

Ross Valley Yellow Bus Transportation Services

Joint Exercise of Powers Agreement

Joint Committee

April 22, 2019

7:30 PM

San Anselmo Town Council Chambers, 525 San Anselmo Ave, San Anselmo, CA 94960

I. CALL TO ORDER AND ROLL CALL

JEPA Board members:

Town of San Anselmo: Brian Colbert, Dave Donery

Town of Fairfax: Renee Goddard, Garrett Toy

County of Marin: Katie Rice, Nancy Vernon

Ross Valley School District: Wesley Pratt, Rick Bagley

II. ORAL COMMUNICATIONS

Persons wishing to address the Joint Exercise of Powers (JEPA) Joint Committee on subjects not on the agenda may do so at this time. Please note, however, that the JEPA is not able to undertake extended discussion or action on items not on the agenda. Matters requiring action will be referred to the joint committee or staff or placed on a future JEPA meeting agenda. Please limit your comments to three (3) minutes.

III. JEPA BUSINESS MEETING

Item	Presenter	Action
A. Accept April 2, 2019 Meeting Minutes	Chairperson	Approve
B. Review Marin Transit Board Item Requesting Additional Funding (Attachments: Summary Presentation and Draft Marin Transit Board Report)	Marin Transit	Discussion
C. 2019-20 Draft Budget and Sale Date for Passes (Attachment: Draft Budget)	Marin Transit	Approve
D. Bylaws Status Update	JEPA Board member	Discussion
E. Set date, time, location and agenda topics for next meeting	Chairperson	Approve

IV. BOARD MEMBER REPORTS

V. ADJOURNMENT - to the next regular meeting

GENERAL PUBLIC INFORMATION

ASSISTANCE FOR PEOPLE WITH DISABILITIES

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the San Anselmo Town Clerk at 415-258-4660 or email ckacmar@townofsananselmo.org. Notification at least 48 hours prior to the meeting will enable the Town to make reasonable accommodation to help insure accessibility to this meeting.

AVAILABILITY OF INFORMATION

Any writings or documents provided to a majority of the JEPA joint committee regarding any item on this agenda after the distribution of the original packet will be made available for public inspection at the public counter at San Anselmo Town Hall located at 525 San Anselmo Avenue.

PUBLIC HEARINGS

Public Hearings provide the general public and interested parties an opportunity to provide testimony on these items. If you challenge any proposed action(s) in court, you may be limited to raising only those issues you or someone else raised at the Public Hearing(s) described later in this agenda, or in written correspondence delivered to the Joint Powers Agency at, or prior to, the Public Hearing(s)

TIMING OF ITEMS ON AGENDA

While the JEPA attempts to hear all items in order as stated on the agenda, it reserves the right to take items out of order. No set times are assigned to items appearing on the JEPA agenda.

Ross Valley Yellow Bus Transportation Services

Joint Exercise of Powers Agreement

Joint Committee

April 2, 2019

7:00 PM

**San Anselmo Town Council Chambers, 525 San Anselmo Ave, San Anselmo, CA
94960**

I. 7:00 CALL TO ORDER AND ROLL CALL

JEPA Board members:

Town of San Anselmo: Brian Colbert, Dave Donery

Town of Fairfax: Garrett Toy

County of Marin: Katie Rice, Nancy Vernon

Ross Valley School District: Wesley Pratt, Rick Bagley

Absent: Renee Goddard

II. ORAL COMMUNICATIONS

No one spoke during this time.

III. JEPA BUSINESS MEETING

Item	Presenter	Action
A. Accept March 14, 2019 Meeting Minutes	Chairperson	Approve
M/S, Rick Bagley, Garrett Toy to accept the March 14, 2019 Meeting Minutes. Ayes: Brian Colbert, Dave Donery, Garrett Toy, Katie Rice, Nancy Vernon, Wesley Pratt, Rick Bagley Absent: Renee Goddard		
B. Recommend Marin Transit sign Measure AA funding agreement	Marin Transit	Approve

Nancy Whelan, Marin Transit, presented the report and confirmed they made the recommended changes to the agreement from the previous meeting.

Item**Presenter****Action**

M/S, Katie Rice, Dave Donery to recommend Marin Transit sign Measure AA funding agreement. Ayes: Brian Colbert, Dave Donery, Garrett Toy, Katie Rice, Nancy Vernon, Wesley Pratt, Rick Bagley Absent: Renee Goddard

C. Review Survey Results

Marin Transit

Discussion

Kelly Zalewski, Marin Transit, made a presentation regarding survey results from current bus pass holders. Zalewski stated forty-eight percent of bus pass holders responded to the survey and sixty percent of the respondents did not know how the program was funded. When respondents were posed the choice of paying twenty-five percent more or only five percent more with longer wait times; fifty-four percent of the respondents stated they would prefer to pay twenty-five percent more for the same service.

Brian Colbert asked Marin Transit if they had asked whether there was an alternative to the bus. Katie Rice wanted to know if the bus pass holders were aware there is a supplemental school service on Sir Francis Drake Boulevard. Zalewski stated in the non-pass holder survey, sixty six percent were using the family car. The survey showed that cost of the bus pass and location of home relative to school were important factors.

Zalewski stated that more than half of the 5th grade parent non-bus pass holder respondents were likely to buy a pass at \$980 and they found that reducing the price by \$140 would not affect parents' likeliness to purchase a bus pass.

Steve Lamb, San Anselmo resident, wanted to know how many Wade Thomas students would graduate and go to White Hill and how many routes serve that community. Lamb felt that focusing on the per day price would be a valuable piece of information to give to the community.

The JEPA thanked staff for their work on the survey.

Brian Colbert wanted to know if Marin Transit would be doing the survey every year. Whelan stated they would come back to the JEPA and ask yearly if they would like for a survey to be done.

Item	Presenter	Action
D. Review pass pricing policies	Marin Transit	Discussion

Kelly Zalewski presented the staff report. Zalewski stated there are two payment options: to pay in full at \$395 annually or 10 monthly payments of \$39.50 + \$4.

Zalewski stated when they went through the historical data, they found the enrollment for full price passes were stable, but over time there had been a dramatic reduction in the sales for reduced price passes. They felt as if the White Hill reduction correlated with an increase in the usage of the free Youth Transit bus pass program also provided there.

Zalewski stated there is no waitlist for buses in the morning, but there is a waitlist for bus routes in the afternoon. Zalewski stated the waitlist in the afternoon was an expression of unmet preference, not of actual need. Basically, forty kids prefer a different route in the afternoon, instead of the route they are assigned to.

