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December 2, 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 First Quarter of FY 2024/25

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 first quarter of FY 2024/25.

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 2024/25 Q1

Attachment B: FY 2025 Q1 (July – September) Marin Transit Outreach and Travel Training



Quarterly Performance Report for FY 2024/25 Q1

This report summarizes the operational performance of Marin Transit services for the first quarter of FY 2024/25 from July 1, 2024 through September 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 adopted updated targets on September 9, 2024. 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 no productivity or cost-effectiveness goals identified for the Yellow Bus, Muir Woods Shuttle, Volunteer Driver, and Catch-A-Ride programs.

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	17, 22, 23, 35, 36, 49, 71	18	\$10.88
Community	29, 57, 219, 228, 233, 245	8	\$19.04
Supplemental	613, 619, 625, 654	20 per trip	\$16.32
Rural	61, 68	6	\$29.92
Demand Response	Local Paratransit, Marin Access Shuttles	2	\$108.80

Note: Subsidy targets reflect an escalation of 8.8% from the prior year, in accordance with the Transportation Services Consumer Price Index 12-month increase at the start of the fiscal year.

Performance Summary

In the first quarter of FY 2024/25, Marin Transit carried a total of 809,120 passengers systemwide. This represents a ridership increase of 9% compared to the first quarter of the previous fiscal year and is 6% lower than pre-pandemic ridership (Q1 FY2019/20).



On fixed route transit services, Marin Transit carried 746,178 riders. This is an increase of 9% compared to the first quarter of FY 2023/24. The Muir Woods Shuttle carried 25,242 passengers. This represents a decrease of 18% from the prior year. The Yellow Bus program carried 17,265 passengers. This represents an increase of 16% compared to the first quarter of the previous fiscal year. Marin Access services carried 20,435 trips on demand response and mobility management programs. This reflects a decrease of 17% compared to the first quarter of the last fiscal year. The tables at the end of this report provide a breakdown of all route-level statistics.

Local (Routes 17, 22, 23, 35, 36, 49, and 71)

In the first quarter of FY 2024/25, Local routes carried 610,472 passengers. This represents an increase of 7% compared to the first quarter of the prior fiscal year. The Local typology carried 20 passengers per revenue hour, meeting the goal of 18 or higher, and the average subsidy per passenger was \$8.64, meeting the goal of \$10.88 or lower. Local service accounted for 68% of fixed route service in revenue hours and 82% of fixed route ridership in the first quarter of FY 2024/25.

Community (Routes 29, 57, 219, 228, 233, 245)

During the first quarter of the fiscal year, Community routes carried 97,965 total passengers. This represents an increase of 16% from the first quarter of the last fiscal year. The Community typology carried 9 passengers per revenue hour, meeting the goal of 8 or higher, and the average subsidy per passenger was \$17.54, meeting the goal of \$19.04 or lower. Community services accounted for 23% of fixed route service in revenue hours and provided 13% of fixed route ridership in the first quarter of FY 2024/25.

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

Supplemental School routes carried 7,150 passengers in the first quarter of FY 2024/25. This represents a 24% increase from the first quarter of the prior fiscal year. The Supplemental typology carried 21 passengers per trip, meeting the goal of 20 or higher, and the average subsidy per passenger was \$11.53, meeting the goal of \$16.32 or lower. Supplemental service accounted for 1% of fixed route service in revenue hours and provided 1% of fixed route ridership in the first quarter of FY 2024/25.

Rural (West Marin Stagecoach Routes 61 and 68)

In the first quarter of the fiscal year, the two Stagecoach routes carried 30,591 passengers. This represents a 27% increase from the first quarter of the prior fiscal year. The Rural typology carried 8 passengers per trip, meeting the goal of 6 or higher, and the average subsidy per passenger was \$22.80, meeting the goal of \$29.92 or lower. Rural service accounted for 9% of fixed route service in revenue hours, and ridership represented 4% of fixed route ridership in the first quarter of FY2024/25.

Muir Woods Shuttle

For the first quarter of FY 2024/25, the Muir Woods Shuttle ran daily service prior to August 16th and weekend/holiday only service starting on August 17th. In this quarter, the Muir Woods Shuttle carried 28,242 passengers. This represents a decrease of 18% from the first quarter of FY 2023/24. Note that, in consultation with the National Park Service, less service was offered on the Shuttle this year than in the prior year.



Yellow Bus

In the first quarter of FY 2024/25, the Ross Valley School District yellow bus service carried 17,265 passengers. This represents an increase of 16% compared to the first quarter of the prior year, which is roughly double the 8% increase in school days from the prior year.

Marin Access

In the first quarter of FY 2024/25, Marin Access offered ADA-paratransit service, the Marin Access Shuttles program, the Volunteer Driver program, and the Catch-A-Ride 2.0 pilot program. Note that, beginning this quarter, Catch-A-Ride riders had access to an additional provider, Lyft, via the digital voucher option.

