



TOWN OF FAIRFAX

STAFF REPORT

April 6, 2022

TO: Mayor and Town Council

FROM: Heather Abrams, Town Manager

SUBJECT: Approve concept of \$5,000 Increase to Town's Annual Contribution to the Joint Exercise of Powers Agreement (JEPA) for Yellow School Bus Services to White Hill School

RECOMMENDATION

Approve concept of increase to Fairfax's financial contribution from \$30,500 annually to \$35,500 for the coming fiscal year to be paid to the Joint Exercise of Powers Agreement (JEPA) for the Yellow School Bus Program.

BACKGROUND

Beginning in the School Year of 2016/2017, the Town of Fairfax has provided annual funding to help support the Yellow Bus Program for White Hill Middle School students. This program is designed to relieve congestion along the Sir Francis Drake corridor. Fairfax students use the service, but the majority of the demand is from students living outside of Fairfax who might be driven through Fairfax in individual cars if they did not use the bus.

DISCUSSION

The Yellow Bus Program is operated by Marin Transit, who contracts with Michael's Transportation to provide the bus service. Marin Transit provides bus pass sales, route development and management, and financial management.

The program has been funded in part by large annual contributions from Measure AA and the County of Marin, along with smaller contributions by the Towns of Fairfax and San Anselmo. Approximately 30% of the needed revenue comes from the public agencies contributions. The remaining approximately 70% of the funding comes from student bus pass sales.

During its budget meeting on March 21, 2022, JEPA discussed the impact of fuel price increases and reduced ridership during the pandemic. To address potential budget shortfalls while keeping yellow bus pass costs relatively low, the idea of raising JEPA members' contributions was proposed. For Fairfax, the amount of increase would be \$5,000. The Town of San Anselmo has volunteered to increase its contribution by \$5,000.

Councilmember Goddard, the Town's representative on the JEPA, attended the JEPA budget meeting and commented on the importance of this program in relieving several hundred car trips that would otherwise travel through Fairfax.

FISCAL IMPACT

The additional \$5,000 would be approved by the Council as part of the FY22-23 budget process.

ATTACHMENT

Budget presentation from JEPA



2021/22 Service Planning and Future Service Planning

March 21, 2022

Agenda Item III.C 2021/22 Program Update and Future Service Planning

- FY 2021/22 Pass Sales YTD
- RVSD School Transportation Parent Survey
- FY 2022/23 Service Planning

FY 2021/22 PASS SALES YTD

One-way Passes Sold By School and Type:

	Full Price (\$505)	Reduced Late Price (\$425)	Income Qualified Price (\$100)	Total
White Hill	434	65	25	524
Hidden Valley	37	-	8	45
Ross Valley Charter	-	3	5	8
Total	471	68	38	

❖ Hidden Valley Single ride passes: 45 sold at \$4/pass

FY 2021/22 Pass Sales YTD



Morning:

	Route	Passes Sold
Hidden Valley Elementary	HV Fairfax via Memorial Park	26
	<hr/>	
White Hill	WH-1 Memorial Park	28
	WH-2 San Anselmo Hub	35
	WH-3 Red Hill & Sequoia	16
	WH-5 Lower Butterfield	20
	WH-6 Upper Butterfield	33
	WH-7 San Anselmo Hub	44
	WH-8 Butterfield	44
	WH-18 Memorial Park	31
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White Hill/RVC Shared Routes	WH-17 San Anselmo Bub	14
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Total AM:		301

Afternoon:

	Route	Passes Sold
	HV Fairfax via Memorial Park	19*
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	WH-9 San Anselmo Hub	50
	WH-10 Memorial park	50
	WH-11 Good Earth - Fairfax	33
	WH-12 Butterfield	12
	WH-13 Red Hill Ave & Sequoia	14
	WH-14 Butterfield	27
	WH-15 Butterfield	50
<hr/>		
	WH-16 PM	21
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Total PM:		276

*HV-PM total excludes Single Ride Passes

White Hill Enrollment vs. Pass Sales

Academic Year	Enrollment	One-Way Passes Sold
2017/18	808	951
2018/19	744	876
2019/20	765	825
2020/21	675	-
2021/22	661	524

