

**Ross Valley Yellow Bus Transportation Services**

**Joint Exercise of Powers Agreement**

**Joint Committee**

**April 13, 2020**

**7:00 PM**

**Zoom Meeting**

<https://zoom.us/j/998185559?pwd=VFhlelNUSXExQ2ttZzUxKy82RXRLdz09>

**Meeting ID: 998 185 559 Password: 925134**

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**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**

	<b>Item</b>	<b>Presenter</b>	<b>Action</b>
A.	Accept February 24, 2020 Meeting Minutes	Chairperson	Approve
B.	2019/20 Program Update COVID-19 Impacts	Marin Transit	Discussion
C.	2020/21 Program Draft Budget, Pass Pricing, and Pass Sales Timing	Marin Transit	Approve
D.	Update on Supplemental funding source for income qualified family passes	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**

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## **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](mailto: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.



# February 24 Meeting Minutes

April 13, 2020

Agenda Item III.A Accept February 24, 2020 Meeting Minutes

**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**

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**I. CALL TO ORDER AND ROLL CALL 1:30 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: Rick Bagley

Marin Transit: Kelly Zalewski, Nancy Whelan, Chris Whitlock

ABSENT: Wesley Pratt, Ross Valley School District

**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**

<b>Item</b>	<b>Presenter</b>	<b>Action</b>
A. Accept September 19, 2019 Meeting Minutes	Chairperson	Approve
M/S Katie Rice, Dave Donery to accept the September 19, 2019 minutes. Ayes: Brian Colbert, Dave Donery, Renee Goddard, Garrett Toy, Katie Rice, Nancy Vernon, Rick Bagley Noes: None Absent: Wesley Pratt		
B. Elect Chair & Vice Chair	JEPA Board member	Approve

M/s Katie Rice, Garrett Toy to support County to be lead agency, Nancy Vernon to be administrative staff for the group and for the meetings to remain in San Anselmo if scheduling allows. Ayes: Brian Colbert, Dave Donery, Renee Goddard, Garrett Toy, Katie Rice, Nancy Vernon, Rick Bagley  
Noes: None  
Absent: Wesley Pratt

M/s Dave Donery, Brian Colbert to support Fairfax to be secondary agency. Ayes: Brian Colbert, Dave Donery, Renee Goddard, Garrett Toy, Katie Rice, Nancy Vernon, Rick Bagley  
Noes: None  
Absent: Wesley Pratt

C. 2019/20 Program Pass Sales and Budget Review

Marin Transit

Discussion

The JEPA thanked Marin Transit for their work. Kelly Zalewski, Marin Transit, made a presentation on pass sales. Zalewski stated that the full priced passes are in align with enrollment numbers and that the reduced priced pass sales have decreased. Zalewski also pointed out that the budget shows approximately an \$11,000 deficit.

A resident asked if the price for the for the zero-period bus could come down since it seems to be empty. Zalewski stated she did not want to incentivize the one-way pass. Instead Marin Transit wanted encourage people to buy annual passes.

Superintendent Rick Bagley stated this coming year White Hill will see a drop in enrollment, about 70 kids less.

D. 2020/21 Program Service Levels, Draft Budget & Pass Pricing

Marin Transit

Discussion

Zalewski made a presentation on service levels. One issue that had come up was the pick-up and drop off at the Log Cabin location near Memorial Park in San Anselmo. More specifically drivers were concerned with safety for the end of day drop off. Marin Transit was discussing the use of a bus stop on Sir Francis Drake Boulevard at Sunny Hills instead. This would increase the walk for some kids however.

Katie Rice stated that historically, all the bus routes used to be on Sir Francis Drake Boulevard. David Donery stated that there was worry about the younger kids from Hidden Valley. Chris Whitlock added that the Kindergarten through 5<sup>th</sup> grade buses run at 2:45 pm.

Nancy Vernon asked if there could be two different spots where they are picked up and dropped off. Zalewski was concerned about consistent messaging. Zalewski added the concern was having kids dropped off at Sir Francis Drake Boulevard. Nancy Whelan asked if there could be 2-4 PM restrict parking at Memorial Park. David Donery stated he would look into it. Rick Bagley stated they could hand it over to the Safe Routes To School group to see if the idea of dropping kids off on Sir Francis Drake Boulevard or in Memorial Park is okay.

