

REGULAR MEETING OF THE MARIN COUNTY TRANSIT DISTRICT BOARD OF DIRECTORS HELD MONDAY, SEPTEMBER 21, 2009, AT 10:00 A.M.

Roll Call

Present: Vice President Arnold; President Brown; Director Heller; Director McGlashan; Director Moulton-Peters

Absent: Second Vice President Adams; Director Kellner; Director Kinsey

Director Brown opened the meeting at 10:09 a.m.

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

Jory Prum of Fairfax addressed the Board regarding the new period passes. He inquired if the one day pass could be purchased aboard the bus. Amy Van Doren, Director of Operations, confirmed that one day passes were available for purchase on the buses. Mr. Prum also congratulated Marin Transit in creating a Facebook account and asked that the Agency be represented as a page, rather than a person, so that anyone can see Transit's information. General Manager David Rzepinski said that the District would investigate that possibility and informed Mr. Prum that Marin Transit had been tweeting on Twitter for almost one month. Mr. Prum also stated that he was excited to see the new bike racks were installed, but could not understand why the middle slot would not accommodate his bike. He also reported that he was on the Stagecoach over the weekend and noted that a couple wanted service to the youth hostel and were distressed to learn the hostel was not accessible by transit. Lastly, Mr. Prum noted that in recent regional trips from Sonoma and San Francisco counties, he was charged extra when he returned to Marin to ride the local service. He requested that the District consider converting regional Golden Gate Transit tickets into a one day period pass for a small additional fee. Mr. Rzepinski indicated that the present reciprocal agreement with Golden Gate Transit did not cover this request. Riders can use their regional fare card to travel within Marin, but limited to the 1.5 hour transfer period. Travel within Marin beyond that period of time requires payment of the local fare.

2. *Approval of Minutes for August 17, 2009.*

Vice President Arnold made a motion to approve the minutes. Director Moulton-Peters seconded the motion.

Vote: Motion carried 5-0
AYES: Vice President Arnold, President Brown, Director Heller,
Director McGlashan, Director Moulton-Peters
ABSENT: Second Vice President Adams, Director
Kellner, Director Kinsey

3. *Board of Directors' Matters.*

President Brown asked if any Directors wished to speak. The Board deferred to the General Manager.

4. *General Manager's Oral Report*

General Manager David Rzepinski commended Mr. Prum for prodding Transit to move forward with the integration of Facebook and Twitter accounts within the Agency's website.

Mr. Rzepinski noted that a line in the Monthly Monitoring Report includes the last month of data for the EZ Rider and this category will subsequently report data on the Novato Dial-A-Ride, which began operation in August. During FY 2008/09, the best month for the E-Z-Rider totaled 376 trips. He stated that the Dial-A-Ride had a great start with 451 trips for August 2009. He reported that planned marketing activities, such as the in-house video that airs on the Novato Public Access channel, the press event scheduled for October, and distribution of service brochures should increase the number of total trips over time.

Mr. Rzepinski relayed that the hard launch for the period passes would be held today at noon at the San Rafael Transit Center. He indicated that Marin Transit created both English and Spanish language posters for the vehicles to draw riders' attention to this media and that Golden Gate secured Safeway as a consignee to sell the seven day and 31 day passes. He noted that passes can also be purchased at Whistlestop Wheels, the San Rafael Transit Center, Golden Gate Transit on Andersen Drive, and on Golden Gate's website. Mr. Rzepinski further elaborated that a rider can purchase a \$5.00 regular fare day pass (or \$2.50 youth/senior/disabled day pass) on the bus and receive unlimited local service for the day. He also explained that a week pass can be purchased for the full fare of \$20.00 or the youth/senior/disabled fare of \$10.00 and the 31 day pass costs \$80.00 full fare, \$40.00 for youth, and \$25.00 for seniors and the disabled.

