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June 2, 2025

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

**Subject: Marin Transit Quarterly Performance Report for the Third 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 third 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. A report on Community Engagement activities for the quarter is also included.

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 Q3

**Attachment B:** FY 2024/25 Q3 (January – March) Marin Transit Outreach and Travel Training



## Quarterly Performance Report for FY 2024/25 Q3

This report summarizes the operational performance of Marin Transit services for the third quarter of FY 2024/25 from January 1, 2025 through March 31, 2025. 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.

In Q3 FY 2024/25, Marin Transit began using Automatic Passenger Counters (APCs) to tally ridership on fixed route services. APCs provide more accurate passenger counts than the previous fare-based method. This report notes cases where changes in route-level rider counts may be due to the APC implementation.

Route performance is presented relative to typology-based targets. The Board adopted [updated typologies and targets on September 9, 2024](#). These typologies group routes by similar characteristics in terms of frequency, span, operational environment, and markets they are intended to serve; setting performance targets at the typology level helps link route performance to systemwide performance, to understand how the network is functioning vis a vis its intended goals. All performance and financial data are consistent with the District's reporting for the National Transit Database.

### Performance Targets

Performance targets 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 targets by typology. Note that there are no productivity or cost-effectiveness targets identified for the Yellow Bus, Muir Woods Shuttle, Volunteer Driver, and Catch-A-Ride programs.

**Table 1: Productivity and Subsidy Targets 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                                 |



## Performance Summary

In the third quarter of FY 2024/25, Marin Transit carried a total of 806,223 passengers systemwide. This represents a ridership increase of 10% compared to the third quarter of the previous fiscal year and is 5% higher than pre-pandemic ridership (Q3 FY2018/19).

On fixed route transit services, Marin Transit carried 753,153 riders. This is an increase of 10% compared to the third quarter of FY 2023/24. The Ross Valley Yellow Bus program carried 32,330 passengers. This represents an increase of 8% compared to the third quarter of the previous fiscal year. Marin Access services carried 20,740 trips on demand response and mobility management programs. This reflects an increase of 10% compared to the third quarter of the last fiscal year. The Muir Woods Shuttle did not operate this quarter. 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 third quarter of FY 2024/25, Local routes carried 609,117 passengers. This represents an increase of 10% compared to the third quarter of the prior fiscal year. The Local typology carried 20 passengers per revenue hour, meeting the target of 18 or higher, and the average subsidy per passenger was \$8.38, meeting the target of \$10.88 or lower. Local service accounted for 68% of fixed route service in revenue hours and 81% of fixed route ridership in the third quarter of FY 2024/25.

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

During the third quarter of the fiscal year, Community routes carried 99,583 total passengers. This represents an increase of 2% from the third quarter of the last fiscal year. The Community typology carried 10 passengers per revenue hour, meeting the target of 8 or higher, and the average subsidy per passenger was \$15.95, meeting the target of \$19.04 or lower. Community services accounted for 22% of fixed route service in revenue hours and provided 13% of fixed route ridership in the third quarter of FY 2024/25.

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

Supplemental School routes carried 16,976 passengers in the third quarter of FY 2024/25. This represents a 60%<sup>1</sup> increase from the third quarter of the prior fiscal year. The Supplemental typology carried 26 passengers per trip, meeting the target of 20 or higher, and the average subsidy per passenger was \$5.04, meeting the target of \$16.32 or lower. Supplemental service accounted for 1% of fixed route service in revenue hours and provided 2% of fixed route ridership in the third quarter of FY 2024/25.

