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# 2016 Muir Woods Shuttle **Evaluation Report**



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# Introduction

The Muir Woods Shuttle provides service to Muir Woods National Monument in Marin County, California. The Shuttle service began operation in 2005 as a demonstration project to provide an alternative to automobile access and to alleviate parking demand and traffic congestion. After twelve seasons of operation, the Shuttle has become an integral mode of access to the park, carrying almost 18% percent of all visitors during summer weekends.

## Shuttle History

The Shuttle represents a unique partnership of government at a number of levels. The service was originally designed as a partnership of the National Park Service (NPS), County of Marin, and Golden Gate Transit. In 2009, responsibility for the Shuttle shifted to the Marin County Transit District (Marin Transit) under a funding agreement with the National Park Service. In the 2013 season, Marin Transit formed an additional partnership with the Golden Gate National Parks Conservancy to administer a new fare collection process that has eased boarding delays and provided an additional convenience to customers.

## Funding

The first three years of operation, ending in 2007, was funded primarily through a grant

from the Federal Highway Administration (FHWA). Funds for the 2008 season were provided by a combination of TCSP (Transportation and Community and System Preservation Program) and PLH (Public Lands Highway Discretionary Program) funds. In May 2009, the Shuttle became a permanent Marin Transit route, funded partly by the Transit District and partly by NPS.

## Description of Service

For the 2016 season, shuttle service was provided on weekends and holidays, beginning on Saturday, April 2 and continuing through Sunday, October 30. Service operated on three holidays, including Memorial Day, Independence Day, and Labor Day. Marin Transit introduced weekday service as a pilot during the 2015 season, continued operations in the 2016 season from Monday, June 20 through Friday, August 12.

Winter holiday service was initially introduced in 2013, and typically operates around Thanksgiving and between Christmas and New Year's Day. However, service dates sometimes vary due to weather conditions. For the 2016 season, shuttle service was provided from Friday, November 25 through Sunday, November 27 and from Monday, December 26 through Monday, January 2.

Over the years, the District has continually taken steps to improve the service in response to customer feedback and service evaluations. This year's efforts focused on improving weekday service and included additional earlier morning trips from Sausalito to help accommodate demand.

Figure 1 shows the routing of the Shuttle for the 2016 season. Service is provided along two routes. Route 66 serves the Pohono Park & Ride lot, and Route 66F serves downtown Sausalito and Marin City.

Weekend and holiday service during the regular season (April – October) is split into peak and shoulder periods, which correspond to different levels of service. The peak period runs from Memorial Day weekend through Labor Day weekend. The shoulder season runs from April up until the start of the peak season and from the end of the peak season through October.

During the peak season, service between Pohono and Muir Woods on Route 66 is provided approximately every 10 minutes with the first trip departing at 9:05 am and the last return trip leaving the park at 7:20 pm. During the shoulder season, service is provided every 20 minutes on Route 66 with generally the same span of hours as the peak season. Beginning in mid-September, service ends earlier to coincide with the park's closing time.

Service on Route 66F to and from Sausalito is provided every hour during the shoulder

season. The route also serves Marin City to allow for connections to and from regional and local buses. During the peak season, an additional bus is added to provide half-hourly service to and from Sausalito.

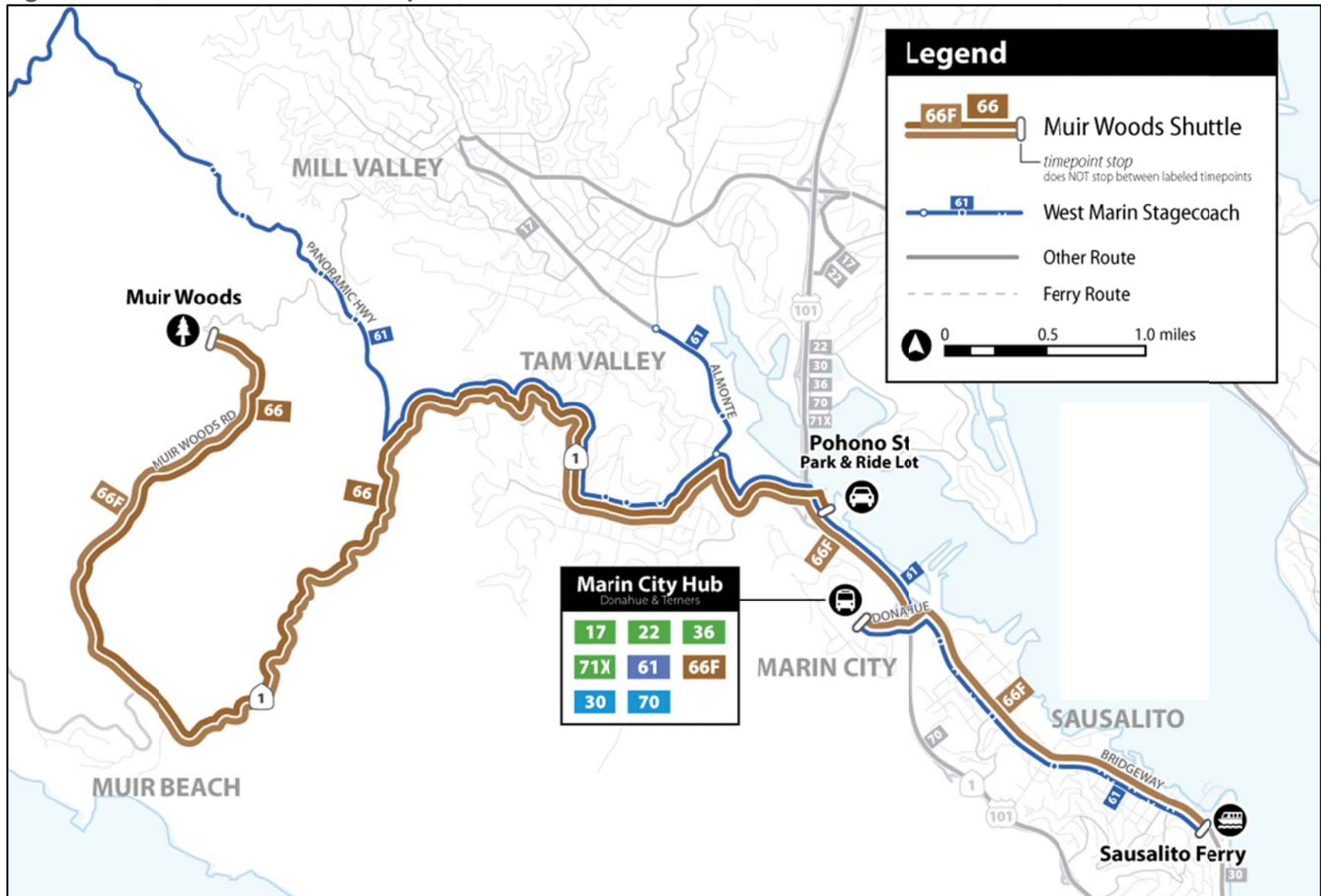
During the winter holiday season, schedules are similar to those operated during the shoulder season with a shorter service span that aligns with the park's earlier closing time.

Weekday service is provided every half hour on Route 66F. Because the tenants of the adjacent office building utilize the Pohono Park & Ride lot during the work week (Monday-Friday), the Shuttle does not operate the Route 66 alignment on weekdays.

In total, the Shuttle provided service on 72 peak summer days (including 39 weekdays), 32 shoulder season days, and 11 days during the winter holiday season.

Table 1 summarizes service changes over the last five years of operations.

Figure 1: 2016 Muir Woods Shuttle Map



**Table 1: Summary of Operations, 2012–2016**

	2012	2013	2014	2015	2016
Season Start	May 5	May 4	March 29	April 4	April 2
Season End	October 28	October 27	October 26	October 25	October 30
Winter Holiday	–	12 days	5 days	9 days	11 days
Avg. Frequency (Shoulder/Peak/Weekday)	30/15/– min	20/10/– min	20/10/– min	20/10/30 min	20/10/30 min
Service Hours <sup>(1)</sup>	2,623	3,468	3,762	4,724	4,741
Standard Fare (adult round-trip)	\$3.00	\$5.00	\$5.00	\$5.00	\$5.00

**Notes:**

(1) Actual operated hours may differ from planned hours due to canceled or added service. Includes hours for winter holiday service, which began in 2013.

**Fares**

For the 2016 season, the fare payment process that was first implemented in the 2013 season remained in place. The round-trip adult fare is \$5.00 per person, while youth ages 15 and younger, seniors with a Lifetime Pass, and disabled individuals with a Federal Lands Access Pass are not charged a fee. One-way fares are not available.

Passengers transferring from another local Marin Transit route can purchase a Day Pass, which can also be used on the Shuttle.

**Customer Liaisons**

Customer Liaisons are hired to assist passengers waiting for the Shuttle at the Pohono Park & Ride Lot and at the Sausalito Ferry. The Liaisons are responsible for providing information to passengers on the Shuttle service, particularly on the fare payment process, as well as on the park. The Liaisons also help administer a passenger

survey to those boarding at Pohono and Sausalito.

This season, one person was scheduled at Pohono on weekends from June through September, with their shift starting at 9:30 am and ending at 3:30 pm. In Sausalito, one to two people were staffed on weekends, depending on availability, and one person on weekdays. After the last bus from Sausalito, one of the Liaisons would relocate and assist with loading returning passengers at Muir Woods.

Customer Liaisons have continually proven to be an integral part of the service as they significantly enhance the customer experience. Many passengers who take the Shuttle are tourists and thus not familiar with the area. A number of them are also unfamiliar with using public transit. In particular, the more recent addition of Customer Liaisons in Sausalito has been extremely valuable. As demand from that location has grown, the service is beginning to face challenges that



were typically only experienced at Pohono, such as overcrowding and passenger confusion.

## Marketing

Marketing the Shuttle service has primarily been focused on visitors to the Bay Area, with an emphasis on travelers based in San Francisco. Information on the Shuttle is distributed mostly through visitor information centers, online, and on signs near the highway exits.

Marketing materials for the 2016 season are included in Appendix A. This includes a route schedule brochure, which includes timetables, information about the park, and a map with points of interest along the way. This brochure is primarily handed out to passengers at the bus stop by Customer Liaisons, on the bus, or at the park. A separate “visitor” brochure focuses on information about getting to the Shuttle stops and is generally made available through hotel concierges and visitor centers, including the Sausalito Visitor’s Center, the Marin County Convention Center and Visitor’s Bureau, and the San Francisco Ferry Building. Finally, a “mini” brochure is printed specifically for the winter holiday service.

Schedules and signs are posted at the stops, including the Sausalito Ferry Terminal.

Information is also provided to customers online and over the phone by both Marin Transit and National Park Service staff, and visitors are able to plan their trips in advance using Google Transit and 511.

One of the most effective means of advertising the Muir Woods Shuttle continues to be the changeable message signs (CMS). Three permanent CMS are installed along Highway 101 to alert motorists about parking conditions at Muir Woods and direct them to the Pohono Park & Ride Lot exit. Blue road signs installed closer to the exit guide drivers further along the off-ramp and into the parking lot.

While more than half of passenger survey respondents over the years have indicated that they found out about the Shuttle through the CMS, the number of passengers initially finding information about the Shuttle online through both web searches and transit trip planners has continued to increase. In particular, most weekday riders find information about the Shuttle in advance since the CMS are not used on those days.

## Evaluation Methodology

Due to the off-board fare collection process, data on Shuttle ridership and fare revenues is provided through a combination of farebox data and weekly fare collection reports from the Conservancy. Data on park visitation levels are also provided by Conservancy staff. Marin Transit staff compile financial numbers and operating statistics.

Qualitative observations of the service are provided by the Customer Liaisons, NPS and Conservancy staff, and MV Transportation operations staff. Observations include commentary on on-time performance,

weather conditions, traffic circulation, fare collection, pass ups, service strengths and weaknesses, and comments on other ways to improve service.

Passenger surveys have been conducted over the past seven seasons. The survey results provide valuable insight into customers' experiences and motivations for using the service. Staff use the results to target areas in

need of improvement and to identify ways to better promote the service. More recently, the surveys have been particularly useful in evaluating any changes made to the service in response to results from prior years.

This evaluation report provides an overview of trends and changes over time and makes recommendations for the Shuttle's future.

# Ridership and Productivity

This section summarizes: the number of passengers the Muir Woods Shuttle carried in 2016; the productivity of the service, measured in passengers per revenue hour; and the percentage of total visitors to Muir Woods who chose to ride the Shuttle. These figures are also compared with prior years.

## Ridership

Ridership is measured as one-way, unlinked passenger trips. A total of 124,043 one-way passenger trips were made on the Muir Woods Shuttle during the regular 2016 season,

representing a 12% increase in ridership compared to 2015. The 2016 winter holiday service added another 12,033 passenger trips.

Table 2 shows total ridership trends over the past four seasons, by month, and for winter holiday service. Generally, ridership has continued to climb over previous years. July had the highest total monthly ridership, largely due to the additional weekday service. August had the most significant growth compared to last year on both weekday and weekend service.