Zalewski spoke of an idea of an additional stop for the Hub Express bus at the Yolanda Station stop neighborhood. Brian Colbert stated it seemed like this is a lot of change and had concerns about safety. There was a majority consensus to do a pilot of the stop.

Steve Lamb, resident, asked for clarification of the numbers and colors were on the slides. Zalewski stated the numbers where numbers of passengers and the colors indicated higher numbers and lower numbers.

Budget discussions began.

Three scenarios were presented to the group. In Scenario 1, there would be no change this year. In Scenario 2, there would be a \$10 pass price increase. In Scenario 3, there would be a pass increase and it assumes free and reduced pass sales are free to students.

Garrett Toy asked about the budget deficit. Nancy Whelan, Marin Transit, stated they haven't explored how to deal with. Whelan stated they may need to pass it on to next year. However, if it were to carryover, it would be higher pass sales.

Katie Rice stated the group needed to get the data point for who is unincorporated Marin.

Rick Bagley asked at what point would they decide to drop a bus from a route. Zalewski stated they need all six busses in the afternoon because of demand. In addition, the contract is for each bus for the day, so dropping the bus in the morning might not help.

There was consensus to come back with information regarding the budget deficit option, to look at if there was negotiation with a half day bus in the contract, and to look at parking prices. The group also wanted to know how much space is needed for 6 busses.

E. 2020/21 Pass Sales Approach (Lottery) Marin Transit Discussion

Zalewski made a presentation about the pass sales lottery.

Katie Rice leaves meeting at 2:42 PM

There was group consensus to hold the pass sales after spring break. Rick Bagley mentioned the school has software that translates to all home languages, so the school could help with messaging. Bagley was also open to setting up computers at school for the people who need that. Rick Bagley also spoke of gaming the system and mentioned Student ID numbers could be used as a more anonymous way for the lottery. Bagley also offered to reach out to the families that need reduced pricing.

F. Pass Sales Features (variable pricing/youth passes +) Marin Transit Discussion

Zalewski presented other pass options, such as offering variable single pass prices. The group felt it was generally worth piloting.

G. Supplemental funding source for income qualified family pass JEPA Board member Approve

Nancy Vernon asked if they could offer free passes and not allow the students to use them on the busiest route. Zalewski stated it would be challenging to do that.

Nancy Vernon stated that only 15% of free and reduced lunch students had bought their passes. Vernon stated she was part of a community campaign to raise money and they were looking into various grant programs, so they could nail down a program.

H. Comparison of other existing Yellow Bus Programs in Marin Marin Transit Discussion

Zalewski and Whelan presented. Whelan mentioned Mill Valley has local schools in neighborhoods and the kids can bike and walk to school. In San Anselmo, there is only one way to get to school.

Renee Goddard asked how to get ridership to increase for the afternoon bus. Nancy Vernon stated the principal wanted to hear from parents in order to have the school to stay open.

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

There was JEPA consensus to send out a doodle poll for dates in March.

IV.        **BOARD MEMBER REPORTS**

- V.        **ADJOURNMENT 3:22 PM** - to the next regular meeting.

Respectfully submitted,

Carla Kacmar  
San Anselmo Town Clerk



# **2019/20 Program Update COVID-19 Impacts**

April 13, 2020

Agenda Item III.B: 2019/20 Program Update COVID-19 Impacts



- As of March 16, all Marin County school campuses are closed and students are engaged in remote learning
- Marin Transit notified Michael's Transportation that daily routes would be cancelled until school campuses re-opened
- Per the contract, Marin Transit does not pay Michael's Transportation when service is not operated.
- Michael's Transportation has furloughed all of their drivers.
- Marin Transit emailed all parents on Friday, March 13 notifying them that monthly bus pass payments were suspended.

A large green-outlined circle with a short line extending from its top-left edge, connected to a horizontal green-outlined box.

**Bus Pass Refund Policy**

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**Michael's Transportation  
Compensation**

# Bus Pass Refund Policy Timing



As of Friday, April 3, a date for school campuses to re-open is unconfirmed.

Once a final re-opening date for school campuses is known, then Marin Transit will move forward with this process to notify parents and begin issuing refunds.

