

MONDAY, JANUARY 25, 2016



2015 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 alleviate parking demand and traffic congestion. After eleven seasons of operation, the Shuttle has become an integral mode of access to the park, carrying approximately 17% 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. Golden Gate Transit operated the service under contract to Marin Transit, as Route 66 through 2011. In 2012, a new contract began with MV Transportation for the operation of the service. The new contract has most notably allowed for increased service frequency due to its lower hourly rate.

In the 2013 season, Marin Transit formed an additional partnership with the Golden Gate National Parks Conservancy to administer a new fare collection process to ease boarding delays and provide 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 regular Marin Transit route, funded partly by the Transit District and partly by the Park Service.

Description of Service

For the 2015 season, shuttle service was provided on weekends and holidays, beginning on Saturday, April 4 and continuing through Sunday, October 25. Service operated on three holidays, including Memorial Day, Independence Day (observed), and Labor Day. In addition, weekday service was introduced as a pilot and operated beginning on Monday, June 22 through Friday, August 14.

In response to customer feedback and service evaluations over previous years, the District took additional steps to improve service. These include efforts to accommodate increasing demand during peak travel times, particularly to and from Sausalito, and the addition of weekday service.

Figure 1 shows the routing of the Shuttle for the 2015 season.

Figure 1: 2015 Muir Woods Shuttle Map



Changes for the 2015 Season

Weekday Service

Issue: Service availability

Weekday service was added as a pilot beginning June 22 through August 14. During this time of year, the park experiences significantly higher weekday visitation levels that are on par with busy weekends. This peak time period also corresponded with most schools' summer break. This enables Marin Transit's supplemental school drivers to work year-round and contributes to a more stable workforce.

Added Service to Sausalito

Issue: Passenger pass-ups, waiting time

Over the past few seasons, there has been a significant increase in demand for service to and from Sausalito. This is in part due to more visitors learning about the Shuttle in advance and opting to take the ferry as opposed to driving to connect to the Shuttle. This increase in demand had started to result in pass-ups, not only in Sausalito, but also in Marin City. For the 2015 season, an additional vehicle was added to provide half-hourly service between Sausalito and Muir Woods during the peak season.

The peak season runs from Memorial Day weekend through Labor Day weekend. Service between Pohono and Muir Woods was 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 was provided every 20 minutes with generally the same span of hours. Beginning

in mid-September, service ended earlier to coincide with the park's closing time.

Service on Route 66F to and from Sausalito was provided every hour during the shoulder season. The route also serves Marin City to allow for connections to and from regional and local buses. In response to high demand to and from Sausalito, an additional bus was added to provide half-hourly service during the peak season.

Weekday service was 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), circulating the Shuttle within the lot, as it does on the weekends, was not feasible for the weekday service. Instead, the route served the curbside stop in front of the Pohono Park & Ride Lot going to Muir Woods and dropped off at the Manzanita Park & Ride Lot coming back from Muir Woods.

Due to parking constraints at both of these park & ride locations during the work week, this location was not heavily advertised as a weekday Shuttle pick-up location. Despite that, demand for weekday service at this location was much higher than expected, due in part to passenger familiarity with the stop as the main pick-up location on weekends.

In all, service was provided on 35 peak summer days, 28 shoulder season days, and 39 weekdays. Service on both Route 66 and Route 66F was provided throughout the season.

Marketing materials for the 2015 season are included in Appendix A. This includes the route brochure with weekend schedules and other

passenger information, the visitor brochure, and the weekday schedule brochure.

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

Fares

For the 2015 season, the fare payment process first implemented in the 2013 season remained in place. The round-trip adult fare was \$5.00 per person, while youth ages 15 and younger, seniors with a Lifetime Pass, and disabled individuals with a Federal Lands Access Pass were not charged a fee.

Customer Liaisons

Customer Liaisons were hired to assist passengers waiting for the Shuttle at the Pohono Park & Ride Lot and at the Sausalito Ferry. The Liaisons were 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 helped administer the passenger survey to those boarding at Pohono and Sausalito.

At Pohono, one person was scheduled on weekends from June through August, with the shift starting at 9:30 am and ending at 3:30 pm. In Sausalito, one to two people were staffed on weekends and one person on weekdays. After the last bus left Sausalito, one of the Liaisons relocated to assist with loading returning passengers at Muir Woods.

The Customer Liaisons in Sausalito again proved to be extremely valuable in helping Muir Woods Shuttle passengers find their way to the Shuttle stop, which had been a prevailing issue in past seasons. The Liaisons were also able to provide information on alternate transportation options in the event of overcrowding or delays.

Table 1: Summary of Operations, 2011–2015

	2011	2012	2013	2014	2015
Season Start	May 7	May 5	May 4	March 29	April 4
Season End	September 25	October 28	October 27	October 26	October 25
Avg. Frequency (Shoulder/Peak/Weekday)	30/20/– min	30/15/– min	20/10/– min	20/10/– min	20/10/30 min
Service Hours ⁽¹⁾	2,108	2,623	3,038	3,591	4,413 ⁽²⁾
Standard Fare (adult round-trip)	\$3.00	\$3.00	\$5.00	\$5.00	\$5.00
Farebox Recovery	17.9%	19.3%	35.8%	46.9%	47.6%

Notes:

(1) Actual operated hours, which may differ from planned hours due to canceled or added service.

(2) Includes 816 additional hours operated for weekday service.

Marketing

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

Schedule brochures were available through hotel concierges, as well as through visitor centers. These include the Sausalito Visitor's Center, the Marin County Convention Center and Visitor's Bureau, and the San Francisco Ferry Building. Schedules and signs were also posted at the stops, including the Sausalito Ferry Terminal. Finally, information was provided to customers online and over the phone by both Marin Transit and National Park Service staff, and visitors were able to plan their trips in advance using Google Transit and 511.

The most effective means of advertising the Muir Woods Shuttle remains the changeable message signs (CMS). Two permanent CMS and two additional leased signs were installed along Highway 101 to alert motorists about parking conditions at Muir Woods, directing 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.

Evaluation Methodology

Due to the off-board fare collection process, the Conservancy provided data on Shuttle ridership and fare revenues through a combination of farebox and weekly fare collection reports. Conservancy staff also provided data on park visitation levels. Marin Transit staff compiled financial numbers and service hour information.

Customer Liaisons, MV Transportation operations staff, and Marin Transit staff provided qualitative observations of the service. Observations include: commentary on on-time performance; weather conditions; fare collection; passengers having to wait for the next bus due to limited capacity; service strengths and weaknesses; and comments on other ways to improve service.

Passenger surveys have been conducted over the past six seasons. The survey results provide important 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.

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 2015; the productivity of the service, measured in passengers per revenue hour; and the percentage of total visitors to Muir Woods who chose to use the Shuttle. These figures are also compared with previous years.

Ridership

Ridership is measured as one-way, unlinked passenger trips. Approximately 110,764 one-way passenger trips were made on the Muir Woods Shuttle during the 2015 season, representing a 7.6% increase in ridership compared to 2014.

Table 2 shows total ridership trends over the past four seasons, by month. Generally, ridership has continued to climb over past years. July had the highest total monthly ridership and had the most significant growth compared to last year, largely due to the added weekday service. Ridership in September also showed significant growth.

Figure 3 and Figure 4 show ridership by day on weekends and weekdays, respectively, for the 2015 season. The Saturday after Labor Day Weekend, September 6, had the highest ridership level at 2,712 trips. There were another 15 additional days this season when daily ridership surpassed 2,000 unlinked trips.

Table 2: Shuttle Ridership by Month, 2012 – 2015 (unlinked passenger trips)

Month	2012	2013	2014	2015	% Change 2014–2015
March	–	–	1,646	–	–
April	–	–	10,866	9,278	-14.6%
May	8,756	11,626	13,820	14,462	4.6%
June	12,429	15,754	15,740	16,586	5.4%
July	13,756	18,906	19,700	27,832	41.3%
August	10,668	15,732	21,532	21,484	-0.2%
September	6,860	12,290	11,760	13,820	17.5%
October	1,685	3,178	7,886	7,302	-7.4%
Total	54,154	77,486	102,950	110,764	7.6%

Figure 2: Shuttle Ridership by Month, 2012 – 2015 (unlinked passenger trips)

