



Agenda Item No. 3

To: Transportation Committee/Committee of the Whole
Meeting of July 13, 2006

From: Ron Downing, Principal Planner
Alan R. Zahradnik, Director of Planning
Susan C. Chiaroni, Deputy General Manager, Bus Division
Celia G. Kupersmith, General Manager

Subject: **APPROVE THE USE OF TRANSFERS BETWEEN GOLDEN GATE
TRANSIT BUS SERVICE AND MARIN COUNTY TRANSIT DISTRICT
SHUTTLE SERVICE FOR MARIN LOCAL TRAVEL AND AMEND
MASTER ORDINANCE 2006 ACCORDINGLY**

Recommendation

The Transportation Committee recommends the Board of Directors approve the use of transfers between Golden Gate Transit Bus and Marin County Transit District Local Shuttle Routes for travel within Marin County and amend the Master Ordinance 2006 accordingly.

This recommendation will be presented to the Board of Directors at its July 14, 2006, meeting for appropriate action.

Summary

The Marin County Transit District (MCTD), by the attached letter dated July 6, 2006, has requested free transfer privileges between its rural transit and local shuttle services and Golden Gate Transit (GGT)-operated bus services within Marin County. The transfer privileges would be restricted to free transfers for local Marin travel only. Passengers from the MCTD shuttle and rural services would pay a new fare when boarding GGT regional bus routes and Golden Gate Ferry for travel outside of Marin County.

The MCTD routes covered by this request include new local shuttle Routes 221, 233 and 259, plus the West Marin Stage rural service. All of these community transit services are provided by an operator other than GGT under separate contract with MCTD.

Effective September 11, 2006, Routes 221, 233 and 259 will cover portions of former GGT-operated routes in Central Marin County serving Larkspur/Corte Madera, Santa Venetia, and Marinwood/Terra Linda, respectively, on weekdays only. The West Marin Stage has been in operation for approximately four years.

The proposed transfer arrangement would provide for all passengers who wish to transfer from MCTD's local shuttle routes or the West Marin Stage service to pay a \$2.00 local fare on that vehicle and obtain a transfer from the driver that will be punched "Marin Local". This means that travel outside Marin County would be prohibited by use of this transfer. When this local transfer is presented to the bus driver on a GGT-operated route, the passenger would be allowed free continuing travel to other points in Marin County. MCTD would keep the fare revenue collected on the shuttle route or Stage bus. In the reverse direction, a passenger would pay a \$2.00 local Marin fare upon boarding a GGT-operated bus and receive a regular GGT transfer for free continuing travel on the shuttle route or Stage bus. In this case, GGT would keep the fare revenue if the transfer were issued on a GGT regional route, or credit that revenue to MCTD if it is on an MCTD local route operated by GGT.

All the MCTD shuttle services described above are low-volume routes, typically operated with very small transit vehicles with a capacity of 13 passengers. The total passenger volume for the three MCTD local shuttle routes is projected to be 350 per day. Most of the travel on these routes is expected to be solely on these routes or transferring to other MCTD routes operated by GGT. If 10 percent of the shuttle passengers transfer to GGT regional services (35 passengers per day) and make round trips, GGT could collect up to \$35 per day in additional revenue, or approximately \$9,000 per year through this transfer arrangement with the new shuttle routes.

For the West Marin Stage, weekday and Sunday total trip volumes are estimated at 75 per day for the northbound and southbound routes combined, of which an estimated five passengers per day might transfer to GGT-operated regional routes for continuing travel within Marin County. Saturday service is expected to generate twice as many passengers. Overall, the volume of local transfers should average about five per day, seven days per week, or just over 1,800 per year. At \$1.00 in new revenue for each transferring passenger on GGT regional routes, the District could collect up to \$5.00 per day, or \$1,800 in annual revenue as a result of this transfer arrangement with the West Marin Stage.

This type of transfer arrangement between MCTD and GGT has been successfully operated over the past few years and in keeping with our contract that states it is our goal that local and regional transit services should be provided seamlessly to the public, it is recommended that the District approve this transfer arrangement and reflect it accordingly in the in the District's Master Ordinance.

Fiscal Impact

By offering free transfers between GGT regional routes and MCTD's shuttle and rural transit services, it is estimated that the District could collect up to \$11,000 per year in additional fare revenues. No additional costs are associated with this proposed local transfer arrangement since printing expenses for local transfers are included in GGT's normal transfer printing process.

Attachment



MARIN COUNTY TRANSIT DISTRICT

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July 6, 2006

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Mr. Alan R. Zahradnik
 Director of Planning
 Golden Gate Bridge Highway & Transportation District
 1011 Andersen Drive
 San Rafael, CA 94901-5381

Re: Transfer Privileges for Marin County Transit Shuttle Routes

Dear Mr. Zahradnik:

Marin County Transit District (MCTD) requests transfer privileges for passengers on its new small bus routes, Routes 221, 233, and 259, which will begin operation on September 11, 2006. MCTD requests that Golden Gate Transit provide transfers that these passengers will be able to use to ride both Marin Local and regional Golden Gate service for trips that begin and end in Marin County. This request is consistent with the transfer arrangement for the West Marin Stagecoach, approved by your Board prior to initial operation in February 2002.

Thank you for cooperating with us to offer a seamless transit system for Marin local riders. If you have any questions, please do not hesitate to call.

Sincerely,

Amy Van Doren
 Transit Planning Manager

cc: Farhad Mansourian, Director of Public Works