#### **Ross Valley Yellow Bus Transportation Services**

### **Joint Exercise of Powers Agreement**

#### **Joint Committee**

### September 19, 2019

#### 7:00 PM

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

### I. <u>CALL TO ORDER AND ROLL CALL</u>

#### 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

	ltem	Presenter	Action
A.	Accept April 22, 2019 Meeting Minutes	Chairperson	Approve
B.	2019/20 Program Operations & Pass Sales Update	Marin Transit	Discussion
C.	Five-year budget	Marin Transit	Discussion
D.	Supplemental funding source for income qualified family passes	Marin Transit	Discussion
E.	Accept Bylaws	JEPA Board member	Approve
F.	Elect Vice Chair	JEPA Board member	Approve
G.	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 22, 2019

### 7:30 PM

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

### I. <u>7:32 PM CALL TO ORDER AND ROLL CALL</u>

#### 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

	ltem	Presenter	Action
A.	Accept April 2, 2019 Meeting Minutes	Chairperson	Approve

M/S Donery, Bagley to accept the April 2, 2019 meeting minutes. Ayes: Brian Colbert, Dave Donery, Garrett Toy, Katie Rice, Nancy Vernon, Wesley Pratt, Rick Bagley Absent: Renee Goddard

B. Review Marin Transit Board Item Requesting Additional Marin Transit Discussion Funding

Nancy Whelan, Marin Transit, stated there would be an extra \$10,000 from the County and \$30,000 from Marin Transit for the Ross Valley Yellow Bus program. The additional funding would bring the bus passes down to \$485 for a oneway pass. The JEPA thanked Marin Transit for \$30,000. JEPA thanked the County for their \$10,000 contribution. Katie Rice stated that the group would still need to figure out funding for the future. Garrett Toy and Brian Colbert wanted to send letters to the Board of Supervisors for future funding

С.	2019-20 Draft Budget and Sale Date for Passes	Marin Transit	Approve
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Kelly Zalewski, Marin Transit, stated the two biggest changes to the budget are from Marin Transit and the County. Zalewski went over a draft timeline leading up to the sale date for bus passes. Zalewski stated Marin Transit hoped the first passes would go on sale on May 22<sup>nd</sup>. Nancy Vernon asked if Marin Transit should give any rationale to the increase in price. Zalewski stated they could talk about it because it would give an idea of how the funding works. Colbert wanted to know who the point person is. Zalewski stated she would field the questions. Donery wanted to know the true cost of a bus pass. Whelan stated without subsidies it is \$809 for a one-way pass.

Steve Lamb, San Anselmo Resident, asked why the towns give the same amount. Lamb felt the towns could use a formula to distribute the contributions more equitably. Colbert stated he felt Marin Transit did an incredible job normalizing the contribution amounts. Toy mentioned that the effect of the number of cars on the road through Fairfax and San Anselmo is equal, so he felt the contribution should be 50/50.

Whelan wanted input regarding time of day for the bus passes to go on sale. There was JEPA consensus for Wednesday, May 22 at 9 PM.

M/S Rice, Donery to accept the 2019-20 draft budget and sale date of Wednesday, May 22 at 9 PM. Ayes: Brian Colbert, Dave Donery, Garrett Toy, Katie Rice, Nancy Vernon, Wesley Pratt, Rick Bagley Absent: Renee Goddard

D.	Bylaws Status Update	JEPA Board member	Discussion

David Donery, San Anselmo Town Manager, presented the bylaws. The JEPA thanked Donery for his work and directed staff to bring this back for adoption at the next meeting.

E. Set date, time, location and agenda topics for next meeting Chairperson Approve

There was JEPA consensus to meet again in late September or early October. JEPA asked staff to send out a doodle poll in August to set a date.

At that meeting, it was suggested that the agenda should include the following items for discussion: bylaws approval, a multi-year budget, a report back of pass sales, more information on income qualified pass sales, and if there are any other forms of subsidies available for the program.

