



Muir Woods Shuttle Evaluation Report

2024 SEASON

Agenda

- 01** Background
- 02** Shuttle Performance
- 03** Financial Information & Metrics
- 04** Next Steps

Background

Shuttle History (part 1 of 2)

- The Muir Woods Shuttle* operates under a partnership agreement between the National Park Service (NPS) and the Marin County Transit District (Marin Transit) that started in 2009.
- Marin Transit manages the operation of the Shuttle (through a third-party contractor) and NPS provides significant funding toward and input into Shuttle operation.
- Originally, the Shuttle operated on weekends and holidays only during the peak times for park visitation.
- Summer weekday service was introduced in 2015.
- Year-round weekend/holiday service was introduced in 2018.
- Shuttle operation paused during the COVID-19 pandemic.

**historically referred to as Marin Transit Route 66 or 66F*

Shuttle History (part 2 of 2)

- Shuttle service resumed in June 2021 for weekend and holiday service only.
- Summer weekday service was restored in 2022.
- Due to rising costs and low ridership, year-round service was suspended in 2023.
 - The season now typically starts in early spring and ends in mid-fall; exact dates are determined each year by Marin Transit and NPS.
- Historically, the Shuttle primarily ran from Pohono Park & Ride in Mill Valley, with limited service from the Sausalito Ferry Terminal.
- The primary park & ride location moved to the Larkspur Ferry Terminal in June 2022 due to flooding concerns and limited transit connectivity at Pohono.

Fares

- Tickets for the Shuttle can be purchased in advance online.
- Starting May 27, 2023, passengers were required to purchase tickets online (cash payments were no longer offered).
- Fares were \$3.50 per adult for a round-trip to and from the park in 2024.
 - Youth ages 15 and younger ride for free.

Note: Fares are currently \$3.75 (raised for the start of the 2025 season).

2024 Season Overview

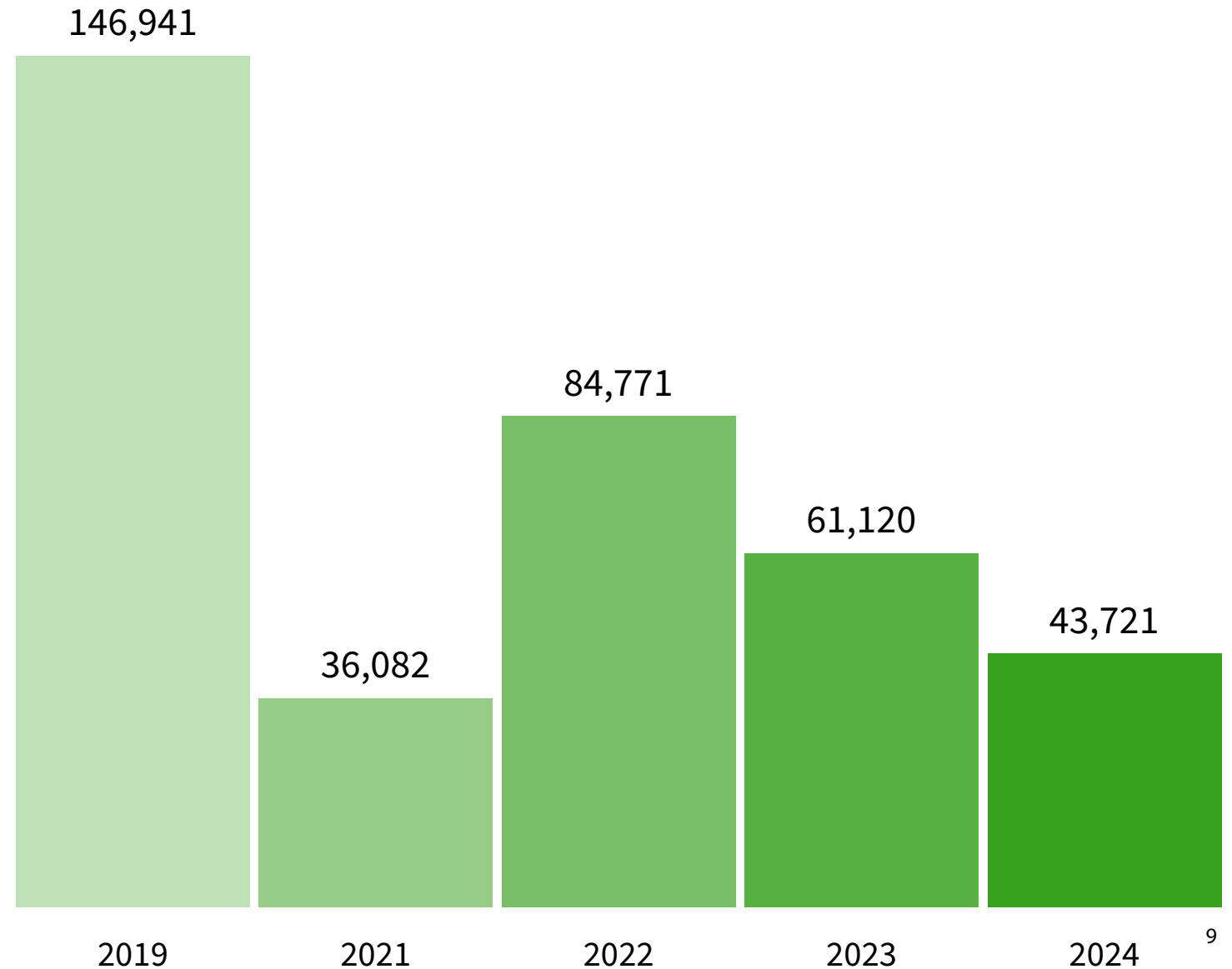
- 109 total days of service: 13% fewer service days compared to 2023
- Shuttle used smaller vehicles this year due to overhead clearance issues with the larger coaches along the route (max seating capacity of 25; previously the max was 38)
- Shuttle ran on weekends and holidays from late March to October
 - 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
- After operating on a pilot basis in Summer of 2023, 2024 was the first full year that Bauer's operated the Shuttle (under competitively bid agreement awarded in 2023)