### Rural (West Marin Stagecoach Routes 61 and 68)

In the third quarter of the fiscal year, the two Stagecoach routes carried 27,477 passengers. This represents an 18% increase from the third quarter of the prior fiscal year. The Rural typology carried 7

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<sup>1</sup> District staff believe that, prior to Automatic Passenger Counter (APC) implementation, ridership on some Supplemental School routes was undercounted. The youth pass, which the majority of riders on these routes use, is a “flash” pass that does not interact with the farebox, and relies on drivers manually punching each rider in. When large numbers of students all using the youth pass board at once, the driver may visually verify all the passes, but not accurately punch in the correct number of riders. Staff believe that the current quarter passenger count on Supplemental School routes is accurate, but the prior year count is likely inaccurate, resulting in what appears to be a very large year-over-year increase. Systemwide, the difference is negligible, but for Supplemental School routes specifically, the difference is noteworthy.



passengers per revenue hour, meeting the target of 6 or higher, and the average subsidy per passenger was \$23.71, meeting the target 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 third quarter of FY 2024/25.

### **Muir Woods Shuttle**

The Muir Woods Shuttle did not operate in the third quarter of FY 2024/25.

### **Yellow Bus**

In the third quarter of FY 2024/25, the Ross Valley School District yellow bus service carried 32,330 passengers. This represents an increase of 8% compared to the third quarter of the prior year, which is comparable to the 6% increase in school days from the prior year.

### **Marin Access**

In the third 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.

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 third quarter of FY 2024/25, Demand Response services carried 12,325 passengers, a decrease of 4% from the prior year. The service productivity average of 1.8 passengers per revenue hour did not meet the 2.0 target. The average subsidy per passenger of \$112.77 did not meet the target of \$108.80 or lower.

The Volunteer Driver Program completed 2,080 trips in the third 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 6,335 one-way trips. This represents an increase of 78% compared to the prior year. The Catch-A-Ride 2.0 pilot has seen strong and sustained growth for the seven 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 third quarter, there was a continued focus on establishing a more regular presence at new and familiar locations across the County to meet people where they are and provide the community with information about public 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 community engagement initiatives for various target audiences, including community members, fixed route riders, and Marin Access riders.

In the third quarter of FY 2024/25, staff completed fifteen events, including one Navigating Transit presentation, one resource table at an open house event, two presentations to community partners about Marin Transit and Marin Access Programs and services, and eleven satellite hour events. Nearly all events had Spanish translation services available. Staff also conducted a survey and a series of focus groups and rider interviews to collect feedback on the Stagecoach program. In total, staff reached over 250 community members. In Q3, this reach of activities was nearly three times higher compared to the same period of FY 2023/24 and the number of events was two times higher.



Digital outreach has continued to be an effective tool for engaging those who currently use our services and those who may be considering trying transit. In Q3 of FY 2024/25 staff distributed three E-Newsletters and created 54 social media posts across several platforms. In total, these efforts reached over 2,500 individuals. Staff will continue to test engagement strategies and monitor the outcome of engagement campaigns to inform future activities for the team.

## Ridership Trends

The District continues to experience strong ridership; total ridership surpassed pre-pandemic levels by 5% in Q3. 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 13% in the third quarter of FY 2024/25. Marin Access services by contrast were at 50% of pre-COVID ridership levels this quarter. For about a year and a half, Marin Access ridership had plateaued at around 40-45% of pre-pandemic levels. The current quarter represents the fifth consecutive quarter where year over year ridership on Marin Access services has increased slightly, now fully reaching half of pre-COVID. 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 the mobility of older adults and people with disabilities in the County.

This quarter, Marin Transit experienced strong ridership growth compared to the national average. According to the National Transit Database, in the third quarter of FY 2024/25, nationwide bus ridership declined by 3% from the prior year, compared to Marin Transit's 10% 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 113% 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 third quarter of FY 2024/25, Golden Gate Transit carried 360,285 passengers on its fixed route bus service, representing just under half of Marin Transit's fixed route ridership (753,153), while SMART carried 270,323 passengers. Golden Gate Transit experienced a 5% increase in fixed route bus ridership in this quarter compared to the third quarter of FY2023/24, maintaining overall recovery at 49% of pre-COVID ridership. SMART experienced a 38% increase in ridership compared to the third quarter of last year, bringing overall recovery to 162% of pre-COVID ridership.