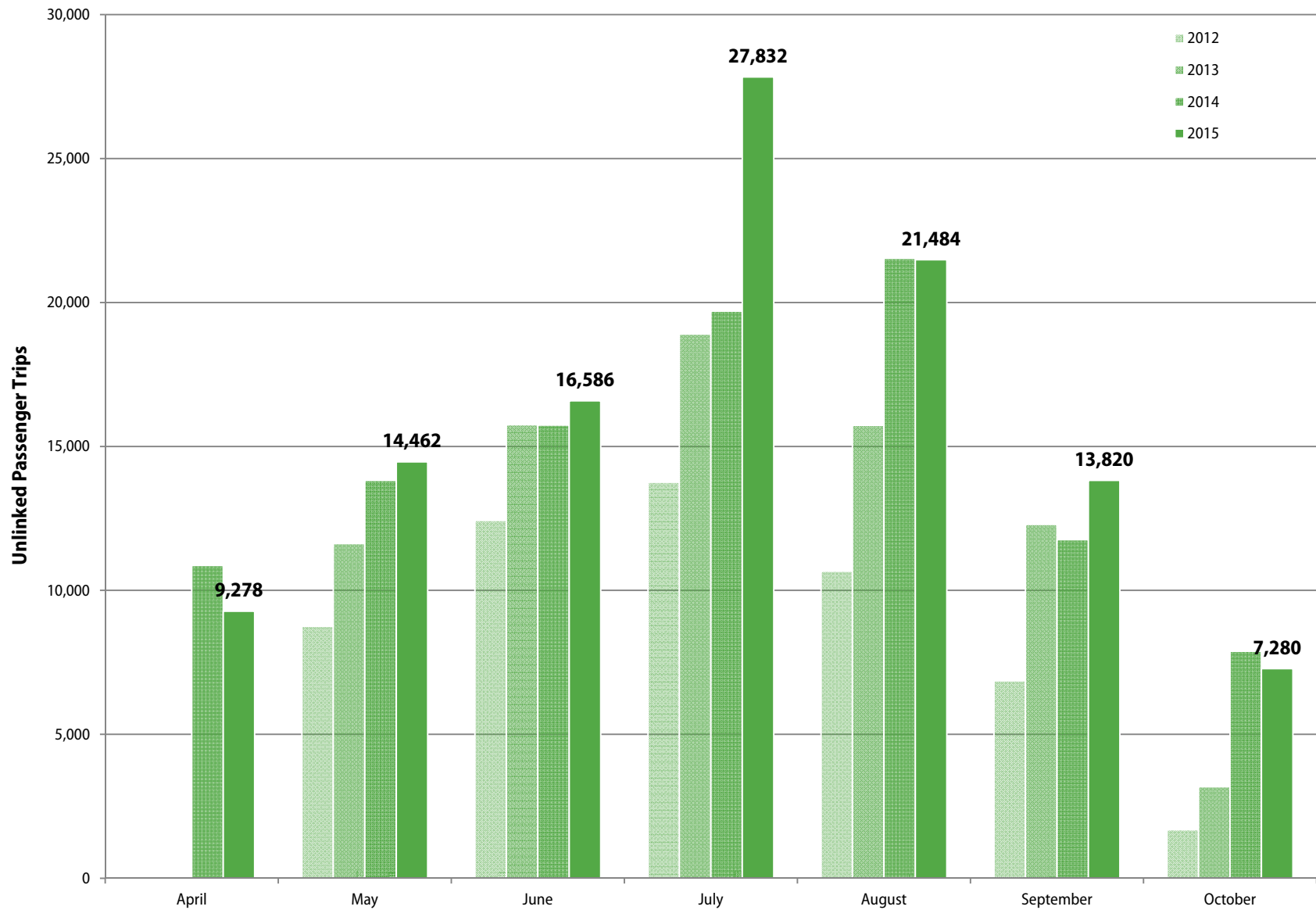


Figure 3: Daily Weekend & Holiday Ridership, 2015 (unlinked passenger trips)

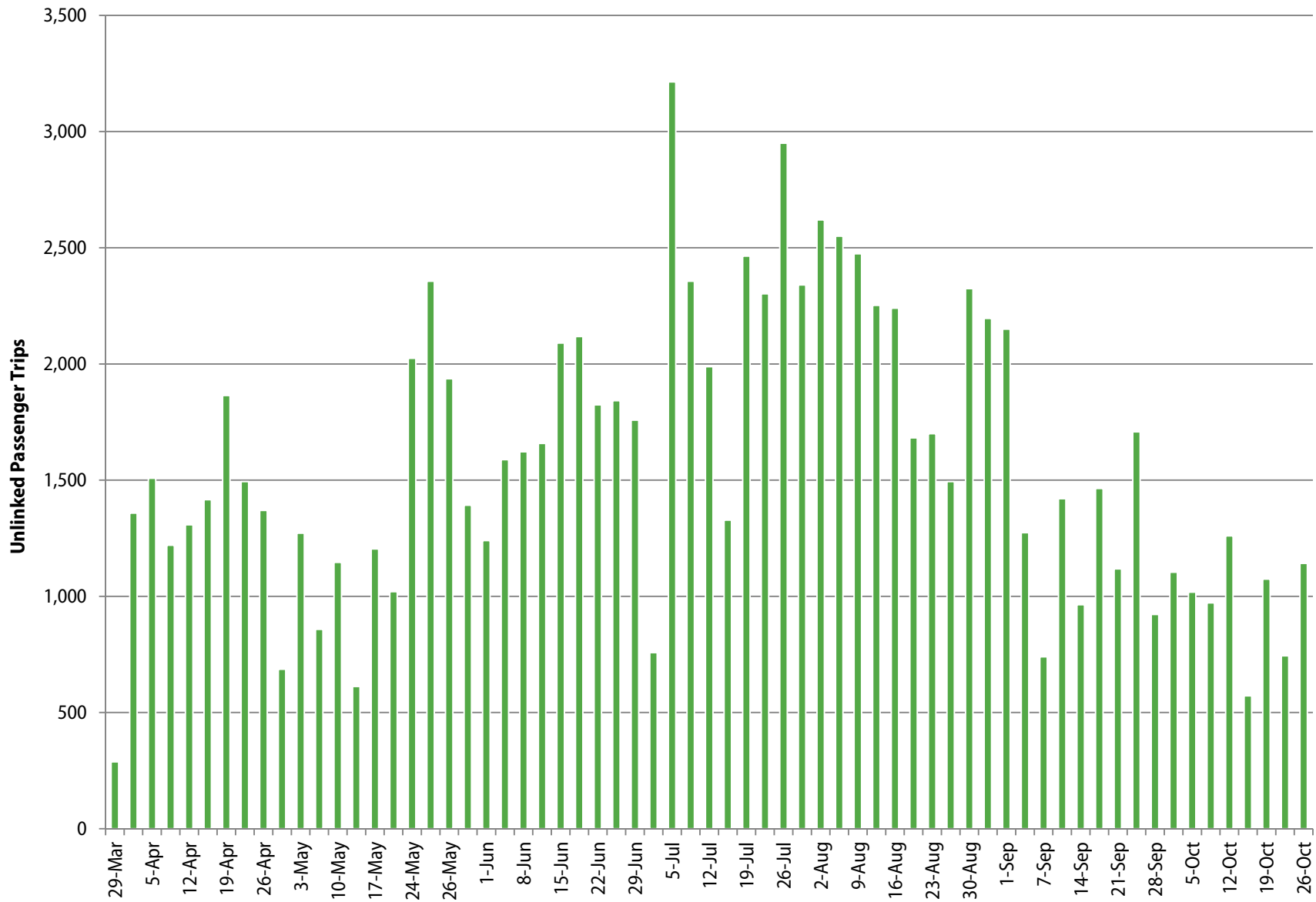
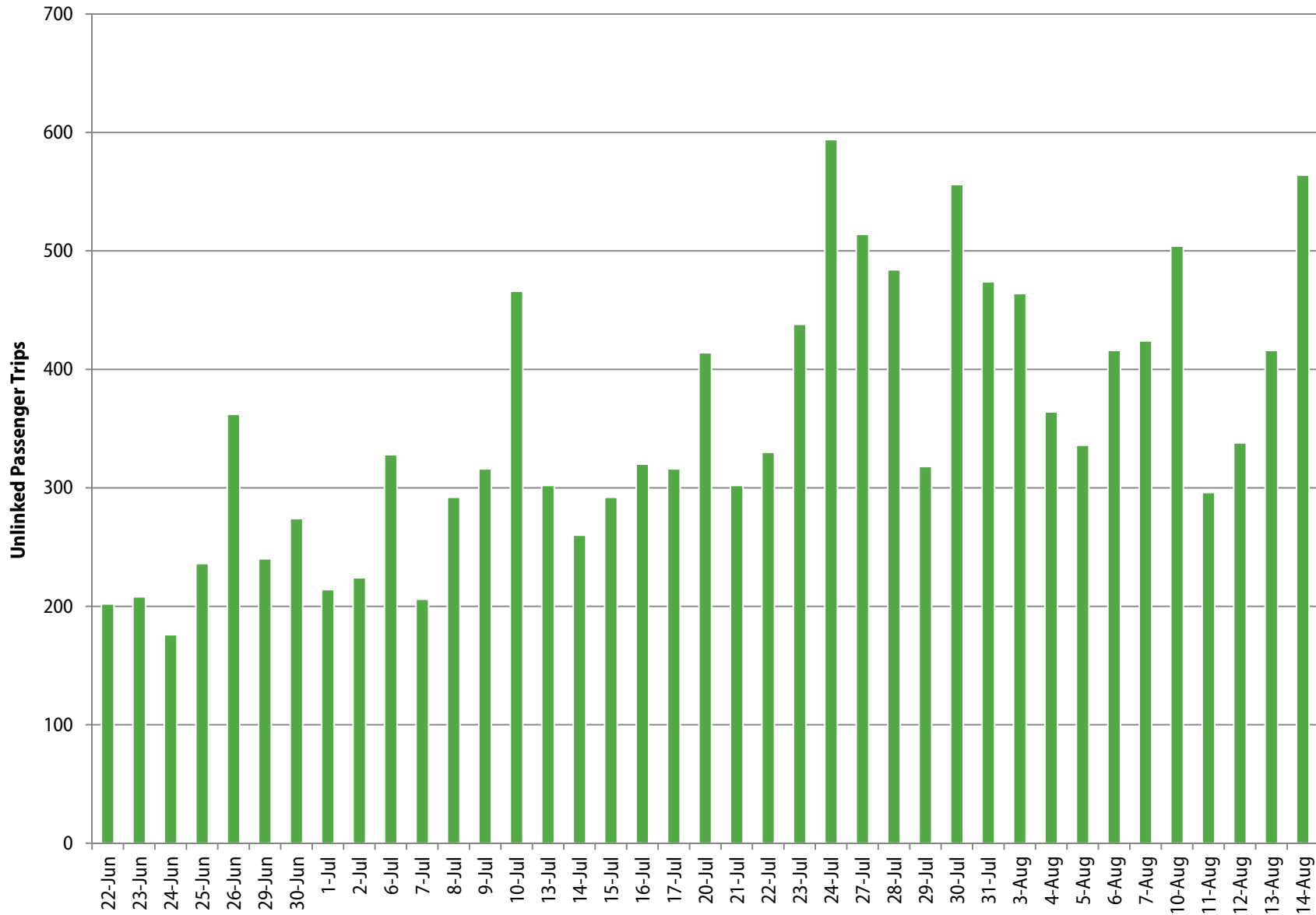


Figure 4: Daily Weekday Ridership, 2015 (unlinked passenger trips)



Productivity

Service productivity is measured in passengers per revenue hour or per trip. Overall, the service carried an average of 25.1 passengers per hour and 17.4 passengers per trip for the 2015 season. Weekend and holiday service alone averaged 27.0 passengers per hour, or about 17.8 passengers per trip, while weekday service averaged 16.9 passengers per hour and 15.4 passengers per trip. Table 3 below shows productivity measures by month, compared to the 2014 season.

Overall, productivity measured in both passengers per hour and passengers per trip decreased over the previous season. This is partly due to the new weekday service, which was generally less productive than the weekend and holiday service.

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 439,855 visitors to Muir Woods. During the 2015 Shuttle season, 55,382 individual visitors chose to ride the Shuttle¹. This represents a 12.6% average mode share overall. On weekends and holidays alone, the Shuttle carried an average of 17.4% park visitors, relatively consistent with the previous season.

Figure 5 and Figure 6 show percentage mode share of the Shuttle by day on weekends and weekdays, respectively. On some of the busiest days, the Shuttle carried up to 25% of all park visitors.

