



## Monthly Monitoring Report for October 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 October, Marin Transit carried 301,233 riders on fixed-route transit. This is 19,558 trips more than in September 2007 and 3,238 more than October 2006.

### Routes Performing Well or Improving

- The Route 68, the North Route of the Stagecoach, continued to increase productivity to 6.8 passengers per hour. In October 2006, it was 5.4 passengers per hour.
- Route 233 continues to carry over 10 passengers per hour with the new midday hours.

### 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 October, Marin Transit carried 294,051 patrons on local transit service operated by Golden Gate Transit (GGT). The productivity of 29.3 passengers per service hour is slightly lower than system average of 30.3 passengers per service hour for the same month in the prior year. Marin Transit carried around 1,494 more passengers (1%) and provided 384 more service hours (4%) than in October 2006. By comparison, Golden Gate Transit's regional services experienced a ridership increase of 2.4% and a 4.7% 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 5.9 passengers per hour. Even with the addition of two additional midday hours on the Route 233, the productivity of Route 233 exceeded ten passengers per hour.



The Twin Cities Shuttle Route 221 ridership was 3.0 passengers per hour and is still not performing as expected. A direct mail and free ticket campaign conducted in July was unsuccessful at attracting new riders. The Marin Transit Board of Directors will consider a new route and schedule for this Route at the December 17 board meeting.

The Marinwood/Terra Linda Shuttle Route 259 ridership is maintaining ridership after steady improvements.

### **West Marin Stagecoach**

The overall productivity of the Stagecoach continues to rise. The Stage carried 3,797 passengers in October. This is a 40% increase from the October 2006 ridership of 2,714.

Both the North Route 68 and South Route 61 exceeded the rural productivity goals of 4.0 passengers per hour in October. Student ridership continued to increased productivity on the North Route 68, and the North Route carried a record 6.6 passenger per hour. The new Coastal Route 62, which began on April 1, 2007, continues to have weak productivity – with 1.4 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 were resolved, and the route is now carrying 22.5 passengers per trip.

Route 143 to Tam High School is not meeting its 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 October.