agendas and packets. It includes the District's Marin Access mobility options for senior and disabled residents and pages devoted to its Title VI Program and ADA Accessibility. The purchasing page includes information and links on the District's Disadvantaged Business Enterprise Program.

The Marin Transit website supports feedback and comments, use of interactive maps, trip planning, and real-time transit information for Community Shuttles and the West Marin Stagecoach. The website also features real-time arrival information for all of Marin Transit's services. Web activities may include reaching out to Marin organizations, along with requests to have Marin Transit web page links on their websites. Google Translate allow visitors to instantly translate the website content into 14 languages including Spanish, Vietnamese, and Chinese.

In the 2014-2018 American Community Survey, 94.2 percent of households in Marin County had a computer, and 90.5 percent had a broadband internet subscription. An estimated 90.1 percent of households had a desktop or laptop, 81.7 percent had a smartphone, 65.9 percent had a tablet or other portable wireless computer, and 5.6 percent had some other computer.

Media Relations and Non-English Speaking Residents

Press Releases and media events disseminate project and District activity information and accomplishments to local, national, and trade media outlets. Marin Transit uses a variety of available resources to communicate with the general public including media contact lists, website, and social media. The media strategy incorporates written press releases, interviews, events, and, as appropriate, television and radio talk and call-in shows. Based on LEP-related focus group feedback, participants listed Spanish language broadcast media (radio, TV) and newspapers as preferred methods for outreach. These are tools that will be utilized where appropriate and as circumstances and resources allow. Appendix C of this plan summarizes feedback obtained in meetings held with Spanish- and Vietnamese-speaking residents.

Community Events

Marin Transit staff participate in community events throughout the County to establish a presence, promote programs, and interact with residents. Outreach includes information tables at the Marin County Fair, Earth Day Marin and other environmental forums, community open houses throughout the County, community health and wellness events, farmers' markets, and low-income housing and job fairs. At these events, Marin Transit staff and community organization partners provide information on Marin Transit services and programs, answer questions, assist with trip planning, and obtain input from riders and the public.

Community Organizations

Marin Transit staff identifies and engages with individuals, institutions, community and faith-based organizations with low-income, minority and/or LEP constituents to ensure they understand program and service proposals and to listen and respond to their concerns. Marin Transit maintains relationships with Homeward Bound, Canal Alliance, Canal Welcome Center, Marin City Community Services District, Asian Advocacy Project, Novato Human Needs Center, and Community Action Marin to organize and conduct outreach activities and community meetings to discuss services and programs.

Video Collaboration on Service Improvements for the Canal Neighborhood

In March 2020, Marin Transit implemented service improvements to the bus routes serving the Canal neighborhood that created eight minute bus service frequencies between San Rafael Transit Center and the Canal during weekday peak hours. The goal of these changes is to relieve overcrowding and provide riders with more frequent service to and from this largely Hispanic neighborhood and Downtown San Rafael.

In a collaborative effort, Marin Transit and Canal Alliance produced a short video in English and Spanish language to inform Hispanic riders of these March 2020 service changes. This video was posted on Marin Transit's and Canal Alliance's social media and had over a thousand views.

Flexible Public Participation Opportunities

Marin Transit staff varies the size and format of meetings depending on the community's needs. A community meeting with the local member of the Board of Directors, for example, will differ in size and

format from a gathering of a neighborhood group in the impacted area. Communications announcing public participation opportunities are tailored to reach a particular community or affected population.

Where appropriate, Marin Transit distributes surveys to solicit input from the public via the Marin Transit website, US mail and email, at bus stops and on-board buses, or administered by staff. Comment forms solicit input from the public in addition to or in place of conducting surveys. These forms can be distributed in a variety of ways including stocking them on buses, at transit centers, at community centers, and having them seat-dropped on vehicles. Staff may also distribute them in person at community events, on buses, and at bus stops. Marin Transit stocks comment cards in English and Spanish on all its vehicles.

A phone line is provided for passengers to ask questions about proposed service changes or for scheduled service changes before and after those changes are to take place. Phone contact is also a method for obtaining feedback regarding service changes. Marin Transit provides bilingual phone support in English and Spanish, and coordinates with partners, community organizations, and stakeholders to make the phone number available to both current and potential riders.

Surveys for Marin Transit Connect On-Demand Micro Transit Pilot

Marin Transit developed and modified a pilot Micro Transit service for testing in San Rafael. In addition to the outreach activities listed in Appendix B, staff conducted extensive surveying efforts to better identify potential demand and service design options. These are outlined below:

- 2018: Comprehensive survey to active and inactive Connect riders to evaluate specific program components and rank satisfaction
- Spring 2019: Survey to riders participating in Connect employer partnership programs
- Summer 2019: Survey to inactive riders to understand why service was not being utilized
- Fall 2019: Survey to get rider input on service area expansion and fare changes

Translation Assistance

As appropriate, Marin Transit will host community meetings with translation assistance provided by bilingual Marin Transit staff, external translators, or community members. Comment cards are provided, and staff follow-up on commentators' specific requests and complaints through investigation and additional discussions. In-person language assistance in Spanish is available at Marin Transit's offices or via telephone. Additional translation assistance is provided through Marin Transit's Customer Service Center managed by Golden Gate Transit, where staff utilize Language Line for direct translation into 200 languages.

Multilingual Information Materials

Marin Transit develops and publishes schedules, information sheets, and brochures in Spanish and English in addition to public information materials on current and upcoming projects. Materials can include fact sheets, Frequently Asked Questions, and flyers. These may be updated based on feedback and questions from the general public. As appropriate, materials are translated and posted on www.marintransit.org, disseminated at public events, and distributed via postings inside transit vehicles,

at major transfer locations, and in shelters. Information is also distributed by email blast to community outreach partners, stakeholders, and interested individuals. Depending on the document, the project scope, and the potential impact on LEP populations, materials may be translated into other languages as needed.

Presentations and Visual Aids

To support effective communications with the public, Marin Transit project staff will use various illustrative visual aids as appropriate and as circumstances allow. These may include drawings, charts, graphs, photos, maps, and how to access trip planning and real-time information on the internet. Staff often uses PowerPoint presentations at community meetings. These may be translated into Spanish or other languages as appropriate.

Street Level and On Board the Bus Outreach

There are Marin Transit customers and Marin County residents that may have no interest or ability to participate in a meeting or review information on a website. Street level outreach attempts to capture the opinions and needs of these stakeholders. This includes knowledgeable Marin Transit staff and community outreach ambassadors engaging in conversations, providing information, and recording comments. For specific study areas, project staff may engage residents, businesses, and customers that live and conduct business along the route to inform, administer surveys, build support, and address concerns or ideas. This includes getting on the agenda of local neighborhood meetings and the opportunity to invite participation in ongoing outreach efforts. This form of outreach can be particularly effective for reaching those not likely to read printed material or use the Marin Transit website. Marin Transit bases the scale and scope of in-person activities on the requirements of the specific project or activity, the availability of staff or community partners, or if there are major service changes planned.

Social Media

Marin Transit attempts to reach out to those who are unable to attend, or do not regularly participate in, traditional public meetings and board hearings. Through its annual outreach and marketing activities, the District bolsters its social media presence through Facebook, Twitter and YouTube to encourage participation. For those who can participate in person, an online and social media presence provides for two-way communication between meetings, strengthens the dialogue, and supports a transparent planning process.

Community Advisory Groups and Focus Groups

Through consultation with stakeholders, Marin Transit develops project-based community advisory groups that provide input and feedback as a project or study is designed and implemented. Groups consist of stakeholders and members of various communities, organizations, backgrounds, and interests that provide input to the Transit District on specific programs or projects. Marin Transit has benefited from working with community advisory groups in the development of transit needs assessments in West Marin, Novato, and on the Tiburon peninsula and to update and expand service frequency in the Canal Neighborhood of San Rafael in 2020. The District strives to schedule group meetings during times and in locations that maximize stakeholder participation. Staff work with local community organizations to

hold community meetings and focus groups with riders to develop and refine major service change proposals. These are conducted in Spanish with immediate translation and in English.

Public Notices and Legal Notices

In addition to information materials, Marin Transit staff may use other forms of public advertisement to notify the public of important project or service-related information on bus shelters, at bus stops, inside or outside transit vehicles) as well as in English and Spanish newspapers in general circulation. Marin Transit will post rider information signage on its vehicles based on the needs of the outreach campaign and those affected. On Marin Transit services operated by Golden Gate Transit, the two Districts work together to coordinate placement for signage in English and Spanish.

Community-Based Organizations and Contractor Outreach

Outreach to contractors and community-based organizations regarding Marin Transit's Disadvantaged Business Enterprise (DBE) programs provides information about opportunities to bid and compete for upcoming contracts. Marin Transit collaborates with DBE officers in transit agencies across the Bay Area, as members of the Business Outreach Committee (BOC), to develop and stage four outreach and educational events each year. Events and workshops are in addition to the BOC's quarterly newsletter and announcements of upcoming contract opportunities. These outreach events inform the contracting community of upcoming bid packages, assist small contractors in developing relationships with prime contractors, and examine ways to increase diversity in workforce participation.

Email Communication

Project-specific email blasts facilitate communication and feedback from the public. Email blasts may be used to communicate with community-based organizations, stakeholders, advocacy groups, merchants' organizations, neighborhood groups and other interested individuals. Marin Transit also maintains a general email lists consisting of those who have indicated they wish to be notified of general Marin Transit news and outreach activities. The public can notify Marin Transit of their interest via the marintransit.org website, by phone, in person, by mail, and at meetings.

Board of Directors' Meetings

Agendas are available 72 hours prior to the Board meetings and posted at Marin Transit's office in San Rafael and on marintransit.org. Additional Board information is available at Marin Transit offices, where Spanish language assistance is available. Board meetings that discuss potential fare and service changes are advertised on a broader scale. Meeting times are communicated via bilingual notices posted in transit vehicles, at shelters, and at major transfer hubs (San Rafael Transit Center, Marin City, San Anselmo, and Downtown Novato). Radio ads and media placements in English and in Spanish language newspapers are utilized where appropriate and as resources allow. All Marin Transit Board meetings reserve time for public comments, and translators are available on 72-hour request. Meetings are held in the Marin County Civic Center, which is easily accessible by transit. Regular Marin Transit Board meetings are streamed on the Internet and archived on the District's website www.marintransit.org. Board agendas, staff reports, and meetings minutes are also available at marintransit.org.

All Board meeting agendas include the following notice in English and Spanish:

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>.

Board of Directors' Meetings During the Covid-19 Pandemic

During the pandemic, Marin Transit is conducting Board meetings online based on guidelines from the Governor of California. This practice is summarized as follows and posted on the Board meeting agenda, and provides instruction on how the public can participate:

In compliance with local and state shelter-in-place orders, and as allowed by Governor Newsom's Executive Order N-29-20, until further notice the Marin County Transit District meetings will not be providing an in-person meeting location for the public to attend. Members of the Board of Directors and staff may participate in this meeting electronically or via teleconference. Members of the public are encouraged to participate remotely as described below. As with all Marin Transit Board meetings, each agenda provides notice for those needing language assistance to contact Marin Transit 72 hours in advance of the meeting to request this assistance.

(Example) How to watch the meeting:

Zoom: Please visit <http://www.zoom.us/j/86246765779> to join the webinar.

Webinar ID: 862-4676-5779

Teleconference: Members of the public wishing to participate via teleconference, can do so by dialing in to the following number at 10:00 A.M. on May 4, 2020: +1 669 900 6833; Access Code: 862 4676 5779.

How to provide comment on agenda items:

- To provide written public comment prior to or during the meeting, please email info@marintransit.org (if intended to be read aloud as public comment, please state Public Comment in subject line). Please email your comments no later than 9:00 A.M. Monday, May 4, 2020 to facilitate timely distribution to the Board of Directors. Please include the agenda item number you are addressing and include your name and address. Your comments will be forwarded to the Board of Directors and will be placed into the public record.
- During the meeting (only): Use the comment form available at <https://www.marintransit.org/board> to submit your meeting-related comments on this agenda. Your comments will become part of the public record.
- During the meeting (only): Ensure that you are in a quiet environment with no background noise (traffic, children, pets, etc.) Raise your hand on Zoom by pressing *9 and wait to be called upon by the President or the Clerk to speak. 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 also become part of the public record.

Passenger Advisory Groups

Marin Transit actively participates in Golden Gate Transit's Bus Passenger Advisory Committee. Golden Gate Transit operates most of Marin Transit's fixed route service. Marin Transit directly supports the Marin Paratransit Coordinating Council and the Marin Mobility Management Consortium. These volunteers advocate for improved accessibility and transportation options for seniors and persons with disabilities and advise Marin Transit on community needs and programs. The District will consider implementing a Marin Transit Passenger Advisory Committee in addition to working with community advisory groups for neighborhood based needs assessments and service planning.

Mobility Management Travel Training Programs

Marin Transit's travel training consist of training for senior, disabled, and low-income residents (in English, Spanish, and Vietnamese) on how to use the fixed route bus system and navigate paratransit and mobility alternatives. As part of the District's Marin Access Program, training is provided via group presentations and question & answer sessions on all the different transportation options available to them in Marin. Staff and travel training ambassadors provide "travel tours" with groups of 3-5 people who experience how to ride the public bus and how to get where they need to go. Marin Transit maintains a clearing house of information on all its mobility management program options via a Marin Access Travel Navigators call center. The center provides personalized eligibility and information on Marin Access programs and other transportation available in Marin. These are also available on the marintransit.org website. Travel Navigator satellite office hours are held regularly in Novato (north), (Marin City (south), the Canal neighborhood in East San Rafael (central), and Point Reyes Station in rural west Marin. Translation in Spanish and Vietnamese is provided as needed.

Metropolitan Transportation Commission (MTC) / Public Participation Plan

The MTC plan details a comprehensive outreach program that includes outreach to minority and low-income communities throughout the region. Components of the plan include telephone surveys and focus groups representing the demographic composition of individual Bay Area communities. MTC conducts limited outreach to community-based organizations in minority/low-income areas and provides grants throughout the region to help fund outreach activities, recruitment efforts for meeting participation, and meet language assistance needs via translators and production of multilingual documents. In addition, Marin Transit staff participate in a statewide working group collaborating to address Title VI guidance on public outreach and participation strategies.

Public Participation in Major Service and Fare Changes

This section describes Marin Transit's process for soliciting and considering public comment prior to implementing a major service, as defined in the District's Policy on Major Service Changes, or fare change.

Following US Department of Transportation planning regulations, Marin Transit develops a documented public participation plan that provides adequate notice of public participation activities, as well as early

and continuous opportunities for public review and comment at key decision points. The federal statutory and regulatory framework creates a proactive program of engagement, interaction, and accountability for decision makers, interested parties, and the public. Fundamental to this program, the District seeks out and considers the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment, healthcare, and other services. Diverse opportunities for public participation lead to more responsive and effective transit service investments. The outreach plan in advance of a final recommendation to the Board is fully consistent with the District's Title VI Program Public Participation Plan.

If proposed service changes trigger a public hearing process, the Board of Directors sets a public hearing date for a future meeting. The District sets a public hearing for consideration of any proposed fare changes. Once published notice has been provided and a meeting agenda posted, Marin Transit may consider the major service change at a regular or special meeting. Marin Transit will provide language assistance at Board of Director's meetings, such as oral interpreters, with 72-hour advance notice. Minutes from the meeting are available to the public on Marin Transit's website. Public comments received by letter, phone, email, and at public meetings concerning the proposed service or fare change are provided as an attachment to the staff report for the Board of Directors and for public review. At each Board meeting, the public is permitted to speak for up to three minutes on each item considered although the body has the discretion to limit public comment to less than three minutes if circumstances warrant. The Marin Transit Board may respond to comments made by the public and take other actions, such as amending the item or delaying a decision, as it deems appropriate.

To provide sufficient notice of upcoming hearings, the Board of Directors designates the time and place for public hearings at least 28 days in advance of the proposed hearing date, unless more notice is required by law. Unless otherwise required by law, the Board may provide for minor modifications to the 28-day advance notice requirements in those situations when a finding can be made that such modification will not diminish fulfilling the public notice procedures outlined in the section below.

Legal Publication of Notice and Additional Outreach on Public Hearings

Once the Board has decided to hold a public hearing, staff will prepare a notice of the public hearing that includes a general, brief explanation of the matter to be considered and the date, time, and location of the public hearing.

Notice of the time and place of the meeting shall be published twice in a newspaper of general circulation within Marin County that is regularly published at least once a week. As a general rule, the first publication shall occur not less than 21 days prior to the hearing and the second publication shall occur not less than 7 days prior to the public hearing but not less than 5 days after the first publication. Shorter notice may be given when permitted by law and when financial, operational or scheduling considerations make it infeasible to provide 21-day advance notice.

If more than one hearing is held in connection with implementing a new fare, raising an existing fare, or implementing a major adjustment in transit service, Marin Transit shall publish a notice in a newspaper of general circulation within Marin County of the time and place of the second or succeeding hearing(s) at least 10 days in advance of the second or succeeding hearing(s).

Notices of public hearings shall be sent to City Councils, Boards of Supervisors, or School Districts that oversee areas affected by the subject of the public hearing or other public agencies as determined by the General Manager.

Marin Transit may provide additional notification to any affected neighborhood(s) and riders regarding the proposed changes and the time and location of any public meeting where public comment will be solicited. Marin Transit will provide information about proposed fare or major service changes on its website, and may provide notification in one or more of the following ways as appropriate:

- Posting meeting notices on transit vehicles used by affected riders;
- Posting meeting notices at transit stops;
- Notification through the District's email distribution list and publicizing the hearing on the District's web site;
- Direct mail notices to neighborhoods that may be affected by the subject of the public hearing;
- Publications in newspapers to specific groups or neighborhoods that may be affected by the subject of the public hearing;
- Publishing meeting notices in neighborhood papers or Spanish language newspapers;
- Sending meeting notices to identifiable affected groups;
- Circulating an attendance sheet at the meeting to create a contact list;
- Sending letters to names on contact lists including revised versions of the original proposal along with information regarding upcoming Marin Transit Board meetings;
- Using public service announcements for radio and public access TV (when circumstances dictate, and resources allow);
- Issuing a press release; and
- Display advertisements in local newspaper(s) in the affected areas.

Identifying Lessons Learned

Marin Transit continue to evaluate individual project-based outreach and public participation efforts to determine what methods are most effective, particularly with regard to obtaining input from members of affected minority and limited English proficient communities. Comment cards or surveys are provided at all Marin Transit community meetings to gather input, feedback, and suggestions that also address how to improve the District's outreach activities.

Keeping the Public Participation Plan Up-to-Date

The District reviews and updates this *Public Participation Plan* at minimum every three years for its effectiveness and relevance based on changing demographics, new technologies, updated guidance, and the requirements and needs of particular projects, among other factors. The Plan is a living document that requires Marin Transit to continue its commitment to reach out to minority and low-income

communities by sharing this Plan with those populations, asking for feedback and new ideas, and staying connected with stakeholders who represent those populations as an ongoing activity of the District.

Regular Passenger and Community Advisory Committee Meetings

- Marin Access Paratransit Coordinating Council – Held every month
- Marin Mobility Consortium – Held every other month
- Golden Gate Transit Bus Passenger Advisory Committee – Held every other month
- Golden Gate Transit Accessibility Committee – Held every other month

Marin Access Mobility Management Goals and Activities Regarding Outreach to Riders, Stakeholders, and Community Organizations

Marin Access Mobility Management’s *Strategic Analysis and Recommendations* (2015-2017)

Marin Transit’s Marin Access Mobility Management Program conducts an annual rider survey in English and Spanish to identify needs and program improvements and to develop new program and services. Marin Access encompasses all paratransit and mobility management services for qualified senior and disabled residents. The District initiated a comprehensive study of Marin Access programs to identify performance trends and lessons learned before continuing to expand and introduce new offerings with extensive client and stakeholder input. Marin Access stakeholders include the Marin County Aging Action Initiative, the Marin Mobility Consortium, Marin Transit’s Paratransit Coordinating Council, the Commission on Aging’s Housing and Transportation Committee, and others interested in senior transportation. The initial study was completed in 2016. Staff incorporated feedback and suggested revisions where appropriate, and these revisions added clarity and context to particular issues and questions raised. The 2020 fare and program eligibility proposal developed out of this work.

Goals for Outreach to Stakeholder and Community Organizations

Interagency collaboration is required to resolve some of the most pressing service delivery constraints. Marin Transit has a long history of cooperating across sectors, particularly with regards to Marin Access programs. Interagency collaboration will require engaging community partners through existing outlets, such as the Marin Mobility Consortium, and developing innovative new partnerships and opportunities for cooperation.

Work with community partners to identify Marin Transit’s role in supporting new and expanded volunteer driver programs within the county. The success of volunteer driver programs relies on the ability to recruit and retain dependable volunteers to provide the requested transportation services. Volunteers motivated to support a specific organization or cause typically do not identify a strong allegiance to Marin Transit as a volunteer. Often volunteers are seeking a connection within their community or faith to provide this gift. With support from Marin Transit, organizations with these member ties should be encouraged to support future volunteer driver programs.

Actions Related to Public Participation and Outreach from May 2017 to May 2020

1. **Issued annual Marin Access rider surveys:** An annual survey assists staff in understanding rider satisfaction, preferences, and behavior over time, and informs decisions to change or enhance program offerings.
2. **Produce and Distribute the Marin Access newsletter:** Publish the newsletter twice per year – a Spring/Summer edition and a Fall/Winter edition.
3. **Periodic Marin Access Navigating Transit group presentations:** Marin Access Navigating Transit group presentations are provided by request to agencies and organizations that serve older adults or those with disabilities in Marin County. Staff tailor the presentations to the audience so that attendees learn about transportation options that are suited to their needs. The presentations are generally oriented to either consumers or agency / organization staff; the latter extends our reach in the community as it gives stakeholders information and tools to help educate their clients. Between May 2017 and May 2020, there were 58 Navigating Transit presentations.
4. **Facilitated a workshop with Marin volunteer driver programs:** On June 27, 2019 Marin Transit hosted a volunteer driver workshop with representatives from CarePool, Marin Villages, Sausalito Village & Call A Ride for Sausalito Seniors (CARSS), and West Marin Senior Services. The purpose of the workshop was to follow up on the Supporting Volunteer Driver Programs in Marin County memo issued on January 12, 2017 and to determine whether the needs of the local volunteer driver programs had evolved.
5. **Facilitated Marin Mobility Consortium meetings:** Between May 2017 and May 2020 staff facilitated twelve Marin Mobility Consortium meetings. The purpose of the Marin Mobility Consortium is to plan and take action together as a consortium of agencies and advocates to improve and expand transportation options for Marin’s senior, disabled, and low-income residents.
6. **Outreach to Marin Access clients in Connect service area:** In January 2020, Travel Navigator staff performed phone outreach to 50+ Marin Access clients. The purpose of this outreach was to advise Marin Access clients in the Connect service area about Connect.
7. **Marin County Senior Fair:** Staff participate in the Marin County Senior Fair annually in October. Every October, Marin Transit participates in the County’s annual fair to provides information, resources, and support for older adults. Marin Transit and Marin Access staff answer questions about programs and services. Staff also request input from fair participants on their experiences with Marin Access program and mobility needs. The event brings together agencies and organizations serving older adults in Marin and draws attendees from Marin County and beyond. Annual attendance is generally 2,000+ with the number of individual extended interactions ranging from 100 – 250.
8. **Marin Transit Fare Policy Development & Proposal Outreach:** Staff engaged in a variety of public outreach efforts between July 2019 and February 2020 related to the fare policy proposal approved by the MCTD Board of Directors in February 2020. The table below summarizes efforts

made by staff. These are described in more detail in Appendix A of this Plan and in the section on **Results of Service and/or Fare Equity Analyses** in the Marin Transit Title VI Program.

9. **Marin Transit Fare Policy Implementation Outreach:** Staff engaged in a variety of public outreach efforts between February and May 2020 related to the implementation of the approved fare policy proposal. Outreach efforts will continue through and beyond implementation in July 2020. Efforts included sending information via mail / email and direct calls to Marin Access clients to advise of the upcoming changes.
10. **Regular Marin Access Travel Navigator Satellite Hours** are held in north, south, east central, and west Marin to increase access to information and gather input regarding delivery of Marin Access services and programs, as described in the table below. Between May 20017 and May 2020, Marin Access held 101 of these sessions.

Marin Access Satellite Office Hours: Timing, Location, and Participation

Venue	Schedule	Languages Available	Estimated Reach
West Marin Senior Services / Dance Palace (Point Reyes Station)	Third Thursday of every other month	English & Spanish	36 ~5 receive individual counseling
Albert J Boro Community Center (Canal Neighborhood in East San Rafael)	Second Wednesday of every other month	English, Spanish, & Vietnamese	27 ~4 receive individual counseling
Margaret Todd Senior Center (Novato)	Last Thursday of every other month	English & Spanish	29 ~8 receive individual counseling
San Geronimo Valley Community Center (San Geronimo)	Third Thursday of every other month	English & Spanish	26 ~8 receive individual counseling

Venue	Schedule	Languages Available	Estimated Reach
San Rafael Community Center (San Rafael)	Second Wednesday of every other month	English & Spanish	40 ~7 receive individual counseling
Mill Valley Recreation Center (Mill Valley)	Second Tuesday of every other month	English & Spanish	42 ~8 receive individual counseling

APPENDIX A – Public Participation Plan, Community Outreach, and Marketing Strategies for Proposed Fare and Program Eligibility Changes in July 2020

This section provides a summary of planning strategies, public participation, and community outreach in advance of presenting proposed changes to fare and program eligibility for Board approval. These activities provided valuable input into ensuring that the proposed changes were responsive to community needs. This Phase 1 public input was documented as part of the Title VI Fare Equity Analysis, presented to the January 2020 Marin Transit Board meeting for consideration prior to approving the proposal. The complete Title VI Fare Equity Analysis along with Appendices is included in the 2020-22 Title VI Program under **Results of Service and/or Fare Equity Analyses**. Staff also prepared and is currently implementing a Phase 2 outreach plan before the approved changes go into effect on July 1.

In 2016, Marin Transit completed an extensive two-year study of its suite of Marin Access programs, including paratransit, the *Marin Access Strategic Analysis and Recommendations Study*. Ten recommendations emerged from this review of programs, rider characteristics, and an analysis of existing and future market conditions. Marin Transit staff worked collaboratively with stakeholders to develop an Action and Implementation Plan guided by these recommendations. The primary stakeholder groups include the Marin County Paratransit Coordinating Council and the Marin Mobility Consortium, which consists of representatives of community and social service organizations, advocates, and riders. Two recommendations from the Study specifically relate to the changes considered in this proposal.

The first Marin Access Study recommendation:

- **Reevaluate fare policies to optimize public subsidy, achieve sustainable programs, ensure fares are equitable (maintains a safety net for low-income), and create pricing that manages consumer demand for services.**

“Fares and fare policies across the Marin Access programs are inconsistent, especially between paratransit and Catch-A-Ride. Paratransit requires a base fare while Catch-A-Ride only requires payment if a trip exceeds a specific length. This structure makes the more convenient program cheaper than the shared ride service for shorter trips.

Changes to Marin Access fare policy could increase revenues, encourage ridership during certain times, and improve fare equity among users. Analysis is needed to consider the effects of any potential changes, particularly on low-income riders and those ‘in the gap,’ living above the Federal Poverty Level but below the Elder Index, and to gauge the response of current and future ridership. Fare policies should be evaluated in tandem with any changes to program eligibility thresholds. Action Items might include: Conduct a Fare Policy SWOT [strengths, weaknesses, opportunities, and threats] analysis, perform customer research, and evaluate alternatives; Reassess fixed route fares for Marin Access users to encourage usage for these services and shift demand during peak hours.”

The second Marin Access Study recommendation:

- **Reassess eligibility thresholds to achieve consistency and equity across all Marin Access and Marin Transit programs.**

“Eligibility for nearly all Marin Access programs differs and creates confusion for the user and inconsistency across the services. Many Marin Access clients also rely on auxiliary services, not operated by Marin Transit, that are subject to their own requirements and eligibility thresholds. Establishing a consistent and clear eligibility process for all Marin Access program is an important step in improving the user experience and ensuring programs are easy to understand and use. Changes to Marin Access eligibility thresholds need to be considered jointly with potential fare policy changes and developed with an understanding of eligibility requirements established by other service providers in the county and the Bay Area. Action Items might include: Standardize eligibility across Marin Access and Marin Transit services and programs; Develop recommendations for a system-wide low-income fare policy.”

Marin Transit Fare Policies and the Short Range Transit Plan

Marin Transit updates its Short Range Transit Plan (S RTP) every two years. The S RTP is a fiscally constrained five-year blueprint with a ten-year financial outlook. The S RTP is informed by completed and ongoing planning efforts, including the 2016 Marin Access Study and related actions. The Marin Access and Marin Transit fare policy and program proposals build on the principles and priorities of the S RTP and extensive public participation opportunities. These include community-based transportation plans for Marin City in Southern Marin and for the Canal neighborhood in San Rafael and ongoing public participation activities. The 2016, 2018, and 2020 plans reflect the goals and guiding principles for proposed changes to fare policies and programs.

Public Participation Before and After the Public Comment Period

Following US Department of Transportation planning regulations, Marin Transit developed a documented public participation plan to provide adequate notice of public participation activities and early and continuous opportunities for public review and comment at key decision points. The federal statutory and regulatory framework creates a proactive program of engagement, interaction, and accountability for decision makers, interested parties, and the public. Fundamental to this program, the District seeks out and considers the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment, healthcare, and other services. The outreach plan in advance of the final recommendation to the Board is fully consistent with the District’s Title VI Program Public Participation Plan.

Marin Transit identified and remedied potential adverse effects based on public input and the established goals for improving the availability and incentives for Marin Access programs. The section discusses the public participation process for developing this proposal and identifying adverse effects.

In addition to workshops and feedback forms, staff participated in stakeholder meetings and events with community organizations and conducted surveys of Marin Access clients. At each event, staff described the proposed fare and eligibility changes in detail, answered questions, and requested input.

Appendix E of the Fare Equity Analysis summarizes all stakeholder and community partner comments and indicates how staff used these comments to revise the draft proposal.

Marin Transit staff provided materials and made presentations to community groups and organizations that serve older adults, the disabled community, and the Spanish-speaking community. Staff provided a detailed Fact Sheet and *Frequently Asked Questions* that describe the proposed changes and information on how to provide input on the proposal. All materials were professionally translated into Spanish.

Notice of the proposed changes and the public hearing were posted inside each Marin Transit and Marin Access vehicle and at major transfer locations, including notice of how to obtain additional information. All notices were posted in English and Spanish.

Marin Transit met with community leaders in the San Rafael's largely Hispanic neighborhood in the Canal District to seek input on how to more effectively reach residents and riders and discuss how to provide information that will assist riders with understanding their fare payment options after the changes are implemented. The Canal Alliance developed and posted a five and a half minute video in Spanish on their Facebook page providing information about the proposal with an interview of Marin Transit staff to answer questions. This dialog will continue in advance of the changes, and staff is scheduled to participate in a neighborhood leadership council that meets regularly.

Marin Transit released a draft Fare Policy, Program Eligibility, and Low-Income Fare Assistance Proposal for public review and comment at the Board's November 18th meeting and requested that they open the formal public comment period and set a public hearing for January 13, 2020.

Public comments on the proposed changes were recorded at the community meetings and travel navigator workshops, transcribed from phone calls and comment cards, and documented from emails and online comment forms. The Marin Transit Board of Directors held the public hearing at its January 13, 2020 meeting where simultaneous professional translation was provided. Staff presented all comments received up until that time. All comments received prior to the public hearing, during the hearing, and up until January 29, 2020 are provided in **Appendix D** of the Fare Equity Analysis along with staff responses.

Options for public input on the draft proposal included an online comment form, mail, email, telephone and in-person. Staff provided notice of these opportunities in Spanish and English in the Marin Independent Journal, inside Marin Transit buses and at major bus stops, on the District's website, and through emails, social media, and community partner newsletters. The Marin Access Fare & Eligibility Policy Change Comment Form is provided as **Appendix H** of the Fare Equity Analysis.

As part of the targeted outreach to riders who may be impacted by this proposal, Marin Transit staff sent postcards via mail to all active Marin Access riders. Staff conducted a series of presentations at Marin Transit's Paratransit Coordinating Council and other community partner meetings, including the Marin Mobility Consortium and the Canal Alliance. Since November 2018, Marin Transit staff provided information and engaged Marin Access clients at scheduled satellite hours at the San Geronimo and San Rafael Community Center and at Pickleweed in the Canal neighborhood through December. Staff conducted additional satellite hours in January at the Corte Madera Community Center, Mill Valley Community Center, Margaret Todd Senior Center in Novato, and West Marin Senior Services at the Dance Palace in Point Reyes Station. These satellite hours are advertised on the District's website and promoted through community partners.

Adjustments to the Proposal Resulting from Public Outreach and Subsequent Analysis

Based on input from the Marin County Paratransit Coordinating Council, staff changed the recommended criteria for determining eligibility for the low-income fare assistance program. Originally, staff proposed using 200 percent of the federal poverty index. PCC members requested that Marin Transit utilize the Elder Economic Index as more suitable for Marin County and clients of Marin Access programs. The Elder Economic Index is based on annual household income depending on household size and ownership or renter status. For Marin County, a one-person household owner with no mortgage and an income of \$22,272 or less will be eligible for the Low-Income Fare Assistance Program or LIFA. The proposed use of the Elder Economic Index for LIFA is also consistent with the County of Marin's policy to increase its use of this Index in planning and program eligibility.

Marin Access Rider Surveys and Client Database as Data Sources

Marin Access rider surveys are administered annually via US Mail. To ensure at least a 20 percent response rate, Travel Navigators administer some surveys via phone. The surveys are sent to all active riders (i.e. those that have taken a trip on one of the Marin Access services within the past year). Data is from the 2017 and 2018 rider survey. Staff cleaned this data to remove duplicate responses and retain the most recent response. Respondents self-report their income, race/ethnicity, and whether they use a particular Marin Access service.

The Marin Access Travel Navigator Database (MA-TN) houses all applicant information reported at the time of application, with periodic updates to client records based on subsequent information received. Applicants self-report income, or income was inferred by eligibility for SSI and/or Marin Access Low Fare Assistance Program info. Race/ethnicity is not requested or reported at intake. Data used for the analysis is from the most recent backup of the MA-TN Database on January 21, 2020. There were 10,930 registered and 'active' clients in the database. Clients are marked inactive when staff learn that a client has moved or is deceased.

In the Marin Access 2017 and 2018 Rider Survey, respondents self-reported their use of paratransit, income, and race/ethnicity. The Rider Survey data does not differentiate ridership between mandated paratransit and paratransit trips beyond the mandated service area. Marin Access has referred to these as "paratransit, extended." The proposed fare changes eliminate this separate fare category. The 2018

Marin Access Rider Survey is provided in **Appendix G** of the Fare Equity Analysis. The complete Fare Equity Analysis is included in this Title VI program under **Results of Service and/or Fare Equity Analyses**.

[Plan for Public Outreach Regarding Approved Fare and Program Eligibility Changes \(Phase 2 Program Roll Out\)](#)

General Marketing and Outreach

Newsletters and E-blasts

- Marin Transit – General Listserv
- Marin Transit – Community Partners Listserv
- County of Marin
- City Managers
- Board of Supervisors webpages and newsletters
- School Districts
- Community Partner newsletters
 - TAM (Transportation Authority of Marin) Traveler
 - Area Institute on Aging
 - Commission on Aging
 - Marin Center for Independent Living
 - West Marin Senior Services
 - Canal Alliance
 - Whistlestop Newsletter Express

Press Release/notice of public hearing

In-vehicle notices on bus and paratransit vehicles

Posters Post at major bus stops (San Rafael Transit Center, Redwood and Grant, Marin City, San Anselmo) and Share with community partners

Social Media:

- Facebook/twitter/Next Door
- Paid Advertisement to Facebook and Instagram

Action Items:

- Compile list of City Managers email
- Develop language blurbs for newsletters and Board pages, short and long versions
- Develop social media blurbs
- Develop graphics for in-vehicle notices and Coordinate for Spanish translation and outsourced print
- Coordinate with Contractors for Installing in-bus notices

- Develop graphics for Poster
- Post on Social Media
- Coordinate with media for press release
- Coordinate with County
- Coordinate with Transportation Authority of Marin (TAM)

Outreach to Riders

- 1-Pager describing the changes with references to additional information
- FAQ (Spanish +English)
- Comment Form Online and Paper version (Spanish +English)
- Postcards (Spanish +English) to Active Marin Access and Paratransit riders who either used the service or signed up in the past year
- Website
 - Post past and future events
 - Post link to comment form
 - Project documents
 - News
- Marin Access Newsletter
- Community Meetings: Table/presentation

Action Items:

- Develop 1-page, FAQ, Comment Form, Postcards-English -Complete and Posted on the website
- Translate above materials to Spanish – Complete
- Coordinate website development-button for Feedback Complete
- Compile list of Active Riders list and addresses
- Coordinate for mailing the postcards
- Develop Marin Access Newsletter
- Develop list of Satellite/Community meetings
- Attend/Present at Satellite/Community meetings

Outreach to Community Partners

- Information Sharing:
 - Email with template for newsletter, links to 1-pager, FAQ, comment form, website)
- Roundtable Discussion at Marin Mobility Consortium – presentation
- Roundtable Discussion at Marin County Paratransit Coordinating Council – presentation
- Meeting/Presentation at
 - Housing and Transportation Committee /Commission on Aging
 - AAI reconvening meeting
 - Marin Center for Independent Living (MCIL)
 - Canal Alliance
 - Life Long (Adult Daycare)

Action Items:

- Email to Marin Access community partners
- Coordinate with Community Partners for discussion at regular meetings
- Attend and present at meetings with Community Partners

Marin Transit Operations Contractors

- Individual Trainings on the Fare/Eligibility Policy and Public Comment process: Monday Dec 9
- Whistlestop Operations/ Road supervisors and Schedulers
- MV Transportation – Catch a Ride (CAR) team, operating the District’s subsidized taxi program
- Travel Navigators
- Provide supplemental documents (FAQ, 1-Pager, Comment Forms) through memos/coordination meetings with Marin Transit contractors:
 - Whistlestop
 - MV Transportation
 - Golden Gate Transit
 - Airporter

Action Items:

- Coordinate for meetings with Operations contractors MV Transportation and Whistlestop (WSW)
- Attend and present at meetings with MV and WSW
- Provide materials to Marin Transit Operations team
- Share materials and memo to Operators
- [Consult with Peer Agencies](#)
- Bay Area Paratransit Council BAPAC- Presentation
- Metropolitan Transportation Commission

APPENDIX B - Marin Transit Connect On-Demand Micro Transit Pilot Public Participation and Marketing Activities 2018-20

June – October 2018

Staffing events:

- Northgate Concert Series event 7/13/2018
- Senior Residence Outreach 7/20/2018
- Sunday Farmer's Market 7/29/2018
- Thursday Farmers Market 8/2/2018
- Salvadorian Festival 8/2/2018
- JCC Summer Concert Series 8/4/2018
- SMART 1-Year Anniversary 8/18/2018
- Kaiser Wellness Festival 9/8/2018
- Global Climate Action Summit 9/15/2018

Community outreach and email blasts to senior residences:

- 33 North Apartments
- Contempo Marin
- San Rafael Student Home (Sunrise Homes International)
- Comforting Hands Forever
- Pilgrim Park Apartments
- Marinian Towers
- Oaktops Apartments
- Villa Marin
- Drake Terrace
- Smith Ranch Homes
- Alma Via
- Maria B Frietas Apartments
- Marin Garden Apartments
- Sunrise of San Rafael
- Ranchitos Park Apartments
- Terra Linda Christian Homes
- Rotary Valley Associates
- Nazareth House
- Northview Apartments
- Eaves San Rafael
- Deer Park Apartments
- Deer Valley Apartments
- Rafael Convalescent Hospital
- Pine Ridge Care & Rehab Center

Community presentations on Connect service:

- Nazareth House 8/23/2018
- Drake Terrace 9/5/2018
- Maria B Frietas Apartments 9/21/2018
- Parnow Friendship House 10/16/2018

Business outreach followed by in-person/email along with marketing materials distribution:

- Rite Aid
- CVS
- Northgate Mall
- Marin Link
- Scotty's Market
- Safeway
- Legal Aid of Marin
- DaVita Dialysis
- Embassy Suites (Hilton)
- Bank of Marin
- Sheraton San Rafael
- Guide Dogs for the Blind
- San Rafael Chamber

On street marketing:

- Civic Center SMART Station AM/PM peak hours and nearby bus stops: 7/24/18, 8/16/18 & 8/22/18
- Marin County Fair: 6/30 through 7/4
- Brand ambassador's street marketing (team of 7)- 8/27/2018 through 9/16/2018:
 - During AM/PM peak hours (6:30-10:30am, 3:45-7:30pm): Civic Center SMART Station and nearby bus stops
 - Lunch hour and mid-day hours
 - YMCA
 - YWCA
 - Kaiser
 - Northgate Mall and Northgate One
 - Scotty's Market
 - Redwood Highway (small businesses and POIs)
 - Flyers on windshields at the Smith Ranch Park & Ride Lot
 - Bus stops: routes 49, 233, 245, 257

Press Release and other media:

- Connect service promoted on Northgate Mall Website
- Connect service promoted on Bioneers Conference website
- Press Release at Marin IJ
- Press Release at Marin Link
- Press Release at Acting Aging Initiative Newsletter
- Email/mailed distribution through County of Marin within the service area (in-progress)

Promo Campaigns:

- Free rides 6/22 through 6/30
- Promotion codes for \$10 credits: JULY10, BASUMMER, FIRSTRIDE
- Free Lunch: free service during lunch hours: 10/8 through 10/19

Marketing materials:

- Banner installed at Civic Center SMART Station

- Bus notices at all 55 bus stops within the service area
- Posters
- Flyers/postcards

2020 Combined Public Meetings and Outreach Activities for the Marin Transit Connect and Fare Policy Changes

Chambers of Commerce – Newsletter
 San Rafael Community Center and Goldner's
 City of San Rafael City Manager
 City of San Rafael Next Door
 San Rafael Commons
 Aldersly: Mission and Mary St
 St. Michaels Extended Care
 San Rafael Library
 Marin Center for Independent Living
 Whistlestop WSW (WSW Express)
 Transportation Authority of Marin (TAM Traveler)
 Rotary Village
 Parnow Friendship House
 Jewish Community Center
 Bus Stop Signs within new Connect service area in Downtown San Rafael
 Mont Marin San Rafael Park Neighborhood Association
 Lucas Valley Homeowners Association
 Terra Linda Homeowners Association

Kaiser Hospital
 Canal Alliance
 Santa Venetia Homeowners Association
 County Cultural Services
 Covia and Margaret Todd Senior Center
 Point Reyes Station Dance Palace
 San Geronimo Community Center
 Pickleweed Community Center (Canal)
 Mill Valley Community Center
 Marin City
 YMCA
 Marin General Hospital
 Active Marin Access Riders
 Whistlestop Active Aging Center
 Marin County Aging & Adult Services
 Ama Latina @ Covia
 Deer Park Retirement Community
 Smith Ranch Homes
 Commission on Aging
 Marin Community Clinics
 Maria B. Freitas Senior Community
 AlmaVia San Rafael

APPENDIX C – Community Input on Outreach Strategies

Input from meetings with Spanish and Vietnamese-speaking Residents on how Marin Transit should provide public information under the Title VI Program

- At bus stops
- On buses
- As part of regularly scheduled community or group meetings
- Flyers – specifically at Mi Pueblo Market in San Rafael’s Canal Neighborhood
- Radio (93.3 – Univision, 98.3 – LPFM in the Canal and KPFA in Spanish)
- TV – Channel 29 with subtitles, Channels 15, 14, 48, Telemundo
- Newspapers that residents read in addition to the Marin Independent Journal – including La Voz Spanish language newspaper and the Marin County Post (an East Bay paper with a Marin City circulation).
- Parents groups, Canal Welcome Center, Canal Alliance, Community Action Marin, Asian Advocacy Project, Marin Grassroots/Legal Aid, District-level English Learner Advisory Committee (DELAC)/EZAC
- Handouts – large print
- People walking through the area with leaflets
- Personal interactions at places of worship, ethnic markets, community welcome centers, community events, and school-related groups.