E. 2019-20 Draft Budget Scenarios	Marin Transit	Discussion
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Nancy Whelan, Marin Transit, presented the budget scenarios. Kelly Zalewski stated the pass price will be \$530 for a one-way pass with \$30,000 coming from the Towns. Zalewski also commented that they would need to see how much is coming from the County, because it will affect the number. Katie Rice confirmed to get the pass price under \$500 is to find another \$45,000 from somewhere. Whelan stated yes.

Whelan stated that it may be necessary to cut buses and redistribute the stops to other routes. Katie Rice asked if there could be two late buses. Zalewski stated in the preliminary planning, there is an idea to get rid of the express bus to the HUB. Zalewski added that school staff may not be able to stay that late for extra late buses. Whelan stated that basically, the buses will have more stops which means longer rides.

Katie Rice explained the County is determining how much each bus program receives by formula and it ends up being \$78,000 for the Ross Valley. Nancy Vernon clarified the next meeting is when the JEPA would make a recommendation for pass prices.

Garrett Toy clarified to get the pass price to \$495, each Town would need to ask for \$45,000. Katie Rice stated Measure A money can be used. Brian Colbert stated it is a larger issue and broader conversation, because of the sensitivity of use of Measure A money. Colbert was interested in the long-term trend. Garrett Toy

Item	Presenter	Action
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stated this is unsustainable but will at least give everyone a one-year heads up. Katie Rice stated it is a very expensive service and wanted to know what the tipping point for a drop off in bus pass sales is. Garrett Toy stated then there will be more cars on the road.

Katie Rice was interested in going with this scenario and waiting to see where the County gets to with the amount they can allocate towards the program. Brian Colbert stated if something is unsustainable then it is unsustainable. Colbert wanted to know what the alternatives are that are private. Katie Rice stated at the end, it is market driven and we are now seeing the true cost of the program. Rice stated we are getting to a place where it is real. David Donery stated the program is a bargain and the per day cost is small. Brian Colbert felt that someone will figure out a privatization answer. David Donery made the suggestion to move forward with the existing town requests, see what other money may be available and make a decision at the next meeting. Donery stated at least they know the bus pass could be \$530.

G. Set date, time, location and agenda topics for next meeting	Chairperson	Approve
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There was consensus from the JEPA that the next meeting would be on April 22, 2019 at 7:30 PM.

IV. **BOARD MEMBER REPORTS**

There were no reports.

V. **8:08 PM ADJOURNMENT**

Respectfully Submitted,

Carla Kacmar
Town Clerk



Marin Transit Recommendation for Additional Measure AA Funding for Ross Valley Yellow Bus Program

April 22, 2019

Agenda Item III.B: Review Marin Transit Board Item Requesting Additional Funding

- Marin Transit and the County of Marin have provided \$300,000 annually for operation of the Ross Valley yellow bus program for each of the past four years.
- With the renewal of the half cent sales tax measure in 2018, Marin Transit and the County of Marin transitioned to formula bases for distributing funds to yellow bus programs beginning in FY 19/20.
- Combined, the two formula distributions resulted in about \$67K less than prior years' funding for the Ross Valley program.
- Even with significantly increased contributions from San Anselmo and Fairfax, pass prices are projected to increase by 32% in FY 19/20.

Net Contributions to YSB Programs



Program	Marin Transit Measure A/AA			County of Marin			Total
	FY 18/19	FY 19/20	Difference	FY 18/19	FY 19/20	Difference	Difference
Mill Valley School Dist	\$0.00	\$25,279	\$25,279	\$55,000	\$50,000	\$(5,000)	\$20,279
Tiburon JPA (Reed)	\$0.00	\$135,877	\$135,877	\$50,000	\$70,000	\$20,000	\$155,877
Ross Valley School Dist	\$175,000	\$132,956	\$(42,044)	\$125,000	\$100,000	\$(25,000)	\$(67,044)
San Rafael Elementary	\$0.00	\$232,085	\$232,085	\$0.00	\$0.00	\$0.00	\$232,085
Dixie School District	\$0.00	\$42,244	\$42,244	\$0.00	\$0.00	\$0.00	\$42,244
Total	\$175,000	\$568,441	\$393,441	\$230,000	\$220,000	\$(10,000)	\$383,441

Success of the Ross Valley Yellow Bus Program



- School bus service provided by Marin Transit/GGT since at least 2005/06.
- Up to 73% of enrolled students purchased a one-way pass to take the bus to or from school.
- More than 40% of student trips to/from school are taken on the bus. This share of riders appears to have been consistent for nearly ten years.
- Even with year-over-year pass price increases of 32% in four years, pass sales are strong.
- Towns of San Anselmo and Fairfax and the County of Marin acknowledge the importance of the program and are providing local funds to it.
- Without the yellow bus program, 2,000 auto trips would be added to the already congested Sir Francis Drake corridor.

Potential for Additional Contributions



- Without additional contributions in FY 19/20, the one-way pass price will increase to \$520.
 - Potential impact on pass sales is unknown, but some decrease is likely.
- Marin Transit's Measure AA formula distribution to YSB programs left about \$30,000 unallocated.

Measure AA for Yellow School Bus Programs	FY 19/20
Available for allocation	\$600,000
Amount allocated by formula	\$568,441
Unallocated	\$31,559

- Due to the significant congestion relief provided by the Ross Valley yellow bus program, the relatively high current pass price, and the desire to maintain a successful program . . .
- ***Marin Transit staff recommends that the Marin Transit Board allocate an additional \$30,000 per year from Measure AA for FY 19/20 through FY 21/22.***
 - Marin Transit Board meets on May 6, 2019
- This additional contribution results in a one-way pass price of \$485.



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May 6, 2019

DRAFT

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

SUBJECT: Supplement to Ross Valley Yellow Bus Funding

Dear Board Members:

board of directors

damon connolly
president
supervisor district 1

dennis rodoni
vice president
supervisor district 4

kate colin
2nd vice president
city of san rafael

judy arnold
director
supervisor district 5

stephanie moulton-peters
director
city of mill valley

katie rice
director
supervisor district 2

kathrin sears
director
supervisor district 3

eric lucan
alternate
city of novato

RECOMMENDATION: Approve \$30,000 in additional funding, annually, to support the Ross Valley Yellow Bus program for three years beginning in FY 2019/20.

