



Muir Woods Shuttle Evaluation Report

2023 SEASON

Agenda

- 01** Performance Overview
- 02** Financial Metrics
- 03** Next Steps

2023 Season Overview

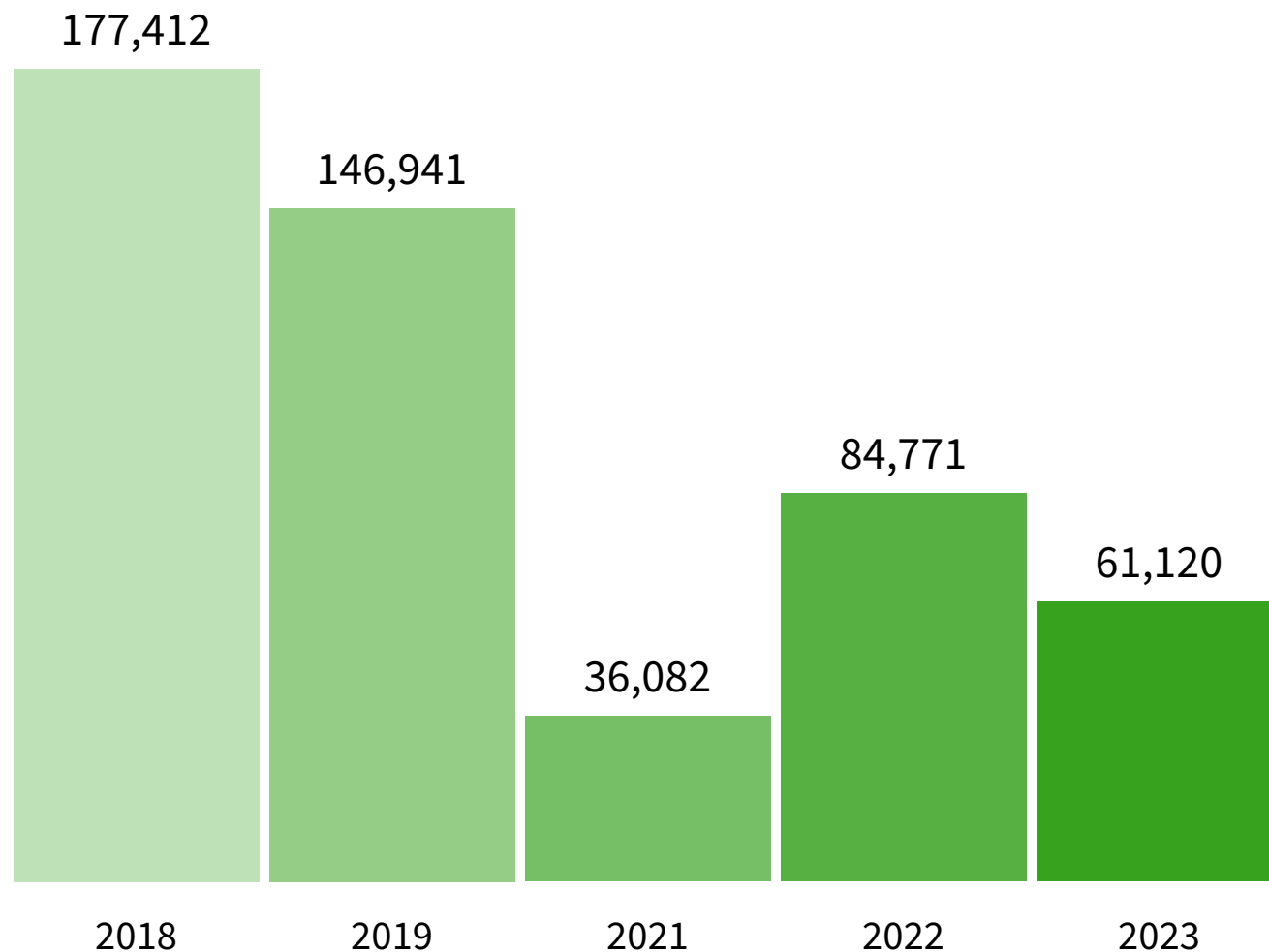
- 126 total days of service
 - Shuttle did not operate in November and December
 - 18% fewer service days compared to 2022
- Shuttle ran on weekends and holidays from January to October
 - All weekend and holiday service ran from Larkspur Ferry Terminal
- Shuttle ran seven days a week from mid-June to mid-August
 - All weekday service ran from Sausalito Ferry Terminal
- Bauer's took over Shuttle operation Memorial Day weekend (May 27, 2023)

