

Ross Valley Yellow Bus Transportation Services

Joint Exercise of Powers Agreement

Joint Committee

February 24, 2020

1:30 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 September 19, 2019 Meeting Minutes	Chairperson	Approve
B. Elect Chair & Vice Chair	JEPA Board member	Approve
C. 2019/20 Program Pass Sales and Budget Review	Marin Transit	Discussion
D. 2020/21 Program Service Levels, Draft Budget & Pass Pricing	Marin Transit	Discussion
E. 2020/21 Pass Sales Approach (Lottery)	Marin Transit	Discussion
F. Pass Sales Features (variable pricing/youth passes +)	Marin Transit	Discussion
G. Supplemental funding source for income qualified family passes	JEPA Board member	Approve
H. Comparison of other existing Yellow Bus Programs in Marin	Marin Transit	Discussion
I. 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

September 19, 2019

7:00 PM

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

I. CALL TO ORDER AND ROLL CALL at 7 pm

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

No one spoke during this time.

III. JEPA BUSINESS MEETING

Item	Presenter	Action
A. Accept April 22, 2019 Meeting Minutes	Chairperson	Approve

M/s Bagley, Rice to accept April 22, 2019 Meeting Minutes. Ayes: Brian Colbert, Dave Donery, Renee Goddard, Garrett Toy, Katie Rice, Nancy Vernon, Wesley Pratt, Rick Bagley Noes: None Absent: None

B. 2019/20 Program Operations & Pass Sales Update	Marin Transit	Discussion
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Kelly Zalewski, Marin Transit, made the presentation. Zalewski went over how the program is funded and the bus and route configuration.

Goddard asked if anyone had heard the parents questioning the equitability of the amounts being paid. No one had heard complaints.

Zalewski stated there were 860 net passes sold this year compared to over 900 passes sold last year. Zalewski stated the waitlist is mostly an expression of unmet preference, not need. Rice expressed interest in seeing the number of students eligible for reduced passes. Zalewski stated 20 students have received the free Youth Transit Pass passes and started using transit. Donery stated there must be a cause somewhere for the lower amount of pass sales. Bagley stated there were several parents who mentioned that they wanted to give the money to the Yes Foundation instead.

Item III. A Accept September 19, 2019 Meeting Minutes

Zalewski went over the website issue that occurred on the night of pass sales. Zalewski stated that the night that passes went on sale, the payment gateway for monthly payment plans was limiting the number of transactions that it would process in a minute. After staff figured out what was happening, the developer made setting changes and all the transactions went through. During this process some routes sold out and there were parents who were upset. Colbert stated it seemed like a miss on the developer's part that they did not load test before that night. Zalewski stated staff called and emailed all the parents who left voicemails and emails and tried to adjust the available supply. Colbert stated he had gotten positive feedback about how staff handled it.

Goddard asked when do sales happen for bus passes. Zalewski stated next year Marin Transit is considering using a lottery system to issue passes with ranked choice routes. Vernon wanted to know how parents would enter the lottery. Zalewski stated it would be through a google form on the website and then a lottery sorter would be utilized. Colbert asked if there were any other ideas. Zalewski stated this seemed like the fairest way to do it. Colbert stated they could auction passes off. Vernon asked if free and reduced students would be in the lottery too. Zalewski stated yes.

Pratt asked if the lottery would be proofed before it is scrambled. Zalewski said they would want a clean data set and said they would bring back a more detailed plan at the next meeting. Colbert mentioned there would need to be full transparency to the process and wondered if they had considered livestreaming the drawing. Rice stated the lottery should be a totally blind process with no names attached to the application. Rice mentioned the lottery could occur at JEPA meeting. Goddard stated people are going to have to trust, because it would cost money for the extra staffing. Zalewski stated in the spirit of an auction, later buses could potentially be priced lower. Rice stated variable pricing should be considered.

C. Five-year budget Marin Transit Discussion

Kelly Zalewski, Marin Transit, made the presentation. Zalewski emphasized how important funds from Measure AA, the County and Towns are.

Bagley asked when the contract was up with Michaels Transportation. Zalewski stated the contract is for 3 years and ends in 2022. Rice stated she assumes there is parking fees for the buses and wanted to know if those might be more in the future. Nancy Whelan stated it could be. Rice asked at what point, would we purchase our own yellow busses. Whelan stated when we have a place to park them. Rice wanted to know the dollar figure for a yellow bus program as a target.

Whelan stated through year three, the program is balanced, as long as the towns and County continue with contributing to the program.

D. Supplemental funding source for income qualified family passes Marin Transit Discussion

Nancy Whelan, Marin Transit, made the presentation regarding supplemental funding sources other jurisdictions had utilized for helping income qualified families. Vernon asked how much would need to be raised to make the passes free. Whelan stated around \$25,000 since there is probably about 50 students that need it.

Rice had an idea for Marin Transit offer their youth passes for the regular transit system to the sale of the yellow bus pass as an added value. There was consensus to explore the idea.

E. Accept Bylaws JEPA Board member Approve

Item III. A Accept September 19, 2019 Meeting Minutes

M/s Bagley, Rice to accept Bylaws. Ayes: Brian Colbert, Dave Donery, Renee Goddard, Garrett Toy, Katie Rice, Nancy Vernon, Wesley Pratt, Rick Bagley Noes: None Absent: None

F. Elect Vice Chair JEPA Board member Approve

M/s Rice, Donery to elect Renee Goddard to be the Vice Chair. Ayes: Brian Colbert, Dave Donery, Renee Goddard, Garrett Toy, Katie Rice, Nancy Vernon, Wesley Pratt, Rick Bagley Noes: None Absent: None

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

There was JEPa consensus to meet again in February. At that meeting, it was suggested that the agenda should include the following items for discussion: plan for lottery system for bus pass sales, consideration for auctioned bus pass sales/variable bus pricing for later buses/adding youth passes for regular transit to the yellow bus pass, further research for supplemental funding sources for income qualified families, electing a new chair, status of the Mill Valley bus program.

