

## Chapter 1: System Overview

### District History

The Marin County Transit District (Marin Transit) was formed by a vote of the people of Marin County in 1964 to provide local transit service within Marin County. Marin Transit does not own any facilities and does not employ its own drivers. Instead, Marin Transit contracts with Golden Gate Transit, Marin Airporter, MV Transportation, and Whistlestop to operate local bus and paratransit services.

Prior to late 2003, Marin County's transit district primarily managed and administered the contract for local and regional paratransit serving eligible seniors and disabled individuals. Marin Transit was historically a "pass through" agency providing funds for local services managed by Golden Gate Transit. With the 2003 service restructuring, Marin Transit began to take responsibility for planning, outreach, oversight, and management of local fixed route transit services throughout the county.

In 2004, Marin County voters approved a ½ cent transportation sales tax increase. Measure A provided a dedicated funding source for local public transit under a 20-year expenditure plan. This new funding enabled the District to pay for local big bus fixed route services, pay for and expand the rural Stagecoach service, and introduce the community shuttle program. Marin voters renewed the local ½ cent sales tax (Measure AA) for an additional 30 years in November 2018.

Marin County initiated the Muir Woods Shuttle in 2005 as a demonstration project. Marin Transit took over responsibility for the program in 2009. The Shuttle has significantly reduced transportation impacts on the National Monument and surrounding areas. The program is managed and funded under a formal partnership between the District and the National Park Service.

Marin Transit has also taken an active role in planning, managing, and recently funding various home to school transportation services for K-12 students in Marin County. The District adds Supplemental Service to the regular fixed route services on school days and partners with most school districts to support or directly provide yellow school bus services. A partnership with the College of Marin enables all enrolled students to ride the local services for free.

The District has added staff commensurate with its increased responsibilities and measured growth in services and functions. Prior to Measure A approval, Marin Transit had one full-time and one part-time employee. With the stability of Measure A, the number of full-time employees grew from 1.5 to 3.5 in 2006 and 5 employees in 2008. As of 2019, the District has 15 full-time employees.

### Planning History and Studies

#### Measure A Expenditure Plan 2004

The Measure A Expenditure Plan provided a framework for the use of the Measure A ½ cent sales tax devoted to transportation improvements within Marin County. Fifty-five percent of this funding is designated for Strategy 1 of the plan to provide a seamless local bus transit system that improves mobility and meets community needs. There are four specific sub-strategies under Strategy 1 with accompanying service goals:

**Maintain and expand local bus transit service**

- Provide transit service every 15 minutes in the following corridors:
  - Highway 101 throughout Marin County connecting to San Francisco
  - San Rafael-College of Marin via Andersen/Sir Francis Drake
  - San Rafael-San Anselmo via Red Hill/4<sup>th</sup> Street
  - San Rafael Transit Center – Civic Center and Northgate Mall.
- Provide transit service every 30 minutes in the following corridors:
  - Sausalito to Marin City and the Toll Plaza via Bridgeway
  - Mill Valley on Miller Avenue and East Blithedale
  - Corte Madera and Larkspur via Tamalpais/Magnolia and Sir Francis Drake
  - San Anselmo to Fairfax via Sir Francis Drake and Red Hill Road
  - San Rafael via Lincoln to Civic Center, Merrydale, and on to Kaiser Hospital
  - Novato service in the Hamilton area, in the Ignacio area east of Palmer and S. Novato Boulevard
  - Corridor service from Novato to the San Rafael Transit Center with connection to College of Marin
- Provide accessible neighborhood scaled shuttles using small buses in the following communities:
  - Novato
  - Mill Valley
  - Sausalito
  - Belvedere and Tiburon
  - San Rafael
  - Ross Valley
  - West Marin (maintain and expand Stagecoach service)
- Restore night service and ferry connector shuttles as demand requires
- Provide flexible services for hillier or less populated areas with transit demand
- Provide enhanced school bus service using creative transportation solutions

**Maintain and improve the rural bus transit system**

- Develop a seven-day a week operation
- Develop a north and south route service

**Maintain and expand transit service and program for those with special needs**

- Maintain and expand transportation services for seniors and the disabled
- Continue and extend paratransit service to all of Marin County
- Develop new shared ride, wheelchair accessible taxi services that augments paratransit services
- Expand group transportation and shuttle services focused on seniors
- Provide discounted fares for very low-income seniors and person with disabilities, as well as the lowest income members of our community
- Provide discounted transit passes to youth

**Invest in bus transit facilities for a clean and efficient transit system**

- Transit hubs in Novato and Southern Marin

- Clean fuel vehicles
- Bus stop amenities (bike racks, shelters, benches, etc.)
- Bike racks on buses
- Accurate signage and real-time information

The Expenditure Plan requires Marin Transit to develop and maintain a Short Range Transit Plan responsive to the changing transit needs of the county.

### Measure AA Expenditure Plan 2018

The Measure AA Expenditure Plan defines how the extension of the 1/2-cent transportation sales tax will fund essential transportation needs in Marin. These include local street and road maintenance, Safe Routes to Schools programs, high quality local transit service, and highway and interchange improvements.

Marin voters approved the 2018 Marin County Transportation Sales Tax Renewal Expenditure Plan by a 76.7% margin in November 2018. This extends the ½-cent transportation sales tax for another 20 years through 2039. The goal of the Measure AA Expenditure Plan is to reduce congestion and greenhouse gas emissions, maintain and improve local transportation infrastructure, and provide high quality transportation options for people of all ages who live, work, and travel in Marin County.

Fifty-five percent of Measure AA funding is designated for Category 4 of the plan that calls for efficient and effective local transit services to reduce congestion and meet community needs, including services to schools and specialized service for seniors and persons with disabilities. Under this category, the sales tax enables Marin County to:

- Preserve existing transit service and provide a robust local public transit system dedicated to delivering workers and students to their jobs and schools.
- Maintain and expand rural and recreational bus services such as the Muir Woods Shuttle and the West Marin Stagecoach.
- Maintain and expand transit services and paratransit services for Marin’s seniors, persons with disabilities, and those with special needs.
- Dedicate funds for yellow school bus and other school transit services to provide matching funds for alternative fuel buses, such as all-electric buses, and plan for alternatives to traditional transit services.

### Invest in bus transit facilities Short Range Transit Plans *FY 2006-2015, FY 2009-2018, FY 2010-2019, FY 2012-2021, FY 2016-2025, FY 2018-2027*

Marin Transit released its first Short Range Transit Plan in March 2006. This document:

- Developed a detailed understanding of the existing local service network;
- Refined standards for productivity and mobility that ensure sales tax funds and other funding resources are spent in the most efficient and cost-effective manner;
- Used current and projected travel demand, land use, and demographics in the county to identify service gaps and appropriate service levels in a constrained financial environment;
- Developed supporting capital, marketing, and administrative plans;
- Involved the public in deciding the transit future for Marin County; and

- Developed policies to evaluate services and make adjustments over time.

The implementation of many of the objectives outlined in the March 2006 Short Range Transit Plan are described in subsequent SRTP updates released in 2009, 2010, and 2011. In 2012, Marin Transit completed a comprehensive update of the SRTP that introduced service typology definitions and tiered performance standards based on these assignments. In the 2015 SRTP, Marin Transit described a proposal for major fixed route service changes and restructuring that was implemented in June 2016. The Board adopted the most recent SRTP in December 2017.

### **Strategic Marketing Plan 2008**

The Strategic Marketing Plan provided Marin Transit with recommended short-, medium-, and long-term strategies for passenger information materials, bus stop signage, and an advertising campaign. The effort started with a marketing baseline inventory and identification of the District's market research needs. The consultant conducted stakeholder interviews and two sets of focus groups with current and potential riders. In addition to the strategies, the plan provided a budget with cost estimates for each aspect of the plan and an implementation timeline.

### **Marin Transit Systemwide Onboard Survey 2008, 2012, 2017**

The District completed a 2008 onboard survey and summary report to ascertain rider satisfaction, develop a comprehensive understanding of how Marin Transit riders use the service, and record rider demographics for future planning efforts. All Marin Transit's services were surveyed and resulted in 2,947 completed questionnaires. Marin Transit conducted an updated onboard survey in 2012 as part of its Countywide Transit Needs Assessment Study with 3,408 completed rider surveys.

In Spring 2017, the Metropolitan Transportation Commission (MTC) conducted an onboard survey as part of its Regional Onboard Survey Program. This survey was conducted by in-person interviewers using tablet computers unlike prior efforts that used traditional paper survey instruments. This method is more resource intensive and results in a smaller sample size and results in more accurate and complete data. All routes except Supplemental School services and the Muir Woods Shuttle were surveyed and provided 1,216 completed surveys.

### **Enhanced Taxi Services for Social Service Transportation and Public Transit Programs in Marin County 2008**

In partnership with Marin County's Department of Health and Human Services, Marin Transit identified strategies for enhanced taxi services for social service and public paratransit programs for Marin residents. MTC funded this project as a case study for other counties in the region.

### **Central and Southern Marin Transit Study 2009**

Marin Transit worked with the Transportation Authority of Marin (TAM) on a Central and Southern Marin Transit Study. This project developed an incremental program of feasible and fundable improvements to U.S. 101-oriented trunk line bus service and identified opportunities for transit feeder service for ferry and regional commute bus services. An early premise of the study was the idea of locating a potential large transit hub serving Central and Southern Marin. Subsequent travel demand and transit service analysis concluded that a program of local transit infrastructure investment distributed at multiple sites on all the study corridors



will yield more effective mobility benefits. The study introduced the concept of multimodal “green-hubs” at these sites to facilitate safe and efficient connectivity and community-oriented mobility. This is reflected in the options considered in the evaluation process and in the study’s final recommendations.

### **West Marin Transit Needs Assessment 2009**

Marin Transit conducted a community-based transportation study to understand the transit needs specific to West Marin residents, employees, and visitors. Two rounds of public meetings were held at various locations, and community input significantly shaped the final strategies and recommendations. Highlights included recommendations to increase service on the Stagecoach routes, improve connections to Marin Airporter and Sausalito Ferry services, improve bus stops, and enhance bicycle carrying capacity on transit vehicles.

### **South Novato Transit Hub Study 2010**

Marin Transit developed a strategic plan to improve bus patron access and transfers in Novato in partnership with the City of Novato and Golden Gate Transit. The plan identified three transit stops in Novato for upgrade: the downtown transit stop at Redwood and Grant, stops near the Rowland Boulevard and Highway 101 interchange, and stops near the Ignacio/Bel Marin Keys and Highway 101 interchange. These stops provide opportunities for passengers to transfer between regional-local and local-local bus routes within Novato and increased the efficiency of transit operations. The study identified improvements that target these locations and require minimal changes to bus operations or to adjacent land use. Improvements at the two locations along Highway 101 were completed in 2014. The District completed its largest construction project to date in September 2017 when it opened a downtown transfer facility that combined adjacent stops into one location.

### **Marin Senior Transportation Action and Implementation Plan 2010**

Marin Transit co-sponsored the Marin Senior Mobility Action and Implementation Plan with Marin County’s Health and Human Services Division on Aging and Adult Services. The plan identified measures that the County and transportation agencies can take to support the mobility of Marin’s growing older population. The study supports efforts to keep older people safe and connected to their communities, as problems related to aging make it harder for them to get around. The Existing Conditions Report considered current and future demographics, described the state of senior transportation, presented examples of best practices, reported on outreach activities conducted as part of this project, and identified transportation gaps. The Action and Implementation Plan detailed strategies to meet the transportation needs of older adults based on the project’s research and stakeholder outreach efforts.

### **Novato Transit Needs Assessment 2011**

Partnering with the City of Novato, Marin Transit conducted a Novato Transit Needs Assessment to evaluate transit services, identify new and emerging mobility needs not met by current transit service options, and craft practical strategies to meet these needs. This study included an extensive public outreach program of meetings, onboard and community surveys, and various tabling events. A series of short- and mid-term recommendations were developed. These included restructuring local bus routes to enhance service, better marketing of transit service, targeted bus stop improvements, and a transition plan for a community shuttle program to increase coverage using smaller vehicles.

In March 2012, Marin Transit implemented several Phase 1 recommendations. Service-related changes included consolidating Routes 51 and 52 and extending Route 49. These changes increased local service frequencies to every 30 minutes, increased service for early morning and late evening travel, and added weekend service to areas where it had not been available. The District produced a Novato-specific transit rider guide that highlighted the service changes and combined all transit options in one brochure. Many of the Phase 2 recommendations were completed in 2013 and 2014, including adding a new shuttle network and capital improvements at major bus stops.

### **Tiburon Transit Needs Assessment 2012**

Marin Transit completed its third community-based transit needs assessment study in the Tiburon Peninsula in 2012. As with similar efforts, this study conducted extensive outreach and analyzed performance data to develop transit service enhancements. The recommended service plan was largely implemented in August 2013 and included a new Route 219/219f shuttle and expanded Route 119 services to Redwood High School.

### **Countywide Transit Market Assessment Study 2012**

The Countywide Transit Market Assessment (CTMA) evaluated how Marin fixed route transit service was provided relative the characteristics of existing transit markets. This study forecasted how these markets may shift or change in the future and identified recommendations to restructure or improve transit services. The assessment drew on a comprehensive onboard survey (2012), 2010 US Census data, and ride check data collected between 2010 and 2012. Recommendations focused on improvements to the fixed routes structure to better serve current markets and were largely implemented in June 2016.

### **Coordinated Countywide Student Transportation Study 2015**

Marin Transit conducted a Coordinated Countywide School Transportation Study in partnership with TAM and the Marin County Office of Education. This study identified options to relieve roadway congestion, encourage use of healthy mobility options, and improve coordination of resources dedicated to student access to school. The study evaluated all current program offerings for opportunities to achieve proposed service goals especially reducing traffic congestion. These include the role of yellow bus transportation programs, public transit services, and Safe Routes to Schools (SR2S) programs. The report identified recommendations and action items to advance home to school transportation services based on stakeholder participation and the initial inventory of existing programs.

Marin Transit held a Board workshop in December 2015 to review the study results and recommendations. Following the workshop, the Board formed an Ad Hoc Committee on Student Transportation to advance the strategic planning phase of the study and develop a five-year implementation plan.

The study concluded that K – 8 students are most appropriately transported in yellow buses as opposed to transit buses. The Ad Hoc Committee on Student Transportation supported the transition of two elementary schools (St. Hilary School and the Cove School) from Supplemental service to yellow bus service. These actions directly achieved the second goal of the study to “Develop a Transition Plan to better match service models to student needs.” Additionally, the Ad Hoc Committee advised staff on developing a formula to distribute Measure AA funds to existing yellow bus programs in Marin County. In January 2019, the Marin Transit Board approved the allocation of \$600,000 annually for three years to five yellow bus programs in Marin. Through these two actions, the Ad Hoc Committee on Student Transportation advanced the goals of the Coordinated Countywide School Transportation Study.

## Marin Access Strategic Analysis and Recommendations 2016

In 2015, Marin Transit initiated a comprehensive study of Marin Access programs to identify performance trends and lessons learned. The study provides an in-depth overview of Marin Access programs and riders and the market forces that influence current and future demand. The study identifies opportunities and constraints for Marin Access services and ten recommended strategies. Staff developed an action plan in 2016 with eight priority initiatives. Since 2016, staff have made progress on these initiatives:

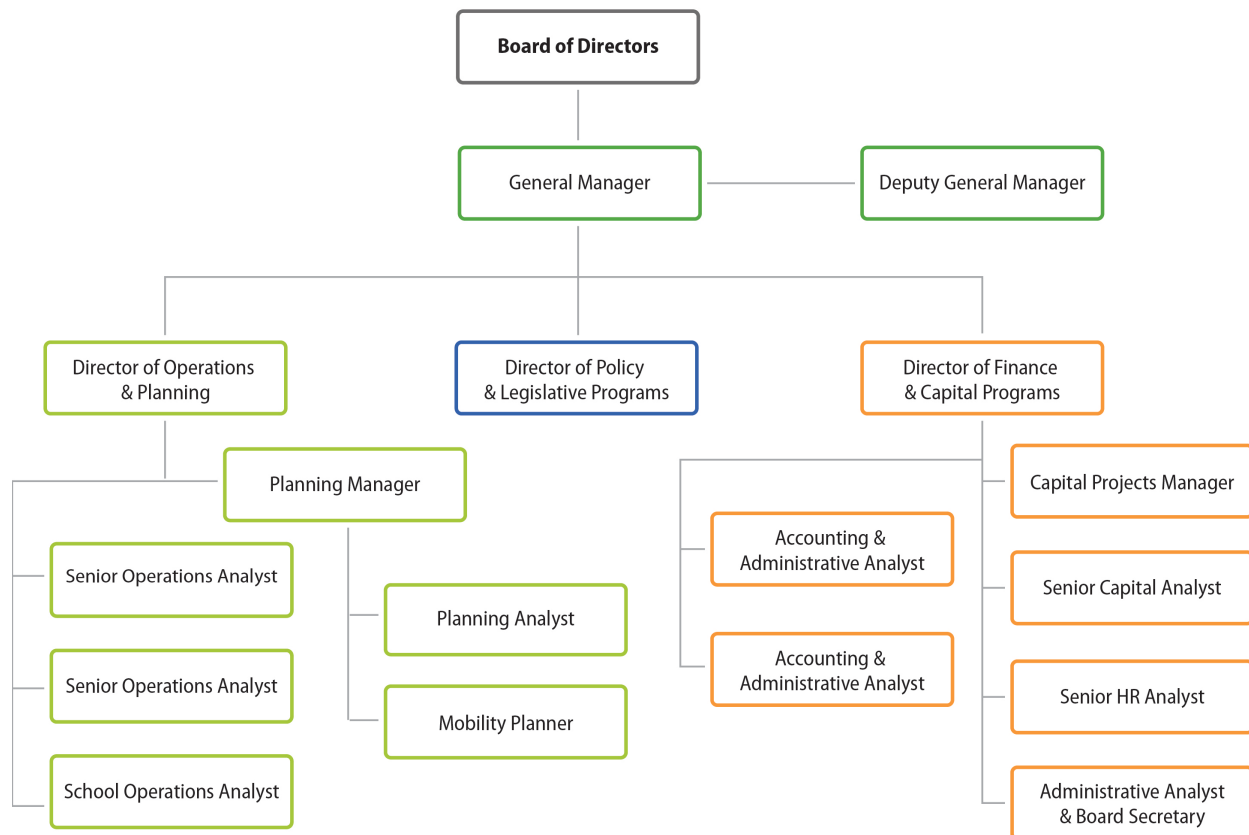
- Implementing the Marin Mobility Innovation Incubator and awarding funding to support rider education about technology options;
- Implementing a same-day accessible pilot service; and
- Procuring additional software solutions to improve the user experience for paratransit eligible clients.