Shuttle Performance

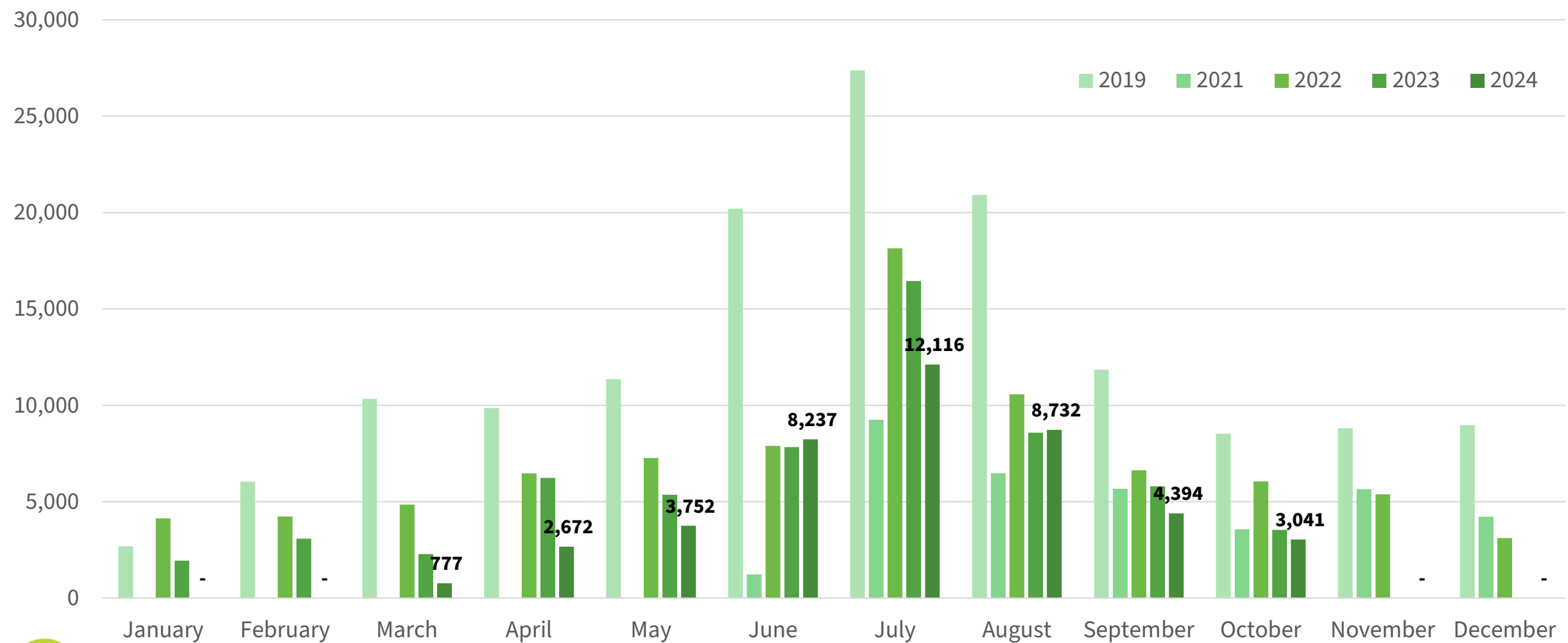
Ridership

- 43,721 passengers in 2024
 - Down 28% from 2023
 - Down 70% from 2019
- Ridership decrease is due to:
 - Fewer days of service
 - Lower vehicle capacity

