



Monthly Monitoring Report for August 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 one year of service. 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.

In August, Marin Transit carried 279,194 riders on fixed-route transit. This 25,239 trips more than July 2007 and 1% less than August 2006.

Routes Performing Well or Improving

- The West Marin Stagecoach carried over 4,000 riders this month, the most ever in a single month.
- Route 52 Novato to San Rafael has increased productivity to almost 16 passengers per hour. The route still needs to improve to meet the 20 passengers per hour service standard.
- Route 259 Marinwood/Terra Linda Shuttle again had its highest monthly ridership ever of 741 passengers and improved its productivity to 3.6 passengers per hour.
- Route 35 serving the Canal neighborhood continues to be the most productive route in the system carrying 89 passengers per hour.

Underperforming Routes

- Route 19 in Tiburon continues to average around 11 passengers per hour
- Route 51 in Novato lost productivity and carried 12.5 passengers per hour
- Route 221 Twin Cities Shuttle continues to carry less than 3 passengers per hour
- Route 62 the Coastal Route of the Stage carried less than 2 passengers per hour

Local Service Operated by Golden Gate Transit

In August, Marin Transit carried 272,422 patrons on local transit service operated by Golden Gate Transit (GGT). The productivity of 26.7 passengers per service hour is less than the system average of 29.4 passengers per service hour for the same month in the prior year. Marin Transit carried around 8,300 fewer passengers (3%) and provided 90 more service hours (1%) than August 2006. In comparison, Golden Gate Transit's regional services experienced a ridership drop of 6.4% and 1.4% increase in total hours for the same period.

Community Shuttles

The Twin Cities Shuttle Route 221 ridership rebounded to 2.6 passengers per hour due to the start of school. The Route is still not performing as expected. In October, Marin Transit staff presented the route's ridership statistics to local stakeholders and discussed options for



modifying the service type or route. A direct mail and free ticket campaign conducted in July was unsuccessful at attracting new riders.

The Santa Venetia Shuttle Route 233 continues to exceed the shuttle productivity goal of seven passengers per hour. Marin Transit added two hours of midday service on September 10, 2007 in response to passenger requests for more midday service.

The Marinwood/Terra Linda Shuttle Route 259 ridership continues to steadily improve. Monthly ridership set a new record of 741 riders, and the route had its highest productivity to date of 3.6 passengers per hour.

West Marin Stagecoach

The overall productivity of the Stagecoach continued to rise, and it carried 4,033 passengers in August. This is more than a 70% increase from the August 2006 ridership of 2,368.

Both the North Route 68 and South Route 61 exceeded the rural productivity goals of 4.0 passengers per hour in July. The start of the school year increased productivity on the North Route 68. The new Coastal Route 62, started on April 1, continues to have weak productivity - dipping to 1.8 passengers per hour.

Supplemental School Routes

August was the first month of supplemental school service for the 07/08 school year. Since many schools are just starting or have irregular schedules, monitoring for this month is unrepresentative of these routes overall performance.

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 a Taxi Overflow program in November 2006.

EZ Rider's productivity was 2.1 passengers per hour in August. Increased marketing and awareness of EZ Rider in Novato is planned in coordination with Whistlestop Wheels, the Novato Human Needs Center, and Supervisor Arnold's office.