**Table 2: Shuttle Ridership by Month, 2013 – 2016** (unlinked passenger trips)

Month	2013	2014	2015	2016	% Change 2015-2016
March	–	1,646	–	–	–
April	–	11,042	9,278	8,018	-13.6%
May	11,626	13,820	14,462	12,506	-13.5%
June	16,188	15,740	16,586	19,216	15.9%
July	18,906	19,700	27,832	37,103	33.3%
August	15,732	21,538	21,484	24,780	15.3%
September	12,290	11,760	13,820	15,050	8.9%
October	3,178	7,886	7,302	7,370	0.9%
<b>Total</b>	<b>77,920</b>	<b>103,132</b>	<b>110,764</b>	<b>124,043</b>	<b>12.0%</b>
Winter Holiday	10,698	2,720	5,777	12,033	108.3%

**Figure 2: Shuttle Ridership by Month, 2013 – 2016 (unlinked passenger trips)**

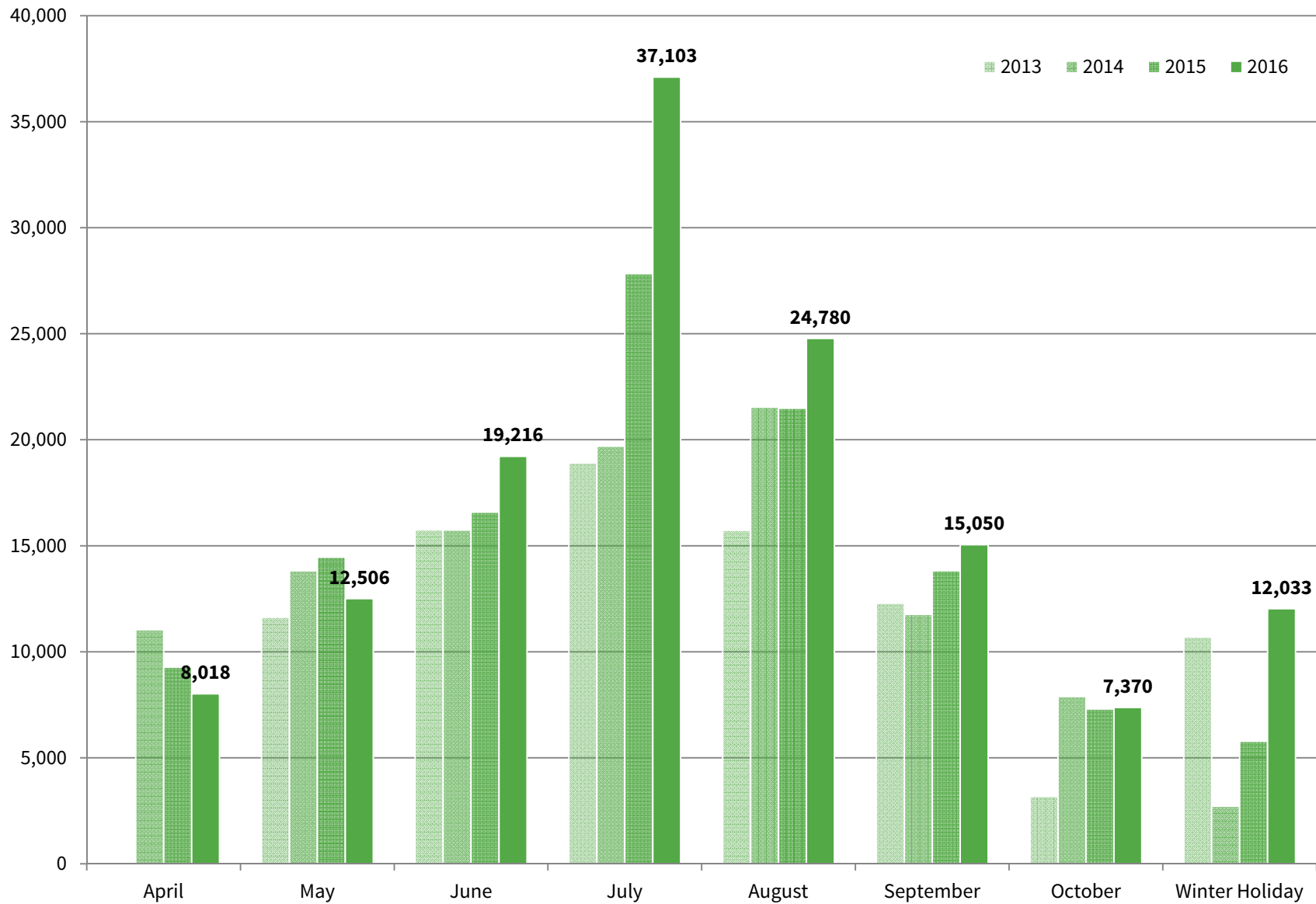


Figure 3 and Figure 4 show ridership by day on weekends and weekdays, including winter holiday service, respectively, for the 2016 season. Sunday, July 3, had a record level of daily ridership at 3,084 trips. There were an additional 24 days this season when daily ridership surpassed 2,000 unlinked trips.

### Productivity

Service productivity is measured in passengers per revenue hour or per trip. Overall, the service carried an average of 28.5 passengers per hour and 19.7 passengers per trip for the regular 2016 season. Weekend and holiday service alone averaged 28.7 passengers per hour, or about 19.0 passengers per trip, while

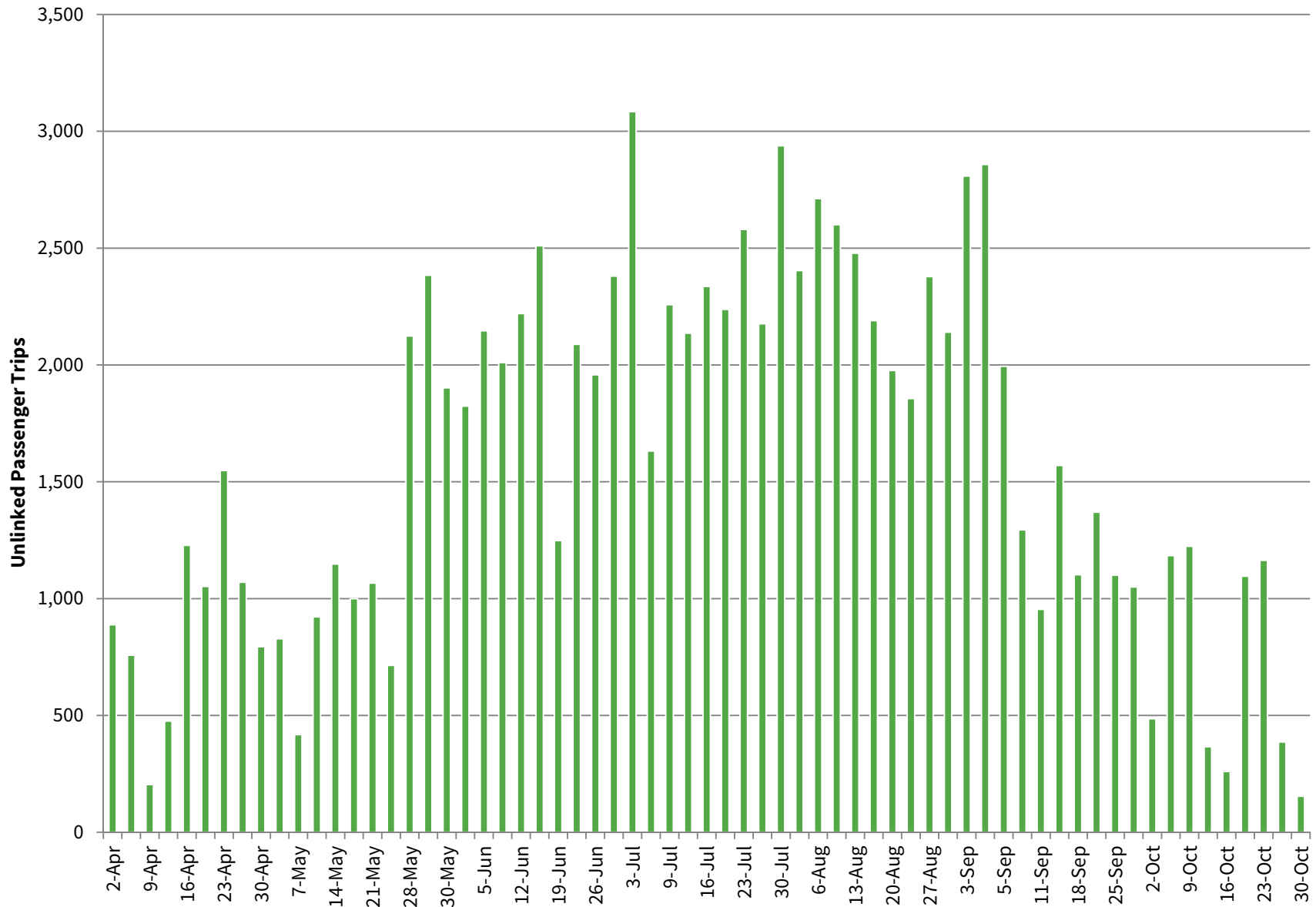
weekday service averaged 27.3 passengers per hour and 24.3 passengers per trip. Winter holiday service averaged 30.7 passengers per hour and 24.7 passengers per trip. Table 3 below shows productivity measures by month and for the winter holiday service compared to the 2015 season.

Overall, productivity measured in both passengers per hour and passengers per trip increased over the previous season. This was particularly the case for weekday service and winter holiday service, as both had significant growth in ridership.

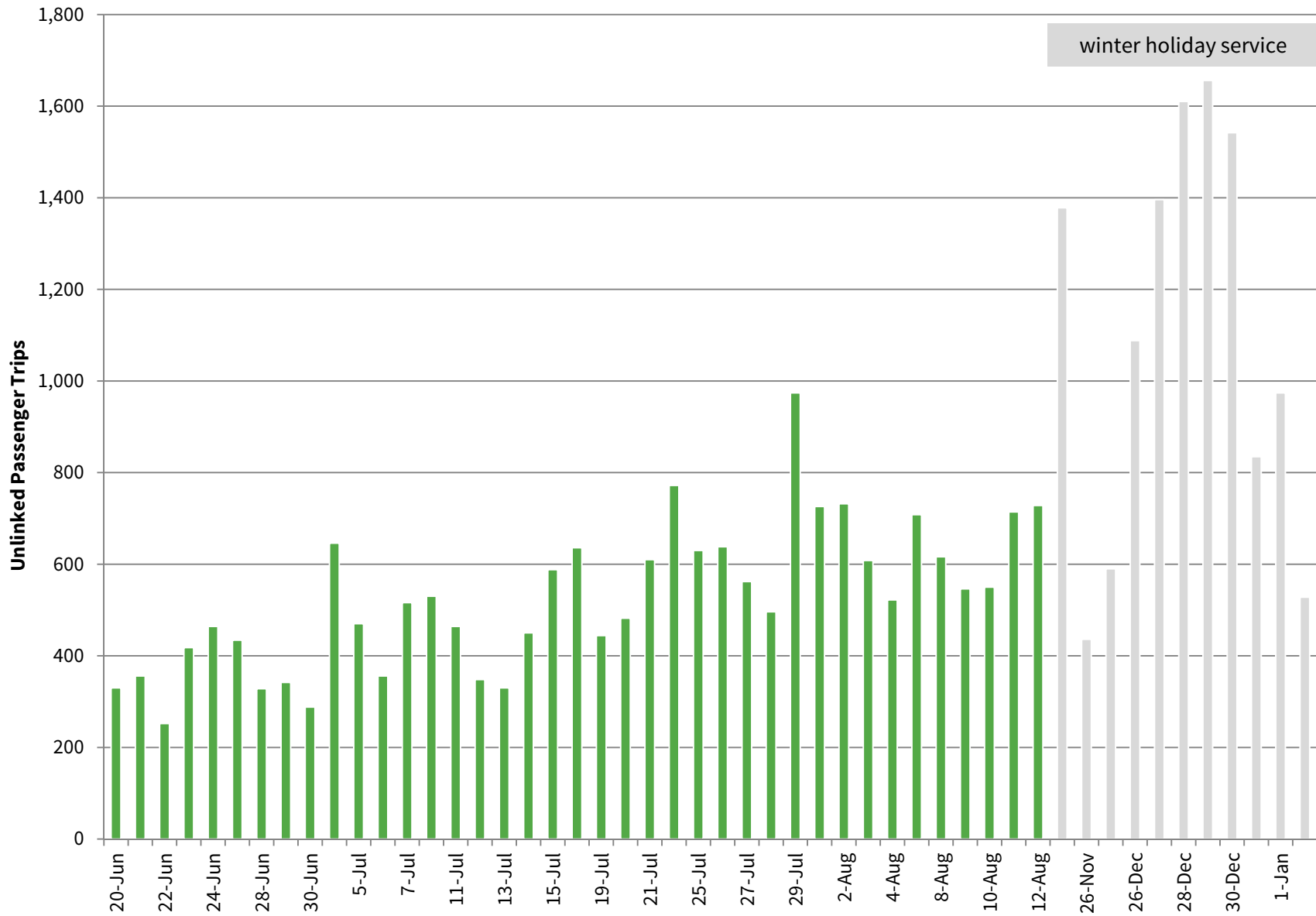
**Table 3: Shuttle Productivity, 2015 – 2016**

Month	Passengers per Trip			Passengers per Hour		
	2015	2016	% Change	2015	2016	% Change
April	18.1	14.7	-18.7%	26.7	21.6	-18.9%
May	16.2	17.5	8.4%	24.6	26.3	6.7%
June	15.9	18.0	13.2%	23.0	25.9	12.8%
July	18.4	22.8	23.7%	25.0	31.9	27.5%
August	16.1	22.3	38.8%	23.1	32.0	38.4%
September	21.7	21.7	0.1%	32.4	32.5	0.5%
October	17.5	13.9	-20.5%	25.4	20.2	-20.4%
<b>Total</b>	<b>17.4</b>	<b>19.7</b>	<b>13.1%</b>	<b>25.1</b>	<b>28.5</b>	<b>13.5%</b>
Winter Holiday	14.9	24.7	65.1%	18.4	30.7	67.0%

**Figure 3: Daily Weekend & Holiday Ridership, 2016** (unlinked passenger trips)



**Figure 4: Daily Weekday and Winter Holiday Ridership, 2016** (unlinked passenger trips)



## Mode Share

Another important indicator of the success of the Shuttle service is the mode share, or the percentage of total park visitors who choose to take the Shuttle. During the days that the Shuttle was in service, there were a total of 497,289 visitors to Muir Woods, and 68,038 individual visitors chose to ride the Shuttle<sup>1</sup>. This represents a 13.8% average mode share overall. On weekends and holidays alone during the regular season, the Shuttle carried an average of 17.9% of park visitors, relatively consistent with the prior year.