The Demand Response typology represents the subset of Marin Access services that are operated by the District's Demand Response contractor, Transdev, and includes ADA-paratransit service and the Marin Access Shuttles program. In the first quarter of FY 2024/25, Demand Response services carried 13,571 passengers, an increase of 8% over the prior year. The service productivity average of 1.9 passengers per revenue hour did not meet the 2.0 standard, and the average subsidy per passenger of \$108.92 missed the target of \$108.80 by less than 1%.

The Volunteer Driver Program completed 2,077 trips in the first quarter of FY 2024/25. This represents a 16% decrease compared to the previous fiscal year.

The Catch-A-Ride 2.0 pilot program provided 4,787 one-way trips. This represents an increase of 188% compared to the prior year. The Catch-A-Ride 2.0 pilot has seen strong and sustained growth for the five consecutive quarters since its inception.

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 first quarter, there was a significant focus on establishing a more regular presence at locations across the County to meet people where they are at and provide the general public with information about Marin Transit and Marin Access programs and services. Events were held in various formats, at various locations, and on varying days and times to meet the needs of the community. The attached report outlines our community engagement initiatives for various target audiences, including community members, fixed route riders, and Marin Access riders.

In the first quarter of FY 2024/25, staff successfully completed eighteen events, including eight Navigating Transit Presentations, eight events where informational resource tables were staffed, and two direct rider engagement events at the San Rafael Transit Center. Nearly all events had Spanish translation services available. In total, staff reached over 2,600 community members. In Q1, our reach was slightly less than during the same period of FY 2022/23. Although our reach was slightly lower, the amount of events staff were able to participate in was tripled, with several events allowing staff to engage with 50+ community members. The increase in the number of events for the first quarter of FY 2024/25 can be directly attributed to staff and their efforts to reinstate Satellite Hours at both new and familiar locations across Marin County.

Digital outreach has proven to be an effective tool for engaging with those who currently use our services and those who may be considering trying transit. In Q1 of FY2024/25 staff distributed 3 E-



Newsletters, created 108 social media posts across several platforms, and were featured on KWMR's "Epicenter" show as well as the Transit Unplugged Podcast. In total, these efforts generated over 6,800 individual digital engagement events. We are excited to continue to test our engagement strategies and see the outcome of campaigns planned through the end of the fiscal year.

Ridership Trends

The District continues to experience strong ridership; total ridership reached 94% of pre-pandemic levels in Q1. 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 exceeded pre-COVID ridership by 2% in the first quarter of FY 2024/25. Marin Access services by contrast were at 47% 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 third 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 first quarter of FY 2024/25, nationwide bus ridership was 4% 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 102% of pre-COVID for fixed route services, and one of the strongest in the country when comparing to pre-COVID levels (the national average this quarter was 79%). Compared to other North Bay transit agencies, Marin Transit fixed route services continue to perform well. In the first quarter of FY 2024/25, Golden Gate Transit carried 392,062 passengers on its fixed route bus service, representing just over half of Marin Transit's fixed route ridership (746,178), while SMART carried 272,771 passengers. Golden Gate Transit experienced a 5% increase in fixed route bus ridership in this quarter compared to the first quarter of FY2023/24, bringing overall recovery to 48% of pre-COVID ridership. SMART experienced a 32% increase in ridership compared to the first quarter of last year, bringing overall recovery to 143% of pre-COVID ridership.

Other Bay Area transit agencies that provide local transit service experienced comparable ridership growth trends in the first quarter of FY 2024/25. Comparing to other Countywide peer agencies, Napa Valley Transportation Authority (VINE), SamTrans, and Solano County Transit (SolTrans) experienced a 9%, 10%, and 8% increase in ridership, respectively, relative to the first quarter of FY 2023/24, bringing their ridership relative to pre-COVID to 54%, 93%, and 79%, respectively.

Demand for Marin Access mobility management and demand response programs was 23% higher during the first quarter of FY 2024/25 compared to the first quarter of the prior year. This is the third 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 (47%). 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 (188% compared to the prior year). It remains to be seen where Marin Access ridership will land when the current growth spurt subsides.



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

Table 2: Factors Impacting Ridership Comparison

Factor		FY 2023/24 Q1	FY 2024/25 Q1	Impact
Days Operated	Weekdays	63	64	▲
	School Days	26	28	▲
	Weekends & Holidays	29	28	--
	Muir Woods Shuttle	58	62	▼ *See note
Service Disruptions (cancelled/missed service)		386	74	▲▲▲
Rainfall (inches)		0	0	--
Average Gas Prices		\$5.16	\$4.54	▼

Note: Although the Muir Woods Shuttle operated more days in FY 2024/25 Q1 than the prior year, the level of service (number of trips) was lower.