Staff will conduct further analysis to evaluate the ongoing performance of Marin Access programs.

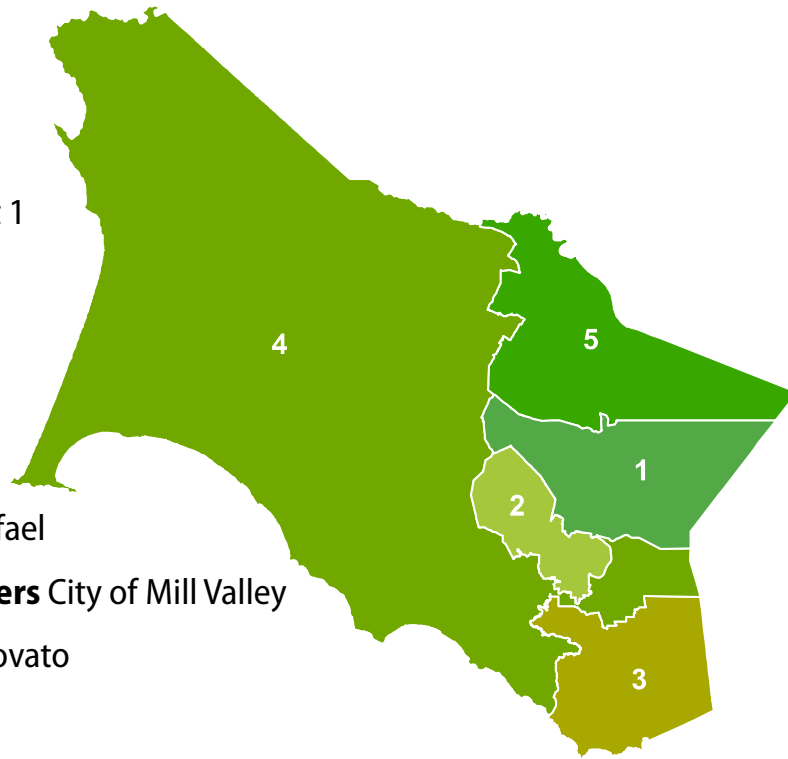
## District Structure

Marin Transit hired its first dedicated General Manager in June 2008. Three Director level positions report directly to the General Manager. These are the Director of Operations and Planning, the Director of Policy and Legislative Programs, and the Director of Finance and Capital Programs. The Director of Operations and Planning oversees three positions that support the operation oversight functions and a Planning Manager who oversees a Planning Analyst and a Mobility Planner who support planning efforts of District's provided services and programs.

The Director of Finance and Capital Programs oversees two Accounting and Grants Analysts, a Capital Projects Manager, Capital Analyst, and an Administrative Analyst. The Director of Policy and Legislative Programs oversees compliance with federal requirements, develops intergovernmental policies and initiatives, and serves as Marin Transit's Civil Rights Officer. The District's structure is shown in Figure 1-1.

**Figure 1-1: District Structure**

Marin Transit is directed by a seven-member Transit District policy board. As shown in Figure 1-2, the Transit District Board includes the five elected representatives from the County Board of Supervisors, two city representatives (from San Rafael and Mill Valley), and an alternate city representative (from Novato). The Marin County Council of Mayors and Councilmember votes on the City representatives.

**Figure 1-2: Supervisors and District Boundaries****Damon Connolly** District 1**Katie Rice** District 2**Kathrin Sears** District 3**Dennis Rodoni** District 4**Judy Arnold** District 5**Kate Colin** City of San Rafael**Stephanie Moulton-Peters** City of Mill Valley**Eric Lucan (alt)** City of Novato

Board Member	District or City	Current Term Ends
Damon Connolly	District 1	January 1, 2023
Katie Rice	District 2	January 1, 2021
Kathrin Sears	District 3	January 1, 2021
Dennis Rodoni	District 4	January 1, 2021
Judy Arnold	District 5	January 1, 2023
Stephanie Moulton-Peters	City of Mill Valley	January 2020
Kate Colin	City of San Rafael	January 2021
Eric Lucan (alternate)	City of Novato	January 2021

## Marin County School Coordination

Marin Transit works with public middle and high schools to offer supplemental transit services for students. Students take approximately 1,000 daily passenger trips during school days, and student transit ridership significantly reduces roadway congestion during peak travel hours. The District offers a reduced-price Youth Pass for riders 18 and under for unlimited rides on all local transit services within the county. Free Youth Passes are distributed to students of eligible families with demonstrated income hardships.

Many of Marin’s school districts predict decreasing enrollment in the coming years. Marin Transit is exploring innovative ways to partner with individual schools and the Transportation Authority of Marin’s (TAM) Safe Routes to School (SR2S) program to support sustainable transportation options for students, such as yellow school bus programs. Examples of how schools work with Marin Transit to achieve efficiencies and ensure reliable service include:

- **Designate a school coordinator or district coordinator as the primary point person for transit services.** This person is responsible for informing parents and students on transit service options and registering students for Marin Transit’s Youth Pass Program.
- **Distribute and promote Marin Transit’s Youth Pass.** Assigned school coordinators collect payments or eligibility forms for free passes and provide this information to Marin Transit each semester. Coordinators receive a login password for Marin Transit’s integrated data management system to access transit information and record Youth Pass sales and free pass distribution.
- **Provide School Calendars and Bell Schedules.** Before teachers leave at the end the school year, the school provides Marin Transit and the bus operator with calendars and bell schedules for the upcoming school year. This provides adequate time for scheduling school transportation services.
- **Coordinate Planning Assistance.** Schools work with Marin Transit to plan for anticipated demands and geographic distribution of student populations. Information desired from schools and school districts include annual enrollment projections and student home origins.
- **Participate in Safe Routes to School meetings.** Marin Transit staff regularly attend SR2S meetings for school districts across the county to advocate for bus use as a component of SR2S, brainstorm ways to encourage students to ride, and ensure bus stops and pathways to stops are safe.
- **Provide operational support for yellow bus programs.** Marin County’s school districts no longer have dedicated funding or internal expertise to manage yellow school bus programs. As a means of traffic congestion relief, cities and school districts are working together to provide home to school transportation with yellow school bus programs. These partnerships raise funds and may contract with Marin Transit to provide planning expertise, contractor oversight, and customer service support.
- **Distribute Measure AA funds to support existing yellow bus programs.** There is no dedicated funding for regular yellow school bus programs in Marin County. In 2019, Marin Transit began distributing \$600,000 annually for three years to support operation of five existing yellow bus programs in Marin. After eligible programs meet specific threshold criteria, Marin Transit determines the amount of funding that each program receives based on a formula.

School districts making programmatic changes in school boundaries, grade level distribution, or staggering of bell times are encouraged to include Marin Transit in their discussions to determine impacts on current or future transit services and the most efficient way to provide these services. Due to limited financial resources, the District cannot guarantee additional service to a school or school district that makes these types of changes if they will lead to operational inefficiencies.

Marin Transit and the College of Marin also have a partnership to offer all registered students unlimited access to the local transit network. The partnership also provides enhanced services to the Kentfield campus on school days – Route 122.

## Regional Coordination

### Metropolitan Transportation Commission (MTC)

MTC is the transportation planning, coordinating, and financing agency for the nine-county San Francisco Bay Area. As the regional transportation planning agency and the metropolitan planning organization, MTC is also responsible for the Regional Transportation Plan that serves as a blueprint for transit and transportation investments in the Bay Area.

Marin Transit actively participates in several regional transit programs and on various committees.

### 511 Program

The 511 Program is a phone and online resource that provides access to Bay Area transportation information. This service provides up-to-the minute information on all modes of travel including traffic, transit, and bicycling. Marin Transit participates in the 511 Program and provides up-to-date schedules, routes, and fare information. In 2014, Marin Transit joined the 511 real-time transit information system that provides real-time arrival predictions.

### Clipper Program

Clipper is the Bay Area's universal fare media available for use on all public transit systems throughout the region. Golden Gate Transit (GGT) was one of the first agencies to adopt the system in 2006. Marin Transit contracts with GGT for a significant portion of its services, and Clipper has been available on these routes from the beginning. The District deployed Clipper on the remaining Marin Transit fixed route services in 2014 as part of the GGT system within Clipper. Since Clipper does not include any of the District's passes or pass programs, Marin Transit continues to offer paper pass options to its riders. In 2019, the Clipper program initiated systemwide upgrades and enhancements that are expected to take approximately four years to complete. The District plans to transition to operation as an independent operator within the Clipper when this process concludes.

### Committees

Marin Transit staff actively participate in regional committees organized by MTC. These include: Policy Advisory Council, Transit Finance Working Group, 511 Transit Technical Advisory Committee, Clipper Technical Advisory Committee, Regional Transit Rider Survey Working Group, Paratransit Technical Advisory Committee, and Bay Area Partnership Accessibility Committee.

### Community-Based Transportation Plans (CBTP) & Station Area Planning

Marin Transit continues to participate as a partner, stakeholder, and member of the Technical Advisory Committees for Marin County CBTP studies. These include: the Canal in San Rafael - 2007, Marin City - 2009 with 2015 update, and Novato - 2015. District staff has participated as technical members of three station area plans for SMART. These include stations in downtown San Rafael, adjacent to the County Civic Center in north San Rafael, and Larkspur. These collaborative efforts have identified important transit needs for potential regional grant opportunities.



## Resolutions

The MTC Board of Commissioners has passed a series of resolutions that guide the coordinated regional development for transit services. These include:

- MTC Resolution No. 3434 (Regional Transit Expansion Program): There are no expansion projects specific to Marin Transit. SMART is the only Marin County project.
- MTC Resolution No. 4140 (Transit Capital Priorities Program for FY 2014/15 & FY 2015/16): This resolution includes the regional policies and procedures that guide the programming of FTA Section 5307 Urbanized funds to Bay Area Operators. The funds are primarily available for capital replacements of vehicle and equipment. The resolution also provides guidance for 5307 funds available for ADA paratransit operations as ADA set aside funds. Marin Transit's SRTP assumes continued availability of 5307 funding for these purposes.
- MTC Resolution No. 3866 (MTC Transit Coordination Implementation Plan): The Transit Coordination Implementation Plan promotes coordinated fares and schedules among the Bay Area Transit Operators. Marin Transit shares data with the 511 schedule-based and real-time programs. The San Rafael Transit Center is part of the Regional Transit Hub Signage Program, and Marin Transit participated in developing and updating this signage. Marin Transit fully implemented Clipper on all local services in 2014. In Spring 2017, the District worked with MTC to conduct an onboard passenger survey as part of MTC's Cooperative Demographic and Travel Pattern Transit Rider Survey Program. The District participates in coordination of all services as outlined in Resolution No. 3055.
- MTC Resolution No. 4060 (MTC Transit Sustainability Project): Marin Transit acknowledges and supports the Transit Sustainability Project recommendations and works closely with North Bay operators and SMART to coordinate planning and fare policies. District staff regularly participate in monthly North Bay Transit Technical Advisory Committee meetings and collaborate with planning staff from these agencies.

## Golden Gate Transit

Marin Transit and Golden Gate Bridge Highway and Transportation District (GGBHTD), consisting of the Golden Gate Bridge, Golden Gate Transit, and Golden Gate Ferry, work together to ensure coordination in providing Marin County with a quality regional and local transit system. GGBHTD is Marin Transit's primary contractor for local transit service and long-time partner. Planning, operations, and customer service staff meet regularly to discuss coordination of current and planned transit operations. Marin Transit supports a single customer service department staffed by GGBHTD. The two agencies agree on formulas for sharing certain costs and TDA and STA revenues as detailed in the Marin Transit/Golden Gate Transit Intergovernmental Agreement. Under a separate agreement, Marin Transit manages the paratransit service contract on behalf of Golden Gate Transit.

## Sonoma Marin Area Rail Transit (SMART)

When fully constructed, SMART will provide commuter rail service along a 70-mile corridor in Sonoma and Marin Counties. The voter-approved project will include a companion bicycle-pedestrian pathway along the corridor between Cloverdale and Larkspur. The Initial Operating Segment (IOS) of the project opened on

Friday, August 25, 2017, and includes rail service between the Santa Rosa Airport and Downtown San Rafael. Bus connections currently link the Airport station to Cloverdale and the Downtown San Rafael station to Larkspur. In July 2017, SMART began to construct the rail extension to Larkspur that includes 2.2 miles of track connecting San Rafael and the terminal station in Larkspur Landing. SMART initiated train service to Larkspur and opened a new station in Downtown Novato in Dec 2019. Marin Transit and SMART staff meet regularly to coordinate planning efforts to ensure that transit users will experience a seamless network.

### **National Park Service (NPS)**

The US Department of the Interior National Park Service (NPS) and Marin Transit partner to provide the Muir Woods Shuttle, a seasonal tourist-oriented transit service to Muir Woods National Monument. NPS and Marin Transit meet regularly to explore opportunities to improve services and expand service to other areas in Marin. Marin Transit oversees operation of the Shuttle, and the National Park Service provides financial, planning, and operations support for the program.

To manage Muir Woods visitation levels and parking demand, NPS implemented a new reservation system in January 2018. This system requires visitors to purchase park entrance tickets in advance and reserve a parking space or Shuttle seats. The reservation system has alleviated capacity issues on the Shuttle experienced in previous seasons by making arrival patterns more predictable.

The District is working with NPS to adapt new elements of the Shuttle program to support the new reservation model.

### **Transportation Authority of Marin (TAM)**

TAM is the Congestion Management Agency and the transportation sales tax authority for Marin County. TAM administers the ½ cent transportation sales tax (Measure A) initially approved in 2004 and renewed in November 2018 as Measure AA. The expenditure plan designates 55 percent of Measure AA funds for transit service. Marin Transit and TAM closely coordinate on financial matters under the Measure AA funding categories and on capital investments for inclusion in the Regional Transportation Plan.

### **North Bay Transit Operators**

Marin Transit meets regularly with three transit providers in Sonoma County, Santa Rosa City Bus, Petaluma Transit, and Sonoma County Transit, and Sonoma County's congestion management authority (SCTA). Discussions provide updates on local and regional transit and transportation programs and identify opportunities for coordination and joint procurements.

## **Service Area Profile and Demographics**

There are eleven incorporated cities and towns within Marin County. Table 1-1 presents and compares the population of cities in the county for the years 2000, 2010, and 2017. This data represents the total population and is not limited to bus riders.

**Table 1-1: Estimated Population, Size and Densities of Marin County Cities and Unincorporated Area**

City	Population				Size (mi <sup>2</sup> )	Density		
	2000 <sup>(1)</sup>	2010 <sup>(2)</sup>	2017 <sup>(3)</sup>	% Change (2010-2017)		(pop/mi <sup>2</sup> )	(emp/mi <sup>2</sup> ) <sup>(4)</sup>	(HH/acre) <sup>(3)</sup>
Belvedere	2,125	2,068	2,126	2.80%	0.5	3,984	688	2.88
Corte Madera	9,100	9,253	9,864	6.60%	4.4	2,925	1,353	1.34
Fairfax	7,319	7,441	7,598	2.10%	2.2	3,376	600	2.44
Larkspur	12,014	11,926	12,396	3.94%	3.0	3,939	2,004	3.07
Mill Valley	13,600	13,903	14,355	3.25%	4.8	2,919	1,060	1.91
Novato	47,630	51,904	55,980	7.85%	27.4	1,891	713	1.22
Ross	2,329	2,415	2,543	5.30%	1.6	1,441	288	0.75
San Anselmo	12,378	12,336	12,580	1.97%	2.7	4,608	1,009	3.03
San Rafael	56,063	57,713	59,070	2.35%	16.5	3,504	2,055	2.16
Sausalito	7,330	7,061	7,141	1.13%	1.8	3,987	2,857	3.32
Tiburon	8,666	8,962	9,165	2.26%	4.4	2,015	399	1.37
Unincorporated County	68,735	67,934	68,137	0.29%	450.5	152	24	0.09
<b>Marin County Total</b>	<b>247,289</b>	<b>252,916</b>	<b>260,955</b>	<b>3.12%</b>	<b>519.8</b>	<b>485</b>	<b>179</b>	<b>0.31</b>

**Sources:** (1) U.S. Census Bureau, 2000 Census; (2) U.S. Census Bureau, 2010 Census; (3) U.S. Census Bureau, 2013-2017 American Community Survey; (4) U.S. Census Bureau, LEHD Origin-Destination Employment Statistics, 2014

Table 1-2 compares current demographic and population data for Marin County using U.S. Census Bureau estimates from the 2000 and 2010 decennial census and the 2013-2017 American Community Survey. This data includes a summary of the total population of the County and State.

Table 1-3 presents key demographic data for local fixed route, rural services, and paratransit service and compare this data to the demographics of Marin. The comparison highlights significant differences in transit riders from the average Marin County resident in income and race. Compared to Marin County's population as a whole, Marin Transit local riders have significantly lower income levels and a smaller proportion of riders identify themselves as Caucasian/White. About 35 percent of Marin Transit local riders earn less than \$25,000 a year. Most Marin residents (63%) earn \$75,000 or more, at the other end of the range.

