



REGULAR MEETING OF THE MARIN COUNTY TRANSIT DISTRICT BOARD OF DIRECTORS HELD MONDAY, MARCH 17, 2008, AT 10:00 A.M.

Roll Call

Present: Director McGlashan; Director Adams; Director Arnold; Director Albritton; Director Heller; Director Brown (joined later); Director Kinsey (joined later)

Absent: None

1. Open time for public expression, limited to three minutes per speaker, on items not on the Transit District's agenda.

No member of the public spoke at this time.

2. Approval of minutes for February 25, 2008.

[February 25, 2008 Meeting Minutes](#)

M/s Director Adams - Director Arnold Recommended Action: Approve as corrected.

Vote: Motion carried 4-0

AYES: Director McGlashan; Director Adams; Director Albritton; Director Arnold

ABSENT: Director Brown; Director Kinsey

ABSTAIN: Director Heller

Director Albritton indicated a typographical error in the voting for Item 6 in the February 25, 2008 meeting minutes. Director Kinsey is listed as voting twice. Meeting minutes will be amended to reflect the correct number of votes counted for this agenda item.

3. Board of Directors' Matters.

Director Albritton passed along a comment from Larry Chu from Larkspur City Council regarding the new Route 221. Ridership has been low on this route prior to its recent redesign, and there is interest in making the fare free in order to encourage more ridership. He advises that Marin Transit consider a different rate structure for this shuttle since it serves the Larkspur Ferry Terminal and our agency should work with Golden Gate Transit to accept a free transfer between the shuttle and the Larkspur ferry to encourage more usage.

Director Kinsey reported that a recent Transportation Authority of Marin workshop on the Twin Cities/Greenbrae Corridor project was quite successful. However, he noted that transit integration was not given as much attention as it should, and he encouraged Marin Transit staff to become more actively involved in this project from a transit-first perspective.

4. Transit Planning Manager's Oral Report.



[January 2008 Monthly Monitoring Report](#)

[Monthly Monitoring 2007-08](#)

Amy Van Doren reported that Marin Transit and Golden Gate Transit have been working together to select a firm to assist with the on-board rider survey. GGT is planning to bring a contract with the selected firm to their Board at the end of March, and Marin Transit will be bringing a contract to this Board at the next meeting on April 21, 2008.

Due to the expert advice of the top candidate firm, staff has determined that the on-board survey should be conducted in September and October when school is back in session with sufficient time to be properly prepared. Directors Albritton and McGlashan both requested copies of the draft on-board survey when it is available.

Director Heller asked about the loss in ridership in January 2008 and wished to know whether ridership has improved in February. Amy responded that Golden Gate Transit had not submitted ridership statistics for February yet. These numbers are higher will be reported at the April 21 meeting.

5. Presentation on Draft Strategic Marketing Plan

[Staff Report](#)

M/s Director Brown - Director Arnold Recommended Action: Direct staff to implement high priority strategies contingent on Policy Subcommittee discussion first.

Vote: Motion carried 7-0

AYES: Director McGlashan; Director Adams; Director Kinsey; Director Albritton; Director Brown; Director Arnold; Director Heller

ABSENT: None

Ms. Van Doren commented that the Plan comes up with a cohesive list of strategies that Marin Transit can pursue related to marketing. The Plan includes a first and second level of strategies that we can accomplish at current staffing levels/marketing budget and a third level of strategies that would require an additional staff person and funding.

Ms. Van Doren introduced Selena Barlow from Transit Marketing LLC who gave a presentation to the Board on the Draft Strategic Marketing Plan.

Director Arnold noted that on page 4 of the Draft Plan, the list of outreach to low-income families should also include reference to Southern Novato/Ignacio as well.

Director Adams was surprised to note that there was no response from either the College of Marin or Dominican University on partnerships related to transit marketing.

Director Brown emphasized that he would like ridership data to be collected in advance of implementation of any new marketing strategies in order to have statistics to indicate



whether the marketing efforts led to improved Marin Transit ridership.

Director Kinsey commented that the relationship with Golden Gate is critical and we need to make sure that our desire to create a local identity does not go against the existing and well-established brand identity of Golden Gate. He expressed some concern about the proposed change to the Golden Gate Transit Guide that would split out the Marin local services. Instead he proposed that we consider developing a Marin local guide that would be in addition to the current comprehensive Golden Gate Transit Guide. Also, Director Kinsey noted that there was no mention of 511 in the presentation and that it is important that Marin Transit be integrated into the regional transit information system.

Selena Barlow responded that discussion of 511 is included in the Draft Strategic Marketing Plan and that currently, 511 does not work for Marin Transit as MTC has determined that the shuttles and Stagecoach are services too small to include in the system.