Other Bay Area transit agencies that provide local bus service experienced comparable ridership growth trends in the third quarter of FY 2024/25. Comparing to other Countywide peer agencies, the Central Contra Costa Transit Authority (County Connection), SamTrans, and Solano County Transit (SolTrans) experienced a 6%, 7%, and 9% increase in ridership, respectively, relative to the third quarter of FY 2023/24, bringing their ridership relative to pre-COVID to 87%, 100%, and 74%, respectively.

Demand for Marin Access mobility management and demand response programs was 10% higher during the third quarter of FY 2024/25 than the third quarter of the prior year. This is the fifth 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 (50%). Staff conducted a robust assessment of Marin Access programs and ridership in August 2024 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 (78% increase compared to the prior year).



More changes are coming to these programs with the recently adopted change from Catch-a-Ride to the Mobility Wallet. Staff will continue to monitor these programs closely to ensure our suite of programs is meeting the needs of the community.

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 Q3 | FY 2024/25 Q3 | Impact |
|--|---------------------|---------------|---------------|--------|
| Days Operated                                  | Weekdays            | 63            | 62            | ▼      |
|  | School Days         | 52            | 55            | ▲▲     |
|  | Weekends & Holidays | 28            | 28            | --     |
|  | Muir Woods Shuttle  | 2             | 0             | ▼      |
| Service Disruptions (cancelled/missed service) |                     | 387           | 42            | ▲▲▲    |
| Rainfall (inches)                              |                     | 13.3          | 5.0           | ▲▲     |
| Average Gas Prices                             |                     | \$4.62        | \$4.50        | ▼      |