**Table 1-2: Demographic Overview of Marin County**

	Marin Co.	%	California	%
2017 Total Population Estimate <sup>(1)</sup>	260,955		39,536,653	
2010 Total Population Estimate <sup>(2)</sup>	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%	
<b>Age</b>				
Persons under age 5, 2017 <sup>(1)</sup>	12,004	4.6%	2,490,809	6.3%
Persons under 18 years old, 2017 <sup>(1)</sup>	52,451	20.1%	9,053,893	22.9%
Persons between 18 years old and 65 years old, 2017 <sup>(1)</sup>	152,137	58.3%	24,987,165	63.2%
Persons 65 years old and older, 2017 <sup>(1)</sup>	56,366	21.6%	5,495,594	13.9%
<b>Gender</b>				
Female, 2017 <sup>(1)</sup>	133,348	51.1%	19,886,936	50.3%
Male, 2017 <sup>(1)</sup>	127,606	48.9%	19,649,716	49.7%
<b>Disability</b>				
Persons with a disability, under age 65, 2017 <sup>(1)</sup>	13,308	5.3%	2,728,029	7.4 %
<b>Journey to Work</b>				
Mean travel time to work (minutes), workers age 16+, 2017 <sup>(1)</sup>	31.7		28.8	
Means of transportation to work–Public Transportation, 2017 <sup>(1)</sup>	12,507	9.8%	909,679	5.2%
<b>Ethnicity</b>				
White persons, 2017 <sup>(1)</sup>	223,377	85.6%	28,624,536	72.4%
Black or African American persons, 2017 <sup>(1)</sup>	7,307	2.8%	2,569,882	6.5%
American Indian and Alaskan Native persons, 2017 <sup>(1)</sup>	2,610	1.0%	632,586	1.6%
Asian persons, 2017 <sup>(1)</sup>	16,701	6.4%	6,009,571	15.2%
Native Hawaiian and Other Pacific Islander persons, 2017 <sup>(1)</sup>	782	0.3%	197,683	0.5%
Persons reporting some other race, 2017 <sup>(1)</sup>	20,876	8.0%	4,974,791	12.9%
Persons reporting two or more races, 2017 <sup>(1)</sup>	10,177	3.9%	1,541,929	3.9%
Persons of Hispanic or Latino origin, 2017 <sup>(1)</sup>	42,014	16.1%	15,458,831	39.1%
<b>Language and Education</b>				
Language other than English spoken at home, age 5+, 2017 <sup>(1)</sup>	55,960	22.7%	15,767,634	44.0%
High school graduates, age 25+, 2017 <sup>(1)</sup>	175,702	93.2%	20,658,217	82.5%
Bachelor's degree or higher, age 25+, 2017 <sup>(1)</sup>	105,503	57.5%	7,939,184	32.6%
<b>Housing and Households</b>				
Housing units, 2017 <sup>(1)</sup>	113,126		14,176,670	
Homeownership rate, 2017 <sup>(1)</sup>	64.2%		54.5%	
Housing units in multi-unit structures, percent, 2017 <sup>(1)</sup>	27.4%		31.1%	
Median value of owner-occupied housing units, 2017 <sup>(1)</sup>	\$908,800		\$443,400	
Persons per household, 2017 <sup>(1)</sup>	2.42		2.96	
Median household income, 2017 <sup>(1)</sup>	\$104,703		\$67,169	
Persons below poverty, percent, 2017 <sup>(1)</sup>	7.9%		13.3%	
Zero Vehicle Households, 2017 <sup>(1)</sup>	5,626	5.4%	985,308	7.7%
<b>Land Facts</b>				
Land area, (square miles)	520		155,779	
Persons per square mile, 2017 <sup>(1)</sup>	496.5		246.6	

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

**Table 1-3: Demographic Overview of Transit Riders in Marin County**

Category	Transit Rider (Onboard Survey Results)				Marin County % <sup>(1)</sup>
	2005	2008	2012	2017 <sup>(2)</sup>	
<b>Age</b>					
Persons under 18 years old	18%	25%	21%	11%	20%
Persons between 18 and 65 years old	78%	70%	72%	80%	60%
Persons 65 years old and older	4%	5%	7%	9%	20%
<b>Gender</b>					
Female	48%	46%	49%	44%	51%
Male	52%	54%	51%	56%	49%
<b>Household Income</b>					
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%
<b>Race</b>					
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%

**Source:** (1) U.S. Census Bureau, 2013-2017 American Community Survey, (2) 2017 onboard survey did not include Supplemental school routes that were included in previous survey efforts.

## Transit Rider Market Assessment

Marin Transit conducted a passenger survey in Spring 2017 to better understand the demographic characteristics and transit travel patterns of our passengers.

### “Typical” Characteristics of Local 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 is 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.<sup>1</sup>

### 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 1-3. 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

<sup>1</sup> 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.

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.

## Locations 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. Employment density is shown in Figure 1-4.

## 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 are illustrated in Figure 1-5.



Figure 1-3: Transit Propensity

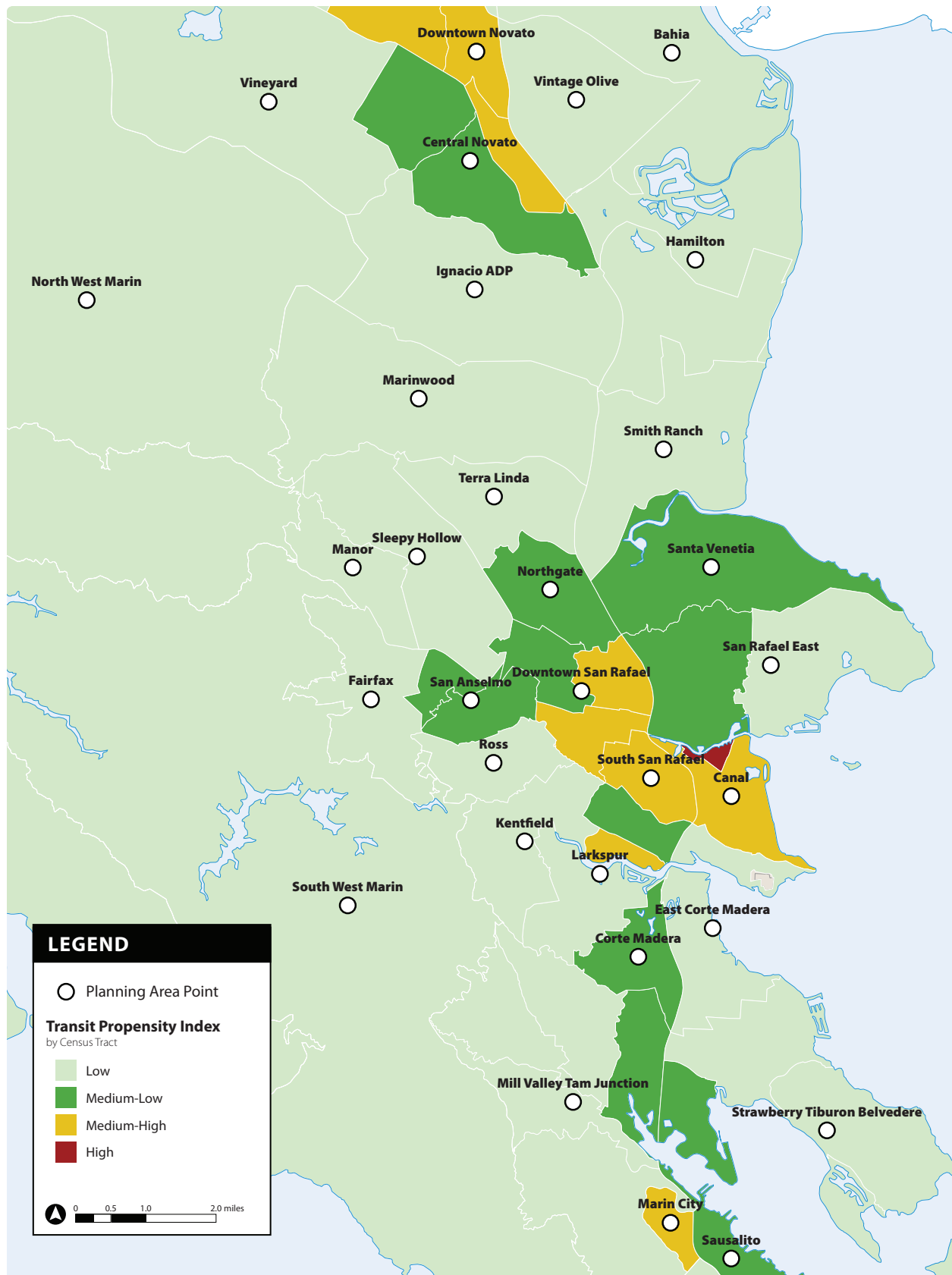


Figure 1-4: Employment Density

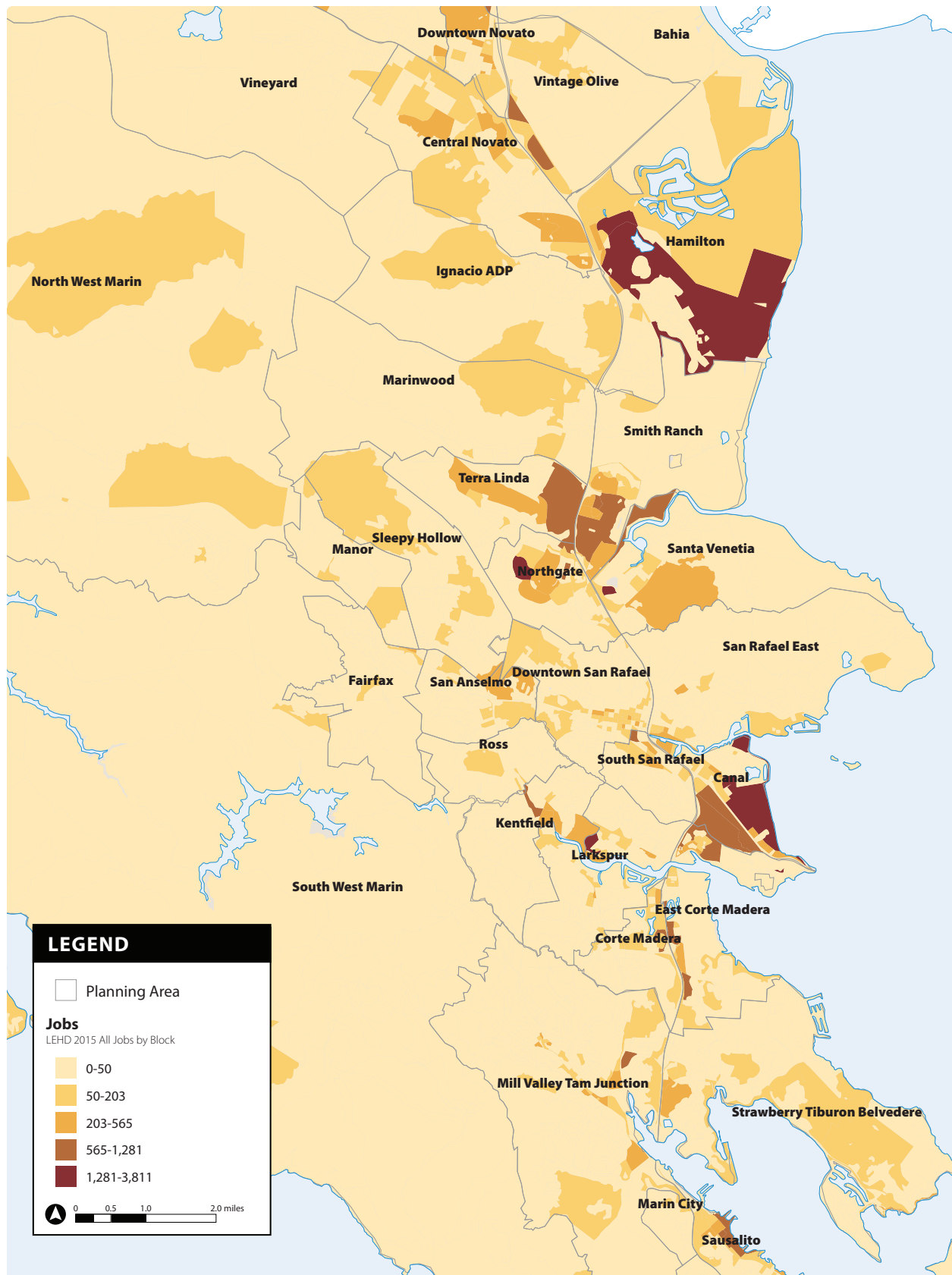
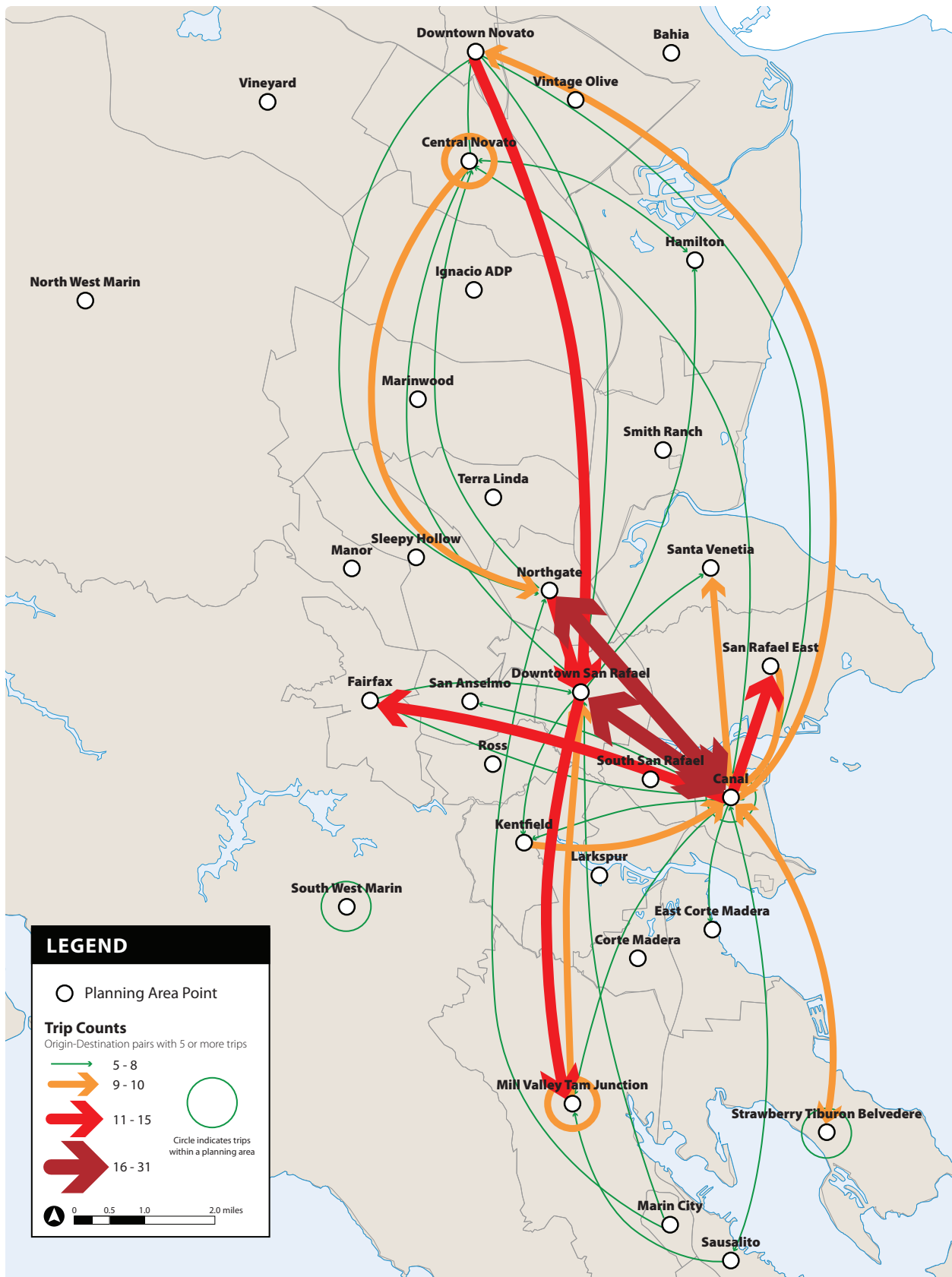


Figure 1-5: Origins and Destinations



## Marin Transit Services

Marin Transit does not directly operate any of its services and instead provides them through contracts with multiple service providers. Table 1-4 summarizes the various contracts, the contracted organizations, and the terms of these contracts.

**Table 1-4: Summary of Service Provider Contracts**

Contract Type	Services Provided	Contractor	Current Term	FY 2018/19 Operating Expenses
Inter-governmental Agreement	Local Fixed Route and Customer Service	Golden Gate Transit	Jul 1, 2015 – Jun 30, 2020 (option years thru Jun 30, 2022)	\$8.9 million
Competitively Bid	Local Fixed Route and Community Shuttles	Marin Airporter	Jul 1, 2018 – Jun 30, 2021 (option years thru Jun 30, 2023)	\$5.7 million
Competitively Bid	Local Fixed Route, Rural, and Seasonal Services, Catch-A-Ride	MV Transportation	July 1, 2018 – Jun 30, 2021 (option years thru Jun 30, 2023)	\$3.8 million
Competitively Bid	Local Paratransit, Novato Dial-A-Ride, and Rural Dial-A-Ride	Whistlestop Transportation	Jan 1, 2016 – Jun 30, 2020 (option years thru Jun 30, 2022)	\$4.7 million
Competitively Bid	Travel Navigator Program, VDP	Whistlestop Transportation	May 16, 2016 – Jun 30, 2019 (option years thru June 30, 2022)	\$363,000
Competitively Bid	Yellow Bus	Michael's Transportation Services	Jul 1, 2018 – Jun 30, 2021 (option years thru June 30, 2023)	\$619,000

The following sections provide a brief overview of all transit services offered by Marin Transit and other providers within Marin County.

### Fixed Route Services

Marin Transit provides a total of 29 fixed route transit services within Marin. Over three million trips were made on the local fixed route network in FY 2017/18.

Services are organized within the District based the typology of the service. The typology defines the function of that route and its intended market. There are seven typologies: Local Trunkline, Local Basic, Local Connector, Supplemental School, Rural, Recreational, and Partnership. Table 1-5 below shows a breakdown of each route by contractor and typology.

**Table 1-5: Fixed Route Service Organization**

Route	Contractor	Typology
17	Golden Gate Transit	Local Basic
22	Marin Airporter	Local Basic
23	Golden Gate Transit	Local Basic
23X	Golden Gate Transit	Local Basic
29	Golden Gate Transit	Local Trunkline
35	Golden Gate Transit	Local Trunkline
36	Golden Gate Transit	Local Trunkline
49	Marin Airporter	Local Basic
61	MV Transportation	Rural
66/66F	MV Transportation	Recreational
68	MV Transportation	Rural
71X	Golden Gate Transit	Local Trunkline
113	MV Transportation	Supplemental School
115	MV Transportation	Supplemental School
117	MV Transportation	Supplemental School
119	MV Transportation	Supplemental School
122	MV Transportation	Partnership
125	MV Transportation	Supplemental School
139	MV Transportation	Supplemental School
145	MV Transportation	Supplemental School
151	MV Transportation	Supplemental School
154	MV Transportation	Supplemental School
219/219F	Marin Airporter	Local Connector
228	Marin Airporter	Local Connector
233	Marin Airporter	Local Connector
245	Marin Airporter	Local Connector
251	Marin Airporter	Local Connector
257	Marin Airporter	Local Connector

**Notes:**

- (1) Routes shown in the table above reflect service as of June 2018. Data presented in subsequent tables in this report reflect routes in service during FY2017/18.