Figure 5 and Figure 6 show percentage mode share of the Shuttle by day on weekends and weekdays, including winter holiday service, respectively. On some of the busiest days, the Shuttle carried up to 26% of all park visitors.

While weather tends to have a significant effect on park visitation, it has an even greater effect on Shuttle ridership and mode share. This is likely due to the fact that on lower visitation days, there is less traffic and more parking available, making driving to the park less of a hassle than it is on busy days. On rainy days, mode share tends to drop below 10%.

## Pass-Ups

Passenger pass-ups continued to occur during peak periods when passenger demand exceeded bus capacity, which is restricted to 37 seated passengers. Standees are not

permitted due to the steep and winding nature of the roadway. Despite the high frequency of service at Pohono and additional service from Sausalito, the irregularity of passenger arrivals coupled with concentrations in the midday resulted in lines and wait times for many passengers.

One of the notable trends this season was the continued increase in demand from Sausalito. Since service on Route 66F runs only once or twice an hour, a pass-up at this location has a much larger impact on the customer experience than at Pohono, where the next bus is usually only 10 minutes away. In case a pass-up occurred, the Customer Liaison stationed in Sausalito played a pivotal part in helping customers find alternate options, such as taking Stagecoach Route 61 or another local Marin Transit route to transfer to the Muir Woods Shuttle at Pohono.

Demand from Sausalito also continued to increase on the weekdays. Earlier service was added this season in response to last season, when there were consistent pass-ups on the first trip from Sausalito. However, pass-ups still occurred, resulting in passengers being left to wait 30 minutes for the next bus not only at the Sausalito stop, but also at the Marin City stop.

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<sup>1</sup> Assumes that each visitor using the Shuttle took a round trip



Figure 5: Daily Weekend & Holiday Shuttle Mode Share, 2016

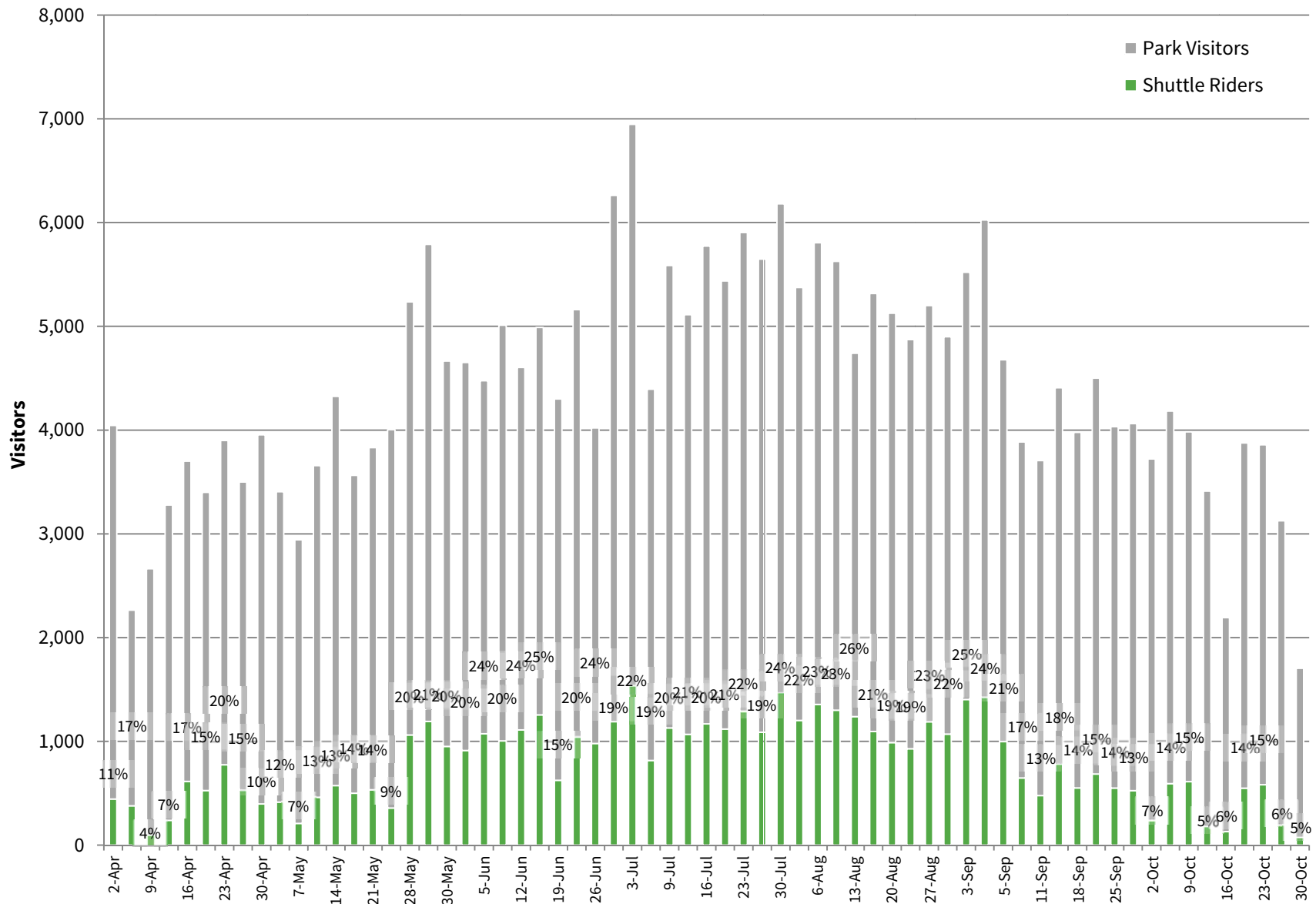
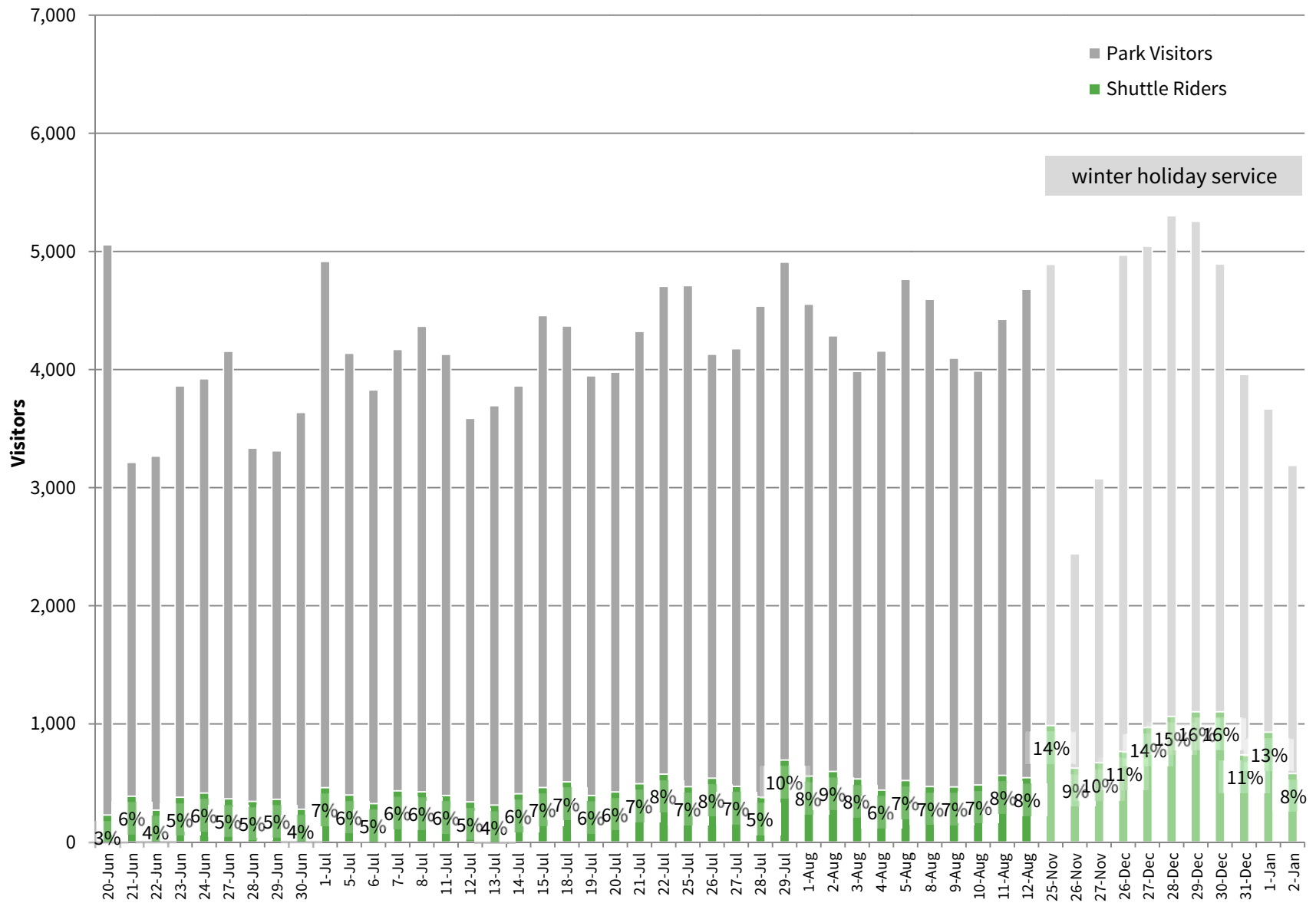


Figure 6: Daily Weekday and Winter Holiday Shuttle Mode Share, 2016



# Service Cost and Farebox Recovery

This section of the report summarizes expenses and revenues for the regular 2016 season. Revenues and expenses for 2016 winter holiday service are not included in this report, as they have not yet been finalized. Comparisons made to the prior year also exclude any winter holiday service.

The total service cost for the regular 2016 season was \$424,278, approximately 10.3% lower than last year. This includes operating, administration, vehicle lease, and marketing costs.

provides a breakdown of the total cost and revenue for the Shuttle compared to the past three seasons, and Table 5 summarizes key cost performance measures. Note that all costs reflected in these tables are total programs costs that are shared 50/50 with the National Park Services.

One of the main cost savings for the 2016 season over last year was the installation of a third permanent changeable message sign. This eliminated the need to lease any portable ones, and saved about \$15,000 per sign over the course of the season.

Marketing and admin costs were also significantly reduced from last year. No major changes were made to the service this season. This enabled staff to reuse marketing materials and reduce the amount of time dedicated to preparing for the start of the new season. Lower gas prices also contributed reduced operating costs.

## Farebox Recovery

The regular adult fare is \$5.00 per round-trip, consistent with an adult day pass, while youth under 16, seniors with a Lifetime Pass, and disabled individuals with an Access Pass are all allowed to ride the Shuttle for free.

As shown in Table 4, a total of \$246,309 was collected in fares during the regular 2016 season, an increase of about 8.3% over last year, comparable to the increase in ridership. This represents a farebox recovery rate of 58.1%, up about 20 % from last year.

## Cost per Service Hour

The average cost per service hour for the regular 2016 season was \$97.48, a 9.1% decrease over the previous season. As mentioned previously, this was primarily due reductions in marketing and admin costs.

### Cost per Trip

The cost per one-way passenger trip decreased to \$3.42, about 19.9% lower than the previous year. In addition to lower overall costs, this can be attributed to a significant increase in productivity on the weekday service.