## Attachment A

## Quarterly Report - Summary

05/21/2025

QUARTER

Q3 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         | 53,661     | ▲8.3%          | 4,097         | \$681,189      | 13.1                       | \$11.92               | 6.1%             |
|                    | 22         | 45,089     | ▲2.0%          | 3,326         | \$546,169      | 13.6                       | \$11.28               | 6.9%             |
|                    | 23         | 78,255     | ▲27.6%         | 3,529         | \$671,177      | 22.2                       | \$7.85                | 8.5%             |
|                    | 35         | 144,757    | ▲4.9%          | 4,853         | \$917,298      | 29.8                       | \$5.64                | 11.1%            |
|                    | 36         | 78,125     | ▲11.1%         | 3,759         | \$724,303      | 20.8                       | \$8.54                | 7.9%             |
|                    | 49         | 94,957     | ▲11.5%         | 5,083         | \$853,588      | 18.7                       | \$8.34                | 7.2%             |
|                    | 71         | 114,273    | ▲8.3%          | 5,888         | \$1,158,940    | 19.4                       | \$9.33                | 8.0%             |
|                    | Rollup     | 609,117    | ▲9.9%          | 30,536        | \$5,552,663    | 19.9                       | \$8.38                | 8.1%             |
| 2. Community       | 219        | 8,607      | ▼10.6%         | 1,265         | \$209,107      | 6.8                        | \$23.58               | 3.0%             |
|                    | 228        | 20,720     | ▲3.1%          | 2,330         | \$381,766      | 8.9                        | \$17.70               | 3.9%             |
|                    | 233        | 11,057     | ▲11.9%         | 1,059         | \$174,208      | 10.4                       | \$15.10               | 4.2%             |
|                    | 245        | 10,624     | ▼13.0%         | 1,074         | \$179,129      | 9.9                        | \$16.31               | 3.3%             |
|                    | 29         | 3,605      | ▲2.2%          | 442           | \$74,948       | 8.2                        | \$20.28               | 2.4%             |
|                    | 57         | 44,970     | ▲7.5%          | 3,789         | \$630,933      | 11.9                       | \$13.47               | 4.0%             |
|                    | Rollup     | 99,583     | ▲2.5%          | 9,957         | \$1,650,092    | 10.0                       | \$15.95               | 3.7%             |
| 4. Supplemental    | 613        | 4,935      | ▲19.0%         | 126           | \$24,511       | 39.3                       | \$4.95                | 0.4%             |
|                    | 619        | 7,273      | ▲146.1%        | 173           | \$36,320       | 42.0                       | \$4.88                | 2.4%             |
|                    | 625        | 2,271      | ▼8.4%          | 86            | \$16,516       | 26.5                       | \$7.08                | 2.6%             |
|                    | 654        | 2,497      | ▲146.7%        | 57            | \$9,930        | 44.1                       | \$3.86                | 2.9%             |
|                    | Rollup     | 16,976     | ▲60.2%         | 441           | \$87,276       | 38.5                       | \$5.04                | 1.9%             |
| 5. Rural           | 61         | 8,466      | ▲41.0%         | 1,560         | \$265,942      | 5.4                        | \$30.79               | 2.0%             |
|                    | 68         | 19,011     | ▲9.6%          | 2,399         | \$404,148      | 7.9                        | \$20.56               | 3.3%             |
|                    | Rollup     | 27,477     | ▲17.7%         | 3,959         | \$670,090      | 6.9                        | \$23.71               | 2.8%             |
| 7. Yellow Bus      | Hdn Valley | 5,035      | ▲12.1%         | 133           | \$94,526       | 38.0                       | \$15.30               | 18.5%            |
|                    | White Hill | 27,295     | ▲7.4%          | 841           | \$599,923      | 32.5                       | \$18.51               | 15.8%            |
|                    | Rollup     | 32,330     | ▲8.1%          | 973           | \$694,449      | 33.2                       | \$18.01               | 16.2%            |
| 8. Recreational    | 66         | 0          | ▼100.0%        |               | \$12,420       |                            |                       | 0.0%             |
|                    | Rollup     | 0          | ▼100.0%        |               | \$12,420       |                            |                       | 0.0%             |
| 9. Demand Response | Local Para | 12,078     | ▼4.6%          | 6,638         | \$1,377,091    | 1.8                        | \$111.14              | 2.5%             |
|                    | MA Shuttle | 247        | ▲17.1%         | 171           | \$47,897       | 1.4                        | \$192.22              | 0.9%             |
|                    | Rollup     | 12,325     | ▼4.2%          | 6,809         | \$1,424,988    | 1.8                        | \$112.77              | 2.5%             |
| Catch-A-Ride       | CAR_Taxi   | 3,691      | ▲46.6%         |               | \$112,175      |                            | \$30.39               | 0.0%             |
|                    | CAR_TNC    | 2,644      | ▲154.7%        |               | \$56,540       |                            | \$21.38               | 0.0%             |
|                    | Rollup     | 6,335      | ▲78.1%         |               | \$168,715      |                            | \$26.63               | 0.0%             |
| Volunteer Driver   | VolDrvr    | 1,781      | ▼12.3%         |               | \$10,853       |                            | \$6.09                | 0.0%             |
|                    | VolDvrWM   | 299        | ▼35.0%         |               | \$3,818        |                            | \$12.77               | 0.0%             |
|                    | Rollup     | 2,080      | ▼16.5%         |               | \$14,672       |                            | \$7.05                | 0.0%             |
| Rollup             |            | 806,223    | ▲9.7%          |               | \$10,275,365   |                            | \$11.90               | 6.6%             |