Passengers



Monthly Ridership

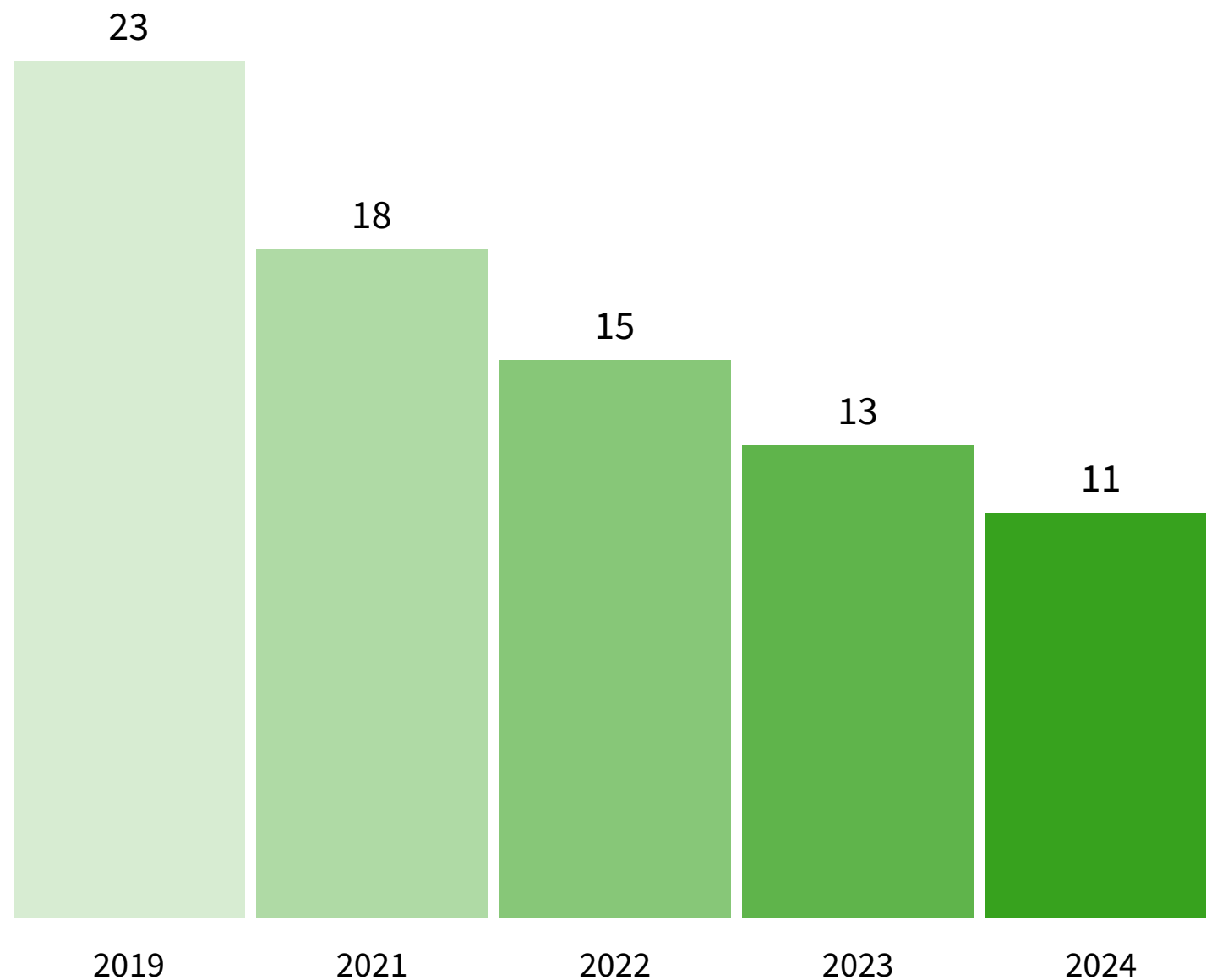


Productivity

11 passengers per hour

- 14% decrease from 2023
- Fewer riders per trip in 2024 than recent years due to lower vehicle capacity