¹ Assumes that each visitor took a round trip

The CMS have always had a significant effect on the Shuttle's mode share. On days when the CMS were not functioning properly, mode share tended to drop to around 10%. However, this year there were considerably fewer issues with the signs than in previous years.

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 the concentrations in the midday resulted in lines and wait times for passengers. Compared to previous years, the lines tended to dissipate much more quickly with shorter passenger wait times. This led to fewer people becoming discouraged and deciding to drive to Muir Woods instead.

One of the notable trends this season was the continued increase in demand from Sausalito. While additional service was deployed this year, pass-ups did still occur. Since service on Route 66F runs only once or twice an hour, a pass-up at this location had a much larger impact on the customer experience than at Pohono, where the next bus was 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, including taking Stagecoach Route 61 or another local Marin Transit route to transfer to the Muir Woods Shuttle at Pohono.

On the weekday service, pass-ups tended to occur on the first trip out of Sausalito. This resulted in passengers being left to wait for the next bus not only at the Sausalito stop, but also at the Marin City

and Pohono stops. A back-up bus was added mid-season to help accommodate the overloads on this particular trip.

Table 3: Shuttle Productivity, 2014 – 2015

Month	Passengers per Trip			Passengers per Hour		
	2014	2015 ¹	% Change	2014	2015 ¹	% Change
April	22.4	18.1	-19.0%	33.2	26.7	-19.7%
May	17.9	16.2	-9.9%	27.2	24.6	-9.5%
June	16.8	15.9	-5.3%	26.1	23.0	-11.8%
July	20.7	18.4	-11.0%	32.3	25.0	-22.6%
August	20.1	16.1	-20.2%	31.0	23.1	-25.4%
September	18.3	21.7	18.4%	25.9	32.4	25.1%
October	17.8	17.5	-1.9%	25.6	25.4	-0.8%
Total	19.0	17.4	-8.1%	28.7	25.1	-12.4%

Notes:

(1) 2015 averages include both weekday and weekend/holiday service.

Figure 5: Daily Weekend & Holiday Shuttle Mode Share, 2015

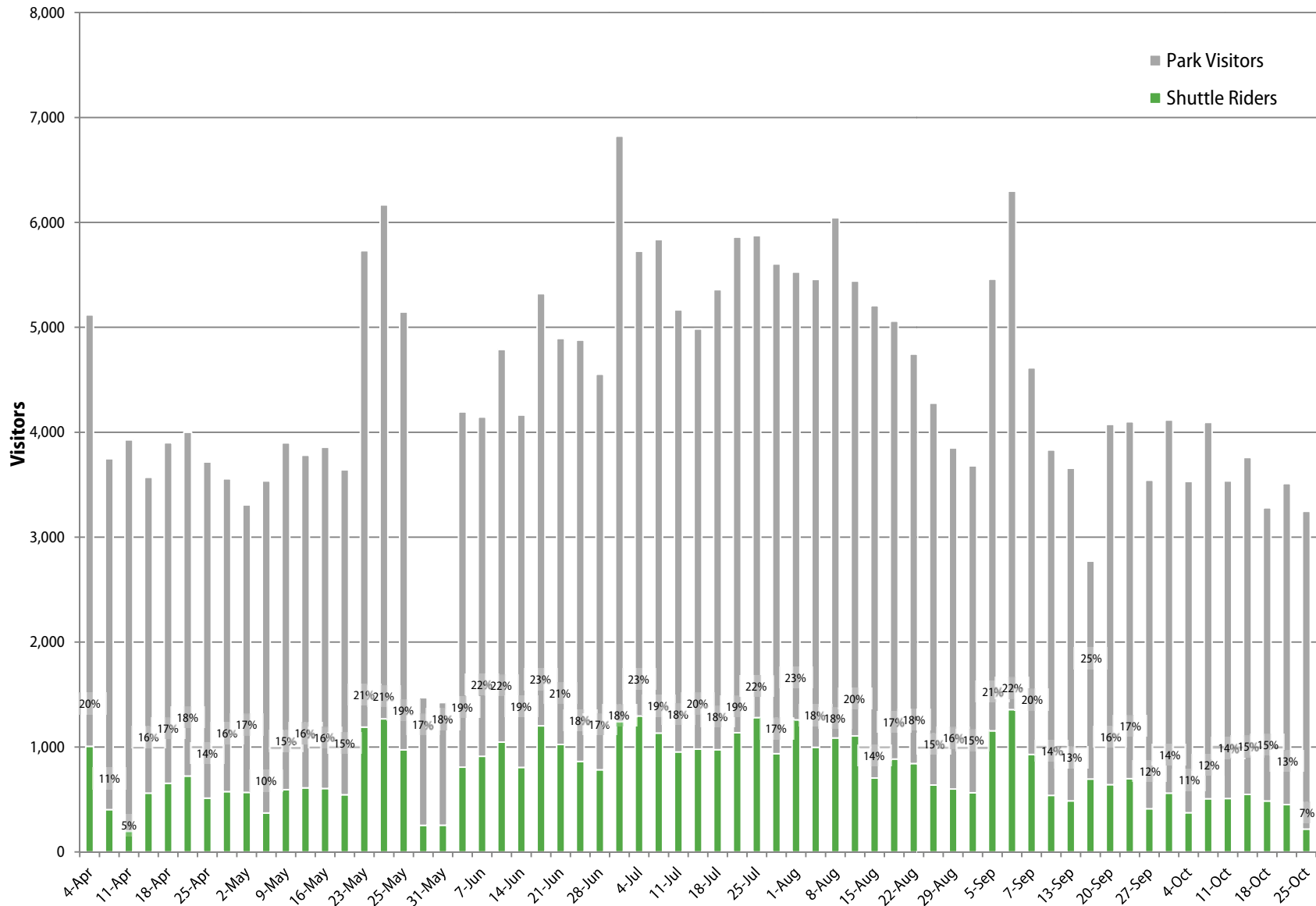
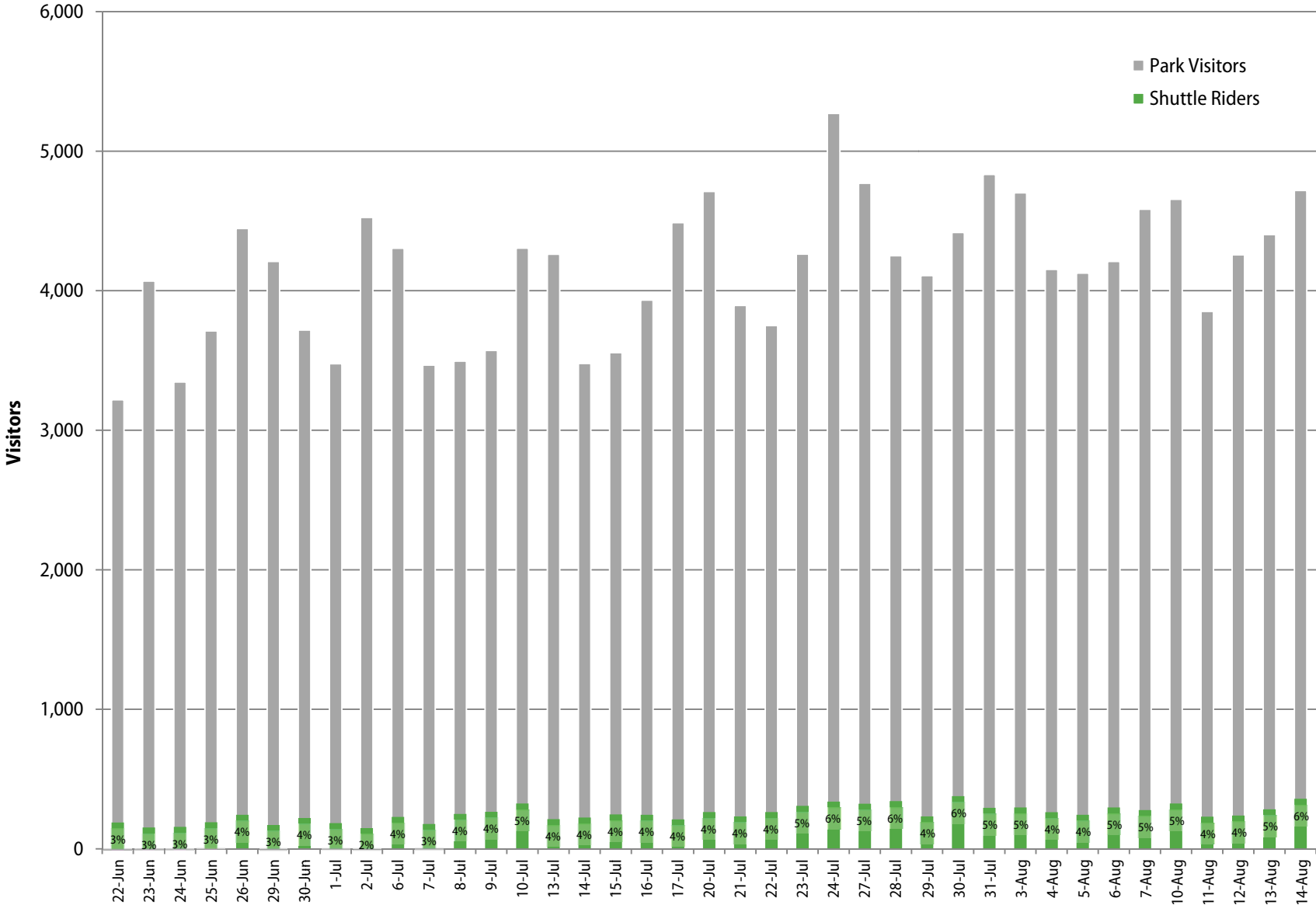


Figure 6: Daily Weekday Shuttle Mode Share, 2015



Service Cost and Farebox Recovery

The total service cost for the 2015 season was \$477,978, approximately 9% higher than last year. This includes operating, administration, vehicle lease, and marketing costs. Table 4 shows 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% with the National Parks Services.

Total service cost increased for the 2015 season mainly due to the addition of weekday service. This not only includes additional cost for operating the service, but also for Customer Liaisons and administration. Another factor was the addition of Customer Liaisons to staff the Sausalito stop on weekends as well.

Although service hours were increased by 22.9%, total cost for the service did not increase proportionally. This is partly due to the lower marginal cost of adding the weekday service. There was also a significant reduction in marketing costs. This resulted from reusing the print material designs and templates that were initially developed for the previous season.

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 \$227,356 was collected in fares during the 2014 season, an increase of about 10.6% over last year, comparable to the increase in ridership. This represents a farebox recovery rate of 47.6%.