APPENDIX D – Marin Transit Public Outreach Activities by Type of Service Change

Outreach Activities	Major	Minor	Routine
Press Releases	x		
Bus Stop Signage	x	x	
Interior Bus Signage/Information	x	x	x
Major Transit Hub Signage	x	x	
Brochures	x		
Display Ads	x	x	
Mailing Campaigns	x		
Legal Notices for Public Hearings	x		
Email Notifications	x	x	x
Marin Transit Website Content	x	x	x
Public Forums	x	x	
Community Workshops	x		
On the Ground Staff	x		
Passenger Surveys	x		
Comment Forms	x	x	x

Marin Transit
Language Assistance Plan

**Improving Access to Transit Services for
Persons with
Limited English Proficiency in Marin County**

Marin Transit Language Assistance Plan – Improving Access to Transit Services for Persons with Limited English Proficiency in Marin County

Table of Contents

1. Introduction

2. Plan Summary

3. Marin Transit’s Service Area and Demographics

4. Limited English Proficiency (LEP) Four Factor Analysis

4.1 The number or proportion of LEP persons in Marin County who may be served or are likely to encounter a Marin Transit program, activity, or service, and 2017 Profile of Marin Local Passengers

4.2 The frequency with which LEP persons come in contact with Marin Transit programs, activities, or services.

4.3 The nature and importance of programs, activities, or services provided by Marin Transit to the LEP population.

4.4 The resources available to Marin Transit and overall cost to provide LEP assistance.

5. Marin Transit’s Language Assistance Plan (LEP Plan)

5.1 Identifying LEP individuals who need language assistance

5.2 Language Assistance Measures

5.3 Staff Training

5.4 Providing Notice to LEP Persons

5.5 Monitoring and Updating the LEP plan

6. Marin Transit’s Inclusive Coordinated Transportation Partnership to Reach Spanish- and Vietnamese-Speaking Senior & Disabled Residents

7. Contact Information

Attachment 1 – Results of Marin Transit’s 2017 Passenger Survey

1. Introduction

The *Marin Transit Language Assistance Plan* is a plan for meeting the needs of persons with Limited English Proficiency (LEP). The plan addresses the responsibilities of Marin Transit as a recipient of federal financial assistance to provide meaningful access to transit services, programs, and activities for individuals with limited English language skills. Marin Transit has prepared this plan in accordance with Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d, et seq, and its implementing regulations, which state that no person shall be subjected to discrimination on the basis of race, color, or national origin.

Federal Executive Order 13166, titled *Improving Access to Services for Persons with Limited English Proficiency*, states that differing treatment based on a person's inability to speak, read, write, or understand English is a type of national origin discrimination. The Executive Order directs each federal agency to publish guidance clarifying the obligation of their respective recipients to ensure that such discrimination does not take place. Marin Transit receives federal assistance through the U.S. Department of Transportation.

2. Plan Summary

Marin Transit developed this LEP Plan to identify reasonable steps for providing language assistance to persons with limited English proficiency to access services and programs provided by the District. As defined in Executive Order 13166, LEP persons are those who do not speak English as their primary language and have limited ability to read, speak, write, or understand English.

This LEP plan provides a summary of the demographic characteristics of Marin County and current Marin Transit riders, outlines how to identify a person who may need language assistance, the ways in which Marin Transit may provide assistance, staff training that may be required, and how the District will notify LEP persons that assistance is available.

3. Marin Transit's Service Area and Demographics

There are eleven incorporated cities and towns within Marin County. **Table 1** compares current demographic and population data for Marin County using the various U.S. Census Bureau estimates, including the 2010 decennial census and the 2013-2017 American Community Survey. This data includes a summary of the total population of the County and State and is not limited to bus riders.

Marin Transit provides local transit services and programs for trips that begin and end in Marin County. Golden Gate Bridge, Highway, and Transportation District provides the regional services between Marin, San Francisco, Alameda, and Sonoma Counties. These include a network of commute-only bus services from Marin neighborhoods to downtown San Francisco, all day service along Highway 101, and passenger ferries that originate in Larkspur, Tiburon, and Sausalito. Golden Gate Transit passenger surveys indicate that regional bus and ferry riders have a significantly different demographic profile than that of Marin local transit riders.

Table 1: Demographic Overview of Marin County (including ethnicity, language spoken at home, and education)

	Marin Co.	%	California	%
2017 Total Population Estimate ⁽¹⁾	260,955		39,536,653	
2010 Total Population Estimate ⁽²⁾	252,916		36,756,666	
Population, annual percent change, 2010 to 2017	0.45%		1.08%	
Population, annual percent change, 2000 to 2010	0.23%		0.85%	
Age				
Persons under age 5, 2017 ⁽¹⁾	12,004	4.6%	2,490,809	6.3%
Persons under 18 years old, 2017 ⁽¹⁾	52,451	20.1%	9,053,893	22.9%
Persons between 18 years old and 65 years old, 2017 ⁽¹⁾	152,137	58.3%	24,987,165	63.2%
Persons 65 years old and older, 2017 ⁽¹⁾	56,366	21.6%	5,495,594	13.9%
Gender				
Female, 2017 ⁽¹⁾	133,348	51.1%	19,886,936	50.3%
Male, 2017 ⁽¹⁾	127,606	48.9%	19,649,716	49.7%
Disability				
Persons with a disability, under age 65, 2017 ⁽¹⁾	13,308	5.3%	2,728,029	7.4 %
Journey to Work				
Mean travel time to work (minutes), workers age 16+, 2017 ⁽¹⁾	31.7		28.8	
Means of transportation to work—Public Transportation, 2017 ⁽¹⁾	12,507	9.8%	909,679	5.2%
Ethnicity				
White persons, 2017 ⁽¹⁾	223,377	85.6%	28,624,536	72.4%
Black or African American persons, 2017 ⁽¹⁾	7,307	2.8%	2,569,882	6.5%
American Indian and Alaskan Native persons, 2017 ⁽¹⁾	2,610	1.0%	632,586	1.6%
Asian persons, 2017 ⁽¹⁾	16,701	6.4%	6,009,571	15.2%
Native Hawaiian and Other Pacific Islander persons, 2017 ⁽¹⁾	782	0.3%	197,683	0.5%
Persons reporting some other race, 2017 ⁽¹⁾	20,876	8.0%	4,974,791	12.9%
Persons reporting two or more races, 2017 ⁽¹⁾	10,177	3.9%	1,541,929	3.9%
Persons of Hispanic or Latino origin, 2017 ⁽¹⁾	42,014	16.1%	15,458,831	39.1%
Language and Education				
Language other than English spoken at home, age 5+, 2017 ⁽¹⁾	55,960	22.7%	15,767,634	44.0%
High school graduates, age 25+, 2017 ⁽¹⁾	175,702	93.2%	20,658,217	82.5%
Bachelor's degree or higher, age 25+, 2017 ⁽¹⁾	105,503	57.5%	7,939,184	32.6%
Housing and Households				
Housing units, 2017 ⁽¹⁾	113,126		14,176,670	
Homeownership rate, 2017 ⁽¹⁾	64.2%		54.5%	

Housing units in multi-unit structures, percent, 2017 ⁽¹⁾	27.4%	31.1%		
Median value of owner-occupied housing units, 2017 ⁽¹⁾	\$908,800	\$443,400		
Persons per household, 2017 ⁽¹⁾	2.42	2.96		
Median household income, 2017 ⁽¹⁾	\$104,703	\$67,169		
Persons below poverty, percent, 2017 ⁽¹⁾	7.9%	13.3%		
Zero Vehicle Households, 2017 ⁽¹⁾	5,626	5.4%	985,308	7.7%
Land Facts				
Land area, (square miles)	520		155,779	
Persons per square mile, 2017 ⁽¹⁾	496.5		246.6	

Source: (1) U.S. Census Bureau, 2013-2017 American Community Survey; (2) U.S. Census Bureau, 2010 Census

4. LEP Four Factor Analysis

To update this plan, Marin Transit undertook the U.S. DOT four-factor LEP analysis that considers the following factors:

1. The number or proportion of LEP persons in Marin County who may be served by or are likely to encounter a Marin Transit program, activity, or service.
2. The frequency with which LEP persons come in contact with Marin Transit programs, activities, or services.
3. The nature and importance of Marin Transit's programs, activities, or services provided to the LEP population.
4. The resources available to Marin Transit and overall cost to provide LEP assistance.

A summary of the results from the four-factor analysis is provided in the next section.

4.1 The number or proportion of LEP persons in Marin County who may be served by or are likely to encounter a Marin Transit program, activity, or service

Marin Transit utilized 2018 American Community Survey five-year estimates to identify demographic characteristics of Marin residents with regards to ability to speak English (**Table 2**) and on specific languages spoken at home (**Table 3**). Note that the survey data on the ability of Marin County residents to speak English is provided by language groups and not by specific languages. The combination of the two tables is needed to provide a more precise picture of the potential needs of limited English residents of the County.

Marin County Language Spoken at Home	Percent
Spanish	12.4
Other Indo-European languages	6.3
Asian and Pacific Islander languages	3.3
Other languages	0.7

Table 2: Nativity by Language Spoken at Home by Ability to Speak English for Population Age 5 & Over
(next page)

Marin County, California		
Total:	248,162	+/-137
Native:	200,682	+/-3,661
Speak only English	180,622	+/-4,047
Speak Spanish:	11,728	+/-1,985
Speak English "very well"	9,843	+/-2,026
Speak English "well"	1,270	+/-710
Speak English "not well"	138	+/-178
Speak English "not at all"	477	+/-665
Speak other Indo-European languages:	5,609	+/-1,591
Speak English "very well"	5,138	+/-1,622
Speak English "well"	260	+/-266
Speak English "not well"	211	+/-187
Speak English "not at all"	0	+/-211
Speak Asian and Pacific Island languages:	2,619	+/-957
Speak English "very well"	2,375	+/-951
Speak English "well"	49	+/-73
Speak English "not well"	195	+/-141
Speak English "not at all"	0	+/-211
Speak other languages:	104	+/-132
Speak English "very well"	104	+/-132
Speak English "well"	0	+/-211
Speak English "not well"	0	+/-211
Speak English "not at all"	0	+/-211
Foreign born:	47,480	+/-3,684
Speak only English	14,480	+/-2,081
Speak Spanish:	15,791	+/-2,348
Speak English "very well"	5,419	+/-1,611
Speak English "well"	4,247	+/-1,253
Speak English "not well"	5,029	+/-1,600
Speak English "not at all"	1,096	+/-612
Speak other Indo-European languages:	8,544	+/-1,795
Speak English "very well"	6,173	+/-1,335
Speak English "well"	1,978	+/-780
Speak English "not well"	393	+/-391
Speak English "not at all"	0	+/-211
Speak Asian and Pacific Island languages:	7,282	+/-1,368
Speak English "very well"	3,012	+/-720
Speak English "well"	2,637	+/-775
Speak English "not well"	1,299	+/-771
Speak English "not at all"	334	+/-282
Speak other languages:	1,383	+/-888
Speak English "very well"	949	+/-727
Speak English "well"	338	+/-342
Speak English "not well"	96	+/-119
Speak English "not at all"	0	+/-211

Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates (B16005)

Table 3: Language Spoken Marin Residents Population Age 5 Years & Over - Speak English “Very Well” or “Not Very Well”

Marin County, California	Estimate	Margin of Error
Total:	248,005	+/-55
Speak only English	191,640	+/-1,507
Spanish:	30,815	+/-1,029
Speak English "very well"	15,890	+/-992
Speak English less than "very well"	14,925	+/-1,000
French (incl. Cajun):	2,880	+/-399
Speak English "very well"	2,560	+/-364
Speak English less than "very well"	315	+/-138
Haitian:	-	-
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Italian:	1,285	+/-328
Speak English "very well"	1,050	+/-281
Speak English less than "very well"	235	+/-89
Portuguese:	1,215	+/-372
Speak English "very well"	940	+/-305
Speak English less than "very well"	275	+/-150
German:	2,195	+/-333
Speak English "very well"	1,995	+/-317
Speak English less than "very well"	200	+/-96
Yiddish, Pennsylvania Dutch or other West Germanic languages:	470	+/-176
Speak English "very well"	-	-

Speak English less than "very well"	-	-
Greek:	350	+/-171
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Russian:	1,405	+/-361
Speak English "very well"	845	+/-247
Speak English less than "very well"	560	+/-211
Polish:	80	+/-58
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Serbo-Croatian:	155	+/-88
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Ukrainian or other Slavic languages:	555	+/-283
Speak English "very well"	390	+/-223
Speak English less than "very well"	170	+/-100
Armenian:	305	+/-213
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Persian (incl. Farsi, Dari):	1,780	+/-465
Speak English "very well"	1,230	+/-395
Speak English less than "very well"	555	+/-186
Gujarati:	140	+/-141
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Hindi:	810	+/-312
Speak English "very well"	490	+/-162

Speak English less than "very well"	320	+/-217
Urdu:	155	+/-90
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Punjabi:	-	-
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Bengali:	170	+/-110
Speak English "very well"	170	+/-110
Speak English less than "very well"	-	-
Nepali, Marathi, or other Indic languages:	-	-
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Other Indo-European languages:	1,270	+/-344
Speak English "very well"	1,135	+/-324
Speak English less than "very well"	135	+/-94
Telugu:	155	+/-109
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Tamil:	160	+/-124
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Malayalam, Kannada, or other Dravidian languages:	-	-
Speak English "very well"	-	-
Speak English less than "very well"	0	+/-29
Chinese (incl. Mandarin, Cantonese):	3,205	+/-552
Speak English "very well"	1,615	+/-319

Speak English less than "very well"	1,590	+/-354
Japanese:	1,015	+/-305
Speak English "very well"	855	+/-289
Speak English less than "very well"	160	+/-103
Korean:	635	+/-206
Speak English "very well"	335	+/-139
Speak English less than "very well"	300	+/-119
Hmong:	-	-
Speak English "very well"	-	-
Speak English less than "very well"	0	+/-29
Vietnamese:	1,015	+/-285
Speak English "very well"	330	+/-155
Speak English less than "very well"	690	+/-216
Khmer:	90	+/-59
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Thai, Lao, or other Tai-Kadai languages:	145	+/-106
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Other languages of Asia:	305	+/-181
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Tagalog (incl. Filipino):	1,295	+/-320
Speak English "very well"	840	+/-230
Speak English less than "very well"	450	+/-216
Ilocano, Samoan, Hawaiian, or other Austronesian languages:	185	+/-106
Speak English "very well"	115	+/-66

Speak English less than "very well"	70	+/-56
Arabic:	465	+/-202
Speak English "very well"	340	+/-166
Speak English less than "very well"	120	+/-96
Hebrew:	235	+/-131
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Amharic, Somali, or other Afro-Asiatic languages:	220	+/-169
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Yoruba, Twi, Igbo, or other languages of Western Africa:	-	-
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Swahili or other languages of Central, Eastern, and Southern Africa:	355	+/-245
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Navajo:	0	+/-29
Speak English "very well"	0	+/-29
Speak English less than "very well"	0	+/-29
Other Native languages of North America:	-	-
Speak English "very well"	-	-
Speak English less than "very well"	-	-
Other and unspecified languages:	280	+/-203
Speak English "very well"	205	+/-189

Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates

According to the U.S. DOT Safe Harbor Provision, Marin Transit must provide written translation of vital documents for each eligible LEP language group that constitutes five percent or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered by the District. This requirement does not affect the requirement to provide meaningful access to LEP individuals through competent oral interpreters where oral language services are needed and are reasonable. Using the data provided in **Tables 2 and 3**, Marin Transit is required to ensure that vital documents are professionally translated into Spanish. District staff will monitor contacts with limited English proficiency residents who speak Chinese, Persian, and Russian and future census and survey data to determine additional safe harbor populations. Based on contacts with Vietnamese speakers with limited English proficiency, the District will eligibility and program documents into Vietnamese and provides targeted outreach to educate this population on their mobility options at the Travel Navigator satellite hours in the Canal neighborhood in San Rafael.

Table 4 presents key demographic data for transit riders who use local fixed route, rural, and paratransit services, and compares this data to the demographics of the County as a whole. Most (80%) local fixed route riders are between the ages of 18-64.

The comparison highlights significant differences in transit riders from the average Marin County resident in income and race. Compared to the rest of the County, Marin Transit local riders have a significantly lower income level and have a lower proportion of riders identifying themselves as Caucasian/White. In 2017, about 35 percent of Marin Transit local riders earn less than \$25,000 a year, while the majority of countywide residents (64.4%) are at the other end of the range earning \$75,000 or more.

The 2018 five-year American Community Survey estimates indicate that 21.4 percent of Marin County residents do not speak English at home.

In the findings from the Marin Transit's 2017 passenger survey, 38 percent of those surveyed speak Spanish at home compared to 11.1 percent of Marin County residents. The second language identified in the 2017 survey constitutes one percent of riders who speak Tagalog at home. In total, the passenger survey found that 41.2 percent of local riders speak another language at home and 31.2 percent of local riders speak English less than very well.

Table 4 summarizes 2017 survey responses by age, gender, and race. A detailed breakdown of the 2017 passenger survey results for language spoken at home other than English is provided in the tables in Attachment 1. The selected questions from the survey in the attachment include:

- What language do you primarily speak in your household?
- How well do you speak English?
- Are you of Hispanic, Latino, or Spanish origin?

Table 4: Demographic Overview of Local Transit Riders Compared to Marin County as a Whole

	2012 Survey	2017 Survey	Marin County (1)
Under 18 years old	21%	11%	20.1%
Between 18 and 65 years	72%	80%	58.3%
65 years and older	12%	9%	21.6%
Female	49%	44%	51.8%
Male	51%	56%	48.9%
Under \$25,000	57%	35%	11.2%
\$25,000 to \$49,999	20%	24%	12.8%
\$50,000 to \$74,999	7%	12%	11.6%
\$75,000 or more	16%	29%	64.4%
White	39%	29%	85.6%
Black/African American	7%	7%	2.8%
American Indian/Alaska Native	1%	1%	1%
Hispanic/Latino	43%	52%	16.1%
Asian	5%	5%	6.4%
Native Hawaiian/Pacific Islander	1%	1%	0.3%
Other	4%	6%	8%
No Vehicle Available	32%	39%	5.4%
Language other than English Spoken at Home			
Spanish	39%	38%	12.4%
Other	9%	4%	10.3%

(1) U.S. Census Bureau, 2012-2017 American Community Survey

In preparing its first Language Assistance Plan in 2013/14, Marin Transit conducted Title VI outreach workshops with members of Marin's Latino and Vietnamese communities in 2013. The workshops

gathered input to identify appropriate methods to communicate, inform, and obtain input from residents with limited English proficiency. Marin Transit also enhanced the Marin Access Mobility Management program with a grant to develop and implement programs to reach Marin County residents with limited English. Under the grant, the District expanded its understanding of community needs and outreach methods. The purpose was to educate LEP residents on the options available to senior, disabled, and low-income residents under the Marin Access Program. The program is described in further detail in Section 6 of this document.

The Census Bureau has defined two classifications of how well people speak English. The classifications are: 1.) People that speak English “very well,” and 2.) People that speak English “less than very well.”

Within Marin Transit’s service area, 22.7 percent of residents speak a language other than English in their home. According to the results of Marin Transit’s 2017 Passenger Survey, 41.2 percent of local riders speak another language at home and 31.2 percent of local riders speak English less than very well.

4.2 The frequency with which LEP persons come in contact with Marin Transit programs, activities, or services

Marin Transit continues to assess the frequency with which staff and drivers have, or could have, contact with LEP persons. Marin Transit maintains records in its data management system on these contacts and reviews the tallies of contacts using the Language Line direct translation service through the District’s Customer Service Center. When assistance is needed, drivers direct LEP passengers to the Customer Service Center to answer questions and provide information. Language Line summarizes these contacts by language requested, number of calls, and call length. Marin Transit reviews these statistics to ascertain the potential for additional language assistance needs. Nearly all the requests are for Spanish translation. In 2017, out of 266 translations provided 266 were in Spanish. In 2018, 222 translations were provided and 208 were in Spanish. In 2019, there were 233 total translations were provided and 224 were in Spanish. Up until May, there were 58 requests for translation and 54 were in Spanish in 2020. During the same time period, the remaining requests were on average about one each per year for translations in 12 different languages. The exceptions were Marin Transit will continue to review these reports to monitor usage and note emerging trends.

Primary Contact Points with LEP persons

- Buses
- Drivers
- San Rafael Transit Center. Customer service staff connect LEP persons to Language Line for translation of questions and answers in 200 languages. Language Line provides a summary of all calls by language requested.
- Transit Guides and Schedules
- Dispatchers (after-hours customer service)
- Paratransit and Dial-a-Ride reservationists
- Interior car cards

- Interior fare car cards
- On-street signage
- MarinTransit.org Website

Secondary Contact Points

- Receptionist and customer service representatives
- Ticket vendors
- Road Supervisors
- Print media
- Broadcast media
- Public relations media
- Transit fairs, County Fair, and community events. Marin Transit notes the number of LEP contacts and request that interested members fill in a sign-in sheet.

4.3 The nature and importance of Marin Transit programs, activities, or services provided to the LEP population

Per the results of the 2017 Marin Transit Passenger Survey, the largest concentration of LEP individuals in Marin Transit service area are people who speak Spanish (37.4 percent) in their homes. The next concentration was far lower: one percent of surveyed riders who speak Filipino or Tagalog at home. Services provided by Marin Transit that LEP individuals use include the fixed route and local dial-a-ride system serving the general public, the District's mobility management programs for senior, disabled, and low-income residents, and the complementary paratransit system for senior and disabled persons. Marin Transit has contact with LEP individuals in its office, through local schools, through organizations serving the homeless and local community service and advocacy organizations, at the San Rafael Transit Center, and at community outreach events.

4.4 The resources available to Marin Transit and overall cost to provide LEP assistance

Marin Transit assessed the available resources to provide LEP assistance. This included determining the costs of professional interpreters and translation and taking an inventory of available organizations with which resources could be shared. In anticipation of potential service changes, Marin Transit develops a marketing and community outreach plan that identify opportunities to reach LEP individuals and budget for those activities. The outreach plan is implemented with the assistance of local community organizations, including Canal Alliance and Homeward Bound and LEP community advocates.

The Marin Transit website automatically translates into 14 languages. Marin Transit translates all public notices into Spanish, including rider panels and service schedules. In addition, customer service and trip planning are available in Spanish and in 200 languages through the direct translation service provided by Language Line.

Marin Transit anticipates and budgets for the costs associated with professional written translation of service information and vital documents into Spanish and those associated with providing oral translation at public meetings where needed and by request.

5. Marin Transit's Language Assistance (LEP) Plan

Based on the four-factor analysis, Marin Transit developed its LEP Plan into five areas as follows:

1. Identifying LEP individuals who need language assistance
2. Language assistance measures
3. Training staff
4. Providing Notice to LEP persons
5. Monitoring and updating the LEP Plan

5.1 Identifying LEP individuals who need language assistance

Marin Transit conducts a system-wide onboard passenger survey every three to four years and periodically designs and administers smaller scale passenger surveys to evaluate services or identify transit needs. These smaller surveys are designed and utilized as a near or long-term service planning tool or as part of a larger public outreach process. An analysis of recent system-wide passenger survey results is provided in Section 4.1 of this plan, as part of the four-factor analysis.

Marin Transit may identify an LEP person who needs language assistance through the following activities:

- Examining customer service center records for language assistance provided in person or over the phone;
- Marin Access Mobility Management Program eligibility coordinators and dispatchers are instructed to record and report on passenger requests for language assistance;
- Scheduling public meetings in neighborhoods where LEP residents are concentrated, and advertise the availability of translation assistance at least two weeks in advance;
- Provide Census Bureau *Language Identification Flashcards* at Marin Transit events near the registration table. While Marin Transit may not be able to accommodate individuals who self-identify as persons not proficient in English at an event, this information assists staff in anticipating needs for future events; and
- Educating bus operators and front-line staff on identifying specific language assistance needs and potential demographic trends among riders and connecting LEP passengers to Customer Service for language assistance. Enable passengers to easily connect with the Language Line service that provides immediate translation in 200 languages.

5.2 Language Assistance Measures

As established in Section 4.1 above, Marin Transit provides translation of vital documents into Spanish. These include:

- All Marin Transit schedules and brochures are translated;
- Marin Transit passenger comment cards on all fixed route and paratransit services;
- Marin Access paratransit and mobility management program information and eligibility application forms;
- Passenger surveys
- Advisory notices at Bus Stops and Transit Centers;
- Written notices of rights on each bus and major transit center with information on accessing Title VI complaint forms;
- Notices of denials, losses, or decreases in benefits or services; and
- Notices advising LEP individuals of free language assistance services.

Marin Transit's outreach efforts strive to provide vital information to Spanish-speaking residents on Marin Transit programs and services in appropriate formats that are sensitive to cultural differences. Each year, Marin Transit translates brochures and surveys into Spanish and utilize Spanish and Vietnamese speaking staff and volunteers for outreach on service improvements, an effort to develop a proposal and to inform residents for change to Marin Transit fare and program eligibility from 2018-20, and to educate residents on Marin Access mobility management services.

There are numerous language assistance measures available to LEP persons, including oral and written language services. There are a variety of ways in which Marin Transit staff respond to LEP persons in person, by telephone, or in writing. Marin Transit will strive to assist an LEP person who needs language assistance via the following measures:

- Provide customer service information and trip planning in Spanish. Marin Transit has designated staff to provide bilingual Spanish and English phone and in person assistance with trip planning, complaint handling, and youth pass sales from its offices. Marin Transit strives to have this assistance available at all times during regular business hours. Provide Spanish translation for trip planning assistance as part of the regional 511 program. Marin Transit requires the Marin Access paratransit and travel navigator contractor to provide Spanish translation for customers. Marin Transit encourages all its contractors to recruit customer service providers and bus drivers with the ability to speak multiple languages; (Current)
- Marin Transit's big bus operator, Golden Gate Transit, provides telephone assistance with a service called Language Line that supports over 200 languages and provides assistance for all Marin Transit fixed route services. An interpreter is immediately available on the phone to interpret in any of those languages. If needed, their customer service staff can also provide this assistance in person at their office in the San Rafael Transit Center with the Language Line service; (Current)

- Marin Transit works with local senior centers and residential facilities to provide vital information in Spanish and Vietnamese regarding Marin Transit programs and services; (Current)
- Marin Transit networks with local human service organizations that provide services to LEP individuals for opportunities to provide information on Marin Transit programs and services; (Current)
- Marin Transit provides a statement in notices and publications that on request it will strive to accommodate LEP individuals with interpreter services for public hearings and Board of Director meetings, with a minimum of four days advance notice; (Current)
- When an interpreter is needed for a language other than Spanish, in person or on the telephone, staff will attempt to access language assistance services from a professional translation service or qualified community volunteers; (Current)
- The customer service and 511 information center utilize Language Line and/to U.S. Census Bureau Language Identification brochures available at the San Rafael Transit Center and Marin Transit's offices. LEP customers often come directly to our offices for assistance or to secure a youth pass; (Current)
- Post Marin Transit Title VI Policy and Language Assistance Plan on the District's website, www.marintransit.com/titlevi.html, where translation into 14 languages is instantly available; (Current) and
- Strive to provide group travel training to LEP persons with translation assistance from Spanish and Vietnamese staff and volunteers. (Current)

5.3 Staff Training

Marin Transit trains staff on its role and responsibilities in providing meaningful access to services for LEP persons through the following activities:

- Develop curriculum and a corresponding PowerPoint to have available that educates current and new Marin Transit staff and contractors on the Title VI requirements for providing meaningful access to services for LEP persons, including sensitivity to cultural differences. Conduct training for all current and new staff; (Current)
- Distribute LEP curriculum and training materials to Golden Gate Transit for their use in training drivers and front-line staff who deliver and support Marin Transit fixed route services; (Current)
- Provide Marin Transit staff and contractors with a description of language assistance services offered by Marin Transit; (Current)
- Provide Marin Transit staff and contractors with specific procedures to be followed when encountering an LEP person, including how to handle a potential Title VI/LEP request or complaint; (Current) and
- Instruct Marin Transit staff and contractors on the use of U.S. Census Bureau *Language Identification Flashcards* and/or Language Line brochure. (Current)

5.4 Providing Notice to LEP Persons

Marin Transit strives to provide Notice to LEP Persons, in both oral and written communications in the following ways:

Oral communications:

- Offer general information, such as operation hours of the Transit Center/ Administrative Offices, fares, Lost and Found, etc., on Marin Transit customer service line in English and Spanish; (Current via transfer to Golden Gate Transit's Customer Service Center)
- During Marin Transit business hours, Marin Transit strives to provide trip planning assistance, sell youth passes, and handle complaints in English and Spanish. Additional trip planning assistance and customer service is provided by Golden Gate Transit's Customer Service Center; (Current)
- Provide a statement affirming that Marin Transit makes reasonable accommodations to provide an interpreter at public hearings and meetings with advance notice; (Current)

Written communications:

- Information about Marin Transit's non-discrimination policies and information on the local/federal complaint process are provided in Spanish on the MarinTransit.org Title VI webpage at www.marintransit.org/titlevi.html and instantly translated into 14 languages using Google Translate; (Current)
- Use the services of a professional Spanish translator to ensure that vital documents are translated accurately. Vital written documents include, but are not limited to, consent and complaint forms; intake and application forms with the potential for important consequences; written notices of rights; notices of denials, losses, or decreases in services; and notices advising LEP individuals of free language assistance services. Examples of these vital documents include an Americans with Disabilities Act (ADA) complementary paratransit eligibility application, a Title VI complaint form, notice of a person's rights under Title VI, and other documents that provide access to essential services; (Current)
- The Marin Transit Rider Guide contains information on fares, accessibility, locations where discount tickets and passes are sold, and general riding information is provided in Spanish. The Guide encompasses all of Marin Transit's fixed route services, and Spanish translation accompanies each section of text written in English; (Current)
- Marin Transit provides onboard flyers with information on route changes, rider alerts, fare increases, and public hearings in Spanish; (Current)

- Temporary signs at bus stops and transit centers informing customers of any detours or route changes or public meetings include Spanish translations side by side with language in English; (Current)
- Interior bus stickers and posters at major bus transfer points in Marin City, San Rafael, San Anselmo, and Novato that display safety or system policy information are provided in Spanish; (Current)
- Onboard passenger surveys are provided in Spanish; (Current) and
- When conducted, community surveys are available in Spanish. (Current)

5.5 Monitoring and Updating the LEP plan

This plan is designed to be flexible and will evolve with changes in Marin County's population and Marin Transit ridership. As such, it is important that the District consider whether new documents and services need to be made accessible for LEP person and monitor changes in demographics.

Monitoring, Evaluating, and Updating Marin Transit LEP Plan

Marin Transit updates this *Language Assistance Plan* (LEP Plan) every three years as required by the Federal Transit Administration. Staff will review and update the plan when it is clear that higher concentrations of LEP individuals are present in Marin Transit service area, especially those speaking languages other than Spanish. As the basis for updating the LEP Plan, Marin Transit will monitor and evaluate its LEP activities through analysis of:

- Input from customers through Marin Transit's System-wide Passenger Surveys, which will be conducted every three to five years;
- Needs identified by front line staff during employee training activities related to Limited English Proficiency populations or in the course of day-to-day operations of the system;
- Needs identified by community partners or LEP individuals during outreach activities or other interactions with Marin Transit staff, including informal meetings with leaders of community-based organizations and social service providers;
- Complaints from LEP individuals received by Marin Transit or its contract operators; and
- Assessment that may include surveys of coach operators and other front-line staff, including dispatchers, dial-a-ride schedulers, and the District's service development planners on their experience concerning contacts with LEP persons.

Dissemination of Marin Transit Language Assistance Plan (LEP Plan)

Marin Transit disseminates the *Language Assistance Plan* to customers and Marin County residents through the following:

- A link to Marin Transit LEP Plan and Title VI Program is provided on Marin Transit website, www.marintransit.org/titlevi.html;

- Marin Transit distributes the LEP Plan with human service and multicultural organizations in Marin County; and
- Any person or agency with internet access can access and download the plan from Marin Transit's website. Alternatively, any person or agency may request a copy of the plan via telephone, fax, mail, or in person, and shall be provided a copy of the plan at no cost. LEP individuals may request translated copies of the plan that Marin Transit will provide as feasible.

6. Building on Marin Transit's Inclusive Coordinated Transportation Partnership to Reach Spanish- and Vietnamese-Speaking Senior & Disabled Residents

Marin Transit benefited from a 2013 grant under the Inclusive Coordinated Transportation Planning Grant Program funded by the U.S. Administration for Community Living and managed in partnership with the Federal Transit Administration. Marin Transit's Project documents and builds on the District's techniques for including participants and stakeholders in planning mobility management and transit services. The purpose is to increase participation from limited English and non-English speaking Hispanic and Vietnamese seniors and persons with disabilities into these planning processes. This is accomplished through hiring and training of bilingual Spanish and Vietnamese speaking staff and volunteers through contracts with community partners who take the lead in outreach to these communities. These community leaders facilitate participation in developing and refining services as they provide up-to-date information on mobility programs for seniors and persons with disabilities.

In addition to increasing participation from underserved communities, Marin Transit views this project as critical to facilitating their access to transit and mobility management programs and services, including paratransit, volunteer driver and discounted taxi programs.

Marin Transit partnered with four community agencies to outreach to the Vietnamese and Spanish speaking senior populations of Marin.

Activities include:

- Community presentations to inform target groups about Marin Transit's mobility management and transit programs and determine their level of awareness and use of these mobility options. These include language specific power-point presentations with a mix of English and Spanish or Vietnamese verbal presentation. One organization has also conducted surveys of its members, both by telephone and in-person.
- Spanish and Vietnamese translations of Marin Transit's brochures on mobility management programs and services, and Spanish translation of the Rider's Guides for Marin Access Paratransit, Volunteer Driver, and the Marin Catch-A-Ride discount taxi programs.
- A series of "Field Trips" on transit for small non-English speaking groups of seniors to facilitate riding the bus while conducting on-bus focus groups.
- Ongoing Travel Navigator assistance and satellite office hours to provide information, gather input, and answer questions. See below for current program information.

Marin Access Travel Navigator Satellite Hours (In-Person, Prior to the Covid-19 Pandemic)

Venue	Schedule	Languages Available	Estimated Reach
West Marin Senior Services / Dance Palace (Point Reyes Station)	Third Thursday of every other month	English & Spanish	36 ~5 receive individual counseling
Albert J Boro Community Center (Canal Neighborhood in East San Rafael)	Second Wednesday of every other month	English, Spanish, & Vietnamese	27 ~4 receive individual counseling
Margaret Todd Senior Center (Novato)	Last Thursday of every other month	English & Spanish	29 ~8 receive individual counseling
San Geronimo Valley Community Center (San Geronimo)	Third Thursday of every other month	English & Spanish	26 ~8 receive individual counseling
San Rafael Community Center (San Rafael)	Second Wednesday of every other month	English & Spanish	40 ~7 receive individual counseling
Mill Valley Recreation Center (Mill Valley)	Second Tuesday of every other month	English & Spanish	42 ~8 receive individual counseling

7. Contact Information

Questions or comments regarding the Language Assistance Plan may be submitted to Marin Transit's Title VI Program:

Civil Rights Officer

Marin County Transit District

711 Grand Avenue, Suite 110

San Rafael, CA 94901

Phone: (415) 226-0859

Fax: (415) 226-0856

For additional information, visit www.marintransit.org/titlevi.html

Attachment 1 - Marin Transit Passenger Survey 2017 - Results from Selected Questions

What Languages Do You Regularly Speak in Your Home?

	TOTAL WEIGHTED -----	TOTAL UNWEIGHTED -----
BASE - ALL RESPONDENTS	826	1216
	100%	100%
ENGLISH	57%	58%
SPANISH	38%	37%
ENGLISH AND SPANISH EQUALLY	1%	1%
TAGALOG/FILIPINO	1%	0%
FRENCH	0%	0%
VIETNAMESE	0%	0%
FARSI/PERSIAN	0%	0%
FIJIAN	0%	0%

PORTUGUESE	0%	0%
HINDI	0%	0%
AMHARIC	0%	0%
URDU	0%	0%
NEPALI	0%	0%
ASL	0%	0%
RUSSIAN	0%	0%
CANTONESE	0%	0%
JAPANESE	0%	0%
TIBETAN	0%	0%
GERMAN	0%	0%
REFUSED	1%	0%

How Well Do You Speak English?

	TOTAL WEIGHTED -----	TOTAL UNWEIGHTED -----
BASE - SPEAK A LANGUAGE OTHER THAN ENGLISH AT HOME	348 100%	499 100%
VERY WELL	25%	25%
WELL	26%	26%
NOT WELL	41%	42%
NOT AT ALL	8%	7%

Are You of Hispanic, Latino, or Spanish Origin?

