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September 9, 2024

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

Subject: Marin Transit Quarterly Performance Report for the Fourth Quarter of FY 2023/24

Dear Board Members:

Recommendation

Information only.

Summary

As part of the District's service monitoring process, staff prepare a quarterly performance report. Attached is the report for the fourth quarter of FY 2023/24.

The quarterly report provides route-level statistics and performance measures with financial data and an in-depth analysis of trends. The report discusses any relevant external factors such as weather, operator shortages, and service changes.

Additional detailed analyses of system performance and trends are provided in an annual system performance report. This report is available on the District's website at <https://marintransit.org/service-performance-and-reports> in addition to the monthly reports.

Fiscal/Staffing Impact

None.

Respectfully Submitted,

Asher Butnik
Senior Transit Planner

Attachment A: Quarterly Performance Report for FY 2023/24 Q4

Attachment B: FY 2024 Q4 (April – June) Marin Transit Outreach and Travel Training



Quarterly Performance Report for FY 2023/24 Q4

This report summarizes the operational performance of Marin Transit services for the fourth quarter of FY 2023/24 from April 1, 2024 through June 30, 2024. The Quarterly Performance Report provides detailed route-level statistics, analyzes trends, and evaluates performance measures established under Measure A and Measure AA.

Report Format

The data presented in this report is generated directly from TransTrack, Marin Transit's data management system. TransTrack enables Marin Transit to consolidate and analyze all operational data from the District's transit programs and contractors in one system. TransTrack reports all costs associated with service operations, not just contractor costs. This reporting format most accurately represents the District's actual costs of providing service.

Route performance is presented relative to typology-based targets. The Board updated the targets on April 2, 2018, as part of a larger performance monitoring plan update. These typology-based targets aim to match routes and service levels to the markets they are intended to serve. All performance and financial data are consistent with the District's reporting for the National Transit Database.

Performance Goals

Performance goals at the route level are measured in both productivity (unlinked passengers per hour and per trip) and cost-effectiveness (subsidy per unlinked passenger trip). Table 1 below summarizes route level performance goals by typology. Note that there are currently no productivity or cost-effectiveness goals identified for the Yellow Bus program.

Table 1: Productivity and Subsidy Goals by Service Typology

Service Typology	Routes	Unlinked Passenger Trips per Hour (at or above)	Subsidy per Passenger Trip (at or below)
Local Trunkline	35, 36, 71	20	\$5.00
Regular Local	17, 22, 23, 29, 49, 57	18	\$7.25
Local Connector	219, 228, 233, 245	8	\$10.00
Supplemental	613, 619, 625, 654	20 per trip	\$3.25
Rural	61, 68	6	\$13.25
Recreational	Muir Woods Shuttle	25	\$3.25
Demand Response	Local Paratransit, Marin Access Shuttles	2	\$38.50



Performance Summary

In the fourth quarter of FY 2023/24, Marin Transit carried a total of 811,399 passengers systemwide. This represents a ridership increase of 10% compared to the fourth quarter of the previous fiscal year and is 4% lower than pre-pandemic ridership (Q4 FY2018/19).

On fixed route transit services, Marin Transit carried 763,381 riders. This is an increase of 9% compared to the fourth quarter of FY 2022/23. The Yellow Bus program carried 27,605 passengers. This represents an increase of 6% compared to the fourth quarter of the previous fiscal year. Marin Access services carried 20,413 trips on demand response and mobility management programs. This reflects an increase of 18% compared to the fourth quarter of the last fiscal year. The tables at the end of this report provide a breakdown of all route-level statistics.

Local Trunkline (Routes 35, 36, and 71)

In the fourth quarter of FY 2023/24, Local Trunkline services carried 344,456 passengers. This represents an increase of 7% compared to the fourth quarter of the prior fiscal year.

Route 35 had an average of 31 passengers per revenue hour and an average subsidy per passenger of \$4.91, meeting the productivity target of 20 passengers per revenue hour and the subsidy target of at or below \$5.00 per passenger. No other Local Trunkline route met the productivity or subsidy target. Local Trunkline service accounted for 32% of fixed route service in revenue hours and 45% of fixed route ridership in the fourth quarter of FY 2023/24.

Local Basic (Routes 17, 22, 23, 29, 49, and 57)

Local Basic services carried a total of 308,694 passengers during the fourth quarter of this fiscal year. This represents an increase of 29% compared to the fourth quarter of the prior fiscal year. Note that Local Basic Route 57 did not operate for the majority of the fourth quarter of the prior fiscal year. Excluding Route 57, Local Basic services increased in ridership by 14% compared to the prior fiscal year.