### Subsidized Cost per Trip

This season, average subsidy decreased to \$1.43 per passenger. This met the District's cost effectiveness target of \$3.00 per passenger. Increased fare revenue coupled with lower costs resulted in a 35.3% reduction in average passenger subsidy.

**Table 4: Shuttle Service Costs, 2013 – 2016**

	2013	2014	2015	2016	% Change 2015-2016
Operating Costs	\$295,608	\$323,825	\$356,249	\$334,728	-6.0%
Vehicle Lease	\$20,988	-	-	-	-
Marketing	\$13,978	\$26,422	\$6,910	\$4,897	-29.1%
Maintenance & Equipment	\$31,463	\$45,075	\$35,243	\$46,130	30.9%
Customer Liaisons	\$7,430	\$3,346	\$9,589	\$3,688	-61.5%
Changeable Message Signs	\$14,402	\$14,105	\$16,198	-	-
Marin Transit Admin Costs	\$22,390	\$25,123	\$26,773	\$10,391	-61.2%
Fare Collection <sup>(1)</sup>	\$14,933	\$19,969	\$22,039	\$24,444	10.9%
<b>Cost Subtotal</b>	<b>\$421,192</b>	<b>\$457,865</b>	<b>\$473,001</b>	<b>\$424,278</b>	<b>-10.3%</b>
Farebox Revenue	\$154,934	\$205,533	\$227,355	\$246,309	8.3%
<b>Net Total Cost</b>	<b>\$266,258</b>	<b>\$252,331</b>	<b>\$245,646</b>	<b>\$177,969</b>	<b>-27.6%</b>
Winter Holiday Cost Subtotal	\$25,861	\$34,475 <sup>(3)</sup>	\$39,014	-(2)	-(2)
Winter Holiday Farebox Revenue	\$20,181	\$4,969 <sup>(3)</sup>	\$11,187	-(2)	-(2)
<b>Winter Holiday Net Total Cost</b>	<b>\$5,679</b>	<b>\$29,506<sup>(3)</sup></b>	<b>\$27,826</b>	-(2)	-(2)

Notes:

(1) As part of the fare collection process implemented in 2013, a 10% administrative fee based on total ticket sales is included to cover the costs of fare collection services provided by the Golden Gate National Parks Conservancy.

(2) Financials for 2016 winter holiday service are not yet finalized.

(3) In 2014, some winter holiday service was canceled due to the closure of Highway 1.



**Table 5: Shuttle Cost Effectiveness Measures, 2013 – 2016**

	2013	2014	2015	2016	<b>% Change</b> 2015-2016
Farebox Recovery	35.8%	44.9%	48.1%	58.1%	20.8%
Cost per Service Hour	\$137.29	\$127.49	\$107.26	\$97.48	-9.1%
Cost per Trip	\$5.38	\$4.45	\$4.27	\$3.42	-19.9%
Subsidy per Passenger	\$3.46	\$2.45	\$2.22	\$1.43	-35.3%

Note: Excludes winter holiday service

# Passenger Survey

Between July and August of the 2016 season, staff distributed surveys to passengers upon boarding the Shuttle. The survey administered for this season was similar to the versions from previous years.

The Customer Liaisons were responsible for distributing surveys to Shuttle passengers at the Pohono Park & Ride Lot, and drivers handed out surveys to passengers boarding in Sausalito and Marin City. Passengers could either mail back the survey using a prepaid postage frank or hand the completed survey to a driver, a Customer Liaison, or Muir Woods Visitor Center staff.

It should be noted that the distribution of the survey this year was more focused on weekday riders, as only a small number of responses were received from these riders last year.

A total of 196 responses were collected, of which three quarters were from weekday riders. Some of the highlights are described in the following sections. A complete summary of responses is included in Appendix B.

## Mode Choice

Figure 7 shows the responses to Question 1, which asked passengers why they chose to use the Shuttle that day.

As in previous years, most passengers (27%) indicated that they chose to take the Shuttle because parking at Muir Woods was full, suggesting that these passengers would probably have driven if they had not seen the changeable message signs on the highway. The second most common reason was to avoid looking for parking.

## Access Mode

Figure 8 shows the responses to Question 5, which asked passengers how they accessed the Shuttle.

The majority of respondents (65%) indicated that they drove in either a personal or rental car. Due to the greater number of responses from weekday passengers who board in Sausalito or Marin City, about 24% of respondents took the bus or ferry.

## Wait Time & Pass-Ups

A question was included in the survey to give a sense of average wait times. As shown in Figure 9, about 61% of survey respondents said they waited for 20 minutes or less, and about 21% waited more than 30 minutes. No one indicated having to wait more than an hour.

The increase in overall wait times compared to last season's results is likely due to the larger

percentage of responses from passengers boarding at Marin City and Sausalito, where service frequencies are lower.

In terms of pass-ups, 45% of respondents indicated that they were not able to get on the first bus that arrived. This percentage is slightly lower than last year.

## Customer Satisfaction

A number of questions were included in the survey relating to customer experience and satisfaction.

### Service Delivery

Figure 10 and Figure 11 show how passengers rated the service in terms of frequency and on-time performance, respectively, compared to last year.

On-time performance was rated good or excellent by 72% of passengers, compared to 82% in 2015.

Service frequency was rated as good or excellent by 72% of survey respondents, compared to 81% in 2015. This decrease is likely due to the lower frequency of service from Sausalito and Marin City compared to Pohono.

### Bus Stops

The ease of finding bus stops was rated the same this year compared to 2015, with 85% rating it as good or excellent (Figure 12).

Amenities and comfort at the bus stops was rated the lowest overall, with 66% of

respondents rating this aspect as good or excellent, as shown in Figure 13.

Recommendations to address this particular issue are included in the next section of this report.

### Fare Payment

Ease of fare payment was rated slightly lower this season compared to 2015. As shown in Figure 14, this aspect was rated as good or excellent by 87% of passengers, compared to 91% in 2015.

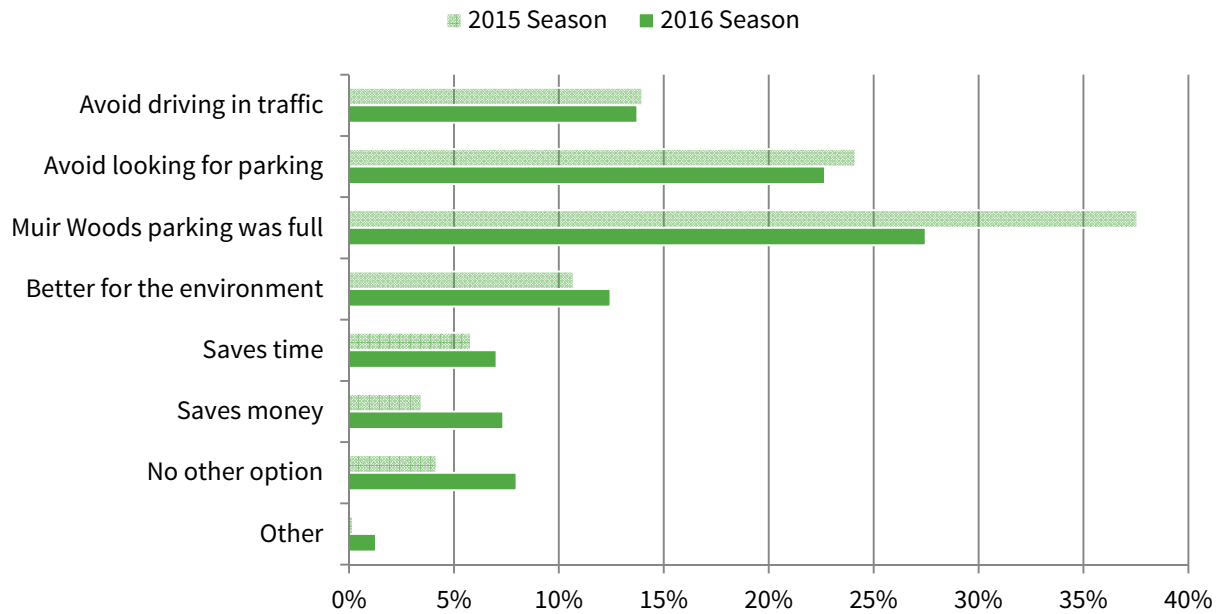
### Shuttle Marketing

Similar to previous years, a large percentage of passengers (26%) found out about the Shuttle only when they saw the changeable message signs alerting them that the parking lot at Muir Woods is full. Reflecting the larger proportion of weekday riders surveyed, the majority of respondents (34%) indicated that they found out about the Shuttle online or through a trip planner, such as Google, as shown in Figure 15. The percentage of respondents (19%) who found out about the Shuttle through family or friends was also significantly higher than last year.

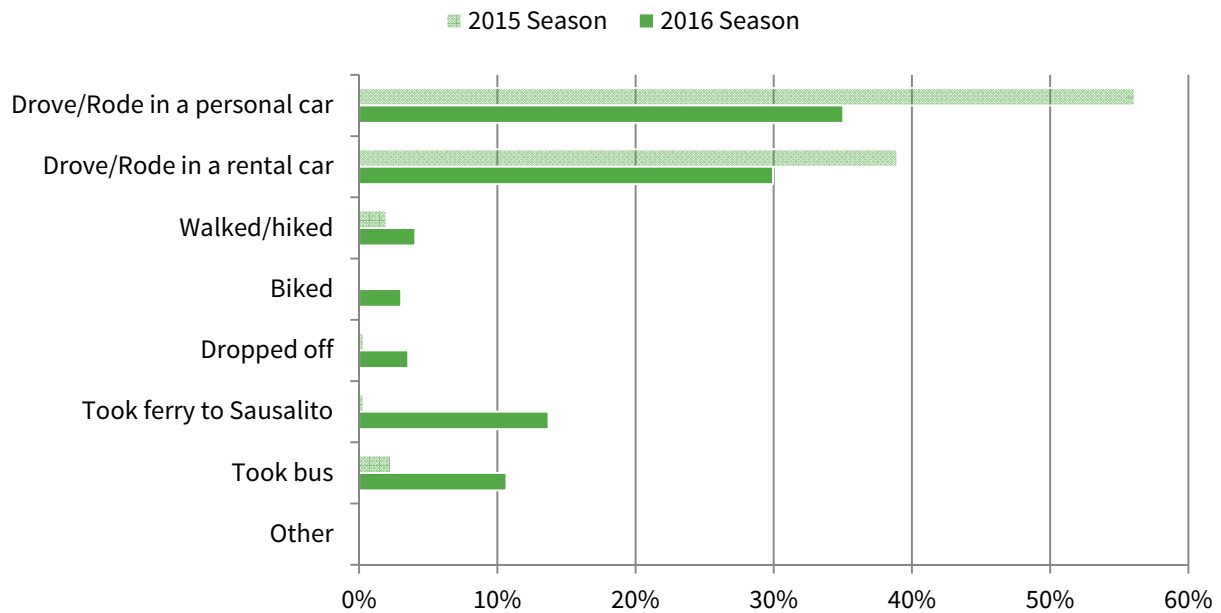
During the Muir Woods Shuttle season, Marin Transit webpage hits to the Shuttle schedule page generally comprise about 20% of total website hits. On days when the service was running, this percentage increases to around 35% of all website views.