IV. **BOARD MEMBER REPORTS**

Colbert mentioned a Marin IJ article about the Mill Valley bus program with an issue of ridership. Rice felt there was value to have a quick status of their program. Goddard wanted to know the number of bikers and the distance to schools.

Rice stated Golden Gate Transit got rid of the last leg of a transit route in Sleepy Hollow. She is in conversations regarding transit options for the Butterfield corridor. Rice is looking into making a transit model that may help the JEPa too.

V. **8:13 PM ADJOURNMENT**

Respectfully submitted,

Carla Kacmar
San Anselmo Town Clerk



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

February 24, 2020

Agenda Item III.C: 2019/20 Pass Sales & Program Operations Update

- Service planning
- Pass sales
 - Rossvilleyschoolbus.org
- Pass printing & distribution
- Daily service monitoring
- Real-time parent notifications
- Customer service
- Procurement / contract management
- Parking location management



■ Six buses / 19 routes

— White Hill

- San Anselmo – White Hill via SFD
 - 6 AM routes (0 and 1st Periods)*
 - 5 PM routes (one shared route with RVC)
- Sleepy Hollow – White Hill via Butterfield / SFD
 - 3 AM routes (0 and 1st 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 1st period routes to WHMS.

Route Assignments by Bus



Bus 1	Bus 2	Bus 3	Bus 4	Bus 5	Bus 6
7:15a	7:25a	7:20a	7:25a	7:20a	7:20a
8:00a	8:40a	7:40a	8:25a	8:40a	7:40a
WH-1 7:15a Memorial Park 7:30a White Hill School	WH-2 7:25a Center & Bridge 7:40a White Hill School	WH-3 7:20a Sequoia & Red Hill 7:40a White Hill School	WH-4 7:25a SFD & Madrone 7:40a White Hill School	WH-5 7:20a Butterfield & Meadowcroft 7:40a White Hill School	WH-6 7:20a Butterfield & Caletta 7:40a White Hill School
Deadhead	Deadhead		Deadhead	Deadhead	
HV-1 7:35a SFD & Claus 8:00a Hidden Valley	WH-7 8:10a Center & Bridge 8:40a White Hill School		WH-17 8:00a Center & Bridge 8:25a White Hill School	WH-8 8:10a Butterfield & Meadowcroft 8:40a White Hill School	
<hr style="border: 2px solid red;"/>					
2:55p	3:15p	3:15p	3:15p	3:20p	3:15p
4:10p	4:10p	3:40p	4:20p	4:00p	3:40p
HV-1 2:55p Hidden Valley 3:30p White Hill School	WH-11 3:15p White Hill School 3:25p Pastori & Center/SFD&Willow	WH-10 3:15p White Hill School 3:40p Red Hill & Sequoia	WH-9 3:15p White Hill School 3:30p San Anselmo Hub	WH-12 3:20p White Hill School 4:00p Center & Bridge (via Butterfie	WH-13 3:15p White Hill School 3:40p Red Hill & Sequoia
Deadhead	Deadhead		Deadhead		
WH-14 3:35p White Hill School 4:10p Center & Bridge (Hub)	WH-16 3:45p White Hill School 4:10p Red Hill & Sequoia		WH-15 3:45p White Hill School 4:20p Center & Bridge (Hub) via But		

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 1st 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.

- 2019/20 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
- Historical Bus Pass Prices

	2015/16	2016/17	2017/18	2018/19	2019/20
Full Price	\$300.00	\$350.00	\$375.00	\$395.00	\$485.00
Reduced	\$50.00	\$100.00	\$175.00	\$197.50	\$242.50

2019/20 Net Pass Sales Summary



	Full Price	50% Discount	Total
WHMS	784	20	804
Hidden Valley	37	5	42
Ross Valley Charter	20	0	20
Total	839	25	866

WHMS:

- 0 Period routes sold fewer passes than in previous years
- Afternoon routes leaving immediately after school are sold out
- The sales of reduced price passes have consistently fallen year over year as pass price increases.
- The regular pass sales more consistently align with enrollment and is fairly inelastic due to price.

Hidden Valley:

- Both AM & PM routes sold fewer passes than previous years

2019/20 Budget



	2018/19 Actuals	2019/20 Budget	2019/20 Estimated Actuals
Bus Pass Prices			
<i>Full price one-way pass price</i>	\$ 395.00	\$ 485.00	\$ 485.00
<i>Reduced price pass</i>	\$ 197.50	\$ 242.50	\$ 242.50
Revenue			
<i>Bus Pass Revenue</i>	\$ 387,890.00	\$ 443,532.50	\$ 427,140.00
<i>Per month processing fee - \$4.00 x passes sold x 10</i>	\$ 12,600.00	\$ 12,600.00	\$ -
<i>Refund/Cancellations</i>	\$ -	\$ (23,711.34)	\$ (22,123.00)
<i>Single use pass sales</i>	\$ -	\$ 700.00	\$ -
<i>Measure AA Formula Funds</i>	\$ 175,000.00	\$ 132,956.00	\$ 132,956.00
<i>Additional Measure AA</i>		\$ 30,000.00	\$ 30,000.00
<i>County of Marin</i>	\$ 125,000.00	\$ 100,000.00	\$ 90,000.00
<i>Town of San Anselmo</i>	\$ 10,000.00	\$ 30,500.00	\$ 30,500.00
<i>Town of Fairfax</i>	\$ 10,000.00	\$ 30,500.00	\$ 30,500.00
<i>Ross Valley School District</i>	\$ -	\$ -	\$ -
<i>Ross Valley Charter</i>	\$ -	\$ -	\$ -
Total Revenue	\$ 720,490.00	\$ 757,077.16	\$ 718,973.00
Expenses			
<i>Contractor Expense (RVSD)</i>	\$ 624,240.00	\$ 642,600.00	\$ 624,240.00
<i>Fare Processing Charges</i>	\$ 15,515.60	\$ 17,741.30	\$ 11,977.34
<i>Marketing</i>	\$ 1,000.00	\$ 500.00	\$ 500.00
<i>AVL- Operating Costs</i>	\$ 6,705.00	\$ 6,705.00	\$ 6,705.00
<i>AVL-Data</i>	\$ 3,870.00	\$ 3,870.00	\$ 3,870.00
<i>Equipment (GPS)</i>	\$ 770.00	\$ 1,500.00	\$ -
<i>Bus Parking in Marin County</i>	\$ 11,070.00	\$ 11,400.00	\$ 11,400.00
<i>Marin Transit Operations Oversight and Customer Service</i>	\$ 111,564.00	\$ 71,940.00	\$ 71,940.00
Total Expenses	\$ 774,734.60	\$ 756,256.30	\$ 730,632.34
Surplus/Defecit	\$ (54,244.60)	\$ 820.86	\$ (11,659.34)
20% Local Match Requirement	20%	21%	21%