- Refund for service not provided
- Keep it simple
- Offer parents an opportunity to support the program and drivers via donation option
- Issue refunds as quickly as possible

## “In Full” One-way Bus Pass Refund Calculation

- Per Day \$ of an Annual Pass:  $\$485/180 = \$2.70$
- Days remaining in school year as of March 16: 57
- Per Day Rate x Remaining School Days: **\$154.00**

## Monthly One-way Bus Pass Cancellation/Refund Calculation

- Remaining monthly payments: 2
- Monthly payment: \$52.50
- Total amount not billed: \$105.00
- Amount to refund from March payment: **\$49.00**

*Refund calculations assume campus closure extends through June*

Amount available for refund or donation:

- “In Full” One-way Payments: \$154.00
- “Monthly” One-way Payments: \$49.00

1. Parents will be notified via email of the refund amount
2. Parents will be given the opportunity to donate their refund (see eligible amounts above)
3. Donations are “opt-in” and parents will have one week to complete a google form to notify Marin Transit of their donation.
4. After the one week period, then all refunds will be processed.
5. Once processed, it will take 3 – 5 business days for the refund to be completed.

## Why offer donation option?

- To fund a driver incentive for furloughed Michael's Transportation drivers.
- To support long term financial stability of the program with a reserve fund
- Reduces the number of refund transactions to be processed

## Scenarios:

Refund/Donate Scenarios			High		Medium (80/20)		Low (50/50)	
	Refund/Cancel \$	# of Passes	Refund/Cancel	Donate	Refund/Cancel	Donate	Refund/Cancel	Donate
Full Price Bus Passes	\$ 154.00	841	841	-	673	168	421	421
50% Reduced Price	\$ 77.00	25	25	-	20	5	13	13
Full Price Refunds + 3% Processing Fee (Refunds only)			\$ 133,399	\$ -	\$ 106,720	\$ 25,903	\$ 66,700	\$ 64,757
50% Reduced Price + 3% Processing Fee (Refunds only)			\$ 1,983	\$ -	\$ 1,586	\$ 385	\$ 991	\$ 963
<b>Total</b>			<b>\$ 135,382</b>	<b>\$ -</b>	<b>\$ 108,306</b>	<b>\$ 26,288</b>	<b>\$ 67,691</b>	<b>\$ 65,720</b>

- Marin Transit issued a letter to Michael's Transportation on Monday, March 30 committing to providing a driver retention incentive. The letter included a Request for Information (RFI) to gather data to support Marin Transit's formula to determine the incentive.
- The draft incentive is \$2,000 per driver
- As of Friday, April 3, Marin Transit has not received a response to the RFI from Michael's Transportation