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

QUARTER

Q1 FY 2024/25

Systemwide Performance Statistics

Typology	Route	Passengers	%Δ Passengers	Revenue Hours	Operating Cost	Passengers per Revenue Hou	Subsidy per Passenger	Farebox Recovery
1. Local	17	58,046	▲11.4%	3,736	\$641,219	15.5	\$10.24	7.3%
	22	47,243	▲6.1%	3,445	\$582,900	13.7	\$11.43	7.4%
	23	69,825	▲11.6%	3,644	\$703,897	19.2	\$9.27	8.1%
	35	151,323	▲3.2%	4,936	\$951,594	30.7	\$5.52	12.3%
	36	75,196	▲4.7%	3,904	\$764,087	19.3	\$9.33	8.2%
	49	92,179	▲18.3%	5,194	\$902,442	17.7	\$9.10	7.0%
	71	116,660	▲3.3%	6,116	\$1,223,731	19.1	\$9.59	8.6%
	Rollup	610,472	▲7.4%	30,974	\$5,769,871	19.7	\$8.64	8.6%
2. Community	219	9,621	▼3.5%	1,297	\$221,844	7.4	\$22.16	3.9%
	228	19,410	▲14.0%	2,382	\$403,128	8.1	\$19.92	4.1%
	233	11,707	▲21.6%	1,083	\$184,180	10.8	\$15.06	4.3%
	245	9,854	▼11.9%	1,096	\$189,296	9.0	\$18.53	3.5%
	29	3,366	▲22.4%	583	\$114,721	5.8	\$33.25	2.4%
	57	44,007	▲31.1%	3,928	\$675,699	11.2	\$14.71	4.2%
	Rollup	97,965	▲16.4%	10,370	\$1,788,869	9.4	\$17.54	4.0%
4. Supplemental	613	2,063	▲8.8%	65	\$23,236	31.7	\$11.11	1.4%
	619	2,999	▲63.9%	93	\$34,782	32.2	\$11.44	1.4%
	625	1,406	▼3.8%	46	\$16,980	30.3	\$11.70	3.2%
	654	682	▲15.2%	28	\$8,947	24.5	\$12.87	1.9%
	Rollup	7,150	▲23.7%	232	\$83,946	30.8	\$11.53	1.8%
5. Rural	61	11,699	▲27.3%	1,593	\$284,195	7.3	\$23.57	3.0%
	68	18,892	▲26.9%	2,462	\$433,389	7.7	\$22.32	2.7%
	Rollup	30,591	▲27.0%	4,055	\$717,585	7.5	\$22.80	2.8%
7. Yellow Bus	Hdn Valley	2,594	▲16.4%	2	\$90,806	1,297.0	\$31.76	9.3%
	White Hill	14,671	▲15.6%	2	\$90,806	7,335.5	\$2.94	52.4%
	Rollup	17,265	▲15.8%	4	\$181,612	4,316.3	\$7.27	30.9%
8. Recreational	66	25,242	▼18.1%	2,128	\$643,825	11.9	\$25.48	0.1%
	Rollup	25,242	▼18.1%	2,128	\$643,825	11.9	\$25.48	0.1%
9. Demand Response	Local Para	13,323	▲7.9%	6,985	\$1,460,750	1.9	\$107.69	1.8%
	MA Shuttle	248	▲31.9%	174	\$43,820	1.4	\$174.67	1.1%
	Rollup	13,571	▲8.2%	7,159	\$1,504,570	1.9	\$108.92	1.8%
Catch-A-Ride	CAR_Taxi	2,912	▲133.5%		\$92,663		\$31.82	0.0%
	CAR_TNC	1,875	▲349.6%		\$42,571		\$22.70	0.0%
	Rollup	4,787	▲187.7%		\$135,234		\$28.25	0.0%
Volunteer Driver	VolDrvr	1,791	▼8.4%		\$23,555		\$13.05	0.8%
	VolDvrWM	286	▼43.3%		\$7,427		\$25.88	0.3%
	Rollup	2,077	▼15.5%		\$30,983		\$14.82	0.7%
Rollup	809,120	▲8.6%	54,922	\$10,856,494	14.0	\$12.59	6.2%	