\* Change in passengers compared to same quarter of prior year

## FY 2025 Q3 (January - March) Marin Transit Community Engagement

### Reporting Month: January 2025

| Date(s)          | Event   | Description   | Contacts |
|------------------|---|---|----------|
| <b>1/3/2025</b>  | Travel Navigator Satellite Hours – Vivalon Brown Bag Food Pantry      | Travel Navigator Satellite Hours held at the Vivalon Brown Bag Food Pantry. Community members were able to drop in to ask questions and sign up for programs and services.  | 50       |
| <b>1/10/2025</b> | Navigating Transit Presentation                                       | Virtual presentation to Sausalito Villages with general overview of Marin Transit and Marin Access programs and services.   | 15       |
| <b>1/15/2025</b> | Travel Navigator Satellite Hours – Bolinas Community Health Center    | Travel Navigator Satellite Hours held at the Bolinas Community Health Center. Participants were able to visit the table for information about transit options available to them.  | 0        |
| <b>1/22/2025</b> | Travel Navigator Satellite Hours – West Marin Health & Human Services | Travel Navigator Satellite Hours held at the West Marin Health & Human Services. Participants were able to visit the table for information about transit options available to them.                                     | 2        |
| <b>1/27/2025</b> | Travel Navigator Satellite Hours - Senior Congregate Luncheon         | Travel Navigator Satellite Hours held at San Geronimo Valley Community Center during the Senior Congregate Luncheon. Participants were able to visit the table for information about transit options available to them. | 20       |

### Reporting Month: February 2025



## FY 2025 Q3 (January - March) Marin Transit Community Engagement

| Date(s)          | Event   | Description   | Contacts |
|------------------|---|---|----------|
| <b>2/5/2025</b>  | Marin City Library Open House   | Open house at Marin City Library sponsored by Supervisor Moulton-Peters. Community members had the opportunity to drop in and talk with various county departments.   | 50       |
| <b>2/18/2025</b> | Travel Navigator Satellite Hours<br>– West Marin Health & Human Services Center | Travel Navigator Satellite hours held at the West Marin Health & Human Services Center. Participants were able to visit the table for information about transit options available to them.                              | 1        |
| <b>2/19/2025</b> | Travel Navigator Satellite Hours<br>– Bolinas Community Health Center           | Travel Navigator Satellite hours held at the Bolinas Community Health Center. Participants were able to visit the table for information about transit options available to them.  | 3        |
| <b>2/20/2025</b> | Travel Navigator Satellite Hours<br>– Margaret Todd Senior Center               | Travel Navigator Satellite Hours held at the Margaret Todd Senior Center during the Senior Congregate Luncheon. Participants were able to visit the table for information about transit options available to them.      | 6        |
| <b>2/24/2025</b> | Travel Navigator Satellite Hours<br>– Senior Congregate Luncheon                | Travel Navigator Satellite Hours held at San Geronimo Valley Community Center during the Senior Congregate Luncheon. Participants were able to visit the table for information about transit options available to them. | 29       |

## FY 2025 Q3 (January - March) Marin Transit Community Engagement

### Reporting Month: March 2025

| Date(s)          | Event   | Description   | Contacts |
|------------------|---|---|----------|
| <b>3/06/2025</b> | Travel Navigator Satellite Hours – Bolinas Community Center Food Bank | Travel Navigator Satellite hours held at Bolinas Community Center Food Bank. Participants were able to visit the table for information about transit options available to them.   | 30       |
| <b>3/12/2025</b> | Presentation to Bolinas Civic Group                                   | Presentation to Bolinas Civic Group with information about Marin Transit and Marin Access focusing on Stagecoach Service, the West Marin Connector Shuttle, and Travel Navigator Satellite Hours.                       | 29       |
| <b>3/19/2025</b> | Travel Navigator Satellite Hours – Bolinas Community Health Center    | Travel Navigator Satellite Hours held at the Bolinas Community Health Center. Participants were able to visit the table for information about transit options available to them.  | 5        |
| <b>3/25/2025</b> | Presentation to Canal Alliance's CHW Team                             | Presentation to Canal Alliance's CHW Team with information about Marin Transit and Marin Access programs and services.  | 11       |
| <b>3/28/2025</b> | West Marin Stagecoach Route 68 Focus Group                            | Hosted a focus group over zoom to get feedback from riders to inform possible changes to the West Marin Stagecoach Route 68.  | 8        |
| <b>3/31/2025</b> | Travel Navigator Satellite Hours – Senior Congregate Luncheon         | Travel Navigator Satellite Hours held at San Geronimo Valley Community Center during the Senior Congregate Luncheon. Participants were able to visit the table for information about transit options available to them. | 23       |