Mr. Rzepinski reported that in an effort to provide the Board with more information about school service, staff assembled the data collected for the School-Based Youth Pass Program. He indicated that for fiscal year 2008/09, Marin Transit honored 2,171 passes issued through 33 participating schools in the county, which represents a 22% increase

over the previous fiscal year. He noted that 81% of the passes were provided at no cost to students who met the qualifying household income guidelines and that 50% of all passes were issued as annual passes, with the remaining 50% issued for separate semesters. He also pointed out that of the 12 routes most used by students, six routes increased ridership during the 2008-2009 school year and six routes lost ridership. He explained that due to the impact of school districts cutting bus service, the 51 and 52 routes in Novato and the school tripper provided on route 19 in Southern Marin are over capacity on certain trips. He has been in contact with Golden Gate, and they are monitoring the situation. Mr. Rzepinski will ask Golden Gate for a cost estimate to alleviate the overcrowding should it continue, and staff will develop a formal procedure for approving any additional service.

Mr. Rzepinski stated that he will attend the American Public Transportation Association's (APTA) annual meeting in early October in Orlando, Florida.

President Brown asked the General Manager for the context of the School-Based Youth Pass Program data, such as what percentage of schools participate and what percentage of the total student population is utilizing the passes. Mr. Rzepinski said staff would gather that information and he would give a report at a future meeting. President Brown also inquired about the request for the cost to provide free transit promotions for seniors, students, and the general public. Mr. Rzepinski stated that service reduction strategies had taken the majority of staff time this month, but once service reductions were complete, he will come back to the Board with a quantification that will help the Board decide what direction to take.

Director Moulton-Peters requested that when Marin Transit reports on the school data, it would be helpful if the pass percentages are calculated relative to the total number of students that attend each school.

Vice President Arnold asked if the schools reimburse Marin Transit for the cost of these passes. Mr. Rzepinski replied that families that purchase the passes provide payment the districts, which then pass that revenue on to Transit. The schools help Marin Transit administer the program, but do not cover the costs of the passes for students who qualify for free passes.

5. *Agreement with TransTrack Systems, Inc. for a Data Management System.*

Vice President Arnold made a motion to authorize the President to execute an agreement for the period from September 21, 2009, through June 30, 2009.

Director McGlashan seconded the motion.

Vote: Motion carried 5-0

AYES: Vice President Arnold, President Brown, Director Heller, Director McGlashan, Director Moulton-Peters

ABSENT: Second Vice President Adams, Director Kellner, Director Kinsey

6. *Agreement with Regional Government Services to Provide Administrative Services for a Transportation Planner for One Year.*

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

Vote: Motion carried 5-0
AYES: Vice President Arnold, President Brown, Director Heller, Director McGlashan, Director Moulton-Peters
ABSENT: Second Vice President Adams, Director Kellner, Director Kinsey

7. *Local Matching Funds for Purchase of Seven Hybrid Electric Buses.*

Director McGlashan made the motion to approve \$59,000 in Measure A Funds to complete the purchase of seven hybrid electric buses. Vice President Arnold seconded the motion.

Vote: Motion carried 5-0
AYES: Vice President Arnold, President Brown, Director Heller, Director McGlashan, Director Moulton-Peters
ABSENT: Second Vice President Adams, Director Kellner, Director Kinsey

8. *Letter to Senators Feinstein and Boxer in Support of Climate Change Legislation.*

Director McGlashan made the motion to authorize the President to sign the support letter. Vice President Arnold seconded the motion.

Vote: Motion carried 5-0
AYES: Vice President Arnold, President Brown, Director Heller, Director McGlashan, Director Moulton-Peters
ABSENT: Second Vice President Adams, Director Kellner, Director Kinsey

President Brown complimented Transit Staff for their professional knowledge and the Board extended their appreciation for the excellent quality of their work and service to the county. General Manager Rzepinski thanked to Board for their acknowledgement of the Transit Team and concurred with the quality of their service.

President Brown adjourned the meeting at 10:51 a.m.

The next regular Transit District meeting is scheduled on October 19th, 2009, at 10:00 a.m.

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PRESIDENT

ATTEST:

BOARD SECRETARY