	TOTAL WEIGHTED -----	TOTAL UNWEIGHTED -----
BASE - ALL RESPONDENTS	826	1216
	100%	100%
NO	45%	48%
YES	52%	51%
REFUSED/NO RESPONSE	2%	2%

Ethnic Background

	TOTAL WEIGHTED -----	TOTAL UNWEIGHTED -----
BASE - ALL RESPONDENTS	826	1216
	100%	100%
WHITE/CAUCASIAN	39%	41%
HISPANIC	24%	24%
BLACK/AFRICAN AMERICAN	10%	10%
ASIAN	7%	7%
AMERICAN INDIAN/ALASKA NATIVE	4%	4%
NATIVE HAWAIIAN/PACIFIC ISLANDER	1%	1%
MIXED UNSPECIFIED	1%	1%
PERSIAN/ARAB/N. AFRICAN/MIDDLE EASTERN	0%	0%
REFUSED/NO RESPONSE	20%	19%

Membership of Non-Elected Committees and Councils

Title 49 Code of Federal Regulations Section 21.5(b)(1)(vii) states that a recipient may not, on the grounds of race, color, or national origin, “deny a person the opportunity to participate as a member of a planning, advisory, or similar body which is an integral part of the program.” Recipients that have transit-related, non-elected planning boards, advisory councils or committees, or similar committees, the membership of which is selected by the recipient, must provide a table depicting the racial breakdown of the membership of those committees, and a description of efforts made to encourage the participation of minorities on such committees.

As of July 2017, Marin Transit does not have non-elected committees or councils with membership chosen by Marin Transit.

Description of Marin Transit Monitoring of Subrecipients for Compliance with Title VI

As of May 2020, Marin Transit does not have any subrecipients for Federal Transit Administration funding.

Title VI Equity Analysis of Marin Transit Constructed Facilities

The recipient shall complete a Title VI equity analysis during the planning stage with regard to where a project is located or sited to ensure the location is selected without regard to race, color, or national origin. Facilities include, but are not limited to, storage facilities, maintenance facilities, operations centers, etc. Facilities do not include bus shelters and transit stations, power substations, etc. as those are evaluated during project development of the NEPA process.

Marin Transit has not constructed any facilities such as a vehicle storage facility, maintenance facility, or operation center. In 2016, the District initiated a long-term planning process toward the goal of siting an operations and maintenance facility in Marin County. Staff developed a comprehensive list of evaluation criteria for Board approval, and applied these criteria to candidate locations, including Title VI equity considerations. In August 2017, Marin Transit completed a detailed equity analysis of alternatives for Board consideration along with a cost/benefit analysis of constructing a facility, *Evaluating Costs and Benefits of a Marin Transit Operations and Maintenance Facility*.

In 2019, Marin Transit purchased an existing developed site in northern Novato to use for bus parking and to lease administrative offices to an operations contractor. This contractor had been leasing these offices from the previous owner. Marin Transit will continue to seek a location for a future operations and maintenance facility to meet documented needs and will conduct a Title VI equity analysis of identified alternatives. Marin County properties appropriate for this use are highly constrained.

Setting System-wide Service Standards and Policies

The Federal Transit Administration (FTA) requires all fixed route transit providers to monitor the performance of their transit system relative to their system-wide service standards and service policies not less than every three years to remain in compliance with Title VI requirements. Marin Transit must submit the results of its monitoring program as well as documentation verifying the Board's approval of the monitoring results to the FTA as part of its Title VI Program.

As a newly designated direct recipient of Federal Transit Administration (FTA) funding, Marin Transit adopted Title VI System-wide Standards and Policies on February 4, 2013.

The required standards address:

- *Vehicle load for each mode*: Generally expressed as the ratio of passengers to the number of seats on a vehicle, relative to the vehicle's maximum load point. For example, on a 40-seat bus, a vehicle load of 1.3 means all seats are filled and there are approximately 12 standees. Transit providers can specify vehicle loads for peak vs. off-peak times, and for different modes of transit.
- *Vehicle headways for each mode*: The amount of time between two vehicles traveling in the same direction on a given line or combination of lines.
- *On-time performance for each mode*: A measure of runs completed as scheduled.
- *Service availability for each mode*: A general measure of the distribution of routes within an agency's service area.

The required policies address:

- Siting of Transit Amenities, i.e. shelters and benches, and
- Vehicle Assignment.

Marin Transit adapted and refined the system-wide service standards from its Short Range Transit Plan (SRTP) to reflect the FTA guidance and developed two new Marin Transit system-wide policies. The Short Range Transit Plan is updated every two years, and staff will release a draft of the most recent plan in Summer 2017. Marin Transit has incorporated the District's system-wide standards and policies into a single document, and evaluates its services and programs based on these standards and policies through its ongoing performance reports and Short Range Transit Plan process. To fully apply the on-time performance standards, the District continues to work with Golden Gate Transit to improve the availability of its real-time information for Marin Transit services.

Marin Transit utilizes the Title VI standards and policies to conduct a system-wide analysis of the relative distribution of these service attributes based on its ridership as a whole and on members of the protected classes under Federal civil rights law. Marin Transit applies these standards to determine if planned major service changes or fare changes will have a disparate impact based on race, color, and national origin prior to implementation.

Marin Transit Service Standards and Policies under Federal Title VI

Adopted on February 4, 2013

Standard: Vehicle Load for Each Mode

Provides service levels to prevent overcrowding and standees

Marin Transit's system-wide goal is to have an average maximum load factor for local service not to exceed 1.25, as measured by a ratio of total passengers to seats on board the vehicles. This equates to a maximum of approximately 10 standees on a 40' vehicle and 15 standees on a 60' articulated vehicle.

Marin Transit works closely with its contractors, specifically Golden Gate Transit, to ensure passengers are not left behind due to overcrowding or overloads. Overcrowding is particularly monitored on routes to and from the Canal area of San Rafael, routes that provide service along Highway 101, routes that provide supplemental school service, Muir Woods Shuttle trips, and West Marin Stagecoach routes that provide weekend Summer service. Marin Transit provides frequent bus service using articulated buses in the Canal area of San Rafael to minimize overcrowding and ensure passengers wait no longer than 15 minutes for the next bus during peak periods. Shadow, or back-up, buses have been deployed on the seasonal Muir Woods Shuttle to accommodate peaks in demand based on weather and traffic conditions.

Standard: Vehicle Headway for Each Mode

Provides adequate service frequency based on the corridor of operation and ridership demand

Marin Transit's system-wide goal is to provide service every 30 minutes during the peak and every 60 minutes during the off-peak times along all primary transportation corridors¹ in the urbanized areas of the County, as demand warrants. As many routes provide overlapping service within a given corridor, corridor frequencies are typically much higher than route level frequencies. Services in rural areas will be deployed as demand warrants.

¹ Priority corridors are those identified in the Marin County Measure A Transportation Sales Tax Expenditure Plan

Standard: On-Time Performance for Each Mode

Provides accessible and reliable transit services to Marin County

To ensure reliable services, Marin Transit aims to have a 90% on-time performance target at major stops and transfer hubs and an 80% on-time performance target at minor timepoint stops for fixed route operations. In addition, the agency standard is less than 1% of fixed-route trips missed or removed from the daily schedule. For paratransit services, the standard for on-time performance is at least 90% of all paratransit trips arriving within the thirty-minute pick-up window.

Standard: Service Availability for Each Mode

Provides accessible and reliable transit services to Marin County

Marin Transit's goal is to provide transit service to major origins and activity centers within the County. This goal includes providing transit within ½ mile of 85% of all County residents, 80% of all jobs within the County, and 90% of residential units in large multifamily housing developments, as well as ensuring that 90% and 75% of middle and high schools are within ½ mile and ¼ mile, respectively, of transit service.

Marin Transit also aims to have less than 1% of fixed-route trips missed or removed from the daily schedule, and for at least 90% of all paratransit trips arriving within the pick-up window.

Policy: Transit Amenities for Each Mode

When resources allow for improvements at multiple stop locations, Marin Transit will prioritize resources based on passenger activity and transfer opportunities. The District will also recognize the amount of observed boarding versus alighting activity when siting amenities such as shelters, benches, and real-time passenger information.

Policy: Vehicle Assignment for Each Mode

All vehicles used in local fixed route service will be Americans with Disabilities Act (ADA) accessible and accommodate at least two wheelchairs and two bicycles. Vehicle size and capacity will be assigned based on demand and passenger load factors. Those routes with the lowest passenger demand will be assigned a 24' cutaway, those with medium demand will be assigned a 35' or 40' vehicle, and those with the highest demand will be assigned a 60' articulated vehicle. Due to challenging terrain and roadways in rural West Marin, vehicle assignments and features may be adjusted to allow for safe operations.

Demographic and Service Profile Maps and Charts

The following maps depict data on Marin County minority and low-income populations at the Block Group level, using 2017 five-year American Community Survey Census data. The minority population map shows block groups with more than 28.5 percent minority population. The 28.5 percent figure reflects the countywide average proportion of minority residents. Minority populations are defined as including those who identify themselves as: American Indian or Alaskan Native, Asian, Black or African American, Hispanic or Latin, Native Hawaiian or Other Pacific Islander. The low-income population map on the next page shows those households in Marin County that earn less than \$50,000 annually, and these households are 25.4 percent of all Marin households.

Marin County has approximately 255,000 residents, and they are located primarily along the U.S. Highway 101 corridor stretching to Sonoma in the north and San Francisco to the south. Most of Marin County consists of protected open space; national, State and local parks; and agricultural preservations areas in South and West Marin. Steep hillsides, mountains in the center of the County, and numerous waterways and marshes also limit developable areas. The largest geographic area in the County is characterized by very low-density development surrounded by protected lands to the west of the mountains. In the south is the Golden Gate National Recreation Area. To the northeast, the land is primarily agricultural. In the far west, Point Reyes National Seashore includes grandfathered dairy ranches with employees who are frequently of Hispanic descent.

Marin Transit carries 3.3 million local transit trips each year. In the District's 2017 passenger survey, 39 percent responded that they do not have a vehicle available and 38 percent stated that they speak Spanish at home. These riders primarily, but not exclusively, reside in the Canal neighborhood in eastern San Rafael with pockets in areas within Novato.

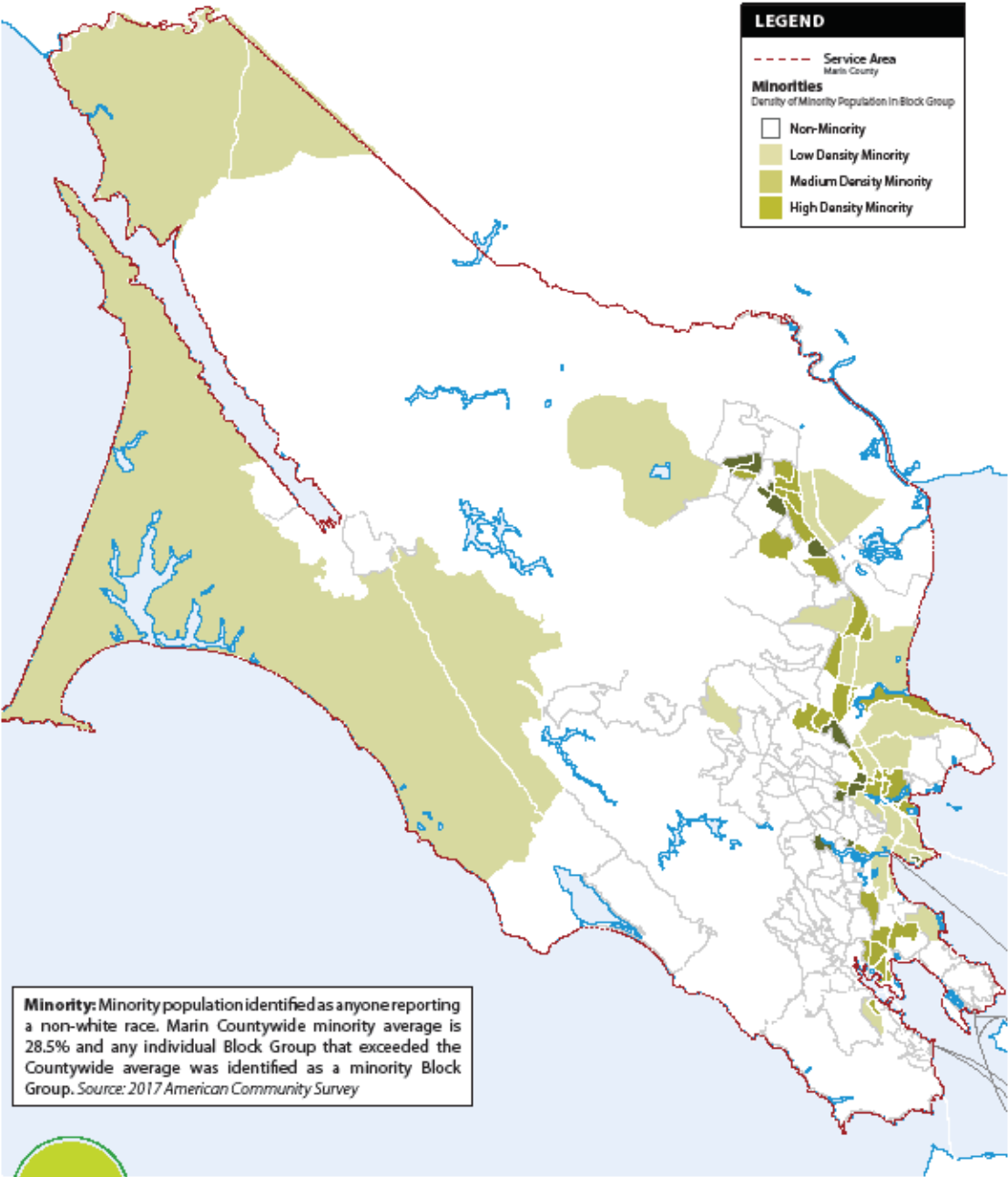
The table below compares the demographic data on income and race of Marin Transit riders from passenger surveys with 2017 American Community Survey census data for all Marin County residents. Marin Transit developed the accompanying maps in late April 2020 for the May 30, 2020 FTA submittal deadline. At that time, the 2018 American Community Survey data was not available in a Geographic Information System (GIS) compatible format. The District conducted passenger surveys in 2005, 2008, 2012, and 2017.

Demographic Overview of Transit Riders in Marin County

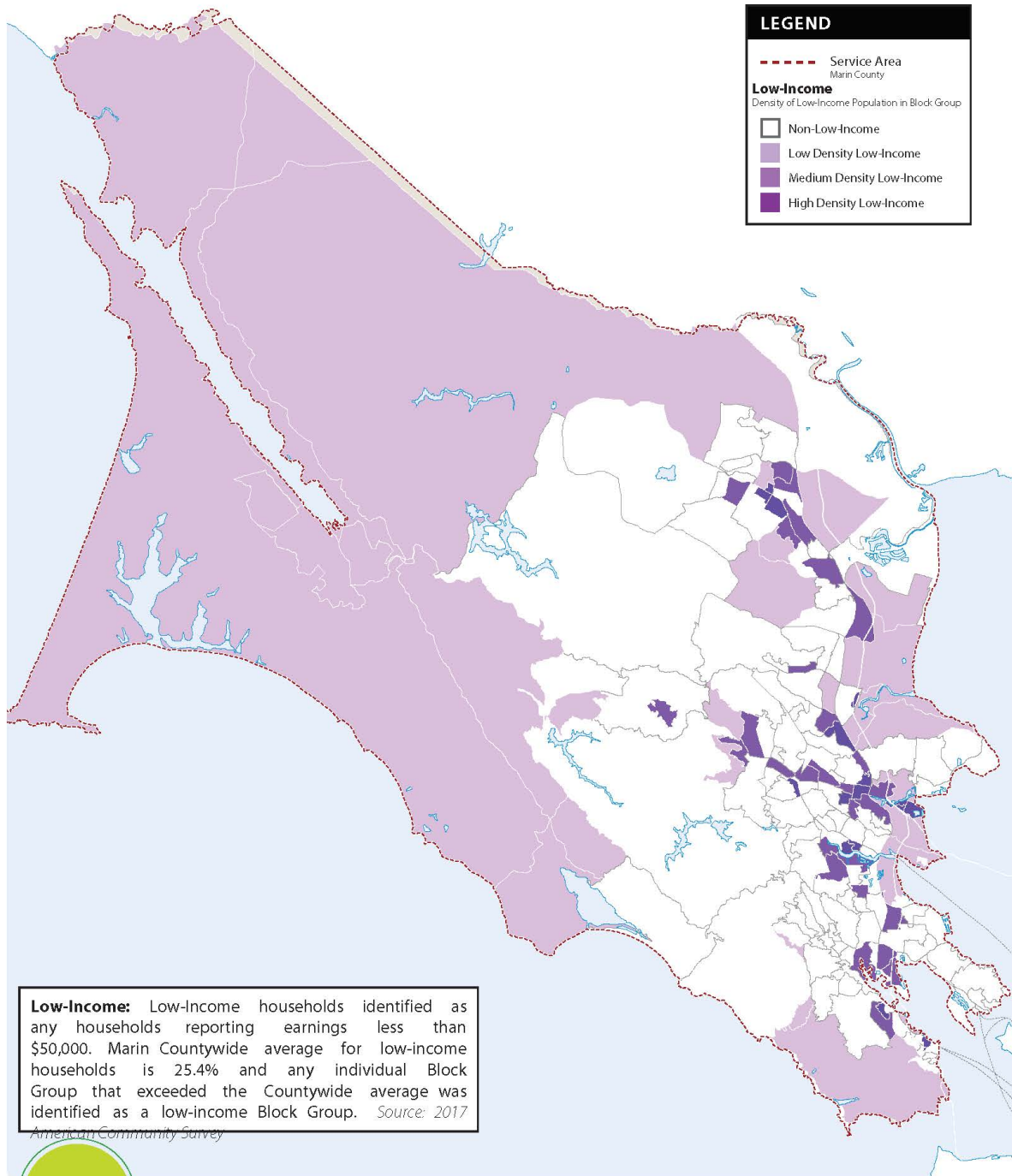
	Transit Rider (Onboard Survey Results)				Marin County % ⁽¹⁾
	2005	2008	2012	2017 ⁽²⁾	
Age					
Persons under 18 years old	18%	25%	21%	11%	20%
Persons between 18 and 65 years	78%	70%	72%	80%	60%
Persons 65 years old and older	4%	5%	7%	9%	20%
Gender					
Female	48%	46%	49%	44%	51%
Male	52%	54%	51%	56%	49%
Household Income					
Under \$25,000	51%	61%	57%	35%	12%
\$25,000 to \$49,999	28%	18%	20%	24%	13%
\$50,000 to \$74,999	10%	8%	7%	12%	12%
\$75,000 or more	10%	13%	16%	29%	63%
Race					
Hispanic	n/a	49%	43%	52%	16%
Caucasian/White	n/a	36%	39%	29%	72%
African American	n/a	9%	7%	7%	2%
Asian	n/a	8%	5%	5%	6%
Other	n/a	5%	6%	7%	4%

Notes: (1) U.S. Census Bureau, 2013-2017 American Community Survey

(2) The 2017 Marin Transit onboard survey did not include Supplemental school routes that were included in previous survey efforts.



Minority Populations Residing in Marin County
Areas exceeding the county-wide average

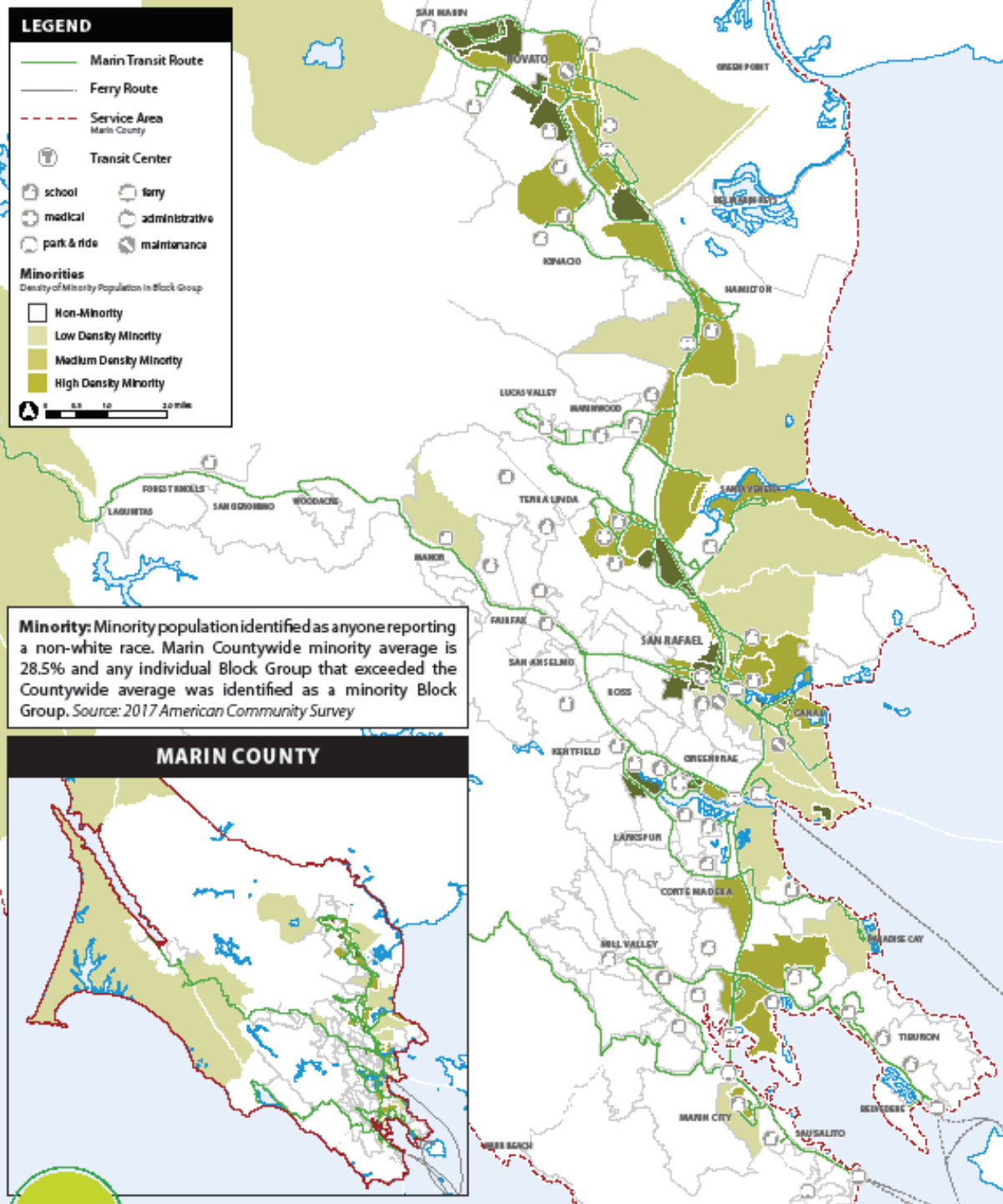


Low-Income Populations Residing in Marin County

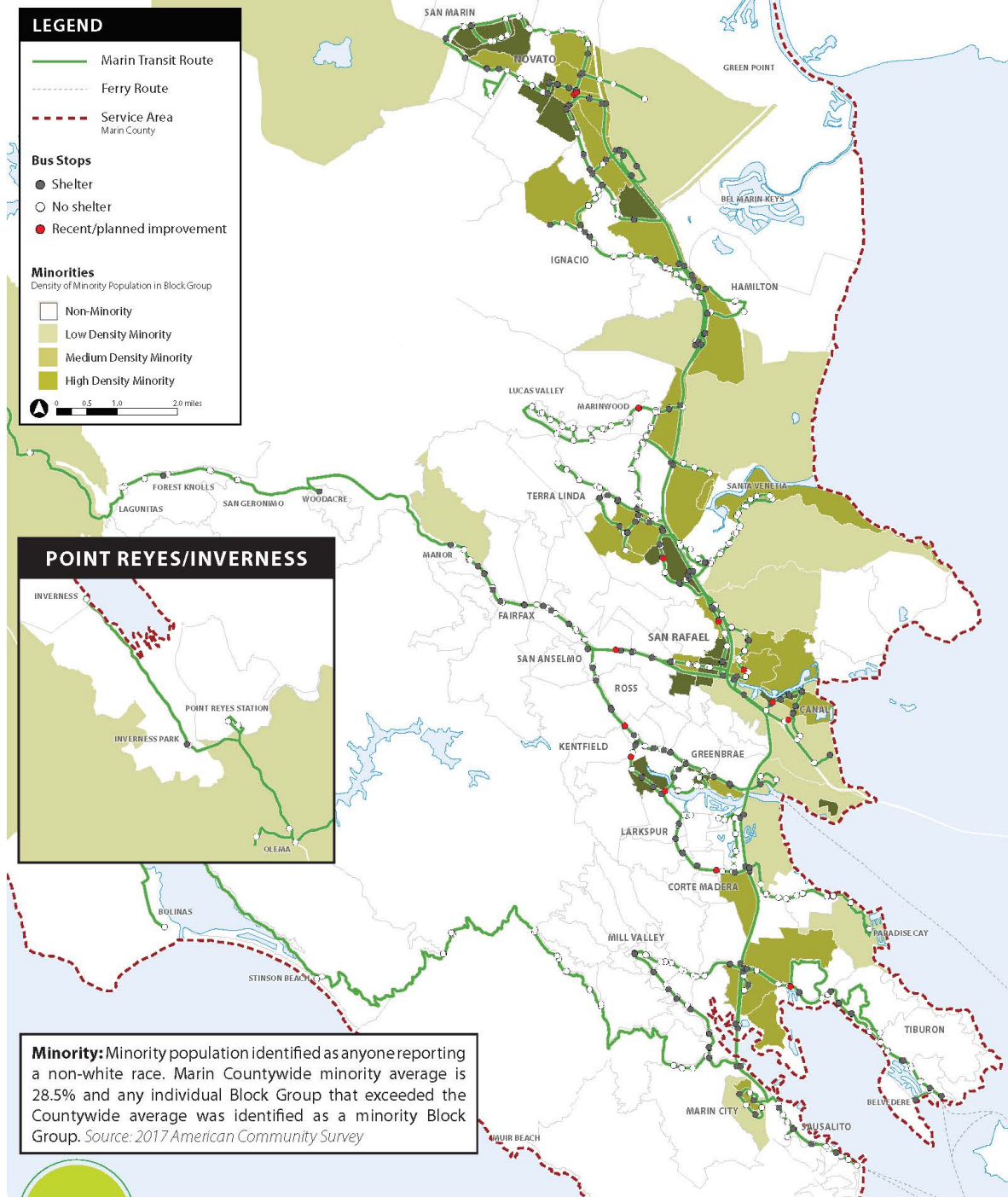
Areas exceeding the county-wide average

Maps of Marin Transit Fixed Route System and Demographic Data

The four maps provided on the following pages display Marin Transit's fixed route bus system over census block data regarding concentrations of minority and low-income residences in Marin County. The first map illustrates block groups with minorities higher than the county average of 28.5 percent relative to the local transit system. The second map shows block groups with proportions of low income residents higher than the average of 24.5 percent relative to the local transit system. Both maps identify the location of schools, hospitals, park & ride facilities, and Marin Transit administrative and maintenance facilities. The third and fourth maps display the location of local bus shelters and stops relative to block groups with concentrations of minority and low-income residents. These two maps also identify stops that Marin Transit has recently improved or has planned for improvements in the near future.

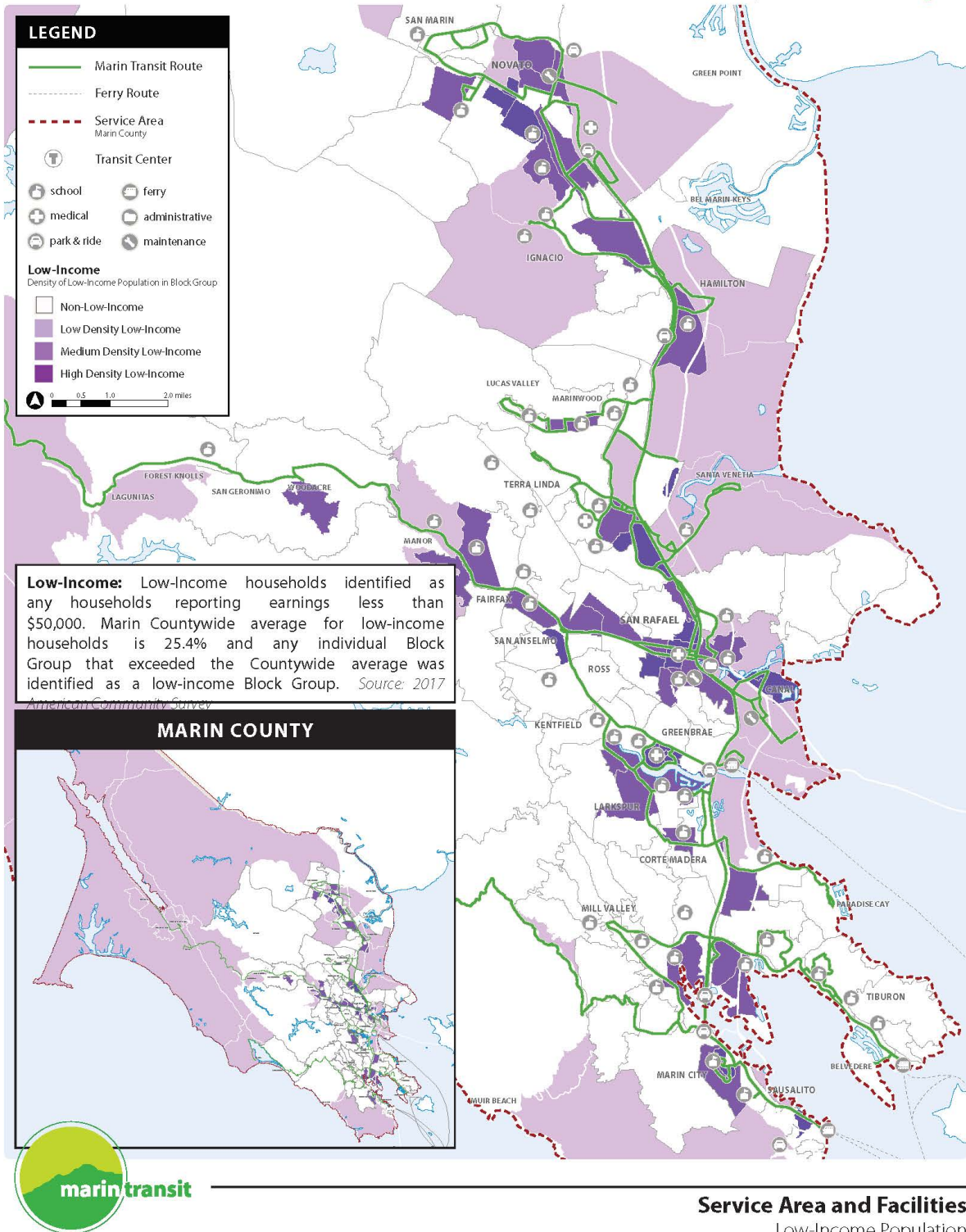


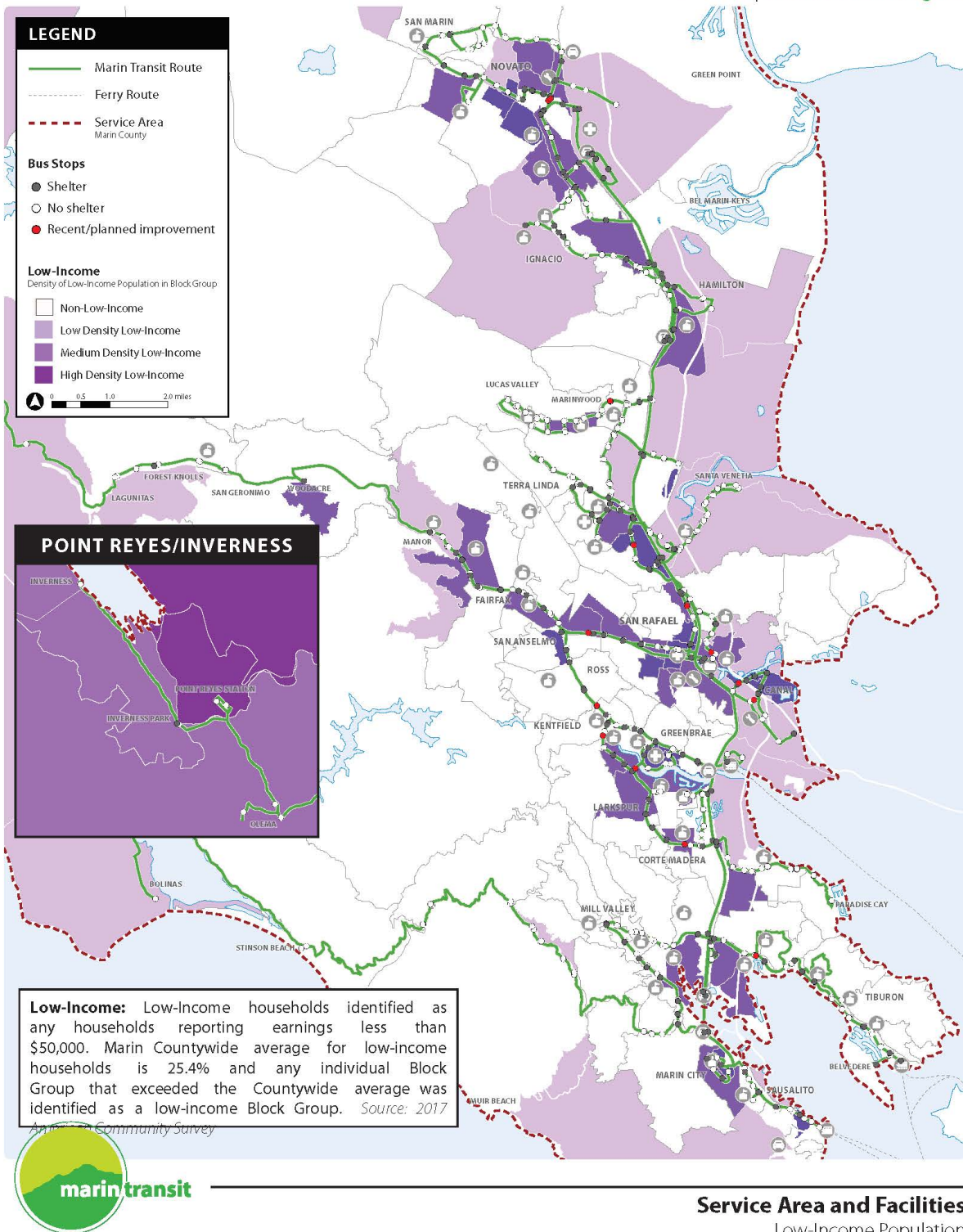
Service Area and Facilities Minority Population



Service Area and Facilities

Minority Population





Demographic Ridership and Travel Patterns, Collected by Surveys

The table on the next two pages summarizes the extent to which each Marin Transit route provides coverage in minority census block groups and the minority and low-income ridership on these routes. Routes 17 through 71 are Marin Transit big bus routes, Routes 219 through 259 are Marin Transit community shuttle routes, and Routes 61 and 68 are Marin Transit's West Marin Stagecoach service. Route 61 connects Stinson Beach and Bolinas from Marin City, and Route 68 connects Inverness and Point Reyes National Seashore from the San Rafael Transit Center. Note that Marin Transit also operates a general purpose dial-a-ride connecting Dillon Beach and Tomales in Northwestern rural Marin with Novato.

The table describes the total length of each route and the length of the route that is located within Minority census block groups using 2017 American Community Survey data. With data from Marin Transit's 2017 Onboard Passenger Survey, the table lists the number and proportion of respondents by route identifying as minority (of Hispanic, Latino, or Spanish origin OR non-white on the survey form). The table also provides a breakdown of those reporting annual incomes below \$50,000 relative to the total responses. Marin Transit implemented significant service improvements in Summer 2016 to reduce the need to transfer to get to destinations and expand service availability.

The comparison of each route shows that only two of Marin Transit's routes can be considered as "non-minority" due to the limited portion of these routes in minority census tracts. These consist of the South Route 61 of the West Marin Stagecoach and the Community Shuttle Route 219 serving the Tiburon peninsula and Strawberry Village along Highway 101. While the length of Route 219 in minority census tracts is 5.4 percent, over 61.3 percent of passengers on Route 219 surveyed are minority and commute to Tiburon for work. In all cases, Marin Transit routes serve predominantly low-income residents. Route 61 is a 49.4-mile long route connecting rural West Marin over mountainous countryside with Marin City where one of the highest concentrations of minority populations in the county reside.

Data Analysis of Marin Transit Minority and Non-Minority Routes

2017 American Community Survey				2017 Onboard							
(minority = non-white)				(of Hispanic, Latino, or Spanish origin OR non-white)			2017 Onboard Income				
Route	Total Length	Length in Minority Block Group	percent in Minority Block Group		Non-white	Total	percent Minority	< \$50,000	Total	percent Low Income	comments
17	31.4	10.0	32.0 percent		89	132	67.4 percent	62	114	54.4 percent	
22	27.6	10.5	37.9 percent		64	110	58.2 percent	55	90	61.1 percent	
23	15.9	11.1	70.1 percent		61	87	70.1 percent	38	75	50.7 percent	
23X	14.8	7.5	50.7 percent		18	27	66.7 percent	8	21	38.1 percent	
29	15.7	12.0	76.6 percent		35	37	94.6 percent	23	28	82.1 percent	
35	29.4	25.2	85.7 percent		186	230	80.9 percent	106	185	57.3 percent	
36	19.6	13.7	69.6 percent		111	125	88.8 percent	67	98	68.4 percent	
49	29.6	23.1	78.0 percent		87	115	75.7 percent	57	96	59.4 percent	

71X	43.4	31.5	72.6 percent	39	48	81.3 percent	27	41	65.9 percent	
219	11.2	0.6	5.4 percent	19	31	61.3 percent	10	27	37.0 percent	non-minority route
228	23.2	8.3	35.9 percent	11	27	40.7 percent	18	25	72.0 percent	
233	10.6	6.2	58.5 percent	15	23	65.2 percent	8	19	42.1 percent	
245	15.7	12.1	77.2 percent	20	30	66.7 percent	18	30	60.0 percent	
251	30.4	22.6	74.3 percent	44	63	69.8 percent	28	46	60.9 percent	
257	29.7	19.7	66.2 percent	19	31	61.3 percent	13	26	50.0 percent	
61	49.4	1.0	2.1 percent	10	31	32.3 percent	16	29	55.2 percent	non-minority route
68	58.0	26.0	44.8 percent	20	44	45.5 percent	24	36	66.7 percent	
All	455.6	241.1	52.9 percent	848	1,191	71.2 percent	578	986	58.6 percent	

Demographics and Travel Patterns of Marin Transit Riders

Marin Transit conducted its most recent passenger survey in April 2017 and a ridecheck of fixed route services in late 2017. Marin Transit completed its most recent Short Range Transit Plan (S RTP) in 2019 with detailed performance and demographic data. The S RTP evaluates performance relative to the type of route, demographic characteristics of ridership, transfer activity, rider origins, and activity at individual stops. Marin Transit sets performance targets for each route based on a typology that reflects the market served.

Data Collection

- In Spring 2017, Marin Transit passenger survey was administered in both English and Spanish in a partnership with the Metropolitan Transportation Commission. Surveys were distributed on all Marin Transit routes except for the following: Route 66 (the seasonal Muir Woods shuttle) and supplemental school routes (Routes 113, 115, 117, 119, 122, 125, 139, 145, 151, and 154).
- Marin Transit conducted its most recent ridecheck of local fixed routes in the Fall of 2017.

Service Typologies

Marin Transit classifies routes with common characteristics by “typology,” a concept first introduced in the District’s FY 2011-12 Short Range Transit Plan (S RTP). Typologies rationalize comparisons between routes, as different routes serve different markets. Marin Transit’s service typologies are: Local Trunkline, Local Basic, Local Connector, Supplemental School, Rural, Recreational, and Partnership. Based on the characteristics of the markets served by each route typology, Marin Transit assigned productivity targets, passengers per hour of revenue service, and per passenger operating cost subsidy.

Ridership Characteristics by Typology

Based on the survey data, ridership characteristics for each typology were determined. Productivity goals are met if performance exceeds the target, and the subsidy goal is met if performance is less than target. Note that Supplemental School, Recreational, and Partnership routes were excluded from the 2017 onboard survey.

- **Local Trunkline (Routes 35, 36, & 71X):** These routes had the highest percentage of work trips and work-related trips of all service types, and the lowest percentage of riders under age 16 and over 65. These routes also had the highest percentage of riders who speak Spanish at home and riders who speak English less than “very well.” About 65 percent of riders identify as Hispanic or Latino, and 55 percent identify as a race other than White/Caucasian, the most of any service type.
- **Local Basic (Routes 17, 22, 23, 23X, 29, & 49):** Regular local service almost exactly mirrors the system as a whole. Compared to other typologies, a slightly higher percentage of riders on these routes (40 percent) have no car available to them.