Passengers per Revenue Hour

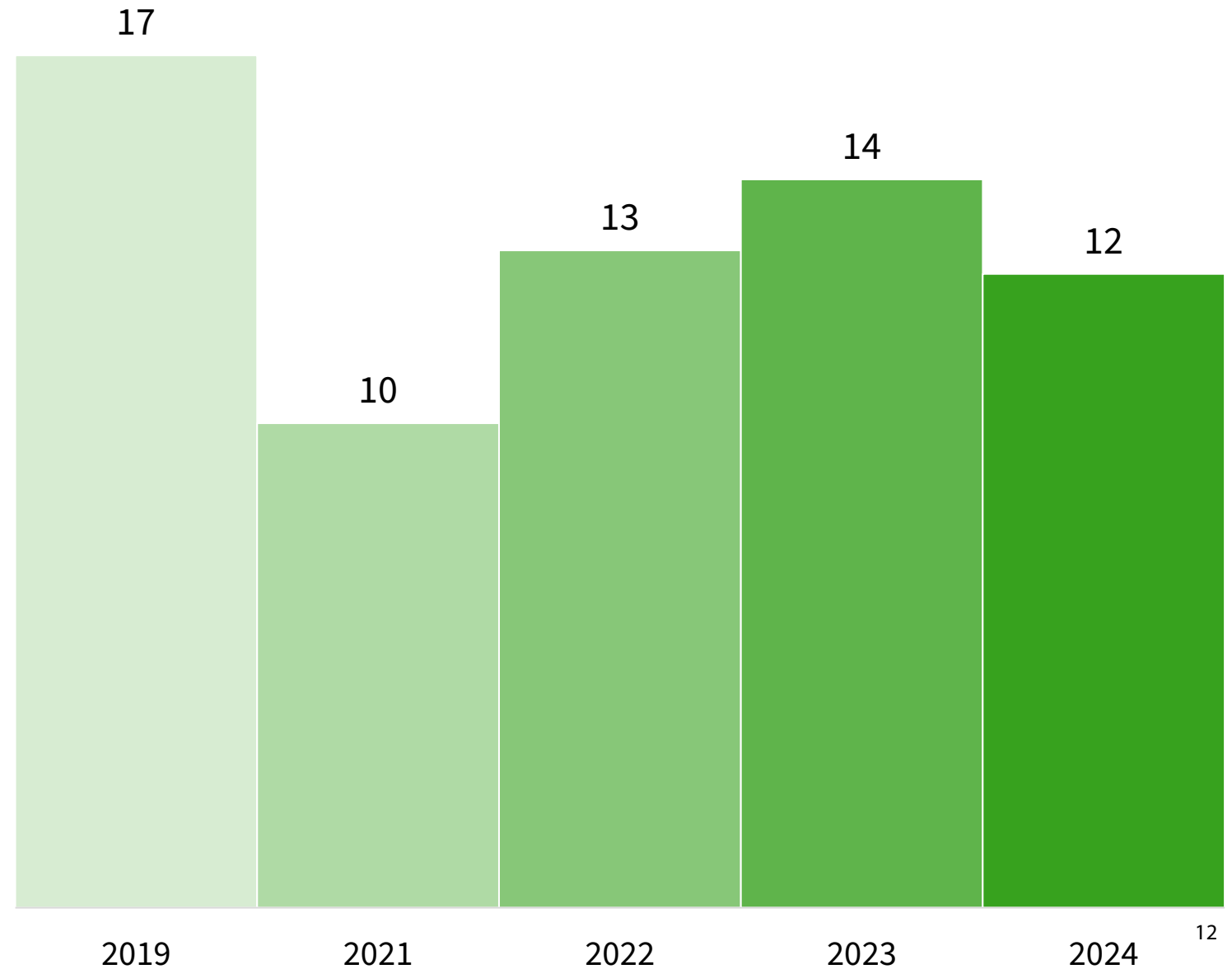


Productivity

12 passengers per trip

- 13% decrease from 2023
- Maximum vehicle capacity decreased by 34% from the prior year