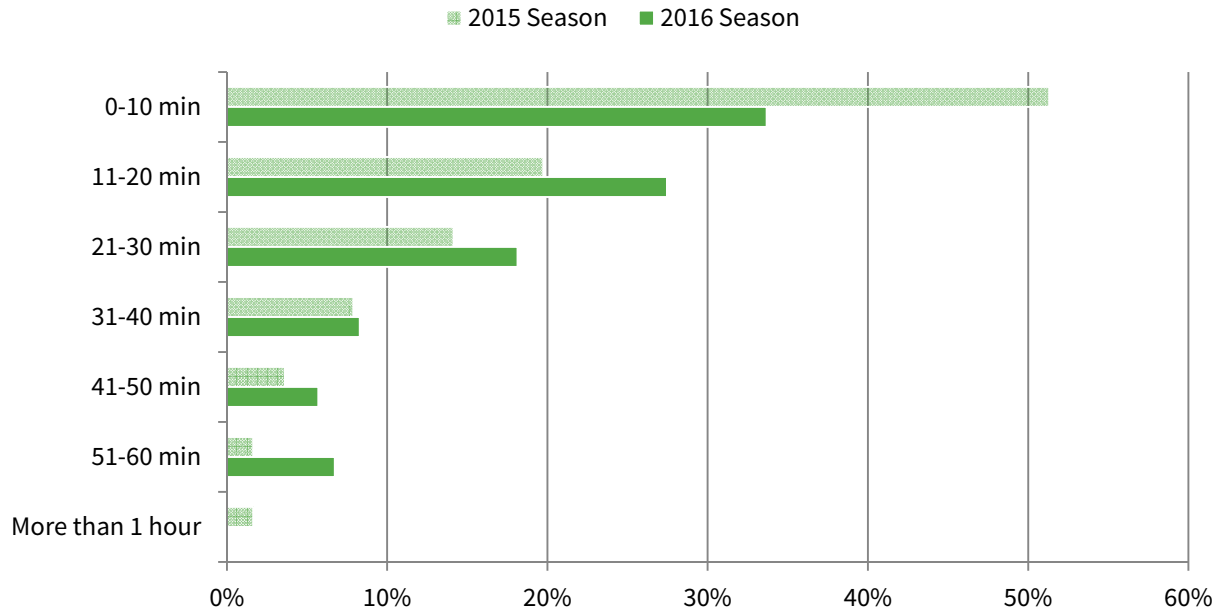
**Figure 7: Survey Question 1 – Why did you choose to use the Muir Woods Shuttle today?**



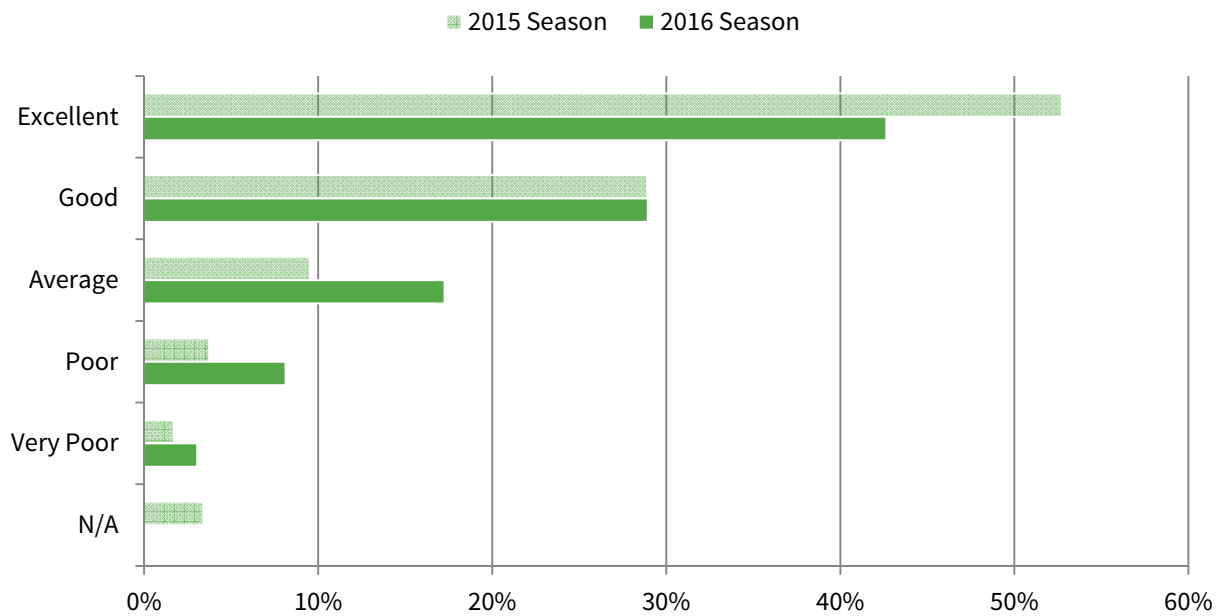
**Figure 8: Survey Question 4 – How did you get to the Muir Woods Shuttle?**



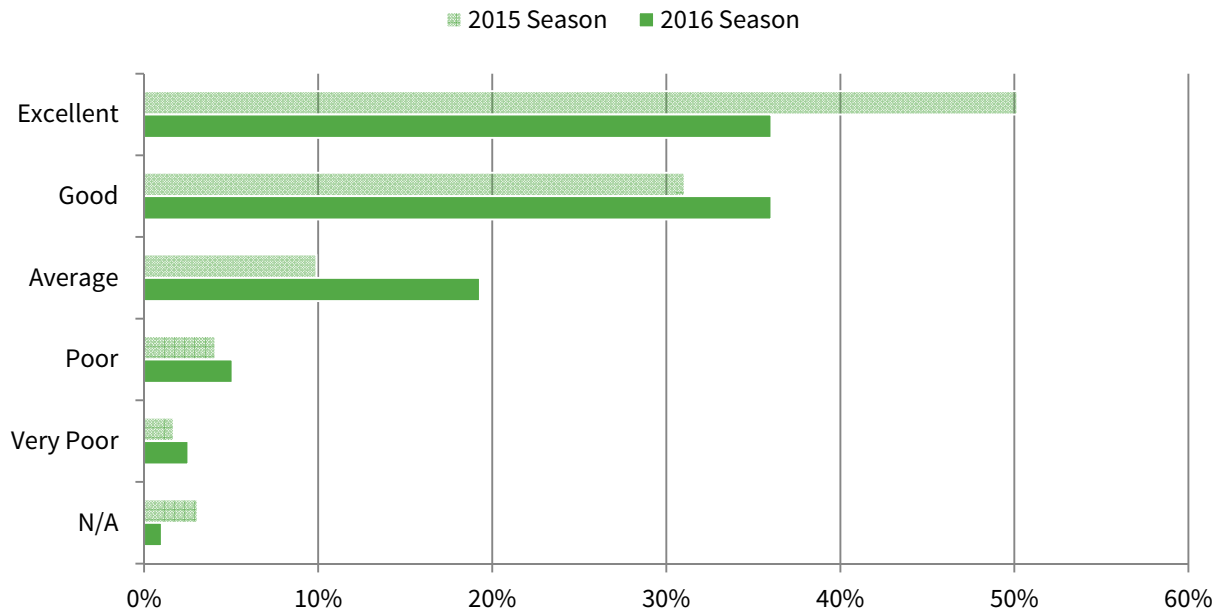
**Figure 9: Survey Question 3 – How long did you wait before you were able to board the Shuttle?**



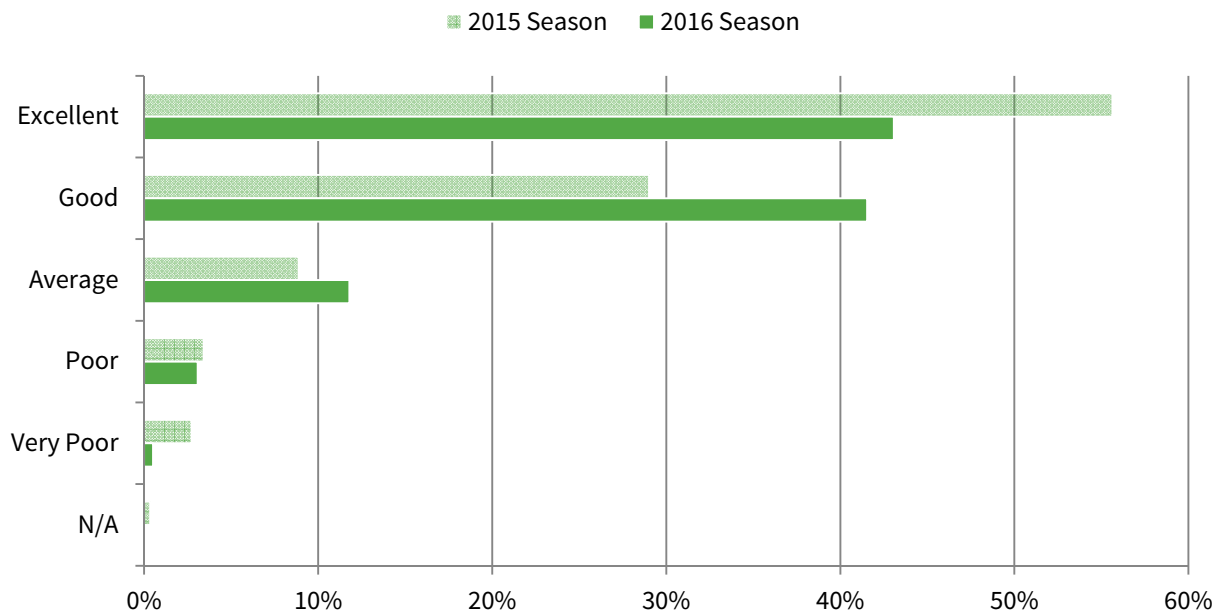
**Figure 10: Survey Question 7a – On-Time Performance**



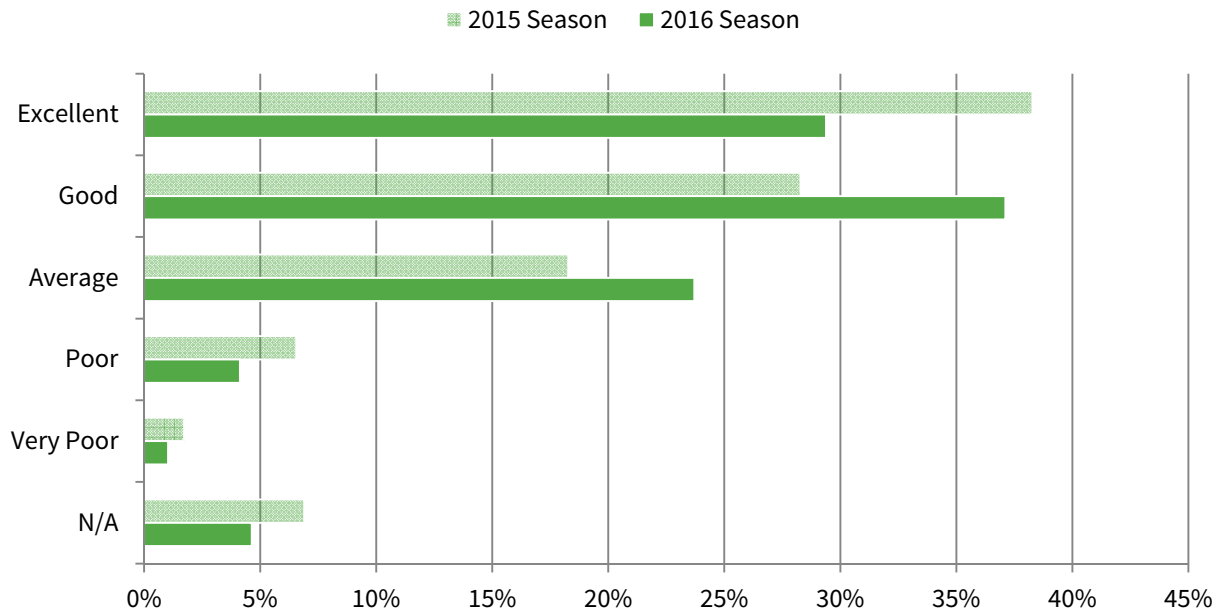
**Figure 11: Survey Question 7b – Frequency of Service**



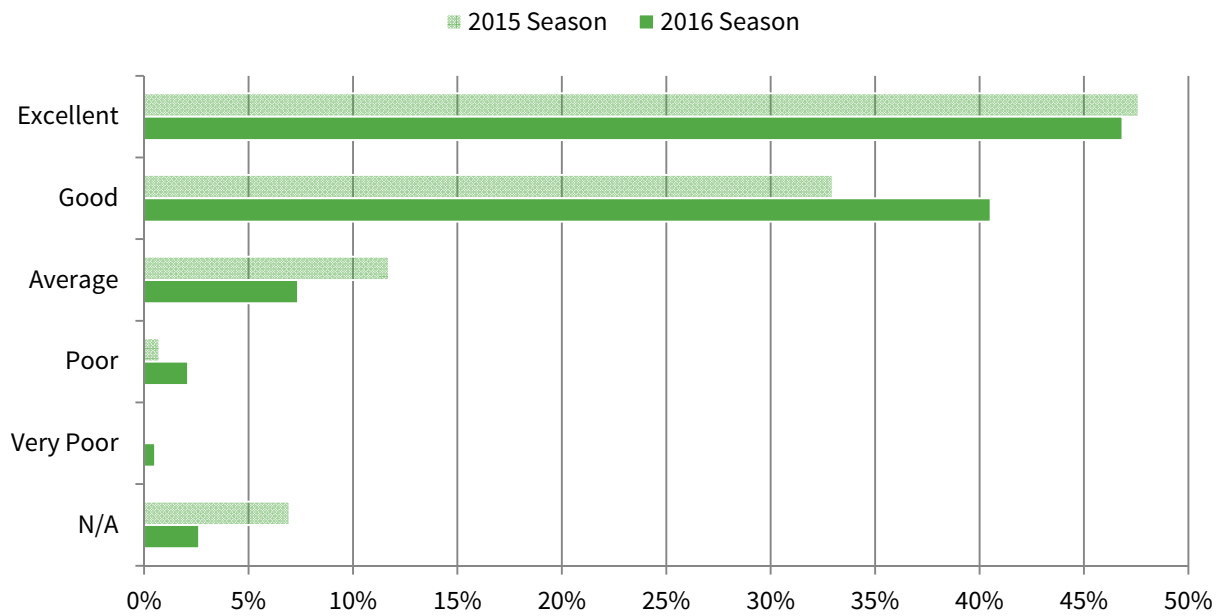
**Figure 12: Survey Question 7c – Ease of Finding Bus Stops**