SUMMARY:

Staff recommends that your Board allocate additional funding to the Ross Valley yellow school bus program to ensure a reasonable increase in the pass price and maintain a high level of participation in the program.

Marin Transit has a long history of supporting student transportation in the Ross Valley area. In late 2018, Marin voters passed Measure AA and your Board approved a yellow bus funding formula to distribute \$600,000 to yellow bus programs throughout Marin County. Under the new formula allocation, the Ross Valley yellow school bus program will receive less funding from Marin Transit than in previous years. In addition to reduced revenue under the new formula, the County of Marin has lowered its contribution to the Ross Valley program. Without additional funding support from Marin Transit, balancing the program budget will require an exceptionally steep increase in the projected price of a one-way pass for FY 2019/20.

BACKGROUND:

Service History

Marin Transit's role in providing transportation to Ross Valley School District, and particularly White Hill Middle School, began in the 2005/06 school year. Prior to this, Ross Valley School District (RVSD) contracted directly with Golden Gate Transit (GGT) to provide service on Routes 123 (San Anselmo to White Hill) and 127 (Sleepy Hollow to White Hill). In the 2004/2005 school year, RVSD paid GGT \$79,777 to provide service on these two routes. In 2005, GGT determined that all local public transit services should originate with Marin Transit. This included the three routes that GGT provided

under direct contract with school districts – the two RVSD routes and one route for Larkspur School District. Marin Transit agreed to integrate the three routes into its supplemental school services and eliminated less productive school service to make room in the budget. With the transition of service to Marin Transit, RVSD no longer provided financial support for the services.

Although Marin Transit took on responsibility for the RVSD service in the 2005/06 school year, GGT continued to operate the service under contract with Marin Transit for ten years. Just prior to the 2015/16 school year, GGT and Marin Transit signed a new intergovernmental agreement that removed supplemental school service from the agreement including service to White Hill Middle School.

Prior to signing the 2015 agreement, GGT operated 2,160 revenue hours of supplemental school service to the Ross Valley School District on behalf of Marin Transit. The service was focused primarily on White Hill Middle School. Staff estimated the Measure A funding for this service to be \$175,000 per year. The RVSD service required 12 dedicated buses to meet the peak demand in the afternoon. On average, students took 542 trips per day on these routes. Marin Transit, however, determined that the RVSD service did not meet the requirements for federally-funded public transit service due to the use of dedicated equipment and routes.

Concurrently, Marin Transit, TAM, and the Marin County Office of Education co-sponsored a Coordinated Countywide School Transportation Study that found yellow buses to be best suited for K – 8 students. Marin Transit then sought a traditional “yellow bus” contract for the Ross Valley service.

In 2015, Marin Transit awarded a one-year contract to Michael’s Transportation with two option years to provide yellow bus service to RVSD serving White Hill Middle School and Hidden Valley Elementary. Marin Transit exercised the additional two option years for service through June 2018. In January 2018, Marin Transit issued a new Request for Proposals for yellow bus contractors to provide the service. Michael’s Transportation was the sole respondent and Marin Transit awarded the operator with a second three-year contract with two option years. This contract began on July 1, 2018.

In the 2018/19 academic year, Marin Transit’s contract with Michael’s Transportation provided six yellow buses operating 19 morning and afternoon routes. These routes transport over 500 students to/from White Hill Middle School, Hidden Valley Elementary, and Ross Valley Charter.

Funding History

In FY 2015/16, Marin Transit shifted its \$175,000 annual operating subsidy from the supplemental school service program to yellow bus service. Each year Marin Transit spent \$175,000 of its Measure A local transit funds to operate the program through FY 2018/19. The County of Marin contributed \$125,000 to the program beginning in FY 2015/16. The towns of Fairfax and San Anselmo began contributing \$10,000 each in FY 2016/17. Marin Transit subsequently requested these contributions each year to keep the bus pass prices stable.

Bus pass revenues paid for just over 50 percent of the program costs. The pass price has increased incrementally each year since FY 2015/16. Students eligible for the free and reduced

lunch program were able to purchase discounted bus passes. See Attachment A for an analysis of historical bus pass prices and sales.

At the direction of your Board, an ad hoc committee on school transportation was formed in May 2016 to evaluate and plan for Marin Transit's role in school transportation. The ad hoc committee met 13 times during the past two years with attendance from various stakeholders of yellow bus programs in Marin County. The ad hoc committee provided guidance for advancing the Coordinated Countywide School Transportation Study recommendations and gave direction to Marin Transit staff on the use of Measure AA funding to support home to school yellow bus programs. The ad hoc committee suggested that Marin Transit provide a rationale for distributing funding using a formula-based approach. Based on this guidance, staff recommended at your January 2019 Board meeting that Marin Transit distribute \$600,000 to support the operations of existing home to school yellow bus programs.

The Marin Transit Board approved the "Yellow Bus Funding Allocation" on January 7, 2019. In FY 2019/20, the total amount that will be distributed according to the formula is \$568,441. This leaves \$31,559 of approved funding unallocated. Under the formula, the Ross Valley program will receive \$132,956 in FY 2019/20 compared to \$175,000 in Measure A funding it received in each of the four previous years.

DISCUSSION:

School transportation in the Ross Valley has been a flagship for traffic congestion relief in Marin County. Without the bus service to White Hill Middle school, staff estimates that more than 2,000 auto trips would be added to the heavily congested Sir Francis Drake corridor. The Ross Valley service is one of the longest running school transportation programs in Marin and the most successful in attracting and maintaining student ridership. In the past several years, up to 73 percent of White Hill Middle School students have purchased an annual bus pass to ride the bus to or from school.

The Ross Valley yellow bus program is unique among the yellow bus programs with which Marin Transit is involved in that Marin Transit is fully responsible for the program. In this role, Marin Transit:

- Holds the contract
- Provides all staff support
- Identifies and pays for bus parking
- Sets pass prices and manages pass sales
- Determines if free or reduced passes are available for families in need
- Finds funding partners and coordinates funds
- Provides Measure AA funding
- Covers any unfunded costs

Marin Transit has contracts to manage yellow bus service on behalf of the Tiburon Peninsula Traffic Relief Joint Powers Agency (JPA) and Mill Valley School District. In these contracts, many of the responsibilities listed above are borne by or shared with the contracting entity. Staff believes this model is more likely to succeed over time as it does not place the financial or staff burden of the service on a single entity.

