



Monthly Monitoring Report for May 2007

The Monthly Monitoring Report is one method that Marin Transit staff use to track and evaluate route and service performance. Service planning decisions are based on a combination of service planning goals and performance criteria, including those based on the transit performance measures under Measure A.

As specified in the Short Range Transit Plan, Marin Transit is not planning to make any significant service changes until at least September 2007. Smaller-scale changes to improve connections, adjust supplemental school routes, fill identified gaps, or fix missed connections are made on a quarterly schedule that matches Golden Gate Transit's driver sign-ups.

May is a seasonally high transit ridership month and Marin Transit carried 296,177 riders on fix route transit. This is the second highest number of passengers carried in a single month this fiscal year.

Routes Performing Well or Improving

- The West Marin Stagecoach South Route 61 exceeded the rural productivity standard for the first time and had its highest productivity this fiscal year.
- Shuttle Route 233 productivity increased to 11 passengers per hour and carried more passengers than in any previous month.
- Route 22 recovered to above 20 passengers per hour.
- Route 51 and 52 in Novato increased productivity by more than one passenger per hour.
- Routes serving the Canal (Routes 35, 36, and 29) all had increased productivity.
- Route 221 recovered to 4.9 passengers per hour based on high youth ridership and new senior trips.

Underperforming Routes

- Route 71 was the only route to decrease in productivity between April and June due to an increase in service hours. The route still has the third highest productivity in the system at 31.9 passengers per hour.

Local Service Operated by Golden Gate Transit

In May, Marin Transit carried 289,761 patrons on local transit service operated by Golden Gate Transit (GGT). The productivity of 30.4 passengers per service hour (including supplemental school routes) increased from the 28.5 passengers per hour in April and is higher than the average productivity since the new service plan took effect in September 2006. This increase is mostly due to seasonally high ridership in May. Marin Transit carried 6,771 less passengers and provided 66 fewer service hours than May 2006. This is offset by the new shuttle routes that carry around 3,500 passengers so actual ridership was only down about 1% compare to 2006. As a comparison, ridership on Golden Gate Transit regional routes (not Marin Transit Service) was down 7% compared to April 2006.

Golden Gate Transit is experiencing full Route 70/80 buses on weekends and has requested that Marin Transit add additional weekend Route 71 service. Marin Transit has agreed to add trips to accommodate demand for local service.



Community Shuttles

The Twin Cities Shuttle Route 221 ridership improved to 4.9 passengers per hour in May based on strong youth ridership. A direct mail and free ticket campaign will be launched in June to market the route this summer.

The Santa Venetia Shuttle Route 233 continues to exceed the shuttles productivity goal of seven passengers per hour. Marin Transit will be adding two hours of midday service in September 2007 in response to passenger requests for more midday service.

The Marinwood/Terra Linda Shuttle Route 259 ridership decreased slightly to 2.7 passengers per hour.

West Marin Stagecoach

Both the North Route 68 and South Route 61 met the rural productivity goals of 4.0 passengers per hour in March. Warmer weather continues to increase South Route weekend ridership. The new Coastal Route 62, which began on April 1, continued to have weak productivity at 1.5 passengers per hour. Marin Transit is sending a direct mail piece with a free ticket for the coastal route to residents in Stinson Beach, Bolinas, Olema, and Pt Reyes Station. The direct mail piece also requests residents to fill out a survey.

Marin Transit continues to work on increased marketing for the West Marin Stagecoach. Along with the Community Shuttles, Stagecoach schedules have been included in the June Golden Gate Transit Guide.

Supplemental School Routes

School Route service was strong in May with the exception of Route 151 which was canceled by the Marin Transit Board at the June 18th meeting and will not operate in the Fall 2007.

Paratransit and EZ Rider

Local paratransit continues to exceed the productivity goals of two passengers per hour. Non-mandated denials have dropped significantly since Whistlestop Wheels began their Taxi Overflow program in November.

EZ Rider's productivity remained just below two passengers per hour. Increased marketing and awareness of EZ Rider in Novato is planned in coordination with Whistlestop, the Novato Human Needs Center, and Supervisor Arnold's office.