Performance Overview

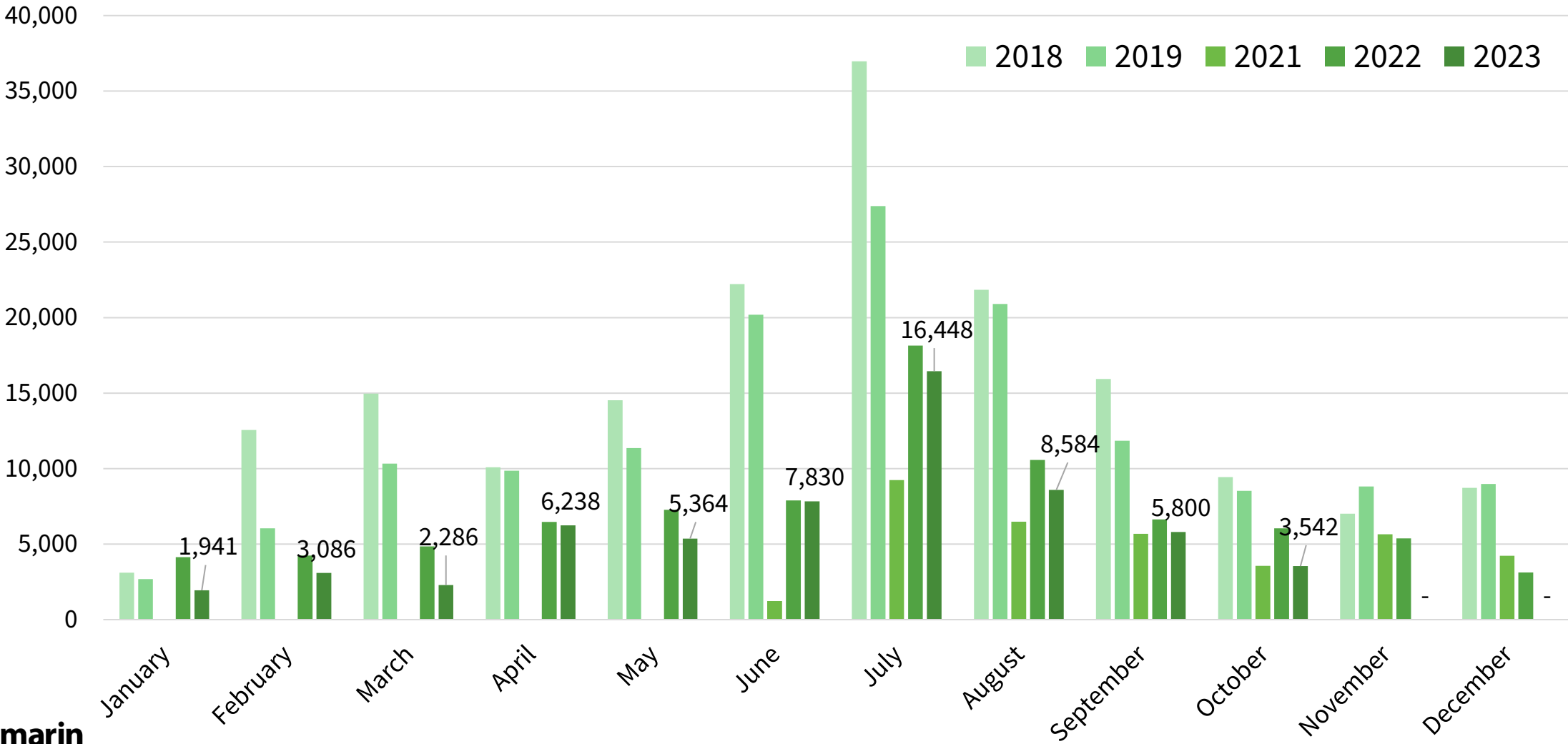
Ridership

- 61,120 passengers in 2023
 - Down 28% from 2022
 - Down 58% from 2019
- Ridership decrease is due to:
 - Fewer days of service
 - Fewer trips per day