## Fixed Route Typologies

Approval of a local transportation sales tax measure in 2004 marked a turning point for local transit service in Marin County. This created a dedicated source of local funding and enabled Marin Transit to develop a service plan tailored to the needs of local transit riders. Historically, local transit service in Marin County was a byproduct of the Golden Gate Transit commute service. That service focused on commute trips into San Francisco across the Golden Gate Bridge during the peak commute hours, operated with coach-style vehicles. Marin Transit has focused planning efforts on developing a local transit system and route typologies that reflect the markets they are intended to serve.

Marin Transit developed the typologies with extensive community outreach to obtain public and rider preferences for transit services. This input was complemented by a comprehensive performance assessment using quantitative analysis tools. These include GIS analysis of annual ride-check data, farebox transfer data, and origin-destination passenger information. The effort transformed the previous “one size fits all” Golden Gate Transit service delivery model, and generated a series of route typologies and mobility management options unique to local transit markets. The resulting typologies have enabled the District to “right-size” transit service to the various markets within Marin and maximize operating resources. The typologies are consistent with the service definitions the regional MPO (MTC) suggested and guide the District’s decisions on fleet assignment, frequency and span of service, performance thresholds, and focusing capital investments to facilitate transfer activity.

Marin Transit assigned to all Marin Transit routes to seven unique route typologies. These typologies are described below, and Table 1-6 summarizes the different attributes of each typology.

### /// Local Trunkline

Local Trunkline services operate along the highest ridership corridors and often serve the areas of the county with the highest population or employment densities. These routes provide the backbone for the transit network and connect with Local Basic and Local Connector services at key transfer locations. Along Highway 101, Trunkline services supplement the Golden Gate Transit regional services that continue to San Francisco and Sonoma Counties.

Local Trunkline services include Routes 35, 36, and 71X. All routes use heavy-duty transit vehicles that accommodate up to two wheelchairs and three bicycles. The current fleet is a mix of low-floor 40’ and 60’ articulated, low-floor vehicles. In 2020, the District plans to replace all 60’ articulated vehicles with 40’ vehicles.

### /// Local Basic

Local Basic services operate along many of the county’s arterial corridors that have transit-supportive land use patterns. This type of service provides more extensive coverage than the Local Trunkline services while balancing frequency and speed. Routes provide direct connections between major destinations beyond the Highway 101 corridor and transfer opportunities with Local Trunkline and Local Connector services.

All Local Basic routes use heavy-duty transit vehicles that accommodate up to two wheelchairs and three bicycles. The current fleet is a mix of 35’ and 40’ low-flow vehicles.

### /// Local Connector

Local Connector services operate in lower density areas with less supportive transit land use patterns or where larger bus capacity is not warranted. These services rely on good transfer opportunities to the Local Trunkline and Local Basic services for travel outside the community.

The connector routes are operated in a 24' shuttle type cutaway vehicles on behalf of Marin Transit by Marin Airpointer, under a five-year contract that expires on June 30, 2021. All shuttle vehicles carry up to two wheelchairs and two bicycles.

### /// Supplemental School

Supplemental School services address the transportation needs of students, primarily in middle and high school, within the County. These services offer additional capacity alongside other Marin Transit routes during school bell times and on school days only. These routes provide direct connections between major student destinations and are not designed for transfer opportunities.

Supplemental School routes use heavy-duty transit vehicles that accommodate up to two wheelchairs and two bicycles.

### /// Rural

Rural services provide connections between West Marin and the eastern part of the county on the West Marin Stagecoach. These routes provide community mobility and regional connections to the Highway 101 corridor. The Stage routes also serve a significant recreational and tourist market, particularly during summer and on weekends, and help reduce congestion in the rural areas. Major recreational and tourist destinations include Point Reyes National Seashore, Mt. Tamalpais State Park, Samuel P. Taylor State Park, and Stinson Beach.

Topography is challenging on these routes, and there are specific fleet attributes required to deliver these services. Flag stops are permitted along the western, rural portion of the routes at any location where it is safe for the driver to pull over.

Two routes (Route 61 and Route 68) are operated by MV Transportation under contract to Marin Transit. The North Route ("Route 68") begins at the San Rafael Transit Center and terminates at Inverness via Sir Francis Drake and the Shoreline Highway. Major stops include San Anselmo, Fairfax, Woodacre, San Geronimo, Samuel P. Taylor Park, Point Reyes, and Inverness Park. The South Route ("Route 61") begins in Marin City on weekdays and in Sausalito on weekends and holidays and terminates in Bolinas. Major stops include Marin City, Manzanita Park and Ride, Tamalpais Junction, Pantoll Ranger Station, and Stinson Beach.

All rural vehicles carry up to two wheelchairs and two bicycles. ADA eligible riders may schedule deviated pickup and drop-offs within three-quarters of a mile of the fixed route using the Stagecoach service. Reservations are required for this service. On weekends on the South Route 61, ADA trips are assigned to paratransit services provided by Whistlestop Wheels.

### /// Recreational

Recreational services support recreation or tourist-based travel within the county. Major attractions include the Muir Woods National Monument within the Golden Gate National Recreation Area. These services strictly focus on reducing congestion related to recreational travel. They operate seasonally depending on



demand. Road topography in Marin’s rural and mountainous areas can also be challenging and requires a specific fleet for operations.

Marin Transit assumed operation of the Route 66 seasonal service from the County of Marin in 2009, in partnership with the National Park Service. This service is currently operated by MV Transportation under contract with Marin Transit.

The Muir Woods Shuttle operates two alignments to the National Monument: one begins at the Pohono Street Park and Ride lot east of Highway 101 and the other begins at the Sausalito Ferry terminal and serves Marin City. The service operates weekends year around and weekdays between mid-June and mid-August. Service is also provided over holiday periods.

### /// Partnership

Marin Transit supports partnership services in collaboration with local agencies or entities that request a specific service to meet the needs of a targeted user group. While these services are offered to the general public, they may not meet District targets for productivity and subsidy. They require financial support from other agencies or jurisdictions to justify their investment by the District. In some cases, these partnership services may increase overall system efficiency by utilizing already available vehicle capacity such as to provide midday or off-peak service.

Figure 1-6 and Table 1-7 show each of the local routes including the span of service, annual service hours and miles, and basic system data. Subsequent chapters of this document describe service performance in detail.

Table 1-6: Summary of Fixed-Route Typologies


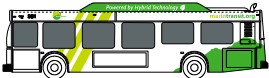




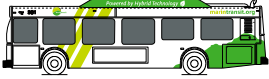
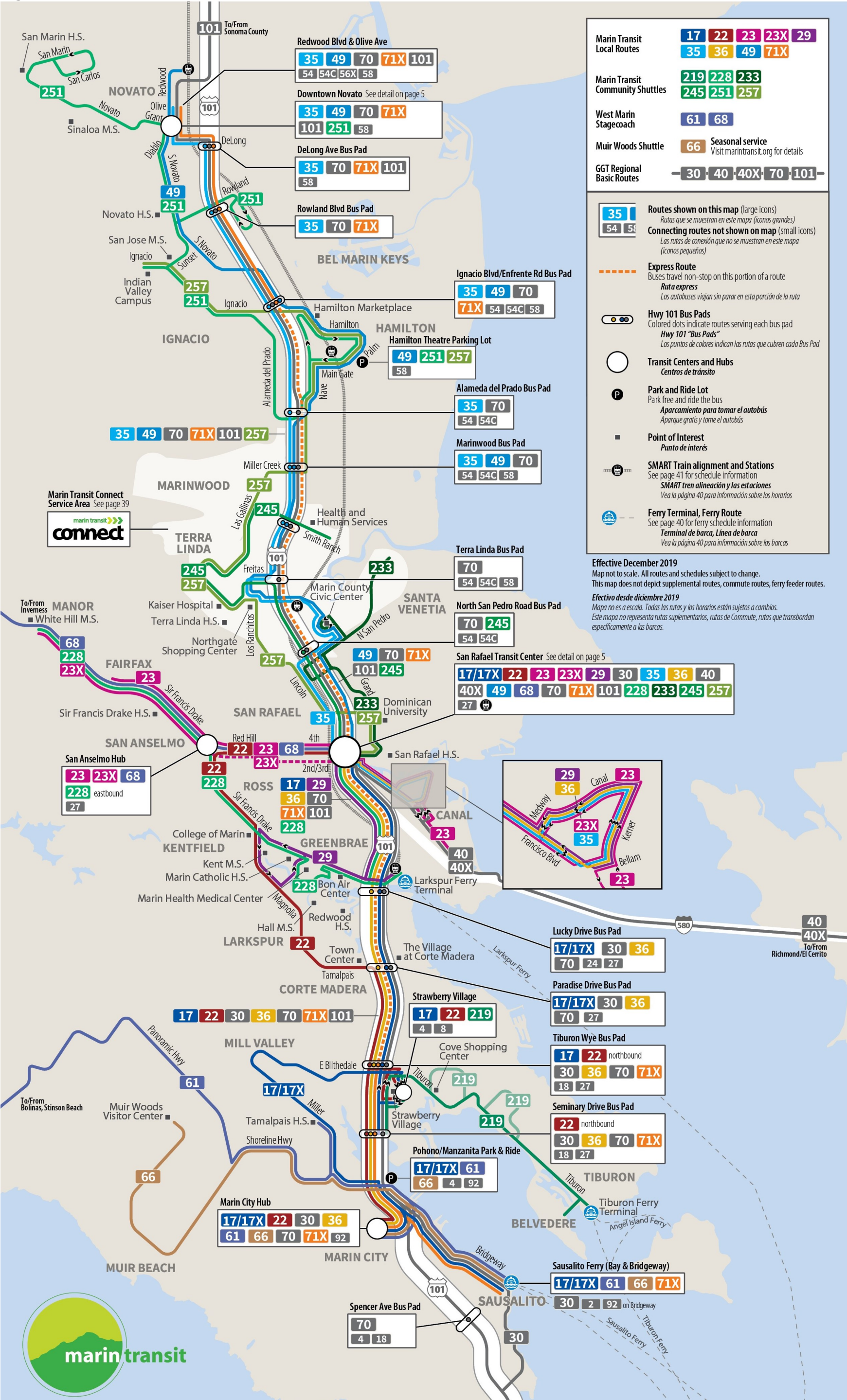
Typology	Typical Vehicle	Operational Focus				% Annual Ridership	% Annual Revenue Hours	% Annual Operating Costs
		Capacity	Frequency	Speed	Accessibility			
<b>/// Local Trunkline</b> Routes: 35, 36, 71X		●	●	●		38%	24%	30%
<b>/// Local Basic</b> Routes: 17, 22, 23, 23X, 29, 49			●	●	●	33%	36%	37%
<b>/// Local Connector</b> Routes: 219/219F, 228, 233, 245, 251, 257					●	13%	24%	19%
<b>/// Supplemental School</b> Routes: 113, 115, 117, 119, 125, 139, 145, 151, 154		●				6%	2%	3%
<b>/// Rural</b> Routes: 61, 68					●	4%	9%	7%
<b>/// Recreational</b> Routes: 66/66F		●			●	5%	3%	3%
<b>/// Partnership</b> Routes: 122		Depends on partnership goals				1%	1%	1%

Figure 1-6: Route Structure





## Service Structure

Providing effective and efficient transportation poses challenges in a suburban environment such as Marin County. As resources for transit are limited, these challenges require the District to identify the right balance between coverage and service levels (frequency/coverage). Spreading service over a larger geography creates reduced service levels overall that are not attractive to many riders. Concentrating service in a few select corridors makes them inaccessible for many residents.

The District's most recent service changes in 2016 were a step toward increasing service levels while minimizing any reduction in coverage. These improvements focused on select east-west and north-south corridors where travel demand and congestion were highest. The goal was to transition these corridors from a 15/30-minute peak and 30/60-minute off-peak frequency to a 15-minute daily service level. Figure 1-7 shows these high frequency corridors.

In addition to increased service frequencies in these corridors, the District focused its most recent service improvements on reducing transit travel time. There are limited opportunities for travel time advantages over single occupant automobiles in Marin. Limited stop or express services reduce passenger travel time along these corridors. Figure 1-8 shows these service areas.

Table 1-7 provides a comprehensive summary of service levels and ridership by route.

Figure 1-7: Existing Service Frequencies

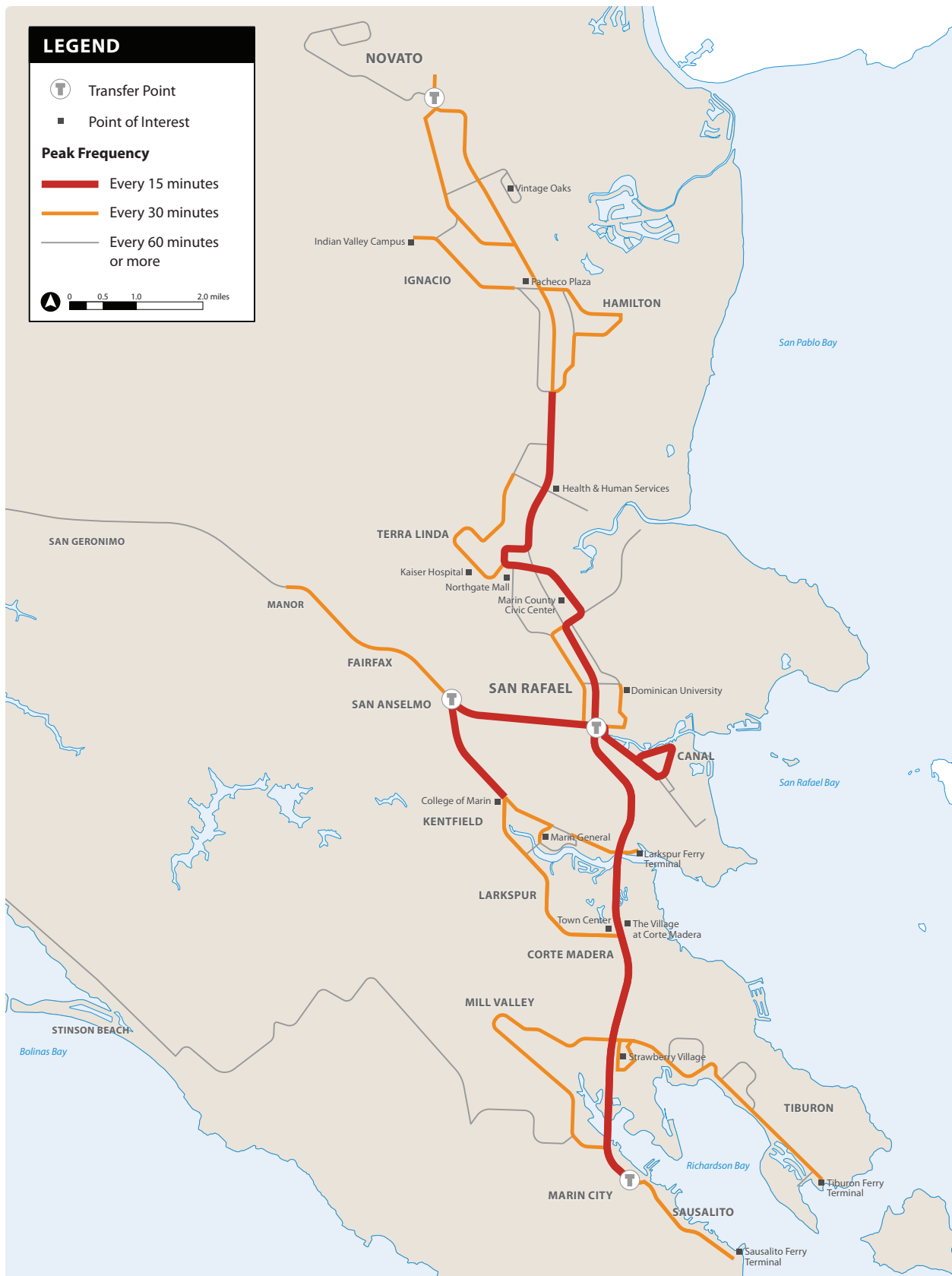


Figure 1-8: Express Connections



Table 1-7: Marin Fixed Route Transit Routes

Route		Days of Operation	Service Span <sup>(1)</sup>		Frequency		Annual Ridership <sup>(2)</sup>	Annual Rev Hrs <sup>(2) (3)</sup>
			Weekdays	Weekends	Weekdays	Weekends		
Local Trunkline								
35	Canal - San Rafael - Novato	Daily	5:08a - 2:25a	5:08a - 2:25a	30 min	30 min	665,936	23,006
36	Canal - San Rafael - Marin City	Daily	6:23a - 8:10p	7:18a - 6:40p	30 min	30 min	361,490	13,700
71X	Highway 101 Corridor	Weekdays	6:10a – 7:08p	-	30 min/60 min	-	115,745	7,405
Local Basic								
17	Sausalito - Mill Valley - San Rafael	Daily	5:30a - 11:25p	6:30a - 11:25p	30/60 min	60 min	250,651	14,885
22	San Rafael - Marin City	Daily	6:00a - 10:55p	7:00a - 9:55p	30/60 min	60 min	207,816	17,906
23	Fairfax - San Rafael - Canal	Daily	5:51a - 10:46p	7:06a - 9:53p	60 min	60 min	196,569	11,070
23X	Manor - Fairfax - San Rafael - Canal	Weekdays	6:01a - 7:25p	-	60/- min	-	52,463	3,407
29	Marin General - San Rafael - Canal	Weekdays	6:34a – 6:55p	-	60/- min	-	40,315	3,299
49	San Rafael - Downtown Novato	Daily	6:11a - 9:01p	7:15a - 10:55p	30/60 min	60 min	244,988	14,842
Local Connector								
219	Tiburon - Strawberry	Daily	6:18a – 9:00p	7:43a - 7:58p	30 min	30 min	51,072	6,484
228	San Rafael - San Anselmo - Fairfax	Daily	6:30a - 8:25p	6:42a - 7:25p	60 min	60 min	78,027	10,124
233	Santa Venetia - San Rafael	Daily	6:24a - 7:28p	7:24a - 5:55p	60 min	60 min	43,943	4,359
245	San Rafael - Kaiser - Smith Ranch Rd	Daily	7:00a - 6:55p	7:00a - 6:55p	60 min	60 min	51,096 <sup>l</sup>	4,347
251	Novato Local	Daily	6:35a - 8:56p	8:01a - 8:54p	60 min	60 min	98,028	9,596
257	San Rafael - Hamilton - Ignacio	Weekdays	6:01a - 10:25p	-	60 min	-	65,515	7,639



Table 1-7: Marin Fixed Route Transit Routes (continued)

Route		Days of Operation	Service Span <sup>(1)</sup>		Frequency		Annual Ridership <sup>(2)</sup>	Annual Rev Hrs <sup>(2) (3)</sup>
			Weekdays	Weekends	Weekdays	Weekends		
Supplemental								
113	Corte Madera - Redwood HS	School Days	7:16a - 3:37p	-	4 trips	-	16,449	346
115	Sausalito - Mill Valley - Tiburon	School Days	7:20a - 2:59p	-	3 trips	-	9,495	344
117	Corte Madera - Hall MS	School Days	7:41a - 3:54p	-	3 trips	-	23,647	457
119	Tiburon - Redwood HS	School Days	7:04a - 3:37p	-	4 trips	-	30,850	592
125	San Anselmo - Drake HS - Lagunitas	School Days	7:05a – 5:10p	-	4 trips	-	11,798	597
139	Lucas Valley - Terra Linda HS	School Days	7:02a - 4:25p	-	2trips	-	4,852	320
145	San Rafael - Terra Linda HS	School Days	7:20a - 4:10p	-	2-3 trips	-	18,475	253
151	San Jose MS - Novato HS - San Marin HS	School Days	6:59 - 4:18p	-	6-8 trips	-	44,574	782
154	Novato - Sinaloa MS	School Days	7:33a – 3:22p	-	2 trips	-	12,168	351
Stagecoach								
61	Sausalito - Marin City - Stinson Beach - Bolinas	Daily	6:55a - 8:00p	8:20a - 10:05p	3-5 hours	60-120 min	36,010	5,535
68	San Rafael - Fairfax - Pt. Reyes Station - Inverness	Daily	6:16a - 10:40p	7:16a - 11:55p	60-120 min	60-120 min	82,745	10,656
Recreational								
66/66F	Sausalito - Marin City - Muir Woods	Seasonal <sup>(4)</sup>	8:45a - 6:55p	8:35a - 7:55p	30 min	10/20 min	163,916	5,930
Partnership								
122	San Rafael - College of Marin	School Days	8:15a - 3:10p	-	30 min	-	22,969	2,012

**Notes:**

- (1) Service span for local and school routes based on 2018-2019 operations.
- (2) Annual figures based on FY 2017/18 data.
- (3) Annual hours of service for school routes are shown, although annual number of trips provided is used to complete productivity calculations.
- (4) The Muir Woods Shuttle (Route 66/66F) operates weekends and holidays from April through October and daily from mid-June through mid-August, as well as during select winter holiday periods.

