



Marin Transit Connect Service Update

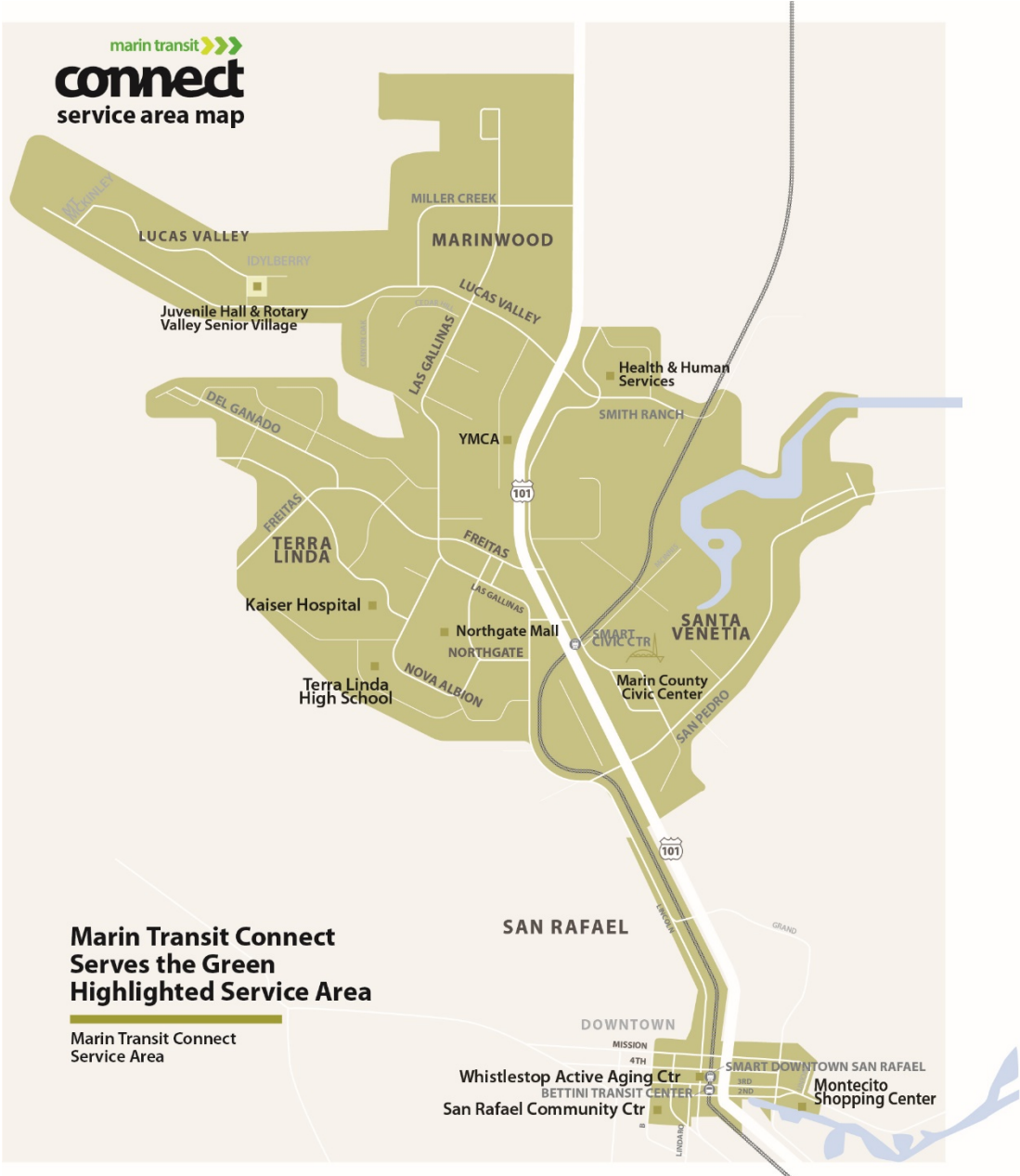
Marin Transit Board of Directors

May 4, 2020

- **July 2019**
 - One-year evaluation report released
- **October 2019**
 - Board approval to extend current pilot with Via through June 2020
- **November & December 2019**
 - Outreach to riders and employers about fare changes and geography expansion, including rider surveys
- **January 2020**
 - Service hours adjusted to meet new southbound SMART train schedule
- **February 2020**
 - Service area expanded to downtown San Rafael with changes to fares
 - Marketing efforts increase