Passengers per Trip

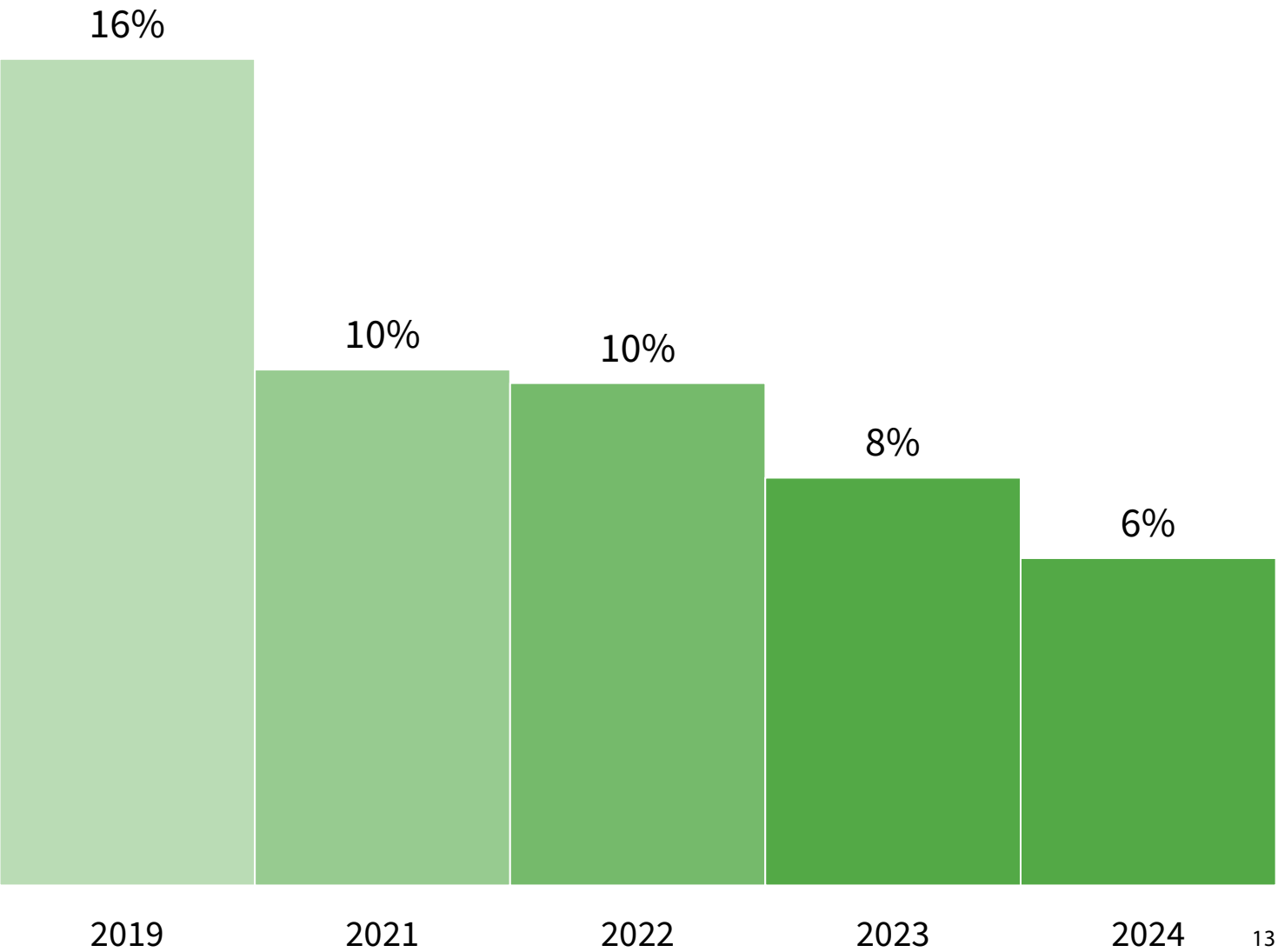


Mode Share

On 2024 shuttle service days:

- Average 6% mode share across the whole shuttle season
- Up to 17% of park visitors rode the shuttle on the busiest days
- 349,666 park visitors
- 21,861 shuttle riders
- Decrease from 2023 is due to reduced vehicle capacity