Route 23 had an average of 20 passengers per revenue hour, meeting the productivity target of 18 passengers per revenue hour. No other Local Basic route met the performance target, and none met the subsidy target of \$7.25 per passenger. Local Basic routes represented 44% of fixed route revenue hours and 40% of fixed route ridership in the fourth quarter of FY 2023/24.

Local Connector (Routes 219, 228, 233, and 245)

During the fourth quarter of the fiscal year, Local Connector services carried 55,251 total passengers. This represents a decrease of 29% from the fourth quarter of the prior fiscal year. Note that two Local Connector routes, Routes 251 and 257, ran in the fourth quarter of the prior year that did not run this year. Excluding those routes, Local Connector ridership increased by 23% compared to the prior year.

All Local Connector services met the productivity target of 8 passengers per revenue hour, but none met the subsidy target of \$10.00 per passenger. Local Connector routes accounted for 12% of fixed route service in revenue hours and provided 7% of fixed route ridership in the fourth quarter of FY 2023/24.

Supplemental School (Routes 613, 619, 625, and 654)

Supplemental School routes carried 11,074 passengers in the fourth quarter of FY 2023/24. This represents a 23% decrease from the fourth quarter of the prior fiscal year. The significant decrease in



Supplemental School ridership relative to the prior year is largely because, as part of the June 11th service change, much of the service that historically took place on Supplemental School routes was transferred to local service, including the cancellation of Routes 645 and 651. Even on routes that have continued into the current fiscal year, service levels are lower than prior years due to increased school connectivity on local service. Note that there were 9% more school days in the fourth quarter of FY 2023/24 than in the prior year.

Routes 625 and 654 had an average of 23 and 29 passengers per trip, respectively, meeting the productivity target of 20 passengers per trip. No other Supplemental School routes met the productivity target, and none met the subsidy target of \$3.25 per passenger. Supplemental School routes accounted for 1% of fixed route service in revenue hours and provided 1% of fixed route ridership in the fourth quarter of FY 2023/24.

Rural (West Marin Stagecoach Routes 61 and 68)

In the fourth quarter of the fiscal year, the two Stagecoach routes carried 29,227 passengers. This represents a 24% increase from the fourth quarter of the prior fiscal year.

Both routes met the productivity target of 6 passengers per revenue hour, but neither met the subsidy target of \$13.25 per passenger. Stagecoach routes accounted for 9% of fixed route service in revenue hours, and ridership represented 4% of fixed route ridership in the fourth quarter of FY2023/24.

Yellow Bus

In the fourth quarter of FY 2023/24, the Ross Valley School District yellow bus service carried 27,605 passengers. This represents an increase of 6% compared to the fourth quarter of the prior year. Note that there were 9% more school days this quarter than the prior year, and that yellow bus service levels were lower this year. This program has no established service targets.

Recreational (Muir Woods Shuttle)

In the fourth quarter of FY 2023/24, the Muir Woods Shuttle carried 14,679 passengers. This represents a decrease of 24% from the fourth quarter of FY 2022/23. Service levels this quarter, compared to the fourth quarter of the prior fiscal year, were 33% lower, so the ridership reduction of 24% represents a productivity increase of 13%.

The Shuttle did not meet its productivity goal of 25 passengers per revenue hour nor its subsidy goal of \$3.25 per passenger. The Muir Woods Shuttle accounted for 2% of fixed route service in revenue hours, and ridership represented 2% of fixed route ridership in the fourth quarter of FY2023/24.

Marin Access

In the fourth quarter of FY 2023/24, Marin Access offered ADA-paratransit service, the Marin Access Shuttles program (which includes the former Rural Dial-A-Ride program for Dillon Beach/Tomales and Point Reyes Station), the Volunteer Driver program, and the new Catch-A-Ride 2.0 pilot program. Note that, beginning this quarter, the Marin Access Shuttles program also includes the new West Marin Connector Pilot Shuttle.

In the fourth quarter of FY 2023/24, local paratransit carried 13,331 passengers. The service productivity average of 1.8 passengers per hour did not meet the 2.0 standard. The number of passengers represents a 9% increase in ridership compared to the prior fiscal year. The service did not meet the subsidy target of \$38.50 per passenger.



Marin Access Shuttles carried 186 passengers this quarter. The service productivity average of 1.4 passengers per hour did not meet the 2.0 standard. The service did not meet the subsidy target of \$38.50 per passenger.

The Volunteer Driver Program completed 2,368 trips this quarter. This represents a 6% decrease compared to the previous fiscal year.