- **Local Connector (Routes 219, 228, 233, 245, 251, & 257):** Riders on this type of service are typical of the service overall, with more school trips than other non-school service typologies and more shopping trips. Consistent with the higher percentage of school trips, these routes also have a higher percentage of riders under the age of 18.
- **Rural (Routes 61 & 68):** The two Stagecoach routes are used by commuters and recreational travelers who ride the service to access parks in West Marin. Over a third of respondents reported using the service for social or recreational purposes, the highest of all service types. These routes also have the largest percentage of riders over 65, and riders are the least racially diverse, with only 22 percent identifying as a race other than White/Caucasian and 27 percent identifying as Hispanic or Latino.

Transit Rider Market Assessment

To update the District's Short Range Transit Plan, Marin Transit utilized the results from the 2017 passenger survey to better understand the demographic characteristics and transit travel patterns of our passengers.

"Typical" Characteristics of Marin Transit Riders

Marin Transit staff drew the following conclusions in comparing passenger demographics from the onboard survey and U.S. Census data from Marin County:

- The strongest indicator of transit usage is number of workers per household. Survey respondents who said there were three or more working persons in their homes accounted for over one-third of responses (37 percent), compared to just five percent of county residents. Note that in some cases multiple members of a household may have responded. Census data reports data based on the number of households and not individuals.
- The next-strongest indicator of transit usage is access to an automobile. Members of households with no vehicle available account for a share of transit ridership seven times higher than their proportion of the general population. While only five percent of county residents have no car at home, over one-third of Marin Transit riders (39 percent) said they did not have access to a car.
- Number of persons per household is also a strong indicator: 15 percent of survey respondents said there were five people in their household (compared to four percent countywide), and 11 percent said there were six or more (compared to two percent in the county as a whole).
- Race is another strong indicator of transit usage. Specifically, individuals identifying as something other than White, Asian, or "other" were accounted for 60 percent of transit riders but only about 18 percent of Marin residents.
- Use of a language other than English at home is another indicator of transit usage, as survey respondents who said Spanish was spoken in their homes accounted for 38 percent of responses, compared to only about 13 percent of Marin residents.
- Household income is another indicator of transit usage. Persons from households earning less than \$25,000 annually accounted for 35 percent of all transit riders though they represent only 12 percent of county residents.

- In Marin County, neither age nor gender is an indicator of propensity toward fixed-route transit usage. In Marin County, seniors and youth make up a somewhat smaller percentage of Marin Transit fixed-route riders than their proportion among all county residents.²

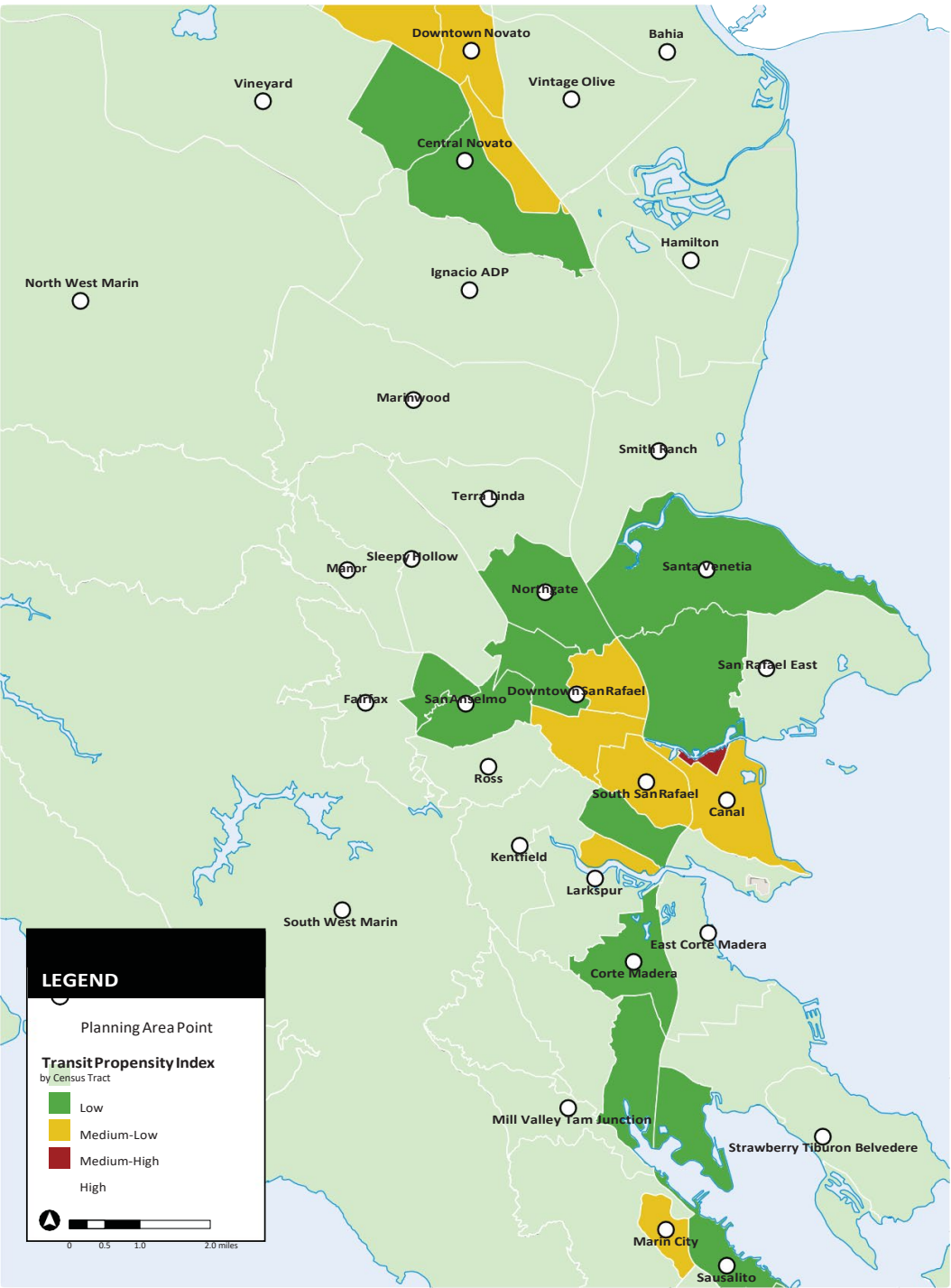
Locations of “Typical” Transit Riders

Staff used the characteristics and ratios identified in the previous section (e.g., a ratio of 7:1 for zero-car households) to analyze demographics by census tract, weighted by population densities. The census tract is the smallest geographic unit that has data available for all characteristics. The next step was to determine geographic locations within the county where disproportionate numbers of “typical” transit riders live. Based on natural breaks, staff developed “high,” “medium-high,” “medium-low” and “low” categories to rate propensity of anticipated demand for transit services. The categorization for each census tract is shown in **Figure 1**. Results of the Propensity Analysis were as follows:

- Only one tract within the county scores “high”: Census Tract 1122.01 in the Canal District. Census Tract 1122.01 is extraordinarily dense (58,730 persons per square mile in 2015) and scores highly in all categories: 42 percent of households have annual income of less than \$25,000, 90 percent of individuals identify as Hispanic or Latino (of any race), Black or African-American, American Indian/Alaska Native, or Hawaiian/Pacific Islander, 19 percent of households have no vehicle, 17 percent have three or more workers, 30 percent have five or more members, and Spanish is spoken in 84 percent of households.
- Another nine tracts score “medium-high.” These include:
 - Tract 1290 in Marin City, which scores highly in categories including income (35 percent of households below \$25,000) and race (62 percent).
 - Tract 1192.01 south of Sir Francis Drake Boulevard, west of Highway 101 and east of Bon Air Road in Larkspur and Kentfield. Population density in this tract, which includes The Tamalpais apartments for seniors, is the main contributor to its high score at 9,797 persons per square mile.
 - Tracts 1122.02, 1121, 1110, and 1090.01 in the Canal District and downtown and southern portions of San Rafael.
 - Tracts 1022.02, 1022.03, and 1041.02 in downtown and central Novato
- Another 14 tracts score “medium-low.” These are clustered in Novato, in central Marin in San Rafael and San Anselmo, and in southern Marin in Corte Madera, Tam Junction, Strawberry, and Sausalito.
- The remainder of the county scored “low” in the analysis

² Many seniors use paratransit or other mobility management programs available from Marin Transit and are not included in the results of the fixed route onboard survey. Supplemental school routes were also not included in the survey.

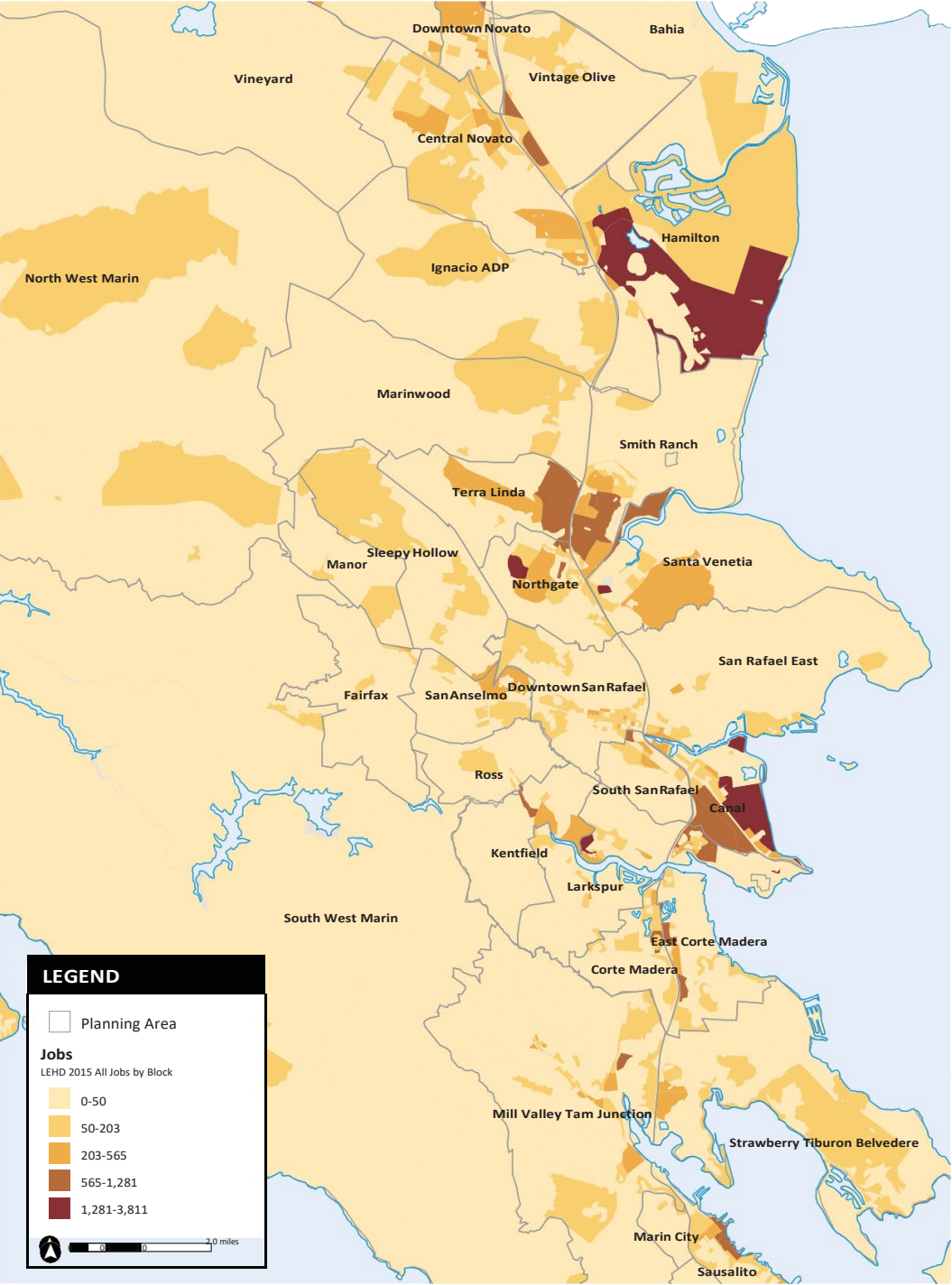
Figure 1: Transit Propensity



Location of Jobs

Employment in Marin County is relatively dispersed with notable clusters in a few locations. These areas include: the Highway 101 corridor in Novato extending from downtown Novato south to the Hamilton Air Force Base redevelopment area; the Northgate District of San Rafael and adjacent Smith Ranch area; downtown and southeastern San Rafael extending into Larkspur and Corte Madera; and northern Sausalito. County employment density is shown in **Figure 2**.

Figure 2: Employment Density



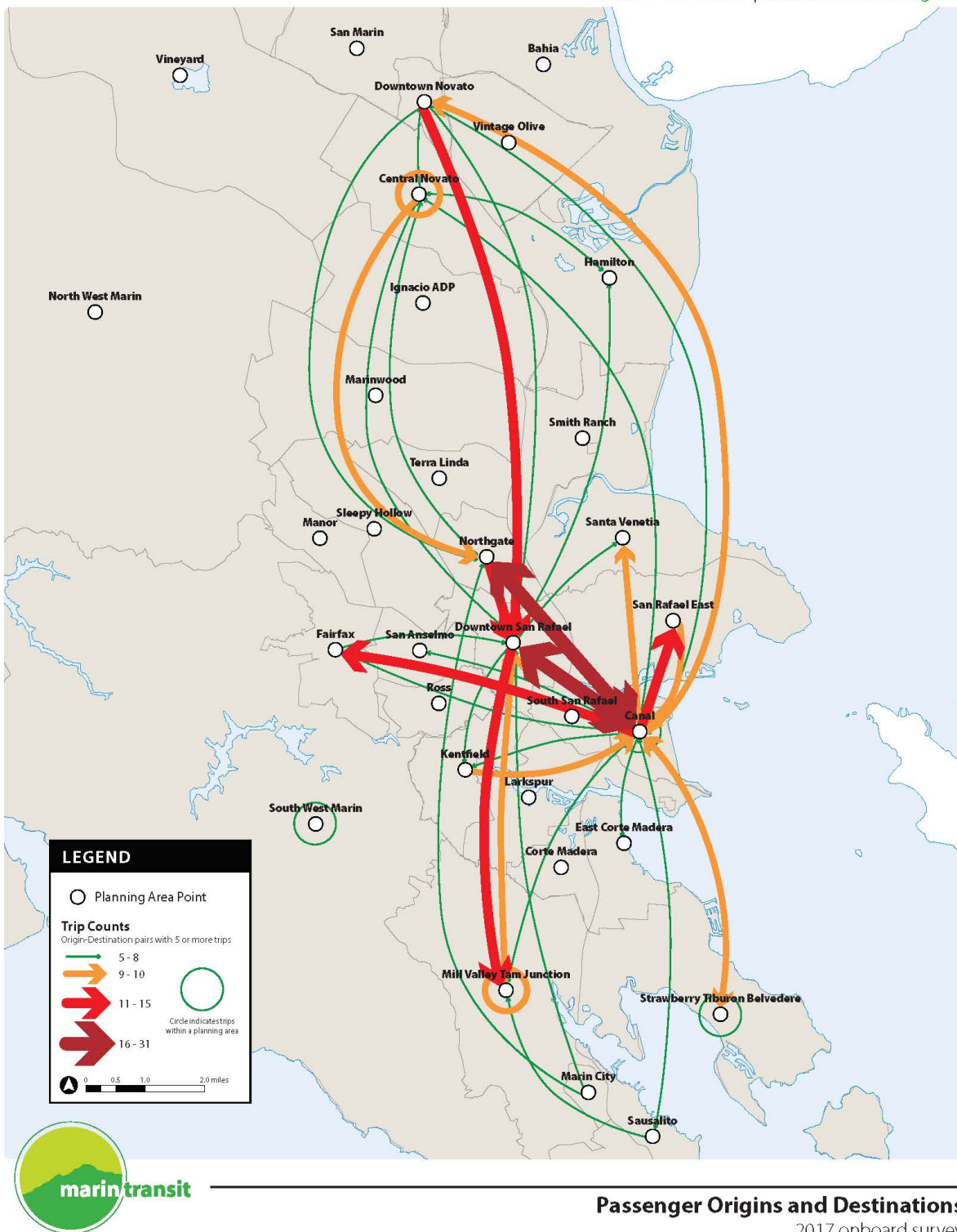
Origins and Destinations

The 2017 passenger survey asked riders to identify the origin and destination of their current trip. Staff tallied the numbers of trips within and between county subareas defined by Marin Transit. The findings included:

- By far the strongest pairings, are Downtown San Rafael and the Canal District (accounting for 5.3 percent of all trips) and the Canal District and Northgate (3.7 percent).
- The pairing of the Canal District and the eastern portion of San Rafael accounts for 2.0 percent of trips.
- Nine of the ten strongest pairs include Downtown San Rafael and/or the Canal District.
- After the Canal District, trips to or from Downtown San Rafael most often start or end in Downtown Novato, Mill Valley/Tam Junction, and Northgate.
- The strongest pairing outside of the Canal District and Downtown San Rafael is travel between Northgate and Central Novato.

Travel patterns for Marin County local transit ridership are illustrated in **Figure 3**.

Figure 3



Results of Marin Transit's System Monitoring Program and Report

Standard: Vehicle Load for Each Mode

Provides service levels to prevent overcrowding and standees

Marin Transit's system-wide goal is to have an average maximum load factor for local service not to exceed 1.25, as measured by a ratio of total passengers to seats on board the vehicles. This equates to a maximum of approximately 10 standees on a 40' vehicle.

Standees are sometimes limited or prohibited on supplemental school routes, particularly for routes serving younger children. Due to the conditions of the roadway, standees are not permitted on the seasonal Muir Woods Shuttle.

Marin Transit works closely with its contractors to ensure passengers are not left behind due to overcrowding or overloads. Overcrowding is particularly monitored on routes to and from the Canal area of San Rafael, routes that provide service along Highway 101, routes that provide supplemental school service, Muir Woods Shuttle trips, and West Marin Stagecoach routes that provide weekend Summer service. Marin Transit provides frequent bus service using 40-foot buses in the Canal area of San Rafael to minimize overcrowding and ensure passengers wait no longer than 8 minutes for the next bus during peak periods. Shadow, or back-up, buses have been deployed on the seasonal Muir Woods Shuttle to accommodate peaks in demand based on weather and traffic conditions.

Performance: Marin Transit implemented major service changes in June 2016 that significantly restructured the fixed route system. These changes were designed to reduce the need for passengers to transfer, and expanded service hours by 19 percent based on long-term planning efforts and performance monitoring.

Marin Transit will conduct a complete ridecheck in 2021 to replace the ridecheck data collected in 2017. The District will develop a data collection methodology for future analysis and reporting as part of its ongoing system performance and Title VI monitoring, and in updating the *Marin Transit Short Range Transit Plan* every two years.

Standard: Vehicle Headway for Each Mode

Provides adequate service frequency based on the corridor of operation and ridership demand

Marin Transit's system-wide goal is to provide service every 30 minutes during the peak and every 60 minutes during the off-peak times along all primary transportation corridors³ in the urbanized areas of the County, as demand warrants. The corridors are separated into two categories, Local Trunkline and Local Basic. These correspond to the route typologies that typically operate along those corridors. Within the span of service, the District aims to provide 15-minutes all day service along Local Trunkline corridors and service every 30 minutes all day along Local Basic corridors. As many routes provide overlapping service within a given corridor, corridor frequencies are typically much higher than route level frequencies. Service in rural areas will be deployed as demand warrants.

Performance: This standard is met on all Marin Transit routes.

Standard: On-Time Performance for Each Mode

Provides accessible and reliable transit services to Marin County

To ensure reliable services, Marin Transit aims to have a 90 percent on-time performance target at major stops and transfer hubs and an 80 percent on-time performance target at minor timepoint stops for fixed route operations. In addition, the agency standard is less than 1 percent of fixed-route trips missed or removed from the daily schedule. For paratransit services, the standard for on-time performance is at least 90 percent of all paratransit trips arriving within the thirty-minute pick-up window.

Performance:

90% on-time performance at major stops and transfer hubs for fixed-route operations

82.2%

Data from: FY 2017 NTD
Ridechecks and Syncromatics

³ Priority corridors are those identified in the Marin County Measure AA Transportation Sales Tax Expenditure Plan

80% on-time performance at minor timepoint stops for fixed-route operations	79.6%
--	-------

Using Syncromatics technology, Marin Transit has provided real-time information for shuttle and rural services since at least 2010. Real-time information is available on Marin Transit routes operated by Golden Gate Transit. This data will enable the District to evaluate on-time performance at the route level.

In Fiscal Year 2018, a total of 357 or 0.17 percent of the 209,850 trips were missed or cancelled. This met the District's target of less than one percent. In Fiscal Year 2018, 86.3 percent of all paratransit trips arrived within the 30-minute pick-up window and did not meet the target of 90 percent.

Standard: Service Availability for Each Mode

Provides accessible and reliable transit services to Marin County

Marin Transit's goal is to provide transit service to major origins and activity centers within the County. This goal includes providing transit within ½ mile of 85 percent of all county residents, 80 percent of all jobs within the County, and 90 percent of residential units in large multifamily housing developments, as well as ensuring that 90 percent and 75 percent of middle and high schools are within ½ mile and ¼ mile, respectively, of transit service.

Marin Transit also aims to have less than one percent of fixed-route trips missed or removed from the daily schedule, and for at least 90 percent of all paratransit trips arriving within the pick-up window or are served by a yellow bus program.

Performance:

- Based on 2015 Census data, about 83 percent of Marin County residents are within ½ mile of an existing transit stop. Of all jobs within Marin County, 82 percent are within a ½ mile of a transit stop. About 88 percent of large multifamily housing units (defined as having 40 units or more) are served by transit. Of schools serving grades 7 and higher, including public and private schools, about 86 percent are within ¼ mile of existing transit stops, and about 98 percent are within ½ mile of transit or served by yellow bus.
- The analysis does not include service provided by other transit service providers, such as Golden Gate Transit, that serve areas beyond the ¼ and ½ mile distance from Marin Transit bus stops.
- In Fiscal Year 2018, 0.17 percent of local fixed-route services were missed or canceled. In Fiscal Years 2018, about 86 percent of paratransit pick-ups were made on time.

Policy: Transit Amenities for Each Mode

When resources allow for improvements at multiple stop locations, Marin Transit will prioritize resources based on passenger activity and transfer opportunities. The District will also recognize the amount of observed boarding versus alighting activity when siting amenities such as shelters, benches, and real-time passenger information.

Performance:

(See also map with Locations of Marin Transit Capital Improvement in Last 3 Years, below)

- **Redwood and Grant Transit Improvement Project**

In late Summer 2017, Marin Transit completed construction of a \$4 million bus transfer facility in partnership with the City of Novato and Golden Gate Transit. This gateway to Downtown Novato is important for access to public transit throughout Marin County and the entire Bay Area. The new facility will make the location safer and more efficient for riders, drivers, pedestrians, and bicyclists.

The key elements of the new facility are a center platform area, shelter and windscreen designs, pedestrian crossings of Redwood Blvd, pedestrian crossing of busway, and bus egress back onto Redwood Blvd. This center median replaces and consolidates the passenger boarding locations in the median and on the outside curbs of Redwood Boulevard. The design supports independent bus movements that will improve the reliability and speed of existing transit services. The consolidated platform modifies bus travel within the median to enable passengers to board and alight on a single platform from the correct side of the bus.

- **State of Good Repair – Signage**

Marin Transit completed installation of new bus stop signs (blades) throughout Marin County in 2014. The new signs provide more passenger information including routes that serve the stop, direction, and a stop ID number.

In 2019, the District initiated a procurement for Real-Time Information signs at high-usage bus stops. Signs placed at select stops will provide real time data feeds for Golden Gate Transit and Marin Transit routes. For shared stops, this will eliminate passenger confusion when there is information sign data from only one of the transit agencies.

A. State of Good Repair – Stop Improvements

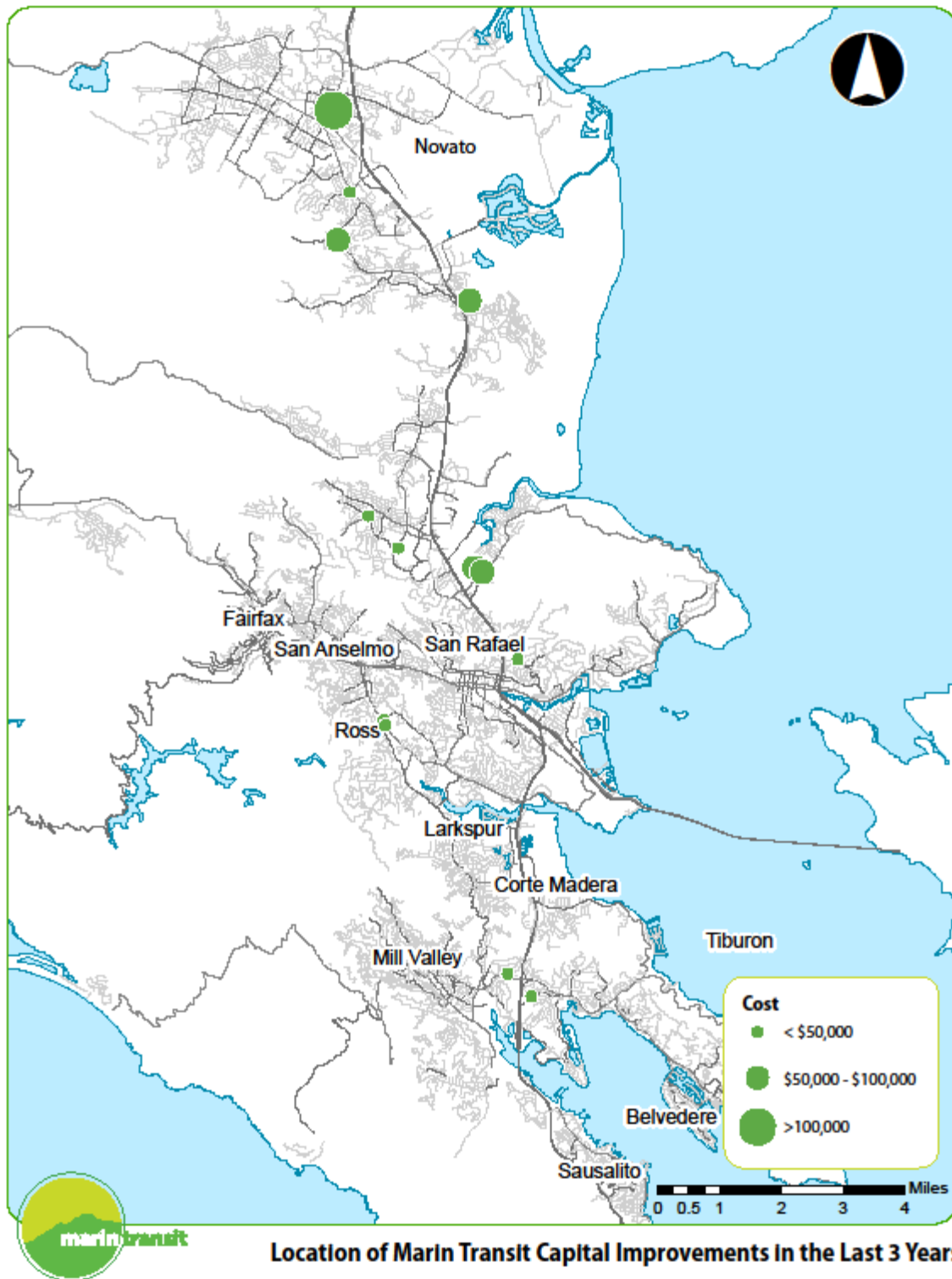
The second component of the State of Good Repair project is to make improvements at Marin Transit local only stops to provide additional passenger amenities including new shelters, benches, signage, roadway repair, and to improve accessibility.

In 2012, Marin Transit initiated State of Good Repair Bus Stop Improvements. In 2015, Marin Transit completed updates to 11 stops. This phase consisted of installation of five new shelters, adding an ADA landing pads at four stops, and one installation of a bus pad in the roadway. Marin Transit completed the final phase of bus stop project with improvements to an additional 14 stops in 2019.

3. **San Rafael Transit Center**

The San Rafael Transit Center (SRTC) is the hub of transit activity in Marin County, and serves over 9,000 average weekday passengers with over 750 bus trips. The facility is shared by Golden Gate Transit, Marin Transit, Sonoma County Transit, Greyhound, and two local airporter services. In 2017, the first phase of passenger rail service started service on SMART (Sonoma Marin Rail Transit). The SMART station in Downtown San Rafael is located across the street from the San Rafael Transit Center. In 2020, SMART extension project was completed and the rail service was extended south to Larkspur and bisect the site where San Rafael Transit Center is currently located. This has created significant impacts to bus operations, pedestrian access, and safety, and limited the amount of space available for buses and riders.

As a result, Marin Transit initiated a larger effort in 2018 to evaluate the long-term relocation of the San Rafael Transit Center and to identify a site for a new transit center and configuration that will provide for the current and future mobility needs of San Rafael and Marin County. The Golden Gate Bridge, Highway and Transportation District is leading the multi-year planning process and narrowed the potential options among sites near the existing transit center. Consultants are conducting further analysis of these options including environmental clearance and preliminary design for the recommended site.



Policy: Vehicle Assignment for Each Mode

All vehicles used in local fixed route service will be Americans with Disabilities Act (ADA) accessible and accommodate at least two wheelchairs and two bicycles. Vehicle size and capacity will be assigned based on demand and passenger load factors. Those routes with the lowest passenger demand will be assigned a 24' cutaway, those with medium or high demand will be assigned a 35' or 40' vehicle. Due to challenging terrain and roadways in rural West Marin, vehicle assignments and features may be adjusted to allow for safe operations.

Performance: This standard is met on all Marin Transit routes.

Public Engagement Process for Developing Policies for Major Service Changes, Disparate Impact, and Disproportionate Burden

At its April 15, 2013 meeting, the Marin Transit Board of Directors considered proposed analysis tools and methods for three Title VI policies, set a public hearing for May 20, and initiated a 45-day public comment period through June 1, 2013. These policies were revised and presented for Board consideration at their June 24th meeting, and included:

Major Service Change Policy to determine what constitutes a major service change, thus triggering a public process.

Disparate Impact Policy that sets a threshold for determining when a detailed service equity analysis must be conducted integral to the public process.

Disproportionate Burden Policy that sets a threshold for determining when the impact of a proposed change in fares on low-income passengers requires a fare equity analysis.

Marin Transit held four public meetings in advance of the May 20, 2013 public hearing, and received very constructive feedback and thoughtful input to assist in developing ongoing Title VI related outreach. The meetings were held in Novato on May 2, San Rafael on May 4 and 8, and Marin City on May 7. Staff sent out media announcements, and distributed posters in Spanish and English. The three proposed Title VI policies were made available and presented at the public meetings. The May 4 meeting was organized in cooperation with Asian Advocacy and included over 20 Vietnamese residents and was conducted through a translator. The May 8 meeting was organized by Grassroots Leadership Network and was conducted simultaneously in Spanish. The May 8 meeting had approximately 25 participants.

Marin Transit's Board of Directors held public hearings at its May 20 and June 24, 2013 board meetings to observe the 45-day public comment period that extended to June 1, 2013. At that time, these policies were presented in draft form with the intent to consider any additional public input regarding these policies in the development of the District's full Title VI Program. With approval of the full Title VI Program, Marin Transit staff requests that the Board approve the three policies.

The Policies on Major Service Change, Disparate Impact, and Disproportionate Burden were updated to reflect public input. In preparation for June 24, 2013 hearing, staff issued public hearing notices in English and Spanish, incorporated input received at the May 20 public hearing, and consulted with representatives of community and advocacy organizations in Marin.

Marin Transit Title VI Civil Rights Policies on Major Service Changes, Disparate Impact, and Disproportionate Burden

As one part of its overall Title VI Program, Marin Transit Board of Directors approves the following policies to analyze the District's fixed route services, to determine the impacts and burdens of future service proposals on affected populations, and to identify potential alternatives.

Marin Transit Policy on Major Service Changes

Prior to Board approval, all major service changes will be subject to an equity analysis that will include an analysis of potential adverse effects to identify whether proposed changes would result in an unequal distribution of burdens or benefits. The FTA Title VI guidance provides examples of types of service changes in Table 1 below.

Table 1: Examples of Service Changes on Bus Routes

<u>Change In Service</u>	<u>Reductions</u>	<u>Additions</u>
Span of Service (at least 30 min.)	Shortening of service day Removal of periods and/or days of service	Increase of service day Additions of periods and/or days of service
Frequency of Service	Removal of trips on an entire line Removal of trips on a line segment (Short Line) Change in bus capacity	Addition of trips on an entire line Removal of trips on a line segment (Short Line) Change in bus capacity
Service Discontinuation	Discontinue service to an area (May be entire line or segment of existing line) Reroute of existing line away from an area	Add service to an area (May be entire line or segment of existing line) Reroute existing line to an area

Source: FTA Circular 4702.1B - TITLE VI REQUIREMENTS AND GUIDELINES FOR FEDERAL TRANSIT ADMINISTRATION RECIPIENTS, issued October 1, 2012

Unless otherwise noted under item (f) EXCEPTIONS, Marin Transit defines a "**Major Service Change**" as follows:

- a. The addition of a new transit route. Reassignment of existing route numbers, including splitting or combining two or more routes, will not constitute a new transit route. However, if the reassignment will impact the number of transit revenue hours or the route path, the criteria (c) and (d) listed below will be considered. Transit revenue hours refers to the amount of time that a bus is available to carry passengers; or

- b. New service on streets not previously used by any route (excluding major arterial streets and streets designated as a truck route); or
- c. Any aggregate change of 30 percent or more of the number of transit revenue hours of a route over a three-year period for the day of the week for which the change is proposed; or
- d. Any changes in the routing of a bus route, when it is in service that alters 40 percent or more of the route's path over a three-year period.
- e. **EXCEPTIONS:** Exceptions to the "**Major Service Change**" defined in (a) through (d) include:
 - i. Changes to a route with productivity that is 50 percent or below of Marin Transit standards in a typical service day are not considered "major," unless service on that route is eliminated completely on any such day. Productivity refers to the number of passengers carried per revenue hour or per trip. Productivity standards are based on Marin Transit's route typology and are presented in Table 2 below, as adopted in the District's Short Range Transit Plan and updated every two years.

Excerpt from Marin Transit Short Range Transit Plan on Productivity Targets by Service Type

Marin Transit has specified productivity goals measured by passengers per hour or trip and based on service typologies, as shown in Table 2, and these will be updated whenever route changes are made.

Table 2: Marin Transit Productivity Goals by Route Typology (as of June 2015)

Typology	Routes (for example)	Target (minimum)
Local Trunkline Service	35, 36, 45, 71	25 passengers per REVENUE HOUR
Local Basic Service	17, 22, 23, 28, 29, 49	20 passengers per REVENUE HOUR
Local Connector Service	19, 51, 219, 228, 233, 251, 257, 259	8 passengers per REVENUE HOUR
Supplemental	113, 115, 117, 119, 125, 126, 127, 139, 151, 154	20 passengers per TRIP
Rural	61, 65, 68 Stagecoach	4 passengers per REVENUE HOUR
Recreational	66 Muir Wood Shuttle	25 passengers per TRIP
Demand Response	Local Dial-a-Ride, Novato Dial-a-Ride	2 passengers per REVENUE HOUR

Source: UPDATED from Marin Transit 2016-25 Short Range Transit Plan

EXCEPTIONS *(continued)*

- ii. Frequency of service (or headway) adjustments of up to 20 minutes that are not combined with changes to a route's revenue hours or path as described in (c) and (d) above.
- iii. Standard seasonal variations, unless the variations, as compared to operations during the previous season, fall within the definition of major adjustments in transit service listed in the criteria (a) through (d) above.
- iv. Introduction or discontinuation of short- or limited-term service as long as the service will be or has been operated for no more than twelve months. These include promotional, demonstration, seasonal or emergency service, or service provided as mitigation or diversion for construction or other similar activities. Emergency service changes include changes to routes or service frequencies that result from a disaster that severely impairs public health or safety; changes

in access to public streets (such as street closures); or the ability of District equipment to travel on public streets.

- v. Restoration of service previously eliminated due to budget constraints, provided the service runs on the same route as it had prior to its elimination, subject to minor deviations that do not exceed the requirements of (a), (b), (c), or (d) above.
- vi. Changes to infrequent, seasonal, or supplemental routes, including supplemental school routes that meet the requirements of (a) or (b).

Marin Transit Policies on Disparate Impact and Disproportionate Burden

Marin Transit will analyze major service change proposals and all fare change proposals to measure and compare the level of adverse effect (loss) or benefit (gain) between minority and non-minority populations and between low-income and non-low-income populations. There are two sources of data for demographic analysis of proposed changes: U.S. Census data and Marin Transit rider survey data. For routes where Marin Transit has conducted passenger surveys, the District will use that data to evaluate relative impacts and burdens of proposed major service and fare changes. When no passenger survey data is available, the District will rely on census data.

As defined under the Federal Civil Rights Act of 1964, discrimination is prohibited based on race, color, and national origin. Those characteristics are considered protected, and persons with those characteristics are referred to as a protected class. The typical measure for determining disparate impact determine the effects of a service change or fare increase based on the proportion of total ridership that consists of members of a protected class. The analysis applies a statistical measure of disparate impact for those affected by a service change or fare increase compared to persons who are not in a protected class.

When Marin Transit uses ridership data to analyze potential impacts, the agency will compare the ridership of the affected route, routes, or route segment to the entire ridership of the local fixed route system. For example, if the ridership of the affected route is 60 percent minority and the system ridership is 40 percent minority, then any changes to the route may have a disparate impact.

a. Definitions of Disparate Impact and Disproportionate Burden

Federal Transit Administration Guidance on Title VI published on October 1, 2012 defines disparate impact and disproportionate burden as follows:

Disparate impact - a neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the transit provider's policy or practice lacks a substantial legitimate justification and where there exist one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin.

Disproportionate burden - a neutral policy or practice that disproportionately affects low-income populations more than non-low-income populations. A finding of disproportionate burden requires the transit provider to evaluate alternatives and mitigate burdens where practicable.

In assessing disparate impact and disproportionate burden, Marin Transit determines adverse impact based on the federal standard described in the Equal Employment Opportunity Commission (EEOC) Uniform Guidelines known as the "four-fifths rule." This standard requires benefits to accrue to protected populations at a rate at least four fifths (4/5) or 80 percent of the rate benefits accrue for unprotected populations. Likewise, adverse effects are to be borne

by unprotected populations at a rate at least four fifths (4/5) or 80 percent of the rate for protected populations.

For the purposes of this policy, the maximum acceptable difference (positive or negative) in level of benefit between protected and unprotected populations is 20 percent. For changes in transit service level or transit fares, this standard applies as follows for minority and low-income populations:

b. Disparate Impact on Minority Populations

If the cumulative impact of a major service change proposal or any fare change proposal requires a minority population to receive benefits 20 percent less or to bear adverse effects 20 percent more than those benefits or adverse effects received or borne by the non-minority population, that impact will be considered a disparate impact.

Here is one example of how Marin Transit would use demographic data of its riders to determine if there is a disparate impact due to a proposed change:

If 30 percent of Marin Transit riders are minority, but a change would cause them to bear 50 percent of the impacts, and non-minority riders would bear 40 percent of the impacts, there may be a disparate impact. This is because minority riders would bear 20 percent more of the impact than their expected share at 30 percent of riders. Since there is a 20 percent difference or disparate impact, Marin Transit would be required to modify proposed changes to avoid, minimize, or mitigate the impact on minority riders.

c. Disproportionate Burden on Low-Income Populations

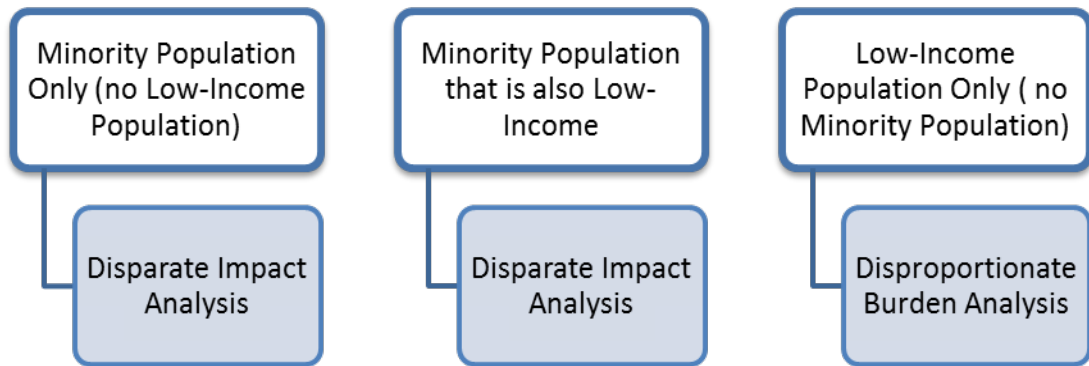
Race, color, and national origin are protected classes under Title VI. While low-income populations are not protected, Marin Transit recognizes the need to evaluate the impacts of service and fare changes on transit-dependent passengers. Marin Transit's disproportionate burden policy is based on a scenario that assumes that Marin Transit's low-income riders and minority riders are two distinct groups.

