

**REGULAR MEETING OF THE MARIN COUNTY TRANSIT DISTRICT BOARD
OF DIRECTORS HELD MONDAY, JULY 13, 2009 AT 10:00 A.M.**

Roll Call

Present: Director Adams; Director Arnold; Director Brown; Director Heller;
Director Kellner; Director Kinsey; Director McGlashan

Absent: None

Director Brown opened the meeting at 10:11 a.m.

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 June 15, 2009.*

Director Kellner made a motion to approve the minutes. Director Kinsey seconded the motion.

Director Kellner requested that a notation be made in the minutes when the Alternate (Stephanie Moulton-Peters) attended the meeting, though was not seated as a voting member. The Board Secretary, Ann Hearty, agreed to add such a notation to the minutes of June 15 and all future minutes as the attendance and role of the Alternate warrant.

Vote: Motion carried 7-0
AYES: Director Adams, Director Arnold, Director Brown, Director Heller, Director Kellner, Director Kinsey, Director McGlashan
ABSENT: None

3. *Board of Directors' Matters.*

President Brown noted that he and General Manager Rzepinski have had numerous discussions about the current fiscal situation, which the President reported was not very encouraging. He proceeded to ask what the fiscal impact would be to conduct a free local service transit day for seniors and students. He

asked for confirmation that offering seniors free rides for the day could cost the District approximately \$800. He also asked what the cost might be to extend free rides to students. General Manager Rzepinski concurred with the amount for seniors and offered a rough estimate of between \$3,000 and \$4,000 as the cost for students to ride local service for free all day. President Brown would like the Board to entertain the idea of enticing more riders to boost the numbers and share the cost of local transit operation. He suggested that the first Friday of each month be considered as a free transit day for these populations, which would cost roughly between \$8,000 and \$10,000 a year. President Brown asked Mr. Rzepinski to return to the Board at a later date to further discuss this option.

Second Vice President Adams reported that the Dixie and San Rafael School Districts may also have to eliminate bus service for the 2009-2010 school year. She asked if there was an opportunity for scheduling adjustments to allow for the use of transit to help accommodate those students. She requested further discussion on increasing ridership within the context of the present budget climate. Mr. Rzepinski said he would bring back to the Board a more formal analysis of what a one day ride free would cost the District. He cautioned that the District had already been approached by three school districts and there were issues regarding capacity and the federal government mandates governing public transit and school bus service.

President Brown acknowledged that Transit was limited by federal legislation regarding its role in providing school service and must abide by these rules. Director Kinsey asked if the federal triennial audit had already been completed. Mr. Rzepinski reported that Golden Gate had recently undergone its triennial review and did not receive any findings that they were unable to resolve.

Second Vice President Adams cautioned that when the 259 shuttle was introduced, she funded a First Friday Free program to stimulate ridership and the response was minimal. She would like to study why there was such a limited benefit before launching a new program and strongly suggested developing and implementing a PR and marketing campaign to accompany any gratis ride program.

Director Kellner recognized that the Novato school districts were under similar pressures and requested further discussion concerning how Marin County could use the transit resources available more effectively. Director Heller asked for clarification regarding the legal requirements for school districts. Director Kinsey added that he wished the Board to have these conversations within the context of the budget challenges the District is facing. He acknowledged that the idea of wanting to increase exposure was admirable, but the lack of funding and the foreseeable lack of funding for the future must drive the discussion. President Brown noted that Alan Zahradnik from Golden Gate Transit District was present, thanked him for his helpfulness, and encouraged further cooperation between Marin Transit and Golden Gate Transit.

Second Vice President Adams reported that she contacted 511 and had difficulty getting adequate rider information for the community shuttles. She requested that staff look into what information and training Golden Gate provides their operators regarding Marin Transit service. Mr. Rzepinski said he would follow up with Golden Gate and would make sure Marin Transit's website was useful, easy, and comprehensive.

4. *General Manager's Oral Report*

The Board welcomed General Manager David Rzepinski. Mr. Rzepinski started with a budget update. He confirmed that there would be revenue losses in four different funding areas for 2009-2010. He had expected that these budget shortfalls would not affect service or fares during the 2009-2010 fiscal year. However, he reported that the actual sales tax revenue numbers had been released by the Transportation Authority of Marin (TAM) in late July and that revenue was down as much as 20%, which was substantially lower than Transit's projection of 2.5%. He also reported that the District would not receive an additional 7% (\$695,000) from Measure A revenues. He concluded that the service reduction and fare increase strategies planned for implementation in 2010-2011 would need to be implemented during 2009-2010. It was Mr. Rzepinski's estimation that staff service reduction and fare increase recommendations should come before the Board in October for implementation in March. He stressed that the planning decisions contained in Marin Transit's Short Range Transit Plan (SRTTP) outlined this process and would allow for public comment, contractor notification, and the preservation of Marin Transit's core services for the 13,000 daily riders who depend on service. He concluded that as the year unfolds, the funding situation may not be as dire, but noted that the District could not run "business as usual" with almost \$3 million less in funding than 2008-2009 levels.

Mr. Rzepinski said that Transit would be moving forward with its capital plan, such as the South Novato Bus Stop Improvements and the Marin City Transit Hub, as well as necessary on-going studies, such as the Central and Southern Marin Transit Study. He indicated that while money is short and the economy is what it is, Transit needed to continue to refine its planning projects, should money become available. He noted that Transit was in favor of all five of the study recommendations, which included local bus stop enhancements, multi modal green hub initiatives, the bi-directional corridor initiatives, Highway 101 bus pad and ramp improvements, as well as arterial speed and reliability improvements. He acknowledged that Transit would have to be prudent in the implementation of such planning projects, but hoped to move the dialog forward with other partners for success.