Cost per Service Hour

The average cost per service hour for the 2015 season was \$108.31, an 11.2% decrease over the previous season. As mentioned previously, this was primarily due to the cost efficiency of adding weekday service and reductions in marketing costs.

Cost per Trip

The cost per one-way passenger trip increased slightly to \$4.32, about 1.4% higher than the previous year. This can be attributed to the weekday service not being as productive as the weekend and holiday service typically is.

Subsidized Cost per Trip

This season, the average subsidy remained relatively constant at \$2.26 per passenger, which met the District's cost effectiveness target of \$3.00

per passenger. Increased fare revenue balanced out the increase in the average cost per trip, resulting in only a 0.2% increase in average passenger subsidy.

Table 4: Shuttle Service Costs, 2012 – 2015

	2012	2013	2014	2015	% Change 2014–2015
Operating Costs	\$166,512	\$294,437	\$311,543	\$356,249	14.3%
Vehicle Lease	\$90,853	\$20,988	–	–	–
Marketing	\$25,194	\$13,179	\$27,646	\$6,910	-75.0%
Maintenance & Equipment	\$14,051	\$30,749	\$38,125	\$38,829	1.8%
Customer Liaisons	\$9,047	\$6,503	\$3,346	\$9,589	186.6%
Changeable Message Signs	\$20,520	\$14,402	\$12,369	\$16,198	31.0%
Marin Transit Admin Costs	\$70,134	\$22,390	\$25,123	\$28,164	12.1%
Fare Collection ⁽¹⁾	–	\$14,450	\$19,969	\$22,039	10.4%
Subtotal	\$396,310	\$417,097	\$438,121	\$477,978	9.1%
Farebox Revenue	\$76,681	\$149,140	\$205,533	\$227,356	10.6%
Net Total Cost	\$319,629	\$267,957	\$232,588	\$250,623	7.8%

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.

Table 5: Shuttle Cost Effectiveness Measures, 2012 – 2015

	2012	2013	2014	2015	% Change 2014–2015
Farebox Recovery	19.3%	35.8%	46.9%	47.6%	1.4%
Cost per Service Hour	\$151.09	\$137.29	\$121.99	\$108.31	-11.2%
Cost per Trip	\$7.32	\$5.38	\$4.26	\$4.32	1.4%
Subsidy per Passenger	\$5.90	\$3.46	\$2.26	\$2.26	0.2%

Passenger Survey

Between July and August of the 2015 season, surveys were distributed to passengers upon boarding the Shuttle. The survey for this season was similar to the version from the previous year. In recognition of the growing demand from Sausalito, a change was made to Question 3 that asks passengers how long they waited for the Shuttle, so that the question applies to all riders, as opposed to just those at Pohono. Another question was added that asked respondents whether they were able to get on the first bus that arrived. This is in recognition of the fact that if someone had to wait more than 10 or 20 minutes for the Shuttle, it was not necessarily pass up.

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 began in July, a few weeks earlier than last year. More responses were captured from passengers using the Shuttle during peak times. In addition, significantly fewer responses were received from passengers boarding in Sausalito, despite the increasing demand at that stop.

A total of 307 responses were collected. Some of the highlights are described the following sections. A complete summary of responses is included in Appendix B.

Mode Choice

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

As in previous years, most passengers (38%) 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 (95%) indicated that they drove in either a personal or rental car. Due to the lack of responses from passengers boarding in Sausalito and Marin City, only 2% took the bus or ferry.

Wait Time & Pass-Ups

Since Customer Liaisons were not responsible for keeping counts of passenger lines, a question was included in the survey to give a sense of average wait times. As shown in Figure 9, about 71% of

survey respondents said they waited for 20 minutes or less, and about 15% waited more than 30 minutes. About 3% indicated having to wait more than an hour.

While last season's results indicated shorter wait times overall, it should be noted that this year's survey captured more passengers during the busiest part of the season, including the first few weeks in July.

In terms of pass-ups, 54% of respondents indicated that they were not able to get on the first bus that arrived. Of these respondents who were passed-up, about a quarter of them ended up having to wait over 30 minutes before being able to get on the Shuttle.

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 82% of passengers, compared to 84% in 2014.

Service frequency was rated as good or excellent by 81% of survey respondents, compared to 76% in 2015. This slight increase may be due in part to the added frequency from Sausalito.

Bus Stops

The ease of finding bus stops was rated about the same this year compared to 2014, with 85% rating it as good or excellent (Figure 12).

Amenities and comfort at the bus stops was rated the lowest overall, with 67% of respondents rating this aspect as good or excellent, as shown in Figure 13. Recommendations on ways to address this particular issue are included in a later section of the report.

One factor that significantly improved over last year was information and staff at the bus stops. The factor was rated good or excellent by 98% of respondents, compared to 91% in 2014. This is likely due to the additional Customer Liaisons that were staffed at the stops, as well as at Muir Woods.

Fare Payment

Ease of fare payment was rated lower this season compared to 2014. As shown in Figure 14, this aspect was rated as good or excellent by 81% of passengers, compared to 92% in 2014.

Shuttle Marketing

Similar to previous years, most passengers found out about the Shuttle only once they had seen the changeable message signs alerting them that the parking lot at Muir Woods is full. However, a significant percentage (26%) indicated that they found out about the Shuttle online or through a trip planner, such as Google, as shown in Figure 15. Also up from last year was the percentage of respondents who found out about the Shuttle through family or friends (13%).

During the Muir Woods Shuttle season, Marin Transit webpage hits to the Shuttle schedule page generally comprise about 35% of total website hits. On days when the service was running, this percentage increased to up to 50% of all website views.

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

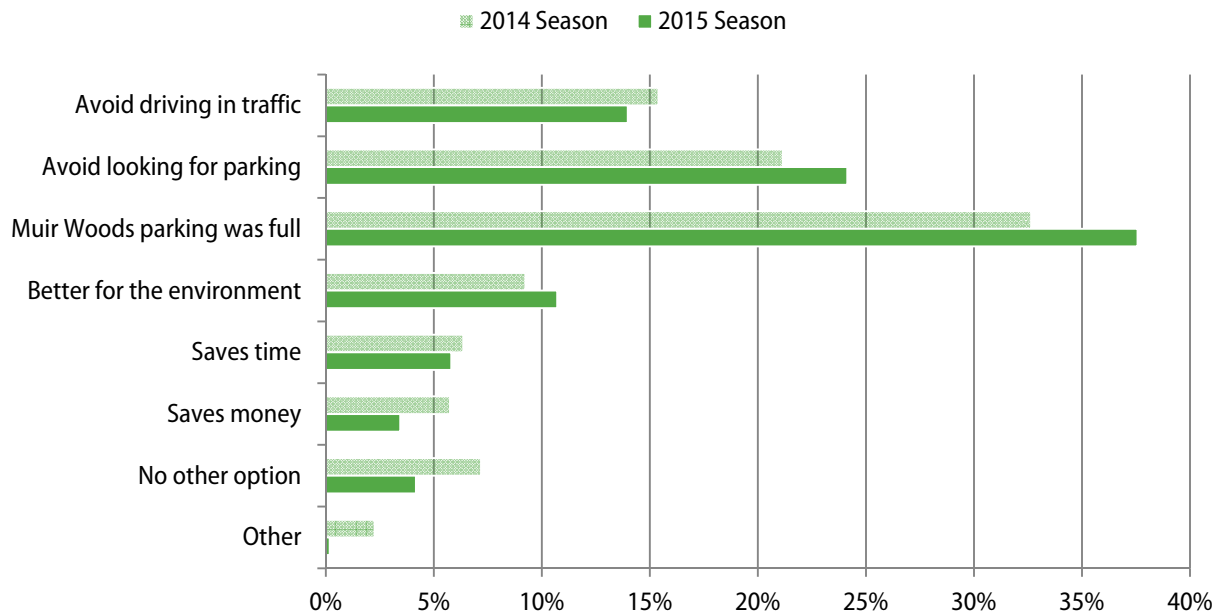


Figure 8: Survey Question 4 – How did you get to the Muir Woods Shuttle?

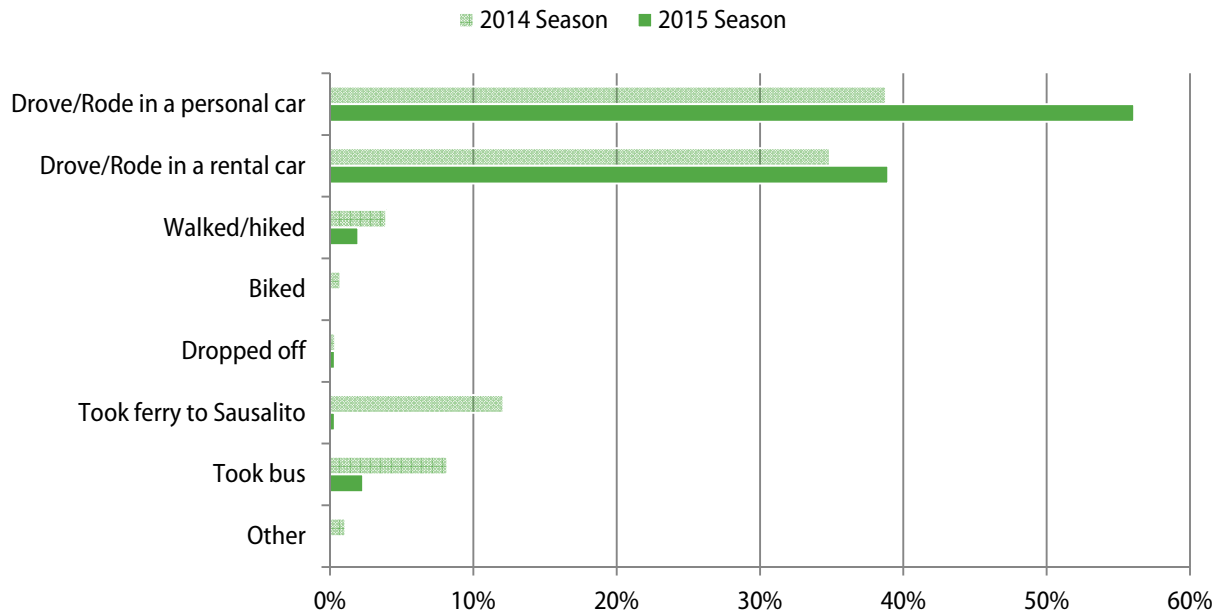


Figure 9: Survey Question 3 – How long did you wait before you were able to board the Shuttle?