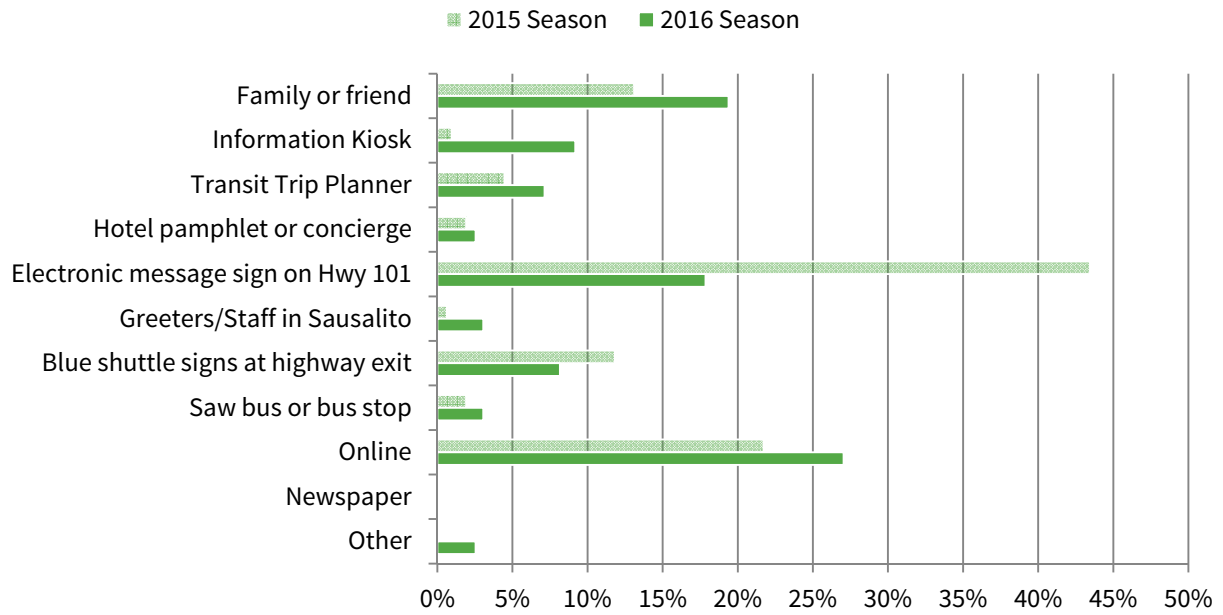
**Figure 13: Survey Question 7g – Amenities/Comfort at Bus Stops**



**Figure 14: Survey Question 7h – Ease of Fare Payment**



**Figure 15: Survey Question 8 – How did you learn about the Shuttle?**



# Conclusions and Recommendations

The Muir Woods Shuttle plays an increasing role in reducing congestion and providing a viable alternative transportation option to the park. As park visitation levels continue to increase, mitigating traffic and parking congestion has become more and more important. At the same time, the Shuttle has reached its maximum capacity during the peak season, and there are currently no additional vehicles available to add service.

In January 2016, the County gradually began restricting parking along sections of Muir Woods Road. In previous years, as many as 400 vehicles have parked along the roadway's narrow shoulder during busy weekends. This has led to environmental issues, including erosion, as well as safety and congestion issues due to visitors walking in the roadway from their cars to the park entrance. In the next few years, all parking along the roadway will ultimately be eliminated.

## Reservation System

In order to manage visitation levels as well as parking demand, NPS is implementing a new reservation system that is expected to be in place by late 2017. The system will require visitors to purchase park entrance tickets in

advance, along with a reservation for a parking space or Shuttle seats.

By balancing out the peaks and making arrival patterns more predictable, the reservation system could help alleviate current capacity issues on the Shuttle. Also, having visitors plan and reserve their trip in advance will make them aware of the Shuttle as an option for getting to the park before starting their trip. The proposed initial pricing structure of \$8 for a parking reservation and \$3 for a Shuttle seat reservation will help incentivize use of the Shuttle over driving.

Staff has been working with NPS to keep up-to-date on the project timeline and determine any impacts to the Shuttle. NPS is currently in the process of soliciting proposals for a Concessionaire to operate the reservation system and provide on-site parking management. Responses are due in April 2017, and further details of the program will become clearer after time of award.

## Bus Stops

Although average wait times have reduced due to increased service frequency, additional passenger amenities at the bus stops would

help to improve the overall visitor experience. Increased visibility would help passengers find the Shuttle stops, particularly at the Pohono Park & Ride Lot and Sausalito Ferry Terminal.

#### Pohono Park & Ride

Marin Transit has funding through a federal Paul Sarbanes Transit in the Parks grant to make improvements to the Pohono Park & Ride Lot. Staff has been working in partnership with the County of Marin, Caltrans, and Basin Street Properties, all of whom have ownership of a portion of the parking lot.

Proposed improvements originally included a passenger waiting area, additional seating, and signage to improve visibility and passenger information as well as sidewalk and accessibility improvements. It is anticipated that the new reservation system will change the way that the Pohono Park & Ride lot is used by Shuttle riders. Wait times at the stop will be minimized, as passengers will be pre-assigned to specific departure times or time windows. However, many passengers will likely arrive at the stop several minutes early to ensure they do not miss their scheduled departure.

Another challenge to making permanent improvements at Pohono is the fact that the Shuttle does not serve this location on weekdays when the lot is mostly occupied by tenants of the adjacent office complex. Any permanent amenities, such as seating or shelter, should have minimal conflict with the regular weekday use of the parking lot.

Signage will need to be clear about service dates or be portable and easily put up and taken down each weekend. With the new reservation system, any signage should be designed to improve wayfinding, rather than marketing the service through increased visibility.

#### Sausalito Ferry Terminal

Growing demand for the Shuttle from Sausalito has correspondingly increased the amount of passengers who are confused when trying to find the bus stop as it is not immediately visible from the ferry terminal. Customer Liaisons have been crucial in helping to direct passengers to the Shuttle. This support depends on having staff available, and additional signage could provide wayfinding assistance when staff is not available.

#### Muir Woods

A growing issue in the past few years has been long wait times at the park for the return trip, and this has been compounded recently with visitors taking TNC services (e.g., Uber, Lyft) to the park. These visitors end up needing to return on the Shuttle as lack of cellular service prevents them from ordering a return ride. This may continue to be an issue when the new reservation system is in place, as visitors who are dropped off will not be required to book an entrance ticket in advance. The park will be closely monitoring this activity to determine whether drop offs will ultimately need to be managed.

The space where passengers currently wait for their return trip is a heavily trafficked area that leads up to the park entrance. Crowds and lack of signage also lead to passenger confusion as it is unclear where to wait for the next bus. More visible signage and a more clearly defined waiting area may help alleviate this issue. Staff will be working with the park to determine appropriate locations for signage within the existing constraints of the area.

Wait times at the park will likely continue to be an issue with the new reservation system. Passengers will not be assigned to a specific departure time from the park upon booking. This is to allow visitors some flexibility with their visit. A solution to reducing wait times could involve giving passengers the option to reserve seats for their return trip once they are at the park, when they likely have a better idea of when they will want to leave. This would eliminate the need for those passengers to wait in line.

### Staffing

Customer Liaisons have continued to be an invaluable resource to passengers. While a full-time operations supervisor is stationed at the Pohono Park & Ride Lot, the Liaisons are primarily responsible for providing information to customers and answering questions. This enables the supervisor to focus on operations and attend to any issues as needed.

One Customer Liaison has traditionally been staffed at Pohono, and ideally two additional

Customer Liaisons are staffed near the Sausalito Ferry. On weekdays, one person is staffed in Sausalito.

A full-time supervisor is stationed up at Muir Woods to facilitate vehicle circulation and check for proof of payment. This supervisor also ensures that passengers board the correct bus on their return trip (i.e., to Sausalito or Pohono). One of the Customer Liaisons will also be at Muir Woods to assist the supervisor once the last bus going to the park leaves Sausalito.

These staffing levels help to ensure operational efficiency and a quality passenger experience. This past season there was significant difficulty in hiring enough staff to serve as Customer Liaisons. The temporary part-time role typically appeals to college students who are in the Bay Area for the summer. The position is a less desirable option due to the lack of full-time hours and the requirement to work mostly weekends and holidays.

One way to help maintain staffing levels and attract more applicants for the position would be to offer more full-time hours and schedule flexibility. While a larger pool of Customer Liaisons ensures coverage and provides more flexibility for each individual to choose which days to work, this also means fewer hours for each person. A potential solution is to offer additional work hours through internships with the Park Service or Marin Transit. This



alternative may appeal to more students by offering a wider range of experiences.

# Appendix A

Route Schedule Brochure

Visitor Brochure

Winter Holiday Brochure



**Additional Information**

Visitor Information: (415) 388-2595  
 Muir Woods Headquarters: (415) 388-2596  
 Hearing Impaired (TTY): (415) 556-2764  
[www.mps.gov/mwwo](http://www.mps.gov/mwwo) & [www.parksconservation.org](http://www.parksconservation.org)

**Important:** Remember to pay your round-trip shuttle fare in addition to your entrance fee at the Visitor Center and keep your receipt to show to the driver on your return trip.

**Park Entrance Fees**

Please note that park entrance fees are in addition to the shuttle fare.

Adults (ages 16+) \$10  
 Youth (ages 15 and under) FREE

**2016 Park Hours**

8:00 am – 8:00 pm daily  
 8:00 am – 7:00 pm beginning Sep 18<sup>th</sup>  
 8:00 am – 6:00 pm beginning Oct 9<sup>th</sup>  
 8:00 am – 5:00 pm beginning Nov 6<sup>th</sup>  
 The Visitor Center opens at 9:00 am and closes 30 minutes before the park.

## Shuttle Information

### Fares

Round-trip fares are collected at the Muir Woods Visitor Center, and your receipt must be shown upon boarding as proof of payment on your return trip from Muir Woods. Fares may be paid at the Visitor Center using cash or most major credit cards along with your park entrance fee. **Retain your receipt to present to the driver on your return trip.**

### Round-Trip Fares

Adults (ages 16+)	\$5
Youth (ages 15 and under)	Free

Marin Transit Passes and Value Cards are also accepted. Clipper is not accepted on the Muir Woods Shuttle.

No one-way fares are available. Passengers wishing to ride one-way must pay the full round-trip fare.

### Vehicles

Due to safety considerations, standing is not allowed on the Muir Woods Shuttle. Arrive at the bus stop early to ensure a seat on the bus.

All vehicles can accommodate wheelchairs.

Smoking, eating, and drinking are NOT permitted aboard buses. California State Law prohibits alcoholic beverages aboard public transit buses. Refreshments are available at Muir Woods.

### Days of Operation

Service runs Saturdays and Sundays, from April 2, 2016 to October 30, 2016, as well as on **Memorial Day** (Monday, May 30, 2016), **Independence Day** (Monday, July 4, 2016), and **Labor Day** (Monday, September 5, 2016). Service also runs Monday through Friday, from Monday, June 20, 2016 to Friday, August 12, 2016.

6:35	3:00	3:15	3:50	5:50	6:25	6:35
5:35	2:00	2:15	2:50	4:50	5:25	5:35
4:35	1:35	–	2:20	3:50	4:25	4:35
3:35	1:00	1:15	1:50	2:50	3:25	3:35
3:00	12:30	–	1:15	2:20	–	–
2:35	12:00	12:15	12:50	1:50	2:25	2:35
1:55	11:30	–	12:15	1:15	–	–
1:35	11:00	11:15	11:50	12:50	1:25	1:35
12:55	10:30	–	12:15	12:15	–	–
6:40	–	–	–	5:55	6:30	6:40
6:10	–	–	–	5:25	6:00	6:10
5:40	2:20	2:30	3:05	4:55	5:30	5:40
5:00	1:40	1:50	2:25	4:15	4:50	5:00
4:40	1:20	1:30	2:05	3:55	4:30	4:40
4:00	12:45	12:55	1:30	3:15	3:50	4:00
3:30	12:15	12:25	1:00	2:45	3:20	3:30
3:00	11:45	11:55	12:30	2:15	2:50	3:00
2:20	11:15	11:25	12:00	1:35	2:10	2:20
1:50	10:45	10:55	11:30	1:05	1:40	1:50
1:30	10:15	10:25	11:00	12:45	1:20	1:30
12:50	9:45	9:55	10:30	12:05	12:40	12:50

Weekdays | June 20 – August 12 ONLY  
 Weekends & Holidays



**Sausalito**  
(Bay & Bridgeway)



**Marin City Hub**  
(Donahue & Temero)



**Muir Woods**  
(Main Entrance)



**Marin City Hub**  
(Donahue & Temero)



**Sausalito**  
(Bay & Bridgeway)

## Additional Information



### TRANSIT INFORMATION

**Muir Woods Shuttle** (415) 526-3239  
 daily office hours 8:00 am – 5:00 pm  
*shuttle information, lost & found*

**West Marin Stagecoach** (415) 526-3239

visit [www.marintransit.org](http://www.marintransit.org)

### SPONSORSHIP OF SERVICE

Muir Woods Shuttle Route 66 is funded by Marin Transit and the National Park Service, and operated under a service agreement between Marin Transit and MV Transportation, Inc.