Based on collected revenue + expected monthly pass revenues for remaining month

Updated per County of Marin

Michael's Trans did not increase by CPI

No replacement tablets purchased

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:

- Enrollment has declined 3% since the first year of the yellow bus program
- 2019-20 data supplied by WHMS
- All other years from CA DOE: <https://www.cde.ca.gov/ds/sd/sd/filesenr.asp>



Ross Valley Yellow Bus Program Planning 2020/21

February 24, 2020

Agenda Item III.D: 2020/21 Program Service Levels, Draft Budget & Pass Pricing

Service Levels:

- Marin Transit recommends maintaining the 6 bus operation serving 19 routes

Bus Stops: possible modifications

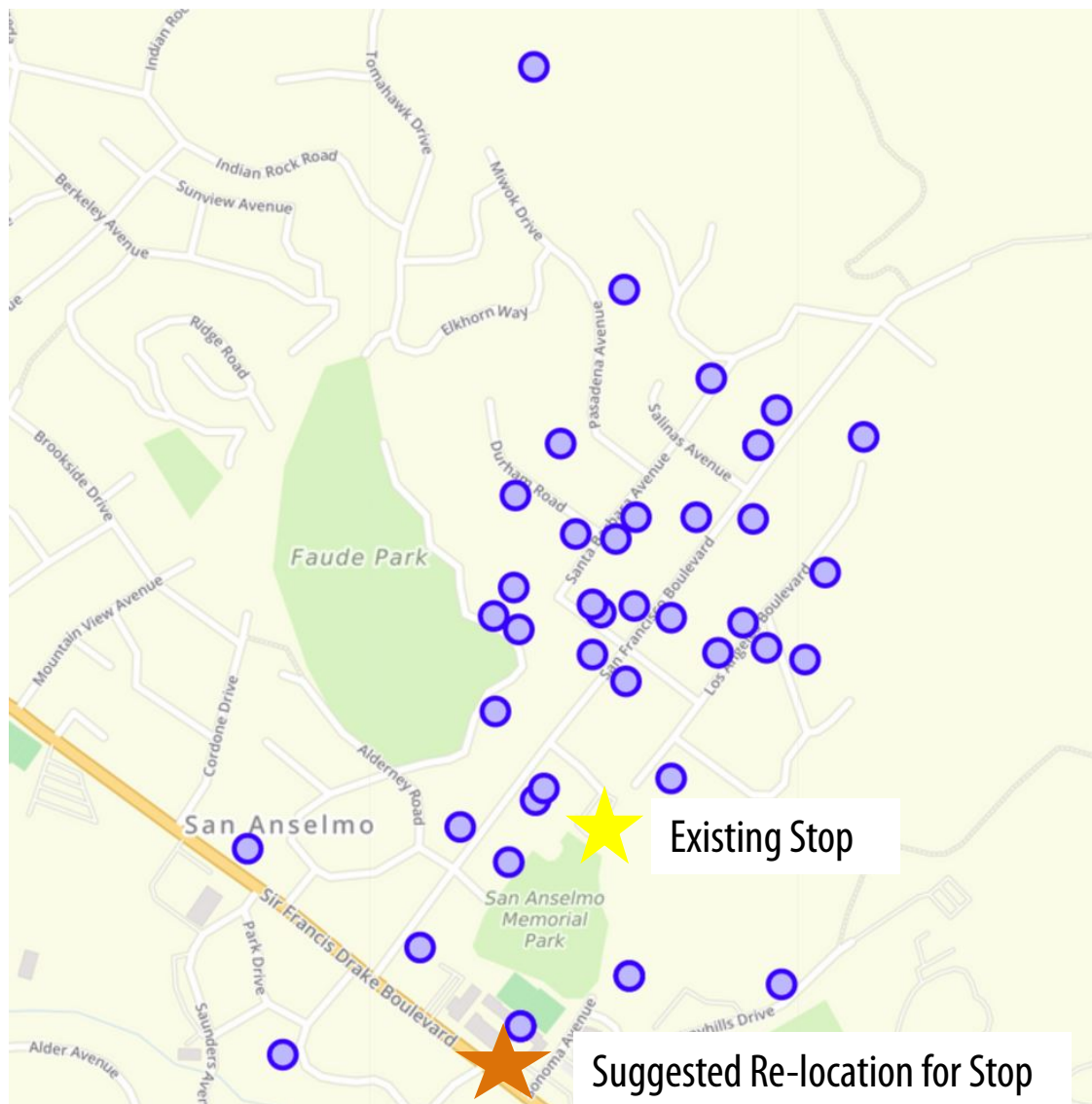
- Re-locate bus stop from Memorial Park to Sir Francis Drake & Sunny Hills
- Add a stop at Yolanda Station on Center Blvd

Memorial Park Stop Re-location

- Requested by Michael's Transportation drivers due to concerns about maneuverability through Memorial Park
- Would increase walk from neighborhoods north of Memorial Park by $\sim .4$ mi
- This re-location would affect ~ 60 students at WHMS & Hidden Valley