Passengers



Monthly Ridership

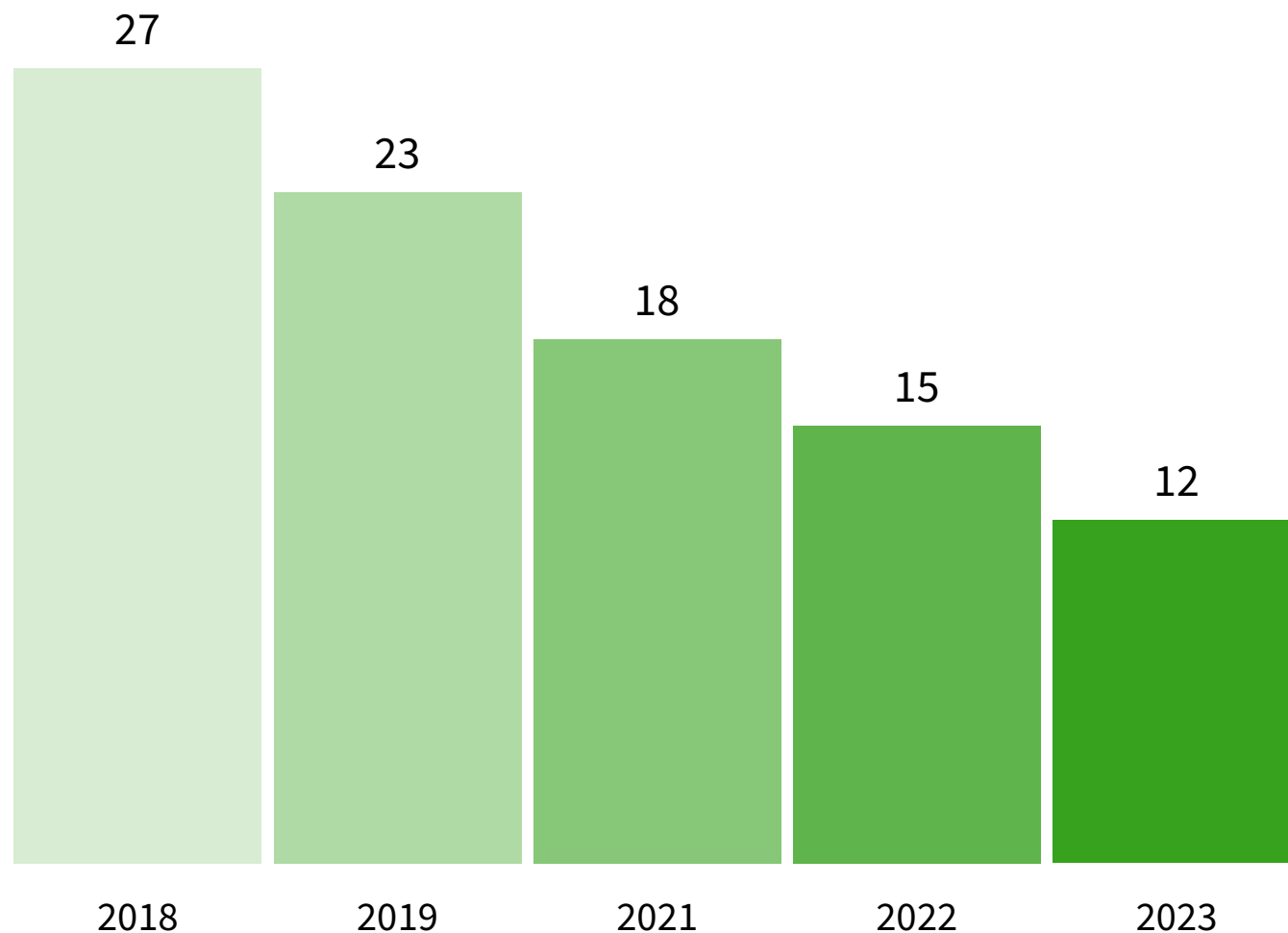


Productivity

12 passengers per hour

- 22% decrease from 2022
- Does not meet productivity target of 25 passengers/hour
- Operating service from Larkspur & Sausalito vs Pohono increased hours per trip