Ross Valley Yellow Bus Transportation Services Joint Exercise of Powers Agreement

Using the Tiburon Peninsula JPA as a model, staff worked with Ross Valley yellow bus program stakeholders to develop a formal coordinated group to oversee the program. As a result, the group developed the Ross Valley Yellow Bus Transportation Services Joint Exercise of Powers Agreement (JEPA) that went into effect on January 1, 2019. The members of the JEPA formed a joint committee that includes the Town of San Anselmo, Town of Fairfax, County of Marin, and RVSD. The joint committee provides enhanced public oversight and transparency for the program and policy guidance to Marin Transit.

The joint committee meetings are open to the public and parents are encouraged to attend. Two meetings have been held this year and a third meeting is scheduled for April 22, 2019. The focus of the previous two meetings has been to educate the joint committee members on the program's history, structure, and ridership. The meetings provided Marin Transit staff with guidance on expected funding contributions and pass prices in order to develop the FY 2019/20 program budget.

Local Funding Contributions and Program Budget Impacts

The Measure AA Expenditure Plan acknowledges the importance of school transportation in Marin County. The plan requires Marin Transit to commit five percent of the sales tax revenue to school transportation. Under the Measure, school transportation and other congestion relief measures are eligible for local roads formula funds. While the extension of the sales tax measure did not increase available funding, it provided increased flexibility for local jurisdictions.

In FY 2019/20, the County of Marin will also begin to support yellow bus programs on a formula basis. Under its formula, the Ross Valley program will receive \$100,000 and this is \$25,000 less than the County of Marin contributed in prior years. Similarly, Marin Transit's formula for distributing Measure AA funding will provide \$132,956 each year. This is approximately \$42,000 less than Marin Transit budgeted in the past. See Attachment B for a comparison of program contribution formula impacts to existing yellow bus programs in Marin County.

In contrast, the towns of San Anselmo and Fairfax will increase their annual contributions three-fold to \$30,500 each. RVSD does not provide any direct financial contribution to the program. However, school district staff are instrumental in distributing bus passes, marketing the program, and managing student bus loading in the afternoon.

To determine the price of the one-way pass, staff estimated the expected program costs and funding contributions. Staff assumed that service levels and pass sales will remain static year to year. To balance the program budget, the price for a one-way bus pass will be \$520 which is equivalent to \$2.89 per day. The cost of transportation to and from school will be \$1,040. This is a 32 percent increase from the pass prices for the current academic year. The draft budget is included as Attachment C.

Based on the projected budget, staff is concerned that pass sales may decline due to the steep price required to compensate for the decline in funding. If pass sales decline, Marin Transit will bear the burden of covering the costs of a potential program deficit.

RECOMMENDED FUNDING DISTRIBUTION:

In January 2019, your Board approved the formula distribution of \$568,441. Marin Transit has a total of \$600,000 in Measure AA funds available to support yellow bus program operations in FY 2019/20. The approved funding formula will remain in place for three years and will increase annually to reflect any proportional increase in Measure AA revenue.

FY 2017/18 Base Year Data		Mill Valley	Reed Union & Cove	Ross Valley	San Rafael	Dixie	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	5,940	School year 2017-2018 source data
<i>Funding¹ for FY 2019/20 allocation</i>		\$25,279	\$135,877	\$132,956	\$232,085	\$42,244	\$568,441	35% of pass price for every pass distributed [(b) x (c)]

After distributing the \$568,441 under the formula, \$31,559 remains unallocated. Marin Transit staff is requesting approval to distribute \$30,000 of unallocated Measure AA funding to the Ross Valley yellow bus program annually for three years. In FY 2019/20, this will result in an annual one-way pass price of \$485. This price is equivalent to \$2.69 per day and represents a 23 percent increase over the current pass price. The revised draft budget is included with Attachment C.

Staff has conducted a survey of current bus pass holders. The survey asked parents which option they would prefer: 1. Maintain current service levels with a 25 percent pass price increase; or 2. Pay five percent more for a bus pass next year and reduce service levels. More than half of respondents expressed a willingness to pay an additional 25 percent to maintain current service levels. The overall survey response rate was 48 percent of yellow bus pass holders and indicates that a 25 percent increase may not lead to a decline in bus pass sales. Attachment D summarizes the results from the complete survey.

This additional allocation of school transportation funding will help to maintain pass sales levels for a thriving yellow bus program that provides important congestion relief at peak times along the Sir Francis Drake Blvd corridor.

FISCAL/STAFFING IMPACT:

Staff requests the Board’s approval of supplemental funding from Measure AA school transportation funds for the Ross Valley yellow bus program. If approved, staff will include \$30,000 in annual supplemental funds for three years in the Ross Valley yellow bus program funding agreement. Staff will update the Marin Transit FY 2019/20 operating budget to reflect

the allocation of the full \$600,000 in Measure AA school transportation program funding. There is no staffing impact associated with this item.

Respectfully submitted,



Nancy Whelan
General Manager

Attachments:

- A. Ross Valley Yellow Bus Program Historical Pass Price and Sales Analysis (WHMS Only)
- B. Net Effect of Formulas on Ross Valley Yellow Bus Program Funding
- C. Ross Valley Yellow Bus Program Draft Budgets
- D. Survey Results of Both Current and Non-Bus Pass Holders (Ross Valley)

DRAFT

Attachment A: Ross Valley Yellow Bus Program Historical Pass Price and Sales Analysis (WHMS only)

	2015/16	2016/17	% Δ	2017/18	% Δ	2018/19	% Δ
Annual One-way Pass Price	\$300.00*	\$350.00*	17%	\$375.00	7%	\$395.00	5%
Annual Reduced-Price One-way Pass	\$50.00	\$100.00	100%	\$175.00	75%	\$197.50	13%
Full Price Passes Sold	922***	875	n/a	879	0%	822	-6%
Reduced Price Passes Sold	Data not available	53	n/a	39	-26%	31	-21%
Total One-way Pass Sales	922	928	1%	918	-1%	853	-7%
WHMS Enrollment**	799	781	-2%	813	4%	749	-8%

*One-way pass is calculated as half of the cost of a round-trip

**2015/16 data from California Department of Education. All other enrollment data supplied by WHMS Principal.

***Includes reduced price passes

Key Findings:

- Enrollment and full price pass sales were relatively stable for the first three years of the program. From 2017/18 to 2018/19, a decrease in school enrollment correlated with a decrease in full price sales.
- Sales of reduced price passes significantly decreased year over year.

