



Monthly Monitoring Report for July 2016

The Monthly Monitoring Report is one method that Marin Transit staff uses to track and evaluate route and service performance. Service planning decisions are based on a combination of service planning goals and performance criteria, including the transit performance measures established under Measure A.

Marin Transit makes changes to improve connections, adjust supplemental school routes, fill identified gaps, or fix missed connections on a quarterly schedule that matches Golden Gate Transit's driver sign-ups.

Report Format

The data presented in this report for July is generated directly from TransTrack, Marin Transit's data management system. TransTrack allows Marin Transit to consolidate and analyze all operational data from the District's transit programs and contractors as one system.

One of the most significant benefits of the system is the ability to create the Monthly Monitoring Report. This report captures all costs associated with service operations and is not limited to contractor costs. This reporting format most accurately represents the District's actual cost of providing service.

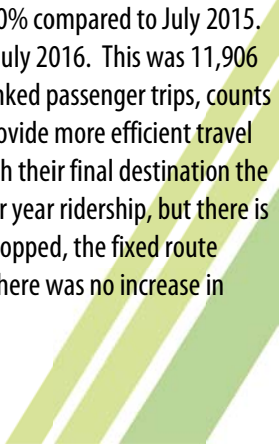
Route performance is presented relative to typology-based targets. The targets were most recently updated in the FY2016-2025 Short Range Transit Plan and adopted by the Board in July 2015. These typology-based targets aim to match routes and service levels to the markets they are intended to serve. All performance and financial data is consistent with the District's reporting for the National Transit Database.


A summary of customer feedback is included as an attachment to the report. This table shows the number of comments, issues, or complaints received and categorizes them by type and program. Comments are received in various ways: by phone (recorded by Marin Transit staff, the Golden Gate Transit Customer Service Center, or the service provider directly), written comment cards, letters, in person, emails, or through an online comment form.

July 2016

On June 12, 2016, Marin Transit made a major service change, which included a 19% increase in service levels and a restructuring of routes throughout the County. This month's report includes data from the full month of the new service plan.

In July 2016 Marin Transit carried a total of 257,392 passengers system wide, a decrease of about 5.0% compared to July 2015. On fixed-route transit services, including Yellow School Bus, Marin Transit carried 244,439 riders in July 2016. This was 11,906 (-4.6%) fewer riders compared to July 2015. Based on industry standard definitions the sum of unlinked passenger trips, counts a trip that requires a transfer as two riders. One of the primary goals of the service change was to provide more efficient travel by eliminating transfers. Consequently, when a rider can take one bus rather than two buses to reach their final destination the ridership number is cut in half for that trip. Staff is still evaluating the best way to compare year over year ridership, but there is evidence that the service changes are achieving the desired outcomes. In July, although ridership dropped, the fixed route service experienced an 8% increase in fare revenue and an 18% decrease in transfers. Recognizing there was no increase in fares year over year, this data suggest the total number of passengers served actually increased.





Out of the 18 routes with adopted performance targets that operated in July 2016, 9 routes met their productivity targets and 5 routes met their subsidy targets.

Routes Performing Well or Improving

- **Route 35** serving the Canal area of San Rafael remains the most productive fixed route service in terms of passengers per revenue hour and carried 52,451 passengers, or 27.1 passengers per hour, in July 2016. This route was extended north to serve Civic Center, Northgate Mall, and Novato starting June 12, 2016.
- **Shuttle Route 233** was the most productive shuttle route in July 2016, carrying 11.2 passengers per hour. The route also met its subsidy goal at \$6.91 per passenger.

Underperforming Routes

- Routes that did not meet their productivity targets (passengers per hour or passenger per trip) in July 2016 include: **Routes 17, 22, 23, 23X, 29, 36, 49, 71X, and 228.**
- Routes that did not meet their subsidy targets (subsidy per passenger) in July 2016 include: **Routes 17, 22, 23, 23X, 29, 35, 36, 71X, 219, 228, 245, 251, and 257.**

Local Service

In July 2016, Marin Transit carried 165,714 patrons on fixed route local transit service. The 18.5 passengers per revenue hour productivity rate for local service is 5.4 passengers per hour lower (-22.6%) than the rate reported for July 2015. Marin Transit local routes carried 17,564 (-9.6%) fewer passengers compared to July 2015.

Community Shuttles

The Community Shuttles carried 29,955 passengers in July 2016, with a productivity of 8.6 passengers per hour. This number corresponds to a 12.4% decrease in passengers compared to July 2015. Of the six shuttle routes that operated in July 2016, five met the productivity target, and one met the subsidy target.

The Santa Venetia Route 233 shuttle continues to meet the 8 passengers per hour Local Connector productivity goal and was the most productive shuttle route in July 2016, carrying 11.2 passengers per hour.

Muir Woods Shuttle

The 2015 Muir Woods Shuttle season began on April 2, 2016, and weekday service was added starting on June 20, 2016. In its fourth month of operation, the Muir Woods Shuttle carried 37,103 passengers, or 31.9 passengers per hour, and met its productivity goal. The service also met its subsidy goal at \$1.10 per passenger. For weekends and holidays in July, the Shuttle carried an average of 20.9% of all park visitors. Over the first full month of weekday service in July, the Shuttle carried an average of 6.3% of all park visitors.


West Marin Stagecoach

The Stage carried 11,667 passengers in July 2016, 5.6% more than in July 2015. Both Routes 61 and 68 met the 4 passengers per hour rural service standard, carrying 8.5 and 7.5 passengers per hour, respectively.

Supplemental School Routes

Due to summer break, no supplemental school service was provided in July 2016.

Yellow School Bus



Due to summer break, no yellow bus service was provided in July 2016.

College of Marin

Due to summer break, no College of Marin service was provided in July 2016.

Demand Response

Marin Access provided a total of 12,953 trips on all demand response and mobility management programs in July 2016. Overall ridership on these programs decreased 10.9% in July 2016 compared to July 2015.

Local paratransit continued to meet its productivity standard. Local paratransit carried 9,809 passengers, with a service productivity average of 2.2 passengers per hour (meeting the 2.0 standard). This number of passengers represents a 13.6% decrease in ridership compared to July 2015.

The Novato Dial-a-Ride service carried 275 passengers and did not meet its productivity standard at 1.8 passengers per hour. Ridership in July 2016 was 28.4% lower than in July 2015.

The Dillon Beach/Tomales Dial-a-Ride provides curb-to-curb pick-up and drop-off between Dillon Beach, Tomales, and Petaluma and operates on Wednesdays only. In July 2016, the service carried 44 passengers and met its productivity target for the first time with 2.2 passengers per hour.

In July 2016, a new general public dial-a-ride service was added between Pt. Reyes Station and Novato. The service runs once per month on the second Monday of the month. On its first trip on July 11, 2016, the service carried 22 passengers and met its productivity target with 2.4 passengers per hour.

The Volunteer Driver Program in July 2016 completed 1,603 trips for 139 clients. This represents a 15.2% increase compared to July 2015.

In July 2016, the Catch-a-Ride program provided 1,200 one-way trips, a decrease of 14.4% compared to July 2015. The program was launched in September 2012, and provides discounted taxi rides for ADA (Americans with Disabilities Act) eligible riders and seniors.