If the cumulative impact of a major service change proposal or any fare change proposal results in a low-income population receiving benefits 20 percent less, or to bear adverse effects 20 percent more, than those benefits or adverse effects received or borne by non-low-income populations, Marin Transit will consider that impact a disproportionate burden and will take steps to avoid, minimize, or mitigate impacts where possible.

Marin Transit will evaluate the impact of proposed changes to its fare media whether the proposed changes are a proportional (or percent) increase to some or all the agency's current fare categories or a flat fare increase applied to all fares. Marin Transit is not required to do a Title VI fare equity analysis for promotional fare programs that are less than six months in duration.

If the cumulative impact of a proposed major service change or fare change meets the District's approved thresholds for disparate impact or disproportionate burden, Marin Transit will develop a detailed service or fare equity analysis and identify alternatives for the Board to consider prior to approving the proposed change.

When minority populations significantly overlap with low-income populations, Marin Transit will choose to use the disparate impact analysis as outlined in the 2012 FTA Title VI guidance and illustrated in the diagram below.



Source: FTA Circular 4702.1B - TITLE VI REQUIREMENTS AND GUIDELINES FOR FEDERAL TRANSIT ADMINISTRATION RECIPIENTS, issued October 1, 2012

Where Marin Transit identifies disparate impacts due to proposed fare and major service changes, the District will provide a meaningful opportunity for public comment on any proposed mitigation measures. This will include discussion of less discriminatory alternatives that may be available, in advance of any action on the proposals that the Board of Directors may approve.

Results of Service and/or Fare Equity Analyses Conducted

Under the FTA Title VI Guidance, Transit agencies are required to conduct equity analyses for major service changes and fare changes to ensure that those changes do not result in disparate impacts to minority riders or low-income riders bearing a disproportionate burden of the changes. Transit agencies shall submit the results of any major service change and/or fare equity analyses conducted since the submission of its last Title VI Program. Agencies shall also submit documentation such as a board resolution, copy of meeting minutes, or similar documentation with the Title VI Program as evidence of the board or governing entity or official's consideration, awareness, and approval of the analysis.

Marin Transit utilizes the policies in this Title VI Program and the most recent U.S. Census data and ridership data to monitor its system and conduct analyses of proposed fare and service changes. The District has not proposed any major service changes since 2016. Marin Transit conducted an extensive fare equity analysis in 2019 for consideration of proposed changes to fixed route pass prices and mobility management fares and eligibility for low-income assistance programs. Due to its length, staff have attached the completed equity analysis and Board report as an attachment at the end of this Marin Transit 2020-22 Title VI Program. The Board review the equity analysis and approved the staff recommendations on February 3, 2020.



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February 3, 2020

Honorable Board of Directors
Marin County Transit District
3501 Civic Center Drive
San Rafael, CA 94903

SUBJECT: Marin Transit Fare Policies and Marin Access Program Eligibility and Low-Income Fare Assistance Changes and Title VI Analysis

Dear Board Members:

RECOMMENDATION: Review Title VI Fare Equity Analysis and consider adopting changes to Marin Transit fare policies and Marin Access program eligibility and low-income fare assistance.

SUMMARY: As part of the FY 2020-2029 Short Range Transit Plan update, staff performed a comprehensive assessment of fare policies across all programs and evaluated eligibility standards for Marin Access programs.

Staff released a draft Fare Policy, Program Eligibility, and Low-Income Fare Assistance Proposal for public review and comment at your Board's November 18, 2019 meeting. Your Board held a public hearing to receive public comment on the draft proposal on January 13, 2020. Staff has summarized all public and stakeholder comments and provided accompanying responses in an attachment to this letter.

Staff requests that your Board adopt the updated fare and eligibility policies and the Marin Access low-income fare assistance program.

BACKGROUND: In 2016, the District released the *Marin Access Strategic Analysis and Recommendations Study*. This Study recommended changes to the Marin Access fares and eligibility thresholds.

For the 2016 and 2018 Short Range Transit Plans (SRTP), Marin Transit conducted an in-depth assessment of its fare policies and proposed changes. As part of the SRTP 2020-2029, Marin Transit conducted a comprehensive evaluation of fare pricing and policies across all programs and evaluated eligibility standards for Marin Access program to develop changes that will benefit riders and increase the financial sustainability of Marin Transit programs.

Staff weighed previous recommendations and guidelines to ensure they are consistent with regional goals and facilitate transfers with our partner transit agencies. Marin Transit conducted a survey of riders in 2018, prepared a detailed data analysis to develop the recommended

Item 6

fare change proposal, and established the following fare policy and eligibility goals that guided the recommended policy changes:

- Simplify Marin Access program eligibility;
- Encourage pass and Clipper usage over cash payment to streamline and improve operations;
- Offer fare media that incentivizes ridership and simplifies payment;
- Keep fares and subsidy levels commensurate with the services offered across programs;
- Adjust fare assistance programs to maximize social equity and provide mobility options for all Marin residents;
- Maintain cost effectiveness targets by service typology; and
- Keep Marin Transit fare policies consistent with regional efforts to coordinate and integrate transit agencies fares.

The proposed policy changes fall into three categories. Due to the interrelationship between these policies, staff considered updates to the three areas concurrently.

1. Low-income fare assistance (LIFA) for older adults and persons with disabilities:
 - Consolidate eligibility criteria for fare assistance and make it applicable to all Marin Access programs;
 - Registered Medi-Cal participants or riders with income at or below the current Elder Economic Index that correlates with their living situation will be eligible to receive fare assistance;
 - All LIFA eligible riders will receive \$20 in credit each month for use on any of the Marin Access programs. Second phase of fare proposal would increase LIFA monthly credits to \$25 in July 2022; and
 - All Low-Income riders who are eligible for LIFA will be eligible to receive free access to Fixed Route services.
2. Program eligibility for Volunteer Driver and Catch-A-Ride:
 - Standardize eligibility criteria across Marin Access Mobility Management programs to Marin County residents who are either 65+, or are ADA eligible; and
 - New eligibility criteria will apply to all new applicants only, and current clients will be grandfathered into programs.
3. Fare policies for mobility management programs, paratransit and fixed-route services:
 - Eliminate the 7-day Pass for all fare categories, including Adult/Senior/Youth
 - Reduce Adults Monthly Pass prices to \$40 and Senior Monthly Pass price to \$20
 - Increase all paratransit program fares to \$3.00 effective July 2020
 - Increase DAR fare to \$4.00 for the general public, and to \$2 for seniors and persons with disabilities
 - Change Catch-A-Ride fare to \$4.00 base fare plus 100% of fare above \$18.00 (up to \$14 credit per trip); increase trip limit from 8 to 10 per month
 - Increase volunteer driver reimbursement from \$.35/mile (STAR) and \$.40/mile (TRIP) to \$.60/mile
 - Second phase of fare proposal would increase Paratransit and Catch-A-Ride base fares by \$1 more in July 2023

2

Item 6

Corte Madera Community Center, Mill Valley Community Center, Margaret Todd Senior Center in Novato, and West Marin Senior Services at the Dance Palace in Point Reyes Station. These satellite hours were advertised on the District's website and promoted through community partners.

Marin Transit staff prepared a detailed Title VI Fare Equity Analysis for your review and it is provided as **Attachment 1**. Staff's analysis shows that the fare change proposal does not result in a disparate impact on minority riders or a disproportionate burden on low-income riders, based on Marin Transit Title VI Civil Rights Policies on Major Service Changes, Disparate Impact, and Disproportionate Burden, provided as **Appendix A** to the fare equity analysis.

The proposal on Fare Policy, Program Eligibility, and Low-Income Fare Assistance is provided as **Appendix B** to the fare equity analysis. This appendix summarizes the key considerations that staff used to develop the proposal and provides a detailed overview of proposed changes to the District fares and eligibility policies.

With your Board's direction, staff have summarized all public and stakeholder comments with accompanying responses. These are provided as **Appendix D and Appendix E** to the fare equity analysis, respectively.

FISCAL/STAFFING IMPACT: Staff estimates that the proposed changes to fare policies and Marin Access program eligibility and low-income fare assistance will result in the District's fare revenue loss between \$6,000 to \$175,000 in Phase 1 (FY 2021) and \$76,000 in Phase 2 (FY 2024). These amounts are within the anticipated budget under the District's ten-year financial projections.

Respectfully submitted,



Aida Banihashemi
Planning Manager



Amy Van Doren
Director of Policy & Legislative Programs

Attachments:

1. Title VI Fare Equity Analysis of Proposed Changes to Fare and Program Eligibility for Marin Access Paratransit and Mobility Management Programs and Marin Transit Fixed Route Pass Programs for July 1, 2020
2. Marin Transit Fare & Eligibility Policy Change Recommendations Display Boards



**Title VI Fare Equity Analysis of Proposed Changes to
Fare and Program Eligibility for
Marin Access Paratransit and Mobility Management Programs
and Marin Transit Fixed Route Pass Programs
for July 1, 2020**

**Marin Transit
February 3, 2020**

Item 6

Programa de Derechos Civiles para 2020-2022 de Marin County Transit District conforme al Título VI Federal para cumplir con el Comunicado C 4702.1B de la FTA emitido en octubre de 2012

Marin Transit tiene el compromiso de garantizar que ninguna persona sea excluida de participar o que se le nieguen los beneficios de sus servicios sobre la base de raza, color, religión, origen nacional, sexo o edad, según se establezca en el Título VI de la Ley de Derechos Civiles y la Sección 5332 del Título 49 del Código de los Estados Unidos. Conforme a los lineamientos sobre el Título VI emitidos por la Dirección Federal de Tránsito (FTA) el 1º de octubre de 2012, todos los operadores de transporte público que reciban fondos federales está obligados a:

- Garantizar la provisión del nivel y la calidad del servicio de transporte sin distinción de raza, color u origen nacional.
- Identificar y abordar, según sea apropiado, los efectos desproporcionadamente altos y adversos de los programas y las actividades en las poblaciones minoritarias y de bajos ingresos.
- Promover la participación plena y equitativa de todas las poblaciones afectadas en la toma de decisiones sobre el transporte.
- Evitar la negación, la reducción o el retraso de los beneficios relacionados con los programas y las actividades que beneficien a las poblaciones minoritarias o de bajos ingresos.
- Garantizar un acceso significativo a los programas y las actividades para las personas con pocas habilidades en el idioma inglés (Limited English Proficiency: LEP).

El Programa del Título VI de Marin Transit seguirá evolucionando a través de la experiencia adquirida en la realización de análisis de planificación, la evaluación de los impactos de los servicios, y en la implementación de programas de participación incluyentes y actividades de difusión. Cada tres años, Marin Transit actualizará este documento para la Dirección Federal de Tránsito como una constancia del Programa del Título VI más actualizado del Distrito.

Formatos accesibles

Este documento está disponible en formatos accesibles bajo solicitud. Para obtener copias impresas de este documento o información sobre formatos accesibles, por favor comuníquese con: Civil Rights Officer

Marin Transit

711 Grand Avenue, Suite 110

San Rafael, CA 94901 o llame al 415-226-0855 o TDD 711

Declaración de la Política conforme al Título VI de Marin Transit – Aviso al Público

Marin Transit otorga a todos los ciudadanos la igualdad de acceso a sus servicios de transporte. Marin Transit tiene el compromiso de garantizar que ninguna persona sea excluida de participar o que se le nieguen los beneficios de sus servicios sobre la base de raza, color u origen nacional, según se proteja por el Título VI de la Ley de Derechos Civiles de 1964, y sus enmiendas ("Título VI").

Toda persona que crea que ha sido perjudicada por cualquier práctica discriminatoria ilegal conforme al Título VI puede presentar una queja. Para obtener más información sobre el programa de derechos civiles de Marin Transit y los procedimientos para presentar una queja, comuníquese al (415) 226-0855 o TDD 711, envíe un correo electrónico a info@marintransit.org o visite nuestras oficinas en 711 Grand Avenue, Suite 110, San Rafael, CA 94901. Para obtener más información, visite www.marintransit.org

Si se necesita información en otro idioma, póngase en contacto con Marin Transit al (415) 226-0855.

La Política conforme al Título VI de Marin Transit está publicada en sus oficinas administrativas, en los principales centros de conexiones de tránsito ubicados en San Rafael, Marin City, y Novato, y en los vehículos de Marin Transit. También está publicada en el sitio web de Marin Transit en www.marintransit.org

Procedimientos de Queja conforme al Título VI de Marin Transit

Si usted cree que ha recibido un trato discriminatorio por Marin Transit sobre la base de su raza, color u origen nacional, usted tiene el derecho de presentar una queja con el Oficial de Derechos Civiles. La queja debe ser presentada a más tardar 180 días calendario después del supuesto incidente discriminatorio. Este documento y el formulario de queja del Título VI están disponibles en el sitio web de Marin Transit www.marintransit.org

Los documentos que describen la Declaración de la Política conforme al Título VI y los Procedimientos de Queja de Marin Transit se pueden traducir al español bajo solicitud. Por favor llame al (415) 226-0855 o TDD 711.

El método preferido es presentar su queja por escrito, utilizando el Formulario de Queja Conforme al Título VI, y enviarla a:

Civil Rights Officer

Marin Transit

711 Grand Avenue, Suite 110

San Rafael, CA 94901

Las quejas verbales serán aceptadas y transcritas por el Oficial de Derechos Civiles. Para presentar una queja verbal, llame al (415) 226-0855 o TDD 711.

Usted también tiene el derecho a presentar una queja con una entidad externa, como el Departamento de Transporte (DOT), una agencia estatal o federal, o una corte estatal o federal. Si se presenta una queja con Marin Transit y con una entidad externa al mismo tiempo, la queja externa tendrá precedencia sobre la queja presentada en Marin Transit, y los procedimientos de queja de Marin Transit serán suspendidos hasta que se presenten los hallazgos de la entidad externa.

El Oficial de Derechos Civiles de Marin Transit estudiará e investigará todas las quejas conforme al Título VI que estén completas. Una vez que se reciba la queja, Marin Transit la estudiará para determinar si nuestra oficina tiene jurisdicción. Quien presenta la queja recibirá un acuse de recibo informándole si la queja será investigada por nuestra oficina. Se llevarán a cabo medidas razonables para proteger cualquier información que sea confidencial. La investigación puede incluir una revisión de todos los documentos, prácticas y procedimientos pertinentes, así como discusiones de la queja con todas las partes afectadas para determinar la naturaleza del problema. La investigación se llevará a cabo y normalmente se concluirá en un plazo no mayor a 60 días desde la recepción de la queja formal.

En base a la información recibida, el Oficial de Derechos Civiles preparará un informe escrito para su presentación al Gerente General de Marin Transit. En nombre del Gerente General, el Oficial de Derechos Civiles emitirá una de las dos cartas a quien presentó la queja: una carta de cierre o una carta de fallo. Una carta de cierre resume las alegaciones y afirma que no hubo violación del Título VI y que el caso será cerrado. Una carta de fallo resume las alegaciones y las entrevistas sobre el presunto incidente, y explica si ocurrirá alguna acción disciplinaria, entrenamiento adicional del personal o alguna otra acción. Las partes tendrán 14 días calendario desde la fecha de la carta de resultado para apelar. Si quien presenta la queja desea apelar la decisión, puede hacerlo directamente ante el Departamento de Transporte de Estados Unidos, la Comisión de Igualdad de Oportunidad en el Empleo o el Departamento de Empleo y Vivienda Justa de California, según el caso.

Una persona también puede presentar una queja directamente con la Dirección Federal de Tránsito (Federal Transit Administration: FTA), dirigiéndola a: FTA Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590.

Procedimientos de investigación

El Oficial de Derechos Civiles deberá mantener un registro de las quejas conforme al Título VI recibidas, el cual deberá incluir la fecha de presentación de la queja, un resumen de los alegatos, el estado actual de la queja y las medidas tomadas por Marin Transit en respuesta a la queja.

Los documentos que describen la Declaración de la Política conforme al Título VI y los Procedimientos de Queja de Marin Transit se pueden traducir al español bajo solicitud. Por favor llame al (415) 226-0855.

Formulario de Queja conforme al Título VI de Marin Transit

Marin Transit tiene el compromiso de garantizar que ninguna persona sea excluida de participar o que se le nieguen los beneficios de sus servicios sobre la base de raza, color u origen nacional, según se proteja por el Título VI de la Ley de Derechos Civiles de 1964, y sus enmiendas ("Título VI").

Los documentos que describen la Declaración de la Política conforme al Título VI y los Procedimientos de Queja de Marin Transit se pueden traducir al español bajo solicitud. Por favor llame al (415) 226-0855 o TDD 711.

Por favor, proporcione la siguiente información necesaria para procesar su queja conforme al Título VI. Se puede obtener ayuda al solicitarla.

- Nombre de quien presenta la queja _____
- Dirección _____
- Ciudad, Estado y C.P. _____
- Teléfono (casa) _____ (trabajo) _____
- Dirección de correo electrónico _____
- ¿Requiere formatos accesibles? Letra grande Cinta de audio
 TDD Otro
- Persona contra quien se cometió discriminación (si no es quien presenta la queja)
 - Nombre _____
 - Dirección _____
 - Ciudad, Estado y C.P. _____
- ¿Cuál de las siguientes describe mejor la razón por la que cree que se dio la discriminación? ¿Fue por su...?:
 - Raza _____

- Color _____
- Origen nacional _____

▪ ¿En qué fecha ocurrió la presunta discriminación? _____

- En sus propias palabras, describa la supuesta discriminación. Explique lo más claramente que pueda lo que pasó y por qué cree usted que le discriminaron. Describa todas las personas que estaban involucradas. Incluya el nombre y la información de contacto de la(s) persona(s) que le discriminaron (si se los sabe) así como los nombres y la información de contacto de los testigos que hubiera. Incluya la fecha del incidente, el número de la ruta y la dirección del viaje, y la hora en que ocurrió el incidente. Si lo tienes, incluir el número del autobús. Por favor, use la parte de atrás de este formulario si necesita más espacio.

11. ¿Ha presentado esta queja con otra agencia federal, estatal o local, o ante alguna corte federal o estatal? _____ Sí _____ No

12. Si es así, marque todas las que apliquen: _____ Agencia federal _____ Corte federal
 _____ Agencia estatal _____ Corte estatal _____ Agencia local

13. Por favor proporcione la información de contacto de una persona en la agencia o corte donde se presentó la queja.

- a. Nombre _____
- b. Dirección _____
- c. Ciudad, Estado y C.P. _____
- d. Teléfono _____

14. Por favor firme abajo. Puede adjuntar cualquier material escrito u otra información que crea pertinente para su queja.

Firma de quien presenta la queja

Fecha

Envíe o entregue el formulario llenado a:

Civil Rights Officer

Marin Transit

711 Grand Avenue, Suite 711

San Rafael, CA 94901

Title VI Fare Equity Analysis of Proposed Changes to Fare and Program Eligibility for Marin Access Paratransit and Mobility Management Programs and Marin Transit Fixed Route Pass Programs for July 1, 2020

Table of Contents

Executive Summary	124
Background	124
Title VI Requirements	125
Marin Transit’s Title VI Program	126
Developing the Proposal to Change Marin Access Fare Policies and Program Eligibility and Marin Transit Fixed Route Passes	128
Marin Transit Fare Policies and the Short Range Transit Plan	29
Public Participation Before and After the Public Comment Period	29
Adjustments to the Proposal Resulting from Public Outreach and Subsequent Analysis	31
Marin Access Rider Surveys and Client Database as Data Sources	31
Proposed Changes to Marin Access and General Purpose Dial-A-Ride Fares	132
Marin Access Paratransit and Catch-A-Ride Fare Changes Proposed in Two Phases	132
Proposed Changes to Dial-A-Ride Fares	133
Notes on Dial-A-Ride Ride Data	134
Title VI Fare Equity Analysis for Marin Access Program and Dial-A-Ride Fare Changes	134
Marin Access Clients Able to Ride Marin Transit Fixed-Route Services	136
Mitigations for Marin Access Fare Changes	136
Program Eligibility	136
Marin Access Low-Income Assistance Program Changes	137
Proposed Changes to Marin Transit Fixed Route Pass Programs	140
Title VI Equity Analysis of Changes to Marin Transit Pass Programs	141
Eliminating the Weekly Pass	148
Impact of Eliminating Marin Transit’s Six-Month Youth Pass	148
Conclusion	149
Appendix A - Marin Transit Title VI Civil Rights Policies on Major Service Changes, Disparate Impact, and Disproportionate Burden	150

<u>Marin Transit Policy on Major Service Changes</u>	150
<u>Marin Transit Policies on Disparate Impact and Disproportionate Burden</u>	152
<u>Public Engagement Process for Developing Policies for Major Service Changes, Disparate Impact, and Disproportionate Burden</u>	155
<u>Appendix B – Proposal for Changes to Marin Transit Fare Policy, Program Eligibility, and Low-Income Fare Assistance</u>	157
<u>Appendix C – Fare Change Proposal Public Participation Plan Activities</u>	170
<u>Appendix D - Summary of Public Comments from All Sources</u>	174
<u>Appendix E – Summary of Community Partner Meetings and Comments</u>	191
<u>Appendix F - Marin Transit Public Participation Process for Major Service and Fare Changes</u>	196
<u>Appendix G - Marin Access Rider Survey (2018)</u>	198
<u>Appendix H - Fare & Eligibility Policy Change Comment Form</u>	199

Executive Summary

At its February 3, 2020 meeting, the Marin Transit Board of Directors will consider a package of proposed changes to Marin Access Paratransit and Mobility Management Program fares, Marin Access Low Income Fare Assistance, and Marin Transit's fixed route pass programs. The proposal is provided as Appendix A to this report. Marin Transit has conducted a Title VI Fare Equity Analysis of the proposed July 2020 fare changes. This equity analysis evaluates the impacts of the proposed changes and mitigations as a package and applies the District's adopted policies for disparate impact and disproportionate burden.

This report describes the public participation components that led to the fare proposal and those conducted during the public review process as essential to understanding the concerns and priorities of riders. Public input is integral to developing the final staff recommendation and will inform the District's next phase of outreach to explain how the approved changes will alter fare payment, low-income fare assistance programs, and pricing and availability of fixed-route passes.

This equity analysis demonstrates that the overall package of proposed Marin Access fare and fare assistance program changes will not result in a disparate impact or disproportionate burden for minority or low-income clients. The equity analysis of Marin Transit's proposed changes to its fixed route pass programs will substantially benefit Marin Transit's older adult, disabled, minority, and low-income riders. Staff evaluated the relative benefits of the monthly pass price reductions and applied Marin Transit's thresholds for identifying disparate impact and disproportionate burden. The distribution of benefits does not meet the District's thresholds based on data from the 2017 on-board passenger survey.

Background

Marin Transit explored changes to its fare policies in the 2016 and 2018 Short Range Transit Plans (SRTP), and recommended changes to the Marin Access fares and eligibility thresholds in the 2016 Marin Access Strategic Analysis and Recommendations Study. Appendix B of the 2018 SRTP provided guidance on a potential fare change to meet District goals.

For the proposed 2020-2029 SRTP, staff performed a comprehensive assessment of fare policies across all programs and evaluated eligibility standards for Marin Access programs. The goals that guided the development of recommended changes were to:

- Simplify Marin Access program eligibility;
- Encourage use of pass and Clipper electronic fare media over cash payment to streamline and improve operations;
- Offer fare media that incentivizes ridership and simplifies payment;
- Keep fares and subsidy levels commensurate with the services offered across programs;

- Adjust fare assistance programs to maximize social equity and provide mobility options for all Marin residents;
- Maintain cost-effectiveness targets by service typology; and
- Keep Marin Transit fare policies consistent with regional efforts to coordinate and integrate transit agencies fares.

Staff weighed the recommended changes and guidelines to ensure they are consistent with regional goals and facilitate transfers with partner transit agencies. Staff conducted a survey of Marin Access riders in 2017 and 2018 and prepared a detailed data analysis to develop the recommended fare change proposal. The comprehensive review evaluated these three areas in combination:

1. Low-income fare assistance (LIFA) for older adults and persons with disabilities;
2. Program eligibility for demand response programs; and
3. Fare policies for mobility management programs, paratransit, and fixed-route services.

The changing structure of the regional Clipper electronic fare payment program also influenced the recommendations. Marin Transit cannot independently change its fares within the Clipper system as it shares its fare table in Clipper with Golden Gate Transit. All changes to local fares must be agreed upon by both Marin Transit and Golden Gate Transit until Marin Transit is provided independence under Clipper. Based on these factors, staff updated the proposed changes as an important next step in implementing new programs and advanced technologies.

In July 2019, staff provided the Marin Transit Board with an overview of the District's fares and fare policies. At the September and November 2019 meetings, staff summarized current fares and eligibility standards and presented formal recommendations to change fare and eligibility policies. Based on Board feedback, staff updated the draft Proposal on Fare Policy, Program Eligibility, and Low-Income Fare Assistance. The full proposal is included as Appendix B of this report. It summarizes key considerations that guided the proposed changes to the District fares and program eligibility policies.

Title VI Requirements

Title VI of the Civil Rights Act of 1964, Section 601 states: "No persons in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance."

Marin Transit seeks to avoid, minimize or mitigate disproportionately high and adverse impacts on minority and low-income populations. As a recipient of financial assistance from the Federal Transit Administration (FTA), Marin Transit is required to comply with Title VI of the Civil Rights Act of 1964 by evaluating service and fare changes at the planning and programming stages to determine whether those changes have discriminatory impacts, including Disparate Impacts on minority populations and/or Disproportionate Burdens on low-income populations.

In 2012, FTA issued guidance under FTA Circular 4702.1B (Title VI Requirements and Guidelines for Federal Transit Administration Recipients) and Circular 4703.1 (Environmental Justice Policy Guidance

for Federal Transit Administration Recipients) requiring transit agencies to develop policies when they contemplate service or fare changes. Despite being an FTA requirement, a Title VI Equity Analysis does not replace the responsibility for conducting an ongoing process that considers equity among other factors when designing fare changes, service changes, or discretionary policies and programs.

Marin Transit's Title VI Program

Marin County has approximately 250,000 residents, and they are located primarily along the U.S. Highway 101 corridor stretching to Sonoma in the north and San Francisco to the south. Most of Marin County consists of protected open space; national, state, and local parks; and agricultural preservation areas in South and West Marin. Marin Transit carries 3.5 million local transit and paratransit trips each year. Based on a 2017 Marin Transit fixed route passenger survey, approximately 59 percent of local riders are low-income and approximately 71 percent identify as minority or other. Over half of the survey respondents identified as Hispanic (52%).

Table 1 below updates demographic analysis in the District's Title VI Program table with the results of the 2017 On-board Ridership Surveys and 2017 American Community Survey (ACS) data. Consistent with FTA's Title VI guidance, minority population is defined as all persons who self-identify as not white in the US Census and persons who identify as Latino or Hispanic regardless of race. As applied in Marin Transit's 2017 Title VI Program, low-income is defined as households earning less than \$50,000 annually. The countywide average proportion of minorities residing in Marin County is 28 percent. In all cases, Marin Transit routes serve predominantly minority and low-income residents based on passenger survey results and ridership statistics. Marin Transit conducted its most recent onboard passenger survey in 2017, and the most recent survey of Marin Access paratransit and mobility management program clients was conducted in 2018.

The 2017 Board-adopted Title VI Program sets procedures that the District must follow regarding fare and major service change proposals. As defined under the program, major service and fare changes are subjected to an equity analysis to identify disparate and disproportionate impacts. Marin Transit fare change proposals are developed based on a long process of research, survey, and public participation. Before Board approval of any fare change, the District provides a meaningful opportunity for riders and the general public to discuss possible impacts and comment on any proposed mitigation measures. This includes discussion of less discriminatory alternatives that may be available, in advance of any action on the proposals that the Board of Directors may approve.

To comply with the 2012 FTA Title VI guidance, the Marin Transit Board adopted Policies on Major Service Change, Disparate Impact, and Disproportionate Burden for evaluating service and fare changes on June 24, 2013. These three policies established a definition of what constitutes a major service change to require an equity analysis and a statistical threshold to determine whether minority and low-income riders are disproportionately impacted by a service or fare change. These are provided as Appendix A with a description of the public outreach efforts associated with establishing these policies.

Table 1: Demographic Overview of Transit Riders in Marin County

	Transit Rider (Onboard Survey Results)				Marin County % ⁽¹⁾
	2005	2008	2012	2017 ⁽²⁾	
Age					
Persons under 18 years old	18%	25%	21%	11%	20%
Persons between 18 and 65 years	78%	70%	72%	80%	60%
Persons 65 years old and older	4%	5%	7%	9%	20%
Gender					
Female	48%	46%	49%	44%	51%
Male	52%	54%	51%	56%	49%
Household Income					
Under \$25,000	51%	61%	57%	35%	12%
\$25,000 to \$49,999	28%	18%	20%	24%	13%
\$50,000 to \$74,999	10%	8%	7%	12%	12%
\$75,000 or more	10%	13%	16%	29%	63%
Race					
Hispanic	n/a	49%	43%	52%	16%
Caucasian/White	n/a	36%	39%	29%	72%
African American	n/a	9%	7%	7%	2%
Asian	n/a	8%	5%	5%	6%
Other	n/a	5%	6%	7%	4%

Notes: (1) U.S. Census Bureau, 2013-2017 American Community Survey

(2) The 2017 Marin Transit onboard survey did not include Supplemental school routes that were included in previous survey efforts.

Developing the Proposal to Change Marin Access Fare Policies and Program Eligibility and Marin Transit Fixed Route Passes

In 2016, Marin Transit completed an extensive two-year study of its suite of Marin Access programs, including paratransit, the *Marin Access Strategic Analysis and Recommendations Study*. Ten recommendations emerged from this review of programs, rider characteristics, and an analysis of existing and future market conditions. Marin Transit staff worked collaboratively with stakeholders to develop an Action and Implementation Plan guided by these recommendations. The primary stakeholder groups include the Marin County Paratransit Coordinating Council and the Marin Mobility Consortium, which consists of representatives of community and social service organizations, advocates, and riders. Two recommendations from the Study specifically relate to the changes considered in this proposal.

The first Marin Access Study recommendation:

- **Reevaluate fare policies to optimize public subsidy, achieve sustainable programs, ensure fares are equitable (maintains a safety net for low-income), and create pricing that manages consumer demand for services.**

“Fares and fare policies across the Marin Access programs are inconsistent, especially between paratransit and Catch-A-Ride. Paratransit requires a base fare while Catch-A-Ride only requires payment if a trip exceeds a specific length. This structure makes the more convenient program cheaper than the shared ride service for shorter trips.

Changes to Marin Access fare policy could increase revenues, encourage ridership during certain times, and improve fare equity among users. Analysis is needed to consider the effects of any potential changes, particularly on low-income riders and those ‘in the gap,’ living above the Federal Poverty Level but below the Elder Index, and to gauge the response of current and future ridership. Fare policies should be evaluated in tandem with any changes to program eligibility thresholds. Action Items might include: Conduct a Fare Policy SWOT [strengths, weaknesses, opportunities, and threats] analysis, perform customer research, and evaluate alternatives; Reassess fixed route fares for Marin Access users to encourage usage for these services and shift demand during peak hours.”

The second Marin Access Study recommendation:

- **Reassess eligibility thresholds to achieve consistency and equity across all Marin Access and Marin Transit programs.**

“Eligibility for nearly all Marin Access programs differs and creates confusion for the user and inconsistency across the services. Many Marin Access clients also rely on auxiliary services, not operated by Marin Transit, that are subject to their own requirements and eligibility thresholds. Establishing a consistent and clear eligibility process for all Marin Access program is an important step in improving the user experience and ensuring programs are easy to understand and use. Changes to Marin Access eligibility thresholds need to be considered jointly with potential fare policy changes and developed with an understanding of eligibility requirements established by other service providers in the county and the

Bay Area. Action Items might include: Standardize eligibility across Marin Access and Marin Transit services and programs; Develop recommendations for a system-wide low-income fare policy.”

Marin Transit Fare Policies and the Short Range Transit Plan

Marin Transit updates its Short Range Transit Plan (SRTP) every two years. The SRTP is a fiscally constrained five-year blueprint with a ten-year financial outlook. The SRTP is informed by completed and ongoing planning efforts, including the 2016 Marin Access Study and related actions. The Marin Access and Marin Transit fare policy and program proposals build on the principles and priorities of the SRTP and extensive public participation opportunities. These include community-based transportation plans for Marin City in Southern Marin and for the Canal neighborhood in San Rafael and ongoing public participation activities. The 2016, 2018, and 2020 plans reflect the goals and guiding principles for proposed changes to fare policies and programs. Appendix B of this report is from the current draft SRTP proposed for adoption at the Marin Transit Board meeting on February 3, 2020.

Public Participation Before and After the Public Comment Period

Following US Department of Transportation planning regulations, Marin Transit developed a documented public participation plan to provide adequate notice of public participation activities and early and continuous opportunities for public review and comment at key decision points. The federal statutory and regulatory framework creates a proactive program of engagement, interaction, and accountability for decision makers, interested parties, and the public. Fundamental to this program, the District seeks out and considers the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment, healthcare, and other services. The outreach plan in advance of the final recommendation to the Board is fully consistent with the District’s Title VI Program Public Participation Plan.

Marin Transit identified and remedied potential adverse effects based on public input and the established goals for improving the availability and incentives for Marin Access programs. The section discusses the public participation process for developing this proposal and identifying adverse effects.

In addition to workshops and feedback forms, staff participated in stakeholder meetings and events with community organizations and conducted surveys of Marin Access clients. At each event, staff described the proposed fare and eligibility changes in detail, answered questions, and requested input.

Appendix E to this report summarizes all stakeholder and community partner comments and indicates how staff used these comments to revise the draft proposal.

Marin Transit staff provided materials and made presentations to community groups and organizations that serve older adults, the disabled community, and the Spanish-speaking community. Staff provided a detailed Fact Sheet and *Frequently Asked Questions* that describe the proposed changes and information on how to provide input on the proposal. All materials were professionally translated into Spanish.

Notice of the proposed changes and the public hearing were posted inside each Marin Transit and Marin Access vehicle and at major transfer locations, including notice of how to obtain additional information. All notices were posted in English and Spanish.

Marin Transit met with community leaders in the San Rafael's largely Hispanic neighborhood in the Canal District to seek input on how to more effectively reach residents and riders and discuss how to provide information that will assist riders with understanding their fare payment options after the changes are implemented. The Canal Alliance developed and posted a five and a half minute video in Spanish on their Facebook page providing information about the proposal with an interview of Marin Transit staff to answer questions. This dialog will continue in advance of the changes, and staff is scheduled to participate in a neighborhood leadership council that meets regularly.

Marin Transit released a draft Fare Policy, Program Eligibility, and Low-Income Fare Assistance Proposal for public review and comment at the Board's November 18th meeting and requested that they open the formal public comment period and set a public hearing for January 13, 2020.

Public comments on the proposed changes were recorded at the community meetings and travel navigator workshops, transcribed from phone calls and comment cards, and documented from emails and online comment forms. The Marin Transit Board of Directors held the public hearing at its January 13, 2020 meeting where simultaneous professional translation was provided. Staff presented all comments received up until that time. All comments received prior to the public hearing, during the hearing, and up until January 29, 2020 are provided in **Appendix D** along with staff responses.

Options for public input on the draft proposal included an online comment form, mail, email, telephone and in-person. Staff provided notice of these opportunities in Spanish and English in the Marin Independent Journal, inside Marin Transit buses and at major bus stops, on the District's website, and through emails, social media, and community partner newsletters. The Marin Access Fare & Eligibility Policy Change Comment Form is provided as **Appendix H**.

As part of the targeted outreach to riders who may be impacted by this proposal, Marin Transit staff sent postcards via mail to all active Marin Access riders. Staff conducted a series of presentations at Marin Transit's Paratransit Coordinating Council and other community partner meetings, including the Marin Mobility Consortium and the Canal Alliance. Since November 2018, Marin Transit staff provided information and engaged Marin Access clients at scheduled satellite hours at the San Geronimo and San Rafael Community Center and at Pickleweed in the Canal neighborhood through December. Staff conducted additional satellite hours in January at the Corte Madera Community Center, Mill Valley Community Center, Margaret Todd Senior Center in Novato, and West Marin Senior Services at the Dance Palace in Point Reyes Station. These satellite hours are advertised on the District's website and promoted through community partners.

[Adjustments to the Proposal Resulting from Public Outreach and Subsequent Analysis](#)

Based on input from the Marin County Paratransit Coordinating Council, staff changed the recommended criteria for determining eligibility for the low-income fare assistance program. Originally,

staff proposed using 200 percent of the federal poverty index. PCC members requested that Marin Transit utilize the Elder Economic Index as more suitable for Marin County and clients of Marin Access programs. The Elder Economic Index is based on annual household income depending on household size and ownership or renter status. For Marin County, a one-person household owner with no mortgage and an income of \$22,272 or less will be eligible for the Low-Income Fare Assistance Program or LIFA. The proposed use of the Elder Economic Index for LIFA is also consistent with the County of Marin's policy to increase its use of this Index in planning and program eligibility.

Marin Access Rider Surveys and Client Database as Data Sources

Marin Access rider surveys are administered annually via US Mail. To ensure at least a 20 percent response rate, Travel Navigators administer some surveys via phone. The surveys are sent to all active riders (i.e. those that have taken a trip on one of the Marin Access services within the past year). Data is from the 2017 and 2018 rider survey. Staff cleaned this data to remove duplicate responses and retain the most recent response. Respondents self-report their income, race/ethnicity, and whether they use a particular Marin Access service.

The Marin Access Travel Navigator Database (MA-TN) houses all applicant information reported at the time of application, with periodic updates to client records based on subsequent information received. Applicants self-report income, or income was inferred by eligibility for SSI and/or Marin Access Low Fare Assistance Program info. Race/ethnicity is not requested or reported at intake. Data used for the analysis is from the most recent backup of the MA-TN Database on January 21, 2020. There were 10,930 registered and 'active' clients in the database. Clients are marked inactive when staff learn that a client has moved or is deceased.

In the Marin Access 2017 and 2018 Rider Survey, respondents self-reported their use of paratransit, income, and race/ethnicity. The Rider Survey data does not differentiate ridership between mandated paratransit and paratransit trips beyond the mandated service area. Marin Access has referred to these as "paratransit, extended." The proposed fare changes eliminate this separate fare category. The 2018 Marin Access Rider Survey is provided as **Appendix G**.

Table 2: Marin Access Client Survey Participation (2017 and 2018)

	2017	2018
Total Surveys Mailed	1750	1996
Target Response Rate	Unknown	20%
Surveys Needed	-	399
Surveys Received	347	272
Completed by Phone	-	130
Actual Response Rate	20%	20%

For the Catch-A-Ride data, respondents self-reported their use of the service, income, and race/ethnicity.

Proposed Changes to Marin Access and General Purpose Dial-A-Ride Fares

Marin Access Paratransit and Catch-A-Ride Fare Changes Proposed in Two Phases

If approved by Marin Transit, the first phase will be effective July 1, 2020 on Marin Access Paratransit and Catch-A-Ride. Phase 2 would go into effect three years later on July 1, 2023.

Phase 1 proposes that fares for ADA-mandated and non-mandated paratransit trips will increase to \$3.00. Currently, ADA-mandated trips are priced the same as fixed route adult fares at \$2.00 per trip. Non-mandated paratransit trips are priced at \$2.50. Marin Transit adult fixed route and paratransit fares have been held constant since 2004. Going forward there will be no differentiation in fares for mandated and non-mandated paratransit.

The second phase will be effective July 2023 and is proposed to further increase the per trip paratransit fare from \$3.00 to \$4.00. The Catch-A-Ride program subsidies will also change in Phase 2. **Table 3** below provides the current and proposed fare and subsidy structure for Catch-A-Ride.

Table 3: Proposed Changes to Catch-A-Ride Subsidized Same-Day Taxi Service

Current Catch-A-Ride	Phase 1	Phase 2
Free up to \$14.00/\$18.00	\$4.00 + 100% of fare above \$18.00	\$5.00 + 100% of fare above \$19.00
Limit of 8 trips/month ⁽¹⁾	Limit of 10 trips/month	Limit of 10 trips/ month
Note: (1) Qualified low-income riders get an additional \$4.00 in subsidy per ride or free rides up to \$18.00.		