Passengers per Revenue Hour

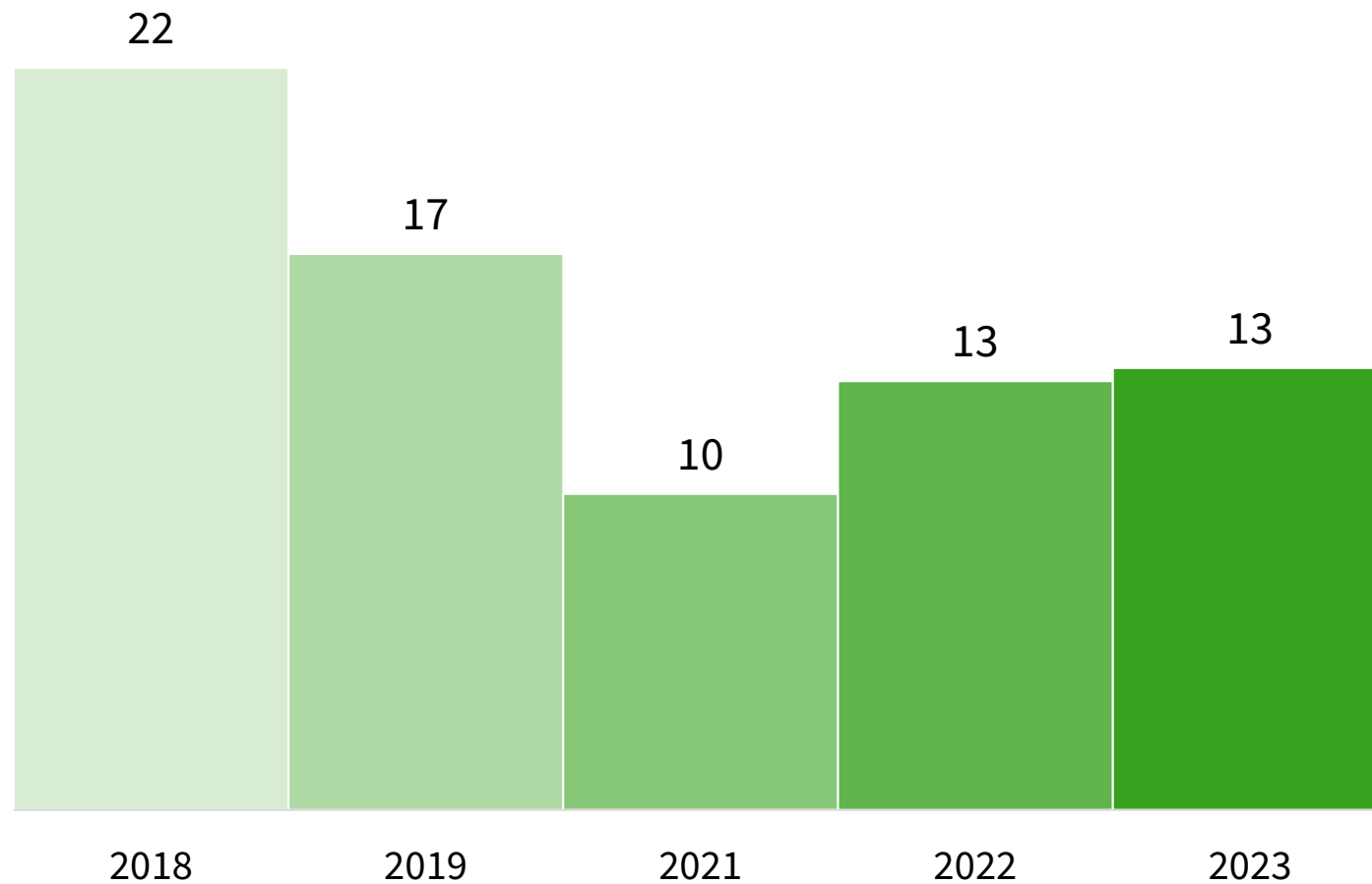


Productivity

13 passengers per trip

- 3% increase from 2022

Passengers per Trip

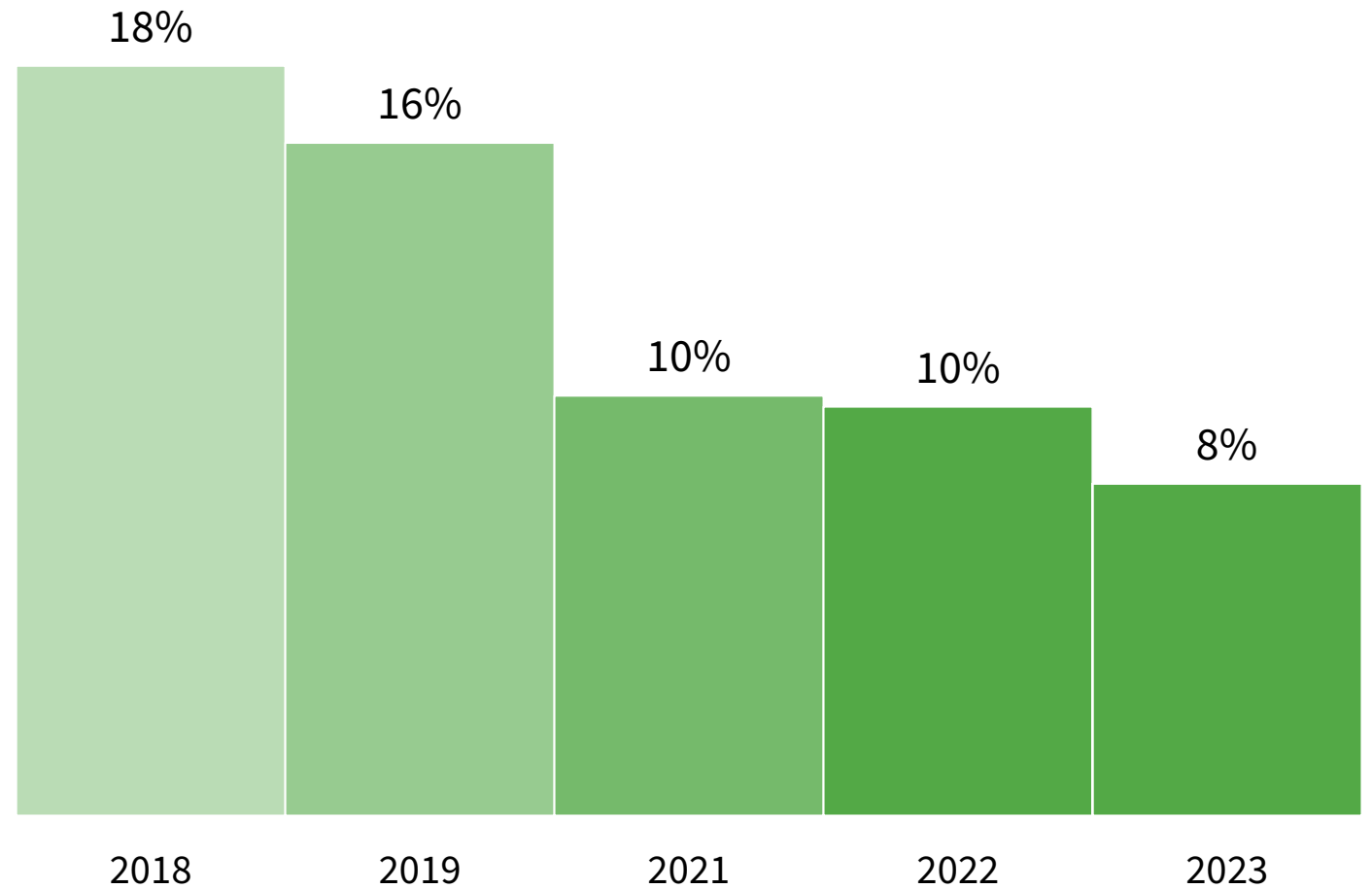


Mode Share

On 2023 shuttle service days:

- Average 8% mode share
- Up to 15% of park visitors rode the shuttle on the busiest days
- 392,280 park visitors
- 30,560 shuttle riders
- Decrease from 2022 is due to fewer trips per day