Mode Share



Financial Information & Metrics

Cost Sharing Agreement Overview

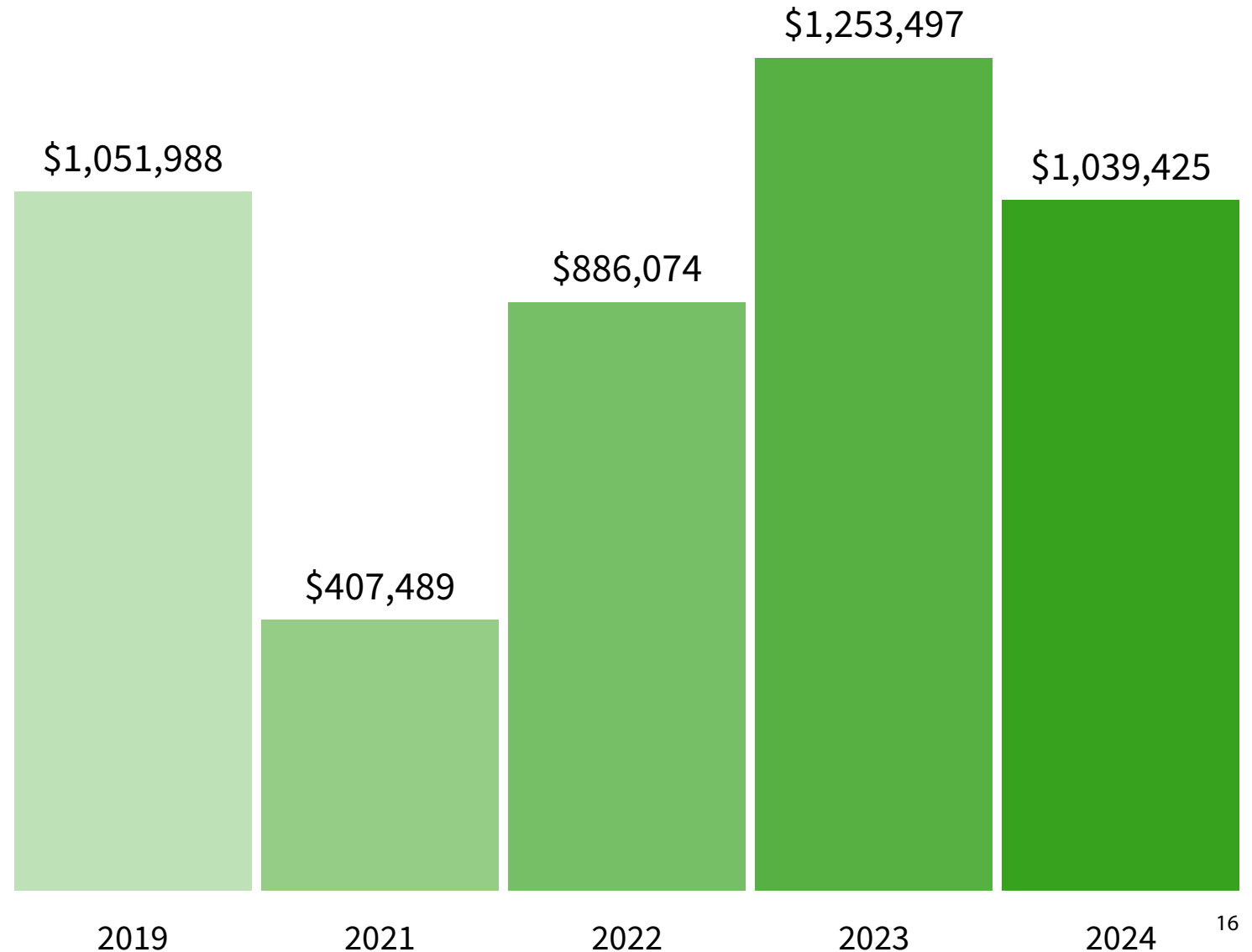
- In 2023, NPS and Marin Transit signed a new Cooperative Agreement that took effect mid-season during the summer of 2023.
- Under the new Agreement, Marin Transit and NPS share Shuttle costs evenly up until total Shuttle costs each year reach \$800,000, after which NPS covers 100% of Shuttle costs until the maximum value of the cost sharing agreement is reached.
- Under this new agreement, fares are not deducted from Shuttle costs; NPS keeps all fare revenue. For this reason, this report no longer looks at fare-based metrics, and instead looks at total cost per rider and total cost share with NPS.