The Catch-A-Ride is provided for ADA-eligible riders as a convenient same-day service alternative to paratransit and to older adults based on age requirements. At no charge to the rider, this service currently provides up to \$18 in distance-based service per trip for low-income riders and \$14 for those who are not low-income. In both cases, riders are limited to eight trips per month. The proposal alters the fare structure by adding a \$4.00 fare per trip with subsidy of \$14 per trip. Above \$18, the rider will pay 100 percent of the trip cost. At \$14, the subsidy per trip will remain the same as currently provided for those who are not low-income. The number of subsidized trips for each client will increase from eight to ten trips per month, a 25 percent increase.

In Phase 2, the base fare is proposed to rise from \$4.00 to \$5.00 beginning in July 1, 2023. The rider will pay 100 percent of the trip cost above \$19.

Proposed Changes to Dial-A-Ride Fares

The fares for the two rural Dial-A-Rides and the Novato Dial-A-Ride (DAR) are proposed to change on July 1, 2020. The Novato DAR offers an on-demand shuttle for travel within the City of Novato with curb to curb service. Currently, the Novato DAR per trip fares are the same as on Marin Transit's fixed route services at \$2.00 for Adults and \$1.00 for Senior, Disabled, and Youth riders. Marin Transit is proposing to increase the fare on the Novato Dial-A-Ride to \$4.00 for Adults and \$2.00 for Senior, Disabled, and Youth riders.

The Dillon Beach/Tomales Dial-A-Ride operates one round trip per week on Wednesdays by reservation. It provides curb-to-curb pick-up and drop-off service between Dillon Beach, Tomales, and Petaluma in Sonoma County. The Point Reyes Dial-A-Ride operates two round trips per month on the first and third Mondays, by reservation. It offers curb-to-curb pick-up and drop-off service between Point Reyes Station and Novato.

The current fare for the two rural services is \$2.50 each way. For both rural Dial-A-Ride services, Marin Transit is proposing to raise the one-way fare to \$4.00 for Adults and to lower the fare for Senior, Disabled, and Youth riders to \$2.00.

Notes on Dial-A-Ride Ride Data

Dial-A-Ride ridership information is from the trip history for calendar years 2017 and 2018. Marin Transit does not collect income or race/ethnicity information from these riders. Date of birth is collected from riders that disclose this information at the time of trip scheduling or based on information Marin Transit has if the rider is eligible for Marin Access Paratransit. Dial-A-Ride and Marin Access Paratransit are both scheduled using TripSpark PASS. To determine data for use in the Fare Equity Analysis, staff combined trip history data with Marin Access Travel Navigator Database information to determine whether a rider reported minority and/or low-income status.

Title VI Fare Equity Analysis for Marin Access Program and Dial-A-Ride Fare Changes

Based on survey data, **Table 4** below indicates that the burden of the fare increase is shared equally among Marin Access riders. There is no difference between the impact to minority and low-income clients and those who are not. Based on Title VI guidance, there is no disparate impact or disproportionate burden.

Table 4: Marin Access Survey Data and Fare Equity Analysis for Phase 1 (July 1, 2020)

Marin Access Programs	Ridership Information (Numbers)				Fare Information				Average Fare Change			
	Minority	Non-minority	Low-income	Non low-income	Current fare	Proposed fare	Fare change %	Fare change absolute	Minority	Non-minority	Low-income	Non low-income
Paratransit	86	369	317	53	\$2.00	\$3.00	50%	\$1.00	\$86.00	\$369.00	\$317.00	\$53.00
Non-Mandated Paratransit					\$2.50	\$3.00	20%	\$0.50				
Catch-A-Ride subsidized taxi	49	241	190	47	Distance-based, variable fare	\$4.00		See Table 3				
Dial-a-Ride, Seniors	Unknown	Unknown	99	1	\$1.00	\$2.00	100%	\$1.00			\$99.00	\$1.00
Dial-a-Ride, Adults	Unknown	Unknown	Unknown	Unknown	\$2.00	\$4.00	100%	\$2.00				
Dial-a-Ride, Rural	Unknown	Unknown	2	0	\$2.50	\$4.00	60%	\$1.50			\$2.00	\$0.00
								Average	\$1.00	\$1.00	\$1.00	\$1.00
								Percent Increase	50%	50%	50%	50%

Marin Access Clients Able to Ride Marin Transit Fixed-Route Services

Table 5 provides data from two sources for Marin Access older adult and disabled clients who report that they ride Marin Transit fixed route services when they are able to do so. The rider survey and Travel Navigator database are consistent in finding that those riders are primarily low-income. Currently, Marin Transit’s monthly pass for senior /disabled passengers is \$25. Marin Transit is proposing to further lower the price of this monthly pass to \$20. As discussed in the Marin Low-Income Assistance Program section below, eligible low-income clients will receive a free Marin Transit Monthly Pass for access to all local Fixed Route services.

Table 5: Marin Access Survey, Clients Who Ride Fixed Route Services

Data Sources	Responded to Race / Ethnicity Question	Minority	Non-Minority	Responded to Income Question	Low-Income	Non Low-Income
(1) Marin Access Rider Survey	157	28	129	130	107	23
(2) Travel Navigator Database	N/A	Unknown	Unknown	135	127	8

- (1) Marin Access 2017 + 2018 Rider Survey. Self-reported use of fixed route, income, and race/ethnicity.
- (2) Travel Navigator Database through 1/22/2020. This houses all applicant information. Applicants self-report income or was inferred by eligibility for SSI or Marin Access LIFA. Race/ethnicity is not currently requested or reported at intake.

Mitigations for Marin Access Fare Changes

Program Eligibility

One of the recommendations from the 2016 Strategic Analysis Study was to make program eligibility consistent across Marin Access mobility programs. Paratransit eligibility will continue to follow ADA requirements. In all cases ADA-paratransit riders are eligible to ride the other programs. In terms of age, eligibility for Volunteer Driver Reimbursement Programs will increase from 60+ to 65+. There will be no impact on those who currently utilize these programs as they will remain eligible. Catch-A-Ride will be

open to all riders age 65+. The current and proposed program eligibility criteria are summarized below in **Table 6**.

Table 6: Current and Proposed Marin Access Program Eligibility Criteria

Demand Response Program	Current Eligibility Criteria	Proposed Eligibility Criteria	Applies to
Local Paratransit (mandated and extended)	Marin County resident or visitor and approved for ADA service based on ability-based evaluation	No Change	No Change
Volunteer Driver Reimbursement Programs (STAR & TRIP)	Marin County resident, age 60+ -or- ADA approved	Marin County Resident, age 65+ -or- ADA approved	<ul style="list-style-type: none"> Existing clients are grandfathered into programs New eligibility criteria apply to all new applicants
Catch A Ride	Marin County resident, age 80+, or 60-79 and no longer driving -or- ADA approved	Marin County Resident, age 65+ -or- ADA approved	No Change
Marin Transit Connect Dial-A-Ride	None (General Public Services)	No Change	No Change

Marin Access Low-Income Assistance Program Changes

Table 7 below summarizes the current eligibility and proposed changes for the Low-Income Assistance Program (LIFA) serving Marin Access clients. These changes are intended to provide consistency and to substantially offset the burden on low-income clients of the increase in paratransit fares. The eligibility requirements and financial assistance benefits for paratransit and Catch-A-Ride are combined and will rely on the Elder Economic Index or qualification for Medi-Cal.

New Financial Assistance for LIFA-eligible Marin Access Clients

Under the proposal, all LIFA eligible clients will receive a \$20.00 credit each month for use on all Demand Response programs. These include Paratransit, Catch-A-Ride, Marin Transit Connect, and the Dial-A-Rides serving Novato, Point Reyes, and Dillon Beach/Tomaes. LIFA clients will also receive a free Marin Transit Monthly Pass to ride all local Fixed Route services.

**Table 7: Low-Income Fare Assistance
Programs Current and Proposed**

	Paratransit	Catch A Ride	Proposed Low-Income Fare Assistance
Program Eligibility⁽¹⁾	Marin County resident or visitor and approved for ADA service based on ability-based evaluation	Marin County resident, age 80+, or 60-79 and no longer driving -or- ADA approved	Marin County Resident, age 65+ -or- ADA approved
LIFA Eligibility Threshold	SSI Eligibility ⁽²⁾	Income Tied to Elder Economic Index ⁽³⁾	Income tied to Elder Economic Index ⁽³⁾ or Medi-Cal Qualified
Financial Assistance	Ticket booklets valued at total of \$40 per quarter	Additional \$4 subsidy per ride (up to \$32 per month)	<ul style="list-style-type: none"> ▪ \$20.00 in credit each month for use on all Demand Response programs.⁽⁴⁾ ▪ Monthly Pass for free access to Fixed Route.
Documentation Required to Demonstrate Eligibility	SSI Eligibility Letter	Self-Reported	<ul style="list-style-type: none"> ▪ Medi-Cal status can be confirmed with County of Marin ▪ Proof of age/address/ income required (documentation can include SSI letter, AGI from federal income tax forms, recent paystubs, Marin County General Assistance Letter, etc.)
Program Applicability	Paratransit Only	Catch-A-Ride Only	All Programs that require a fare

Process	Two 10-ticket/ride booklets mailed to participant on a quarterly basis by Travel Navigators	Additional subsidy applied at booking beyond CAR subsidy	Credit added into e-wallet account to scheduling software and applied at time of booking; Fixed Route monthly pass distribution TBD	Table 7
Delivery	Paper, manual process	None - managed through Access database	None - managed through scheduling software	
Eligibility Renewal	N/A	N/A	Annual	

Notes:

- (1) Recipients of LIFA must apply and be approved for one of the Marin Access programs including ADA paratransit, Volunteer Driver, or Catch-A-Ride.
- (2) The income limit for SSI is the federal benefit rate (FBR), which is \$771 per month/\$9,252 annually for an individual and \$1,157 per month/\$13,884 for a couple in 2019.
- (3) Based on annual household income: \$22,272 / 1-person household, Owner w/o Mortgage.
- (4) Demand Response programs include Paratransit, Catch-A-Ride, Connect, Novato Dial-A-Ride, and Point Reyes Dial-A-Ride and Dillon Beach Dial-A-Ride (in West Marin).

Proposed Changes to Marin Transit Fixed Route Pass Programs

Marin Transit has analyzed data on fixed route fare payment methods from its most recent on-board passenger survey in 2017. This is summarized in **Table 8**, below. Marin Transit used the survey data to identify the fare media usage distinguished by rider characteristics, i.e. minority and low-income.

Minority populations are those who identified themselves as American, Indian or Alaskan Native, Asian, Black or African American, Hispanic or Latin, Native Hawaiian or Other Pacific Islander. Consistent with the Marin Transit 2017 Title VI Program, low-income is considered as households that earn less than \$50,000 annually.

The 2017 passenger survey data did not differentiate between Adult, Senior/Disabled and Youth Local Passes or 1-day, 7-day, or monthly categories.

Table 8: Survey Results for all Marin Transit Fare Payment Methods by Minority and Income Status, Actual Total Reported Methods

Fixed Route Passes (Day, 7-Day, or 31-Dday)	Ridership Information (Numbers)				
	Minority	Non-minority	Low-income (below \$50,000)	Non low-income (\$50,000 or more)	Total Surveys
Marin Local Pass, Adult	49	19	36	24	1,214
Marin Local Pass, Youth	4	2	2	1	
Marin Local Pass, Senior/Disabled	11	13	15	3	
Cash	529	182	464	124	
Clipper Electronic Card	113	82	127	42	
Regional Discount Card for Disabled Passengers	9	13	15	2	
College Pass	53	35	55	14	
Youth Pass	83	10	38	17	
Total	851	356	752	227	

Based on 1,214 surveys, **Table 9** shows the percentage of reported Pass program participants out of the total reported fare payment methods by minority and income status.

Table 9: Survey Results for all Marin Transit Pass Program Methods by Minority and Income Status, As a Proportion of Total Reported Methods

Fixed Route Passes (Day, 7-Day, or 31-Day) Combined	Ridership Information (%)				
	Minority	Non-minority	Low-income (below \$50,000)	Non low- income (\$50,000 or more)	Total Surveys
Marin Local Pass, Adult	5.8%	5.3%	4.8%	10.6%	1,214
Marin Local Pass, Youth	0.5%	0.6%	0.3%	0.4%	
Marin Local Pass, Senior/Disabled	1.3%	3.7%	2.0%	1.3%	

Title VI Equity Analysis of Changes to Marin Transit Pass Programs

Table 10 below estimates the proportion of minority and low-income riders who purchase Marin Transit Passes, by applying the proportions in the 2017 survey data and actual pass usage in fiscal year 2017. This provides context for evaluating the relative impacts of the proposed changes to Marin Transit Pass programs.

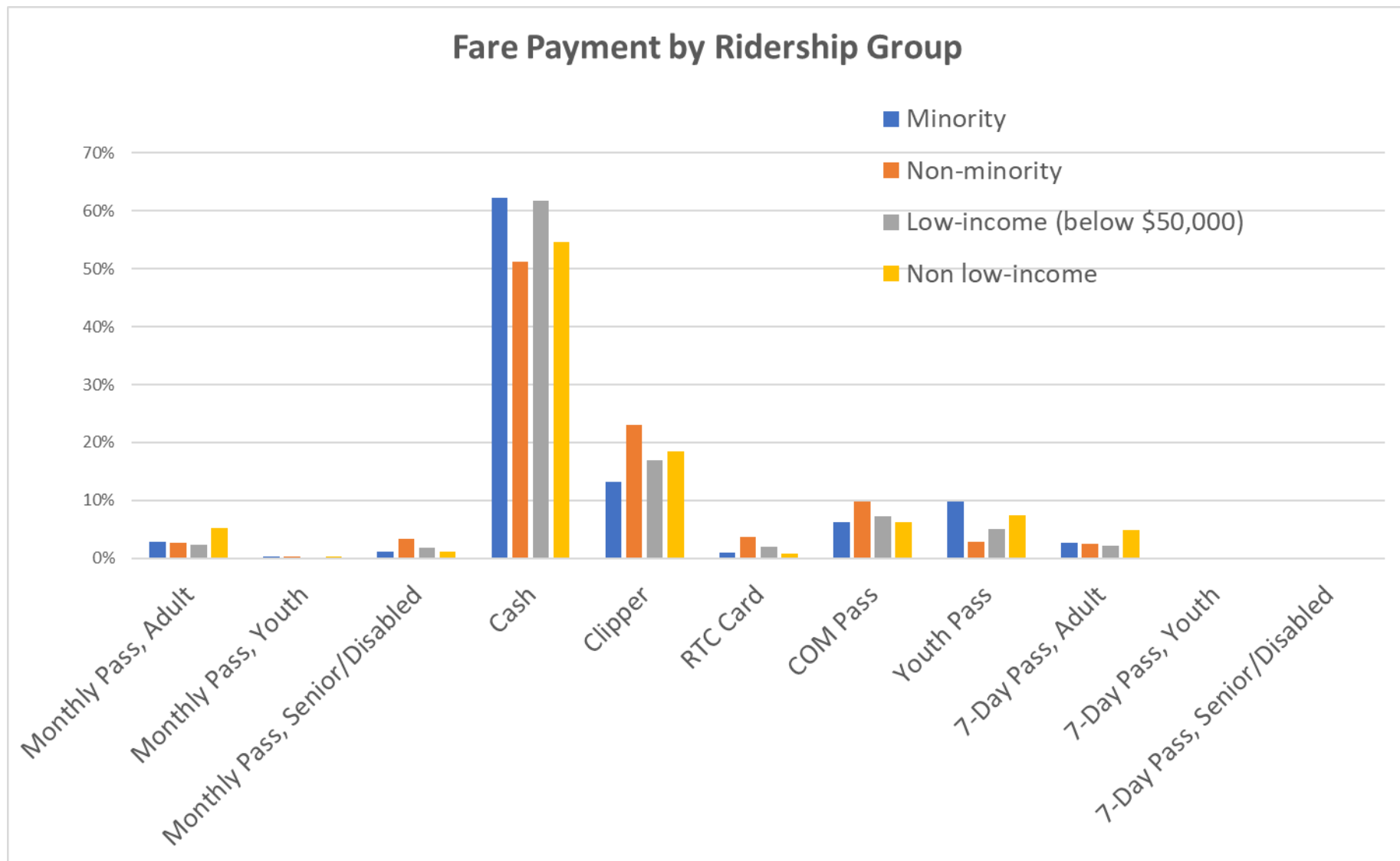
The District is proposing to cut the price of an Adult monthly pass from \$80 to \$40 and the monthly pass for Senior/Disabled passengers from \$25 to \$20. The Youth pass is proposed to be eliminated, as there is no demonstrated use. The 7-Day Pass program is proposed to be eliminated. This section analyzes these proposals and describes the FTA guidance for determining disparate impact on minority populations and disproportionate impact on low-income populations.

Table 10: Proportion Using Marin Transit Passes Based on Overall Fare Payment Methods Used by Minority and Low-Income Riders

Fare Payment Methods	Ridership Information (%)			
	Minority	Non-minority	Low-income (below \$50,000)	Non low-income
Monthly Pass, Adult	3%	3%	2%	5%
Monthly Pass, Youth	0%	0%	0%	0%
Monthly Pass, Senior/Disabled	1%	3%	2%	1%
Cash	62%	51%	62%	55%
Clipper Electronic Fare Card	13%	23%	17%	19%
Regional Discount Card for Disabled Riders (RTC)	1%	4%	2%	1%
College of Marin (COM) Pass	6%	10%	7%	6%
Annual & Semester Youth Pass *	10%	3%	5%	7%
7-Day Pass, Adult	3%	2%	2%	5%
7-Day Pass, Youth	0.1%	0.1%	0.1%	0.11%
7-Day Pass, Senior/Disabled	0.0%	0.1%	0.1%	0.01%

***Under Marin Transit's Annual and Six-Month Youth Pass Program, 94% of passes are distributed free to eligible low-income students. See page 25 of this report.**

The data from **Table 10** is displayed as a chart on the following page and shows the low usage of Marin Transit Monthly and Weekly Passes compared to cash fares and use of the regional electronic Clipper card.



In **Table 11**, staff uses the results of the 2017 on-board passenger survey to analyze the potential for disparate impacts based on minority status or disproportionate burden based on low-income (those reporting annual household incomes below \$50,000). The analysis finds that the reduction in the price of monthly passes provides significant net benefits to each population. Based on the survey responses, minority riders will experience more benefits than non-minority. Minorities will experience 60 percent of the benefit from the reductions and non-minority riders will experience 40 percent. The results for low-income riders who purchase monthly passes are reversed. Low-income riders will experience 43 percent of the overall benefit while non-low income riders will experience 57 percent of the benefit. Marin Transit's policy on disproportionate burden has a threshold of 20 percent variance in the relative burden or benefit of a fare change. The equity analysis is described in detail below.

Note that this analysis is based on a statistically small number of surveyed riders who purchase monthly passes. For example, of those surveyed 18 identified as low-income and 12 identified as not low-income.

FTA requires Marin Transit to document the percentage change and the absolute change in fares to determine the relative distribution of benefits or burdens. Under FTA guidance, an agency multiplies the fare increase or decrease of each specific fare with the number of riders for each specific fare.

Using the data in **Table 11**, this calculation is (\$40)(24 minority riders), then (\$40)(9 non-minority riders) and (\$40)(18 low-income riders) and (\$40)(12 non low-income riders). The results of multiplying these figures show the distribution of average monthly benefit of the pass price reductions, as follows:

- \$27.29 for minority pass purchase;
- \$19.09 for non-minority pass purchasers;
- \$23.94 for low-income pass purchasers; and
- \$30.94 for non-low income pass purchasers.

FTA guidance specifies that the transit agency add the average fare changes and divide them by the total number of riders in that category. The average minority ridership decrease is \$29.70, which is derived by adding \$960 and \$50 (\$1,010) and dividing that figure by the total number of minority monthly pass purchasers (34, excluding the youth pass category).

The next step is to add the average pass price decrease for minority and non-minority (\$29.70 and \$20) and divide the minority rider figure and non-minority figure separately by the aggregate figure (\$49.70). This is used to determine the percentage decrease for minority and non-minority riders from the average reduction in the cost of the monthly pass calculated as $\$29.70/\49.70 minority and $\$20.00/\49.70 non-minority. Based on the survey responses, the results indicate that minority riders will receive 60 percent of the benefit and non-minority riders will receive 40 percent. Minority riders will benefit substantially more than non-minority riders, and there is no disparate impact from the monthly pass price reduction. The 2017 survey indicated that 71 percent of Marin Transit identify as non-white. Marin Transit anticipates that the price reduction will provide an additional incentive for minority riders to purchase a monthly pass.

Staff repeated this calculation for low income and non-low income riders, using \$24.68/\$57.68 to determine the share of benefits for low-income riders and \$33.00/\$57.68 to determine the share of benefits for non-low income riders. Based on the survey responses, these results indicate that low-income riders will receive 43 percent of the benefit and non-low income riders will receive 57 percent.

The percentage difference in benefit for low-income versus non-low-income riders is 14 percent. This figure is within Marin Transit's threshold for disproportionate burden, which is 20 percent. According to the 2017 on-board survey, 59 percent of Marin Transit riders are from low-income households.

Marin Transit anticipates that cutting the price of the Adult Monthly Pass from \$80 to \$40 will provide an incentive for a higher proportion of low-income riders to purchase a monthly pass. The \$40 pass price is two times the current weekly pass price of \$20.

These results are shown in **Table 11**, below.

Table 11: Title VI Equity Analysis of Fixed Route Pass Program Changes, On-Board Survey

2017 Fixed Route Survey Findings (out of 1214 surveys)	Fare Information				Average Fare Change				Relative Distribution of Fare Change by Category			
	Minority	Non-minority	Low-income (below \$50,000)	Non low-income	Current fare	New fare	Fare change %	Fare change absolute	Minority	Non-minority	Low-income	Non-low-income
Monthly Pass, Adult	24	9	18	12	\$80.00	\$40.00	-50%	\$40.00	\$960	\$360	\$720	\$480
Monthly Pass, Youth	3	1	1	1	\$40.00	\$40.00	0%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Monthly Pass, Senior/Disabled	10	12	14	3	\$25.00	\$20.00	-25%	\$5.00	\$50	\$60	\$70	\$15
Average benefit for each category									\$29.70	\$20.00	\$24.68	\$33.00
Percent benefit by category									60%	40%	43%	57%

Table 12: On-Board Survey of Marin Transit 7-Day Pass Purchases, by Category

2017 Fixed Route Survey (out of 1214 total surveys)	Minority	Non-minority	Low-income (below \$50,000)	Non low-income	Pass Price	Proposed Action
7-Day Pass, Adult	22	9	16	11	\$20.00	Eliminate
7-Day Pass, Youth	1	0	0	0	\$10.00	Eliminate
7-Day Pass, Senior/ Disabled	0	0	1	0	\$10.00	Eliminate

Eliminating the Weekly Pass

Table 12 above summarizes the number of fixed-route passengers that stated that they purchased a 7-Day Pass in the 2017 on-board surveys by minority and low-income status. Out of 1214 surveys, 49 passengers or four percent responded that they purchased the 7-Day Pass. Based on actual recorded use of the 7-Day Pass, less than one percent of all Marin Transit riders use this pass.

The proposal eliminates Marin Transit's seven-day passes for all categories. The price is currently \$20 for adults, which is equivalent to an \$80 monthly pass. The fare proposal cuts the price of adult monthly passes by 50 percent, from \$80 down to \$40. The monthly pass for youth will be rolled into the adult pass and the price will be the same. By cutting the monthly pass price in half, Marin Transit hopes to incentivize ridership in two ways. First, promote the purchase of a \$40 monthly pass. Second, encourage more passengers to take advantage of the fare discounts that accompany use of the regional Clipper Electronic Fare Card. Clipper provides a ten percent discount per trip.

The current weekly pass for Senior and Disabled riders is \$10, and the monthly pass is \$25. The proposal will reduce the price of a monthly pass to \$20. This is equivalent to the price of two current weekly passes. For Youth, the current weekly pass price is also \$10. The monthly pass for youth riders will remain at \$40.

Impact of Eliminating Marin Transit's Six-Month Youth Pass

Marin Transit has offered a school-based Youth Pass program to Marin County students for the past ten years. In fiscal year 2018/19, over 4,600 youth pass "stickers" were distributed to 33 participating public and private schools. Of these, 49 were for six-month passes. The six-month stickers distributed constitute just one percent of the total distributed. The six-month pass costs \$175, and the annual pass costs \$325. The annual pass provides a 5-10 percent discount for students who ride Marin Transit daily to and from school. Students whose families demonstrate income restrictions similar to the State-administered free and reduced-price meal program participate in the Youth Pass Program at no charge. Of the 49 six-month passes issued, 39 were purchased and ten were issued to students for free.

Based on the District's annual report, *Analysis of the 2018-19 Marin Transit Youth Pass Program*, 94 percent of all Marin Transit youth passes are distributed for free to low-income students. Only six percent of the youth passes were purchased. Marin Transit has data that tracks youth flash pass usage. However, that data does not distinguish between the two categories of youth passes (the six-month and annual youth pass).

As part of the proposed changes to Marin Transit passes, the District proposes eliminating the six-month pass. The free pass program for income-eligible students will remain unchanged.

Youth who are not eligible for the free pass program will continue to have the option to purchase the \$1.00 youth cash fare, a monthly pass at the current price of \$40, or to purchase the annual pass. Marin Transit anticipates there will be minimal impacts due to eliminating the six-month youth pass. There will be no impact on low-income students due to the availability of the free pass program.

Conclusion

Using the results of the Marin Access rider survey, the fare equity analysis of the proposed increase in Paratransit fares indicates that the burden of the fare increase is shared equally among Marin Access riders. There is no difference between the impact to minority and low-income clients and those who are not and, therefore, no disparate impact or disproportionate burden. At the same time, Marin Transit has identified a package of mobility program incentives and revisions to the Marin Access Low-Income Fare Assistance program that mitigate the impacts. These will increase subsidies for alternative and premium mobility options while clarifying program eligibility for low-income clients using the Elder Economic Index. Low-income eligible clients who are able to ride fixed route services will receive free monthly passes.

Based on analysis of 2017 Marin Transit fixed-route survey responses, minority riders will receive 60 percent of the benefit and non-minority riders will receive 40 percent from the reductions in monthly pass prices. This indicates that minority riders will benefit substantially more than non-minority riders, and there is no disparate impact from the monthly pass price reduction. In the 2017 survey, 71 percent of Marin Transit riders stated that they were either minority or other. Marin Transit anticipates that the reduced monthly pass price will lead to more participation from minority riders.

For Marin Transit's low-income riders, the equity analysis indicates that low-income riders will receive 43 percent of the benefit and non-low income riders will receive 57 percent. The difference in benefit for low-income and non-low-income riders is 14 percent and within Marin Transit's threshold for determining disproportionate burden, which is 20 percent.

The 2017 on-board survey found that 59 percent of Marin Transit riders are from low-income households. Marin Transit anticipates that reducing the Adult Monthly Pass from \$80 to \$40 will increase the incentive for low-income riders to purchase a monthly pass.

Marin Transit is prepared to conduct a thorough, multi-faceted public education campaign in Spanish and English after changes are approved by the Board. Marin Transit anticipates implementing the fare proposal package on July 1, 2020. The District will monitor changes in travel behavior and program participation by minority and low-income Marin Access eligible clients and identify any unanticipated impacts. Marin Transit meets regularly with the Marin County Paratransit Coordinating Council and the Marin Mobility Consortium. These meetings provide a forum for discussing the impacts of the changes and identifying improvements. The District will continue to use rider survey data and review comments from Marin Access and Marin Transit fixed-route riders and monitor Pass program usage. Staff will develop future recommendations for improvements, as needed, to ensure that Marin Transit is meeting its goals and maximizing mobility for its most vulnerable riders.

Appendix A - Marin Transit Title VI Civil Rights Policies on Major Service Changes, Disparate Impact, and Disproportionate Burden

As one part of its overall Title VI Program, Marin Transit Board of Directors approves the following policies to analyze the District's fixed route services, to determine the impacts and burdens of future service proposals on affected populations, and to identify potential alternatives.

Marin Transit Policy on Major Service Changes

Prior to Board approval, all major service changes will be subject to an equity analysis that will include an analysis of potential adverse effects to identify whether proposed changes would result in an unequal distribution of burdens or benefits. The FTA Title VI guidance provides examples of types of service changes in Table 1 below.

Table 1: Examples of Service Changes on Bus Routes

<u>Change In Service</u>	<u>Reductions</u>	<u>Additions</u>
Span of Service (at least 30 min.)	Shortening of service day Removal of periods and/or days of service	Increase of service day Additions of periods and/or days of service
Frequency of Service	Removal of trips on an entire line Removal of trips on a line segment (Short Line) Change in bus capacity	Addition of trips on an entire line Removal of trips on a line segment (Short Line) Change in bus capacity
Service Discontinuation	Discontinue service to an area (May be entire line or segment of existing line) Reroute of existing line away from an area	Add service to an area (May be entire line or segment of existing line) Reroute existing line to an area

Source: FTA Circular 4702.1B - TITLE VI REQUIREMENTS AND GUIDELINES FOR FEDERAL TRANSIT ADMINISTRATION RECIPIENTS, issued October 1, 2012

Unless otherwise noted under item (f) EXCEPTIONS, Marin Transit defines a "**Major Service Change**" as follows:

- f. The addition of a new transit route. Reassignment of existing route numbers, including splitting or combining two or more routes, will not constitute a new transit route. However, if the reassignment will impact the number of transit revenue hours or the route path, the criteria (c) and (d) listed below will be considered. Transit revenue hours refers to the amount of time that a bus is available to carry passengers; or
- g. New service on streets not previously used by any route (excluding major arterial streets and streets designated as a truck route); or

- h. Any aggregate change of 30 percent or more of the number of transit revenue hours of a route over a three-year period for the day of the week for which the change is proposed; or
- i. Any changes in the routing of a bus route, when it is in service that alters 40 percent or more of the route's path over a three-year period.
- j. **EXCEPTIONS:** Exceptions to the "**Major Service Change**" defined in (a) through (d) include:
 - i. Changes to a route with productivity that is 50 percent or below of Marin Transit standards in a typical service day are not considered "major," unless service on that route is eliminated completely on any such day. Productivity refers to the number of passengers carried per revenue hour or per trip. Productivity standards are based on Marin Transit's route typology and are presented in Table 2 below, as adopted in the District's Short Range Transit Plan and updated every two years.

Excerpt from Marin Transit Short Range Transit Plan on Productivity Targets by Service Type

Marin Transit has specified productivity goals measured by passengers per hour or trip and based on service typologies, as shown in Table 2, and these will be updated whenever route changes are made.

Table 2: Marin Transit Productivity Goals by Route Typology (updated January 2020)

Typology	Routes	Productivity Target (minimum)
Local Trunkline	35, 36, 71X	20 passengers/ REVENUE HOUR
Local Basic	17, 22, 23, 23X, 29, 49	18 passengers/ REVENUE HOUR
Local Connector	219, 228, 233, 245, 251, 257	8 passengers/ REVENUE HOUR
Supplemental	113, 115, 117, 119, 125, 139, 145, 151, 154	20 passengers/TRIP
Rural	61, 68	6 passengers/ REVENUE HOUR
Recreational	66	25 passengers/ REVENUE HOUR

Source: Marin Transit 2020-29 Short Range Transit Plan

EXCEPTIONS *(continued)*

- ii. Frequency of service (or headway) adjustments of up to 20 minutes that are not combined with changes to a route's revenue hours or path as described in (c) and (d) above.
- iii. Standard seasonal variations, unless the variations, as compared to operations during the previous season, fall within the definition of major adjustments in transit service listed in the criteria (a) through (d) above.
- iv. Introduction or discontinuation of short- or limited-term service as long as the service will be or has been operated for no more than twelve months. These include promotional, demonstration, seasonal or emergency service, or service provided as mitigation or diversion for construction or other similar activities. Emergency service changes include changes to routes or service frequencies that result from a disaster that severely impairs public health or safety; changes in access to public streets (such as street closures); or the ability of District equipment to travel on public streets.
- v. Restoration of service previously eliminated due to budget constraints, provided the service runs on the same route as it had prior to its elimination, subject to minor deviations that do not exceed the requirements of (a), (b), (c), or (d) above.
- vi. Changes to infrequent, seasonal, or supplemental routes, including supplemental school routes that meet the requirements of (a) or (b).

Marin Transit Policies on Disparate Impact and Disproportionate Burden

Marin Transit will analyze major service change proposals and all fare change proposals to measure and compare the level of adverse effect (loss) or benefit (gain) between minority and non-minority populations and between low-income and non-low-income populations. There are two sources of data for demographic analysis of proposed changes: U.S. Census data and Marin Transit rider survey data. For routes where Marin Transit has conducted passenger surveys, the District will use that data to evaluate relative impacts and burdens of proposed major service and fare changes. When no passenger survey data is available, the District will rely on census data.

As defined under the Federal Civil Rights Act of 1964, discrimination is prohibited based on race, color, and national origin. Those characteristics are considered protected, and persons with those characteristics are referred to as a protected class. The typical measure for determining disparate impact determine the effects of a service change or fare increase based on the proportion of total ridership that consists of members of a protected class. The analysis applies a statistical measure of disparate impact for those affected by a service change or fare increase compared to persons who are not in a protected class.

When Marin Transit uses ridership data to analyze potential impacts, the agency will compare the ridership of the affected route, routes, or route segment to the entire ridership of the local fixed route system. For example, if the ridership of the affected route is 60 percent minority and the system ridership is 40 percent minority, then any changes to the route may have a disparate impact.

b. Definitions of Disparate Impact and Disproportionate Burden

Federal Transit Administration Guidance on Title VI published on October 1, 2012 defines disparate impact and disproportionate burden as follows:

Disparate impact - a neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the transit provider's policy or practice lacks a substantial legitimate justification and where there exist one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin.

Disproportionate burden - a neutral policy or practice that disproportionately affects low-income populations more than non-low-income populations. A finding of disproportionate burden requires the transit provider to evaluate alternatives and mitigate burdens where practicable.

In assessing disparate impact and disproportionate burden, Marin Transit determines adverse impact based on the federal standard described in the Equal Employment Opportunity Commission (EEOC) Uniform Guidelines known as the "four-fifths rule." This standard requires benefits to accrue to protected populations at a rate at least four fifths (4/5) or 80 percent of the rate benefits accrue for unprotected populations. Likewise, adverse effects are to be borne by unprotected populations at a rate at least four fifths (4/5) or 80 percent of the rate for protected populations.

For the purposes of this policy, the maximum acceptable difference (positive or negative) in level of benefit between protected and unprotected populations is 20 percent. For changes in transit service level or transit fares, this standard applies as follows for minority and low-income populations:

b. Disparate Impact on Minority Populations

If the cumulative impact of a major service change proposal or any fare change proposal requires a minority population to receive benefits 20 percent less or to bear adverse effects 20 percent more than those benefits or adverse effects received or borne by the non-minority population, that impact will be considered a disparate impact.

Here is one example of how Marin Transit would use demographic data of its riders to determine if there is a disparate impact due to a proposed change:

If 30 percent of Marin Transit riders are minority, but a change would cause them to bear 50 percent of the impacts, and non-minority riders would bear 40 percent of the impacts, there may be a disparate impact. This is because minority riders would bear 20 percent more of the impact than their expected share at 30 percent of riders. Since there is a 20 percent difference or disparate impact, Marin Transit would be required to modify proposed changes to avoid, minimize, or mitigate the impact on minority riders.

c. Disproportionate Burden on Low-Income Populations

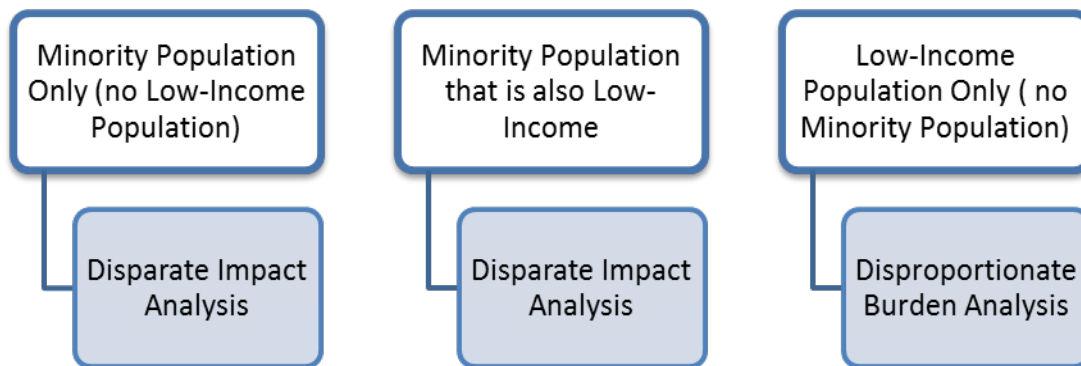
Race, color, and national origin are protected classes under Title VI. While low-income populations are not protected, Marin Transit recognizes the need to evaluate the impacts of service and fare changes on transit-dependent passengers. Marin Transit's disproportionate burden policy is based on a scenario that assumes that Marin Transit's low-income riders and minority riders are two distinct groups.

If the cumulative impact of a major service change proposal or any fare change proposal results in a low-income population receiving benefits 20 percent less, or to bear adverse effects 20 percent more, than those benefits or adverse effects received or borne by non-low-income populations, Marin Transit will consider that impact a disproportionate burden and will take steps to avoid, minimize, or mitigate impacts where possible.

Marin Transit will evaluate the impact of proposed changes to its fare media whether the proposed changes are a proportional (or percent) increase to some or all the agency's current fare categories or a flat fare increase applied to all fares. Marin Transit is not required to do a Title VI fare equity analysis for promotional fare programs that are less than six months in duration.

If the cumulative impact of a proposed major service change or fare change meets the District's approved thresholds for disparate impact or disproportionate burden, Marin Transit will develop a detailed service or fare equity analysis and identify alternatives for the Board to consider prior to approving the proposed change.

When minority populations significantly overlap with low-income populations, Marin Transit will choose to use the disparate impact analysis as outlined in the 2012 FTA Title VI guidance and illustrated in the diagram below.



Source: FTA Circular 4702.1B - TITLE VI REQUIREMENTS AND GUIDELINES FOR FEDERAL TRANSIT ADMINISTRATION RECIPIENTS, issued October 1, 2012

Where Marin Transit identifies disparate impacts due to proposed fare and major service changes, the District will provide a meaningful opportunity for public comment on any proposed mitigation measures. This will include discussion of less discriminatory alternatives that may be available, in advance of any action on the proposals that the Board of Directors may approve.

Public Engagement Process for Developing Policies for Major Service Changes, Disparate Impact, and Disproportionate Burden

At its April 15, 2013 meeting, the Marin Transit Board of Directors considered proposed analysis tools and methods for three Title VI policies, set a public hearing for May 20, and initiated a 45-day public comment period through June 1, 2013. These policies were revised and presented for Board consideration at their June 24th meeting, and included:

Major Service Change Policy to determine what constitutes a major service change, thus triggering a public process.

Disparate Impact Policy that sets a threshold for determining when a detailed service equity analysis must be conducted integral to the public process.

Disproportionate Burden Policy that sets a threshold for determining when the impact of a proposed change in fares on low-income passengers requires a fare equity analysis.

Marin Transit held four public meetings in advance of the May 20, 2013 public hearing and received very constructive feedback and thoughtful input to assist in developing ongoing Title VI related outreach. The meetings were held in Novato on May 2, San Rafael on May 4 and 8, and Marin City on May 7. Staff sent out media announcements, and distributed posters in Spanish and English. The three proposed

Title VI policies were made available and presented at the public meetings. The May 4 meeting was organized in cooperation with Asian Advocacy and included over 20 Vietnamese residents and was conducted through a translator. The May 8 meeting was organized by Grassroots Leadership Network and was conducted simultaneously in Spanish. The May 8 meeting had approximately 25 participants.

Marin Transit's Board of Directors held public hearings at its May 20 and June 24, 2013 board meetings to observe the 45-day public comment period that extended to June 1, 2013. At that time, these policies were presented in draft form with the intent to consider any additional public input regarding these policies in the development of the District's full Title VI Program. With approval of the full Title VI Program, Marin Transit staff requests that the Board approve the three policies.

The Policies on Major Service Change, Disparate Impact, and Disproportionate Burden were updated to reflect public input. In preparation for June 24, 2013 hearing, staff issued public hearing notices in English and Spanish, incorporated input received at the May 20 public hearing, and consulted with representatives of community and advocacy organizations in Marin.