## Yellow Bus

Many Marin County school districts no longer provide yellow bus services for home to school transportation unless required to do so by the State of California. Recently, cities and towns have partnered with local school districts to revive yellow bus programs as a means of traffic congestion relief. In southern Marin, students in the Mill Valley School District, Reed Union School District, and Ross Valley School District are offered yellow bus service through funding partnerships with local cities and towns. Marin Transit provides varying levels of support to each of these programs based on their needs.

### Measure AA Funding Distribution

The Marin Transit Board established an ad hoc school transportation committee in 2016. The committee met 13 times in two years to discuss school transportation needs and Marin Transit's role in providing home to school bus service. Guidance from this task force ultimately resulted in Board approval to distribute \$600,000 of Measure AA funds to five existing regular home to school yellow bus programs in Marin County. Programs were selected based on threshold criteria. The distribution of funds in FY 2019/20 was based on a formula that takes a percentage subsidy of a program's one-way pass price and multiplies it by the number of one-way passes that program distributed in FY 2017/18. This amount is the base amount and remains set for three years, beginning in FY 2019/20. The base amount will be adjusted annually for Marin County sales tax growth. Marin Transit may also adjust the base amount if a program reduces its service level by more than 20 percent.

Table 1-8 below shows the approved "Yellow Bus Funding Allocation" recipients, formula factors, and resulting annual fund distribution.

**Table 1-8: Yellow Bus Funding Allocations (FY 2017/18 Base Year Data Used for FY 2019/20 Distribution)**

		Mill Valley SD	Reed Union SD & Cove School	Ross Valley SD	San Rafael SD	Miller Creek SD	Total	Calculation
One Way Pass Price	(a)	\$337.50	\$295.00	\$375.00	\$237.50	\$199.50		annual price, 50% of round trip
Subsidy per pass	(b)	\$118.13	\$103.25	\$131.25	\$83.13	\$69.83		35% of one-way pass price [0.35 x (a)]
One Way Passes Distributed	(c)	214	1,316	1,013	2,792	605	<b>5,940</b>	School year 2017-2018 source data
<i>Funding for FY 2019/20 allocation</i>		\$25,279	\$135,877	\$132,956	\$232,085	\$42,244	<b>\$568,441</b>	35% of pass price for every pass distributed [(b) x (c)]

### Ross Valley School District

In the 2005/06 school year, Marin Transit's began to providing transportation to Ross Valley School District, and particularly White Hill Middle School. Prior to this, Ross Valley School District contracted directly with Golden Gate Transit (GGBHTD) to provide service on routes 123 (San Anselmo to White Hill) and 127

(Sleepy Hollow to White Hill). In 2005 GGBHTD determined that all local public transit services should originate with Marin Transit, including three routes provided by GGBHTD under contract with school districts. These included the two previously mentioned RVSD routes and one route to Larkspur School District. Marin Transit agreed to integrate the GGBHTD contract routes into their supplemental school services. The District eliminated unproductive school service on other Marin Transit routes to provide financial support for the three routes serving RVSD and Larkspur School District.

Although responsibility for the service to RVSD transitioned to Marin Transit in 2005/06, operation of the service continued to be provided by GGBHTD under contract with Marin Transit until the 2015/16 school year when service was shifted as required by the intergovernmental agreement between GGBHTD and Marin Transit in place at that time. At the end of the 2014/15 school year Marin Transit, was providing 2,160 hours of supplemental school service to the Ross Valley School District (RVSD) through its agreement with GGBHTD primarily to White Hill School. This service required 12 dedicated vehicles in the afternoon. Marin Transit determined that the RVSD service was most suitably provided under a traditional “yellow bus” contract, given the equipment requirements and the dedicated nature of the service.

In 2015 Marin Transit awarded a one-year contract with two option years to Michael’s Transportation to provide a six-yellow bus service to the Ross Valley School District. Marin Transit exercised both option years to continue the service through Spring 2018. In January 2018, Marin Transit issued a Request for Proposals for yellow bus contractors to provide the service beginning on July 1, 2018. Michael’s Transportation was the sole respondent, and Marin Transit awarded the operator with a second three-year contract with two option years.

Marin Transit shifted its annual subsidy contribution of \$175,000 in local funding from supplemental school service to yellow bus service in FY 15/16. The District continued that subsidy level in each subsequent year until it introduced the FY 2019/20 Measure AA funding formula. The County of Marin and the Towns of San Anselmo and Fairfax have also participated in funding the yellow bus service. The Ross Valley School District program continues to serve nearly 1,000 daily riders, approximately 500 students, relieving congestion on the heavily traveled Sir Francis Drake corridor.

Marin Transit handles all logistics of the RVSD program. These include contract management, website development, pass sales and production, customer service, and daily monitoring of the buses via GPS technology. Staff at White Hill Middle School and Hidden Valley Elementary School support the program by distributing passes and managing student loading on the afternoon buses.

### **Mill Valley School District**

In September 2015, the City of Mill Valley developed a Traffic and Congestion Reduction Advisory Task Force. This task force initiated a two-year yellow school bus program pilot for the Mill Valley School District (MVSD) funded by contributions from MVSD, the City of Mill Valley, and Marin County. These contributions cover approximately half of the cost of the program. The remaining program costs are paid for through student pass sales.

Marin Transit initially provided planning support with routing and scheduling design. Once the program was approved, MVSD contracted Marin Transit to provide on-going operational support including website development, pass sales/production/distribution, contractor management, customer service and daily bus monitoring via GPS technology.

The Program sold over 250 one-way bus passes in the first year. On average, 140 daily riders or approximately 70 students took the bus daily to three schools: Mill Valley Middle School, Edna Maguire Elementary, and Strawberry Point Elementary. In the following two years, bus pass sales declined each year with 175 annual one-way passes sold in the 2018/19 academic year.

Marin Transit will continue to provide operational support for the program through Spring 2020. The future of the program beyond the extended pilot is undetermined.

### Reed Union School District

In April 2016, the Town of Tiburon, the City of Belvedere and Reed Union School District (RUSD) voted to form the Tiburon Peninsula Traffic Relief Joint Powers Agency (JPA). The purpose of the JPA is to coordinate efforts to reduce school-related congestion on Tiburon Boulevard. The JPA contracted with First Student through 2023 to provide yellow bus service to the Cove School in the Larkspur-Corte Madera School District and Reed Elementary, Bel Aire Elementary, and Del Mar Middle School. Seven buses run 26 routes each day and transport 900 riders or approximately 450 students to and from school.

In 2016, the JPA contracted with Marin Transit to provide operational support. Marin Transit supports the program through contractor management, route planning, and real-time communications to parents regarding service disruptions. The JPA also employs a part-time program manager to manage the website and handle pass sales/production/distribution and most customer service issues.

In providing ongoing operational support, Marin Transit monitors the GPS location of the buses. The JPA amended its contract with First Student to include the use of a parent-friendly app called “First View.” With the First View app, parents receive bus stop arrival predictions and notifications of service delays. Marin Transit supported the initial data set up and continues to support the app with schedule and stop updates as needed. First Student staff handle all app-related customer service issues.

### Marin Access

To complement traditional fixed-route transit, Marin Transit provides a suite of programs that serve older adults, persons with disabilities, and other Marin residents who cannot or choose not to drive. Specialized services for these populations are offered through a family of programs that fall under the umbrella of Marin Access. These programs generally fall into two categories: **Transportation Information** and **Enrollment and Transportation Services**. Table 1-99 describes each Marin Access program and outlines their intended purpose, rider eligibility requirements, and any fares associated with the service.

**Table 1-9: Marin Access Programs**

Program	Purpose	Eligibility	Fare/User Fee
<b>Information and Enrollment</b>			
Travel Navigators	Provide information, enrollment, counseling and referrals about transportation for seniors and people with disabilities in Marin County.	All interested parties.	Free
Travel Training	Introduce riders to fixed-route transit and provide them with the confidence and knowledge to ride on their own.	All interested parties.	Free
<b>Transportation Services</b>			
Local Paratransit	Provide ADA complementary paratransit as required by federal law.	ADA certified <sup>(1)</sup>	\$2.00
Volunteer Driver	Empower riders to find and reimburse volunteer drivers. (35 cents per mile with monthly mileage cap of 100 miles in East Marin. 40 cents per mile with monthly mileage cap of 400 miles in West Marin).	ADA certified <sup>(1)</sup> OR 60+ and not driving	Free
Catch-A-Ride	Provide discounts for taxi rides within Marin. Increase same day mobility for paratransit eligible riders and seniors who no longer drive or may be beyond their driving years.	ADA certified <sup>(1)</sup> , 60+ and not driving, OR 80+	Free up to \$14 for general riders and \$18 for low-income. Rider pays remainder.
Marin Transit Connect <sup>(2)</sup>	Provide on-demand, accessible service within the Northern San Rafael service area.	General Public Service	\$2.00 per trip or \$20.00 Unlimited Monthly Pass for Marin Access Clients

**Notes:**

(1) Physical or mental disability that prevents an individual from using fixed route services.

(2) Connect is a new on-demand, public transit pilot program that began in May 2018

**Travel Navigators**

Marin Transit realized its vision of a one-stop, one-call Mobility Management Center for transportation information and eligibility after launching the Travel Navigator program in July 2013. This program provides consumers who want to learn about, and apply for, any Marin Access programs with one phone number and one eligibility form. The call center staff members are called Travel Navigators. They provide information, counseling, and eligibility determination for all four programs using an eligibility database program provided by Marin Transit. In addition, the Travel Navigators respond to requests for general transportation information, assist with trip planning, and provide referrals to other services in Marin and the Bay Area.

The Travel Navigators serve a variety of Marin Access clients and those seeking transportation information in several ways. On a monthly basis, Navigators take over 700 calls and receive an average of 12 in person consultations. Navigators reply to an average of 45 emails and process an average of 150 applications from those seeking approval for Marin Access services each month. Additionally, Travel Navigators conduct outreach in the community at satellite hours, provide **Navigating Transit** presentations for riders, and give

presentations to community partner staff. In FY 2017/18, the Navigators staffed more than 50 events across Marin County.

Service Area and Hours: Travel Navigators are available from 8:00 AM to 5:00 PM, Monday through Friday over the phone or on a walk-in basis at the Whistlestop Senior Center building at 930 Tamalpais Avenue in San Rafael. The Whistlestop Travel Navigator office is located directly across the street from the San Rafael Transit Center and is accessible via Marin Transit local and Golden Gate regional fixed route transit services. In March 2017, Marin Transit began to expand the Travel Navigator presence to include satellite hours at locations in Marin City, Novato, West Marin, and the Canal district of San Rafael.

Travel Navigators focus on transportation solutions for seniors and people with disabilities within Marin and assist with trip planning that extends beyond Marin and into surrounding counties.

Reservations and Scheduling: The core mission of the Travel Navigators is to provide information and to assist with trip planning, not directly reserving or scheduling trips.

Costs to the Rider: Clients are not charged for any assistance provided by the Travel Navigators. The Travel Navigator phone number has a local 415 area code number.

## Travel Training

To promote independence through mobility, Marin Transit has several travel training options for Marin residents who want to learn about their choices for getting around without driving. Expanded education and outreach on transportation alternatives include community group presentations on navigating transit and individualized travel training.

Group presentations: **Navigating Transit** is a free one-hour presentation and discussion on alternatives to driving for older adults in Marin. This presentation is tailored to riders or staff of community partners that serve older adults or people with disabilities. A Marin Transit representative presents extensive information on riding the bus and ferry including trip planning, tips for riding, and fare options for older adults. It also discusses transportation alternatives available to Marin's older adults. These include volunteer driver programs, Marin Catch-A-Ride, Marin Transit Connect, and Marin Access paratransit.

The presentation provides a clear picture of the transportation options available to older adults. Different programs can meet different needs, and the presenters encourage riders to use these programs in conjunction with other programs. Throughout the presentation, participants are welcome to ask questions. The trainers discuss materials related to each program and make them made available to take home.

Individualized travel training: Marin Transit offers individualized travel training to Marin's older adults. These "transit tours" consist of a Marin Transit representative who plans a trip for an individual or group on an actual transit route. These trips usually take about three hours and are tailored to the route the individual or group requesting a "tour" will be traveling.

Tech Tips for Transportation: Marin Transit partners with a local non-profit to provide a hands-on, two-session class that demonstrate and teach participants how to use technology to find information on their transportation options. All class participants practice use of the tools on the Marin Transit website such as the trip planner and program finder. Each session is two hours. Participants are encouraged to contact Travel Navigators to enroll in the Marin Access programs applicable to their needs.

Eligibility: The group presentations focus primarily on services for older adults and are available to all interested parties. Individualized travel training orients older adults to public transit and can be adapted for other groups. Tech Tips for Transportation classes are open to the general public, though recruitment focuses on older adults and/or their caregivers or family members.

Service Area and Hours: Travel training is conducted in Marin County typically during regular business hours, Monday through Friday.

Reservations and Scheduling: To schedule a group presentation or individual training, the interested party may call a Travel Navigator or directly contact Marin Transit to speak with the appropriate representative.

Costs to the Rider: Marin Transit does not charge or collect any fees for any travel training services. Tech Tips for Transportation classes may require a nominal fee that varies by location.

### **Local Paratransit**

Paratransit service mandated by the Americans with Disabilities Act (ADA) is curb-to-curb service for individuals unable to use fixed route transit services due to a disability. Marin Access Paratransit Service is the primary paratransit service in Marin County. Marin Transit contracts with Whistlestop Wheels to provide local and regional paratransit for individuals that meet the eligibility requirements for service under the ADA. Marin Access Paratransit is a door-to-door service. Marin Access provides regional paratransit on behalf of Golden Gate Transit. The ADA sets specific criteria that every public transit operator must meet in providing paratransit service that complements the local fixed route system during the hours of operation. Marin Access Paratransit provides services as mandated under the ADA and additional service outside of the ADA-required service area.

Eligibility: Paratransit service riders must be certified as ADA eligible. The ADA bases eligibility on whether an applicant has a cognitive or physical disability that makes it impossible to travel independently using accessible fixed route service.

Service Area and Hours: Paratransit service complements fixed-route transit service and offers a comparable trip for those unable use the fixed route network. This service is provided within three-quarters of a mile from a fixed route during the hours the fixed route service operates.

In addition to complementary paratransit service, Marin Access provides service to trip origins and destinations beyond the mandated three-quarters of a mile radius required under the ADA on a stand-by basis. This is called “extended service.” Since the 2006 Short Range Transit Plan, Marin Transit grandfathered areas into the mandated service boundary including portions of Lucas Valley.

Marin Transit strives to fulfill all requested paratransit trips within Marin County. In FY 2017/18, Marin Transit served 1,070 local paratransit trips beyond the ADA mandate as stand-by trips. These non-mandated trips are 0.9% of the trips provided. For trips in the extended service area, Marin Access takes reservations on a stand-by basis.

Fare: The \$2.00 fare for ADA-mandated service is equal to the basic adult fare for local transit service. In the ADA regulation, the fare for mandated paratransit can be twice the amount of the regular fixed route fare. In Marin the current maximum fare under the ADA would be \$4.00. Marin Transit requires a fifty-cent surcharge to the base ADA fare for trips that begin or end in the “extended” service area. Service in the



extended area is defined as more than three-quarters of a mile from a local route operating at the time of the requested trip. The fare for non-mandated trips is \$2.50, and the ADA does not set a maximum fare for non-mandated trips.

Fares are collected as cash or a ticket. Whistlestop Wheels sells and distribute ticket booklets with 10 tickets each. Paratransit passengers who qualify as low income receive free two ticket booklets on a quarterly basis. In FY2017/18, the low-income scholarship program distributed 1,264 free ticket booklets to 190 unduplicated clients.