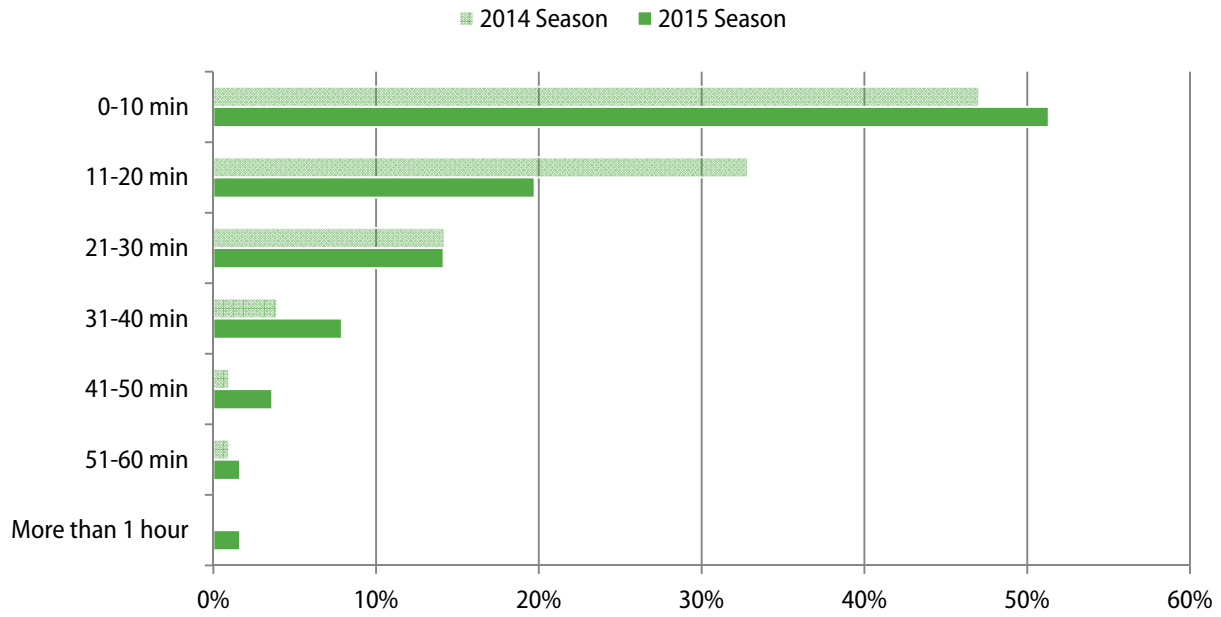


Figure 10: Survey Question 7a – On-Time Performance

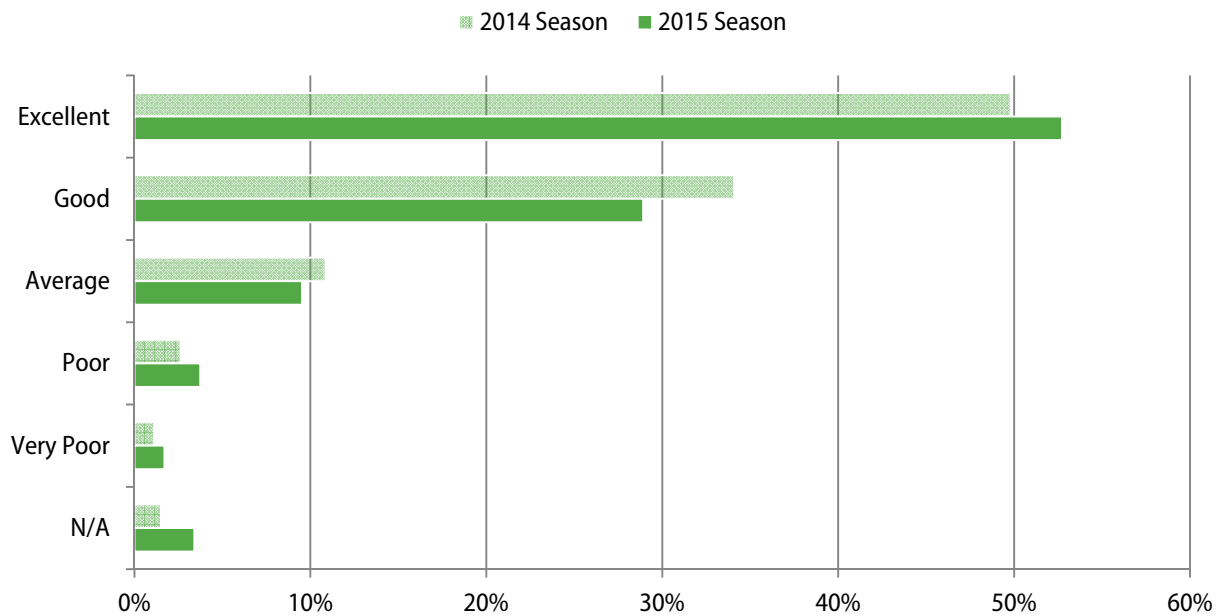


Figure 11: Survey Question 7b – Frequency of Service

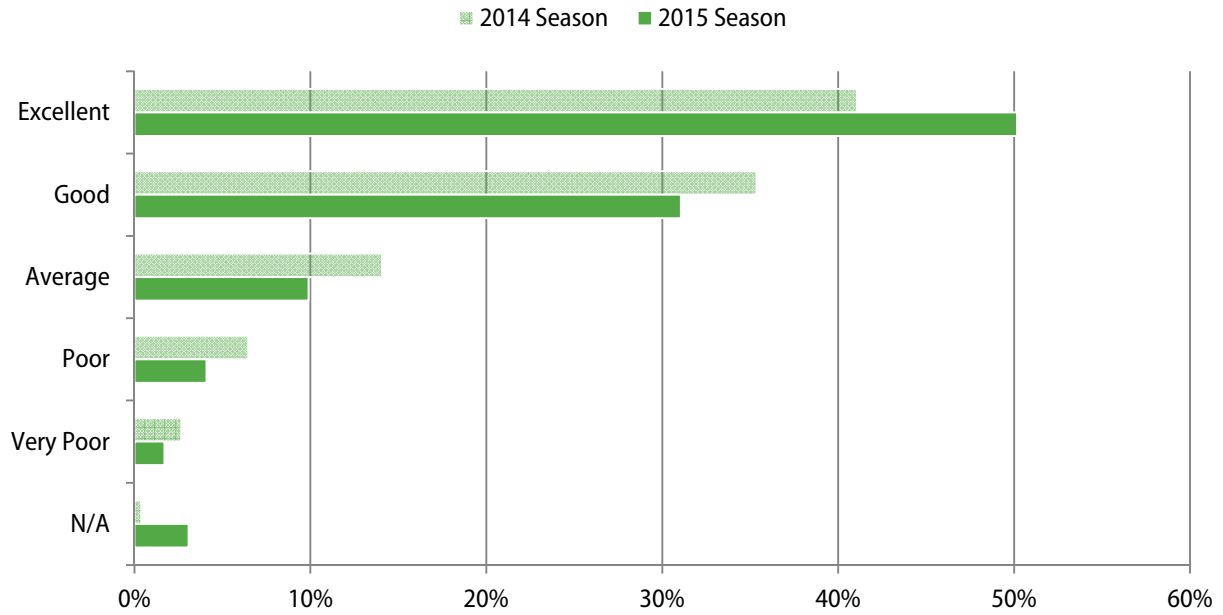


Figure 12: Survey Question 7c – Ease of Finding Bus Stops

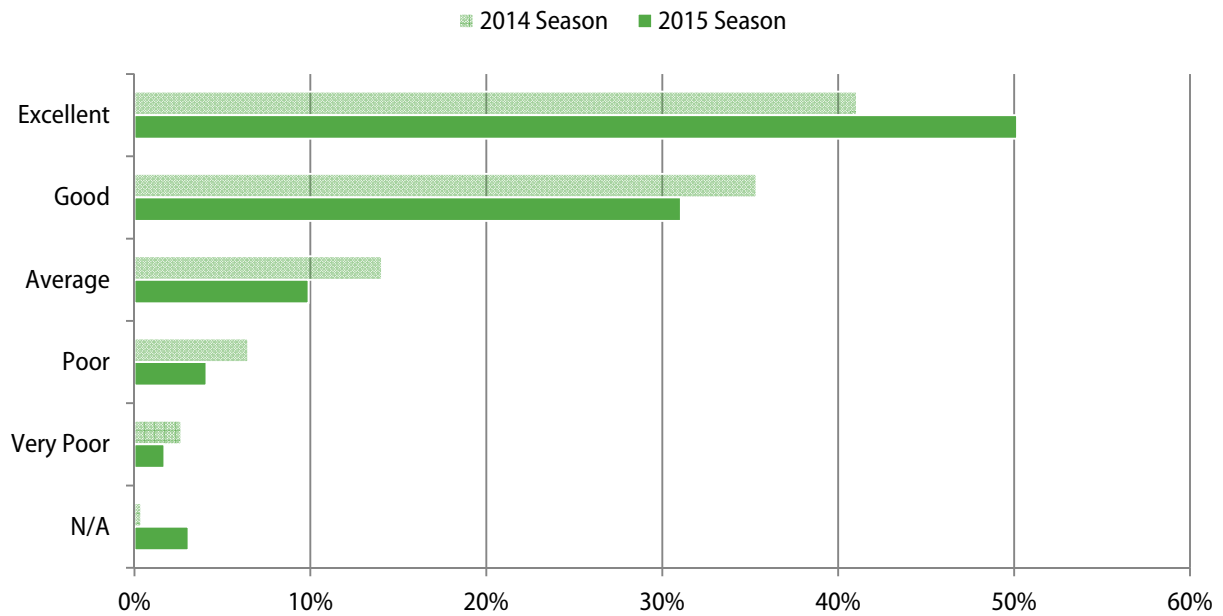


Figure 13: Survey Question 7g – Amenities/Comfort at Bus Stops

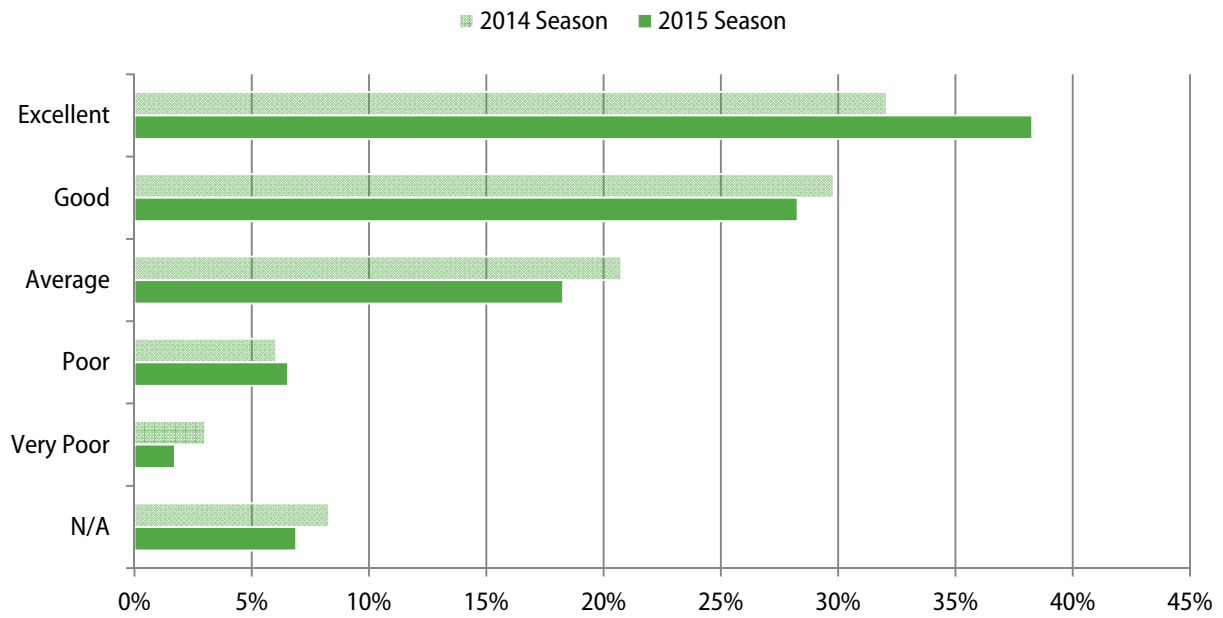


Figure 14: Survey Question 7h – Ease of Fare Payment

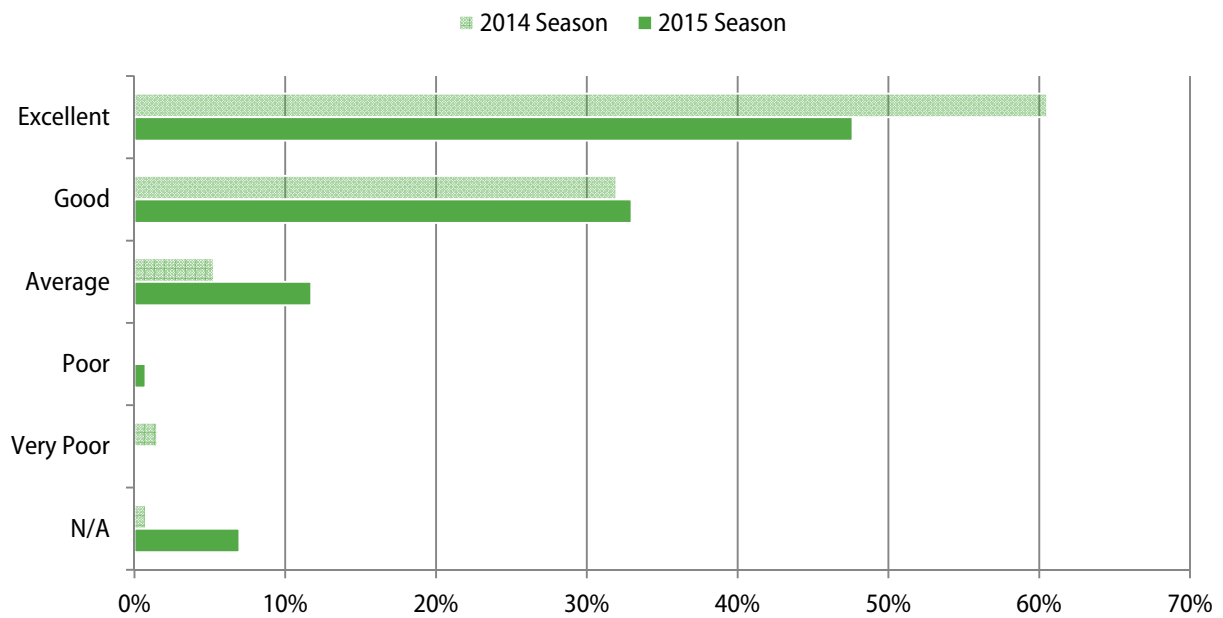
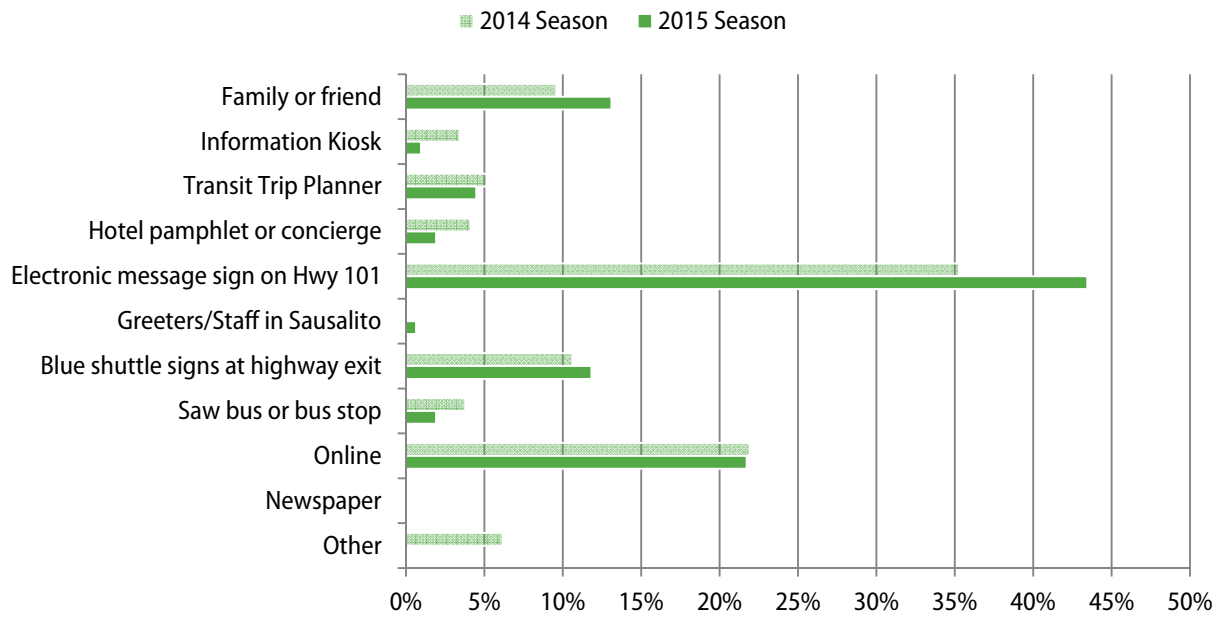


Figure 15: Survey Question 8 – How did you learn about the Shuttle?



Conclusions and Recommendations

The Muir Woods Shuttle has continued to play 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 becomes even more important.

Though the District made a number of improvements to address long-standing issues, there are still opportunities to make the Shuttle a more competitive option and further attract additional Shuttle riders.

Changeable Message Signs

The changeable message signs (CMS) along the highway continue to be one of the most effective ways of advertising the Shuttle and, in particular, shifting visitors from driving to taking transit. Two permanent CMS were installed during the 2013 season. This reduced the number of signs leased from a private vendor from two to four, and provided significant cost savings.

Issues with both the permanent and leased signs continued to occur throughout the season. However, similar to last year, there were less problems with the signs turning on in the morning, and more with the signs not turning off in the afternoon. While this had less of an impact on ridership, it did lead to confusion among those

heading to Muir Woods when the Shuttle was not operating. Having both leased and permanent signs also means having to coordinate with two separate entities to program the signs and resolve any issues. One major benefit of the permanent signs is that they can be monitored remotely.

A third permanent CMS has been installed and will be used for the 2016 season, eliminating the need for one of the leased signs and providing additional cost savings. This sign will be located along northbound Highway 101 just before the Shoreline Highway exit.

Funding for a fourth permanent sign, located along southbound Hwy 101 before the Shoreline Highway exit has been lined up. This sign is expected to be operational for the 2017 season.