The Catch-A-Ride 2.0 pilot program provided 4,528 one-way trips this quarter. This represents an increase of 290% compared to the prior year. The strong increase in Catch-A-Ride ridership suggests Marin Access riders who formerly used the Connect and Novato Dial-A-Ride programs are likely finding the new Catch-A-Ride 2.0 pilot meets their needs instead.

Community Engagement

Staff perform various activities on an ongoing basis to engage the community and share information about Marin Transit and Marin Access programs and services. In the fourth quarter of FY 2023/24, the focus of these efforts was on continuing to establish and grow our relationships with community partners to improve our ability to connect with riders and the general public. There was also a significant focus on collecting feedback on Marin Transit and Marin Access Programs and Services from current riders as well as other interested community partners through focus groups and presentations to inform an update to the District's Short Range Transit Plan (SRTP). Events were held in various formats, locations, and days to meet the needs of the community. The attached report outlines the community engagement initiatives for target audiences, including community members, fixed route riders, and Marin Access riders.

In the fourth quarter of FY 2023/24, staff successfully completed thirteen events. Events included three compensated focus groups dedicated to collecting feedback from riders at the District's administrative office, two Navigating Transit presentations detailing the District's programs and services, eight community events, two business partner events, and a panel presentation on transportation options. Ten of these events were attended by staff to support Spanish translation as needed. In total, staff reached 499 community members across all events. This increase compared to Q3 is directly attributed to the development of relationships with community partners who then invited us to host information tables at their events.

In Q4, staff performed expanded outreach in two new areas – rider surveys and social media. Staff initiated and collected responses to two surveys; the first was designed to understand more about the needs of riders traveling to, from, and within West Marin, and the second was to collect feedback from users of the Catch-A-Ride 2.0 pilot program to inform the forthcoming program evaluation. The surveys were distributed via email, the Marin Transit website, through community partners, and at bus stops or on vehicles. Staff also began to utilize social media platforms more consistently to engage the community and share information.

Ridership Trends

The District continues to experience strong ridership; total ridership stayed at 96% of pre-pandemic levels in Q4. However, ridership recovery has not been spread evenly across Marin Transit programs. Fixed route ridership recovery was swift and has remained strong; fixed route services remained at 99% of pre-COVID ridership in the fourth quarter of FY 2023/24. Marin Access services by contrast were at 48% of pre-COVID ridership levels this quarter. For about a year and a half, Marin Access ridership had



plateaued at around half of pre-pandemic levels. The current quarter represents the second consecutive quarter where year over year ridership on Marin Access services has increased. Marin Transit staff believe that the restructuring of Marin Access programs, which took effect on July 1, 2023, has had a positive effect on Marin Access ridership and mobility of seniors and people with disabilities in the long term.

This quarter, Marin Transit experienced strong ridership growth compared to the national average. According to the National Transit Database, in the fourth quarter of FY 2023/24, nationwide bus ridership was 6% higher than the prior year, compared to Marin Transit's 9% increase over the prior year for fixed route services.

Marin Transit continues to have one of the strongest ridership recoveries in the Bay Area at 99% for fixed route services, and one of the strongest in the country when comparing to pre-COVID levels (the national average this quarter was 78%). Compared to other North Bay transit agencies, Marin Transit fixed route services continue to perform well. In the fourth quarter of FY 2023/24, Golden Gate Transit carried 371,507 passengers on its fixed route bus service, representing less than half of Marin Transit's fixed route ridership (763,381), while SMART carried 246,222 passengers. Golden Gate Transit experienced a 7% increase in fixed route bus ridership in this quarter compared to the fourth quarter of FY2022/23, bringing overall recovery to 47% of pre-COVID ridership. SMART experienced a 29% increase in ridership compared to the fourth quarter of last year, bringing overall recovery to 137% of pre-COVID ridership.

Other Bay Area transit agencies that provide local transit service experienced a wide variety of ridership growth trends in the fourth quarter of FY 2023/24. Comparing to other Countywide peer agencies, Napa Valley Transportation Authority (VINE), SamTrans, and Solano County Transit (SolTrans) experienced a 17%, 11%, and 3% increase in ridership, respectively, relative to the second quarter of FY 2022/23, bringing their ridership relative to pre-COVID to 49%, 94%, and 70%, respectively.

Demand for Marin Access mobility management and demand response programs was 18% higher during the fourth quarter of FY 2023/24 compared to the fourth quarter of the prior year. This is the second consecutive quarter where ridership on demand response services was higher than the same quarter of the prior year. However, ridership on Marin Access services remains low relative to pre-COVID (48%). Staff conducted a robust assessment of Marin Access programs and ridership to explore reasons for these trends. The assessment concluded that a significant portion of former ridership has switched to alternative programs that better meet their needs. One of these programs is the new Catch-A-Ride 2.0 pilot, which is experiencing very strong growth (290% compared to the prior year). It remains to be seen where Marin Access ridership will land when the current growth spurt subsides.

