

Monthly Monitoring Report for January 2007

The Monthly Monitoring Report is one method that MCTD 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, MCTD 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.

Summary of Report

Overall, ridership in January was slightly up from December. Ridership in January continues to be lower than Fall 2006 due to holidays (New Years Day and Martin Luther King Jr. Day) and typical seasonal declines.

The extension of Route 52 in Novato to San Rafael has increased the route's productivity due the same number of riders utilizing fewer scheduled service hours. MCTD will be looking at ways to make this route more attractive to potential riders.

Route 17 serving Mill Valley to San Rafael continues to increase ridership. Route 51 in Novato and Route 29 Larkspur to San Rafael also are showing ridership gains. Many of the gains on the Route 29 are likely due to Canal residents using this bus as another option to travel to the San Rafael Transit Center.

The Twin Cities Shuttle Route 221 free fare program, sponsored by local businesses, ended in December. This change resulted in lower ridership and significantly lower fare revenue in January. MCTD will be monitoring the route closely to see if ridership rebounds and working with stakeholders to investigate other marketing and fare programs to help this route establish a market.

The Marinwood/Terra Linda Shuttle Route 259 showed modest gains in ridership due to the route change implemented in December. A marketing and planning effort is underway to further help improve ridership. A survey went out to each household in the two communities and staff will hold two public meetings in late March/early April to identify service improvements.

West Marin Stage ridership has been stable. MCTD is concluding an outreach to the community and expects to implement schedule changes in early April. Combined with the new schedules, MCTD staff is hopeful that additional marketing to promote Stage weekend service translates into increased ridership.