Bus Stops

Amenities

Although average wait times have been reduced due to increased service frequency, additional passenger amenities at the bus stops will help to improve the overall visitor experience. Increased visibility will help passengers find the Shuttle stops and further market the service, particularly at the Pohono Park & Ride Lot and Sausalito Ferry Terminal.

Marin Transit is working to improve the Pohono Park & Ride Lot for Muir Woods Shuttle usage in partnership with the County of Marin and Basin Street Properties (owners of the Shoreline Office complex). This includes establishing a passenger waiting area, additional seating, and signage to improve visibility and passenger information as well as sidewalk and accessibility improvements. Marin Transit has funding through a federal Paul Sarbanes Transit in the Parks grant for these improvements.

Parking

With the new weekday service, issues arose with those using the service in conjunction with a park and ride lot. While the Pohono Park & Ride Lot was not advertised heavily as a stop location for the weekday Shuttle service, there was a significant amount of ridership demand at this location, likely due to riders already being familiar with the weekend service. There is also a lack of public parking at the other Shuttle stop locations, so for those riders who wanted to drive to the Shuttle, the Pohono lot was the best option.

As the Shoreline Office complex has grown significantly over the last couple years in terms of tenants, parking on weekdays has become limited in the Pohono lot. In addition, the adjacent Manzanita Park & Ride lot is also typically full during the weekdays from commuters. This resulted in passengers having to search for parking, either in the very back of the Pohono lot or on the street, and then having to navigate their way to the curbside stop with limited directions or signage.

If weekday service is continued in future seasons, this issue will need to be addressed. While much emphasis has been placed on having riders take the ferry or bus to get to the Shuttle, there still needs to be a viable option to drive and park.

High Tides

During the winter holiday season, high tides, and particularly “king tides”, can result in significant operational issues for the Shuttle. High tides, typically those over six feet, can cause flooding of the Pohono lot and adjacent portions of Shoreline Hwy. This flooding makes it impossible for the Shuttle to serve the stop.

