



711 grand ave, #110
san rafael, ca 94901

ph: 415.226.0855
fax: 415.226.0856
marintransit.org

March 20, 2017

Honorable Board of Directors
Marin County Transit District
3501 Civic Center Drive
San Rafael, CA 94903

board of directors

SUBJECT: Changes to the Monthly Monitoring Report beginning with January 2017

katie rice
president
supervisor district 2

Dear Board Members:

RECOMMENDATION: Information only.

stephanie moulton-peters
vice president
city of mill valley

SUMMARY:

Marin Transit developed the Monthly Monitoring Report as one method to track and evaluate route and service performance. Staff make service planning decisions based on a combination of service planning goals and performance criteria, including the transit performance measures established under Measure A.

damon connolly
2nd vice president
supervisor district 1

The Monthly Monitoring report was first developed in 2006, and the format has remained relatively consistent over the past several years. Over time, the District's programs have become increasingly diverse, and the structure of service has changed in an effort to improve the system for riders by reducing the need to transfer. The format and metrics in the old report no longer capture the District's goals, and obscure various factors that may affect monthly system performance.

judy arnold
director
supervisor district 5

The District upgraded its data management system, TransTrack, in December 2016 to provide access to a new report writing tool that enables staff to develop custom reports. Staff have utilized this tool to create a new format for the Monthly Monitoring report, and will use it to create internal reports to more closely track ongoing service performance trends. In addition to automatically generated reports, one of the most significant benefits of this new tool is that staff has flexibility to modify the report format to meet any future needs.

kate colin
director
city of san rafael

dennis rodoni
director
supervisor district 4

kathrin sears
director
supervisor district 3

Historically, staff has presented service monitoring to your Board as a series of monthly reports and a more detailed annual report. The monthly report includes program and route level details, and

compares these metrics to the previous year. The annual report includes additional detail at the route level, including performance by day type (Weekday vs Saturday vs Sunday) and five-year historic performance trends of the routes. The current monthly report has the following limitations: (1) when staff attempt to allocate costs and revenue that are not on the same reporting schedule, and (2) when presenting previous year comparisons to months that are not comparable due to the number of days and day types, weather, school schedules, and recreational service schedules.

Internally, staff will continue to monitor service on the monthly schedule including new reports to gain additional insight into route level and overall performance. The reporting schedule to your Board will now include: (1) a newly formatted monthly report, (2) a new performance report that will be provided quarterly alongside the quarterly budget report, and (3) an updated annual report. Details of these reports are described below.

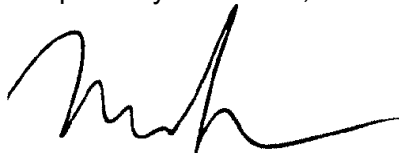
The new Monthly Monitoring report format aims to provide more consistency when presenting and evaluating system trends and performance. The monthly report includes year-to-date ridership by month for fixed-route and demand response services to provide a more complete view of ridership trends. The report also includes metrics on ridership and productivity for that month. Monthly ridership is presented as average daily passengers. This statistic provides a more equal comparison to the prior year by factoring in variations in the number of weekdays versus weekends. Productivity in passengers per hour is presented by route typology as defined in the District's Short Range Transit Plan.

Every three months, the monthly report will be accompanied by a more detailed quarterly report that will provide route-level statistics and performance measures, including financials. The quarterly report will include an in-depth analysis of trends and a discussion of any relevant external factors such as service changes. Analyzing route-level statistics on a quarterly basis reduces some of the month-to-month variability that can occur due to factors such as number of weekdays or weather. It also helps balance the allocation of overhead expenses that tends to be irregular when comparing month over month. An example of the performance statistics that will be presented in the quarterly report is provided in Attachment A.

Staff will continue to present an annual system performance report after the end of each fiscal year. The annual report provides a detailed assessment of system wide, typology based, and route-level performance data.

FISCAL/STAFFING IMPACT: None associated with this report.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Melody Reeb', with a long horizontal flourish extending to the right.

Melody Reeb
Senior Transit Planner

Attachment A: Monthly Monitoring Report for January 2017 and Example Quarterly Report