Attachment B: Net Effect of Formulas on Ross Valley Yellow Bus Program Funding

Program	Marin Transit Meas A/AA			County of Marin			Total
	FY 18/19	FY 19/20	Difference	FY 18/19	FY 19/20	Difference	Difference
Mill Valley School Dist	\$ -	\$ 25,279	\$ 25,279	\$ 55,000	\$ 50,000	\$ (5,000)	\$ 20,279
Tiburon JPA (Reed)	\$ -	\$ 135,877	\$ 135,877	\$ 50,000	\$ 70,000	\$ 20,000	\$ 155,877
Ross Valley School Dist	\$ 175,000	\$ 132,956	\$ (42,044)	\$ 125,000	\$ 100,000	\$ (25,000)	\$ (67,044)
San Rafael Elementary	\$ -	\$ 232,085	\$ 232,085	\$ -	\$ -	\$ -	\$ 232,085
Dixie School District	\$ -	\$ 42,244	\$ 42,244	\$ -	\$ -	\$ -	\$ 42,244
Total	\$ 175,000	\$ 568,441	\$ 393,441	\$ 230,000	\$ 220,000	\$ (10,000)	\$ 383,441

Attachment C. Ross Valley Yellow Bus Program 2019/20 Draft Budget Scenarios

Scenarios	1	2
	Draft Budget	Revised Draft Budget- Add'l \$30k Measure AA
Pass Sales		
Full Price		
<i>Charter one way passes</i>	24	24
<i>White Hill one way passes</i>	822	822
<i>Hidden Valley one way passes</i>	49	49
<i>Wade Thomas one way passes</i>	0	0
<i>Total # of one way Passes Sold - Full Price</i>	895	895
Reduced 50% - Income Qualified		
<i>Charter one way passes</i>	1	1
<i>White Hill one way passes</i>	31	31
<i>Hidden Valley one way passes</i>	7	7
<i>Wade Thomas one way passes</i>	0	0
<i>Total # of one way Passes Sold - Reduced 50%</i>	39	39
	934	934
Bus Pass Prices		
<i>Full price one-way pass price</i>	\$ 520.00	\$ 485.00
<i>Reduced price pass</i>	\$ 260.00	\$ 242.50
Revenue		
<i>Bus Pass Revenue</i>	\$ 475,540.00	\$ 443,532.50
<i>Per month processing fee - \$4.00 x passes sold x 10</i>	\$ 12,600.00	\$ 12,600.00
<i>Refund/Cancellations</i>	\$ (24,807.69)	\$ (23,711.34)
<i>Single use pass sales</i>	\$ 700.00	\$ 700.00
<i>Measure AA Formula Funds</i>	\$ 132,956.00	\$ 132,956.00
<i>Additional Measure AA</i>	\$ -	\$ 30,000.00
<i>County of Marin</i>	\$ 100,000.00	\$ 100,000.00
<i>Town of San Anselmo</i>	\$ 30,500.00	\$ 30,500.00
<i>Town of Fairfax</i>	\$ 30,500.00	\$ 30,500.00
<i>Ross Valley School District</i>	\$ -	\$ -
<i>Ross Valley Charter</i>	\$ -	\$ -
Total Revenue	\$ 757,988.31	\$ 757,077.16
Expenses		
<i>Contractor Expense (RVSD)</i>	\$ 642,600.00	\$ 642,600.00
<i>Fare Processing Charges</i>	\$ 19,021.60	\$ 17,741.30
<i>Marketing</i>	\$ 500.00	\$ 500.00
<i>AVL- Operating Costs</i>	\$ 6,705.00	\$ 6,705.00
<i>AVL-Data</i>	\$ 3,870.00	\$ 3,870.00
<i>Equipment (GPS)</i>	\$ 1,500.00	\$ 1,500.00
<i>Bus Parking in Marin County</i>	\$ 11,400.00	\$ 11,400.00
<i>Marin Transit Operations Oversight and Customer Service</i>	\$ 71,940.00	\$ 71,940.00
Total Expenses	\$ 757,536.60	\$ 756,256.30
Surplus/Defecit	\$ 451.71	\$ 820.86
20% Local Match Requirement	21%	21%



Attachment D. Survey Results of Both Current and Non-Bus Pass Holders for the Ross Valley Yellow Bus Program

May 6, 2019

- Surveyed families to understand bus pass price sensitivity and overall value of the program.
- Three separate surveys deployed:
 - Current bus pass holders
 - Non-bus pass holders at WHMS
 - 5th Grade parents at all RVSD schools (non-bus pass holder)

SURVEY: CURRENT BUS PASS HOLDERS

Overview: Current Bus Pass Holder Survey



- Sent via email to current bus pass holders
 - 460 invitations
 - 221 responses
 - Rate of response: 48%
- Open from 3/22 – 3/29
 - 1st notification on 3/22
 - Reminder sent on 3/27
 - Final notification sent morning of 3/29

Questions: Current Bus Pass Holder Survey



1. How satisfied are you with yellow bus service this year?
2. How satisfied are you with on-time performance this year?
3. How satisfied are you with driver performance this year?
4. How satisfied are you with communication about and from the program?
5. Do you know how the yellow bus program is funded?
6. Today, program funding is explained on the rossvalleyschoolbus.com website on the FAQs page. How would you prefer to learn more about program funding?
7. Would you rather...
 - Pay 25% more next year for a bus pass and keep the same number of buses and routes
 - Pay 5% more for a bus pass next year and reduce service levels resulting in longer ride times for students on the bus and longer wait times in the afternoon to get on a bus
8. What other information would you like to share about the service and operations of the yellow bus program?

Results: Current Bus Pass Holder Survey (1 of 2)