### IV. BOARD MEMBER REPORTS

There were no board member reports.

### V. 8:08 PM ADJOURNMENT

Respectfully submitted,

Carla Kacmar Town Clerk



### Update on Ross Valley Yellow Bus Program Operations & Pass Sales for the 2019/20 Academic Year

September 19, 2019 Agenda Item III.B: 2019/20 Pass Sales & Program Operations Update

### Marin Transit Program Management



- Service planning
- Pass sales
  - Rossvalleyschoolbus.org
- Pass printing & distribution
- Daily service monitoring

- Real-time parent notifications
- Customer service
- Procurement / contract management
- Parking location management



### **Service Overview**

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## Six buses / 19 routes

- White Hill
  - San Anselmo White Hill via SFD
    - 6 AM routes (0 and 1<sup>st</sup> Periods)\*
    - 5 PM routes (one shared route with RVC)
  - Sleepy Hollow White Hill via Butterfield / SFD
    - 3 AM routes (0 and 1<sup>st</sup> Periods)
    - 3 PM routes

### — Hidden Valley

- Memorial Park Downtown Hidden Valley
  - 2 AM routes (1 shared with WHMS)
  - 1 PM route
- Ross Valley Charter
  - San Anselmo Hub Downtown Fairfax
    - 1 AM route (shared with WHMS)
    - 1 PM route (shared with WHMS)
- Operated by: Michael's Transportation



\*WH-17 AM serving the San Anselmo Hub, select SFD stops, and downtown Fairfax is now a shared RVC/WHMS route due to high demand for 1<sup>st</sup> period routes to WHMS.

### **Route Assignments by Bus**





**Take-away:** Most buses serve multiple routes thereby providing more opportunities to sell passes and improve the program financials. This works best in the morning when WHMS has two start times (0 period and 1<sup>st</sup> period). In the afternoon, the single release time at WHMS means that in order to provide service to the same number of students, buses have to return to the school and during that time students must wait on campus.

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- Pass prices:
  - One way: \$485.00
    - AM + PM total: \$970.00
  - Pay in 10 Monthly Payments: \$52.50 (one-way)
  - Reduced Price: \$242.50
    - AM + PM total: \$485.00
- New website pages based on parent feedback:
  - Program Funding
  - Why can't a bus be added?

### 2019/20 Pass Sales Summary



	Passes Sold
Gross Sales Goal	934
Gross Pass Sales	904
Refunds	-44
Net Pass Sales	860



### 2019/20 Pass Sales by Route



	А	В	C	D	E	F
	Route	19/20 Passes Sold	Starting Inventory	Passes Available C - B	18/19 Passes Sold	YoY Sales B - E
	WH-1 AM	29	62	33	55	-26
	WH-2 AM	54	62	8	60	-6
0 Period	WH-3 AM	40	62	22	51	-11
0 Pe	WH-4 AM	27	62	35	46	-19
	WH-5 AM	43	62	19	60	-17
	WH-6 AM	54	62	8	47	7
ро	WH-7 AM	62	62	0	57	5
1 <sup>st</sup> Period	WH-8 AM	60	62	2	59	1
<u>~</u>	WH-17 AM	31	84	53	24	7
	WH-9 PM	62	62	0	61	1
_	WH-10 PM	62	62	0	61	1
PM - Early	WH-11 PM	62	62	0	54	8
- Mq	WH-12 PM	64	62	-2	60	4
	WH-13 PM	62	62	0	60	2
	WH-14 PM	62	62	0	60	2
PM - Late	WH-15 PM	11	62	51	21	-10
- Mq	WH-16 PM	35	62	27	56	-21
	HV-AM	29	84	55	41	-12
	HV-PM	11	84	73	23	-12
	Total	860	1,244	384	956	-96

## **Comparison of Historical Pass Prices and Sales: WHMS**



Only examining data from WHMS because it is the primary purpose for the yellow bus service and 90% of passes sold are to WHMS students.