❖ FY 2022/23 White Hill Enrollment Projection: ~ 600

RVSD SCHOOL TRANSPORTATION PARENT SURVEY

Audience: All White Hill & Hidden Valley families

Purpose:

- Determine current modes of transportation
- Gauge effectiveness of discount for late-departing afternoon routes
- Collect data for future service planning

Survey Date Range: 2/08/22 – 2/22/22

Respondents: 192 total

- 157 White Hill
- 22 Hidden Valley
- 13 White Hill & Hidden Valley parents

Yellow Bus Pass Holder Respondents: 142

- 74% of total respondents

Non-Yellow Bus Respondents: 50

Parent Survey Takeaways



Primary Mode of Transportation	Morning	Afternoon
Yellow Bus	69%	65%
Car (solo)	18%	15%
Bike/Scooter	5%	6%
Carpool	4%	5%
Public Transit	2%	5%
Walk	2%	4%

- ❖ Approximately 55% of respondents reported using the same mode of transportation before the pandemic
- ❖ Approximately 92% reported the discount on late departing routes was not a factor in their decision to purchase a route

Feedback Type	Total
More Afternoon Service	36%
Too Expensive	24%
Commendations	21%
Driver Conduct	7%
Scheduling Complaint	4%

- ❖ Other types of feedback: improve communicating delays, provide a day pass option at White Hill, improve communicating lottery roll-out, non-program related feedback, etc.

Survey Takeaways:

- ❖ Yellow bus passholder families use other modes of transportation in the afternoon as opposed to the morning
- ❖ Afternoon discount does not impact a family's decision to purchase a pass
- ❖ Cost of passes is a concern for families

FY 2022/23 SERVICE PLANNING

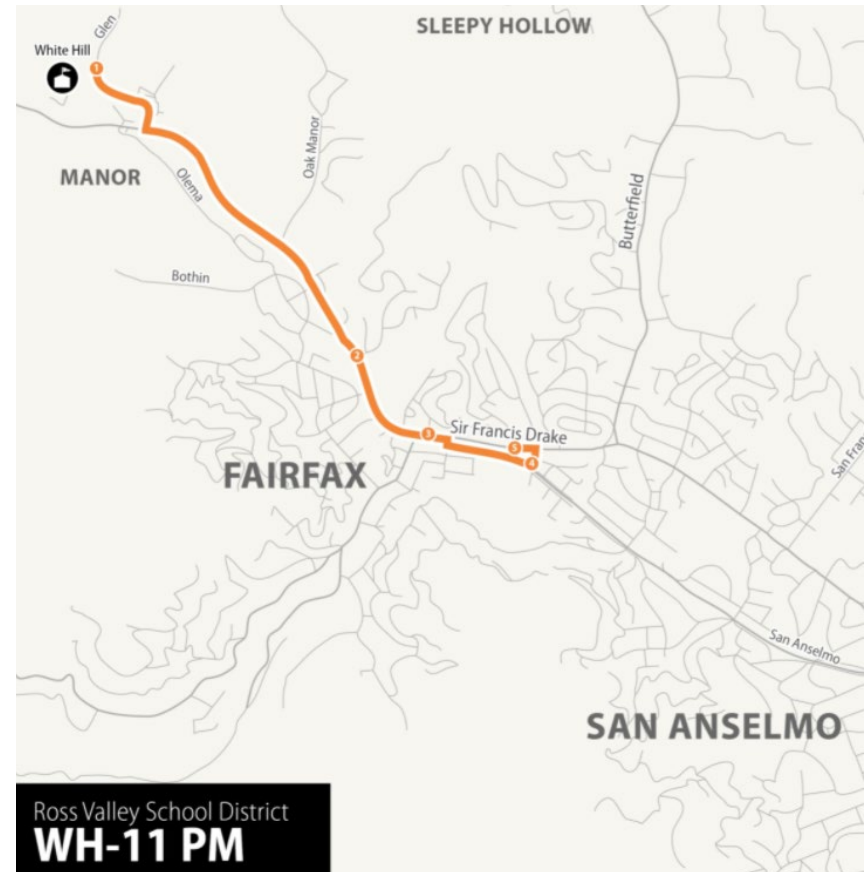
Objectives:

- If feasible, implement survey feedback
- Focus on pain points. E.g., Afternoon service, empty seats on departing buses
- Maximize available resources along the main corridors of service area and primary destinations
 - Butterfield & Sir Francis Drake
 - San Anselmo Hub

PM Route	Current Waitlist	Destination
WH-15	60	Red Hill Ave via Butterfield
WH-9	29	San Anselmo Hub
WH-10	11	Memorial Park
WH-11	0	Good Earth - Fairfax

Route WH-11 PM White Hill to Good Earth (Fairfax)

- Currently ends at Good Earth before turning around toward Ross Valley Charter for second afternoon route
- Only route that departs school immediately after the bell that **is not** sold out



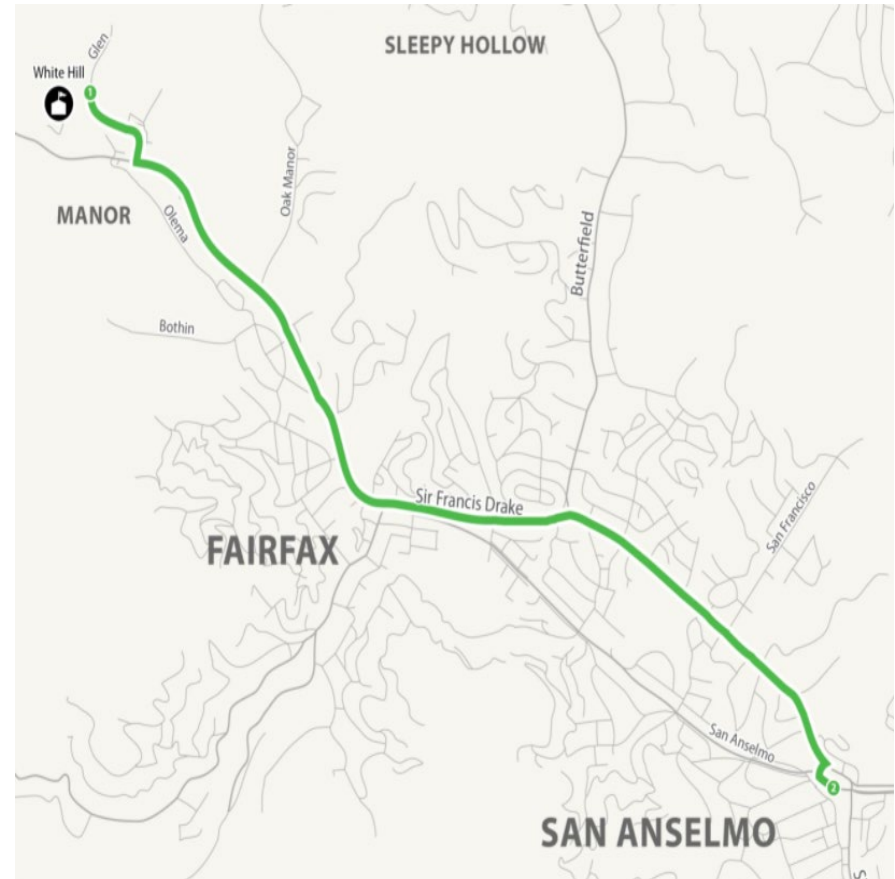
Option A: Extend WH-11 PM to Red Hill Ave via Butterfield Rd

- PRO: Provides service to ~ 17 more students
- PRO: Provides more flexibility for those alighting on Butterfield and San Anselmo Hub
- CON: Will result in delayed service to Ross Valley Charter. Minimal impact.



Option B: Extend WH-11 PM to San Anselmo Hub

- PRO: Provides service to ~ 17 more students
- PRO: Provides more flexibility for those alighting on Sir Francis Drake Blvd and San Anselmo Hub
- CON: Will result in delayed service to Ross Valley Charter. Minimal impact.



WH-11 extension feedback request:

– **Option A** More service on Butterfield?

or

– **Option B** More service along Sir Francis Drake and San Anselmo Hub?