This past year, the Shuttle was unable to run on Thanksgiving Day, the day after Thanksgiving, and the weekend after Christmas due to projected high tides. The day after Thanksgiving, in particular, tends to have high visitation levels at the park, and in 2014 the Shuttle was able to carry about 1,500 passengers that day.

If an alternate park and ride location is explored to resolve the weekday parking issue, this location could also be considered for future winter holiday service.

Days of Service

Despite high service frequency, long lines and passengers pass-ups occurred when limited vehicle capacity require a passenger to wait through multiple bus arrivals before boarding. This can be attributed to two external factors—traffic congestion and the unpredictable arrival of passengers. Pass-ups occurred during very concentrated peak periods due to the heavy traffic causing delays combined with a number of large groups arriving at the stop at the same time.

Significant resources will be required to accommodate this concentrated peak demand period, including additional equipment and drivers. Adding more service capacity during this time will not be a practical or cost effective solution, as these extra resources would only be needed during a relatively short period.

To date additional resources have been focused on expanding service days, which provides an opportunity to encourage more visitors to come during off-peak times. In the past few seasons, this has included starting service earlier in the year, adding service during select winter holiday periods, and, most recently, adding service on summer weekdays.

A future reservation service could provide an opportunity better match the supply of transit service with rider demands. The District will continue to work with NPS to identify how the shuttle service will support transportation to the park when the reservation system is implemented.

Weekday Service

This season weekday service was added between mid-June and mid-August, which corresponds with most schools' summer breaks. The weekday service was not as productive as the traditional weekend and holiday service in terms of passengers per hour. This was primarily due to the service structure and the fact that weekday trips were longer than weekend trips as most were coming from Sausalito as opposed to Pohono. However, the weekday service did carry a comparable number of average passengers per trip, indicating that the amount of service provided effectively met demand.

As the changeable message signs were not used on the weekdays to divert drivers to the Shuttle, visitors needed to find out about the service prior to starting their trip. Both ridership levels and mode share increased as the season progressed, suggesting that more people were becoming aware of the new service.

The strongest demand for the weekday service was on the first two trips to Muir Woods in the morning. This ridership trend suggest riders were doing more pre-planning for their trip than those on the weekends that are typically drivers who are intercepted by the changeable message signs. Thus, pass-ups tended to occur on the first trip, resulting in passengers having to wait for the second trip to the park. Ridership to the park tended to taper off in the early afternoon, with an average of about 5 passengers on each of the last two trips.

Ridership returning from the park was much more spread out in the afternoon, with most visitors returning between 2:00 pm and 5:00 pm.

The added cost of providing weekday service is estimated to be about \$61,700 total, or a net cost of about \$35,400 when accounting for fare revenue. This equates to a 42.6% farebox recovery and an average per passenger subsidy of \$2.57 for the weekday service, which meets the agency's overall target of \$3.00 for recreational services.

Based on its cost effectiveness and performance over the pilot period, staff recommends that weekday service be continued in future seasons with some adjustments to the schedule. These adjustments include replacing later trips with

earlier ones to better match periods of high demand.

Year-Round Service

Another expansion opportunity to explore is the addition of year-round weekend and holiday service. With the introduction of winter holiday service two years ago, there are now only two months out of the year when there is no Shuttle service.

Prior to both the regular season and the winter holiday season, there is a significant amount of effort put into “gearing up” for the start of service. This includes obtaining encroachment permits, hiring Customer Liaisons, and developing and printing marketing materials including signage and brochures.

Dates of service need to be identified on most marketing materials, since they can vary depending on how the weekends and holidays fall during the month. Because of this, most of the marketing materials are specific to the season, and they are updated and reprinted every year. Providing year-round weekend and holiday service may help simplify the service calendar and allow for marketing materials to be used for multiple seasons, as long as there are no schedule changes.

Aside from reducing printing costs associated with marketing materials, year-round service eliminates the need to post and remove signage throughout the year.

Staffing

The 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 the ones primarily responsible for providing information to customers and answering questions. This allows the supervisor to focus on operations and attend to any issues as needed.

This season two additional Customer Liaisons were staffed near the Sausalito Ferry. This proved to be extremely valuable in helping passengers find the Shuttle stop.

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

Staff recommends that these staffing levels are maintained in future seasons to ensure operational efficiency and a quality passenger experience.

Demand Management

As mentioned, pass-ups and long waits still occur due to concentrated peaks and unpredictable demand. In order to better manage park visitation levels and demand for parking, the National Park Service is planning to implement a reservation system. In addition, parking along Muir Woods Road is gradually being eliminated leading up to the implementation of the reservation system.

Parking Restrictions

Currently, visitors park up to 400 vehicles along the shoulder of Muir Woods Rd leading up to the park. Parking on the shoulder has led to environmental issues, including erosion, as well as safety and

congestion issues as visitors end up walking in the roadway to get from their cars to the park entrance.

In January of 2016, the County will gradually begin restricting parking along sections of Muir Woods Road. During this time, it is expected that demand for the Shuttle will increase, as less parking will be available at the park.

Reservation System

NPS has also proposed a reservation system to manage visitation levels as well as parking demand. By balancing out the peaks and making arrival patterns more predictable, the reservation system could help alleviate capacity issues on the Shuttle. Also, by having visitors plan and reserve their trip in advance, visitors will be aware of the Shuttle as an option for getting to the park before starting their trip.

The reservation system is expected to be launched in Fall 2017. Staff has been working with NPS to keep up-to-date on the project timeline and determine any impacts to the Shuttle.

Appendix A

Route Brochure – Weekends & Holidays

Route Brochure – Weekdays

Visitor Brochure



Summer 2015 Park Hours

8:00 am – 8:00 pm daily
8:00 am – 7:00 pm beginning Sep 20th
8:00 am – 6:00 pm beginning Oct 11th
8:00 am – 5:00 pm beginning Nov 1st
The Visitor Center closes 30 minutes before the park.

Park Entrance Fees

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

Adults (ages 16+) \$7
Youth (ages 15 and under) FREE

Additional Information

Visitor Information: (415) 388-2595
Muir Woods Headquarters: (415) 388-2596
Hearing Impaired (TTY): (415) 556-2766
www.mps.gov/mwwo and www.parksconservation.org

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

Ma in 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, strollers 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.

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.

Stagecoach Route 61

West Marin Stagecoach Route 61 provides year-round access to many additional hiking trailheads and recreational areas in West Marin, including Pantoll Ranger Station, Bootjack, Mountain Home Inn, and Stinson Beach (see map on reverse).

Service is provided from Marin City (daily) and Sausalito (weekends & holidays). For schedules and more information, visit www.marintransit.org.

Muir Woods Shuttle

Days of Operation

Service runs Saturdays and Sundays, from April 4, 2015 to October 25, 2015, as well as on **Memorial Day** (Monday, May 25, 2015), **Independence Day** (Friday, July 3, 2015), and **Labor Day** (Monday, September 7, 2015).

Times are approximate and dependent on traffic conditions. The last bus leaving Muir Woods is often full. Plan your trip to leave on an earlier bus. Check destination signs when boarding on your return trip.

Special Notes

AM times PM times
 Trip operates peak season only (May 23 – September 7)
 Last trip from Pohono to Muir Woods:
 » At 4:5 pm beginning Sunday, September 20
 » At 5:20 pm beginning Sunday, September 11
 Last return trip from Muir Woods to Pohono:
 » At 5:45 pm beginning Sunday, October 11
 » At 4:50 pm beginning Sunday, October 11

From Muir Woods	to Muir Woods
10:30	11:00
11:00	11:15
11:30	11:50
12:00	12:15
12:30	12:50
1:00	1:15
1:30	1:45
2:00	2:15
2:30	2:45
3:00	3:15
3:30	3:45
4:00	4:15
4:30	4:45
5:00	5:15
5:30	5:45
6:00	6:15

66F Sausalito Ferry – Marin City Hub – Muir Woods

Westbound: Sausalito (Bay & Bridgeway) to Marin City Hub (Doubtful & Terrace) to Muir Woods (Main Entrance) to Muir Woods (Main Entrance) to Sausalito (Bay & Bridgeway)

Eastbound: Sausalito (Bay & Bridgeway) to Muir Woods (Main Entrance) to Muir Woods (Main Entrance) to Marin City Hub (Doubtful & Terrace) to Sausalito (Bay & Bridgeway)

Additional Information



TRANSIT INFORMATION

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

West Marin Stagecoach (415)526-3239
visit 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



scan QR code for schedules or visit www.marintransit.org/mws



Pohono Park & Ride – Muir Woods

66

66F

66F Sausalito Ferry – Marin City Hub – Muir Woods

Westbound: Pohono St (Park & Ride Lot) to Muir Woods (Main Entrance) to Muir Woods (Main Entrance) to Pohono St (Park & Ride Lot)

Eastbound: Pohono St (Park & Ride Lot) to Muir Woods (Main Entrance) to Muir Woods (Main Entrance) to Pohono St (Park & Ride Lot)