	2015/16	2016/17	%Δ	2017/18	%Δ	2018/19	%Δ	2019/20	%Δ
Annual One-way Pass Price	\$300.00*	\$350.00*	17%	\$375.00	7%	\$395.00	5%	\$485.00	23%
Annual Reduced Price One-way Pass	\$50.00	\$100.00	100%	\$175.00	75%	\$197.50	13%	\$242.50	23%
Full Price Passes Sold	922***	875	n/a	879	0%	822	-6%	784	-5%
Reduced Price Passes Sold	Data not available	53	n/a	39	-26%	31	-21%	20	-35%
Total One-way Pass Sales	922	928	1%	918	-1%	853	-7%	804	-6%
WHMS Enrollment**	799	781	-2%	813	4%	749	-8%	769	3%

\*One-way pass is calculated as half of round trip pricing

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

\*\*\*Includes reduced price passes

### Take-away:

- 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 enrollment also correlated with a decrease in full price sales. 2019/20 pass sales are reduced even though enrollment is up slightly. The reduction may be due to the increased pass price.
- Sales of reduced price passes significantly decreased year over year.

### **Bus Pass Inventory and Waitlist**

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- Bus Pass Inventory per Route:
  - Middle School: 60
  - Elementary School: 84
- 7 of 16 routes serving WHMS are sold out.
- Once inventory is depleted, parents can sign up for a waitlist. If a space becomes available on a waitlisted route, then the next parent in line is notified and can purchase/switch the pass.

### WHMS PM Routes Waitlist Analysis

Stops	Routes	Students on waitlist for one or more routes	Students holding a pass on a different route	Students on waitlist without any PM bus pass
Sir Francis Drake (incl. SA Hub & Mem Park)	WH-9, WH-10 & WH- 13	37	27	10
Sleepy Hollow (Butterfield)	WH-12 & WH-14	29	24	5

**Take-away:** Only 15 of 66 students on the waitlist elected not to purchase a bus pass at all. Most students are on the waitlist to switch to a more preferred route. The waitlist is an expression of unmet preference as opposed to unmet demand. Three students on WH-7 AM waitlist have passes on other routes.



## **2019-20 PASS SALES WEBSITE ISSUE**



- On the night that passes went on sale, the payment gateway that processes the monthly payments was overloaded and began limiting the number of orders that could be processed. Parents saw an error stating "No shipping rates available."
- Once staff became aware of the issue, staff contacted the web developer who was on call. He assessed the situation, identified the root problem, and made a setting change on the payment gateway.
- The website was corrected within 90 minutes of passes going on sale
- Unfortunately, during that time, some routes sold out (with both in full payments and monthly payments)
- This issue did not occur last year and could not have been simulated in the test purchases made prior to the website going live for sales on 5/22/19.



- At the time of the issue, staff updated the website home page with information as it became available
- The following day staff returned calls for all parents that left voicemails and sent an email to all parents who had sent in email requests. Over 70+ families were contacted.
- The following actions were taken to adjust available supply in order to make space on high demand routes:
  - Moved students on WH-12 with the SFD & Willow stop to WH-11
  - Made WH-17 AM available to WHMS students for 1<sup>st</sup> period

# PROPOSED PASS SALES PROCESS IMPROVEMENTS FOR 2020/21



## Proposed Pass Sales Improvements for 2020/21

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- Use a lottery to issue passes on high demand routes.
- Numbers in the lottery will be issued by family.
- Any routes with more than 62 requests will have a waitlist set up in the order of the family position in the lottery.
- Families will be given the opportunity to choice rank up to 4 routes per child per time of day.
- If a route has fewer than 62 requests, then it will go on sale to the general public after the lottery winner sale window has closed.