Other considerations for 22/23 service plan:

- Update stop times on schedules to reflect current traffic patterns
- Address open seats on sold-out routes
 - Make seats available to existing yellow bus passholders on a first come basis
 - Requires assistance by White Hill staff to facilitate waiting students
 - Requires raising the late-departing pass price to the full pass price





Measure AA Funds

March 21, 2022

Agenda Item III.D Measure AA Yellow Bus Funds and Term Renewal

Measure AA Funds and Term Renewal

New three-year term 2022 – 2025

- Funds allocated to regular home to school (yellow bus) programs in the county
- Measure AA funds provide a subsidy based on the one-way pass price and the number of passes distributed
- On average these funds cover 10 – 20% of total program costs



First 3-year term annual Measure AA funds for RVSD: \$132,956

- Additional \$30,000 provided annually to off-set program costs

New 3-year term annual Measure AA funds estimated for RVSD:

- Option 1 with five schools participating: \$190,057
- Option 2 with six schools participating: \$184,209

Marin Transit Board considers approval on June 6, 2022





FY 2021/22 Budget Review and FY 2022/23 Budget Draft

March 21, 2022

Agenda Item III.E FY 2021/22 Budget Review and FY 2022/23 Budget Draft

- 5 bus program
- One-way passes priced at \$505
- Late departing afternoon routes priced at \$425
- Income qualified one-way passes priced at \$100 (20% of full price)
- 577 one-way pass sold YTD (33% reduction from last operating year)
- Contractor expenses increased from \$578 to \$632 per bus per day

Ross Valley Yellow Bus Program FY 2021-22 YTD Budget Review

		FY 2021/22 Estimated Actuals YTD	
		5 Bus Program, reduced PM	
Budget Assumptions	Pass Sales		
	Full Price	Full	Reduced Late Bus
	<i>Charter one way passes</i>		3
	<i>White Hill one way passes</i>	434	65
	<i>Hidden Valley one way passes</i>	37	0
	<i>Total # of one way Passes Sold - Full Price</i>	471	68
	Reduced 50% - Income Qualified	Total: 539	
	<i>Charter one way passes</i>		5
	<i>White Hill one way passes</i>		25
	<i>Hidden Valley one way passes</i>		8
	<i>Total # of one way Passes Sold - Reduced 50%</i>		38
	Total of All Passes Sold		577
	Bus Pass Prices		Total
	<i>Full price one-way pass price</i>	\$ 505.00	\$ 237,855.00
	<i>Reduced Late Bus</i>	\$ 425.00	\$ 28,900.00
<i>Reduced price pass</i>	\$ 100.00	\$ 3,800.00	
Revenue			
Carry Forward			
<i>Bus Pass Revenue</i>	\$	270,555.00	
<i>Per month processing fee - \$4.00 x passes sold x 10</i>	\$	7,520.00	
<i>Refund/Cancellations</i>	\$	(7,310.00)	
<i>COVID Refunds (Final)</i>			
<i>Single use pass sales</i>	\$	176.00	
<i>Measure AA Formula Funds</i>	\$	132,956.00	
<i>Additional Measure AA</i>	\$	30,000.00	
<i>Remobilization Funds</i>	\$	76,224.00	
<i>County of Marin</i>	\$	90,000.00	
<i>Town of San Anselmo</i>	\$	30,500.00	
<i>Town of Fairfax</i>	\$	30,500.00	
<i>Ross Valley School District</i>			
<i>Ross Valley Charter</i>			
<i>Grant Funding</i>			
Total Revenue	\$	661,121.00	
Expenses			
Daily Rate/Bus	\$	632	
<i>Contractor Expense (RVSD)</i>	\$	568,800.00	
<i>Consulting (website)</i>	\$	5,000.00	
<i>Lost F&R Pass Sales</i>	\$	-	
<i>Fare Processing Charges</i>	\$	9,670.00	
<i>Marketing</i>	\$	500.00	
<i>AVL- Operating Costs</i>	\$	-	
<i>AVL-Data</i>	\$	-	
<i>Equipment (GPS)</i>	\$	-	
<i>Fuel Contingency</i>	\$	4,424.00	
<i>Bus Parking in Marin County</i>	\$	12,725.00	
<i>Marin Transit Operations Oversight and Customer Service</i>	\$	47,000.00	
<i>Bus Driver Incentive</i>			
Total Expenses	\$	648,119.00	
Surplus/Defecit	\$	13,002.00	