Memorial Park Student Origins

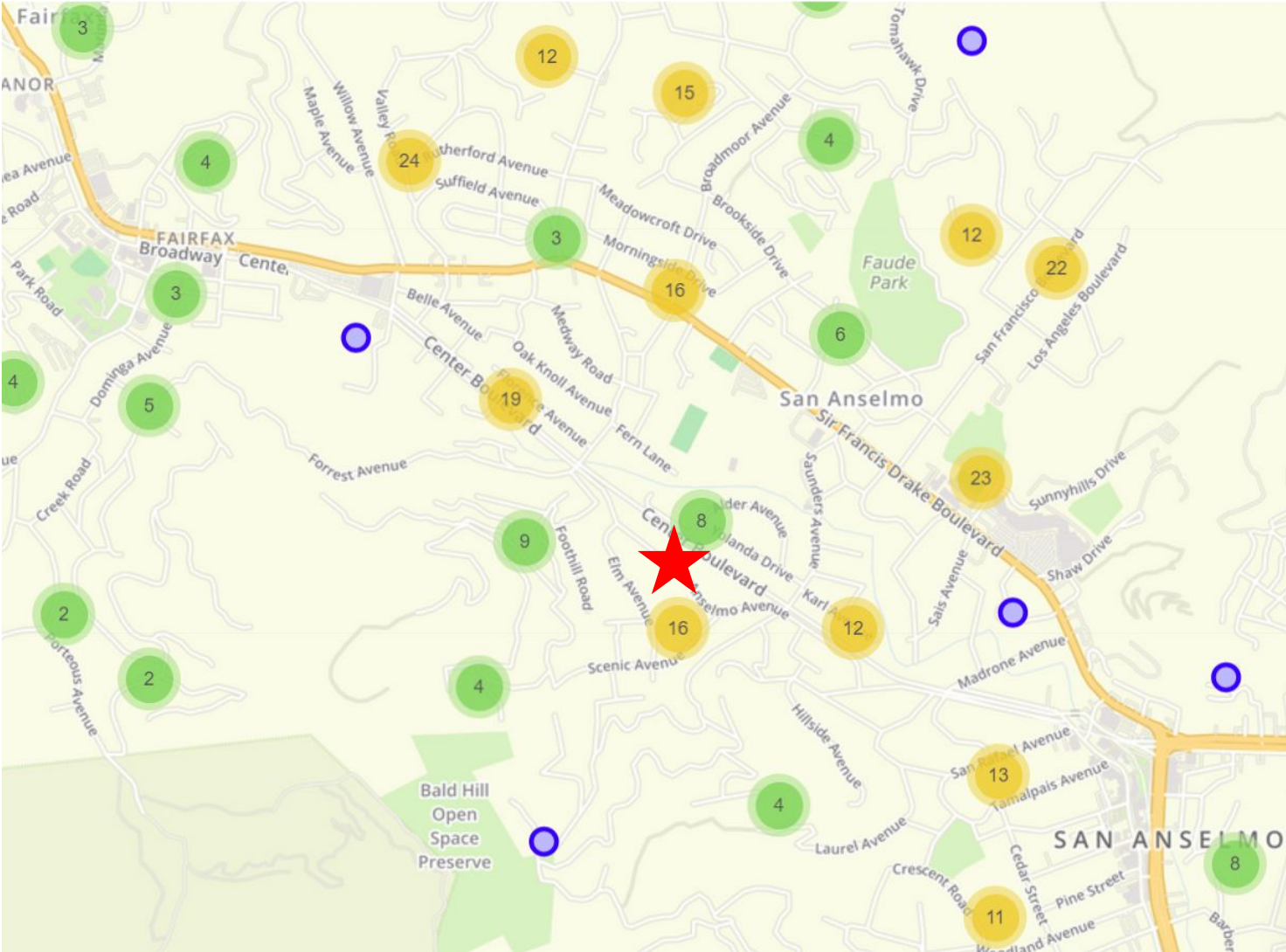


Add a stop at Yolanda Station on Center Blvd

- Suggested by a parent who would like to reduce the walk time to the San Anselmo Hub for students in this area
- Possible impact to run times on the afternoon routes from WHMS
- This addition would only affect WHMS students & may cause routing changes for select PM routes



Yolanda Station Student Origins



2020/21 DRAFT BUDGET SCENARIOS

Assumptions: Scenario 1



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	Used available 2019/20 data
One way pass price	No pass price increase
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.
Contractor Expense	No increase from 2019/20
Fare Processing Charges	4% of pass sales
Parking costs	Increases 3% annually
Marin Transit ops oversight and customer service support	Rates increased 3%, but overall cost is the same due to fewer passes sold

Assumptions: Scenario 2



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	Used available 2019/20 data.
One way pass price	Pass price increased \$10.00
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.
Contractor Expense	No increase from 2019/20
Fare Processing Charges	4% of pass sales
Parking costs	Increases 3% annually
Marin Transit ops oversight and customer service support	Rates increased 3%, but overall cost is the same due to fewer passes sold

Assumptions: Scenario 3



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 passes will be free and increase in usage.
One way pass price	Pass price increased \$10.00
Reduced price	Free to all qualifying students – cost covered by grant funds
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.
Contractor Expense	No increase from 2019/20
Fare Processing Charges	4% of pass sales
Parking costs	Increases 3% annually
Marin Transit ops oversight and customer service support	Rates increased 3%, but overall cost is the same due to fewer passes sold