# 2019/20 Updated Budget Scenarios



	2018/19 Actuals	2019/20 Budget	2019/20 Estimated Actuals	2019/20 COVID-19 High (100% refunds)	2019/20 COVID-19 Med (80% ref/20% donate)	2019/20 COVID-19 Med (50% ref/50% donate)
<b>Bus Pass Prices</b>						
<i>Full price one-way pass price</i>	\$ 395.00	\$ 485.00	\$ 485.00	\$ 485.00	\$ 485.00	\$ 485.00
<i>Reduced price pass</i>	\$ 197.50	\$ 242.50	\$ 242.50	\$ 242.50	\$ 242.50	\$ 242.50
<b>Revenue</b>						
<i>Bus Pass Revenue</i>	\$ 387,890.00	\$ 443,532.50	\$ 427,140.00	\$ 427,140.00	\$ 427,140.00	\$ 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)	\$ (22,123.00)	\$ (22,123.00)	\$ (22,123.00)
<i>COVID-19 Refunds</i>				\$ (135,064.00)	\$ (108,051.00)	\$ (67,532.00)
<i>Single use pass sales</i>	\$ -	\$ 700.00	\$ -	\$ -	\$ -	\$ -
<i>Measure AA Formula Funds</i>	\$ 175,000.00	\$ 132,956.00	\$ 132,956.00	\$ 132,956.00	\$ 132,956.00	\$ 132,956.00
<i>Additional Measure AA</i>		\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00
<i>County of Marin</i>	\$ 125,000.00	\$ 100,000.00	\$ 90,000.00	\$ 90,000.00	\$ 90,000.00	\$ 90,000.00
<i>Town of San Anselmo</i>	\$ 10,000.00	\$ 30,500.00	\$ 30,500.00	\$ 30,500.00	\$ 30,500.00	\$ 30,500.00
<i>Town of Fairfax</i>	\$ 10,000.00	\$ 30,500.00	\$ 30,500.00	\$ 30,500.00	\$ 30,500.00	\$ 30,500.00
<i>Ross Valley School District</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Ross Valley Charter</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Revenue</b>	<b>\$ 720,490.00</b>	<b>\$ 757,077.16</b>	<b>\$ 718,973.00</b>	<b>\$ 583,909.00</b>	<b>\$ 610,922.00</b>	<b>\$ 651,441.00</b>
<b>Expenses</b>						
<i>Contractor Expense (RVSD)</i>	\$ 624,240.00	\$ 642,600.00	\$ 624,240.00	\$ 426,564.00	\$ 426,564.00	\$ 426,564.00
<i>Fare Processing Charges</i>	\$ 15,515.60	\$ 17,741.30	\$ 11,977.34	\$ 11,977.34	\$ 11,977.34	\$ 11,977.34
<i>Marketing</i>	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00
<i>AVL- Operating Costs</i>	\$ 6,705.00	\$ 6,705.00	\$ 6,705.00	\$ 6,705.00	\$ 6,705.00	\$ 6,705.00
<i>AVL-Data</i>	\$ 3,870.00	\$ 3,870.00	\$ 3,870.00	\$ 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	\$ 11,400.00	\$ 11,400.00	\$ 11,400.00
<i>Marin Transit Operations Oversight and Customer Service</i>	\$ 111,564.00	\$ 71,940.00	\$ 71,940.00	\$ 71,940.00	\$ 71,940.00	\$ 71,940.00
<i>Driver Retention Bonus (Michael's Transportation)</i>				\$ 12,000.00	\$ 12,000.00	\$ 12,000.00
<b>Total Expenses</b>	<b>\$ 774,734.60</b>	<b>\$ 756,256.30</b>	<b>\$ 730,632.34</b>	<b>\$ 544,956.34</b>	<b>\$ 544,956.34</b>	<b>\$ 544,956.34</b>
<b>Surplus/Defecit</b>	\$ (54,244.60)	\$ 820.86	\$ (11,659.34)	\$ 38,952.66	\$ 65,965.66	\$ 106,484.66

## Draft Refund Policy

- Does the JEPA committee support this approach to refunds/donations?
- Can Ross Valley School District support by sharing the message through their existing communication channels?

## Michael's Transportation Incentive

- Does the JEPA committee support an incentive for Michael's Transportation drivers?
- Does the JEPA have suggestions for the amount to provide to Michael's Transportation for this purpose?



# **Ross Valley Yellow Bus Program Planning 2020/21 - Updated**

April 13, 2020

Agenda Item III.C: 2020/21 Program Draft Budget, Pass Pricing, and Pass Sales Timing

## Service Levels:

- Marin Transit recommends maintaining the 6 bus operation serving 19 routes
- Monitor and re-consider a 5 bus morning operation at a later date

## Bus Stops:

- Re-locate bus stop from Memorial Park to Sir Francis Drake & Sunny Hills
  - Work with Town of San Anselmo to restrict strategic parking spots from 2 – 4pm Mon - Fri
- Add a stop at Yolanda Station on Center Blvd
  - On hold

# **2020/21 UPDATED DRAFT BUDGET SCENARIOS**

# Assumptions: Base



<b>Value</b>	<b>Assumption</b>
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
<b>One way pass price</b>	<b>Increased \$14.00 to balance the budget</b>
Reduced price	50% of full price pass
Monthly surcharge	\$4.00 per month
<b>Local Contributions</b>	<b>Measure AA estimated increase. All others remain flat.</b>
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
<b>Deficit</b>	<b>Assumed deficit from 19/20 would be an included cost</b>
<b>Reserve</b>	<b>Unfunded</b>

# Assumptions: Post COVID-19



<b>Value</b>	<b>Assumption</b>
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.
<b>One way pass price</b>	<b>Pass price increased \$5.00</b>
Reduced price	50% of full price pass
Monthly surcharge	\$4.00 per month
<b>Local Contributions</b>	<b>All contributions flat from 19/20</b>
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
<b>Deficit</b>	<b>None</b>
<b>Reserve</b>	<b>Funded from 19/20 surplus</b>