20% Local Match Requirement

Assumptions

- 5 bus program
- One-way pass price increases from \$505 to \$515
- Late departing afternoon routes priced at \$425
- Income qualified one-way passes priced at \$100 (20% of full price)
- San Anselmo, Fairfax and County contributions remain the same
- Contractor expenses will increase from \$578 to \$651 / bus/ day
- Added fuel contingency
- Includes \$12,000 FY 21/22 carryforward

Ross Valley Yellow Bus Program FY 2022-23 Budget Draft

Option A

		FY 2021/22 Estimated Actuals YTD		FY 22/23 Scenario w/ Rate Increase	
		5 Bus Program, reduced PM		5 Bus Program, reduced PM	
Budget Assumptions	Pass Sales				
	Full Price	Full	Reduced Late Bus	Full	Reduced Late Bus
	<i>Charter one way passes</i>		3		3
	<i>White Hill one way passes</i>	434	65	434	65
	<i>Hidden Valley one way passes</i>	37	0	37	0
	<i>Total # of one way Passes Sold - Full Price</i>	471	68	471	68
	Reduced 50% - Income Qualified	Total: 539		Total: 539	
	<i>Charter one way passes</i>		5		5
	<i>White Hill one way passes</i>		25		25
	<i>Hidden Valley one way passes</i>		8		8
	<i>Total # of one way Passes Sold - Reduced 50%</i>		38		38
	Total of All Passes Sold		577		577
	Bus Pass Prices		Total		Total
	<i>Full price one-way pass price</i>	\$ 505.00	\$ 237,855.00	\$ 515.00	\$ 242,565.00
<i>Reduced Late Bus</i>	\$ 425.00	\$ 28,900.00	\$ 425.00	\$ 28,900.00	
<i>Reduced price pass</i>	\$ 100.00	\$ 3,800.00	\$ 100.00	\$ 3,800.00	
Revenue					
Carry Forward			\$	13,002.00	
<i>Bus Pass Revenue</i>	\$	270,555.00	\$	275,265.00	
<i>Per month processing fee - \$4.00 x passes sold x 10</i>	\$	7,520.00	\$	7,520.00	
<i>Refund/Cancellations</i>	\$	(7,310.00)	\$	(7,310.00)	
<i>COVID Refunds (Final)</i>					
<i>Single use pass sales</i>	\$	176.00	\$	176.00	
<i>Measure AA Formula Funds</i>	\$	132,956.00	\$	190,000.00	
<i>Additional Measure AA</i>	\$	30,000.00			
<i>Remobilization Funds</i>	\$	76,224.00			
<i>County of Marin</i>	\$	90,000.00	\$	90,000.00	
<i>Town of San Anselmo</i>	\$	30,500.00	\$	30,500.00	
<i>Town of Fairfax</i>	\$	30,500.00	\$	30,500.00	
<i>Ross Valley School District</i>					
<i>Ross Valley Charter</i>					
<i>Grant Funding</i>					
Total Revenue	\$	661,121.00	\$	629,653.00	
Expenses					
Daily Rate/Bus	\$	632	\$	651	
<i>Contractor Expense (RVSD)</i>	\$	568,800.00	\$	585,900.00	
<i>Consulting (website)</i>	\$	5,000.00	\$	5,000.00	
<i>Lost F&R Pass Sales</i>	\$	-	\$	-	
<i>Fare Processing Charges</i>	\$	9,670.00	\$	8,483.55	
<i>Marketing</i>	\$	500.00	\$	500.00	
<i>AVL- Operating Costs</i>	\$	-	\$	-	
<i>AVL-Data</i>	\$	-	\$	-	
<i>Equipment (GPS)</i>	\$	-	\$	-	
<i>Fuel Contingency</i>	\$	4,424.00	\$	12,000.00	
<i>Bus Parking in Marin County</i>	\$	12,725.00	\$	13,105.00	
<i>Marin Transit Operations Oversight and Customer Service</i>	\$	47,000.00	\$	47,000.00	
<i>Bus Driver Incentive</i>					
Total Expenses	\$	648,119.00	\$	671,988.55	
Surplus/Defecit	\$	13,002.00	\$	(42,335.55)	

20% Local Match Requirement

Results:

- Deficit ~ \$42,500

Options:

- Increase one-way pass price to ~ \$585
- Increase San Anselmo, Fairfax, County contributions
- Other?