Ross Valley Yellow Bus Program Budget Scenarios 2020/21

			Scenario 1	Scenario 2	Scenario 3
		2019/20 Estimated Actuals	No change from 19/20 2020/21 Budget	Pass Price Increases \$10.00 2020/21 Budget	Pass Price Increases \$10.00 & Assumes F&R Free to Students 2020/21 Budget
Budget Assumptions	Pass Sales	Net	Gross	Gross	Gross
	Full Price				
	Charter one way passes	20	20	20	20
	White Hill one way passes	784	821	821	821
	Hidden Valley one way passes	37	37	37	37
	Total # of one way Passes Sold - Full Price	841	878	878	878
	Reduced 50% - Income Qualified				
	Charter one way passes	0	0	0	5
	White Hill one way passes	20	20	20	40
	Hidden Valley one way passes	5	5	5	10
Total # of one way Passes Sold - Reduced 50%	25	25	25	55	
Total of All Passes Sold	866	903	903	933	
Bus Pass Prices					
Full price one-way pass price	\$ 485.00	\$ 485.00	\$ 495.00	\$ 495.00	
Reduced price pass	\$ 242.50	\$ 242.50	\$ 247.50	\$ -	
Revenue					
Bus Pass Revenue	\$ 427,140.00	\$ 431,892.50	\$ 440,797.50	\$ 434,610.00	
Per month processing fee - \$4.00 x passes sold x 10	\$ -	\$ 10,120.00	\$ 10,120.00	\$ 10,120.00	
Refund/Cancellations	\$ (22,123.00)	\$ (24,000.00)	\$ (24,000.00)	\$ (24,000.00)	
Single use pass sales	\$ -	\$ 200.00	\$ 200.00	\$ 200.00	
Measure AA Formula Funds	\$ 132,956.00	\$ 165,881.00	\$ 165,881.00	\$ 165,881.00	
Additional Measure AA	\$ 30,000.00	\$ -	\$ -	\$ -	
County of Marin	\$ 90,000.00	\$ 90,000.00	\$ 90,000.00	\$ 90,000.00	
Town of San Anselmo	\$ 30,500.00	\$ 30,500.00	\$ 30,500.00	\$ 30,500.00	
Town of Fairfax	\$ 30,500.00	\$ 30,500.00	\$ 30,500.00	\$ 30,500.00	
Ross Valley School District	\$ -	\$ -	\$ -	\$ -	
Ross Valley Charter	\$ -	\$ -	\$ -	\$ -	
Grant Funding	\$ -	\$ -	\$ -	\$ 25,000.00	
Total Revenue	\$ 718,973.00	\$ 735,093.50	\$ 743,998.50	\$ 762,811.00	
Expenses					
Contractor Expense (RVSD)	\$ 624,240.00	\$ 624,240.00	\$ 624,240.00	\$ 624,240.00	
Lost F&R Pass Sales	\$ -	\$ -	\$ -	\$ 13,612.50	
Fare Processing Charges	\$ 11,977.34	\$ 13,260.38	\$ 13,527.53	\$ 13,341.90	
Marketing	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	
AVL- Operating Costs	\$ 6,705.00	\$ 6,906.15	\$ 6,906.15	\$ 6,906.15	
AVL-Data	\$ 3,870.00	\$ 3,986.10	\$ 3,986.10	\$ 3,986.10	
Equipment (GPS)	\$ -	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	
Bus Parking in Marin County	\$ 11,400.00	\$ 11,742.00	\$ 11,742.00	\$ 11,742.00	
Marin Transit Operations Oversight and Customer Service	\$ 71,940.00	\$ 71,947.00	\$ 71,947.00	\$ 71,947.00	
Total Expenses	\$ 730,632.34	\$ 734,081.63	\$ 734,348.78	\$ 747,775.65	
Surplus/Defecit	\$ (11,659.34)	\$ 1,011.88	\$ 9,649.72	\$ 15,035.35	
20% Local Match Requirement	21%	21%	20%	20%	



2020/21 Pass Sales Approach (Lottery)

February 24, 2020

Agenda Item III.E: 2020/21 Pass Sales Approach (Lottery)

- The purpose of the lottery is to improve the pass purchase experience by:
 - Eliminating the rush for pass sales on a particular date and time
 - Improving the equity so that all families have an equal opportunity at a bus pass on their desired routes
 - Removing technology mis-haps as a barrier to equitable access to buying a bus pass

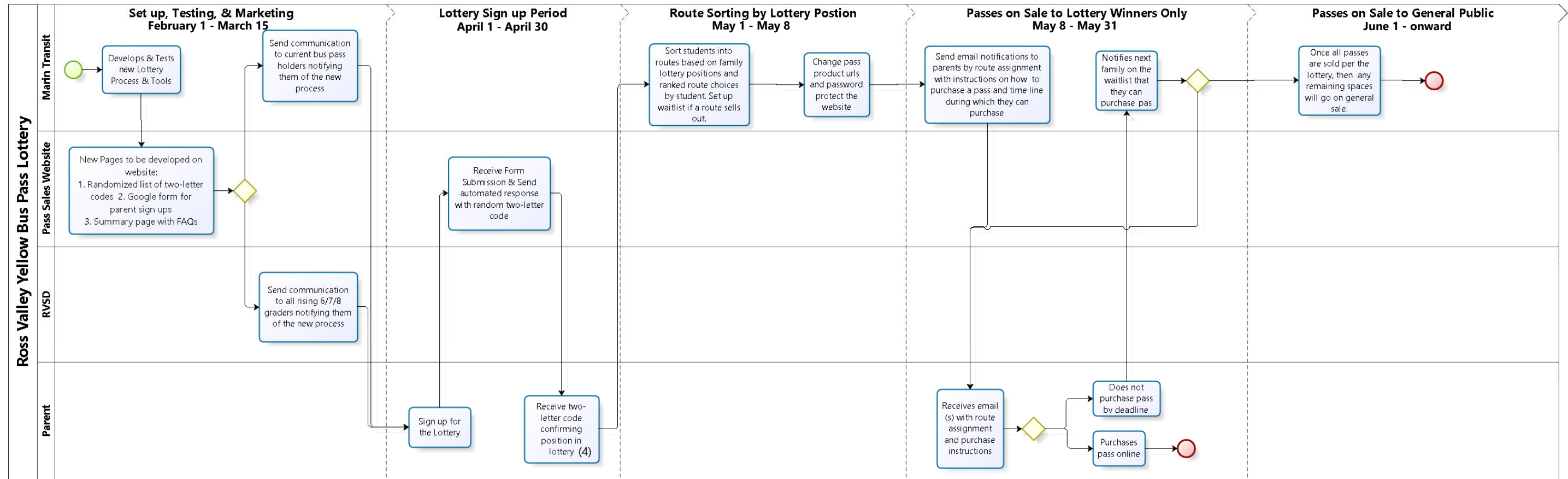
A large green triangle pointing upwards, serving as a background for the three key considerations.