### **Proposed Lottery & Pass Sales Schedule**



Event	Start	End
Lottery sign up	April 1, 2020	April 30, 2020 at 4:00pm
Lottery Sorting & Assignment	May 1, 2020	May 14, 2020
Lottery Winners Notified with Assignments	May 15, 2020	
Lottery Winner Pass Purchase Window	May 15, 2020	May 25, 2020 at 12:00pm
General Sale	May 25, 2020 at 12:00pm	

### Additional Lottery Details:

- Parents will sign up for the lottery via a Google form on the rossvalleyschoolbus.org website
- Staff will use excel via random number generator to assign family numbers in the lottery
- Staff will then sort families based on their lottery number/ranked route choices
- Staff will create unique links for each product and those will be sent to winners by route with instructions for purchasing. The website can also be password protected.
- Student names in the lottery will be cross referenced with student names with purchased passes
- Any student name that does not match will have their pass refunded and a pass will not be issued to them



# **APPENDIX**

### **WHMS Enrollment by Grade Level**



	6th	7th	8th	Total
2015-16	273	266	258	797
2016-17	235	259	255	749
2017-18	272	261	275	808
2018-19	203	280	261	744
2019-20	261	221	287	769

Notes:

- 2019-20 data supplied by WHMS
- All other years from CA DOE: <u>https://www.cde.ca.gov/ds/sd/sd/filesenr.asp</u>



### **Ross Valley Yellow Bus Five-Year Budget**

September 19, 2019 Agenda Item III.C: Five-year budget

### **Assumptions: Five Year Budget**



Value	Assumption
Service Levels (# of Buses/Routes)	6 Buses. No Change in service levels .
Pass Sales	Used available 2019/20 data.
50% Reduced Price Pass Sales	Assume reduction over time based on historical trends
One way pass price	Pass prices increase ~5% annually
Reduced price	50% of full price pass
Monthly surcharge	\$4.00 per month
Local Contributions	San Anselmo & Fairfax increase to \$30.5K each. Measure AA and County of Marin funds based on formulas. \$30k additional Measure AA subsidy recommended to Marin Transit Board. Measure AA current agreement ends in 2021/22.
Contractor Expense	Increases 3% annually
Fare Processing Charges	4% of pass sales
Parking costs	Increases 3% annually
Marin Transit ops oversight and customer service support	Increases 3% annually