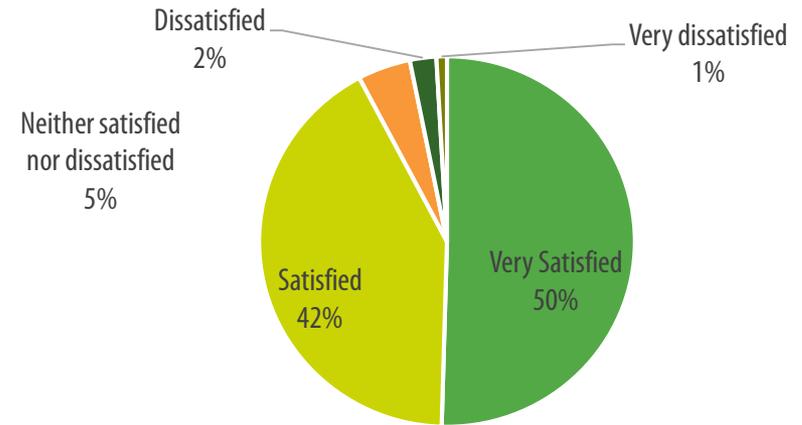


Q1: Overall Satisfaction



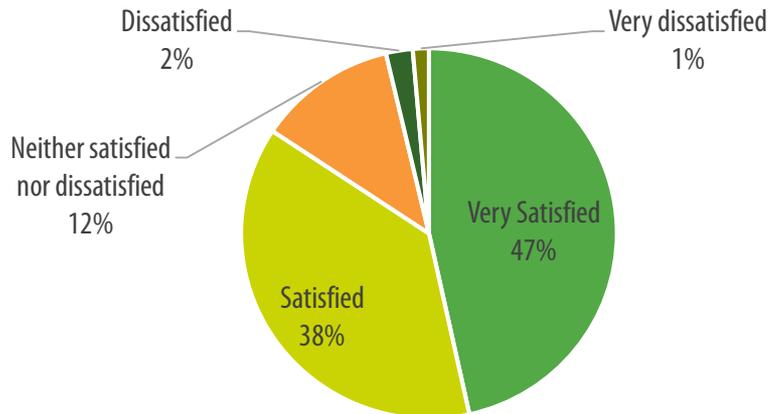
85% of respondents are v. satisfied or satisfied

Q2: On-time Performance



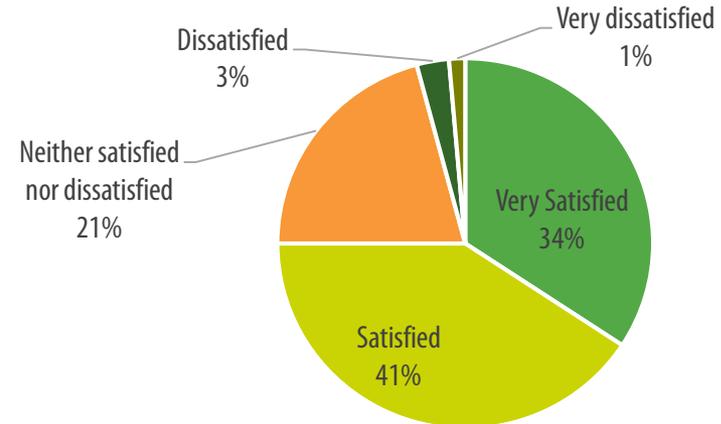
92% of respondents are v. satisfied or satisfied

Q3: Driver Performance



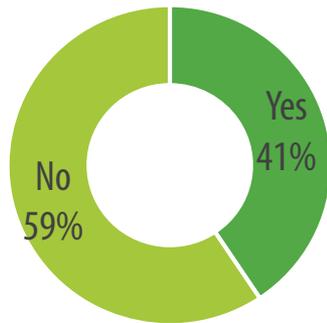
84% of respondents are v. satisfied or satisfied

Q4: Communication

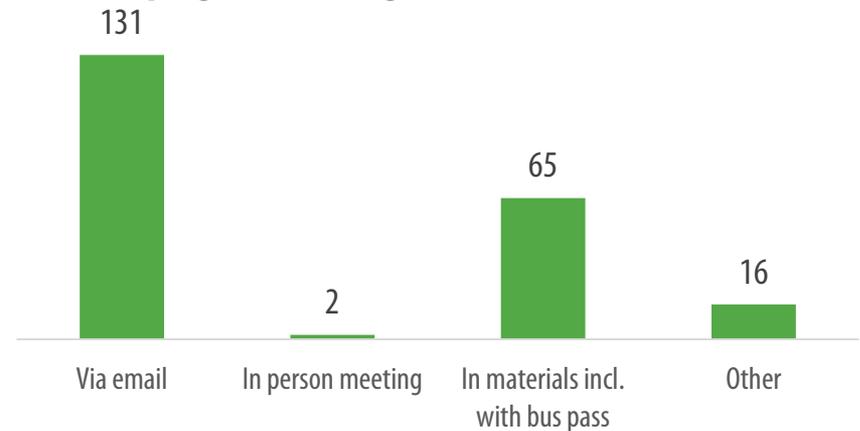


75% of respondents are v. satisfied or satisfied

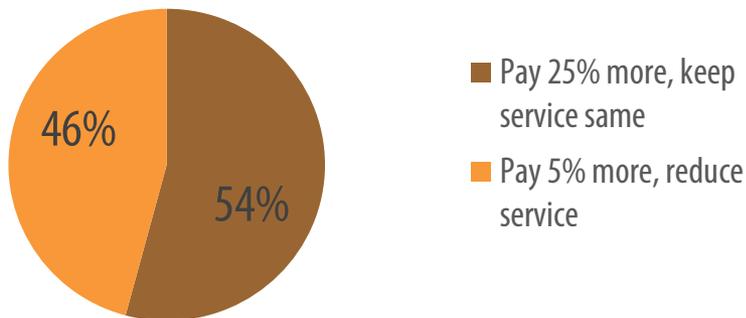
Q5: Do you know how the YB program is funded?



Q6: How would you prefer to learn more about program funding (other than website)?



Q7: Would you rather...



More than half of respondents would pay more to maintain current service levels

Q8: Comments Summary-

- Majority of parent comments indicated a belief that program is funded through bus pass sales alone or don't understand why they have to pay at all.
- It is too expensive
- Would like more buses and more flexibility in the afternoon
- The program is important/essential for many families

Take-aways: Current Bus Pass Holder Survey



- Parents are generally happy with the program (day to day operations and drivers)
- While many families believe it is already expensive, it is necessary for many families to have transportation to get their students to and from school each day.
- It appears unlikely that sales of full price passes would drop dramatically if there was a pass price increase.

Thank You Page: Current Bus Pass Holder Survey



All survey respondents saw this message before clicking "Done" and submitting the survey:

Marin Transit is working with the recently created Ross Valley Yellow Bus Transportation Services Joint Committee to finalize the program specifics for the 2019/20 school year. If you would like to learn more about how bus pass prices are determined, please join us at the next meeting on April 2nd at 7:00pm at the San Anselmo Town Hall. More information is available online at <https://rossvalleyschoolbus.com/pages/joint-exercise-of-powers-agreement>

Don't forget to click "Done" below to submit your answers. Thank you for completing this survey!