Mr. Rzepinski reported that the Period Pass Program launched on July 1 with new media for day, week, and monthly fare cards. He noted that it was a “soft” launch with little advertising and that in the two weeks the passes have been available, Transit sold about 35 cards. He stated that Transit was excited about the prospects in these economically-challenging times because riders could now ride all day on all local services for just \$5.00. He indicated that Transit intended to do a larger campaign to advertise the service. He also reported that the sales may have been a bit low due to issues with the Golden Gate operators concerning the sale of the passes on the buses. He said that Golden Gate senior management was working with the labor union to resolve those issues. Second Vice President Adams asked if there were senior and student Period Passes available. Mr. Rzepinski confirmed this was the case and indicated that Transit would be notifying the schools about this option.

Mr. Rzepinski introduced Pamela Thompson, the District’s first Finance Manager, to the Board. He emphasized that her expertise would be sorely needed in the coming years and was pleased that she would round out the Transit Team. Director Heller asked him if there were any remaining vacant positions or if the hiring process was complete. Mr. Rzepinski responded that the staff present represented the Marin Transit team. The Board commented their approval of full staffing for the District.

Lastly, Mr. Rzepinski asked Amy Van Doren, Director of Operations, to report on her experience participating on a panel of senior transportation experts in Washington. Ms. Van Doren stated that she was chosen as one of ten teams assembled by Project Action Easter Seals and sponsored by the Federal Transit Administration to highlight resources available to develop local programs. She relayed that her partners were Pat Wall from the Division on Aging, Jackie Mulroy from Whistlestop Wheels, and Alan Bortel, a very active Marin advocate for senior issues. She noted that they named themselves the Marin Mavericks and their goal was to develop an action plan for a taxi strategy study that utilized vouchers for seniors who could not access the fixed route system or were ineligible for ADA. She stated that the experience was valuable not just because other professionals helped with the timeline, responsibility assignments, and evaluation of the action plan, but because other agencies would come forward and offer assistance with the implementation of the action plan. She closed by saying that important components to the Mobility Management Plan (such as senior access) were taking shape under Paul Branson, who would be continuing the development of such programs under the New Freedom Grant. She mentioned that she was pleased that Mr. Branson was taking charge of the volunteer driver program and the joint RFP for paratransit services and the transportation brokerage. The Board thanked Ms. Van Doren for her report.

5. *Agreement with Marin Senior Coordinating Council to Provide Intra-county and Inter-county Paratransit Services*

Director Kellner made a motion to approve the service agreement for paratransit services for the period from July 1, 2009 through June 30, 2010. Vice President Arnold seconded the motion.

Vote: Motion carried 7-0
AYES: Director Adams, Director Arnold, Director Brown, Director Heller, Director Kellner, Director Kinsey, Director McGlashan
ABSENT: None

6. *Agreement with Golden Gate Transit for Inter-county Paratransit Services*

Director McGlashan made a motion to approve the service agreement for inter-county paratransit services for the period from July 1, 2009 through June 30, 2010. Second Vice President Adams seconded the motion.

Vote: Motion carried 7-0
AYES: Director Adams, Director Arnold, Director Brown, Director Heller, Director Kellner, Director Kinsey, Director McGlashan
ABSENT: None

7. *Contract with Whistlestop Wheels to Operate the Novato Dial-A-Ride*

Vice President Arnold made the motion to authorize the President to execute the agreement for the period from August 1, 2009 through June 30, 2010. Director Kellner seconded the motion.

Director McGlashan asked Mr. Rzepinski to explain what about this program made it more economically viable than a proposal he had sponsored previously in Tam Valley. Mr. Rzepinski responded that Transit was taking the resources from the Novato E-Z-Rider and rebranding the service as the Novato Dial-A-Ride, which meant that it would be a cost neutral item for the agency. Director McGlashan wondered if terrain was an additional impediment and what it would take to get four more general purpose dial-a-ride routes. Mr. Rzepinski responded that a dial-a-ride does not require big bus operations and gives Transit additional flexibility, but it can also be expensive. Director McGlashan suggested that intense marketing, even marketing door-to-door, would be very important to the success of this program. He also stated that if Marin was going

to meet its climate gas reduction goals, more of this type of service will have to be funded.

Vote: Motion carried 7-0
AYES: Director Adams, Director Arnold, Director Brown, Director Heller, Director Kellner, Director Kinsey, Director McGlashan
ABSENT: None

8. *Contract with DKS Associates for South Novato Bus Stop Improvements Project*

Vice President Arnold made a motion to authorize the President to execute the agreement. Director Kellner seconded the motion.

Vote: Motion carried 7-0
AYES: Director Adams, Director Arnold, Director Brown, Director Heller, Director Kellner, Director Kinsey, Director McGlashan
ABSENT: None

9. *Amendment to Excess Liability Insurance Program*

Second Vice President Adams made a motion to authorize the President to sign the amended Memorandum of Understanding. Director Heller seconded the motion.

Vote: Motion carried 7-0
AYES: Director Adams, Director Arnold, Director Brown, Director Heller, Director Kellner, Director Kinsey, Director McGlashan
ABSENT: None

Director Brown adjourned the meeting at 10:41 a.m. The Board convened in closed session to conduct:

10. *Public Employee Performance Evaluation (California Government Code Section 54957) – Title: General Manager*

Mr. Rzepinski returned to Chambers at 12:00 to report that the performance evaluation had been completed and no action was taken by the Board.

The next regular Transit District meeting is scheduled on August 17, 2009 at 10:00 a.m.

SINE DIE

PRESIDENT

ATTEST:

BOARD SECRETARY