Marin Transit implemented a suite of changes to Marin Access programs that started on July 1, 2023. These changes were designed to improve reliability of the services, stabilize ridership, and increase interest in and use of the programs. The growth in Marin Access ridership the past two quarters indicates that these changes have been successful.

Table 2 below compares several other factors and qualitatively evaluates their potential impact on ridership.

**Table 2: Factors Impacting Ridership Comparison**

Factor		FY 2022/23 Q4	FY 2023/24 Q4	Impact
Days Operated	Weekdays	64	64	--
	School Days	44	48	▲
	Weekends & Holidays	27	27	--
	Muir Woods Shuttle	37	37	▼▼ See note
Service Disruptions (cancelled/missed service)		1185	135	▲▲▲▲
Rainfall (inches)		0.3	1.7	▼
Average Gas Prices		\$4.77	\$5.05	▲

Note: Although the Muir Woods Shuttle operated for the same number of days this quarter as the prior year, the service levels were significantly lower. Total revenue hours on the service were 33% lower than the prior year.

Due to the national labor shortage, Marin Transit's contractor operators have had difficulty hiring new drivers, which led to a significant amount of missed service in the prior fiscal year. The service change implemented on June 11th, 2023, was designed to reduce the number of driver shifts necessary to operate service, in an attempt to reduce the amount of missed service. The significant reduction in missed service for this quarter compared to the prior year demonstrates that the June 11th service changes were successful in that goal.

Attachment A

Quarterly Report - Summary

08/29/2024

QUARTER

Q4 FY24

Systemwide Performance Statistics

Typology	Route	Passengers	%Δ Passengers*	Revenue Hours	Operating Cost	Passengers per Revenue Hou	Subsidy per Passenger	Farebox Recovery
1. Local Trunkline	35	154,012	▼2.9%	4,910	\$918,857	31.4	\$4.91	17.7%
	36	73,640	▲2.2%	3,863	\$738,648	19.1	\$8.87	11.5%
	71	116,804	▲27.4%	6,027	\$1,184,527	19.4	\$8.89	12.3%
	Rollup	344,456	▲6.8%	14,800	\$2,842,033	23.3	\$7.11	13.9%
2. Local Basic	17	56,941	▲8.0%	3,743	\$598,514	15.2	\$9.43	10.3%
	22	43,061	▼2.1%	3,443	\$541,325	12.5	\$11.38	9.5%
	23	70,920	▲36.2%	3,612	\$679,939	19.6	\$8.52	11.1%
	29	3,516	▼61.7%	590	\$113,296	6.0	\$31.13	3.4%
	49	91,584	▲43.4%	5,150	\$836,007	17.8	\$8.19	10.2%
	57	42,672	▲631.8%	3,924	\$627,865	10.9	\$13.89	5.6%
		Rollup	308,694	▲28.7%	20,462	\$3,396,947	15.1	\$9.99
3. Local Connector	219	10,105	▲21.0%	1,266	\$202,051	8.0	\$18.83	5.8%
	228	21,327	▲32.9%	2,357	\$370,627	9.0	\$16.26	6.4%
	233	11,591	▲16.9%	1,072	\$169,492	10.8	\$13.58	7.1%
	245	12,228	▲15.0%	1,085	\$174,675	11.3	\$13.36	6.5%
		Rollup	55,251	▼28.8%	5,781	\$916,846	9.6	\$15.53
4. Supplemental	613	2,927	▼18.0%	116	\$36,683	25.1	\$12.21	2.6%
	619	4,528	▲57.8%	165	\$54,926	27.5	\$11.92	1.7%
	625	2,220	▲145.0%	76	\$23,750	29.2	\$10.42	2.6%
	654	1,399	▲58.6%	49	\$14,370	28.3	\$9.96	3.1%
		Rollup	11,074	▼23.2%	407	\$129,730	27.2	\$11.45
5. Rural	61	10,361	▲54.4%	1,579	\$261,161	6.6	\$24.13	4.3%
	68	18,866	▲12.3%	2,436	\$396,678	7.7	\$20.16	4.1%
		Rollup	29,227	▲24.3%	4,014	\$657,839	7.3	\$21.57
7. Yellow Bus	Hdn Valley	4,148	▲22.1%	51	\$48,079	81.3	\$6.06	47.7%
	White Hill	23,457	▲3.5%	294	\$277,615	79.7	\$6.31	46.7%
		Rollup	27,605	▲5.9%	345	\$325,695	79.9	\$6.27
8. Recreational	66	14,679	▼24.5%	938	\$380,195	15.6	\$25.87	0.1%
		Rollup	14,679	▼24.5%	938	\$380,195	15.6	\$25.87
9. Demand Response	Local Para	13,331	▲9.3%	7,375	\$1,435,448	1.8	\$101.17	6.0%
	MA Shuttle	186		129	\$20,886	1.4	\$110.24	1.8%
		Rollup	13,517	▲4.1%	7,504	\$1,456,335	1.8	\$101.30
Catch-A-Ride	CAR_Taxi	3,061		0	\$92,079		\$30.08	0.0%
	CAR_TNC	1,467		0	\$25,432		\$17.34	0.0%
		Rollup	4,528	▲290.0%	0	\$117,511		\$25.95
Volunteer Driver	VolDrvr	1,928	▼7.1%	2,516	\$14,018	0.8	\$7.21	0.8%
	VolDvrWM	440	▼1.3%	719	\$6,700	0.6	\$15.15	0.5%
		Rollup	2,368	▼6.1%	3,235	\$20,718	0.7	\$8.69
Rollup		811,399	▲9.7%	57,486	\$10,243,848	14.1	\$11.35	10.1%