**Ross Valley Yellow Bus Program Budget Scenarios 2020/21**  
Monday, April 13, 2020

			Base	Post - COVID-19
			As of 3/15	Assume contributions stay flat. Assume surplus from 19/20 in reserve.
		2019/20 Estimated Actuals	2020/21 Budget	2020/21 Budget
Budget Assumptions	Pass Sales	Net	Gross	Gross
	Full Price			
	<i>Charter one way passes</i>	20	20	20
	<i>White Hill one way passes</i>	784	821	821
	<i>Hidden Valley one way passes</i>	37	37	37
	<i>Total # of one way Passes Sold - Full Price</i>	841	878	878
	Reduced 50% - Income Qualified			
	<i>Charter one way passes</i>	0	0	0
	<i>White Hill one way passes</i>	20	20	20
	<i>Hidden Valley one way passes</i>	5	5	5
<i>Total # of one way Passes Sold - Reduced 50%</i>	25	25	25	
<b>Total of All Passes Sold</b>	<b>866</b>	<b>903</b>	<b>903</b>	
Bus Pass Prices				
<i>Full price one-way pass price</i>	\$ 485.00	\$ 499.00	\$ 490.00	
<i>Reduced price pass</i>	\$ 242.50	\$ 249.50	\$ 245.00	
Revenue				
<i>Bus Pass Revenue</i>	\$ 427,140.00	\$ 444,359.50	\$ 436,345.00	
<i>Per month processing fee - \$4.00 x passes sold x 10</i>	\$ -	\$ 10,120.00	\$ 10,120.00	
<i>Refund/Cancellations</i>	\$ (22,123.00)	\$ (24,000.00)	\$ (24,000.00)	
<i>Single use pass sales</i>	\$ -	\$ 200.00	\$ 200.00	
<i>Measure AA Formula Funds</i>	\$ 132,956.00	\$ 165,881.00	\$ 162,956.00	
<i>Additional Measure AA</i>	\$ 30,000.00	\$ -	\$ -	
<i>County of Marin</i>	\$ 90,000.00	\$ 90,000.00	\$ 90,000.00	
<i>Town of San Anselmo</i>	\$ 30,500.00	\$ 30,500.00	\$ 30,500.00	
<i>Town of Fairfax</i>	\$ 30,500.00	\$ 30,500.00	\$ 30,500.00	
<i>Ross Valley School District</i>	\$ -	\$ -	\$ -	
<i>Ross Valley Charter</i>	\$ -	\$ -	\$ -	
<i>Grant Funding</i>	\$ -	\$ -	\$ -	
<b>Total Revenue</b>	<b>\$ 718,973.00</b>	<b>\$ 747,560.50</b>	<b>\$ 736,621.00</b>	
Expenses				
<i>Contractor Expense (RVSD)</i>	\$ 624,240.00	\$ 624,240.00	\$ 624,240.00	
<i>Lost F&amp;R Pass Sales</i>	\$ -	\$ -	\$ -	
<i>Fare Processing Charges</i>	\$ 11,977.34	\$ 13,634.39	\$ 13,393.95	
<i>Marketing</i>	\$ 500.00	\$ 500.00	\$ 500.00	
<i>AVL- Operating Costs</i>	\$ 6,705.00	\$ 6,906.15	\$ 6,906.15	
<i>AVL-Data</i>	\$ 3,870.00	\$ 3,986.10	\$ 3,986.10	
<i>Equipment (GPS)</i>	\$ -	\$ 1,500.00	\$ 1,500.00	
<i>Bus Parking in Marin County</i>	\$ 11,400.00	\$ 11,742.00	\$ 11,742.00	
<i>Marin Transit Operations Oversight and Customer Service</i>	\$ 71,940.00	\$ 71,947.00	\$ 71,947.00	
<i>Shortfall from prior year</i>	\$ -	\$ 11,659.00	\$ -	
<b>Total Expenses</b>	<b>\$ 730,632.34</b>	<b>\$ 746,114.64</b>	<b>\$ 734,215.20</b>	
Surplus/Deficit	\$ (11,659.34)	\$ 1,445.86	\$ 2,405.80	
Reserve			\$38,000	
20% Local Match Requirement	21%	20%	20%	



## Partner Contributions

- Are the partner contributions assumed in the budget correct?