Reservations and Scheduling: In addition to accepting reservations one day in advance as required, Marin Access Paratransit takes reservations up to seven days in advance and accepts a limited quantity of subscription rides. These are also known as standing orders and are reserved for clients with recurring trips to the same location at the same time from week to week. These may be regular trips to work, a day program, or medical appointments. ADA regulations specifically permits both practices. Though neither is required, they are common among paratransit operators.

Marin Transit has a policy of no denials, and all ride requests within the service area made before 5:00 pm the previous day should be fulfilled.

In the spirit of the ADA, Marin Access operates paratransit as an efficient shared ride van service. Multiple riders may get on and off the van during another rider's trip. Schedulers receive and confirm reservation requests and enters them into a scheduling software called Trapeze PASS. Using PASS, call center and dispatching staff create daily routes that most efficiently serve the client reservations.

When a rider schedules a trip, he or she is given a 30-minute pick-up window for when they can expect their vehicle to arrive.

Marin Transit began to update the Trapeze PASS scheduling software in 2017, in part to enhance the user experience. Staff developed and implemented tools to assist riders and their families or caretakers to schedule and monitor upcoming trips. The Marin Access Passenger Portal enables riders or their delegates (friends, family, caretakers, or staff at facilities or adult day programs) to easily book trips online and manage their trips outside of the traditional phone-based scheduling system. Marin Access Alerts provides notifications to riders or delegates regarding upcoming trips via phone, text, or email. The alerts include scheduling and cancellation notifications as well as notice when the vehicle assigned to their trip is ten minutes away from arrival. These tools were implemented in Summer 2019 after an extensive testing and refinement period to ensure that they were easy for all riders to use and understand.

Passenger Assistance: Drivers assist passengers between the vehicle and the front door of their origin or destination if the driver can maintain visual contact of the vehicle. This "door-to-door" service is optional under the ADA, which requires agencies to provide "curb-to-curb" service. For curb-to-curb service, drivers assist passengers with boarding and alighting the vehicles.

**Table 1-10: Paratransit Trips and Vehicle Hours**

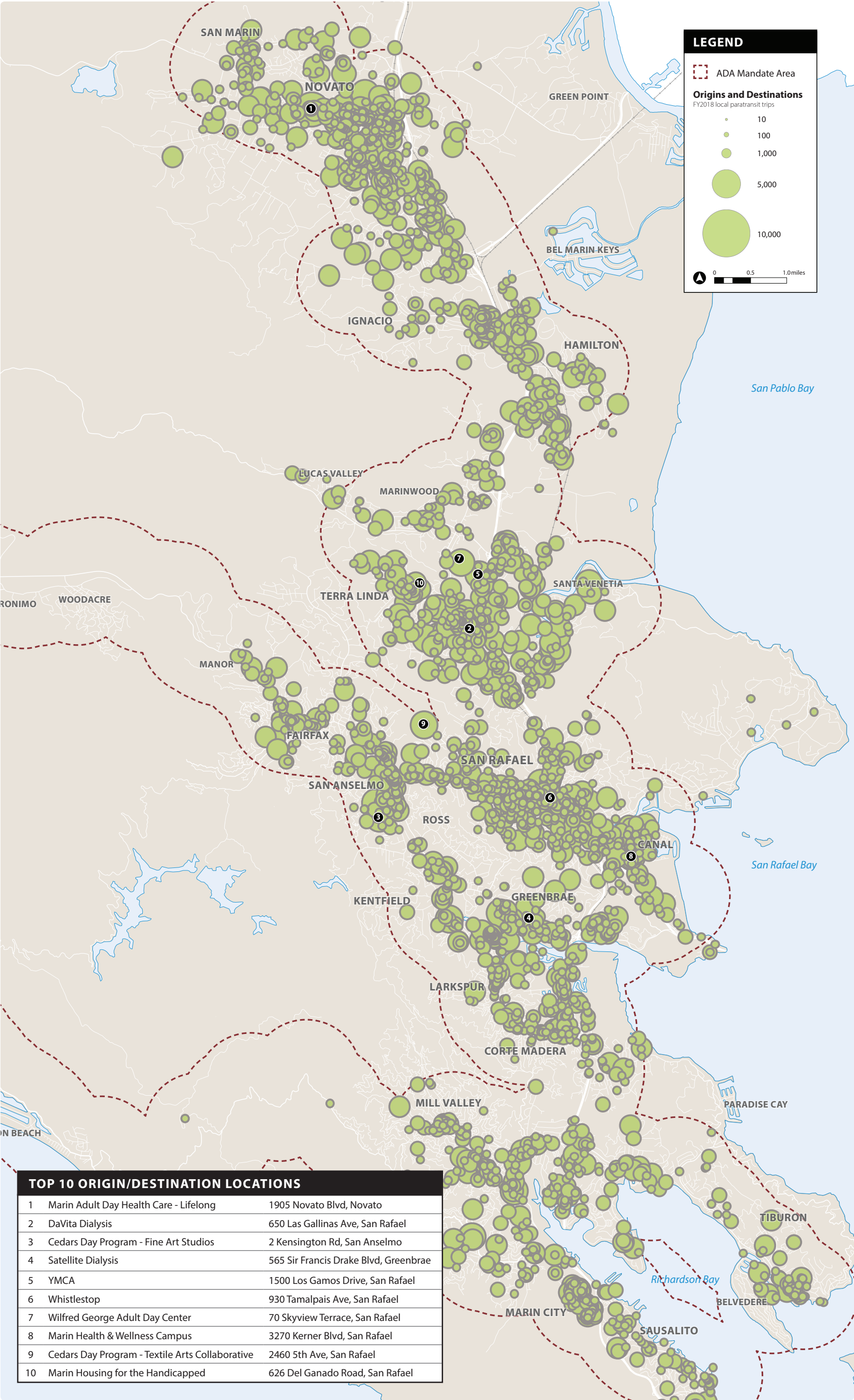
	Passenger Trips <sup>(1)</sup>	Revenue Hours	Passengers per Hour	Annual % Change in Passengers
FY 2000/01	70,293	37,930	1.85	
FY 2001/02	76,122	37,769	2.02	+8.3%
FY 2002/03	76,609	37,812	2.03	+0.6%
FY 2003/04	83,764	38,820	2.16	+9.3%
FY 2004/05	83,961	39,197	2.14	+0.2%
FY 2005/06	86,465	39,458	2.19	+3.0%
FY 2006/07	91,628	41,966	2.18	+6.0%
FY 2007/08	94,813	43,292	2.19	+3.5%
FY 2008/09	99,690	47,460	2.10	+5.1%
FY 2009/10	105,669	48,321	2.19	+6.0%
FY 2010/11	111,250	51,087	2.18	+5.3%
FY 2011/12	113,592	46,897	2.42	+2.1%
FY 2012/13	120,169	59,589	2.02	+5.8%
FY 2013/14	126,403	55,648 <sup>(2)</sup>	2.27	+5.2%
FY 2014/15	132,680	58,388	2.27	+5.0%
FY 2015/16	124,764	56,461	2.21	-6.0%
FY 2016/17	119,673	53,011	2.26	-4.1%
FY 2017/18	123,131	59,385	2.07	+2.1%

**Notes:**

- (1) Totals through FY 2012/13 exclude attendants and companions of ADA-eligible rides.
- (2) Revenue hours starting from FY 2013/14 reflect a switch in the calculation methodology to be more consistent with the National Transit Database reporting

Demand for paratransit is generally dispersed throughout the county. Figure 1-9 shows one year's worth of paratransit origin and destination points.

Figure 1-9: Paratransit Trip Origins and Destinations



## Volunteer Driver

Volunteer driver programs are a low-cost alternative to traditional demand-response services. Elements of a volunteer driver program include scheduling, recruitment, volunteer screening, addressing liability concerns, and mileage reimbursement. Different models incorporate some or all these elements. Volunteer driver programs are traditionally hosted by community-based organizations that specialize in serving seniors or adults with disabilities. Marin Transit administers two non-traditional volunteer driver programs (STAR and TRIP) and has spearheaded multiple efforts to support traditional community-based volunteer driver programs.

STAR and TRIPtrans: Since 2011, Marin Access has administered and supported two non-traditional volunteer driver programs based on the TRIP (Transportation Reimbursement and Information Program) model. The TRIP model was developed by the Independent Living Partnership of Riverside County, California. Under this model, riders recruit their own drivers and reimburse them for mileage costs using funds from the sponsoring agency in this case Marin Transit.

In East Marin, the program is known as STAR and reimburses riders 35 cents per mile up to 100 miles per month. In West Marin, the program is known as TRIPtrans, or more commonly, TRIP, and reimburses riders 40 cents per mile up to 400 miles per month. TRIP in West Marin is slightly different than STAR. West Marin Senior Services occasionally recruits and vets volunteer drivers and matches them with riders who need assistance.

STAR and TRIP are available to adults 60 and over who no longer drive or need assistance and adults under 60 who are ADA eligible. The Travel Navigators are responsible for enrolling and providing reimbursement to riders in the STAR and TRIP programs.

**Table 1-11: Volunteer Driver Program Data**

		FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
<b>STAR<sup>(1)</sup></b>	Individual Riders	86	80	128	121
	Rides Given (1-way)	11,394	10,773	11,781	10,748
	Volunteer Hours	12,367	10,977	12,572	12,745
	Miles	93,685	87,481	142,032	131,445
	Average Miles/1-way ride	8.22	8.12	12.06	12.23
<b>TRIP Trans<sup>(2)</sup></b>	Individual Riders	24	26	50	64
	Rides Given (1-way)	4,635	3,560	4,764	4,385
	Volunteer Hours	6,736	5,425	7,152	6,896
	Miles	79,985	66,895	103,565	93,710
	Average Miles/1-way ride	17.26	18.79	21.74	21.37
<b>Total</b>	Individual Riders	110	106	178	185
	Rides Given (1-way)	16,029	14,333	16,545	15,133
	Volunteer Hours	19,103	16,402	19,724	19,641
	Miles	173,670	154,376	245,597	225,155
	Average Miles/1-way ride	10.83	10.77	14.84	14.88

**Notes:**

(1) Whistlestop program that started providing rides in March 2011.

(2) West Marin Senior Service's program began January 2011

**Catch-A-Ride (Subsidized Taxi)**

With funding from Marin's Measure B vehicle registration fee, Marin Transit launched the Catch-A-Ride discount taxi program for seniors in September 2012. Catch-A-Ride is a paperless "virtual" voucher program that tracks riders, their rides, and ride costs through a database. This is unlike most discount taxi programs that rely on the distribution, collection and accounting of paper taxi vouchers. To operate this program, Marin Transit contracts with a company that manages sub-contracts with local taxi companies and provides a call center and database to manage ride requests from eligible riders.

Eligibility: Initially Catch-A-Ride was available for Marin residents age 80 years and older or age 65 to 80 if they declared that they were no longer driving. With funding from a federal New Freedom Grant, Marin Transit made all ADA paratransit eligible residents eligible for Catch-A-Ride in July 2013.

Service Area and Hours: Catch-A-Ride customers are free to make reservations for any time of the day and on any day of the week, subject to availability. The call center is open from 9 am to 5 pm seven days a week, excluding Thanksgiving and Christmas Day. Hours of service provided by participating taxi companies depend on availability.

Reservations and Scheduling: Marin Access Paratransit normally requires advanced ride reservations at least the day before. For Catch-a-Ride, riders can make requests up to three hours in advance. Reservation requests

are made by calling the Catch-A-Ride number. Once the Catch-A-Ride scheduler confirms a ride with the taxi provider, the scheduler notifies clients of their confirmed ride by phone when the request is made or shortly after.

Costs to the Rider: Eligible rider can receive up to eight one-way taxi rides per month at a \$14 per ride discount for general riders or \$18 for low-income riders. Costs for each trip are set over the phone when the rider makes their reservation. The call taker establishes the trip mileage by entering the origin and destination in Google Maps. The fare is determined using a drop (\$3.50) and a per mile rate (\$4.00) for each taxi company. The passenger is responsible for paying the taxi driver any costs beyond the Marin Access-subsidized fare of \$14 or \$18.

In FY 2017/18, Marin Catch-A-Ride carried over 3,000 registered riders and provided an average of 1,200 to 1,300 one-way discounted taxi rides each month.

## Other Marin Transit Services

### Novato Dial-A-Ride

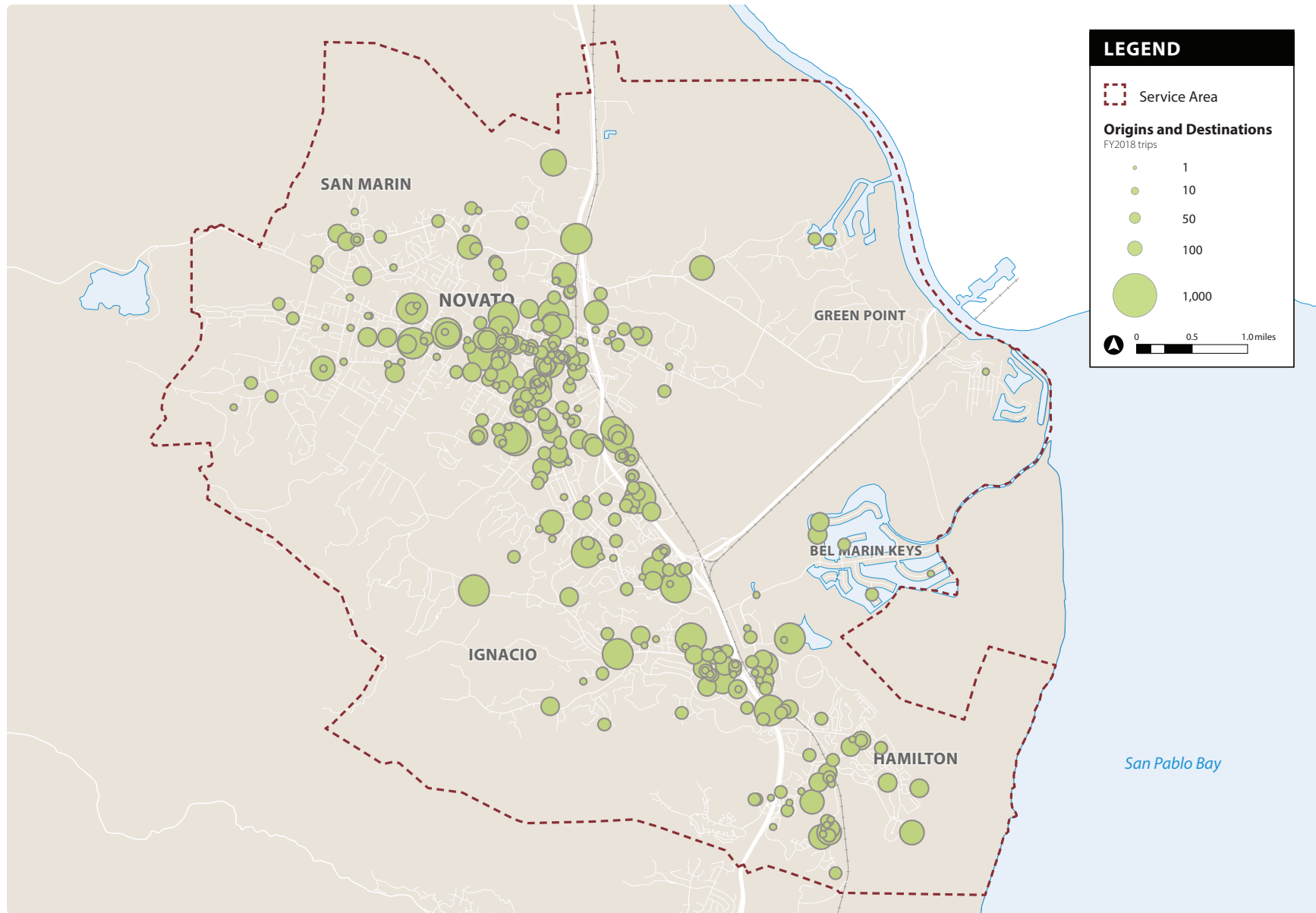
The Novato Dial-A-Ride (DAR) service is a general public transit service that provides a flexible route, demand responsive service within Novato. This DAR is primarily used by seniors, students, and persons with disabilities traveling within Novato. Figure 1-10 maps the density of DAR origins and destinations. This service started in August 2009.

The Dial-A-Ride provides curb-to-curb pick-up and drop-off service. All trips must start and end within the City of Novato, and everyone is welcome to use the service. Rides are scheduled by calling the reservation number up to seven days in advance. The Novato DAR vehicle can carry two bicycles. This service is operated under the Marin Access paratransit contract.

In August 2013, Marin Transit started dedicated service to Novato Human Needs and Margaret Todd Senior Center to accommodate high ridership demands to these locations on specific days at specific times. On Tuesdays, the service is offered to Novato Human Needs between the hours of 1:00 PM to 3:00 PM to provide access to the weekly food bank. On Wednesdays, from 11:00 AM to 2:00 PM, Dial-A-Ride serves Margaret Todd Senior Center for weekly senior lunch and farmer's market events.



Figure 1-10: Novato Dial-A-Ride Origins and Destinations





### Rural Dial-A-Ride

Marin Transit operates two general public, demand response services in West Marin. These services connect rural communities to shopping destinations in Novato and Petaluma. Riders schedule their rides by calling the reservation number up to seven days in advance. The West Marin DAR services are also operated under the Marin Access paratransit contract.

The Dillon Beach/Tomales DAR provides curb-to-curb pick-up and drop-off service between Dillon Beach, Tomales, and Petaluma and only operates on Wednesdays. Eastbound pick-ups and westbound drop-offs are available within Dillon Beach and Tomales, as well as within  $\frac{3}{4}$  mile of Tomales-Petaluma Road or Dillon Beach Road. Westbound pick-ups and eastbound drop-offs are available within Petaluma city limits.

The Point Reyes DAR provides passengers curb-to-curb pick-up and drop-off service between Point Reyes Station and Novato only on the second Monday of each month. Eastbound pick-ups and westbound drop-offs are available within  $\frac{3}{4}$  mile of the existing bus stop in Point Reyes Station. Service is provided to shopping destinations in Novato, including the Vintage Oaks Shopping Center, Trader Joe's, and the Novato Fair Shopping Center.

### Senior Shopping Shuttles

Marin Transit operates several senior shopping shuttles through its paratransit contract. These shuttles operate as one round trip each week from one of three senior housing facilities in Marin to provide access to grocery shopping. The three locations served are Marin Valley Mobile Country Club (Novato), Rotary Manor (San Rafael), and Martinelli House (San Rafael). Table 1-12 below shows a summary of these services.