SURVEY: NON-PASS HOLDERS (WHMS ONLY)

Overview: Non-Pass Holder (WHMS only) Survey



- Shared with WHMS parents via BlackBoard by RVSD staff
 - 65 responses
- Open from 3/25 – 3/29
- First question asked parents whether they already had a student riding the yellow bus...
 - If yes, parent was taken to a page directing them to their email for survey of bus pass holders
 - If no, parent continued with non-pass holder survey

Questions: Non-Pass Holder (WHMS only) Survey

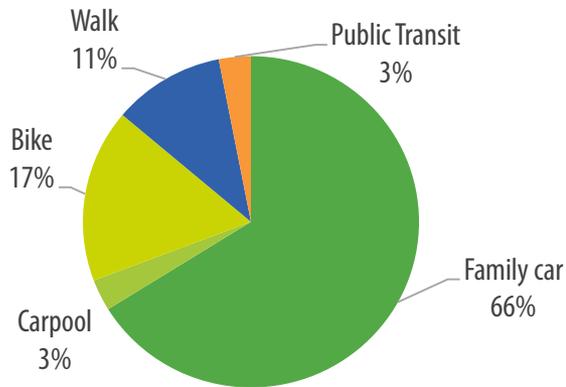


1. Do you have a student who currently rides the yellow bus to/from school at White Hill Middle School?
2. What is the primary mode your student uses to get to school today?
3. What is your primary reason for not riding the bus?
4. What is the nearest cross street/intersection to your home?
5. What other information would you like to share with us about changes that could lead to your family choosing to ride the bus?

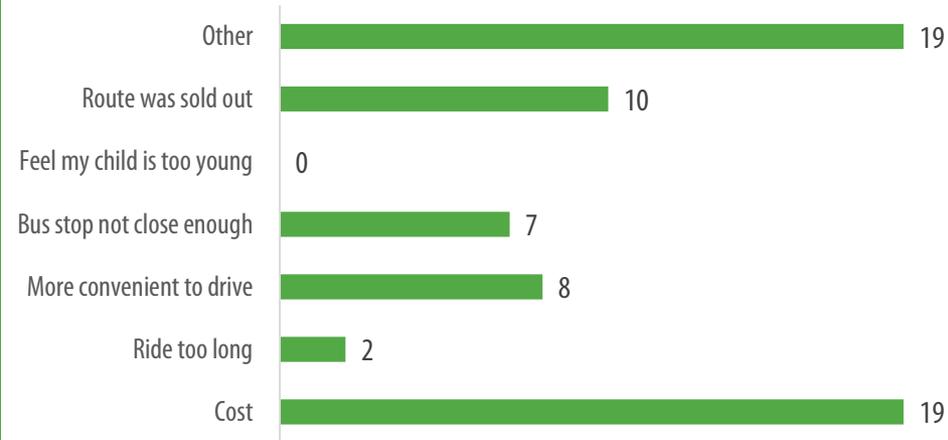
Results: Non-Pass Holder (WHMS only) Survey



What is the primary mode your student uses to get to school today?



What is your primary reason for not riding the bus?



Most common comments:

- Live too close to school to need the bus
- Live west of WHMS where there is no yellow bus service
- Desired route was sold out
- Too expensive

Take-away: Cost and location of home relative to bus service area/school are the most common factors influencing parents when deciding whether to buy a pass or not. Unlikely to capture significantly more pass sales if price reduced.

SURVEY: 5TH GRADE PARENTS

Overview: 5th Grade Parent Survey



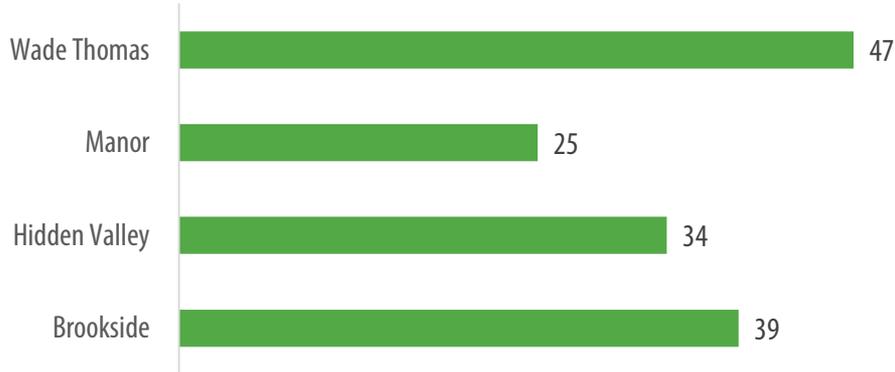
- Shared with 5th grade parents via BlackBoard by RVSD staff
 - 145 responses
- Open from 3/25 – 3/29
- First question asked parents whether they already had a student riding the yellow bus...
 - If yes, parent was taken to a page directing them to their email for survey of bus pass holders
 - If no, parent continued with non-bus pass holder survey for parents of 5th graders

Questions: 5th Grade Parent Survey

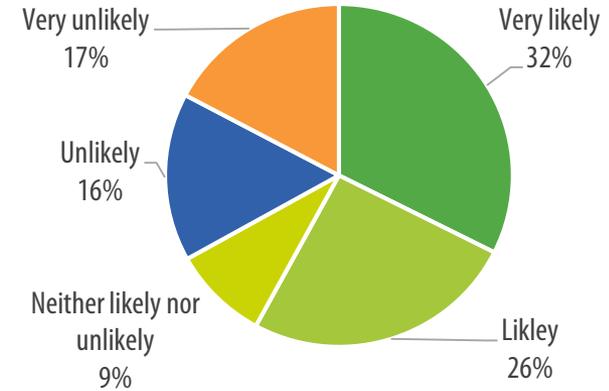


1. Do you have a student who currently rides the yellow bus to/from school at White Hill Middle School?
2. What school does your 5th grade student attend today?
3. How likely would you be to buy a yellow bus pass to/from White Hill next year for \$980 (round trip) which is \$5.44 per day?
4. If the price was reduced to \$840 (round trip), equivalent to \$4.67 per day, would this change your decision to buy a pass?