* Change in passengers compared to same quarter of prior year

FY 2024 Q4 (April - June) Marin Transit Community Engagement

Reporting Month: April 2024

Date(s)	Event	Description	Contacts
4/12/2024	Marin Access Community Event at the 2024 Spring Senior Resource Fair	Staff hosted an information booth at the event which was targeted toward seniors living at The Redwoods: A Community of Seniors.	47
4/13/2024	Marin Access Community Event at the Senior Info Fair at the Fairfax Library	Staff hosted an information booth at the Fairfax Library targeted towards seniors in the Fairfax area.	35
4/17/2024	Marin Access Navigating Transit Presentation to 1251 S. Eliseo Dr.	Navigating Transit Presentation to residents of S. Eliseo Dr in coordination with Episcopal Community Services.	12
4/23/2024	Marin Transit Community Event at the Canal Alliance Food Pantry	Staff hosted an information booth at the Canal Alliance Food Pantry. Information on transportation options, including Marin Access and Clipper was offered to attendees. This was a Bilingual event with most interaction in Spanish.	65
4/25/2024	Marin Access Navigating Transit Presentation to the Marin Villages	Navigating Transit Presentation to residents of the Marin Villages in coordination with representatives of Marin Villages.	15
4/26/2024	Marin Access Community Event at the Belvedere-Tiburon Library Senior Expo	Staff hosted an information booth at the Belvedere-Tiburon Library. Specifically designed to engage and inform the senior community during the Senior Expo Event.	88

FY 2024 Q4 (April - June) Marin Transit Community Engagement

Reporting Month: May 2024

Date(s)	Event	Description	Contacts
5/7/2024	Focus Group	Staff hosted a focus group at the Marin Transit Administrative Office to get feedback from riders to inform our Short Range Transit Plan.	12
5/7/2024	Focus Group	Staff hosted a focus group at the Marin Transit Administrative Office to get feedback from riders to inform our Short Range Transit Plan. This was a dual language Focus Group with live translation into Spanish.	10
5/9/2024	Focus Group	Staff hosted a focus group at the Marin Transit Administrative Office to get feedback from riders to inform our Short Range Transit Plan.	10
5/14/2024	Marin Transit Community Event at the Canal Alliance Food Pantry	Staff hosted an information booth at the Canal Alliance Food Pantry. Information on transportation options, including Marin Access and Clipper was offered to attendees. This was a Bilingual event with most interaction in Spanish.	60

Reporting Month: June 2024

FY 2024 Q4 (April - June) Marin Transit Community Engagement

Date(s)	Event	Description	Contacts
6/10/2024	Marin Access / Marin Transit Transit Presentation to Marin County Commission on Aging	Staff participated in a panel presentation with other transit agency staff on transportation options in Marin County for attendees of the Commission on Aging monthly meeting. Staff present to this group annually on behalf of the MCCoA Housing & Transportation Committee.	40
6/13/2024	Marin Transit Community Event at CUCP DBE/ACDBE Certification Workshop	Staff hosted an information table for business networking with potential vendors for future procurements for the District.	30
6/13/2024	Marin Transit Community Event at Owner's Night.	Staff hosted an information table representing Marin Transit for business networking with potential vendors for future procurements with the District.	75