**Table 1-12: Senior Shopping Shuttles**

Shopper Shuttle	Destinations	Days of Operation	Hours of Operation
Marin Valley Shopper	Marin Valley Mobile Country Club in Novato to Vintage Oaks, Safeway and Grocery Outlet	Wednesdays	11:00 AM - 1:00 PM
Rotary Manor Shopper	Montecito Shopping Center, United Market, and Red Hill Shopping Center in San Rafael	Thursdays	11:00 AM – 1:00 PM
Martinelli House Shopper	Montecito Shopping Center and United Market in San Rafael	Fridays	11:45 AM – 1:00 PM

### Marin Transit Connect

Staff have taken a proactive approach to determine how Marin Transit can best adapt to and leverage the changing landscape in transportation and emerging mobility services. In 2016, staff completed a Strategic Analysis for Marin Access programs that provided guidance for developing new programs and improving current services for older adults and ADA customers.

Marin Transit's 2016 and 2018 Short Range Transit Plans recognized that mobility services are in the midst of radical changes and that public transit needs to respond and take advantage of these services to reduce congestion and transport transit-dependent populations. The 2018 SRTP anticipated a partnership to support on-demand mobility within that plan's first year. Alongside private and non-profit partners, the District pursued a partnership with the private sector to increase and expand mobility.

Marin Transit staff received 5310 funding to operate accessible same-day service above and beyond ADA-mandated paratransit. The Board authorized the District to purchase four accessible vans and approved an agency-operated on-demand pilot program to begin in late Spring 2018.

The Marin Transit Connect pilot program was developed in partnership with VIA, a mobility technology vendor. Testing began in May 2018, and full revenue service began July 1, 2018. The Connect service is operated by the District's paratransit contractor, Whistlestop Wheels.

The service is operated in a roughly four-square mile service area of Northern San Rafael as shown in next page. Staff selected this area for a number of reasons: a mix of employment, residential, educational, and other activity centers; a high level of transit connections with Marin Transit local bus service, Golden Gate Transit regional bus service, and SMART commuter rail; and a high concentration of Marin Access trip activity. Marin Transit deliberately designed the Connect to compliment the public transit network and test how the service interacts with other transit services.

Connect is an on-demand, fully accessible general public transit service designed to provide accessible same-day service to those with disabilities and to increase first/last mile commuter connections to major employers. In contrast to the District's existing fixed route or demand responsive services, the Connect service offers the ability to request and manage a trip within a smartphone app. Connect is the only Marin Transit program that enables riders to pay for their trip within an app.

To use the service, riders download the Marin Transit Connect app powered by VIA from the iTunes App Store or Google Play Store. Once they register, riders can request a trip from any location to any location within the service area. Riders who do not have access to a smartphone can call the Marin Access Travel Navigators to set up an account and schedule rides. Connect provides riders with an estimated time of arrival in the app. Customers without a smartphone receive updates if they have a mobile phone with SMS messaging.

For much of the pilot, service hours of Connect were weekdays from 6:20 AM until 7:00 PM and an accessible vehicle was always in service. Marin Transit adjusted service hours and vehicle supply over the course of the pilot to respond to demand.

The base fare for the pilot service was \$4.00 per trip, per rider. In addition to the regular fare, riders could purchase a monthly pass for \$40.00 for unlimited rides over a 30-day period. Marin Access clients received a 50 percent discount on the base fare, and Marin Access offered clients a \$20 monthly pass for \$20 per month. Requested rides to or from transit stops in the service area received a 50 percent discount to encourage transit usage.

The Connect is still a new service and is continuously evolving. The District is conducting an evaluation process to assess the program's performance throughout the first year. The evaluation study will develop benchmarks and performance metrics based on the Connect's unique characteristics. As part of the pilot evaluation, staff conducted a survey after the first six months of the pilot in November 2018. Based on the findings, staff recommended that the Board extend the pilot period. The Board of Directors approved extending the pilot program through June 2020, with additional testing for changes to the fare structure and service area.

[illegible]

## Golden Gate Transit

Marin Transit's local transit network is connected throughout the county to Golden Gate Transit regional service. The two systems complement each other and maximize the services available to Marin County residents. Marin Transit designed its local service to make timed connections to the regional network in Marin City, San Rafael, and Novato and, to a lesser extent, in San Anselmo and Strawberry.

## Regional Basic Services

A significant amount of local travel is completed on Golden Gate Transit's basic regional services. Approximately 500,000 or 18 percent of regional trips have both an origin and destination within Marin County. Approximately 77 percent of these riders use Routes 30, 70, and 101 that operate along the Highway 101 corridor. Along with local routes 17, 35, 36, 49, and 71X, these corridor services are designed to encourage interdependence of travel along Marin's primary transportation corridor to provide maximum mobility for local and regional transit markets.

Golden Gate Transit provides four intercounty basic services to Marin County that connect with Marin Transit's local service:

- **Routes 40/40X** – Operates as a link between San Rafael, Richmond and El Cerrito and funded by the MTC with Regional Measure 2 funds
- **Routes 30, 70, and 101** – Operate along the Highway 101 corridor within Marin County and extend beyond the county line. These routes are referred to as “trunk line” or “corridor service” as they are the backbone to the Bridge District's route structure. The combination of regional Routes 30/70/101 and local Routes 35/36/71 maintains 15-minute service along the 101-corridor during most of the day.
  - Route 30 serves San Rafael, Marin City, and Sausalito and continues to San Francisco.
  - Route 70 provides all-day service between Novato and San Francisco, serving all major transfer centers and freeway bus pads.
  - Route 101 provides express service between Santa Rosa and San Francisco. This route serves all stops within San Francisco and Sonoma County and operates express within Marin County. In Marin, Route 101 provides connections to local services at the San Rafael Transit Center and the four northernmost stops in Downtown Novato.

Most of Marin Transit's fixed route system schedules are designed to provide timed connections with the Highway 101 trunk line services at the San Rafael Transit Center.

## Ferry Feeder Services

In 2013, Golden Gate Transit re-established ferry feeder service timed to the Larkspur Ferry service. Route 25 or “The Wave” operates weekdays between the Ross Valley and the Larkspur Ferry terminal along Sir Francis Drake. Eighteen trips are designed to meet arriving or departing ferries and offer free rides to transferring ferry patrons. These consist of eight eastbound in the morning and ten westbound in the evening. Those not transferring to or from the ferry can also use the service and pay the local fare.

In September 2017, Golden Gate Transit started a ferry connector service between Downtown San Rafael and the Larkspur Ferry Terminal in partnership with SMART. Nine weekday and six weekend connections are provided between the train and ferry in each direction. Golden Gate Transit discontinued this service when SMART began rail service to Larkspur Landing.

## Sonoma County Transit

Sonoma County Transit provides local and intercity fixed route bus service within Sonoma County. These services complement the local fixed route services provided by Santa Rosa City Bus, Petaluma Transit, and Healdsburg Transit. Sonoma County Transit Route 38 provides a direct connection to the San Rafael Transit Center from the Town of Sonoma and areas north including Boyes Hot Springs, Agua Caliente, Glen Ellen, and Kenwood. Route 38 operates one southbound weekday trip that arrives in San Rafael at 7:07 AM and one northbound weekday trip that leaves San Rafael at 6:26 PM.

## Sonoma Marin Area Rail Transit (SMART)

Passenger service on phase one of the new commuter rail service began on Friday, August 25, 2017. The train offers weekday, peak-hour, bidirectional service every 30-60 minutes. Limited service is also provided during the midday and on weekends. Train schedules are aligned with the San Rafael Transit Center pulse operation, offering timed connections for rail patrons transferring to or from buses at that location.

In July 2017, SMART began to construct its rail extension to Larkspur. The extension to Larkspur includes 2.2 miles of track connecting San Rafael and Larkspur, a terminal station in Larkspur Landing, and three bridges. It utilizes the recently rehabilitated Cal Park Tunnel that provides a bicycle/pedestrian connection to Larkspur from San Rafael. SMART train service to Larkspur began service in December 2019. The extension to Larkspur will coincide with service to second station in Downtown Novato and an increased weekday service frequency.

## Other Services in Marin County

### Hamilton Shuttle

The Hamilton residential development in Novato supports a community shuttle to ease congestion and meet transportation demand management requirements. The shuttle is funded through developer and homeowner's association fees and runs weekdays during commute hours (5:30 to 8:45 am and 4:20 to 7:00 pm). The shuttle has timed stops along a designated loop. Each trip begins or ends at a Park & Ride or bus stop location so riders can catch fixed-route public transit. This shuttle service is free and open to the public.

## Fare Structure

Marin Transit's fare policies are designed to meet the following objectives:

- Maintain subsidy by service type standards;
- Offer fare media that encourages ridership, supports operational efficiencies, and simplifies fare payment; and
- Keep Marin Transit's fares in line with peer systems in the Bay Area.

In the 2006 SRTP, Marin Transit's cash fare of \$2.00 was identified as among the highest of peer agencies. To bring fares in line with other agencies, Marin Transit has not increased local fares for over 15 years. As part of the 2016 and 2018 SRTP, Marin Transit evaluated its fare structure and proposed recommendations for future fare changes. Staff have further refined these fare policy recommendations, and these are described in Appendix B of this SRTP.

## Fixed Route

Passengers have a variety of options for paying Marin Transit fares as described below and summarized in Table 1-13.

- **Cash:** Coin and bills (up to \$20) are accepted using GFI Odyssey Validating fare boxes. Discounts are available for youth, seniors, and persons with disabilities. For discounted cash fare, passengers must show proper identification. Youth may show their student ID card. Seniors may show an ID card that indicates their age. Persons with disabilities may show a DMV Disabled Placard ID, RTC Discount Card, Medicare Card, or ID card for persons with disabilities from another transit service. Personal service assistants are eligible for 50% off the adult cash fare only when accompanying a person with disabilities who has an attendant logo on his/her RTC Discount Card.

Change cards are issued to passengers who overpay the fare by more than \$1.00. Change cards have no cash value and can be used for future travel on Marin Transit or Golden Gate Transit. For transfers, passengers must advise the bus driver of their final destination to receive a transfer card.

- **Daily/Weekly/Monthly Passes:** In July 2009, Marin Transit introduced passes that provide unlimited rides on Marin Transit and Golden Gate Transit routes within Marin County during the applicable time period. Day, week, and monthly passes are magnetic stripe passes validated by the farebox.

Day passes are purchased on-board transit vehicles and are valid for the day of travel. Weekly and monthly passes are activated at first use and good for 7 or 31 days. Weekly and monthly passes can be purchased online, by phone by calling toll-free 511, or at the Customer Service Center at the San Rafael Transit Center.

- **Clipper®:** Clipper® is a stored value, fare-payment card that is accepted on all public transit services in the San Francisco Bay Area, including Marin Transit, Golden Gate Transit, and SMART services. Clipper® patrons receive a 10% discount on adult fares on Marin Transit local services. Transfer arrangements with Golden Gate Transit and SMART are embedded in the integrated Clipper fare table.
- **Marin Transit Youth Pass:** Marin Transit's Youth Transit Pass offers youth ages 5-18 unlimited travel on all local routes. Validation stickers are distributed through local schools and attached to a student's picture ID card that student use as a flash pass. The transit pass is not valid on Golden Gate regional routes.

The Youth Transit Pass costs students \$175 per six-month period. Students who wish to pay for a year-long pass at the beginning of the school year may do so at a further discounted annual price of \$325. The program also enables students whose families meet income requirements similar to the free and reduced-price lunch programs to participate in the program free of charge.

- **College of Marin Pass:** In the fall of 2015, Marin Transit, in partnership with the College of Marin (COM) began a new program that enables registered students to use their COM ID card to ride any local Marin Transit service. Like the Youth Pass program, validation stickers are distributed to



registered students during the Fall and Spring semesters. The cost of the program is partially offset by a transportation fee that students pay as part of their registration fees.

**Table 1-13: Current Fare Structure**

Category	Cash Price	Stored Value Cards / Clipper	1-Day Pass	7-Day Pass	31-Day Pass
Adult	\$2.00	\$1.80	\$5.00	\$20	\$80
Youth (5-18)	\$1.00	\$1.00	\$2.50	\$10	\$40
Children Under 5	Free when accompanied by an adult				
Seniors (65+)	\$1.00	\$1.00	\$2.50	\$10	\$25
Persons with Disabilities	\$1.00	\$1.00	\$2.50	\$10	\$25
Dial-A-Ride <sup>(1)</sup>	\$2.50	-	-	-	-
Paratransit (ADA Mandated Service <sup>(2)</sup> )	\$2.00	-	-	-	-
Paratransit Extend Area (ADA Non-Mandated Service <sup>(3)</sup> )	\$2.50	-	-	-	-
Connect <sup>(4)</sup>	\$4.00	-	-	-	\$40.00

**Notes:**

- (1) Includes Novato, Dillon Beach/Tomales and Point Reyes Dial-A-Ride services
- (2) ADA regulations permit fares for Mandated ADA trips to be as high as double the fixed route fares.
- (3) ADA regulations set no maximum fare for Non-Mandated ADA trips.
- (4) Marin Access clients and rides to or from a transit stop will get a 50% discount on Connect fares. Per rider charges also decrease with increased ride shares (triggered at three or more passengers)

- **Transfers.** Marin County local riders have free transfers between all Marin Transit and Golden Gate Transit routes within Marin. As of July 1, 2009, passengers can pay regional fares to San Francisco, Sonoma, or Contra Costa on Marin Transit services including Ferry service. Transfers have the following restrictions:

1. Travel must be in the same direction within three hours from time of issuance, or otherwise indicated on the transfer.
2. Transfers are issued by bus operator only at time fare is paid.
3. Transfers cannot be used to make a round trip.
4. A transfer can be used only by the person to whom it is issued.

Marin Transit also has a transfer arrangement with SMART that enables passengers using Clipper and connecting between the two systems to receive a \$1.50 transfer credit.

### Free and Discounted Fares for Social Service Agencies

Marin Transit continues to work with social service agencies to provide discounted or free rides to communities of concern to maximize social equity and ensure access to transit services. Since 1999 Marin Transit has provided free bus tickets to Homeward Bound, a nonprofit that aims to end homelessness with housing and training. Under this arrangement, Homeward Bound prints as many free bus tickets as they need.



Homeward Bound staff distributes the tickets to clients daily, and often hand them out at the shelters the night before a client will need to take the bus for transportation to an appointment or job.

Under a separate program, Golden Gate Transit sells \$2.00 tickets to approximately 20 Social Service agencies throughout Marin. These agencies distribute the tickets to their clients for use on all Marin Transit routes and local trips on Golden Gate Transit routes. No discount is offered for these tickets. As of July 2017, participating agencies are:

- St Vincent de Paul
- Marin General Hospital
- Health & Human Service
- Health & Human Service (CalWorks)
- Health & Human Service (Hope)
- Community Mental Health
- Marin Services For Women
- Buckelew
- Community Action Marin
- Community Action Marin (ACASA)
- BARC
- General Assistance
- Marin Sheriff
- Marin Aids
- Ritter House
- Novato Human Needs
- West Marin Services
- Southern Marin Intern Project
- Center Point
- Lucas Valley Community Church
- Marin Pregnancy Clinic
- Marin HHS(Spahr Center)
- Marin County Probation
- Marin County Public Defender's Office

Marin Transit also has an arrangement with the Department of Health and Human Services to provide a bulk discount of 25 percent on their purchase of adult monthly passes.

### Muir Woods Shuttle

To relieve parking and congestion issues at Muir Woods National Park, the National Park Service and Marin Transit provide a shuttle service as an alternative to driving and parking. The Muir Woods Shuttle began as a demonstration project in 2005. The service was originally a partnership of the National Park Service, County of Marin, and Golden Gate Transit. In 2009, responsibility for the Shuttle shifted to Marin Transit under a funding agreement with the National Park Service.

In 2017, National Park Services implemented a new web-based parking and transit ticketing system for Muir Woods to better manage visitation and parking demand. Under the new system, visitors are required to purchase their parking reservation and can pre-purchase shuttle tickets for a specific window of time.

The round-trip adult fare is \$3.00 per person. No fare is charged for youth ages 15 and younger, seniors with a Lifetime NPS Pass, and disabled individuals with a Federal Lands Access Pass. One-way fares are not available. In previous years, passengers transferring from another local Marin Transit route had the option of purchasing a Day Pass for use on the Shuttle. This option is no longer available under the online reservation system. The reservation system has alleviated capacity issues on the Shuttle experienced in previous seasons by making arrival patterns more predictable. The pricing structure of \$8 for a parking reservation and \$3 for a Shuttle seat reservation provides an incentive to take the Shuttle. Table 1-14 shows the current Muir Woods Shuttle fares.

**Table 1-14: Muir Woods Shuttle Fares**

Muir Woods Fare Category	Current Fare (Round Trip)
Adult	\$3.00
Youth (15-18)	\$3.00
Youth (under 15)	Free
Senior/Disabled (without NPS Pass)	\$3.00
Senior/Disabled and up to three party members (with NPS or FLA Pass)	Free

## Mobility Management Programs

### Marin Access Paratransit

The one-way fare for travel within the paratransit service area in Marin County is \$2.00, payable at time of boarding. Marin Access Paratransit riders can pre-pay for rides by purchasing a 10-ticket booklet for \$20. Drivers do not sell ticket booklets or carry change.

The one-way fare is \$2.50 for trips within Marin County that are outside the service area. These are considered “extended” trips (see Figure 1-9 for Service Area).

Though a local trip, a “will-call” trip occurs when the passenger is not ready for his/her scheduled pick-up and calls to have Marin Access send out a second vehicle. These are also subject to the \$2.50 fare.

Marin Transit offers a Low-Income Fare Assistance Program for seniors and persons with disabilities who need financial assistance. This program provides a fare subsidy for ADA eligible paratransit riders who are current recipients of Supplemental Security Income (SSI), and is funded by Marin County’s Measure B vehicle registration fee. Qualifying riders receive 20 free one-way rides over a 90-day period.

### Catch-A-Ride

Marin Catch-A-Ride provides a discounted fare for eligible Marin residents for riding on taxis and other licensed vehicles within Marin County. Marin Transit pays the first \$14 of each one-way ride for up to eight rides per month. For low-income riders, Marin Transit will pay \$18 for each one-way ride. Riders only pay to cover the value of the ride when it exceeds the amount Marin Transit contributes.