### COMMENTS

info@marintransit.org  
[www.marintransit.org/contact.html](http://www.marintransit.org/contact.html)



scan QR code for schedules or visit [www.marintransit.org/mws](http://www.marintransit.org/mws)

**Pohono Park & Ride**  
 WEEKENDS & HOLIDAYS ONLY

66

**66**

**Special Notes**

AM times PM times

Trip operates peak season only (May 28 – September 5)

Last trip from Pohono at 4:45 pm beginning September 18 and at 3:45 pm beginning October 9

Last return trip to Fohono at 6:20 pm beginning September 18 and at 5:20 pm beginning October 9

Last return trip to Sausalito at 4:50 pm beginning October 9

The last bus leaving Muir Woods is often full. Plan your trip to leave on an earlier bus.

9:05	9:40	11:35	11:00	9:40	11:35
5:05	5:40	7:55	7:20	5:40	7:55
5:05	5:40	7:20	7:55	5:40	7:20

**66** Sausalito Ferry & Marin City  
**66** Pohono Park & Ride



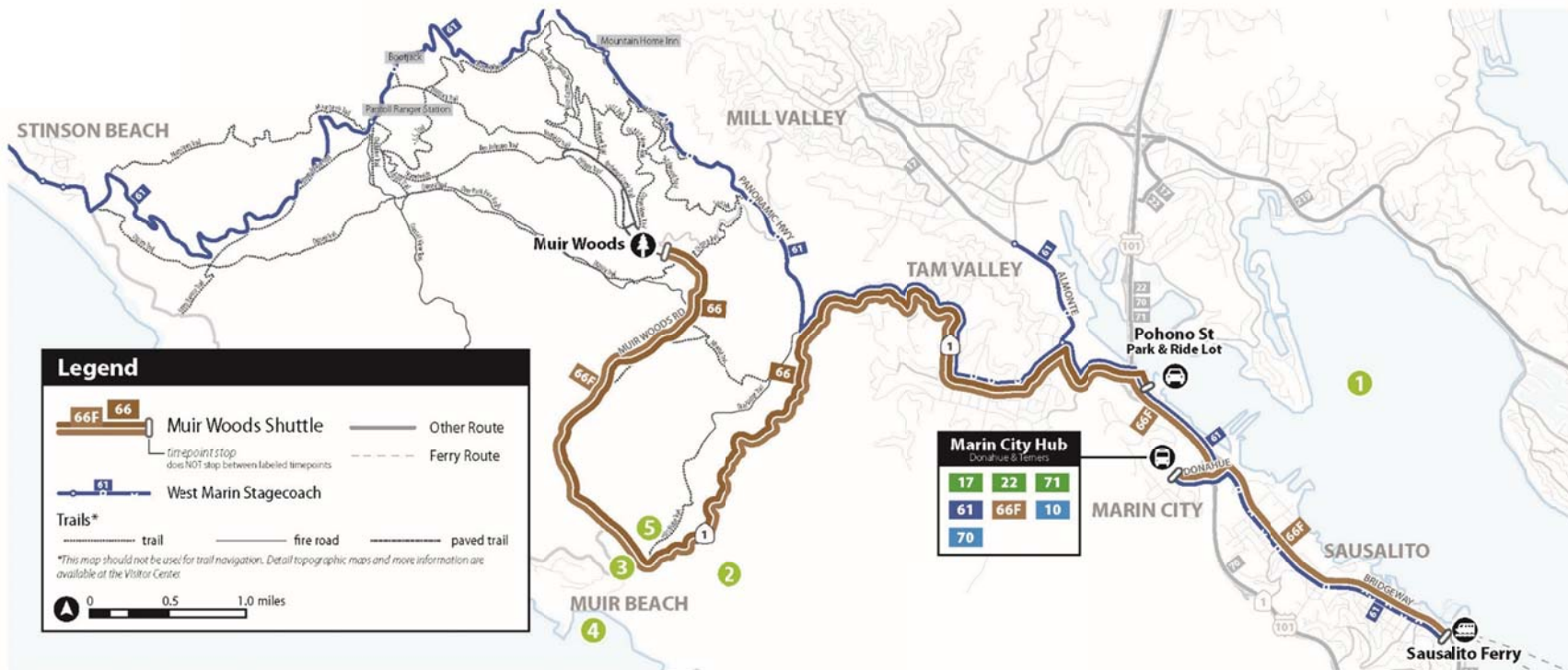
Muir Woods Shuttle  
 2016 Season  
 APRIL 2 – OCTOBER 30, 2016

Marin Transit Routes  
**66** | **66F**

muir woods  
 pohono park & ride  
 marin city  
 sausalito ferry terminal



information subject to change  
 informacion sujeta a cambios



### ON YOUR WAY

The Shuttle ride to Muir Woods will take approximately 35 minutes from Pohono or 50 minutes from Sausalito, depending on traffic conditions. Here are a few things to look for on your way to Muir Woods:

#### 1 Richardson Bay

Home to the Richardson Bar Audubon Center & Sanctuary, this ecologically-rich arm of San Francisco Bay is one of the most pristine estuaries on the Pacific Coast, supporting extensive eelgrass areas and inter-tidal habitats.

#### 2 Green Gulch Farm Zen Center

Green Gulch Farm Zen Center, also known as Green Dragon Temple (Soryu-ji), is a Buddhist practice center in the Japanese Soto Zen tradition offering training in Zen meditation and ordinary work.

#### 3 Redwood Creek

Redwood Creek is home to some of California's last remaining native run of Coho Salmon and Steelhead Trout. Each year, after the first heavy winter rains, the adult fish return from the Pacific Ocean to spawn.

#### 4 Muir Beach

Three miles west of Muir Woods along the coastline, this quiet cove, beach and lagoon are home to numerous shorebirds, amphibians, salmon and trout, and marshy, water-loving plants called rushes (Juncus).

#### 5 Golden Gate Dairy/Stables

Located on the Southern Marin Coast, the preservation of this historic dairy shares the richness of horses, wildlife, and the land with visitors.

### PLANNING YOUR VISIT

Muir Woods National Monument contains 6 miles of trails. There is a 1/2 hour loop, a 1 hour loop, and a 1 1/2 hour loop, as well as longer hikes on trails that extend into surrounding Mount Tamalpais State Park. All of these walks afford views of old growth coast redwoods, the tallest living things in the world.

Many trails to and from Muir Woods connect with Mount Tamalpais State Park trails. If you are planning to exit the monument via a state park trail, it is recommended that you purchase a Muir Woods National Park Map for \$1. Ask the Visitor Center for more information.

### Daily Programs

Rangers and volunteers present 15-minute talks and guided one-hour tours when staffing permits. Check the program board at the park entrance for times and locations of talks and tours. No reservations necessary.

### Self-Guided Tours

Muir Woods offers two self-guided programs—the Nature Trail and the Historic Walking Tour—that may be purchased for \$1 each at the Visitor Center or the self-serve map box at Bridge 2.

### Junior Ranger Program (ages 8-12)

Allow 1-2 hours for completion

learn what park rangers do to help protect Muir Woods. As a Junior Ranger, you'll care for our national parks, teach others what you learn, and discover new ways to experience your environment. Pick up a free copy at the Visitor Center.

## 2016 Shuttle Schedule

### 66 POHONO WEEKENDS & HOLIDAYS ONLY

#### Weekends & Holidays Off-Peak

Apr 2 – May 22 / Sep 10 – Oct 30

frequency every **20** min  
 to Muir Woods 9:05 am – 5:05 pm\*  
 from Muir Woods 11:00 am – 7:20 pm\*

\* Beginning September 18, service ends earlier due to earlier park closing times. Visit website or call for details.

#### Weekends & Holidays Peak

May 28 – Sep 5

frequency every **10-20** min  
 to Muir Woods 9:05 am – 5:05 pm  
 from Muir Woods 11:00 am – 7:20 pm

### 66F SAUSALITO / MARIN CITY

#### Weekends & Holidays Off-Peak

Apr 2 – May 22 / Sep 10 – Oct 30

frequency every **60** min  
 to Muir Woods 11:00 am – 3:00 pm\*  
 from Muir Woods 12:50 pm – 5:50 pm\*

\* Beginning September 18, service ends earlier due to earlier park closing times. Visit website or call for details.

#### Weekends & Holidays Peak

May 28 – Sep 5

frequency every **30-60** min  
 to Muir Woods 10:30 am – 3:00 pm  
 from Muir Woods 12:15 pm – 5:50 pm

#### Weekdays

Jun 20 – Aug 12

frequency every **30** min  
 to Muir Woods 9:45 am – 2:20 pm  
 from Muir Woods 12:05 pm – 5:55 pm

## Additional Information



### TRANSIT INFORMATION

Muir Woods Shuttle (415) 526-3239  
 daily office hours 8:00 am – 5:00 pm  
 shuttle information, lost & found

West Marin Stagecoach (415) 526-3239

visit [www.marintransit.org](http://www.marintransit.org)

### SPONSORSHIP OF SERVICE

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### COMMENTS

[info@marintransit.org](mailto:info@marintransit.org)  
[www.marintransit.org/contact.html](http://www.marintransit.org/contact.html)



scan QR code for schedules or visit  
[www.marintransit.org/mws](http://www.marintransit.org/mws)



## Muir Woods Shuttle

### 2016 Season

APRIL 2 – OCTOBER 30, 2016

Marin Transit Routes

# 66 | 66F

muir woods  
 pohono park & rice  
 marin city  
 sausalito ferry terminal



information subject to change  
 información sujeta a cambios



**66 POHONO ST PARK & RIDE**  
100 Shoreline Hwy

**from San Francisco**

- Exit 445B towards Hwy 1 Mill Valley/ Stinson Beach
- Take first right onto Pohono Street

**from San Rafael & Sonoma**

- Exit 445B towards Hwy 1 Mill Valley/ Stinson Beach
- Turn right to continue on Hwy 1 North
- Turn right at signal towards Hwy 101 North
- Turn left onto Pohono Street after freeway overpass

**66F SAUSALITO FERRY**  
Bay & Bridgeway

**from the San Francisco Ferry Building**

- Board the Sausalito Ferry (Golden Gate Ferry Service)
- Transfer to the Muir Woods Shuttle at Bay Street, a 5-minute walk from the Sausalito Ferry Terminal

**from San Francisco Fisherman's Wharf, Pier 41**

- Board the Sausalito Ferry at Pier 41 (Blue & Gold Fleet Ferry Service)
- Transfer to the Muir Woods Shuttle at Bay Street, a 5-minute walk from the Sausalito Ferry Terminal

**66F MARIN CITY TRANSIT HUB**  
Donahue & Terner

**from San Francisco**

- Board Golden Gate Transit Routes 10 or 70 along Mission/Van Ness/Lombard or at the Bridge Toll Plaza
- Transfer to the Muir Woods Shuttle at the Marin City Transit Hub

**from San Rafael**

- Board Marin Transit Route 71 or Golden Gate Transit Route 70 at the Transit Center or along Hwy 101
- Transfer to the Muir Woods Shuttle at the Marin City Transit Hub

## Things to know

### The shuttle operates different schedules depending on the day and time of year.

Be sure to check dates and times carefully, or call 511 for trip planning assistance. Please also note that there is no weekday service to or from Pohono. Full schedules are available online at [www.marintransit.org](http://www.marintransit.org).

### Fares are round trip.

Adults (ages 16+)	\$5
Youth (ages 15 and under)	Free

Pay your round-trip shuttle fare along with your entrance fee at the Visitor Center and keep your receipt to show to the driver on your return trip. No payment is needed on your trip to the park.

### Transfers are easy.

If transferring to or from a Marin Transit, West Marin Stagecoach, or Golden Gate Transit route within Marin County, **purchase a Day Pass** upon boarding. The Day Pass can then be used to pay your round-trip fare for the Muir Woods Shuttle.

### All buses can accommodate wheelchairs.

## ON A BIKE?

Bikes are not allowed in Muir Woods.

Lock your bike up at the Pohono Park & Ride Lot or near the Sausalito Ferry Terminal and ride the Shuttle.

### to Pohono Park & Ride Lot

Take the Mill Valley-Sausalito Path, which starts from Bridgeway & Gate 5 Rd in Sausalito. Or from Tiburon, follow the Bay Trail along the Tiburon Linear Park and through Strawberry. Turn onto Pohono St, which leads directly into the park & ride lot. Bike racks are located at the end of the main parking lot.

### to Sausalito Ferry Terminal

From San Francisco, cross the Golden Gate Bridge to Sausalito (about 4 miles) or take the ferry with your bike (make reservations at the Terminal during peak times). Bike racks are available in designated bike parking zones in downtown Sausalito.

## Dates of Operation

Winter holiday service will operate between the following dates:

- » November 25, 2016 – November 27, 2016
- » December 26, 2016 – January 2, 2017

## Shuttle Fares & Entrance Fees

Round-trip fares are collected at the Muir Woods Visitor Center.

	Shuttle	Entrance
Adults (ages 16+)	\$5	\$7
Youth (ages 15 & under)	Free	Free

Please note shuttle fare is in addition to park entrance fee.

Marin Transit Passes and Value Cards are also accepted. Clipper is not accepted on the Muir Woods Shuttle. No one-way fares are available.