Mode Share



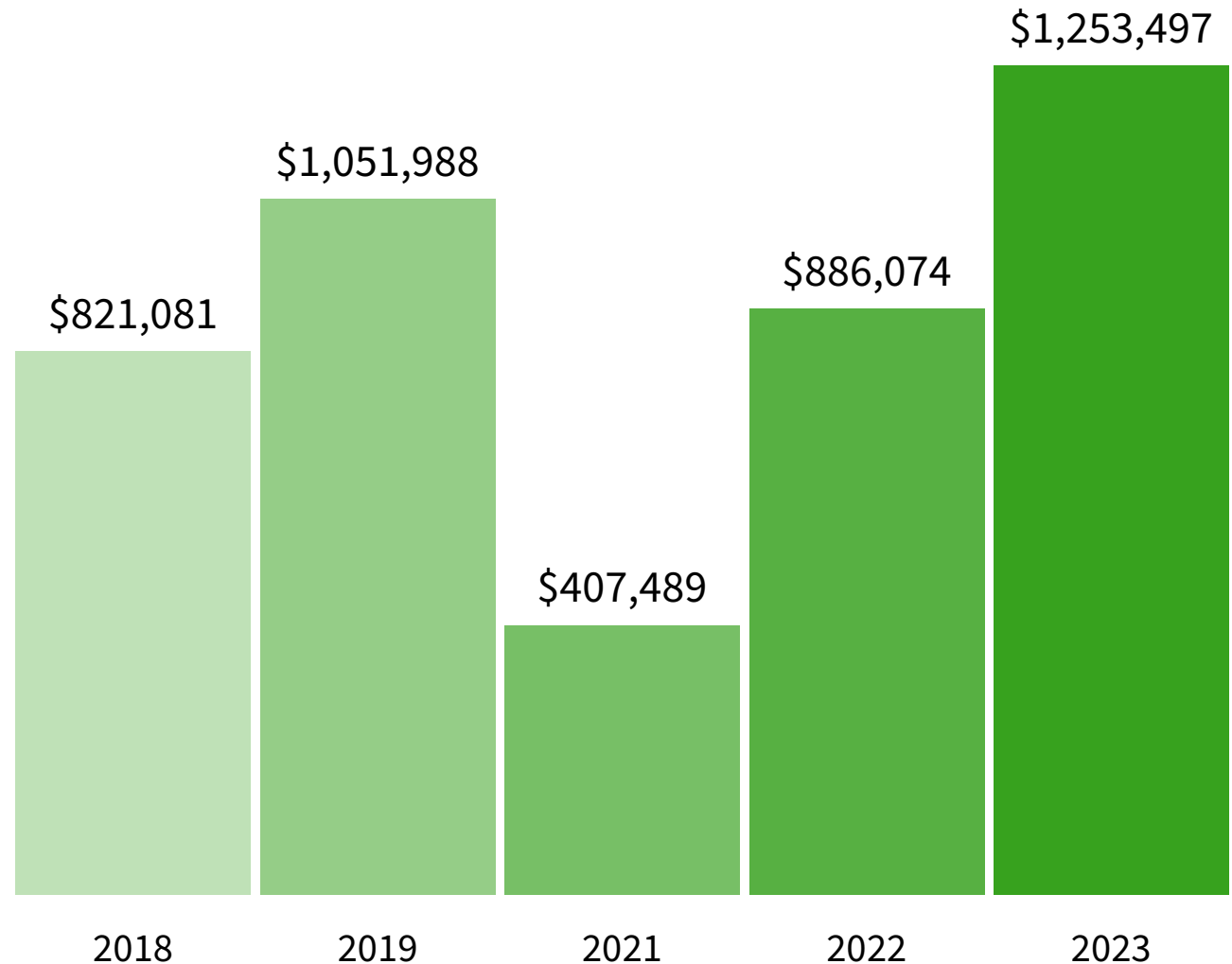
Financial Metrics

Program Cost

Total 2023 cost: \$1,253,497

- 41% increase from 2022
- Cost per hour: \$241 (+54% from 2022)
- Cost increase is due to:
 - New Bauer's contract
 - All service running from Larkspur/Sausalito (longer trips than Pohono)