Director Albritton commented that Marin Transit already has captured the transit dependent population but have not been able to attract choice riders. He encourages a focus on better utilizing technology to access transit information such as NextBus and real-time transit passenger information using Automatic Vehicle Locators (AVL). He also encouraged exploring employer-funded fares on transit. With regard to the separate transit guides, Director Albritton is not in favor of splitting apart the GGT Transit Guide but rather creating a more comprehensive Marin Transit guide. With regard to co-branding, he does not think Marin Transit needs to spend a lot of time and money co-branding ourselves apart from Golden Gate. He agrees with Director Kinsey that 511 should be the one telephone number for the Bay Area and we should not be considering a separate phone system for Marin.

Director Adams commented that 511 is not user friendly and may not be helpful for Marin Transit riders. She agrees that considering bus stop signage co-branding is important to emphasize that we are an interconnected system. However, riders also need to know that their Measure A tax dollars are working to provide these local transit services. She would like to work with staff on improving contacts with both College of Marin and Dominican University to work on partnerships.

Director Heller commented that bus stop improvements are very complicated projects and the local jurisdictions will need to be involved and supportive. She suggested that we need to market transit services to both today's senior population and future seniors with regards to technology. We need to also provide transit schedule information in paper, telephone and other formats

Director Arnold commented that we need to target the Latino community, and that population is unique and plans to share her thoughts with Amy Van Doren directly.

Director McGlashan commented that there are some mixed messages in trying to create an individual local transit brand as well as seamless connections with regional transit. He agrees with Director Albritton's comments regarding the need to target choice riders before they become transit dependent. His concern is how to get choice riders out of



their cars in order to use local transit- especially those who live in the hilly and dispersed areas of the County. He agrees with keeping the comprehensive GGT Transit Guide but to complement it with a new full Marin local guide. He also endorses the idea of investing in Intelligent Transportation Systems (ITS) instead of funding co-branding efforts.

Director Adams asked Golden Gate staff whether there was any progress with the concept of adding the name of the freeway bus pad stop location to the bus shelters. Ron Downing of Golden Gate Transit responded GGT is aware of the need; it is just a matter of finding the necessary resources to implement.

One member of the public commented on the Strategic Marketing Plan on behalf of seniors and noted that presentations at Senior Retirement Communities may not be all that productive since many of those facilities have their own transportation services for residents. He encouraged more targeted marketing of seniors at grocery stores, shopping centers, eateries and other locations that are frequented by unattached seniors.

A second member of the public commented that improved coordination with transit-accessible housing developments would be a good way to encourage more riders. Coordinating with office developments and employers would also be a good way to capture more riders.

Ms. Van Doren asked the Board for their approval to move forward with implementing the first tier of strategies including a new Marin local transit guide. Several Board members were interested in directing staff to move forward with developing a second Marin local transit guide separate from the comprehensive Golden Gate Transit Guide after staff have investigated the cost and resource implications and brought this information back to the Board for their final approval. Based on Director Kinsey's recommendation, the Board will approve staff to move forward with implementation of high priority strategies with the caveat that a subcommittee of policy-makers from Marin Transit and Golden Gate Transit is created to work through marketing-related coordination issues such as co-branding, telephone, and website communications.

6. Purchase of an Electronic Fare Collection System for the West Marin Stagecoach and Marin Transit Shuttles

Staff Report

M/s Director Brown - Director Arnold Recommended Action: Approve.

Vote: Motion carried 7-0

AYES: Director McGlashan; Director Adams; Director Kinsey; Director Albritton; Director Brown; Director Arnold; Director Heller

ABSENT: None

Ms. Van Doren noted that this purchase of an electronic fare collection system will be



consistent with what Golden Gate Transit is purchasing for their entire fleet and allows for a unified pass and fare system throughout the Marin Transit local system.

One member of the public asked how many vehicles would be covered under this purchase. Ms. Van Doren responded that there would be 10 fareboxes purchased and the option to purchase up to three more at a later date. The purchase also includes software and training for implementing a coordinated fare collection system.

7. Purchase of Four Accessible Taxi Minivans

[Staff Report](#)

M/s Director Adams - Director Albritton Recommended Action: Approve.

Vote: Motion carried 7-0

AYES: Director McGlashan; Director Adams; Director Kinsey; Director Albritton; Director Brown; Director Arnold; Director Heller

ABSENT: None

No public comments or Director comments were made.

8. Lease Agreement with On the Move, Inc.

[Staff Report](#)

M/s Director Adams - Director Arnold Recommended Action: Authorize General Manager to execute lease agreement.

Vote: Motion carried 7-0

AYES: Director McGlashan; Director Adams; Director Kinsey; Director Albritton; Director Brown; Director Arnold; Director Heller

ABSENT: None

One member of the public commended the Board for their consideration of this item and noted that many people are looking forward to having more accessible taxi vehicles in Marin.

The meeting was adjourned at 11:32 a.m.

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PRESIDENT

ATTEST:

CLERK

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