Muir Woods Shuttle

Weekend & Holiday Service

APRIL 4 – OCTOBER 25, 2015

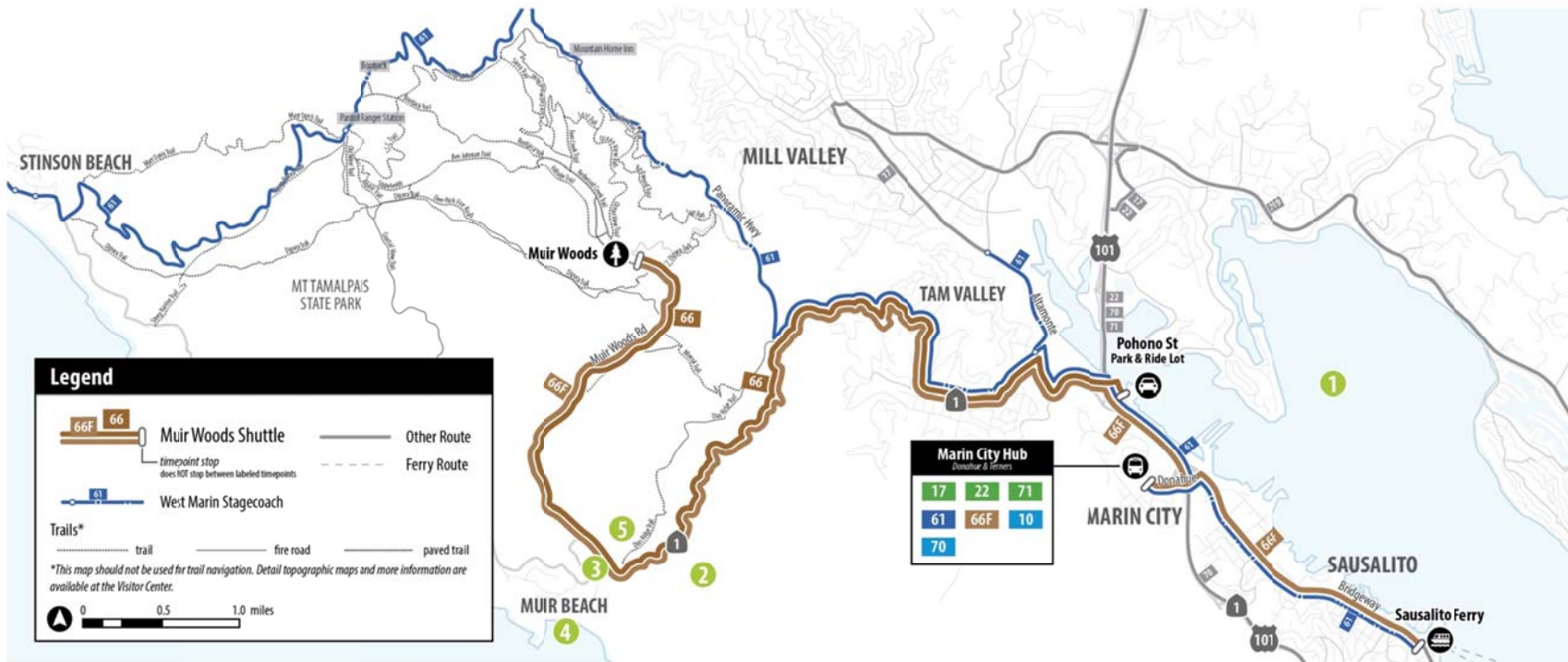
Marin Transit Routes

66 | 66F

muir woods
pohono park & ride
marin city
sausalito ferry terminal



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información sujeta a cambios



ON YOUR WAY

The Shuttle ride to Muir Woods will take approximately 35 minutes from Pohono and 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 Bay 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 Main 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 ½ hour loop, a 1 hour loop, and a 1 ½ 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.



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Weekdays | Jun 22 – Aug 14 66F

Sausalito Ferry – Marin City Hub – Pohono / Manzanita Park & Ride Lot – Muir Woods

to Muir Woods				from Muir Woods			
Westbound				Eastbound			
Sausalito (Bay & Bridgeway)	Marin City (Donahue & Ferness)	Pohono St (Park & Ride Lot)	Muir Woods (Main Entrance)	Muir Woods (Main Entrance)	Manzanita (Park & Ride Lot)	Marin City (Donahue & Ferness)	Sausalito (Bay & Bridgeway)
10:45	10:55	11:05	11:35	12:05	12:35	12:45	12:55
11:15	11:25	11:35	12:05	12:45	1:15	1:25	1:35
11:45	11:55	12:05	12:35	1:05	1:35	1:45	1:55
12:15	12:25	12:35	1:05	1:35	2:05	2:15	2:25
12:45	12:55	1:05	1:35	2:15	2:45	2:55	3:05
1:25	1:35	1:45	2:15	2:45	3:15	3:25	3:35
1:40	1:50	2:00	2:30	3:15	3:45	3:55	4:05
2:25	2:35	2:45	3:15	3:55	4:25	4:35	4:45
2:55	3:05	3:15	3:45	4:15	4:45	4:55	5:05
3:15	3:25	3:35	4:05	4:55	5:25	5:35	5:45
–	–	–	–	5:25	5:55	6:05	6:15
–	–	–	–	5:55	6:25	6:35	6:45
–	–	–	–	6:25	6:55	7:05	7:15

Special Notes

AM times PM times

⚠ Please note differing pick-up and drop-off locations.

Times are approximate and dependent on traffic conditions.

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

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

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

Questions / Preguntas

(415) 526-3239



2015 Shuttle Schedule

66 POHONO

Weekend & Holiday Off-Peak

Apr 4 – May 17 / Sep 12 – Oct 25

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

* Beginning 9/20, service ends earlier due to earlier park closing times. Visit website or call for details.

Weekend & Holiday Peak

May 23 – Sep 7

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

See Route 66F below for weekday service from Pohono.

66F SAUSALITO/MARIN CITY

Weekend & Holiday Off-Peak

Apr 4 – May 17 / Sep 12 – Oct 25

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

* Beginning 9/20, service ends earlier due to earlier park closing times. Visit website or call for details.

Weekend & Holiday Peak

May 23 – Sep 7

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

Weekday

Jun 22 – Aug 14

frequency	every 30 min
to Muir Woods	10:45 am – 3:15 pm
from Muir Woods	12:05 pm – 6:25 pm

On weekdays, Route 66F serves the curbside stop at Pohono going to Muir Woods and drops off at the Marzanita Park & Ride lot on the return trip.



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

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



scan QR code for schedules or visit
www.marintransit.org/mws

Muir Woods Shuttle
Weekend & Holiday Service
APRIL 4 – OCTOBER 25, 2015
NEW! Weekday Service
JUNE 22 – AUGUST 14, 2015

Marin Transit Routes
66 | 66F

- muir woods
- pohono park & ride
- marin city
- sausalito ferry terminal



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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 different pick-up and drop-off locations near Pohono on weekdays. Full schedules are available online at 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 a Golden Gate Transit route, 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.

Appendix B

Passenger Survey & Results

2015 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 (GoogleMaps, 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?

	2015 # responses	2015 % of responses	2014 % of responses
Avoid driving in traffic	77	14%	15%
Avoid looking for parking	133	24%	21%
Muir Woods parking was full	207	38%	33%
Better for the environment	59	11%	9%
Saves time	32	6%	6%
Saves money	19	3%	6%
No other option	23	4%	7%
Other	1	0%	2%
Total	551	100%	100%

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

	2015 # responses	2015 % of responses	2014 % of responses
Sausalito Ferry Terminal	9	3%	23%
Marin City Transit Hub	6	2%	6%
Pohono Street Park and Ride Lot	289	95%	71%
Total	9	3%	100%

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

	2015 # responses	2015 % of responses	2014 % of responses
0-10 min	156	51%	47%
11-20 min	60	20%	33%
21-30 min	43	14%	14%
31-40 min	24	8%	4%
41-50 min	11	4%	1%
51-60 min	5	2%	1%
> 1 hour	5	2%	0%
Total	156	51%	100%

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

	2015 # responses	2015 % of responses	2014 % of responses
Yes	137	46%	–
No	159	54%	–
Total	137	46%	–

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

	2015 # responses	2015 % of responses	2014 % of responses
Drove/Rode in a personal car	170	56%	39%
Drove/Rode in a rental car	118	39%	35%
Walked/hiked	6	2%	4%
Biked	0	0%	1%
Dropped off	1	0%	0%
Took ferry to Sausalito	1	0%	12%
Took bus	7	2%	8%
Other	0	0%	1%
Total	303	100%	100%

Q6. Where did you come from today?

	2015 # responses	2015 % of responses	2014 % of responses
Within Marin County	25	8%	2%
San Francisco	109	36%	70%
Sonoma County	5	2%	0%
East Bay	39	13%	10%
Other Bay Area location	90	30%	12%
Other	33	11%	5%
Total	301	100%	100%

Q7a. Please rate the Shuttle service on each of the following: On-time performance

	2015 # responses	2015 % of responses	2014 % of responses
Excellent	155	53%	50%
Good	85	29%	34%
Average	28	10%	11%
Poor	11	4%	3%
Very Poor	5	2%	1%
N/A	10	3%	1%
Total	294	100%	100%

Q7b. Please rate the Shuttle service on each of the following: Frequency of service

	2015 # responses	2015 % of responses	2014 % of responses
Excellent	147	50%	41%
Good	91	31%	35%
Average	29	10%	14%
Poor	12	4%	6%
Very Poor	5	2%	3%
N/A	9	3%	0%
Total	293	100%	100%

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

	2015 # responses	2015 % of responses	2014 % of responses
Excellent	163	56%	54%
Good	85	29%	32%
Average	26	9%	7%
Poor	10	3%	3%
Very Poor	8	3%	2%
N/A	1	0%	1%
Total	293	100%	100%

Q7d. Please rate the Shuttle service on each of the following: Driver courtesy

	2015 # responses	2015 % of responses	2014 % of responses
Excellent	214	74%	75%
Good	57	20%	20%
Average	8	3%	3%
Poor	0	0%	0%
Very Poor	0	0%	0%
N/A	9	3%	1%
Total	288	100%	100%

Q7e. Please rate the Shuttle service on each of the following: Information/staff at bus stops

	2015 # responses	2015 % of responses	2014 % of responses
Excellent	246	83%	66%
Good	44	15%	25%
Average	6	2%	5%
Poor	1	0%	1%
Very Poor	0	0%	2%
N/A	0	0%	1%
Total	297	100%	100%

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

	2015 # responses	2015 % of responses	2014 % of responses
Excellent	235	79%	71%
Good	55	18%	25%
Average	7	2%	3%
Poor	1	0%	0%
Very Poor	0	0%	0%
N/A	0	0%	0%
Total	298	100%	100%

Q7g. Please rate the Shuttle service on each of the following: Amenities/comfort at bus stops

	2015 # responses	2015 % of responses	2014 % of responses
Excellent	111	38%	32%
Good	82	28%	30%
Average	53	18%	21%
Poor	19	7%	6%
Very Poor	5	2%	3%
N/A	20	7%	8%
Total	290	100%	100%

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

	2015 # responses	2015 % of responses	2014 % of responses
Excellent	130	48%	61%
Good	90	33%	32%
Average	32	12%	5%
Poor	2	1%	0%
Very Poor	0	0%	2%
N/A	19	7%	1%
Total	273	100%	100%

Q8. How did you learn about the Shuttle?

	2015 # responses	2015 % of responses	2014 % of responses
Family or friend	41	13%	10%
Information Kiosk	3	1%	3%
Transit Trip Planner	14	4%	5%
Hotel pamphlet or concierge	6	2%	4%
Electronic message sign on Hwy 101	136	43%	35%
Greeters/Staff in Sausalito	2	1%	0%
Blue shuttle signs at highway exit	37	12%	11%
Saw bus or bus stop	6	2%	4%
Online	68	22%	22%
Newspaper	0	0%	0%
Other	0	0%	6%
Total	313	100%	100%