## Pass Price

- Does the JEPA committee support the pass price of \$490.00 per one-way pass for 2020/21 school year?

# Lottery and Bus Pass Sales Timing



Event	Original Timing	Alternative 1	Alternative 2
Lottery sign up	April 20 - April 30	May 11 - 21	May 11 - 21
Lottery Sorting	May 1 - May 8	May 22 - 31	May 22 - 31
Lottery Winner Passes On Sale	May 9 - May 31	June 1 - 19	August 1
All Remaining Available Passes On Sale	June 1 - onward	June 22 - onward	August 17

## Considerations:

- Marin Transit needs adequate time to compile, print and organize passes for distribution
- Concern that once the school year ends we will lose parents' attention to yellow bus pass sales
- The more passes sold in advance of August the better Marin Transit can prepare and adjust as needed



# **Become a Yellow Bus Champion!**

April 13, 2020

Agenda Item III.D: Update on Supplemental funding source for income qualified family passes

# **BECOME A YELLOW BUS CHAMPION and Close the Gap for Families in Need!**

Did you know that it is becoming increasingly harder for families in need to send their children to school through the traditional means of transportation in the Ross Valley?

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.

However, despite multiple funding sources, for students that qualify for free and reduced, the one-way pass is \$242 or \$485 for round trip. We are hoping to raise \$34,500 through a community-wide campaign targeted to businesses concerned about traffic congestion and equity for all our youth.

## **WE NEED YOU!!!**

Becoming a Yellow Bus Champion gets your business in front of our community AND importantly, addresses both traffic congestion and equity in transportation for all our youth! We offer a range of sponsorship options to fit your budget and provide additional exposure to grow your business. Join some of your fellow businesses and hop on the bus today!

### **How is the Program Funded?**

The program has been subsidized by 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. Program partners include the Town of San Anselmo, the Town of Fairfax, the Ross Valley School District, and the County of Marin. These partners provide policy guidance and advice to Marin Transit.

### **Can Free and Reduced Families Afford a Bus Pass at Current Reduced Cost?**

**NO!** 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 plummeted from 85% to just 15% (only 13 students out of 87 in school year 2019/2020). Among the 3 participating schools, only 16 of the 133 eligible students have purchased a free and reduced pass.

### **How Can We Close This Gap?**

By raising approximately \$65,000 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. Schools are in process of applying for grants to cover half that cost, but concerned stakeholders are hoping to raise the additional \$34,500 through a community-wide campaign targeted to businesses concerned about traffic congestion and equity for all our youth.

# **YELLOW BUS CHAMPION SPONSORSHIP OPPORTUNITIES**

## **Bronze Champion - \$500 (per year for 3 years)**

- Yellow Bus Website (<https://rossvalleyschoolbus.com/>)
- Mailers to Families purchasing passes (500+)
- Town of San Anselmo and Town of Fairfax E-blasts (reaching 3500+)
- Town of San Anselmo and Town of Fairfax websites
- White Hill's Wildcat News (769 students!)

## **Silver Champion - \$1000 (per year for 3 years)**

- Yellow Bus Website (<https://rossvalleyschoolbus.com/>)
- Mailers to Families purchasing passes (500+)
- Town of San Anselmo and Town of Fairfax E-blasts (reaching 3500+)
- Town of San Anselmo and Town of Fairfax websites
- White Hill's Wildcat News (769 students!)
- Signage at White Hill

## **Gold Champion - \$2500 (per year for 3 years)**

- Yellow Bus Website (<https://rossvalleyschoolbus.com/>)
- Mailers to Families purchasing passes (500+)
- Town of San Anselmo and Town of Fairfax E-blasts (reaching 3500+)
- Town of San Anselmo and Town of Fairfax websites
- White Hill's Wildcat News (769 students!)
- Signage at White Hill
- Prominent Signage in Fairfax and San Anselmo

## **Other Ways to Contribute?**

Become a "Bus Driver" for any one-time donation under \$500 OR for hosting a "Give Back" event and your business name will be featured on San Anselmo, Fairfax and Yellow Bus Websites!

*For more information or to make a donation, contact Dave Donery at [ddonery@townofsananselmo.org](mailto:ddonery@townofsananselmo.org) or Nancy Vernon at [nvernon@marincounty.org](mailto:nvernon@marincounty.org).*