Fares may be paid at the Visitor Center using cash or most major credit cards along with your entrance fee. **Retain your receipt to present to the driver on your return trip.**

## Additional Information

### PHONE NUMBERS

Muir Woods Shuttle (415) 526-3239  
daily 8:00am – 5:00pm  
*shuttle information, lost & found*

Visitor Information (415) 388-2595  
(Recorded Message)

### SPONSORSHIP OF SERVICE

The Muir Woods Shuttle is funded by Marin Transit and the National Park Service, and operated under a service agreement between Marin Transit and MV Transportation, Inc.



### COMMENTS

info@marintransit.org  
www.marintransit.org/contact.html  
visit [www.marintransit.org](http://www.marintransit.org)



Muir Woods Shuttle  
2016 Winter Holiday Service

Marin Transit Routes  
**66 | 66F**

FRI, NOV 25 – SUN, NOV 27  
MON, DEC 26 – MON, JAN 2

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information subject to change  
información sujeta a cambios

## Pohono Park & Ride – Muir Woods **66**

to Muir Woods		from Muir Woods	
Westbound		Eastbound	
<b>Pohono St</b> (Park & Ride Lot)	<b>Muir Woods</b> (Main Entrance)	<b>Muir Woods</b> (Main Entrance)	<b>Pohono St</b> (Park & Ride Lot)
9:05	9:40	11:00	11:35
every 20 minutes		every 20 minutes	
2:45	3:20	4:20	4:55
AM times		PM times	

**Last bus to Pohono Park & Ride leaves Muir Woods at 4:20 pm**

Please be sure to check destination signs when boarding on your return trip

## Sausalito Ferry – Marin City Hub – Muir Woods **66F**

to Muir Woods			from Muir Woods		
Westbound			Eastbound		
<b>Sausalito</b> (Bay & Bridgeway)	<b>Marin City</b> (Donahue & Terners)	<b>Muir Woods</b> (Main Entrance)	<b>Muir Woods</b> (Main Entrance)	<b>Marin City</b> (Donahue & Terners)	<b>Sausalito</b> (Bay & Bridgeway)
10:00	10:15	10:50	12:50	1:25	1:35
11:00	11:15	11:50	1:50	2:25	2:35
12:00	12:15	12:50	2:50	3:25	3:35
1:00	1:15	1:50	3:50	4:25	4:35
2:00	2:15	2:50	-	-	-
AM times			PM times		

**Last bus to Sausalito & Marin City leaves Muir Woods at 3:50 pm**

## Transfers

If transferring from another Marin Transit, West Marin Stagecoach, or Golden Gate Transit route, advise the driver that your final destination is Muir Woods and **purchase a Day Pass** upon boarding. The Day Pass can then be used to pay your round-trip fare for the Muir Woods Shuttle.

Local transfers are not valid on the Muir Woods Shuttle.

## Vehicles

Due to safety considerations, standees will not be carried on the Muir Woods Shuttle. Arrive at the bus stop early to ensure a seat on the bus.

All vehicles can accommodate wheelchairs.

Vehicles are not equipped with bike racks, and bikes are not allowed inside buses or in Muir Woods. Bike parking is available at the Pohono Park & Ride Lot and near the Sausalito Ferry.

## Park Hours

During the winter season, the Park closes at 5:00 pm and the Visitor Center closes at 4:30 pm.

**The last bus is often full. Plan your trip to leave on an earlier bus.**

# Appendix B

Passenger Survey & Results



# 2016 Muir Woods Shuttle Passenger Survey

Date of Trip: \_\_\_\_\_ Time of Trip: \_\_\_\_\_ No. in Party: \_\_\_\_\_

1. Why did you choose to use the Muir Woods Shuttle today? (check all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Avoid driving in traffic    | <input type="checkbox"/> Saves time      |
| <input type="checkbox"/> Avoid looking for parking   | <input type="checkbox"/> Saves money     |
| <input type="checkbox"/> Muir Woods parking was full | <input type="checkbox"/> No other option |
| <input type="checkbox"/> Better for the environment  | <input type="checkbox"/> Other: _____    |

2. Where did you get on the Shuttle going to Muir Woods?

- |   |  |
|---|--|
| <input type="checkbox"/> Sausalito Ferry Terminal | <input type="checkbox"/> Pohono Street Park and Ride Lot |
| <input type="checkbox"/> Marin City Transit Hub   |  |

3. How long did you wait before you were able to board the Shuttle?

- |                                    |                                    |                                    |                                   |
|------------------------------------|------------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> 0-10 min  | <input type="checkbox"/> 21-30 min | <input type="checkbox"/> 41-50 min | <input type="checkbox"/> > 1 hour |
| <input type="checkbox"/> 11-20 min | <input type="checkbox"/> 31-40 min | <input type="checkbox"/> 51-60 min |                                   |

4. Were you able to get on the first bus that arrived?  Yes  No

5. How did you get to the Muir Woods Shuttle? (check all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Drove/Rode in a personal car | <input type="checkbox"/> Dropped off              |
| <input type="checkbox"/> Drove/Rode in a rental car   | <input type="checkbox"/> Took ferry to Sausalito  |
| <input type="checkbox"/> Walked/hiked                 | <input type="checkbox"/> Took bus route(s): _____ |
| <input type="checkbox"/> Biked                        | <input type="checkbox"/> Other: _____             |

6. Where did you come from today (e.g., if you are an out-of-town visitor, where are you staying)?

- |  |  |
|--|--|
| <input type="checkbox"/> Within Marin County | <input type="checkbox"/> East Bay                |
| <input type="checkbox"/> San Francisco       | <input type="checkbox"/> Other Bay Area location |
| <input type="checkbox"/> Sonoma County       | <input type="checkbox"/> Other: _____            |

7. Please rate the Shuttle service on each of the following:

	Excellent	Good	Average	Poor	Very Poor	N/A
On-time performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of finding bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driver courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information/staff at bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness/condition of vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amenities/comfort at bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of fare payment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

continued on back →

8. How did you learn about the Shuttle?

- |  |   |
|--|---|
| <input type="checkbox"/> Family or friend                        | <input type="checkbox"/> Greeters/Staff in Sausalito        |
| <input type="checkbox"/> Information Kiosk                       | <input type="checkbox"/> Blue shuttle signs at highway exit |
| <input type="checkbox"/> Transit Trip Planner (Google Maps, 511) | <input type="checkbox"/> Saw bus or bus stop                |
| <input type="checkbox"/> Hotel pamphlet or concierge             | <input type="checkbox"/> Online specify: _____              |
| <input type="checkbox"/> Electronic message sign on Hwy 101      | <input type="checkbox"/> Other: _____                       |

9. What improvements would make the Shuttle more convenient?

10. Other comments on transportation to Muir Woods:



**Thanks for riding!** Please return completed surveys to your bus operator, drop off at the Muir Woods Visitor Center, or submit to: Marin Transit, 711 Grand Ave, Ste 110, San Rafael, CA 94901

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### Q1. Why did you choose to use the Muir Woods Shuttle today?

	2016 # responses	2016 % of responses	2015 % of responses
Avoid driving in traffic	43	14%	14%
Avoid looking for parking	71	23%	24%
Muir Woods parking was full	86	27%	38%
Better for the environment	39	12%	11%
Saves time	22	7%	6%
Saves money	23	7%	3%
No other option	25	8%	4%
Other	4	1%	0%
<b>Total</b>	<b>313</b>	<b>100%</b>	<b>100%</b>

### Q2. Where did you get on the Shuttle going to Muir Woods?

	2016 # responses	2016 % of responses	2015 % of responses
Sausalito Ferry Terminal	71	37%	3%
Marin City Transit Hub	25	13%	2%
Pohono Street Park and Ride Lot	96	50%	95%
<b>Total</b>	<b>192</b>	<b>100%</b>	<b>100%</b>

### Q3. How long did you wait before you were able to board the Shuttle?

	2016 # responses	2016 % of responses	2015 % of responses
0-10 min	65	34%	51%
11-20 min	53	27%	20%
21-30 min	35	18%	14%
31-40 min	16	8%	8%
41-50 min	11	6%	4%
51-60 min	13	7%	2%
> 1 hour	0	0%	2%
<b>Total</b>	<b>193</b>	<b>100%</b>	<b>100%</b>

#### Q4. Were you able to get on the first bus that arrived?

	2016 # responses	2016 % of responses	2015 % of responses
Yes	106	55%	46%
No	86	45%	54%
<b>Total</b>	<b>192</b>	<b>100%</b>	<b>100%</b>

#### Q5. How did you get to the Muir Woods Shuttle?

	2016 # responses	2016 % of responses	2015 % of responses
Drove/Rode in a personal car	69	35%	56%
Drove/Rode in a rental car	59	30%	39%
Walked/hiked	8	4%	2%
Biked	6	3%	0%
Dropped off	7	4%	0%
Took ferry to Sausalito	27	14%	0%
Took bus	21	11%	2%
Other	0	0%	0%
<b>Total</b>	<b>197</b>	<b>100%</b>	<b>100%</b>

#### Q6. Where did you come from today?

	2016 # responses	2016 % of responses	2015 % of responses
Within Marin County	12	6%	8%
San Francisco	116	61%	36%
Sonoma County	4	2%	2%
East Bay	22	12%	13%
Other Bay Area location	22	12%	30%
Other	14	7%	11%
<b>Total</b>	<b>190</b>	<b>100%</b>	<b>100%</b>

**Q7a. Please rate the Shuttle service on: On-time performance**

	2016 # responses	2016 % of responses	2015 % of responses
Excellent	84	43%	53%
Good	57	29%	29%
Average	34	17%	10%
Poor	16	8%	4%
Very Poor	6	3%	2%
N/A	0	0%	3%
<b>Total</b>	<b>197</b>	<b>100%</b>	<b>100%</b>

**Q7b. Please rate the Shuttle service on: Frequency of service**

	2016 # responses	2016 % of responses	2015 % of responses
Excellent	71	36%	50%
Good	71	36%	31%
Average	38	19%	10%
Poor	10	5%	4%
Very Poor	5	3%	2%
N/A	2	1%	3%
<b>Total</b>	<b>197</b>	<b>100%</b>	<b>100%</b>

**Q7c. Please rate the Shuttle service on: Ease of finding bus stops**

	2016 # responses	2016 % of responses	2015 % of responses
Excellent	84	43%	56%
Good	81	42%	29%
Average	23	12%	9%
Poor	6	3%	3%
Very Poor	1	1%	3%
N/A	0	0%	0%
<b>Total</b>	<b>195</b>	<b>100%</b>	<b>100%</b>

**Q7d. Please rate the Shuttle service on: Driver courtesy**

	2016 # responses	2016 % of responses	2015 % of responses
Excellent	168	85%	74%
Good	24	12%	20%
Average	4	2%	3%
Poor	1	1%	0%
Very Poor	0	0%	0%
N/A	0	0%	3%
<b>Total</b>	<b>197</b>	<b>100%</b>	<b>100%</b>

**Q7e. Please rate the Shuttle service on: Information/staff at bus stops**

	2016 # responses	2016 % of responses	2015 % of responses
Excellent	95	48%	83%
Good	63	32%	15%
Average	22	11%	2%
Poor	7	4%	0%
Very Poor	2	1%	0%
N/A	7	4%	0%
<b>Total</b>	<b>196</b>	<b>100%</b>	<b>100%</b>

**Q7f. Please rate the Shuttle service on: Cleanliness/condition of vehicles**

	2016 # responses	2016 % of responses	2015 % of responses
Excellent	130	66%	79%
Good	60	31%	18%
Average	4	2%	2%
Poor	2	1%	0%
Very Poor	0	0%	0%
N/A	0	0%	0%
<b>Total</b>	<b>196</b>	<b>100%</b>	<b>100%</b>

**Q7g. Please rate the Shuttle service on: Amenities/comfort at bus stops**

	2016 # responses	2016 % of responses	2015 % of responses
Excellent	57	29%	38%
Good	72	37%	28%
Average	46	24%	18%
Poor	8	4%	7%
Very Poor	2	1%	2%
N/A	9	5%	7%
<b>Total</b>	<b>194</b>	<b>100%</b>	<b>100%</b>

**Q7h. Please rate the Shuttle service on: Ease of fare payment**

	2016 # responses	2016 % of responses	2015 % of responses
Excellent	89	47%	48%
Good	77	41%	33%
Average	14	7%	12%
Poor	4	2%	1%
Very Poor	1	1%	0%
N/A	5	3%	7%
<b>Total</b>	<b>190</b>	<b>100%</b>	<b>100%</b>

### Q8. How did you learn about the Shuttle?

	2016 # responses	2016 % of responses	2015 % of responses
Family or friend	38	19%	13%
Information Kiosk	18	9%	1%
Transit Trip Planner	14	7%	4%
Hotel pamphlet or concierge	5	3%	2%
Electronic message sign on Hwy 101	35	18%	43%
Greeters/Staff in Sausalito	6	3%	1%
Blue shuttle signs at highway exit	16	8%	12%
Saw bus or bus stop	6	3%	2%
Online	53	27%	22%
Newspaper	0	0%	0%
Other	5	3%	0%
<b>Total</b>	<b>196</b>	<b>100%</b>	<b>100%</b>