Transparency

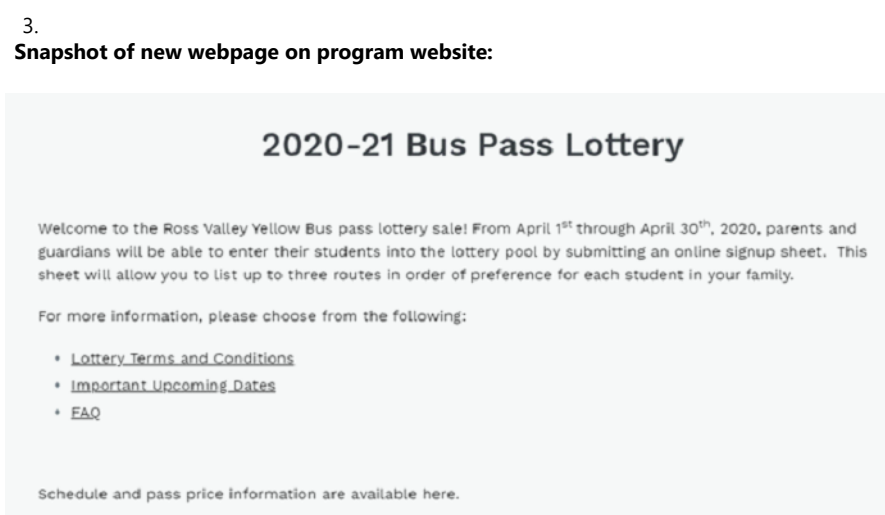
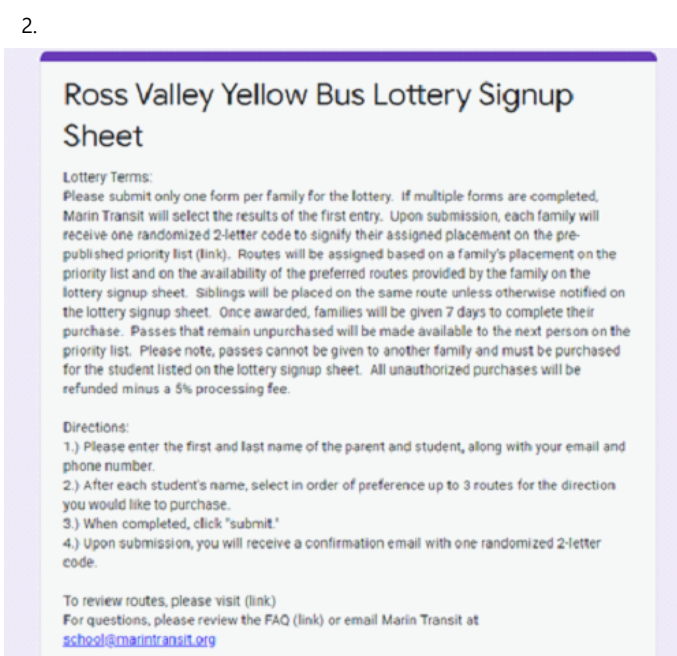
Automation

Safeguards

DETAILED MODEL OF LOTTERY AND BUS PASS PURCHASE PROCESS



1. Example Lottery List:
- AZ
 - BV
 - DB
 - EB
 - JO
 - KB
 - LQ
 - U
 - ...



4. **Draft Automated Lottery Submission Response Email:**

Thank you for your submission in the Ross Valley yellow bus 2020/21 Lottery. Your random 2-letter placement code is **BZ**.

To see your placement on the priority list, please view the following link:

Please note, each family should only submit a single entry. If more than one entry is completed for a particular student, then the first submission will be used and any subsequent submissions will be deleted.

After the lottery submission window closes on April 30th, Marin Transit will contact parents who have been awarded routes by May 8th. For those who are not awarded their route of preference, your name will be put on a waitlist. If a space becomes available and you are next on the list, Marin Transit staff will contact you with further instructions.

If you have questions about the lottery, please refer to the FAQ (link), or contact Marin Transit at school@marintransit.org
(415)219-2533