FY 2025 Q1 (July - September) Marin Transit Community Engagement

Reporting Month: July 2024

Date(s)	Event	Description	Contacts
07/1/2024	Marin Access Navigating Transit Presentation at Kruger Pines	Navigating Transit Presentation to residents of Kruger Pines in coordination with Marin Public Housing Staff. Information was presented in English with support for Spanish speaking attendees available.	3
7/2/2023	Marin Access Navigating Transit Presentation at Casa Nova	Navigating Transit Presentation to residents of Casa Nova in coordination with Marin Public Housing Staff. Information was presented in English with support for Spanish speaking attendees available.	4
7/3/2024	Marin Transit Community Event at the San Rafael Transit Center	Flyer distribution of information about Free Fares During the Fair, recommended routes to take to the fair, and information regarding transportation after the fair. Information was provided in English and Spanish with most engagement occurring in Spanish.	57
7/5/2024	Marin Transit Community Event at the San Rafael Transit Center	Flyer distribution of information about Free Fares During the Fair, recommended routes to take to the fair, and information regarding transportation after the fair. Information was provided in English and Spanish with most of the engagement occurring in Spanish.	29
7/13/2024	Marin Transit Community Event at the Canal Alliance Community Fair	Resource table at the Reimagine Bellam Canal Alliance Community Fair. Passed out information regarding Marin Access CAR 2.0 Pilot Program, Bus stop improvements, Youth Fare Free, and bus stop maintenance.	70
7/18/2024	Marin Access Navigating Transit Presentation at Golden Hinde	Navigating Transit Presentation to the residents of Golden Hinde in coordination with Marin Public Housing Staff. Information was presented in English with support for Spanish speaking attendees available.	4

FY 2025 Q1 (July - September) Marin Transit Community Engagement

7/25/2024	Marin Access Navigating Transit Presentation at Rotary Manor	Navigating Transit Presentation to the residents of Rotary Manor in coordination with EAH Housing Staff. Information was presented in English with support for Spanish speaking attendees available.	12
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FY 2025 Q1 (July - September) Marin Transit Community Engagement

Reporting Month: August 2024

Date(s)	Event	Description	Contacts
8/6/2024	Marin Access Community Event at the National Night Out	MCTD Staff hosted a resource table at the national Night Out in coordination with Vivalon. Information was distributed in English and in Spanish.	50
8/7/2024	Marin Access Navigating Transit Presentation at Homestead Terrace	Navigating Transit Presentation to the residents of Homestead Terrace in coordination with Marin Public Housing Staff. Information was presented in English with support for Spanish speaking attendees available.	1
8/21/2024	Marin Access Navigating Transit Presentation at Venetia Oaks	Navigating Transit Presentation to the residents of Venetia Oaks in coordination with Marin Public Housing Staff. Information was presented in English with support for Spanish speaking attendees available.	1
8/27/2024	Marin Access Navigating Transit Presentation at Cecilia Place	Navigating Transit Presentation to the residents of Cecilia Place in coordination with EAH Housing Staff. Information was presented in English with support for Spanish speaking attendees available.	1

FY 2025 Q1 (July - September) Marin Transit Community Engagement

Reporting Month: September 2024

Date(s)	Event	Description	Contacts
9/4/2024	Marin Access Satellite Hours at West Marin Community Services Food Pantry	MCTD Staff hosted a resource table at the Food Pantry held at the West Marin Community Services building. Information was distributed in English and in Spanish with most of the engagement occurring in Spanish.	70
9/12/2024	TAM Clean Fleet Expo	MCTD staff participated in the TAM Clean Fleet Expo. Staff hosted a booth with a vehicle on-site that attendees could board and ask questions about.	150
9/18/2024	Marin Access Community Event at the Marin Senior Fair	MCTD sponsored the Marin Senior Fair at the Platinum Level and hosted a booth. Attendees could pick up Marin Access flyers, Marin Transit Rider's Guides, and various giveaway items. Attendees also had the opportunity to sign up for Marin access on-site. Staff at all levels attended the event and were available to assist riders, potential riders, and our community partners in both English and Spanish.	2,100
9/19/2023	Marin Access Satellite Hours at Vivalon's Mexican Independence Celebration.	MCTD staff hosted a resource table in the first-floor lobby of Vivalon's Healthy aging Campus during their Mexican Independence Celebration. Information was distributed in English and in Spanish.	12
9/20/2024	Marin Access Satellite Hours during San Rafael's Community Outreach Session	MCTD staff hosted a resource table during San Rafael's Community Outreach Session held before Movies at the Park at the Sun Valley Park. Information was distributed in English and in Spanish	70
9/24/2024	Marin Access Satellite Hours at the Margaret Todd Senior Center	MCTD staff hosted a resource table in the lobby of the Margaret Todd Senior Center. Information was distributed in English and is Spanish.	7

FY 2025 Q1 (July - September) Marin Transit Community Engagement

9/25/2024	Marin Access Navigating Transit Presentation at the Margaret Todd Senior Center	Navigating Transit Presentation to participants of the Margaret Todd Senior Center in coordination with staff and volunteers of the Margaret Todd Senior Center. Information was presented in English with support for Spanish speaking attendees available.	5
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