Appendix B – Proposal for Changes to Marin Transit Fare Policy, Program Eligibility, and Low-Income Fare Assistance

Background

The Marin Transit 2016 and 2018 Short Range Transit Plans took an in-depth look at Marin Transit’s fare policy, and proposed changes to the structure and fare prices in response to the following policy goals:

- Maintain cost effectiveness targets by service typology;
- Offer fare media that encourages ridership and simplifies payment;
- Keep Marin Transit fares in line with peer agencies;
- Provide non-cash options to support operational efficiency; and
- Maximize social equity by providing mobility for all within the county

In 2016, the District released the Marin Access Strategic Analysis and Recommendations report which provides an in-depth overview of Marin Access programs and riders, and the market forces that influence current and future demand. The study examined how Marin Access services are being utilized, what aspects of the programs are well-performing, and what changes in policy or programs will improve rider’s experience and enhance mobility management in the county. This study identified opportunities and constraints to improve Marin Access fare and eligibility policies and recommended the following strategies:

- Reevaluate fare policies to optimize public subsidy, achieve sustainable programs, ensure fares are equitable and maintain a safety net for low-income individuals, and create pricing that manages consumer demand for services
- Reassess eligibility thresholds to achieve consistency and equity across all Marin Access and Marin Transit programs

Staff revisited previous recommendations on fares and eligibility criteria for Marin Access program and the Low-Income Fare Assistance (LIFA) that is offered to older adults and those with disabilities.

A comprehensive review of fares and eligibility thresholds together has not been completed to date. With the addition of new programs such as Connect, upgraded technology expected to come online in 2020 such as the ability to pay fares via an online “wallet,” and growing needs in the community, revisiting the fares and eligibility policies were deemed necessary.

As part of the SRTP 2020-2029, staff conducted a comprehensive evaluation of fare pricing, policies, and program eligibility standards to develop policy updates that will benefit riders and increase the financial sustainability of Marin Transit programs. Staff also conducted a survey of riders in November and December 2018 to inform these efforts and better understand why riders use certain payment methods and identify possible incentives to achieve goals of the fare proposal.

This Appendix reflects these updates and changes.

Guidelines for Setting Fares and Eligibility Standards

As a result of evaluation of fare pricing, policies, and program eligibility standards, staff identified the following challenges, and established the fare policy and eligibility goals that guided the recommended policy changes.

Key Considerations and Challenges

- Marin Transit has not increased its Fixed Route or Paratransit fares since 2004.
- Fare revenues in Demand Response programs do not keep pace with increasing operations costs and do not meet current financial performance targets.
- Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area.
- Some fares do not reflect the premium features offered across various services and programs. For example, the fare for some curb to curb, non-ADA demand response services is lower than the Fixed Route fare.
- Marin Transit cannot independently change its fares within the Clipper system as its fare table in Clipper is shared with Golden Gate Transit. Until Clipper independence is reached, all changes to local fares must be agreed upon by both agencies.
- Even though the fare for local trips is \$2, Clipper users on local routes are required to tag-on/tag-off. This continues to be an obstacle for attracting local passengers to use Clipper. When a passenger forgets to tag off on exiting a Marin Transit bus, they are charged a higher regional fare.
- Eligibility criteria to receive low-income fare assistance is inconsistent across services and programs. This has led to rider and community partner confusion.

Rider Survey

In 2018, Marin Transit staff conducted a survey of riders as part of a larger agency effort to simplify its fare structure. The goal of the survey was to better understand why riders use certain payment methods and identify possible incentives to achieve goals of the fare proposal. The survey also intended to identify the level of rider's awareness of different fare media options, determine willingness to shift away from cash to period passes and Clipper, and gauge rider's interest in mobile ticketing.

The fare payment survey was administered online and on-board in both English and Spanish. A total of 535 responses were received with 301 responses coming from onboard riders and 234 responses online. About 17 percent of riders responded in Spanish, and 25 percent of onboard surveys were completed in Spanish. Over 85 percent of all respondents identified themselves as transit riders.

In summary, cash was overwhelmingly perceived as an easy and convenient way to pay. Common theme in survey responses included:

- Lack of knowledge on Clipper and passes,
- Cash being known as the only fare payment method, and
- Financial challenges with affording a prepaid fare payment option

The survey results also confirmed that over 25% of cash users will be willing to consider using passes if they were less expensive, while more than 60% of cash users were not aware of the 10% Clipper discount. Additionally, over 25% of cash users indicated concerns of being overcharged when paying by Clipper.

Lastly, about 67% of surveyed riders responded they were interested in mobile ticketing. Of those riders, 41% currently pay with cash, 40% percent pay with Clipper, and 19% percent use a pass product.

The results of the survey confirmed that while there are opportunities to shift away from cash to support operational efficiencies, cash may remain the preferred method of fare payment for about 19% of the riders who indicated that they will not consider using any other fare media.

Staff also concluded that pass and Clipper usage can be incentivized through pricing adjustments, and considering the limited level of rider knowledge on some of the fare products, a focused marketing and education on fares is recommended to reinforce the impact of the policy updates and lead to riders behavioral changes in fare payment.

Fare and Eligibility Policy Goals

The 2020-2029 SRTP recommendations for fare policy and eligibility standards are targeted at the following goals:

- Simplify Marin Access program eligibility;
- Encourage pass and Clipper usage over cash payment to streamline and improve operations;
- Offer fare media that incentivizes ridership and simplifies payment;
- Keep fares and subsidy levels commensurate with the services offered across programs;
- Adjust fare assistance programs to maximize social equity and provide mobility options for all Marin residents;
- Maintain cost effectiveness targets by service typology; and
- Keep Marin Transit fare policies consistent with regional efforts to coordinate and integrate transit agencies fares.

The proposed policy changes fall into the following three categories:

- Fare policies;
- Low-income fare assistance (LIFA) for older adults and those with disabilities; and
- Program eligibility for demand response programs.

Due to the interrelationship between these policies, staff considered changes to these three areas concurrently.

Fare Policy

The 2018 Short Range Transit Plan described recommendations for system-wide changes to fare pricing and structure. Staff are using the 2018 SRTP update as a guide for the updated fare policy changes. Staff

continue to carefully weigh potential recommendations and guidelines to ensure they are consistent with regional goals and facilitate transfers with our partner transit agencies.

The 2018 SRTP recommended fixed route changes to Clipper pricing and youth fares. Staff held on recommending any major changes to fixed route fares, due to the following factors:

- Marin Transit and Golden Gate Transit are embedded within the Clipper regional fare system, and changes related to fare structure cannot be achieved independently within the Clipper environment. Golden Gate Transit declined to support proposed changes to youth fares.
- Regional efforts are underway by MTC and San Francisco Planning and Urban Research (SPUR) to simplify fares and improve coordination within the region. Recommendations for significant changes to fixed routes fares should follow guidance from the region and additional coordination with our partner transit agencies.

Marin Transit will be designated as an independent operator under Clipper 2.0, which is expected to occur by 2023. Staff recommends postponing fixed route fare changes to when the District has control over its fare pricing, while remaining consistent with any future regional guidance.

The proposed eligibility and fare policy changes fall into two main categories are shown in Table B-1:

- Adjust pricing and structure of Fixed Route Fare Media (passes)
- Implement a phased update for fare structure and pricing of Marin Access demand response programs including paratransit, Dial-A-Ride, and Catch-A-Ride

Fixed Route Fare Media Changes

7-day Passes:

Proposed Change:

- Eliminate the 7-day Pass for all fare categories, including Adult/Senior/Youth

The following are expected Impacts of these changes:

- Eliminate the administrative burden associated with providing weekly passes that are currently underutilized.
- Minimal impact on current pass users. This is due to very low usage of this pass (below one percent). Lowering monthly pass prices will be provide a new cost-effective option.

Monthly Passes:

Proposed Changes:

- Reduce Adults Monthly Pass prices to \$40 (-50% compared to current \$80 pass price)
- Reduce Senior Monthly Pass price to \$20 (-20% compared to current \$25 pass price)

The following are expected Impacts of these changes:

- Make monthly passes a more attractive option to encourage pass usage over cash fare payments.
- Provide additional discount for regular riders who rely on public transit.
- Encourage additional usage of the services.

Demand Response Program Fares and Fare Policy

Dial-a-Ride (DAR) Fares

Proposed Changes:

- Increase DAR fare to \$4.00 for the general public (from \$2.00 to \$4.00 for the Novato DAR and from \$2.50 to \$4.00 for Rural DAR).
- Increase DAR fare for older adults and persons with disabilities from \$1.00 to \$2.00.

The following are expected Impacts of these changes:

- Fare pricing to align with the premium aspects of DAR services compared to Fixed-Route (i.e. on-demand curb-to-curb pick-up and drop-off services).
- DAR pricing to support operational efficiencies and cost performance targets.
- Higher DAR fares will be an incentive for the general public to use Fixed Route services over DAR where possible. This will free up additional capacity for older adults and persons with disabilities and alleviate current issues with providing sufficient capacity for these riders.

ADA Paratransit Fares

Proposed Changes:

- Increase all paratransit program fares to \$3.00 in Phase 1, effective July 1, 2020. This will equate to a 50% increase in the fare for current mandated paratransit and a 20% increase compared to current extended service area, or non-mandated, paratransit services.
- Increase all paratransit fares to \$4.00 in Phase 2, effective July 1, 2023.

The following are expected Impacts of these changes:

- A competitive pricing structure will encourage riders to use Fixed Route services over ADA Paratransit services where possible.
- Fare pricing will keep pace with growing paratransit operations costs and meet District's performance targets.
- Staff proposes increased eligibility thresholds and additional fare assistance subsidy levels for the Low-Income Fare Assistance Program to alleviate or eliminate the impact of fare increase on low-income riders.

Catch-A-Ride (CAR) Fare Structure

Proposed Changes:

- Adjust CAR fare structure to require an initial \$4.00 fare from rider to activate the subsidy of \$14 per trip, effective July 1, 2020. The rider will pay 100 percent of the trip cost beyond \$18. The subsidy per trip level will remain the same as currently provided for CAR riders that are not

income eligible. Increase the limit of allowable subsidized trips to ten trips per month. This is 25 percent more trips compared to the current program.

- Adjust CAR base fare from \$4.00 to \$5.00, effective July 1, 2023. All other fare rules stay the same. The rider will pay 100 percent of the trip cost beyond \$19.
- The following are expected Impacts of these changes:
 - The initial \$4 contribution encourages use of Fixed Route services over CAR where possible
 - Increased fare revenue will allow program to continue to meet District's performance targets
 - Riders will have an additional two CAR trips per month to support increased trip making

Volunteer Driver Reimbursement Subsidy

Proposed Changes:

- Increase volunteer driver mileage reimbursement to \$0.60/mile. This will be a 70% mileage reimbursement increase for STAR and 50% mileage reimbursement increase for TRIP compared to current rates.

The following are expected Impacts of these changes:

- Higher mileage reimbursements will increase the incentives for volunteer drivers to participate in the program
- Increased incentives will encourage riders take more trips using the Volunteer Drivers Program. The VDPs are more cost-effective than paratransit or other Marin Access services
- Provides additional support for Senior/ADA riders to ask for ride assistance

Table B-1: Proposed Fare Changes, next page

Program	Current	Proposed Phase 1 (July 1, 2020)	Proposed Phase 2 (July 1, 2023)
Adult			
Adult Cash Fare	\$2.00	No change	No change
Adult Clipper Single Ride	\$1.80	No change	No change
Adult 1-Day Pass	\$5.00	No change	No change
Adult 7-Day Pass	\$20.00	Eliminate	No change
Adult 31-Day Pass	\$80.00	\$40.00	No change
Older adults 65+ / Persons with			
S/D Cash Fare	\$1.00	No change	No change
S/D Clipper Single Ride	\$1.00	No change	No change
S/D 1-Day Pass	\$2.50	No change	No change
S/D 7-Day Pass	\$10.00	Eliminate	No change
S/D 31-Day Pass	\$25.00	\$20.00	No change
Youth Ages 5 - 18			
Youth Cash Fare	\$1.00	No change	No change
Youth Clipper Single Ride	\$1.00	No change	No change
Youth 1-Day Pass	\$2.50	No change	No change
Youth 7-Day Pass	\$10.00	Eliminate	No change
Youth 31-Day Pass	\$40.00	Roll into Adult Pass	No change
6 Month Youth Pass	\$175.00	Eliminate	No change
Annual Youth Pass	\$325.00	No change	No change
Annual Youth Pass - low income	Free	No change	No change
Marin Access			
Novato Dial-A-Ride	\$2.00/\$1.00	\$4.00/\$2.00	No change
Rural Dial-A-Ride	\$2.50	\$4.00/\$2.00	No change
Paratransit - Mandated	\$2.00	\$3.00	\$4.00
Paratransit - Extended	\$2.50	\$3.00	\$4.00
Catch A Ride	Free up to \$14.00/\$18.00 Limit of 8 trips/month ⁽¹⁾	\$4.00 + 100% of fare above \$18.00 Limit of 10 trips/month	\$5.00 + 100% of fare above \$19.00 Limit of 10 trips/ month
Volunteer Driver	No Fare - Driver reimbursement \$.35/mile or \$.40/mile West Marin	No Fare - increase driver reimbursement to \$0.60/mile	No change

Note: (1) Qualified low-income riders get an additional \$4.00 in subsidy per ride or free rides up to \$18.00.

Low-Income Fare Assistance

Low-Income Fare Assistance program provides fare assistance to Paratransit and Catch-A-Ride passengers who qualify as low income. Income qualified paratransit riders receive \$40 per quarter to use for local paratransit rides or 80 rides per year. In terms of eligibility, all ADA eligible clients who are recipients of Supplemental Security Income will be eligible to receive Paratransit low-income fare assistance. Income eligibility for Catch-A-Ride service is determined based on Elder Economic Index and is self-reported. Eligible low-income riders receive an additional \$4 subsidy per trip on Catch-A-Ride.

Under current policy, Fare Assistance eligibility varies across these programs, and the assistance is limited to Catch-A-Ride and Paratransit services. Additionally, the documentation that is required to demonstrate eligibility is inconsistent and varies across transportation services. Income disclosure in multiple instances has been a burden for many applicants, and staff believe that this requirement has prevented access to fare assistance. Staff proposes to consolidate eligibility for both programs to simplify the application process, and to provide a higher financial safety net for older adults and those with disabilities in financial need.

The proposed changes to low-income fare assistance program fall into two categories: eligibility and application process, and financial assistance, as listed in the following sections. Table B-2 presents a summary of current and proposed changes to the fare assistance program.

Eligibility and application process

- Consolidate eligibility criteria for fare assistance and make it applicable to all programs. Consistent eligibility standard improves operations, and District's ability to serve those with financial need.
- Registered Medi-Cal participants or riders with income at or below the current Elder Economic Index that correlates with their living situation will be eligible.
- Medi-Cal eligibility will be verified by the Travel Navigator team via County of Marin. Income-based eligibility for non-Medi-Cal participants will be assessed based on applicant's income documentation.
- LIFA will be offered to all eligible applicants across Marin Access programs, during the program eligibility determination process. The LIFA application and determination process can be consolidated with program eligibility, while one will not hold up the process for the other.
- LIFA eligibility will require annual renewal at the start of each calendar year. Those that qualify based on Medi-Cal eligibility will be renewed through coordination between the Travel Navigator department and the County of Marin. Those that qualify based on income will be required to provide updated income documentation each calendar year and will be renewed through communication with the Travel Navigator department.

Financial Assistance

Fare Assistance Credit:

- All low-income riders who are eligible for LIFA will receive \$20 in credit each month in phase 1 (effective July 1, 2020), and \$25 in credit each month in phase 2 (effective July 1, 2023). The LIFA credit can be used toward the base fare of all Marin Access program: Paratransit, Catch-A-Ride, Dial-A-Ride and Connect. LIFA credit cannot be applied to the balance of trip over \$18 in Catch-A-Ride service.
- LIFA credit is applied for all eligible clients on a monthly basis, to a maximum of \$240 in credit per year. The LIFA credit will not roll over annually and is reset at the start of each calendar year. The unused credit will expire at the end of each calendar year and has no cash value.
- LIFA credit cannot be applied to trips for companions and will not be reimbursed in the event of no-shows of same day cancellations; incidents out of the control of the rider will be reviewed on a case by case basis.

Fixed Route Pass:

- All LIFA eligible riders will be eligible to receive free access to Fixed Route services. Eligible clients will have to opt into receiving the fixed route pass. Opting in includes completing a fixed route pass request form, review of a short video designed to orient the applicant to how they can use the pass and more generally how to use fixed route service, review and signature of a certification form stating that they understand the policies for use, and provision of a usable photo that will be included on their Marin Access badge. Transportation to and from Marin Access orientation sessions is the responsibility of the applicant. Applicants can use the Marin Transit website to complete the opting in process or attend a Marin Access orientation session that will be offered on a bi-weekly basis.
- All eligible clients will receive a Marin Access badge that includes their name, Marin Access ID number, and photos that comply with the following requirements:
 - Must be current and show the applicants face in a clearly visible fashion;
 - Travel Navigators will assess the usability of photos provided; and
 - Photos will also be uploaded to the platform used for scheduling and routing to improve ability to detect fraudulent use of services.
- The fixed route pass will be renewed annually with the period of validity signified by a sticker that will be attached to the badge indicating the current year
- Lost Marin Access Badges can be replaced only once annually at a cost of \$20. Clients who lose their badge must fill out a lost badge form and return this to the Travel Navigators. All replacement badges will need to be picked up by the client to verify identity; alternative arrangements can be made on a case by case basis with approval from Marin Transit staff.

The following are expected impacts of these changes:

- The new low-income eligibility threshold will significantly increase the number of riders eligible to receive LIFA fare assistance and offset any proposed increases in fares;
- A streamlined application process for Medi-Cal participants and options for documenting income will remove the burden of duplicated paperwork for riders to obtain and/or demonstrate to demonstrate LIFA eligibility;
- Replacing ticket booklets with ride credits in riders' accounts will eliminate administrative work and reduce management costs; and
- All potential LIFA eligible riders will be able to opt into multiple programs without the need for separate applications.

Table B-2: Overview of Current and Proposed Low-Income Fare Assistance Programs for Marin Access Clients

	Current Programs		Proposed LIFA
	Paratransit Fare Assistance	Catch A Ride Fare Assistance	
Program Eligibility ⁽¹⁾	Marin County resident or visitor and approved for ADA service based on ability-based evaluation	Marin County resident, age 80+, or 60-79 and no longer driving -or- ADA approved	Marin County Resident, age 65+ -or- ADA approved
LIFA Eligibility Threshold	SSI Eligibility ⁽²⁾	Income Tied to Elder Economic Index ⁽³⁾	Income Tied to Elder Economic Index ⁽³⁾ or Medi-Cal Qualified
Financial Assistance	Ticket booklets valued at total of \$40 per quarter	Additional \$4 subsidy per ride (up to \$32 per month)	- \$20.00 in credit each month for use on all Demand Response programs.(4) - Monthly Pass for free access to Fixed Route.
Documentation Required to Demonstrate Eligibility	SSI Eligibility Letter	Self-Reported	- Medi-Cal status can be confirmed with County of Marin - Proof of age/address/income required (documentation can include SSI letter, AGI from federal income tax forms, recent paystubs, Marin County General Assistance Letter, etc.)
Program Applicability	Paratransit Only	Catch-A-Ride Only	All Programs that require a fare
Process	Two 10-ticket/ride booklets mailed to participant on a quarterly basis by Travel Navigators	Additional subsidy applied at booking beyond CAR subsidy	Credit added into e-wallet account to scheduling software and applied at time of booking; Fixed Route monthly pass distribution TBD
Delivery	Paper, manual process	None - managed through Access database	None - managed through scheduling software
Eligibility Renewal	N/A	N/A	Annual

Notes:

1. Recipient of LIFA must apply and be approved for one of the Marin Access programs including ADA paratransit, Volunteer Driver, or Catch-A-Ride.
2. The income limit for SSI is the federal benefit rate (FBR), which is \$771 per month/\$9,252 annually for an individual and \$1,157 per month/\$13,884 for a couple in 2019.
3. Based on annual household income: \$22,272 / 1-person household, Owner w/o Mortgage
4. Demand Response programs include Paratransit, Catch-A-Ride, Connect, Novato Dial-A-Ride, Pt Reyes Dial-A-Ride, and Dillon Beach Dial-A-Ride.

Program Eligibility (Demand Response Programs)

To simplify and coordinate eligibility for programs targeted at older adults and those with disabilities, staff proposes changes to the Catch-A-Ride and the Volunteer Driver programs. Table B-3 shows a summary of current and proposed changes to the program eligibility. Below is a summary of these proposed changes.

- Standardize eligibility criteria across Volunteer Driver and Catch-A-Ride programs to include Marin County residents who are either 65+ or ADA eligible; and
- Proposed eligibility criteria will apply to all new applicants only, and current clients will be grandfathered into programs.

Staff expects the following results:

- Consistent and simplified eligibility criteria will make the program easier for applicants to understand and for community partners to share;
- The number of eligible riders will increase due to removing the 80+ age limit and the 'no longer driving' criteria from Catch-A-Ride eligibility; and
- New streamlined eligibility criteria will encourage older adults to consider exploring their transportation options before they lose their ability to drive.

Table B-3: Overview of Demand Response Program Current and Proposed Eligibility

Demand Response Program Eligibility	Existing Eligibility Criteria	Proposed Eligibility Criteria	Applies to
Local Paratransit (mandated and extended)	Marin County resident or visitor and approved for ADA service based on ability-based evaluation	No Change	No Change
Volunteer Driver Reimbursement Programs (STAR & TRIP)	Marin County resident, age 60+ -or- ADA approved	Marin County Resident, age 65+ -or- ADA approved	<ul style="list-style-type: none"> ▪ Existing clients are grandfathered into programs ▪ New eligibility criteria apply to all new applicants
Catch A Ride	Marin County resident, age 80+, or 60-79 and no longer driving -or- ADA approved	Marin County Resident, age 65+ -or- ADA approved	No Change
Marin Transit Connect Dial-A-Ride	None (General Public Services)	No Change	No Change

Before adopting the fare and eligibility policy changes Marin Transit has opened a public comment period and a public hearing for the Board to consider. Staff will also prepare a Title VI equity analysis for Board review.

Appendix C – Fare Change Proposal Public Participation Plan Activities

The public participation plan for the fare and eligibility policy proposal was multi-faceted and developed keeping in mind the District’s process for soliciting and considering public comments. Outreach began early in the development of the proposal to help our operational and community partners understand the history of our fare policy and our goals for this effort. Outreach efforts were focused on five distinct segments of stakeholders including general marketing and outreach to community members, outreach to riders, outreach to community partners, outreach to operational partners, and outreach to peer agencies.

Staff anticipated that outreach to community partners and operational partners will be particularly beneficial as they generally have more direct and frequent interaction with current and potential riders and could act as our surrogates in the community to help inform and educate the public. Input provided by our community partners and operational partners proved to be useful as the proposal evolved and is documented in **Appendix E** - Summary of Public and Stakeholder Comments and Responses. Outreach to peer agencies helped staff understand the experience of our peer agencies that engaged or completed a similar effort in the past and incorporate their suggested best practices and lessons learned as the proposal was developed.

The graphic below details the various activities planned for each segment of stakeholders.

General Marketing & Outreach	<ul style="list-style-type: none"> • Dedicated webpage & social media • Email to Marin Transit listserves • Outreach and collateral for major stakeholders • In-vehicle notices; Bus Stop notices
Riders	<ul style="list-style-type: none"> • Postcard to Marin Access riders • Marin Access Newsletter • Travel Navigator Satellite Hours & Events
Community Partners	<ul style="list-style-type: none"> • Orientation to fare policy & resources for staff & clients • Individual meetings with key stakeholders • Presentations for PCC, MMC, ACA, H&T/COA
Operational Partners	<ul style="list-style-type: none"> • FAQ • Orientation to fare policy & resources for staff • Collecting & sharing input from riders
Peer Agencies	<ul style="list-style-type: none"> • Presentation at Bay Area Partnership Accessibility Committee meeting

The table below summarizes all public outreach activities:

Category	Item	Date Completed
General Marketing and Outreach	Email to Marin Transit Listserv	December 9, 2019
	Email to Marin Transit Community Partner Listserv	December 9, 2019
	Outreach to City Managers	December 13, 2019
	Outreach to Board of Supervisors	December 13, 2019
	Outreach to School Districts	December 13, 2019
	Information shared in Transportation Authority of Marin (TAM) TAM Traveler e-newsletter	December 19, 2019
	Information shared in Aging Action Initiative e-newsletter	December 19, 2019
	Information shared in Whistlestop Express newsletter	January, 2020

	Press Release & Notice for Public Hearing	December 15, 2019
	In-Vehicle Notices	December 12, 2019
	Posters distributed to Whistlestop, West Marin Senior Services, and MCIL	December 16, 2019
	Canal Alliance Video Posted to Social Media	January 7, 2020
Rider Outreach	Eligibility Policy Proposal Fact Sheet in English & Spanish	At Marin Access satellite hours & presentations and by request
	Fare & Eligibility Policy Proposal Frequently Asked Questions guide in English & Spanish	At Marin Access satellite hours & presentations and by request
	Fare & Eligibility Policy Proposal Informational Postcard Mailing	December 10, 2019
	Marin Transit website; dedicated page for Fare & Eligibility Policy Proposal information	December 12, 2019
	Fare & Eligibility Policy Proposal Online Comment Form in English & Spanish	December 12, 2019
	Marin Access Newsletter	January 2020
	Marin Access Satellite Hours & Presentations were held at San Geronimo Community Center, San Rafael Community Center, Al J. Boro Community Center / Pickleweed in the Canal, Corte Madera Community Center, Mill Valley Community Center, Margaret Todd Senior Center in Novato, and West Marin Senior Services at the Dance Palace in Point Reyes Station.	December 11, 2019 December 16, 2019 December 19, 2019 January 8, 2020 January 14, 2020 January 15, 2020 January 16, 2020 January 30, 2020
Community Partner Outreach	Resources Shared to Ensure Understanding & Ability to Explain / Solicit Feedback from Clients	December 16, 2019
	Presentation & Roundtable Discussions with Marin Paratransit Coordinating Council	August 19, 2019 October 21, 2019 December 16, 2019

	Presentation & Roundtable Discussions with Marin Mobility Consortium	July 17, 2019 November 19, 2019
	Presentation & Roundtable Discussions with GGBHTD Advisory Committee on Accessibility	November 14, 2019 January 16, 2020
	Presentation & Roundtable Discussions with Marin Commission on Aging Housing & Transportation Committee	November 13, 2019 January 15, 2020
	Meeting with Canal Alliance	December 10, 2019
	Meeting with Lifelong Medical	December 17, 2019
	Meeting with Marin Center for Independent Living	August 15, 2019
Operational Partner Outreach	Presentation & Roundtable Discussions with Marin Access Travel Navigator Team	November 8, 2019
	Resources Shared with All Contractors to Ensure Understanding & Ability to Explain / Solicit Feedback from Clients	December 12, 2019
Peer Agency Outreach	Presentation at Bay Area Transit Accessibility Working Group (BAPAC)	12/9/2019

Survey Documents

- **Marin Access Rider Surveys:** <T:\13 Legislation & Compliance\13.01 Marin Transit Federal Program & Compliance Docs\Title VI\Marin Transit Title VI Program\Title VI Service & Fare Change Analyses\2020\Marin Access Data\Survey Documents>
- **Fare Policy Feedback Paper Forms:** T:\04 MCTD Programs\04.20 Fares\2019-2020 Fare Change Proposal\Outreach and Education\Comment Form\Comment Form - Fare Policy
- **Fare Policy Online Survey**
 - **English -**
<https://docs.google.com/forms/d/e/1FAIpQLSfWi8EaMgasemI9aw5vXQrVhiNnPiloDKjSVrXIX1xswT8seA/viewform>
 - **Spanish -**
https://docs.google.com/forms/d/e/1FAIpQLSdKufZF8o1ESe3lvh4E4KQxIDxcs2LuRAYggZkRORRxS-Q0_Q/viewform

Appendix D - Summary of Public Comments from All Sources

Including comments from the Marin Access Fare & Eligibility Policy Change Comment Form.

Date:	12/12/2019		
Source:	Online form		
Commenter:	Age: 25-59	Annual Household income: 50-75k	Frequent user of Marin Access, Paratransit services
Comment:	<p>I like that the proposal increases the reimbursement rate for the Marin Access volunteer driver programs (STAR & TRIP), standardizes the Marin Access eligibility standards, making the services easier to understand.</p> <p>I don't like that the proposal eliminates the 7-day pass for fixed route, changes the age-related eligibility standard for Marin Access to 65+.</p> <p>The drivers are always nice and accommodating.</p>		
Comment Response:	<p>The usage of 7-day passes is currently under 1%. Under current pricing, 4 weekly passes will be equivalent to a monthly pass. However, the proposed 50% reduction in monthly pass pricing at \$40 is intended to facilitate a more cost-effective option to riders in lieu of a \$10 weekly pass. Eligibility criteria is currently inconsistent across Volunteer Driver and Catch-A-Ride programs. The proposed standardized eligibility criteria across these programs will make it easier for riders to understand and for community partners to share. The 65+ eligibility is applicable to new clients only, and all current riders who are under 65 will be grandfathered into the program. It will also increase the number of eligible riders due to removing the 80+ age limit.</p>		

Date:	12/13/2019		
Source:	Online form		
Commenter:	Age: 25-59	Annual Household income: < 10k	Frequent user of Marin Access, Paratransit services
Comment:	<p>I like that the proposal raises the income threshold to qualify for the Marin Access Low-Income Fare Assistance program., increases the frequency of Marin Access Low-Income Fare Assistance disbursement.</p> <p>I don't like that the proposal increases the fare for Dial-A-Ride, increases the fare for paratransit.</p> <p>I go to many activities throughout the month. I use Whistlestop busses to come and go. I quickly run out of tickets so then I pay for my rides. These activities provide community and friendships for me. I do not have a lot of money. If the price of my rides goes up, I may have to cut back on my use of Whistlestop busses and not be able to go to so many activities. I like riding on Whistlestop and being with friends and doing fun things.</p>		
Comment Response:	<p>To alleviate or eliminate the impact of fare increase on low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy (\$240 in credits for use on all demand response programs vs \$160 value paratransit ticket booklet annually).</p>		

Marin Transit has not increased its paratransit fares since 2004. Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area. In terms of program's efficiency, the current fare revenues are not keeping pace with growing paratransit operations costs and don't meet District's performance targets. To alleviate or eliminate the impact of fare increase on low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy. Dial-A-Ride (DAR) is a curb-to-curb general public service that is designed to supplement connection to fixed route network or fill gaps of transit network in rural areas. The proposed DAR fares better align with the premium aspect of this service compared to fixed route. A competitive pricing structure will encourage commuters within the existing bus network to use fixed route services over DAR where possible. This will free up additional capacity for seniors and persons with disabilities and alleviate current issues with providing sufficient capacity for these riders.

Date: 12/14/2019

Source: Online form

Commenter: Age: 65+ Annual Household income: 10-25k Frequent user of Marin Access services

Comment: I like that the proposal increases the number of trips per month for Catch-A-Ride.
I don't like that the proposal adds a base fare of \$4 to Catch-A-Ride trips.

Catch-A-Ride taxi drivers are already highly compensated for very short trip, usually just 2 or 3 miles, usually earning more than they would for a metered trip. Most riders DO tip the drivers for each trip. If you're going to impose out of pocket fare, it should be for no more than \$2. You should also consider only imposing an out of pocket fare for trips over 5 miles.

Comment Response: Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.
As a safety net to our low-income riders, an expanded and streamlined low-income fare assistance program is introduced to offset the potential impact of any of the fare changes.

Date: 12/16/2019

Source: Online form

Commenter: Age: 65+ Annual Household income: N/A Frequent user of local bus, Marin Access services

Comment: I like that the proposal increases the number of trips per month for Catch-A-Ride.
I don't like that the proposal adds a base fare of \$4 to Catch-A-Ride trips.

Comment Response: Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.
As a safety net to our low-income riders, an expanded and streamlined low-income fare assistance program is introduced to offset the potential impact of any of the fare changes.

Date: 12/16/2019

Source: Online form

Commenter: Age: 65+ Annual Household income: 10-25k Non- transit user

Comment: I like that the proposal increases the frequency of Marin Access Low-Income Fare Assistance disbursement, gives low-income Marin Access clients access to a free monthly pass for use on fixed route.

I don't like that the proposal eliminates the 7-day pass for fixed route, changes the age-related eligibility standard for Marin Access to 65+.

Once I retire--(2 years at 70) I would enjoy taking the train (non-peak hours) for excursions up North and back for something to do, and not having to pay anything--just being a senior with free option.

Comment Response: The usage of 7-day passes is currently under 1%. Under current pricing, 4 weekly passes will be equivalent to a monthly pass. However, the proposed 50% reduction in monthly pass pricing at \$40 is intended to facilitate a more cost-effective option to riders in lieu of a \$10 weekly pass. Marin Transit has not increased its paratransit fares since 2004. Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area. In terms of program's efficiency, the current fare revenues are not keeping pace with growing paratransit operations costs and don't meet District's performance targets. To alleviate or eliminate the impact of fare increase on low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy.

Date: 12/16/2019

Source: Online form

Commenter: Age: N/A Annual Household income: N/A Frequent user of local bus, Marin Access services

Comment: I like that the proposal reduces the cost of the monthly fixed route passes., gives low-income Marin Access clients access to a free monthly pass for use on fixed route.

I don't like that the proposal increases the fare for Dial-A-Ride, increases the fare for paratransit.

Public transit should be free in order to arrest climate change. Research cities who have implemented this policy.

Comment Response: Dial-A-Ride (DAR) is a curb-to-curb general public service that is designed to supplement connection to fixed route network or fill gaps of transit network in rural areas. The proposed DAR fares better align with the premium aspect of this service compared to fixed route. A competitive pricing structure will encourage commuters within the existing bus network to use fixed route services over DAR where possible. This will free up additional capacity for seniors and persons with disabilities and alleviate current issues with providing sufficient capacity for these riders.

Marin Transit has not increased its paratransit fares since 2004. Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area. In terms of program's efficiency, the current fare revenues are not keeping pace with growing paratransit operations costs and don't meet District's performance targets. To alleviate or eliminate the impact of fare increase on

low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy.

Date:	12/16/2019		
Source:	Online form		
Commenter:	Age: 65+	Annual Household income: N/A	Frequent user of Marin Access, Paratransit services
Comment:	I like that the proposal increases the number of trips per month for Catch-A-Ride. I don't like that the proposal adds a base fare of \$4 to Catch-A-Ride trips. Catch A Ride it is too high. I have limited income and cannot afford this increase. \$2 is better. This is not well thought out because we tip with this service. The service has become unreliable too many problems.		
Comment Response:	Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program. As a safety net to our low-income riders, an expanded and streamlined low-income fare assistance program is introduced to offset the potential impact of any of the fare changes.		

Date:	12/16/2019		
Source:	Online form		
Commenter:	Age: 25-59	Annual Household income: < 10k	Frequent user of local bus services
Comment:	I like that the proposal reduces the cost of the monthly fixed route passes, makes it easier to qualify and apply for the Marin Access Low-Income Fare Assistance program. I don't like that the proposal eliminates the 7-day pass for fixed route, changes the age-related eligibility standard for Marin Access to 65+.		
Comment Response:	The usage of 7-day passes is currently under 1%. Under current pricing, 4 weekly passes will be equivalent to a monthly pass. However, the proposed 50% reduction in monthly pass pricing at \$40 is intended to facilitate a more cost-effective option to riders in lieu of a \$10 weekly pass. Eligibility criteria is currently inconsistent across Volunteer Driver and Catch-A-Ride programs. The proposed standardized eligibility criteria across these programs will make it easier for riders to understand and for community partners to share. The 65+ eligibility is applicable to new clients only, and all current riders who are under 65 will be grandfathered into the program. It will also increase the number of eligible riders due to removing the 80+ age limit.		

Date:	12/16/2019		
Source:	Online form		
Commenter:	Age: 60-64	Annual Household income: 10-25k	Frequent user of local bus, Marin Access services
Comment:	I like that the proposal increases the frequency of Marin Access Low-Income Fare Assistance disbursement, increases the number of trips per month for Catch-A-Ride.		

I don't like that the proposal adds a base fare of \$4 to Catch-A-Ride trips.

There is a draw back for the Taxi drivers- I will not be able to afford a tip. I only take rides that the current discount pays for.

Comment Response: Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.
As a safety net to our low-income riders, an expanded and streamlined low-income fare assistance program is introduced to offset the potential impact of any of the fare changes.

Date: 12/16/2019

Source: Online form

Commenter: Age: 25-59 Annual Household income: > 200k Frequent user of local bus services

Comment: I like that the proposal Makes it easier to qualify and apply for the Marin Access Low-Income Fare Assistance program, increases the frequency of Marin Access Low-Income Fare Assistance disbursement.

I don't like that the proposal increases the fare for paratransit, changes the age-related eligibility standard for Marin Access to 65+.

Comment Response: Marin Transit has not increased its paratransit fares since 2004. Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area. In terms of program's efficiency, the current fare revenues are not keeping pace with growing paratransit operations costs and don't meet District's performance targets. To alleviate or eliminate the impact of fare increase on low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy. Eligibility criteria is currently inconsistent across Volunteer Driver and Catch-A-Ride programs. The proposed standardized eligibility criteria across these programs will make it easier for riders to understand and for community partners to share. The 65+ eligibility is applicable to new clients only, and all current riders who are under 65 will be grandfathered into the program. It will also increase the number of eligible riders due to removing the 80+ age limit.

Date: 12/17/2019

Source: Online form

Commenter: Age: 65+ Annual Household income: 35-50k Frequent user of local bus, Marin Access, Paratransit services

Comment: I like that the proposal raises the income threshold to qualify for the Marin Access Low-Income Fare Assistance program, gives low-income Marin Access clients access to a free monthly pass for use on fixed route.

I don't like that the proposal eliminates the 7-day pass for fixed route, increases the fare for Dial-A-Ride.

Comment Response: The usage of 7-day passes is currently under 1%. Under current pricing, 4 weekly passes will be equivalent to a monthly pass. However, the proposed 50% reduction in monthly pass pricing at \$40 is intended to facilitate a more cost-effective option to riders in lieu of a \$10 weekly pass. Dial-A-Ride (DAR) is a curb-to-curb general public service that is designed to supplement connection to fixed route network or fill gaps of transit network in rural areas. The proposed DAR fares better align with the premium aspect of this service compared to fixed route. A competitive pricing structure will encourage commuters within the existing bus network to use fixed route services over DAR where possible. This will free up additional capacity for seniors and persons with disabilities and alleviate current issues with providing sufficient capacity for these riders. As a safety net to our senior/ADA low-income riders, an expanded and streamlined low-income fare assistance program is introduced to offset the potential impact of any of the fare changes.

Date: 12/17/2019

Source: Online form

Commenter: Age: 65+ Annual Household income: N/A Frequent user of Marin Access services

Comment: I like that the proposal increases the number of trips per month for Catch-A-Ride.
I don't like that the proposal adds a base fare of \$4 to Catch-A-Ride trips.

Marin Transit is victimizing the seniors that this service was set up for. I am very unhappy to pay \$4. My income is fixed, and I don't think LIFA will help me. I am on oxygen and can only be out a limited amount of time.

Comment Response: Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.
As a safety net to our low-income riders, an expanded and streamlined low-income fare assistance program (LIFA) is introduced to offset the potential impact of any of the fare changes. The LIFA credits can be used towards all demand response programs incl. CAR base fare.

Date: 12/17/2019

Source: Online form

Commenter: Age: 65+ Annual Household income: 10-25k Frequent user of local bus, Marin Access, Paratransit services

Comment: I like that the proposal increases the number of trips per month for Catch-A-Ride.
I don't like that the proposal adds a base fare of \$4 to Catch-A-Ride trips.

I will not mind paying more if the 1/2 hour window is not exceeded so frequently.

Comment Response: Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.
As a safety net to our low-income riders, an expanded and streamlined low-income fare assistance program is introduced to offset the potential impact of any of the fare changes.

Date: 12/17/2019

Source: Online form

Commenter: Age: 65+ Annual Household income: N/A Frequent user of Marin Access services

Comment: I like that the proposal increases the number of trips per month for Catch-A-Ride.
I don't like that the proposal adds a base fare of \$4 to Catch-A-Ride trips.

I am unhappy to pay \$4. LIFA will not help. I'm on limited income and a base fee of \$4 is too much. I mainly use this service for short trips.

Comment Response: Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.
As a safety net to our low-income riders, an expanded and streamlined low-income fare assistance program is introduced to offset the potential impact of any of the fare changes. The LIFA credits can be used towards all demand response programs incl. CAR base fare.

Date: 12/18/2019

Source: Online form

Commenter: Age: 25-59 Annual Household income: 50-75k Frequent user of Marin Access, Paratransit services

Comment: I like that the proposal raises the income threshold to qualify for the Marin Access Low-Income Fare Assistance program, makes it easier to qualify and apply for the Marin Access Low-Income Fare Assistance program.