Assumptions:

- 5 bus program
- All one-way pass price increases to from \$505 to \$515
 - No discounted price for late departing routes (e.g., \$425)
- Income qualified one-way passes priced at \$100 (20% of full price)
- Contractor expenses will increase from \$578 to \$651 per bus per day
- Assumes a 6% reduction in pass sales due to declining enrollment
- San Anselmo, Fairfax and County contributions remain the same
- Added fuel contingency
- Includes \$12,000 FY 21/22 carryforward

Ross Valley Yellow Bus Program FY 2022-23 Budget Draft

Option B

		FY 2021/22 Estimated Actuals YTD		FY 22/23 Scenario w/ rate increase, no reduced pass, estimated 6% reduction in pass sales	
		5 Bus Program, reduced PM		5 Bus Program	
Budget Assumptions	Pass Sales				
	Full Price	Full	Reduced Late Bus	Full	
	Charter one way passes		3	0	
	White Hill one way passes	434	65	485	
	Hidden Valley one way passes	37	0	30	
	<i>Total # of one way Passes Sold - Full Price</i>	471	68	515	
	Reduced 50% - Income Qualified	Total: 539		Total: 515	
	Charter one way passes		5	0	
	White Hill one way passes		25	20	
	Hidden Valley one way passes		8	5	
<i>Total # of one way Passes Sold - Reduced 50%</i>		38	25		
	Total of All Passes Sold		577	540	
Bus Pass Prices		Total		Total	
Full price one-way pass price	\$ 505.00	\$ 237,855.00	\$ 515.00	\$ 265,225.00	
Reduced Late Bus	\$ 425.00	\$ 28,900.00			
Reduced price pass	\$ 100.00	\$ 3,800.00	\$ 100.00	\$ 2,500.00	
Revenue					
	Carry Forward			\$ 13,002.00	
	Bus Pass Revenue	\$ 270,555.00		\$ 267,725.00	
	Per month processing fee - \$4.00 x passes sold x 10	\$ 7,520.00		\$ 7,520.00	
	Refund/Cancellations	\$ (7,310.00)		\$ (7,310.00)	
	COVID Refunds (Final)				
	Single use pass sales	\$ 176.00		\$ 176.00	
	Measure AA Formula Funds	\$ 132,956.00		\$ 190,000.00	
	Additional Measure AA	\$ 30,000.00			
	Remobilization Funds	\$ 76,224.00			
	County of Marin	\$ 90,000.00		\$ 90,000.00	
	Town of San Anselmo	\$ 30,500.00		\$ 30,500.00	
	Town of Fairfax	\$ 30,500.00		\$ 30,500.00	
	Ross Valley School District				
	Ross Valley Charter				
	Grant Funding				
	Total Revenue	\$ 661,121.00		\$ 622,113.00	
Expenses					
	Daily Rate/Bus	\$ 632		\$ 651	
	Contractor Expense (RVSD)	\$ 568,800.00		\$ 585,900.00	
	Consulting (website)	\$ 5,000.00		\$ 5,000.00	
	Lost F&R Pass Sales	\$ -		\$ -	
	Fare Processing Charges	\$ 9,670.00		\$ 8,257.35	
	Marketing	\$ 500.00		\$ 500.00	
	AVL- Operating Costs	\$ -		\$ -	
	AVL-Data	\$ -		\$ -	
	Equipment (GPS)	\$ -		\$ -	
	Fuel Contingency	\$ 4,424.00		\$ 12,000.00	
	Bus Parking in Marin County	\$ 12,725.00		\$ 10,604.17	
	Marin Transit Operations Oversight and Customer Service	\$ 47,000.00		\$ 47,000.00	
	Bus Driver Incentive				
	Total Expenses	\$ 648,119.00		\$ 669,261.52	
Surplus/Defecit		\$ 13,002.00		\$ (47,148.52)	

20% Local Match Requirement

Results:

- Deficit ~ \$47,500

Options:

- Increase one-way pass price to ~ \$615
- Increase San Anselmo, Fairfax, County contributions
- Other?

JEPA request:

- Confirm amount of local contributions from the Town of Fairfax, Town of San Anselmo and County of Marin

Next Steps:

- Set pass price and adopt budget in April
- Passes go on sale end of May



Questions?

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