Program Cost

Total 2024 cost: \$1,039,425

- 17% decrease from 2023
- Cost per hour: \$259 (+7% from 2023)
- Cost decrease is due to:
 - Fewer days of operation
 - No new procurement needed, resulting in lower overhead costs

Program Cost

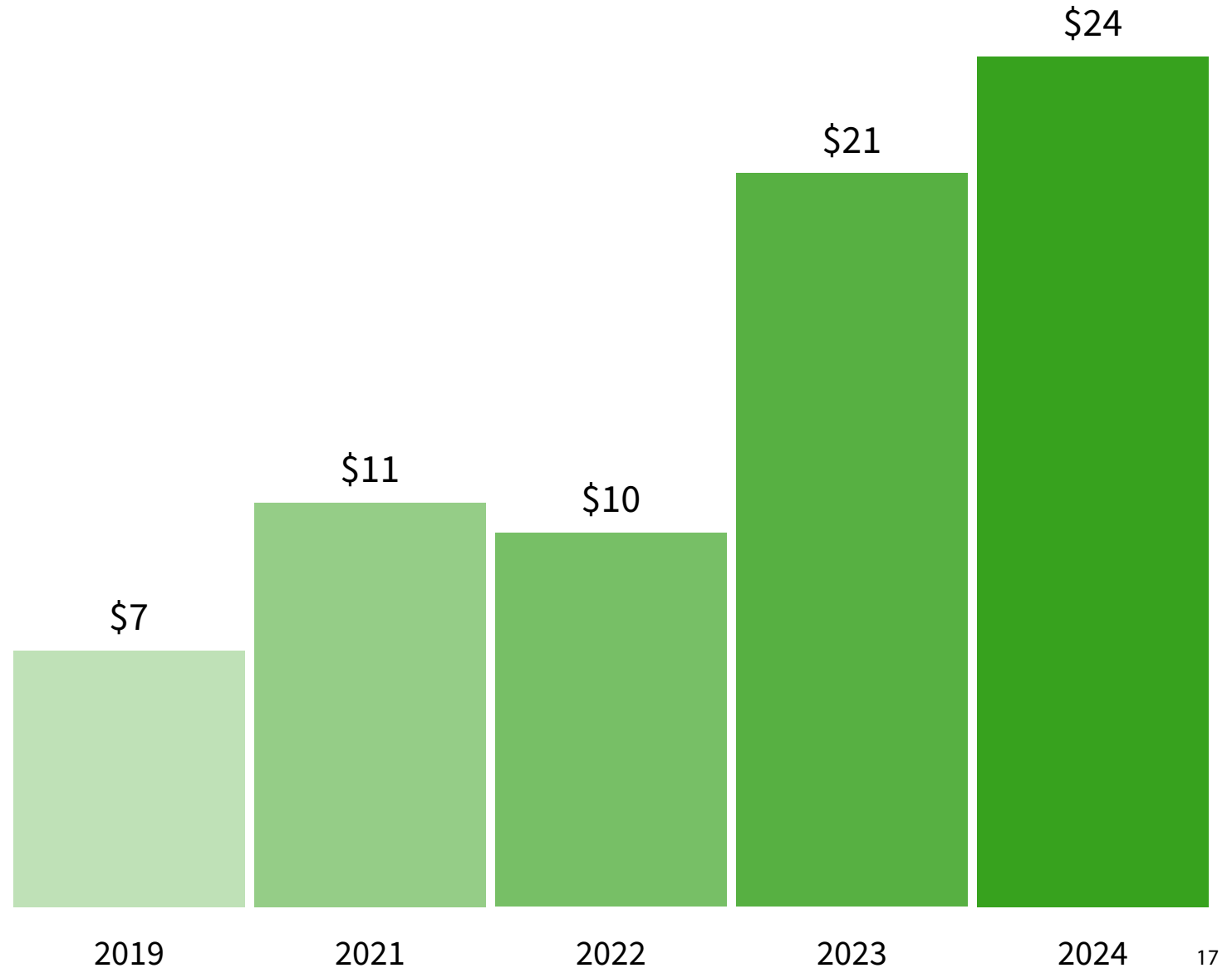


Cost per Passenger

2024 cost: \$24 per passenger

- 16% increase from 2023
- Cost increase is due to
 - Bauer's operating service for the entire year
 - Lower passengers per trip due to decreased vehicle capacity