## How Riders Pay

Table 1-15 provides a breakdown of how local transit riders pay for their fare on fixed route services. Until FY 2013/14, the Clipper fare card was only available on the Local Fixed Routes services and not on the Community Shuttle or Stagecoach services.

**Table 1-15: Fixed Route Payment Type (percent of Riders Using)**

Payment Type	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Cash	48%	46%	46%	45%	45%	44%
Clipper	11%	13%	13%	10%	10%	11%
Passes <sup>(1)</sup>	16%	18%	19%	23%	25%	26%
Complimentary <sup>(1)</sup>	4%	4%	6%	6%	7%	6%
Transfer	21%	19%	16%	16%	13%	12%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Notes:**

- (1) The Month Pass, Week Pass, and Day Pass, all available for Adult, Youth, and Senior rates, and the Youth Pass and College of Marin pass
- (2) Children ages 4 and under, employees, ferry transfers, Homeward Bound passes, and other free tickets

**Fare Media Usage**

Table 1-16 provides information on fare media products and their use. Aside from the School Youth Pass and College of Marin Pass, the most utilized fare product is the senior/disabled monthly pass. This is followed by the adult weekly pass and adult monthly pass. Use of all these products has grown significantly since their release in 2008. Marin Transit eliminated its \$18 and \$36 value cards due to declining sales and Clipper's availability on all fixed route services. The Clipper card provides the same discount on local travel for adults as the stored value cards did.

**Table 1-16: Fare Media Usage (Total passenger trips where media was used / % of total media type)**

Pass Type	Cost	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
<b>Adult Media</b>		<b>85,660 (100%)</b>	<b>208,232 (100%)</b>	<b>229,502 (100%)</b>	<b>223,667 (100%)</b>
College of Marin Pass <sup>(1)</sup>	-	-	125,890 (60%)	163,770 (71%)	159,741 (71%)
Month Pass	<b>\$80.00</b>	39,681 (46%)	37,775 (18%)	32,256 (14%)	31,299 (14%)
Week Pass	<b>\$20.00</b>	41,464 (48%)	39,557 (19%)	30,117 (13%)	28,035 (13%)
Day Pass	<b>\$5.00</b>	4,515 (5%)	5,010 (2%)	3,359 (1%)	4,592 (2%)
<b>Senior (age 65+) / Disabled Media</b>		<b>115,418 (100%)</b>	<b>134,624 (100%)</b>	<b>132,476 (100%)</b>	<b>146,019 (100%)</b>
Month Pass	<b>\$25.00</b>	125,764 (93%)	117,593 (92%)	123,858 (93%)	136,616 (94%)
Week Pass	<b>\$10.00</b>	4,399 (3%)	4,670 (4%)	4,551 (3%)	3,679 (3%)
Day Pass	<b>\$2.50</b>	4,461 (3%)	5,130 (4%)	4,067 (3%)	45,724 (4%)
<b>Youth (6-18 yrs.) Media</b>		<b>353,113 (100%)</b>	<b>389,676 (100%)</b>	<b>380,922 (100%)</b>	<b>403,919 (100%)</b>
School Pass <sup>(2)</sup>	<b>\$175 / 6 mo. \$325 / year</b>	387,380 (99%)	366,874 (99%)	378,655 (99%)	402,296 (98%)
Month Pass	<b>\$40.00</b>	2,008 (1%)	915 (< 1%)	1,564 (<1%)	1,207 (<1%)
Week Pass	<b>\$10.00</b>	153 (<1%)	223 (< 1%)	559 (<1%)	231 (<1%)
Day Pass	<b>\$2.50</b>	135 (<1%)	328 (< 1%)	144 (<1%)	185 (<1%)
<b>Marin Local Stored Value Cards<sup>(3)</sup></b>		<b>15,284 (100%)</b>	<b>15,691 (100%)</b>	<b>6,856 (100%)</b>	<b>6,668 (100%)</b>
\$2.00 Value Card	<b>\$2.00</b>	9,041 (58%)	7,842 (93%)	6,738 (98%)	6,651 (99%)
\$18.00 Value Card	<b>\$18.00</b>	4,774 (30%)	401 (5%)	118 (2%)	17 (<1%)
\$36.00 Value Card	<b>\$36.00</b>	1,876 (12%)	226 (3%)	-	-

**Notes:**

- (1) The College of Marin Pass program began in Fall 2015, provides unlimited rides on all Marin Transit routes, and is available to all students registered for the current semester
- (2) School passes are distributed at school sites and are good on all local routes. Students who qualify for free or reduced lunch are also eligible for a free Youth Pass. Typically, over 90% of Marin Transit Youth Passes are distributed as free passes.
- (3) The \$18 and \$36 Stored Value Cards provide a 10% savings off the cash fare. \$18 value cards provided \$20 worth of travel, and \$36 value cards provided \$40 worth of travel. Sales of Stored Value Cards were discontinued on July 1, 2015. Clipper provides a similar 10% discount.

Table 1-17 shows participation in the youth pass program over the last five years.

**Table 1-17: Youth Pass Distribution**

Fiscal Year	Free Passes to Income-Qualified Youth	Paid Passes	Total Passes <sup>(1)</sup>
FY 2013/14	3,342 (91%)	317	3,659
FY 2014/15	3,755 (92%)	337	4,092
FY 2015/16	3,705 (94%)	247	3,952
FY 2016/17	3,796 (94%)	242	4,038
FY 2017/18	4,315 (96%)	180	4,495

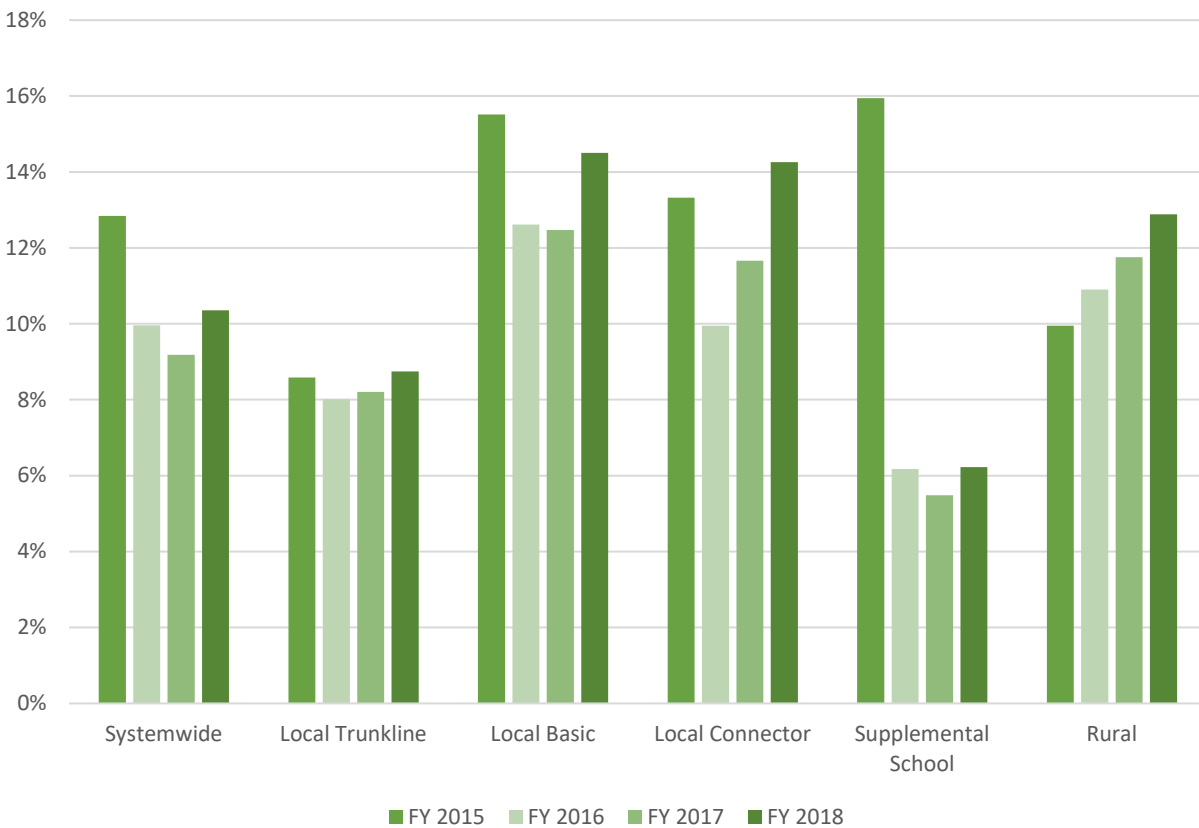
**Notes:**

(1) One pass is equivalent to a semester (6-month) pass. Annual passes are counted as two passes.

Figure 1-11 shows usage of Clipper on Marin Transit's local services over the past six years. Usage has declined since FY 2013/14 for a few reasons. As part of a major service change in August 2013, the District shifted several local fixed-route services that had accepted Clipper from Golden Gate Transit-operated routes to Community Shuttle routes. To allow those riders to continue to use Clipper, Marin Transit accepted the card as a flash pass on Community Shuttle and Stagecoach routes while the District waited for Clipper equipment for those vehicles. This policy eased the transition for existing Clipper card holders. It also provided an incentive for other riders to get a Clipper card as it essentially provided free rides on the Shuttle and Stagecoach routes. Many of these riders reverted to cash or other fare media once the Clipper equipment was installed and active on the Shuttle and Stagecoach fleet.

In FY 2015/16, Marin Transit introduced two programs that also had an impact on Clipper usage. Supplemental school service to the Ross Valley School District was shifted to a new yellow bus program that has its own fare structure and media. The COM Card enables College of Marin students to use their ID card as a flash pass on Marin Transit routes. Once this program began in Fall 2015, students who previously used Clipper were able use their new COM Card in place of Clipper.

The District is committed to increasing Clipper use though the current setup is challenging for local riders. Appendix B includes a more detailed description of Clipper limitations and recommendations for increasing its usage.

**Figure 1-11: Clipper Usage Trends by Typology (% of Riders Using Clipper for Fare Payment)<sup>(1)</sup>****Notes:**

(1) Clipper was introduced as a flash pass on Local Connector routes in August 2013 and as a flash pass on Rural routes in June 2014.

## Fleet Inventory

Marin Transit owns 113 transit vehicles. Service and maintenance for these vehicles is provided by the contractor. These vehicles include:

- 13 Community Shuttles
- 6 Stagecoach Vehicles
- 35 Paratransit Vehicles
- 4 Connect Vans
- 15 Narrow-Bodied Rural Buses
- 28 Hybrid Diesel-Electric Buses
- 10 Articulated Buses
- 2 Battery Electric Buses

Appendix D provides a complete list of Marin Transit vehicles with information on year, type, size, manufacturer, seated capacity, and wheelchair capacity.

## Facilities Overview

### Administrative Facilities

Marin Transit's Administrative facility is located at 711 Grand Ave, Suite 110 in San Rafael. This 3,600-sq. ft. leased office space is solely used for the 15-administrative staff and has 15 offices or workstations and two conference rooms.

### Vehicle Storage, Maintenance, and Fueling

All vehicle storage, maintenance, and fueling is done under contract by the District's various service providers. Table 1-18 shows the location of contractor-provided maintenance facilities. The table also shows the locations that have Clipper communications equipment.

**Table 1-188: Maintenance Facilities by Contractor**

Contractor	Maintenance Yard Location	Storage Yard Location	Fueling Location
Golden Gate Transit	1011 Andersen Drive, San Rafael <sup>(1)</sup>	1011 Andersen Drive, San Rafael <sup>(1)</sup> 1 Golden Gate Place, Novato <sup>(1)</sup>	1011 Andersen Drive, San Rafael <sup>(1)</sup> 1 Golden Gate Place, Novato <sup>(1)</sup>
Marin Airpporter	8 Lovell Ave, San Rafael	8 Lovell Ave, San Rafael 350 Merrydale Rd, San Rafael 1455 Hamilton Parkway, Novato	4 Peter Behr Drive, San Rafael <sup>(1)</sup> (County Fuel Island)
MV Transportation	7505 Redwood Blvd, Novato	600 Rush Landing, Novato <sup>(1)</sup>	600 Rush Landing, Novato <sup>(1)</sup>
Marin Coordinating Council	15 Jordan St, San Rafael	648 Lindaro St, San Rafael 7409 Redwood Blvd, Novato	4 Peter Behr Drive, San Rafael <sup>(1)</sup> (County Fuel Island)

**Notes:**

(1) Indicates site is equipped with Clipper communication equipment

### Bus Stops

There are 666 active bus stops in Marin County that serve both regional and/or local bus routes. Of these stops 245 are served by local routes only, and 338 stops are served by both regional and local routes (Table 1-19). There are also 83 stops that are used for Regional Services only. Marin Transit does not own any bus stops. The District and Golden Gate Transit share responsibility for maintaining and improving most stops throughout Marin. The exceptions are in San Rafael, Novato, and along Highway 101 where jurisdictions contract with commercial advertising vendors to provide and maintain bus stops in exchange for advertising at the shelters.

Marin Transit completed an inventory of local stops in 2005 that established a significant need to replace aging shelters and improve accessibility at many locations. The District conducted a condition assessment to update this information in 2017. Bus stop amenities and information vary throughout the county, and staff typically determine these based on the quantity of ridership and the type of service at the stop. Table 1-20 shows the desired stop amenities and features for a bus stop by type. Marin Transit's long-term goal is for all



bus stops to be fully accessible in partnership with local jurisdictions. High ridership locations generally have the highest level of amenities. These include shelter, benches, trash receptacles, and rider information. At a minimum, a stop typically has a pole and sign blade indicating bus service is available at that stop. Marin Transit installed bus stop signs (Figure 1-12) in 2014 to identify routes, destinations, and service types (daily, weekday, school).

In 2015 and 2018, Marin Transit completed accessibility and roadway improvements at 24 bus stops to provide shelters and bike racks, update curb ramps, and construct a new bus pad. The District and its partners completed a bus transfer facility in Novato at Redwood and Grant in September 2017. The new facility replaced an aging structure and improved safety, operations, and pedestrian access. Marin Transit will continue to prioritize improvements with information from the updated Bus Stop Inventory.

Marin Transit has installed rider panel information at time point stops to provide passengers with stop-level schedule information (Figure 1-13). Staff have developed larger-format map and schedule information installed in display kiosks at the San Rafael Transit Center. Marin Transit plans to install more of these at other major transit facilities and stops. Additionally, Marin Transit plans to install additional Real Time Signage at over 25 high usage stops throughout the county.

**Table 1-19: Bus Stops by Type and Jurisdiction**

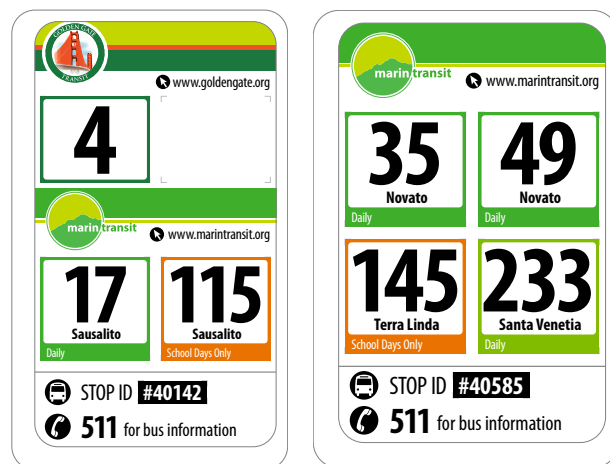
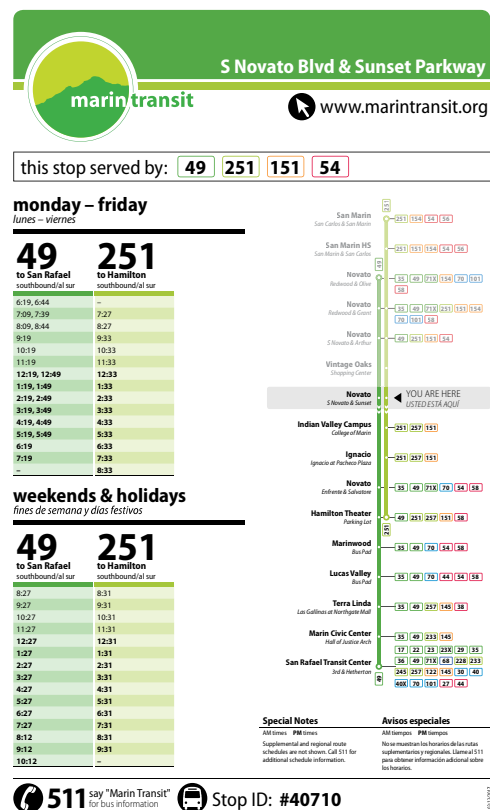
Jurisdiction	Local Only	Local and Regional Service	Total
Unincorporated County	86	66	155
Belvedere	0	2	2
Corte Madera	24	12	36
Fairfax	0	16	16
Larkspur	10	14	24
Mill Valley	0	30	30
Novato	52	81	133
Ross	0	2	2
San Anselmo	0	18	18
San Rafael	77	49	126
Sausalito	2	13	15
Tiburon	0	26	26
<b>Total</b>	<b>251</b>	<b>338</b>	<b>583</b>

**Table 1-190: Bus Stop Amenities Guidelines**

Bus Stop Type	# of Stops	Passenger Information	Priority Level			
			Benches <sup>(2)</sup>	Shelters <sup>(2)</sup>	Lighting	Trash
Transfer Point	4	Real-time information, schedule information, map	High	High	High	High
Freeway Bus Pad Stop	20	Real-time information, schedule information, map	High	High	High	High
High Use Stops / Schedule Timepoint ( <i>&gt;100 passengers per day</i> )	32	Schedule information, real-time when feasible	High	Med	High	Med
Medium Use Stops ( <i>50–100 passengers per day</i> )	50	Route information	Low	Low	Med	Low
Low Use Stops ( <i>&lt;50 passengers per day</i> )	501	Route information	Low	Low	Low	Low

**Notes:**

- (1) Consideration should be given to boarding vs. alighting activity when determining if shelters and/or benches are needed

**Figure 1-12: Bus Stop Signs****Figure 1-13: Rider Panel Information**

## Park-and-Ride

Marin Transit does not own or maintain any park-and-ride lots. Many local routes serve the 15 park-and-ride facilities in Marin County that other transit operators or Caltrans own and maintain. For the Muir Woods Shuttle, Marin Transit has a cooperative agreement with the County of Marin, Caltrans, and the Shoreline Office Complex in Mill Valley for shared use of parking at the Pohono Park-and-Ride lot.