



## Monthly Monitoring Report for September 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.

On September 9, 2007 the major service changes in 2006 had been in place for a year. As specified in the Short Range Transit Plan, Marin Transit did not make any significant service changes until at least one year of service. While no major changes are planned at this time, Marin Transit will begin to evaluate some of the route options and discuss larger changes that would be implemented over time. 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 September, Marin Transit carried 279,584 riders on fixed-route transit. This is 400 trips more than in August 2007 and 2% less than September 2006.

### Routes Performing Well or Improving

- The Route 68, the North Route of the Stagecoach, increased productivity to over 6 passengers per hour. In September 2006, it was 3.8 passengers per hour.
- Route 22 productivity rebounded to above the service standard
- Route 259 Marinwood/Terra Linda Shuttle again had its highest productivity ever of 4.1 passengers per hour.
- Route 35 serving the Canal neighborhood continues to be the most productive route in the system carrying 92 passengers per hour.

### Underperforming Routes

- Route 19 in Tiburon continues to average around 12 passengers per hour
- Route 221 Twin Cities Shuttle continues to carry around 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 273,017 patrons on local transit service operated by Golden Gate Transit (GGT). The productivity of 30.3 passengers per service hour is close to the system average of 30.8 passengers per service hour for the same month in the prior year. Marin Transit carried around 8,200 fewer passengers (3%) and provided 130 more service hours (1%) than in September 2006. By comparison, Golden Gate Transit's regional services experienced a ridership drop of 8.1% and 0.4% increase in total hours for the same period.

### Community Shuttles

Since the start of the Community Shuttles in September 2006, shuttle productivity has increased from 4.9 passengers per hour to 6 passengers per hour. Even with the addition of two additional midday hours on the Route 233 the route's productivity exceeded ten passengers per hour.



The Twin Cities Shuttle Route 221 ridership rebounded to 3.3 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 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 4.1 passengers per hour.

### **West Marin Stagecoach**

The overall productivity of the Stagecoach continued to rise and carried 3,772 passengers in September. This is a 70% increase from the September 2006 ridership of 2,225.

Both the North Route 68 and South Route 61 exceeded the rural productivity goals of 4.0 passengers per hour in September. Student ridership continued to increased productivity on the North Route 68 and it carried 6.1 passenger per hour. The new Coastal Route 62, which began on April 1, 2007 continues to have weak productivity - dipping to 1.5 passengers per hour.

### **Supplemental School Routes**

New morning service was added to Route 139 to Terra Linda High School in August 2007. Scheduling difficulties that discouraged ridership should now be resolved. The ridership for the route increased to 16.4 passengers per trip from 11.8 passengers per trip the previous month. Staff is hopeful that the ridership will continue to improve as more students try the new morning service.

Marin Transit staff will be reviewing why Route 143 to Tam High School is not meeting the productivity targets.

### **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 2.2 passengers per hour in September.