#### **Ross Valley Yellow Bus Program 5-Year Budget**

Year				1		2	3	4		5
	2.04					2020/24	2024/22			2022/24
	201	18/19 Actuals	20	19/20 Budget		2020/21	2021/22	 2022/23		2023/24
Pass Sales	_									
Full Price										
Charter one way passes				24		20	20	20		20
White Hill one way passes				822		824	824	824		824
Hidden Valley one way passes				49		36	36	36		36
Wade Thomas one way passes				0		0	0	0		(
Total # of one way Passes Sold - Full Price		956		895		880	880	880		880
Reduced 50% - Income Qualified										
Charter one way passes				1		0	0	0		(
White Hill one way passes				31		20	10	5		(
Hidden Valley one way passes	1			7	1	4	0	0		(
Wade Thomas one way passes	1			0	1	0	0	0		C
Total # of one way Passes Sold - Reduced 50%		52		39		24	10	5		(
Total of All Passes Sold		1008		934		904	890	885		880
Bus Pass Prices										
Full price one-way pass price		395.00	\$	485.00	\$		\$ 530.00	\$ 560.00	\$	590.00
Reduced price pass	\$	197.50	\$	242.50	\$	255.00	\$ 265.00	\$ 280.00	\$	295.00
Revenue										
Bus Pass Revenue	\$	387,890.00	\$	443,532.50	\$		\$ 469,050.00	\$ 494,200.00	\$	519,200.00
Per month processing fee - \$4.00 x passes sold x 10		12,600.00	\$	12,600.00		9,880.00	\$ 9,880.00	\$ 9,880.00	\$	9,880.00
Refund/Cancellations	\$	-	\$	(23,711.34)	\$	(16,694.57)	\$ (15,000.00)	\$ (15,000.00)	\$	(15,000.00)
Single use pass sales	\$	-	\$	700.00	\$	700.00	\$ 700.00	\$ 700.00	\$	700.00
Measure AA Formula Funds	\$	175,000.00	\$	132,956.00	\$	135,881.00	\$ 138,871.00	\$ -	\$	-
Additional Measure AA			\$	30,000.00	\$	30,000.00	\$ 30,000.00	\$ -	\$	-
County of Marin	\$	125,000.00	\$	100,000.00	\$	100,000.00	\$ 100,000.00	\$ 100,000.00	\$	100,000.00
Town of San Anselmo	\$	10,000.00	\$	30,500.00	\$	30,500.00	\$ 30,500.00	\$ 30,500.00	\$	30,500.00
Town of Fairfax	\$	10,000.00	\$	30,500.00	\$	30,500.00	\$ 30,500.00	\$ 30,500.00	\$	30,500.00
Ross Valley School District	\$	-	\$	-	\$	-	\$ -	\$ -	\$	-
Ross Valley Charter	\$	-	\$	-	\$	-	\$ -	\$ -	\$	-
Total Revenue	\$	720,490.00	\$	757,077.16	\$	775,686.43	\$ 794,501.00	\$ 650,780.00	\$	675,780.00
Expenses										
Contractor Expense (RVSD)	\$	624,240.00	\$	642,600.00	\$	662,040.00	\$ 682,560.00	\$ 703,080.00	\$	723,600.00
Fare Processing Charges	\$	15,515.60	\$	17,741.30		18,196.80	\$ 18,762.00	\$ 19,768.00	\$	20,768.00
Marketing		1,000.00	\$	500.00	\$	500.00	\$ 500.00	\$ 500.00	\$	500.00
AVL- Operating Costs		6,705.00	\$	6,705.00		6,705.00	\$ 6,705.00	6,705.00	\$	6,705.00
AVL-Data		3,870.00		3,870.00			3,870.00	3,870.00	\$	3,870.00
Equipment (GPS)		770.00	\$	1,500.00			1,500.00	\$ 1,500.00		1,500.00
Bus Parking in Marin County		11,070.00	\$	11,400.00			\$ 12,094.26	\$ 12,457.09	Ś	12,830.80
Marin Transit Operations Oversight and Customer Service		111,564.00	\$	71,940.00			\$ 76,321.15	\$ 78,610.78	\$	80,969.10
Total Expenses		774,734.60	\$	756,256.30			\$ 802,312.41	\$ 826,490.87	\$	850,742.90
Surplus/Defecit	\$	(54,244.60)	\$	820.86	\$	(2,965.57)	\$ (7,811.41)	\$ (175,710.87)	\$	(174,962.90)
20% Local Match Requirement	$\vdash$	20%		21%	┞	21%	20%	25%		24%
		20%		2170		21/0	20%	2370		24/0

### Take-aways:

- 1. Continued support from Measure AA via Marin Transit after the current agreement expires is necessary to balance the budget and keep pass prices stable.
- 2. Continued support from Marin County and the towns of San Anselmo and Fairfax is necessary to balance the budget and keep pass prices stable.
- 3. Based on historical trends, reduced price passes for income qualified families is projected to continue to dwindle over time as pass prices rise.



### Supplemental Funding Source for Income Qualified Families – Examples and Discussion

September 19, 2019 Agenda Item III.D: Supplemental Funding Source for Income Qualified Familiy Passes

### **Examples**





Recipient: Tiburon Traffic Congestion Relief JPA Fund Type: Grant Amount: \$15 – 20K annually Purpose: Offset cost of free bus passes distributed to income qualified families



LEAGUE OF WOMEN VOTERS®

Recipient: College of Marin Fund Type: Grant Amount: \$3,000 annually Purpose: Offset cost of Marin Transit –COM bus pass fee for ESL students. Funded 600 passes for ESL students.