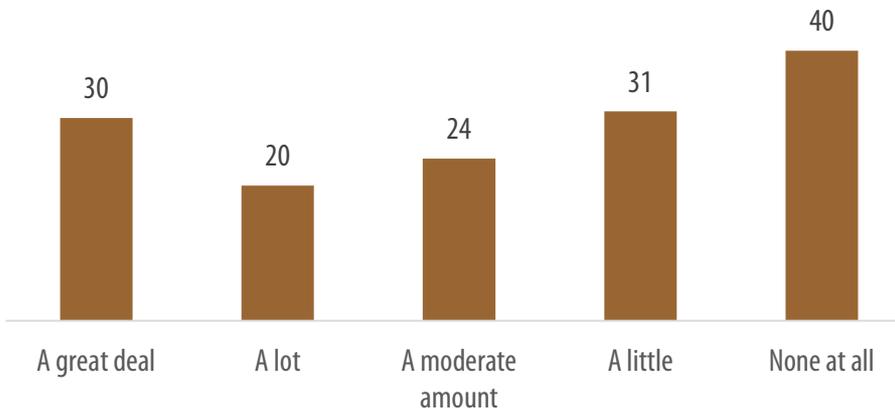
What school does your 5th grade student attend today?



How likely are you to buy a YB pass round trip for WHMS next year at \$980?



If the price was reduced to \$840 round trip, would this change your decision to buy a pass?



Take-aways:

- More than half of respondents would pay for a round trip bus pass priced at \$980 next year
- Reducing the price by \$140 would not affect most parents' likeliness to purchase a bus pass.



Ross Valley Yellow Bus Draft Program Budget and Sale Date for Passes 2019/20

April 22, 2019

Agenda Item III.C: 2019-20 Draft Budget and Sale Date for Passes

Assumptions: Final FY2019/20 Draft Budget



Value	Assumption
Service Levels (# of Buses/Routes)	6 Buses. No Change in service levels from 18/19.
Pass Sales	No change from 18/19
One way pass price	Pass prices increase 23% from 18/19 to cover lost revenue
Reduced price	50% of full price pass
Monthly surcharge	\$4.00 per month
Local Contributions	San Anselmo & Fairfax increase to \$30K each. Measure AA and County of Marin funds based on formulas. \$30k additional Measure AA subsidy recommended to Marin Transit Board.
Contractor Expense	Increases 3% from 18/19
Fare Processing Charges	4% of pass sales
Parking costs	Increases 3% from 18/19
Marin Transit ops oversight and customer service support	See Staff Time Worksheet for inputs

Ross Valley Yellow Bus Program 2019/20 Draft Budget Scenarios

	Revised Draft Budget- Add'l \$30k Measure AA
Pass Sales	
Full Price	
<i>Charter one way passes</i>	24
<i>White Hill one way passes</i>	822
<i>Hidden Valley one way passes</i>	49
<i>Wade Thomas one way passes</i>	0
<i>Total # of one way Passes Sold - Full Price</i>	895
Reduced 50% - Income Qualified	
<i>Charter one way passes</i>	1
<i>White Hill one way passes</i>	31
<i>Hidden Valley one way passes</i>	7
<i>Wade Thomas one way passes</i>	0
<i>Total # of one way Passes Sold - Reduced 50%</i>	39
Total of All Passes Sold	934
Bus Pass Prices	
<i>Full price one-way pass price</i>	\$ 485.00
<i>Reduced price pass</i>	\$ 242.50
Revenue	
<i>Bus Pass Revenue</i>	\$ 443,532.50
<i>Per month processing fee - \$4.00 x passes sold x 10</i>	\$ 12,600.00
<i>Refund/Cancellations</i>	\$ (23,711.34)
<i>Single use pass sales</i>	\$ 700.00
<i>Measure AA Formula Funds</i>	\$ 132,956.00
<i>Additional Measure AA</i>	\$ 30,000.00
<i>County of Marin</i>	\$ 100,000.00
<i>Town of San Anselmo</i>	\$ 30,500.00
<i>Town of Fairfax</i>	\$ 30,500.00
<i>Ross Valley School District</i>	\$ -
<i>Ross Valley Charter</i>	\$ -
Total Revenue	\$ 757,077.16
Expenses	
<i>Contractor Expense (RVSD)</i>	\$ 642,600.00
<i>Fare Processing Charges</i>	\$ 17,741.30
<i>Marketing</i>	\$ 500.00
<i>AVL- Operating Costs</i>	\$ 6,705.00
<i>AVL-Data</i>	\$ 3,870.00
<i>Equipment (GPS)</i>	\$ 1,500.00
<i>Bus Parking in Marin County</i>	\$ 11,400.00
<i>Marin Transit Operations Oversight and Customer Service</i>	\$ 71,940.00
Total Expenses	\$ 756,256.30
Surplus/Defecit	\$ 820.86
20% Local Match Requirement	21%

Marin Transit Staff Time Worksheet



Buses	6
New Routes	0
Existing Routes	19
One-way Passes	934
Ride along days	0
Meetings	4

Start up (Annually)

\$1,000	annual, per route	(new) route design, operations data	\$	-
\$250	annual, per route	(update) route design, operations data	\$	4,750
\$5,000	annual	website development	\$	-
\$1,200	annual	website updates	\$	1,200
\$5	per pass	pass production	\$	4,670
\$5	per pass	pass distribution	\$	4,670
\$650	daily	bus ridealongs, per bus	\$	-
\$20,000	annual	app support, day 1 ready	\$	-
\$2,500	annual	app support, day 3 ready	\$	-
\$1,000	annual	parking coordination	\$	1,000
Total: Start up			\$	16,290

Ongoing Monitoring

\$	175	month, per route	operations monitoring with passenger information, parent communication	\$	-
\$	150	month, per route	operations monitoring, parent communication	\$	28,500
\$	25	per pass	Customer service	\$	23,350
\$	1,500	annual	credit card processing	\$	1,500
\$	1,500	annual	admin, coordination	\$	1,500
\$	200.00	per meeting	meetings	\$	800
Total: Ongoing Monitoring			\$	55,650	

Total			\$	71,940
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Draft Timeline for 2019/20 Passes to go on Sale



Monday	Tuesday	Wednesday	Thursday	Friday
		1	2	3
		Final 2018/19 monthly payment auto-processes	MT follow up on outstanding payments	MT follow up on outstanding payments
6	7	8	9	10
MT follow up on outstanding payments	MT follow up on outstanding payments	MT follow up on outstanding payments	MT follow up on outstanding payments	Complete payment processing for 2018/19
13	14	15	16	17
MT update website	MT update website	-MT update website & email pass holders -RVSD post on BlackBoard	MT update website	-Marin Transit update website -RVSD newsletters
20	21	22	23	24
RVSD & Marin Transit send reminders	RVSD & Marin Transit send reminders	Passes on sale at 10:00am		
27	28	29	30	31
Memorial Day (no school)				