Program Cost

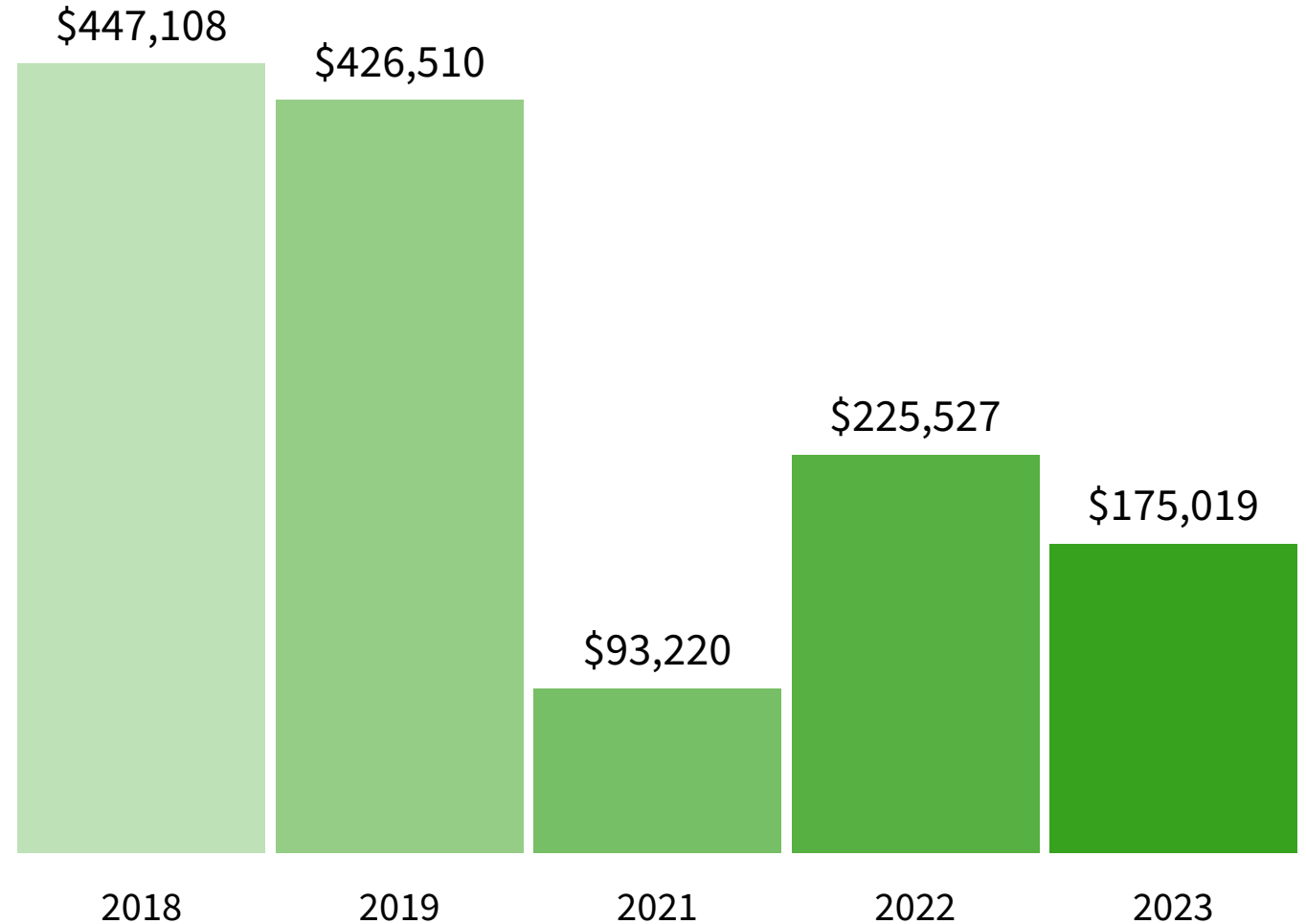


Fare Revenue

2023 fare revenue: \$175,019

- 22% decrease from 2022
- This is comparable to the 28% ridership decrease

Fare Revenue



Note: Under the new Cooperative Agreement that took effect mid-2023, NPS no longer passes fare revenue through to Marin Transit. The figure for 2023 includes estimated fare revenue based on ticket sales.

Cost Sharing with NPS

	CY 2023		CY 2024 (estimated)	
Total Cost	\$1,253,497		\$1,100,000	
National Parks Service Share (includes fare revenue)	\$669,041	53%	\$700,000	64%
Marin Transit Share	\$584,454	47%	\$400,000	36%

Next Steps

Future Considerations & Plans

- Contracts switched to “turn-key” model with contractor bringing all vehicles
- Truncated season (Late March – October)
 - No winter weekend service
 - No winter holiday service
- Terminals Used
 - Larkspur – Weekends & Holidays
 - Sausalito – Summer Weekdays
- Monitoring Future Construction on Roadway and Parking Lot at Muir Woods



Thank you

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