Yellow Bus Operations Team

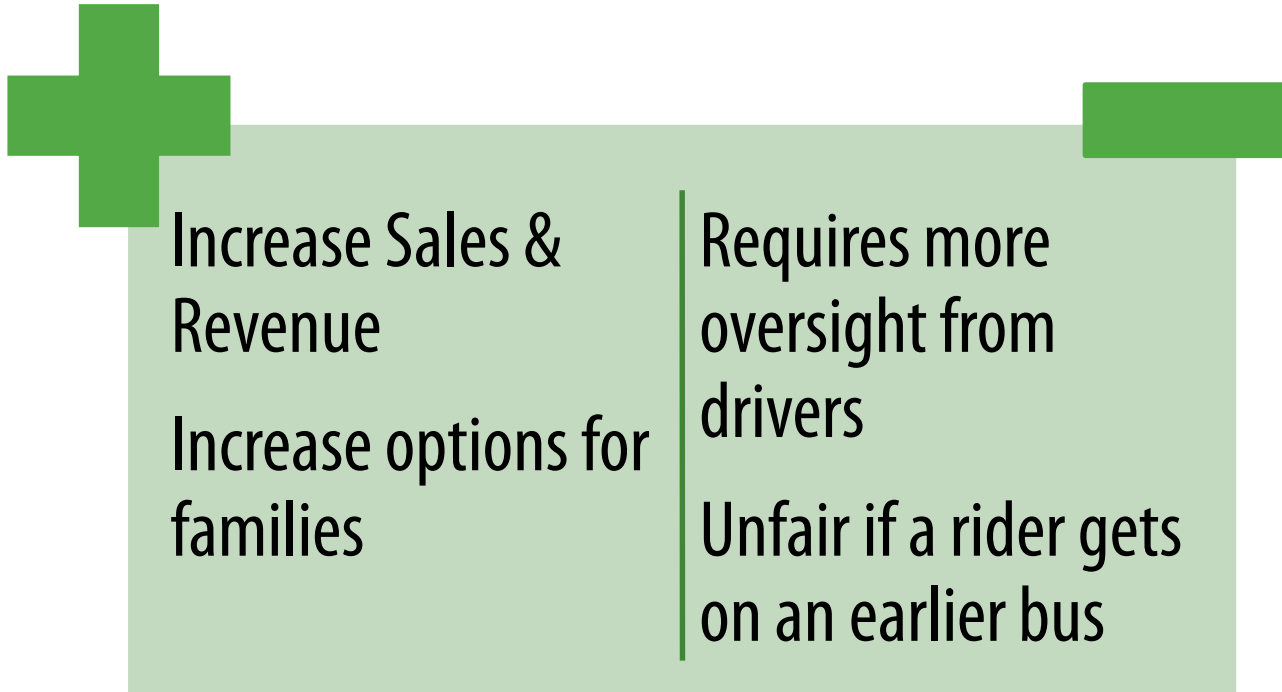


Pass Sales Features



February 24, 2020

Agenda Item III.F: Pass Sales Features

Reduce Price for WH-16 & WH-15 (late PM buses)

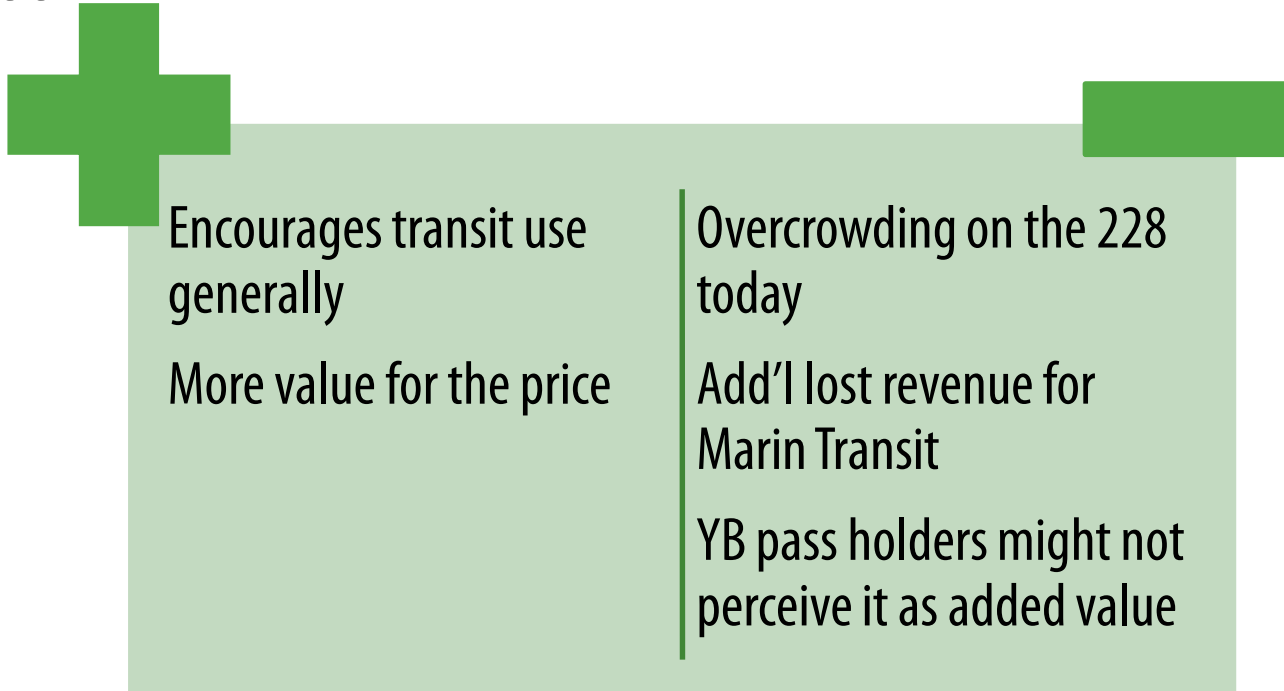


Offer Single Ride Passes To/From WHMS on Routes with Space



Offers more flexibility for Riders	Could hurt annual pass sales
Increase revenue	Unfair if a single pass holder gets on a sold out route

Any student who purchases a Yellow Bus Pass receives a Youth Transit Pass for free



Ross Valley Yellow Bus Program – Closing the Gap for Families in Need



Program Description: Marin Transit's Yellow Bus program provides students the opportunity to ride to and from school on a bus that's been specifically designed for student transportation operated by drivers trained to service this population. Program partners include the Town of San Anselmo, the Town of Fairfax, the Ross Valley School District, and the County of Marin.

Program Goals/Benefits: Two priority goals of the program - safe transportation for our kids and reducing traffic congestion! The program is in its fourth year and services White Hill Middle School, Hidden Valley Elementary School, and Ross Valley Charter School. It provides bus service right outside the school, trained drivers, text alerts to parents, and a student-based ridership. Approximately 63% of White Hill students have a bus pass, literally removing close to 2000 car trips a day off crowded Sir Francis Drake!

Program Oversight: The Ross Valley Yellow Bus Transportation Services Joint Exercise of Powers Agreement (JEPA) went into effect January 2019. The members of the JEPA formed a joint committee including the Town of San Anselmo, Town of Fairfax, County of Marin, and Ross Valley School District to provide enhanced public oversight and transparency for the yellow bus program. The joint committee provides policy guidance and advice to Marin Transit.

Program Funding: The program has been subsidized by funding received from several key stakeholders including the County of Marin, Town of San Anselmo, Town of Fairfax and Measure AA funds distributed by Marin Transit. Without these contributions, the cost of a bus pass would nearly double. The remaining costs of the program are funded through pass sales and other fees. Despite multiple funding sources, however, pass prices have risen to \$485 for a one-way pass or \$970 for round trip. For students that qualify for free and reduced, the one-way pass is \$242 or \$485 for round trip.