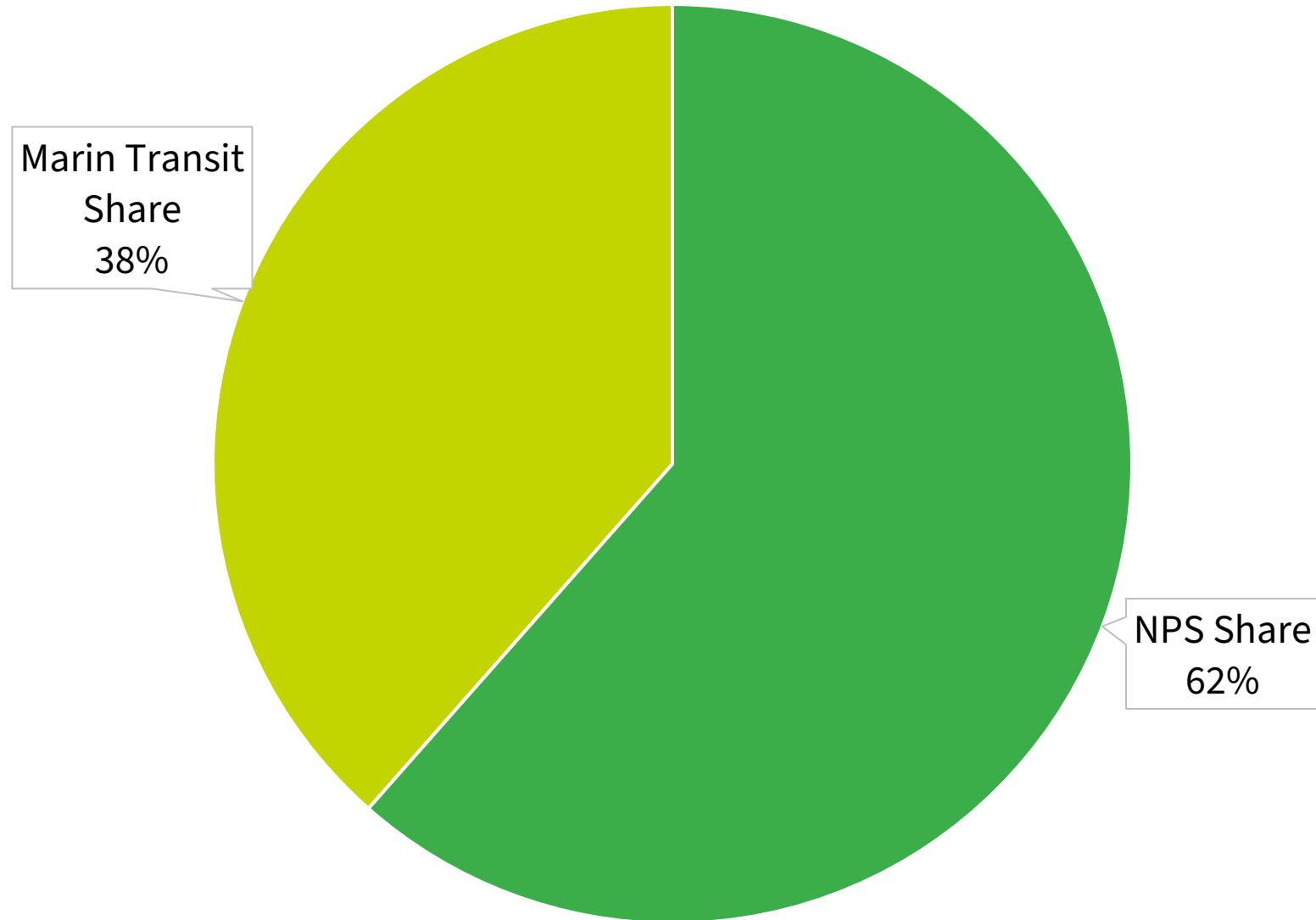
Cost per Passenger



Cost Share

Marin Transit's share of the shuttle costs were capped at \$400,000. NPS contributed a total of \$639,311.

Cost Share



Next Steps

Future Considerations & Plans

- Work with NPS to monitor future federal funding levels for the program; adjust service levels accordingly
- Plan for upcoming construction impacts on Frank Valley Road and the Muir Woods Main Parking Lot



Thank you

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