I don't like that the proposal eliminates the 7-day pass for fixed route, changes the age-related eligibility standard for Marin Access to 65+.

Marin Access definitely should NOT increase rates for anyone. It also should be easier to qualify for the Low Income eligibility program. Try hard to stay on time! Rides are late a lot.

Comment Response: To alleviate or eliminate the impact of fare increase on low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy. The proposed eligibility process for LIFA is streamlined and simplified, that should make it easier to our riders to take advantage of.

The 65+ eligibility is applicable to new clients only, and all current riders who are under 65 will be grandfathered into the program. It will also increase the number of eligible riders due to removing the 80+ age limit. The proposed standardized eligibility criteria across Volunteer Driver and Catch-A-Ride programs will also make it easier for riders to participate and for community partners to share.

The usage of 7-day passes is currently below 1%. Under current pricing, 4 weekly passes will be equivalent to a monthly pass. However, the proposed 50% reduction in monthly pass pricing at \$40 is intended to facilitate a more cost-effective option to riders in lieu of a \$10 weekly pass.

Date: 12/18/2019

Source: Online form

Commenter: Age: 60-64 Annual Household income: < 10k Frequent user of Marin Access, Paratransit services

Comment: I like that the proposal increases the number of trips per month for Catch-A-Ride.
I don't like that the proposal increases the fare for Dial-A-Ride, adds a base fare of \$4 to Catch-A-Ride trips.

I am very concerned about having to pay the \$4, even the \$2 dollars for Catch a Ride. I depend on the services a lot and my income is very limited. Having to pay for every ride is like taking away my only way of transportation. The aid for low income will not be enough.

Comment Response: Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.

As a safety net to our low-income riders, an expanded and streamlined low-income fare assistance program is introduced to offset the potential impact of any of the fare changes

Dial-A-Ride (DAR) is a curb-to-curb general public service that is designed to supplement connection to fixed route network or fill gaps of transit network in rural areas. The proposed DAR fares better align with the premium aspect of this service compared to fixed route. A competitive pricing structure will encourage commuters within the existing bus network to use fixed route services over DAR where possible. This will free up additional capacity for seniors and persons with disabilities and alleviate current issues with providing sufficient capacity for these riders.

Date: 12/19/2019

Source: Online form

Commenter: Age: 65+ Annual Household income: 75-100k Frequent user of Marin Access, Paratransit services

Comment: I like that the proposal increases the number of trips per month for Catch-A-Ride.
I don't like that the proposal adds a base fare of \$4 to Catch-A-Ride trips.

I am on fixed income with no increase. It is more and more difficult to maintain living in Marin due to fees going up. No thought given to the cost of living increases.

Comment Response: As a safety net to our low-income riders, an expanded and streamlined low-income fare assistance program is introduced to offset the potential impact of any of the fare changes. The proposed eligibility threshold LIFA is based on EEI that is county specific and takes into consideration the cost of living in Marin County.

Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.

Date: 12/20/2019

Source: Online form

Commenter: Age: 60-64 Annual Household income: 50-75k Frequent user of Marin Access, Paratransit services

Comment: I like that the proposal standardizes the Marin Access eligibility standards, making the services easier to understand.

I don't like that the proposal changes the age-related eligibility standard for Marin Access to 65+. Our concern is being considered "stand by" because we're not near enough to a bus route. We can't drive, are under extreme stress from medical situations and the medical financial strain. I can't always get to appointments. Please provide equal treatment! Please do not change the service rate to 65+. I thought there were MORE Baby Boomers entering "senior citizen hood" and thus NEEDING such SERVICES as Whistlestop.

Comment Response: The 65+ eligibility is applicable to new clients only, and all current riders who are under 65 will be grandfathered into the program. Eligibility criteria is currently inconsistent across Volunteer Driver and Catch-A-Ride programs. The proposed standardized eligibility criteria across these programs will make it easier for riders to understand and for community partners to share. It will also increase the number of eligible riders due to removing the 80+ age limit.

Date: 12/23/2019

Source: Online form

Commenter: Age: 65+ Annual Household income: 10-25k Frequent user of Marin Access, Paratransit services

Comment: I like that the proposal increases the number of trips per month for Catch-A-Ride, increases the reimbursement rate for the Marin Access volunteer driver programs (STAR & TRIP). I don't like that the proposal adds a base fare of \$4 to Catch-A-Ride trips.

Adding \$4 for Catch a Ride will make using the program too expensive to use, even the \$18 is not enough for local trips. It is too expensive. It should be higher.

Comment Response: Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program. As a safety net to our low-income riders, an expanded and streamlined low-income fare assistance program is introduced to offset the potential impact of any of the fare changes.

Date: 12/24/2019

Source: Online form

Commenter: Age: 65+ Annual Household income: <10k Frequent user of local bus, Marin Access, Paratransit services

Comment: I like that the proposal reduces the cost of the monthly fixed route passes, increases the number of trips per month for Catch-A-Ride.

I don't like that the proposal adds a base fare of \$4 to Catch-A-Ride trips.

The services are often not good, and the drivers are late. scheduling does mistakes.

Comment Response: Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.
As a safety net to our low-income riders, an expanded and streamlined low-income fare assistance program is introduced to offset the potential impact of any of the fare changes.

Date: 12/26/2019

Source: Online form

Commenter: Age: 65+ Annual Household income: < 10k Frequent user of Marin Access, Paratransit services

Comment: I like that the proposal makes it easier to qualify and apply for the Marin Access Low-Income Fare Assistance program.
I don't like that the proposal increases the fare for paratransit.

I cannot afford \$4. I depend on paratransit services. LIFA will limit my use. Marin Access wants less clientele. You will lose a lot of riders in need like the ones using transit for dialysis treatments. the extra money won't go to the drivers. I can afford \$2 but not \$4.

Comment Response: To alleviate the impact of fare increase on low-income riders, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy.
Marin Transit has not increased its paratransit fares since 2004. Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area. In terms of program's efficiency, the current fare revenues are not keeping pace with growing paratransit operations costs and don't meet District's performance targets.

Date: 12/31/2019

Source: Online form

Commenter: Age: 25-59 Annual Household income: 10-25k Frequent user of Marin Access, Paratransit services

Comment: I don't like that the proposal Increases the fare for paratransit, adds a base fare of \$4 to Catch-A-Ride trips.

I am disabled w/a service animal and low income and can't afford to use Catch A ride and Paratransit often. I barely have money for food. I am on disability SSDI.

Comment Response: To alleviate or eliminate the impact of fare increase on low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy that is \$240 in credits for use on all demand response programs annually (versus current \$160 value paratransit ticket booklet).

Marin Transit has not increased its paratransit fares since 2004. Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area. In terms of program's efficiency, the current fare revenues are not keeping pace with growing paratransit operations costs and don't meet District's performance targets.

Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.

Date: 1/3/2020

Source: Online form

Commenter: Age: 65+ Annual Household income: N/A Frequent user of local bus, Marin Access, Paratransit services

Comment: I like that the proposal makes it easier to qualify and apply for the Marin Access Low-Income Fare Assistance program, increases the number of trips per month for Catch-A-Ride.
I don't like that the proposal increases the fare for paratransit, adds a base fare of \$4 to Catch-A-Ride trips.
Will stop using CAR due to the fare increase. I can't always afford to pay for Paratransit because I am very low income.

Comment Response: Marin Transit has not increased its paratransit fares since 2004. Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area. In terms of program's efficiency, the current fare revenues are not keeping pace with growing paratransit operations costs and don't meet District's performance targets.
Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.
To alleviate or eliminate the impact of fare increase on low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy.

Date: 1/6/2020

Source: Online form

Commenter: Age: 65+ Annual Household income: 35-50k Frequent user of Marin Access, Paratransit services

Comment: I don't like that the proposal increases the fare for paratransit, adds a base fare of \$4 to Catch-A-Ride trips.

I am very low income and need these services for dialysis. I pay over \$50 a month for paratransit. Very thankful for paratransit.

Comment Response: Marin Transit has not increased its paratransit fares since 2004. Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area. In terms of program's efficiency, the current fare revenues are not keeping pace with growing paratransit operations costs and don't meet District's performance targets.

Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.

To alleviate or eliminate the impact of fare increase on low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy that can be used on both CAR and paratransit.

Date:	1/6/2020		
Source:	Online form		
Commenter:	Age: 65+	Annual Household income: N/A	Frequent user of Marin Access, Paratransit services
Comment:	<p>I like that the proposal increases the number of trips per month for Catch-A-Ride, increases the reimbursement rate for the Marin Access volunteer driver programs (STAR & TRIP).</p> <p>I don't like that the proposal increases the fare for paratransit, adds a base fare of \$4 to Catch-A-Ride trips.</p> <p>Would like increase in pay for the Paratransit drivers, to retain good drivers. Marin Transit should pay for fare for people who attend PCC meetings.</p>		
Comment Response:	<p>The PCC is volunteer based public meeting that provides an opportunity for members of the public, private and non-profit agencies, and paratransit operators to discuss and solve the transit problems of people with disabilities, elderly, and other transit dependents.</p> <p>Marin Transit has not increased its paratransit fares since 2004. Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area. In terms of program's efficiency, the current fare revenues are not keeping pace with growing paratransit operations costs and don't meet District's performance targets.</p> <p>Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.</p> <p>To alleviate or eliminate the impact of fare increase on low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy.</p>		

Date:	1/6/2020		
Source:	Email		
Commenter:	Age: N/A	Annual Household income: N/A	Frequent user of Marin Access, Paratransit services
Comment:	I like that the proposal I like that the proposal makes it easier to qualify and apply for the Marin Access Low-Income Fare Assistance program, increases the number of trips per month for Catch-A-Ride.		

I don't like that the proposal increases the fare for paratransit, adds a base fare of \$4 to Catch-A-Ride trips.

I question balancing the budget on the backs of the poor by increasing the paratransit fare by 200% by 2023 and increasing Catch A Ride to 400% more per ride! I can't afford any fare increase on SSI and Social Security. I will be stranded at home without a way to get groceries and go to medical appointments, etc. This situation would constitute a crisis in the disabled community.

Comment Response: To alleviate or eliminate the impact of fare increase on low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy.

Marin Transit has not increased its paratransit fares since 2004. Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area. In terms of program's efficiency, the current fare revenues are not keeping pace with growing paratransit operations costs and don't meet District's performance targets.

Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.

Date: 1/7/2020

Source: Email

Commenter: Age: N/A Annual Household income: N/A Non-user

Comment: As the appointed public defender of Marin County I write to encourage Marin Transit to work with my office, the Probation Department of Marin County, the Marin County Sheriff, and the Marin County Superior Court to create limited time reduced bus passes that can help people of limited means, receiving public assistance, or unemployed to make court appearances, probation appointments, or are leaving jail without means of transportation to their housing. Bench warrants and failures to appear often happen because people do not have transportation. Our office currently supplies individuals with bus passes and Clipper cards as our budget allows. If our office, probation or the Sheriff's department could have access to minimally priced bus passes we can have a long-term impact on public safety by encouraging people to meet their court-ordered legal obligations through subsidized transportation. Please consider adding a section for monthly bus passes available to public safety agencies at a reduced rate. \$40 dollars is too high for us to be able to meet our demand, but if such passes could be available to between \$10 and \$15 per month, we could see an increase in the number of people this would assist. Thank you for your consideration.

Comment Response: Marin Transit staff will reach out to probation or the Sheriff's department to coordinate a follow up meeting.

Date: 1/7/2020

Source: Email

Commenter: Age: N/A Annual Household income: N/A Frequent user of Marin Access, Paratransit services

Comment: Please do not raise Catch A Ride rates for Low Income Seniors. We are very dependent on this service.

Comment Response: As a safety net to our senior/ADA low-income riders, an expanded and streamlined low-income fare assistance program is introduced to offset the potential impact of any of the fare changes. Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.

Date: 1/8/2020

Source: Online form

Commenter: Age: 60-64 Annual Household income: N/A Frequent user of regional services

Comment: I like that the proposal reduces the cost of the monthly fixed route passes, raises the income threshold to qualify for the Marin Access Low-Income Fare Assistance program.
I don't like that the proposal eliminates the 7-day pass for fixed route, increases the fare for Dial-A-Ride.
I am very upset regarding the increase the fare for Dial A Ride (DAR). I don't understand why this can't happen over a 2-year period like you are doing for Paratransit. You need more drivers for DAR as well. I take DAR from Smart to work every day. Marin Transit doesn't go where I need to go.

Comment Response: The usage of 7-day passes is currently below 1%. Under current pricing, 4 weekly passes will be equivalent to a monthly pass. However, the proposed 50% reduction in monthly pass pricing at \$40 is intended to facilitate a more cost-effective option to riders in lieu of a \$10 weekly pass.

Dial-A-Ride (DAR) is a curb-to-curb general public service that is designed to supplement connection to fixed route network or fill gaps of transit network in rural areas. The proposed DAR fares better align with the premium aspect of this service compared to fixed route. A competitive pricing structure will encourage commuters within the existing bus network to use fixed route services over DAR where possible. This will free up additional capacity for seniors and persons with disabilities and alleviate current issues with providing sufficient capacity for these riders. As a safety net to our senior/ADA low-income riders, an expanded and streamlined low-income fare assistance program is introduced to offset the potential impact of any of the fare changes.

Date: 1/14/2020

Source: Online form

Commenter: Age: 65+ Annual Household income: \$10k -25k Frequent user of Marin Access, Paratransit services and bus service

Comment: I like that the proposal raises the income threshold to qualify for the Marin Access Low-Income Fare Assistance program, makes it easier to qualify and apply for the Marin Access Low-Income Fare Assistance program.
I don't like that the proposal increases the fare for paratransit, adds a base fare of \$4 to Catch-A-Ride trips.

My rent has gone up and he is on a very limited budget. I can't afford the increase in fares. I have maybe \$700 left for food, medicine and utilities etc. I am worried that my feedback will not count, and that Marin Transit will raise the cost of Paratransit and Catch A Ride. The \$20 /month LIFA that I might qualify for in July will not make much of a difference.

Comment Response: Marin Transit has not increased its paratransit fares since 2004. Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area. In terms of program's efficiency, the current fare revenues are not keeping pace with growing paratransit operations costs and don't meet District's performance targets.

Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program.

To alleviate or eliminate the impact of fare increase on low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy.

Date: 1/17/2020

Source: Online form

Commenter: Age: 25-59 Annual Household income: N/A Non-transit user

Comment: I like that the proposal Reduces the cost of the monthly fixed route passes, increases the frequency of Marin Access Low-Income Fare Assistance disbursement.
I don't like that the proposal eliminates the 7-day pass for fixed route
Please eliminate the route at San Marin as there's very low ridership in this area.

Comment Response: The usage of 7-day passes is currently under 1%. Under current pricing, 4 weekly passes will be equivalent to a monthly pass. However, the proposed 50% reduction in monthly pass pricing at \$40 is intended to facilitate a more cost-effective option to riders in lieu of a \$10 weekly pass.

Date: 1/20/2020

Source: Online form

Commenter: Age: under 18 Annual Household income: \$35 – 50K Frequent user of bus service

Comment: I like that the proposal raises the income threshold to qualify for the Marin Access Low-Income Fare Assistance program.

I don't like that the proposal eliminates the 7-day pass for fixed route, changes the age related eligibility standard for Marin Access to 65+.

My dad is legally blind and cannot drive, meaning he has to bus to and from work every day and my sister and I have to bus to and from school. We didn't know about the Marin student bus passes until last month and he pays full price. As a low income family with the head of the house unable to drive, it's always seemed unfair that we have to pay so much in public transit while we should be conserving money for rent and necessities. Any financial aid from Marin Transit would help us and families like ours very much.

Comment Response: The usage of 7-day passes is currently under 1%. Under current pricing, 4 weekly passes will be equivalent to a monthly pass. However, the proposed 50% reduction in monthly pass pricing at \$40 is intended to facilitate a more cost-effective option to riders in lieu of a \$10 weekly pass. Eligibility criteria is currently inconsistent across Volunteer Driver and Catch-A-Ride programs. The proposed standardized eligibility criteria across these programs will make it easier for riders to understand and for community partners to share. The 65+ eligibility is applicable to new clients only, and all current riders who are under 65 will be grandfathered into the program. It will also increase the number of eligible riders due to removing the 80+ age limit.

Date: 1/21/2020

Source: Online form

Commenter: Age: 65+ Annual Household income: \$10-25K Frequent user of Marin Access, Paratransit services and bus service

Comment: I like that the proposal raises the income threshold to qualify for the Marin Access Low-Income Fare Assistance program, increases the number of trips per month for Catch-A-Ride.

I don't like that the proposal increases the fare for paratransit, adds a base fare of \$4 to Catch-A-Ride trips

Comment Response: Marin Transit has not increased its paratransit fares since 2004. Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area. In terms of program's efficiency, the current fare revenues are not keeping pace with growing paratransit operations costs and don't meet District's performance targets. Catch-A-Ride is a non-shared, on-demand, premium program that provides curb to curb service, and is designed to help older adults and people with disabilities who are unable to drive, to receive taxi service at a discounted rate. The proposed base fare is introduced to align Catch-A-Ride pricing with the extra perks offered through this program. To alleviate or eliminate the impact of fare increase on low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy.

Date: 1/22/2020

Source: Online form

Commenter: Age: 25-59 Annual Household income: N/A Frequent user of Paratransit services and bus service

Comment: I like that the proposal standardizes the Marin Access eligibility standards, making the services easier to understand.
I don't like that the proposal increases the fare for paratransit.

My daughter uses paratransit. Would like to be able to schedule paratransit same day.

Comment Response: Marin Transit has not increased its paratransit fares since 2004. Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area. In terms of program's efficiency, the current fare revenues are not keeping pace with growing paratransit operations costs and don't meet District's performance targets.
To alleviate or eliminate the impact of fare increase on low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy.

Date: 1/24/2020

Source: Online form

Commenter: Age: 18-24 Annual Household income: 75-100K Frequent user of Marin Access, Paratransit services and bus service

Comment: I like that the proposal Reduces the cost of the monthly fixed route passes, gives low-income Marin Access clients access to a free monthly pass for use on fixed route.

I don't like that the proposal increases the fare for paratransit, increases the fare for Dial-A-Ride.

It would be nice if there was a paratransit program for College of Marin students, similar to the program for College of Marin unlimited bus

Comment Response: Marin Transit has not increased its paratransit fares since 2004. Marin Transit's ADA Paratransit fare is the second lowest among peer agencies in the Bay Area. In terms of program's efficiency, the current fare revenues are not keeping pace with growing paratransit operations costs and don't meet District's performance targets.

Dial-A-Ride (DAR) is a curb-to-curb general public service that is designed to supplement connection to fixed route network or fill gaps of transit network in rural areas. The proposed DAR fares better align with the premium aspect of this service compared to fixed route. A competitive pricing structure will encourage commuters within the existing bus network to use fixed route services over DAR where possible. This will free up additional capacity for seniors and persons with disabilities and alleviate current issues with providing sufficient capacity for these riders.

To alleviate or eliminate the impact of fare increase on low-income rider, an expanded and streamlined low-income fare assistance program is introduced that offers increased eligibility thresholds and additional fare assistance subsidy.

Appendix E – Summary of Community Partner Meetings and Comments

Meeting:	Marin Mobility Consortium
Meeting Date:	7/17/2019
Meeting Detail:	Quarterly meeting of stakeholders in Marin County to plan and take action together as a consortium of agencies and advocates to improve and expand transportation options for Marin’s senior, disabled and low-income residents.
Comment:	No comments; attendees provided information and advised on future opportunities to provide input
Impact on Proposal:	N/A

Meeting:	Individual Meeting with MCIL
Meeting Date:	8/15/2019
Meeting Detail:	General plan and approach for fare policy / eligibility updates presented to MCIL team given their role as advocates for those with disabilities in the community.
Comment:	Ensure language is tangible and easily understood by general public; provide 1-pagers for reference / take away; ensure there is a thorough educational campaign; understand CA SSP benefit for reference; highlight free FR pass to LIFA eligible; prepare talking points for community partners; emphasize comparison to peers for paratransit fares; tease out explanation on medical eligibility v. SSI - share of cost example; messaging is key; use visual representations / infographics
Impact on Proposal:	<ul style="list-style-type: none">• Revised language and graphics for future presentations and resources• Developed resources for community partners and operational partners to understand / explain proposal• Researched CA SSP benefit

Meeting:	Marin Paratransit Coordinating Council
Meeting Date:	8/19/2019
Meeting Detail:	The PCC is responsible for the development and implementation of transportation programs designed to solve the transit problems of people with disabilities, elderly, and other transit dependents in coordination and cooperation with appropriate public private and non-profit agencies, and paratransit operators within the established boundaries of Marin County.
Comment:	Concerns about shifting to 65+ - for those 60-64 in W. Marin this is often their only option for transportation – request to dig into those who may get left out with shift to 65+; include performance trends as it helps show that this will be revenue neutral; give more context of why proposing now + goals; add info about “how we got here” (i.e.. how did we land on 65+ & 138% of FPL); LIFA – don’t say Medi-Cal is threshold, talk more logic of why 138% chosen, advantage of matching Medi-Cal is proof of eligibility is easy, focus on how/why it’s easier for people; detail why we’re adding a base fare to Catch A Ride; add a slide with financial impacts; use infographics

Impact on Proposal:

- Revised language and graphics for future presentations and resources
- Reviewed rider data and ACS data to determine impact of shift in eligibility age threshold
- Determined to “grandfather” in all existing riders age 60 - 64

Meeting: Marin Paratransit Coordinating Council
Meeting Date: 10/21/2019

Meeting Detail: The PCC is responsible for the development and implementation of transportation programs designed to solve the transit problems of people with disabilities, elderly, and other transit dependents in coordination and cooperation with appropriate public private and non-profit agencies, and paratransit operators within the established boundaries of Marin County.

Comment: No comments; attendees provided information and advised on future opportunities to provide input

Impact on Proposal: N/A

Meeting: Travel Navigator Quarterly Meeting
Meeting Date: 11/8/2019

Meeting Detail: Draft plan, outreach plan and collateral documents presented to Travel Navigator team as they are the most public facing piece of the Marin Access suite of programs.

Comment: Concerns that it will lower ridership; likes that expansion of LIFA offsets increases in fares; riders would benefit from a tool to help them to decide which service to use for a trip; consider increasing mileage for STAR

Impact on Proposal: N/A

Meeting: Commission on Aging Housing & Transportation Committee
Meeting Date: 11/13/2019

Meeting Detail: COA committee active in advocating for affordable housing and transportation needs for older adults in Marin.

Comment: No comments; attendees provided information and advised on future opportunities to provide input

Impact on Proposal: N/A

Meeting: GGT Advisory Committee on Accessibility
Meeting Date: 11/14/2019

Meeting Detail: Accessibility Advisory group that informs GGBHTD staff on accessibility issues for bridge, bus, or ferry.

Comment: No Comments; attendees provided information and advised on how to provide comment

Impact on Proposal: N/A

Meeting: Marin Mobility Consortium
Meeting Date: 11/19/2019

Meeting Detail: Quarterly meeting of stakeholders in Marin County to plan and take action together as a consortium of agencies and advocates to improve and expand transportation options for Marin's senior, disabled and low-income residents.

Comment: General Comments from Group: Consider adding Medicare to standard for eligibility; Add year of EEI standard into slides/materials; Add bullet re: youth changes to monthly pass; Consider adding an accelerator for annual increases for STAR/TRIP
AAI - Linda Jackson: The AAI Newsletter is a great place to provide information to current and potential clients; April 2020 convening may also be a good place to communicate changes to current and potential clients; Don't use "senior" - use older adult; Don't use "giving up the keys" - rethink how this is framed

Impact on Proposal:

- Revised language and graphics for future presentations and resources
- Developed content for AAI newsletter & other relevant publications

Meeting: Bay Area Partnership Accessibility Committee (BAPAC)
Meeting Date: 12/9/2019

Meeting Detail: Monthly meeting of peer agencies in region regarding accessibility + specifically, paratransit.

Comment: General Comments from Group: Using a whole dollar fare is a good idea; for customer facing materials, break down the fares to show that you're "still giving them a really good deal."
MTC: Thinks changes are in line with improving mobility options
SolTrans: When they made fare changes, they adopted a regular structural policy increase to avoid "reinventing the wheel" and having to go through the full process in the future; this pegged the paratransit fare at 2x the fixed route fare
SamTrans: Their experience with offering a free fixed route pass to paratransit eligible clients resulted in an increase in paratransit applicants; their LIFA equivalent program offers a deep discount on every ride for paratransit
Santa Rosa City Bus: Their free fixed route pass for paratransit eligible clients uses a card with a magstripe; they are happy to share more info if requested

Impact on Proposal:

- Reviewed documents shared by SamTrans regarding their LIFA equivalent and fixed route pass programs

Meeting: Marin Paratransit Coordinating Council

Meeting Date: 12/16/2019

Meeting Detail: The PCC is responsible for the development and implementation of transportation programs designed to solve the transit problems of people with disabilities, elderly, and other transit dependents in coordination and cooperation with appropriate public private and non-profit agencies, and paratransit operators within the established boundaries of Marin County.

Comment: Consider adding info in key areas for those that board at the rear of the vehicle - using the lift; target those that speak Spanish as a primary language; consider direct mail for outreach / education after implemented

Impact on Proposal:

- Researched potential to post notices near wheelchair lift on board vehicles
- Coordinated with Canal Alliance to develop a short video about the proposal which was posted on Marin Transit social media accounts
- Staffed a Travel Navigator Satellite Hours event at Al J. Boro Community Center / Pickleweed with Spanish speaking staff

Meeting: Individual Meeting with Lifelong

Meeting Date: 12/17/2019

Meeting Detail: Lifelong Medical Care is an ADH center and is one of Marin Access Paratransit's top OD locations.

Comment: Clients will want to use LIFA for their personal trips - not trips to Lifelong - so advantages of LIFA not helpful; will double costs + impacts their business & ability to serve clients; They purchase 2k tickets at a time and that barely lasts them 6 weeks

Impact on Proposal: N/A

Meeting: Commission on Aging Housing & Transportation Committee

Meeting Date: 1/15/2020

Meeting Detail: COA committee active in advocating for affordable housing and transportation needs for older adults in Marin.

Comment: No Comments; attendees provided information and advised on how to provide comment

Impact on Proposal: N/A

Meeting: GGT Advisory Committee on Accessibility

Meeting Date: 1/16/2020

Meeting Detail: Accessibility Advisory group that informs GGBHTD staff on accessibility issues for bridge, bus, or ferry.

Comment: No Comments; attendees provided information and advised on how to provide comment

Impact on Proposal: N/A

Appendix F - Marin Transit Public Participation Process for Major Service and Fare Changes

This section describes Marin Transit's process for soliciting and considering public comment prior to implementing a major service, as defined in the District's Policy on Major Service Changes, or fare change. If the service changes trigger a public hearing process, the Board of Directors sets a public hearing date for a future meeting. Once published notice has been provided and a meeting agenda posted, Marin Transit may consider the major service change at a regular or special meeting. Marin Transit will provide language assistance at Board of Director's meetings, such as oral interpreters, with 72-hour advance notice. Minutes from the meeting are available to the public on Marin Transit's website. Public comments received by letter, phone, email, and at public meetings concerning the proposed service or fare change are provided as an attachment to the staff report for the Board of Directors and for public review. At each Board meeting, the public is permitted to speak for up to three minutes on each item considered although the body has the discretion to limit public comment to less than three minutes if circumstances warrant. The Marin Transit Board may respond to comments made by the public and take other actions, such as amending the item or delaying a decision, as it deems appropriate.

To provide sufficient notice of upcoming hearings, the Board of Directors designates the time and place for public hearings at least 28 days in advance of the proposed hearing date, unless more notice is required by law. Unless otherwise required by law, the Board may provide for minor modifications to the 28-day advance notice requirements in those situations when a finding can be made that such modification will not diminish fulfilling the public notice procedures outlined in the section below.

Once the Board has decided to hold a public hearing, staff will prepare a notice of the public hearing that includes a general, brief explanation of the matter to be considered and the date, time, and location of the public hearing.

Notice of the time and place of the meeting shall be published twice in a newspaper of general circulation within Marin County that is regularly published at least once a week. As a general rule, the first publication shall occur not less than 21 days prior to the hearing and the second publication shall occur not less than 7 days prior to the public hearing but not less than 5 days after the first publication. Shorter notice may be given when permitted by law and when financial, operational or scheduling considerations make it infeasible to provide 21-day advance notice.

If more than one hearing is held in connection with implementing a new fare, raising an existing fare, or implementing a major adjustment in transit service, Marin Transit shall publish a notice in a newspaper of general circulation within Marin County of the time and place of the second or succeeding hearing(s) at least 10 days in advance of the second or succeeding hearing(s).

Notices of public hearings shall be sent to City Councils, Boards of Supervisors, or School Districts that oversee areas affected by the subject of the public hearing or other public agencies as determined by the General Manager.

Marin Transit may provide additional notification to any affected neighborhood(s) and riders regarding the proposed changes and the time and location of any public meeting where public comment will be solicited. Marin Transit will provide information about proposed fare or major service changes on its website, and may provide notification in one or more of the following ways as appropriate:

- Posting meeting notices on transit vehicles used by affected riders;
- Posting meeting notices at transit stops;
- Notification through the District's email distribution list and publicizing the hearing on the District's web site;
- Direct mail notices to neighborhoods that may be affected by the subject of the public hearing;
- Publications in newspapers to specific groups or neighborhoods that may be affected by the subject of the public hearing;
- Publishing meeting notices in neighborhood papers or Spanish language newspapers;
- Sending meeting notices to identifiable affected groups;
- Circulating an attendance sheet at the meeting to create a contact list;
- Sending letters to names on contact lists including revised versions of the original proposal along with information regarding upcoming Marin Transit Board meetings;
- Using public service announcements for radio and public access TV (when circumstances dictate, and resources allow);
- Issuing a press release; and
- Display advertisements in local newspaper(s) in the affected areas.

Appendix G - Marin Access Rider Survey (2018)

MARIN ACCESS 2018 Rider Survey

Paratransit | Catch-A-Ride | Volunteer Drivers | Travel Navigators | Travel Training | Connect

Help us understand your experience using Marin Access services:

If you do not use the service listed, check the box on the far right.

1. Please rate Marin Access Paratransit (operated by Whistlestop) on each of the following:

	Excellent	Good	Average	Poor	Very Poor	
On-time performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I do not use this service <input type="checkbox"/>
Cleanliness / condition of vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Driver courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Ease of trip scheduling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Overall performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2. Please rate Catch-A-Ride on each of the following:

	Excellent	Good	Average	Poor	Very Poor	
Ease of trip scheduling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I do not use this service <input type="checkbox"/>
Availability of taxis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Driver courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Overall performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3. Please rate Connect on each of the following:

	Excellent	Good	Average	Poor	Very Poor	
Ease of trip scheduling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I do not use this service <input type="checkbox"/>
Driver courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Overall performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4. Please rate the STAR/TRIP Volunteer Driver Reimbursement Program on each of the following:

	Excellent	Good	Average	Poor	Very Poor	
Ease of reimbursement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I do not use this service <input type="checkbox"/>
Ease of finding a volunteer driver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Overall performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5. Please rate the Travel Navigators on each of the following:

	Excellent	Good	Average	Poor	Very Poor	
Helping me understand my travel options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I do not use this service
Ease of enrolling in Marin Access programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Referrals to other programs or services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Overall performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Help us better understand how our riders get around:

6. Do you ever ride the regular fixed route bus like Marin Transit or Golden Gate Transit?

☐ Yes

☐ No

6a.i **If yes**, how frequently do you ride?

- ☐ Frequently (3 or more days per week)
- ☐ Often (1 or 2 days per week)
- ☐ Sometimes (1 to 4 times per month)
- ☐ Rarely (Less than once per month)

6a.ii **If yes**, which bus routes do you typically ride?

6b. **If no**, would any of these improvements make you more likely to ride the bus? (*check all that apply*)

- ☐ More accessible path to the bus stop
- ☐ More convenient schedules or destinations
- ☐ Help understanding how the bus system works
- ☐ Safer or more comfortable place to wait for the bus
- ☐ Safer or more comfortable ride on board the bus
- ☐ Real time arrival information at the bus stop
- ☐ I am unable to ride the bus under any conditions

7. What other transportation options do you use aside from Marin Access services?

- ☐ I drive myself
- ☐ A friend or family member drives me
- ☐ Taxi, Uber or Lyft
- ☐ Shuttle service provided by my residential facility
- ☐ Transportation program offered by a non-profit
- ☐ Marin Transit Connect
- ☐ Other: _____

Help us better understand who our riders are:

8. What language do you regularly speak at home? _____

9. Race/Ethnicity:

- ☐ White
- ☐ African American/Black
- ☐ Asian
- ☐ American Indian or Alaska Native
- ☐ Native Hawaiian or Pacific Islander
- ☐ Latino/a or Hispanic
- ☐ Other _____

10. What category best describes your annual household income?

- | | |
|---|---|
| <input type="checkbox"/> Less than \$10,000 | <input type="checkbox"/> \$75,000 to \$99,999 |
| <input type="checkbox"/> \$10,000 to \$24,999 | <input type="checkbox"/> \$100,000 to \$149,999 |
| <input type="checkbox"/> \$25,000 to \$34,999 | <input type="checkbox"/> \$150,000 to 199,999 |
| <input type="checkbox"/> \$35,000 to \$49,999 | <input type="checkbox"/> \$200,000 and above |
| <input type="checkbox"/> \$50,000 to \$74,999 | |

11. Do you own and use a cell phone? ☐ Yes ☐ No

11a. **If yes**, is it a smart phone (a touchscreen phone that combines features of a computer with a phone, e.g. an Apple iPhone, a Samsung Galaxy phone, or a Jitterbug phone)?

- ☐ Yes ☐ No

12. Do you use the internet or email, at least occasionally? ☐ Yes ☐ No

12a. **If yes**, do you use the internet to look up transit information?

- ☐ Yes ☐ No

13. How many people live in your household (including yourself)?

- ☐ 1 ☐ 2 ☐ 3+

14. In the past three months, have you missed or delayed a medical appointment because of a lack of transportation? ☐ Yes ☐ No

15. Does anyone assist you in booking your trips or managing your reservations?

- ☐ Yes ☐ No

15a. **If yes**, who is that person?

- | | |
|--|--|
| <input type="checkbox"/> Friend | <input type="checkbox"/> Residential facility administrator or concierge |
| <input type="checkbox"/> Family member | |
| <input type="checkbox"/> Case manager or social worker | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> IHSS worker | |

16. Thank you for taking the time to complete this survey. In an effort to better assess the specific needs of our riders, we will be conducting follow-up interviews. By writing your name and the best number to reach you below, you will give us permission to contact you for an interview. Thank you!

Name: _____ Phone Number: _____

FIRST CLASS MAIL
U.S. POSTAGE
PAID
COUNTY OF MARIN

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 171 SAN RAFAEL, CA

MARIN TRANSIT
711 Grand Avenue, Suite 110
San Rafael CA 94901-3511

..... FOLD HERE

Thank you for taking our survey!

Please fold and seal to mail back your completed survey. No postage is required.

To be eligible for our raffle drawing, place your completed survey in the mail by February 15, 2019. The winner will be contacted at their home phone number on file with the Travel Navigators.

To stay up to date on all Marin Access news, sign up for our email newsletter at www.marinaccess.org.

Para obtener acceso o solicitar una copia de la encuesta de usuarios en español por favor visite al www.marinaccess.org o llame al 415-226-0855.



Appendix H - Fare & Eligibility Policy Change Comment Form



Fare & Eligibility Policy Change Comment Form

Marin Transit is updating fares & eligibility policies in July 2020.

As part of the 2020-2029 Short Range Transit Plan, Marin Transit has developed a proposal that includes changes to local bus fares, Catch-A-Ride, Dial-A-Ride, and paratransit fares, the reimbursement rate for STAR & TRIP volunteer driver programs, the Low Income Fare Assistance program, and eligibility standards for Marin Access programs.

We want to hear from you! Please use the form below to share your feedback with us.

1. I like that the proposal... *Select your top two responses.*

- ☐ Reduces the cost of the monthly fixed route passes
- ☐ Raises the income threshold to qualify for the Marin Access Low Income Fare Assistance Program
- ☐ Makes it easier to qualify and apply for the Marin Access Low Income Fare Assistance Program
- ☐ Increases the frequency of Marin Access Low Income Fare Assistance disbursement
- ☐ Gives Marin Access clients access to a free monthly pass for use on fixed route
- ☐ Increases the number of trips per month for Catch-A-Ride
- ☐ Increases the reimbursement rate for the Marin Access volunteer driver program (STAR & TRIP)
- ☐ Standardizes the Marin Access eligibility standards, making the services easier to understand

2. I don't like that the proposal... *Select your top two responses.*

- ☐ Eliminates the 7-day pass for fixed route
- ☐ Increases the fare for Dial-A-Ride
- ☐ Increases the fare for paratransit
- ☐ Changes the age-related eligibility standard for Marin Access to 65+
- ☐ Adds a base fare of \$4 to Catch-A-Ride trips

3. Use the area below to provide your feedback.

4. Zipcode: _____

5. Which of the following describes you best?

	Sometimes	Frequently	Never
I use Marin Transit local bus service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use Marin Access paratransit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use other Marin Access programs (Catch-A-Ride, STAR, TRIP, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use other public transportation options in Marin County (SMART, Golden Gate Transit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I work with community members that are Marin Transit or Marin Access riders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Help us better understand who our riders are *(optional)*:

6. Name: _____

7. Email: _____

☐ I would like to sign up for future announcements from Marin Transit

8. What is your age?

☐ Under age 18

☐ 18 - 24

☐ 25 - 59

☐ 60 - 64

☐ 65 +

9. What is your annual household income?

☐ Less than \$10k

☐ \$10k - \$24,999

☐ \$25k - \$34,999

☐ \$35k - \$49,999

☐ \$50k - \$74,999

☐ \$75k - \$99,999

☐ \$100k - \$149,999

☐ \$150k - \$149,999

☐ \$200k and above

Thank you for your feedback! See below for additional opportunities to provide input.



Community members can provide feedback on our website, by email, or by phone

Marin Transit will host community workshops across Marin County

A public hearing will be held on January 13, 2020

**How to
learn more**

Marin Transit Title VI Equity Analysis



Online at: www.marintransit.org/farepolicy2019



By email at: info@marintransit.org



In person at: locations across the county



By phone at: 415-454-0902, press option 2 205

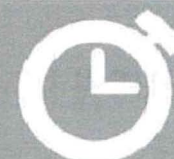
Fare and Eligibility Policy Change Guidelines



Timeline



Maintain **cost effectiveness targets** by service typology



Balance subsidy and fares to align with the level of service provided and our peer agencies

Streamline and improve operations through encouraging **pass/Clipper usage over cash payment**



Adjust fare assistance programs to **maximize social equity** and provide mobility options for all within the County

Offer fares that provide incentives to ride and **simplify payment**



Proposed Changes - Low Income Fare Assistance

LIFA Eligibility for all Marin Programs

Income based (Elder Economic Index)

-or-

Registered Medi-Cal



Fare Assistance Subsidy

All LIFA-eligible riders to receive

- Free unlimited access to Fixed Route (New Benefit)
- \$20.00 in credit/month in Phase 1 effective July 2020 for use on Marin Access programs (Paratransit, Catch-A-Ride, Dial-A-Ride, Connect)
- Credit will increase to \$25/month in Phase 2 effective July 2023



Proposed Changes – Program Eligibility

Eligibility Criteria

Consolidate eligibility criteria for Volunteer Driver and Catch-A-Ride programs to Marin County residents who are:

65+

-or-

ADA eligible

Benefits

- Improve consistency of programs for clients
- Standardize the age requirement to increase number of eligible riders
- Streamline program eligibility criteria to encourage older adults to learn about programs in early stages of aging



Proposed Fare Changes

Fixed Route

- Reduce Adult fixed route monthly pass from \$80 to \$40
- Reduce Seniors fixed route monthly pass from \$25 to \$20
- Eliminate 7-day Pass across Adult/Senior/Youth categories

ADA Paratransit

- Increase fares from \$2.00 to \$3.00 in Phase 1, effective July 2020
- Increase fares from \$3.00 to \$4.00 in phase 2, effective July 2023

Dial-A-Ride

- Increase Dial-A-Ride fare to \$4 for general public, and to \$2 for senior/ADA

Catch-A-Ride (Subsidized Taxi)

- Adjust to require an initial \$4.00 fare in Phase 1, effective Jul 2020 and \$5 in Phase 2, effective Jul 2023
- Rider receives \$14 in subsidy and pays balance of trip cost above \$18
- Increase trips from 8 to 10 trips per month

Volunteer Driver Program

- Increase driver reimbursement subsidy from \$0.35/mile and \$0.40/mile in West Marin to \$0.60/mile throughout the Marin county