Troubling Trend: Over the past four years, at White Hill Middle School (the biggest user of the yellow bus program), participation from the students who are eligible for free or reduced one-way passes has plummeted from 85% to just 15% (only 13 students out of 87 in school year 2019/2020). In addition, Ross Valley Charter has 20 potential users and no participants; Hidden Valley has 26 potential users and 3 participants.

Among the 3 schools, of the 133 students eligible for free and reduced passes, only 16 students are participating.

While there are also opportunities for a free Youth Transit Pass (which allows these students to ride on Marin Transit buses), only 19 applications were received this school year. The fact is most of the eligible students are not accessing equitable transportation as compared to their classmates.

Closing the Gap: By raising approximately \$64,500 a year, the yellow bus program can offer free (or close to free) passes to economically disadvantaged families in our district, thus providing equal opportunities for all students AND getting more cars off the road. This fundraising model has been implemented in the Reed Union School District as well as College of Marin. Ross Valley School District and Ross Valley Charter are in the process of submitting for grant funding to cover roughly half that cost (up to \$30,000).

A committed stakeholder group has formed to raise the additional amount of **\$34,500** through a community-wide campaign targeted to businesses concerned about traffic congestion and well-being/equity for all our youth.



Closing the Yellow Bus Gap Sponsorship Opportunities



Categories: Construction, Real Estate, Food/Grocery, Insurance, Sports/Fitness/Health, Specialty Retail

Donation Amounts:

- \$5000 for three years
- \$2500 for three years
- \$1000 for three years

Why Sponsor:

Supporting those who need it most – giving back to our community!

- Potential elements of recognition package (tailored per donation level): Shout out/logo/link on [Yellow Bus website](#), sponsor signage at Marin Transit kiosk at Hub, sponsor signage at White Hill Middle School, sponsor signage in Towns of San Anselmo and Fairfax, sponsor mention and logos included in communication sent to all families purchasing bus passes in August (approx. 500 students), shout out/logo/link in White Hill school e-news and ability to include 2 communications per quarter
- Opportunity for sponsors to do co-marketing

Timing/Next Steps:

- Commitments needed by end of April 2020 (3-year commitment needed to provide sustainable free or reduced pricing)
- Funds to go to San Anselmo Community Foundation (and tax deductible)

2/20/2020



Comparison of other Yellow Bus Programs in Marin County

February 24, 2020

Agenda Item III.H: Comparison of other Yellow Bus Programs in Marin County

Home to School (Yellow Bus) Measure AA Recipients FY 2018/19



	Mill Valley School District	Reed Union School District	Ross Valley School District	San Rafael Elem School District	Miller Creek School District
Program Structure					
Contract Type	MT Ops Mgmt MOU with School District	MT Ops Mgmt MOU with School District	MT contract with Service Provider	No MT involvement	No MT involvement
Service Provider	Michael's Transportation	First Student	Michael's Transportation	First Student	In-House
Pass Sales and Pricing					
Cost of Pass (Annual AM + PM)	\$720.00	\$630.00	\$790.00	\$500.00	\$450.00
Cost of Reduced Price Pass (Annual AM + PM)	\$360.00	\$0.00	\$395.00	\$0.00	\$225.00
Full Price - One Way Pass Sales	169	1307	895	884	395
Reduced Price - One Way Pass Sales	9	132	39	2030	87
Total	178	1,439	934	2,914	482
Percent of Income Qualified Passes Distributed	5%	9%	4%	70%	18%
Operations					
Number of Schools Served	3	3	3	8	4
Number of Buses	2	7	6	12	13
Number of Trips daily	6	26	19	63	20
Finance					
Revenue					
Bus Pass Sales Revenue	\$ 62,646.00	\$ 461,602.00	\$ 400,490.00	\$ 230,325.00	\$ 148,424.59
Local Contributions	\$ 191,222.00	\$ 455,280.00	\$ 145,000.00	\$ 865,800.00	\$ 276,812.49
Measure A	\$ -	\$ -	\$ 229,244.60	\$ -	\$ -
Field Trip Revenue	\$ -	\$ -	\$ -	\$ -	\$ 26,918.86
Other Revenue (Grants, Interest, etc)	\$ -	\$ 21,500.00	\$ -	\$ -	\$ -
Total	\$ 253,868.00	\$ 938,382.00	\$ 774,734.60	\$ 1,096,125.00	\$ 452,155.94
Expense					
Contractor Cost	\$ 225,000.00	\$ 735,729.00	\$ 624,240.00	\$ 1,072,578.00	\$ -
(or) Labor Cost	\$ -	\$ -	\$ -	\$ -	\$ 50,291.10
(or) Fuel Cost	\$ -	\$ -	\$ -	\$ -	\$ 198,793.32
All Other Costs	\$ 28,868.00	\$ 145,664.00	\$ 150,494.00	\$ 23,547.00	\$ 205,071.52
Total	\$ 253,868.00	\$ 881,393.00	\$ 774,734.00	\$ 1,096,125.00	\$ 454,155.94
Operating Cost per Bus per year	\$ 126,934.00	\$ 125,913.29	\$ 129,122.33	\$ 91,343.75	\$ 34,935.07
Parking	Edna Maguire School	1600 Los Gamos	1600 Los Gamos	Richmond	Marinwood
Average Age of Fleet	10 years old	0 years old	10 years old	6 years old	16.25 years old
Total cost per passenger trip	\$7.92	\$3.40	\$4.61	\$2.09	\$5.23
Farebox Recovery	25%	52%	52%	21%	33%
Local Contributors					
Local Contributor 1	Mill Valley School District	Town of Tiburon	County of Marin	San Rafael Elem. SD	Miller Creek SD
Local Contributor 2	City of Mill Valley	City of Belvedere	Town of San Anselmo		
Local Contributor 3	County of Marin	Reed Union SD	Town of Fairfax		
Local Contributor 4		Town of Corte Madera	Marin Transit (Measure A)		
Local Contributor 5		County of Marin			