Service Area Expansion

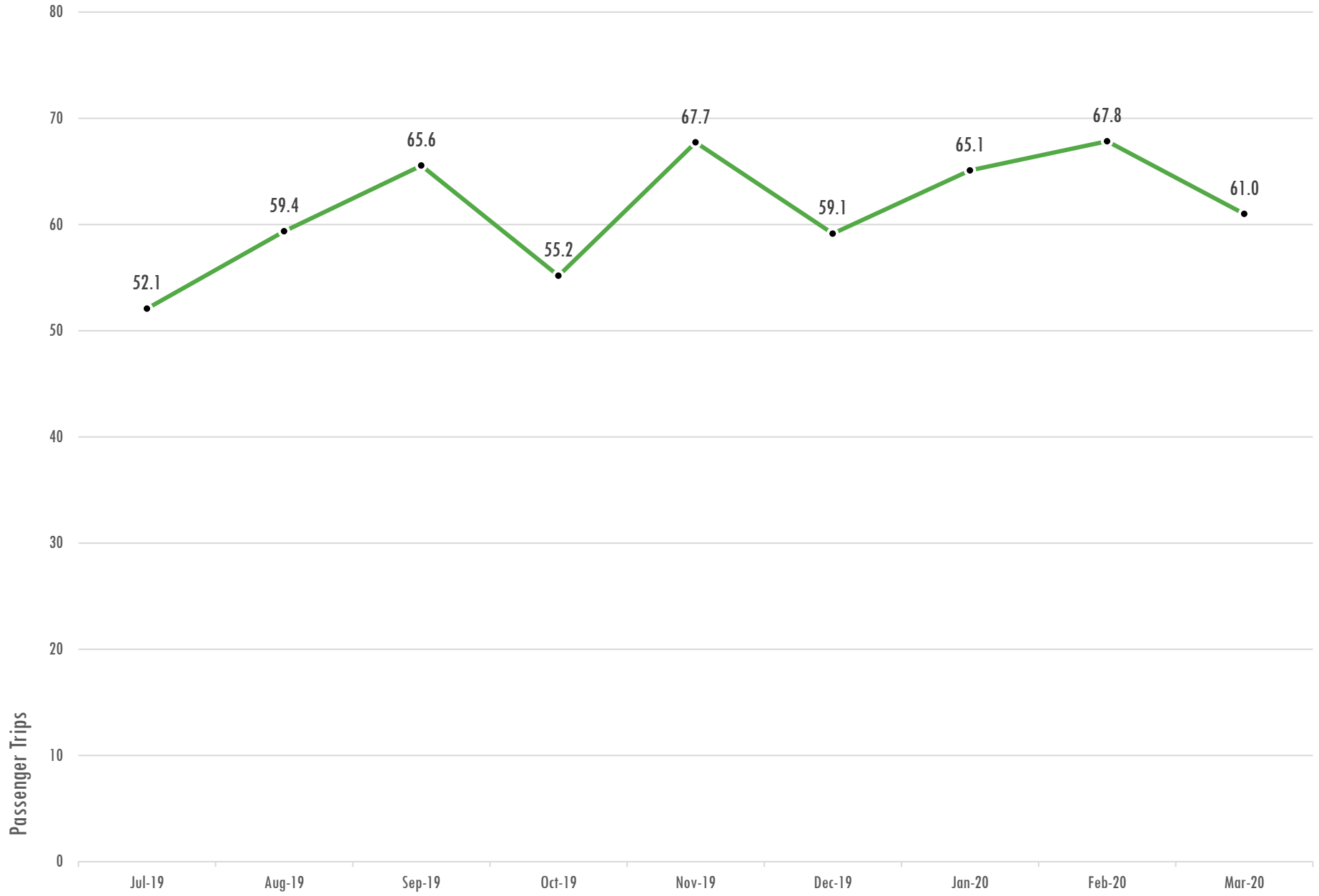


Fare Changes

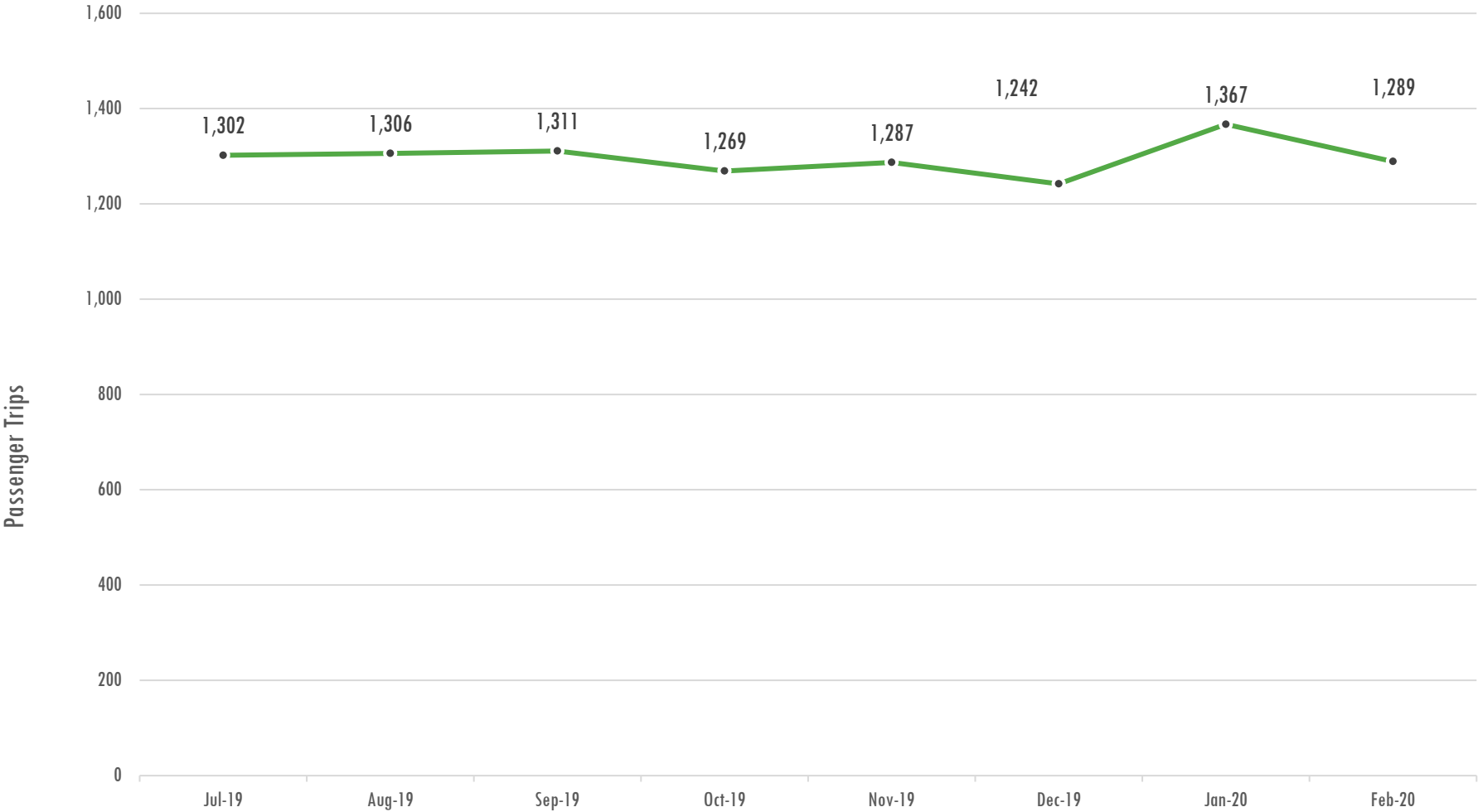


Fare Categories / Product	Previous Cost	Current Cost
Regular Fare	\$4.00 + \$4 for second rider, \$3 for third rider, \$2 for fourth rider, \$1 for fifth rider	\$4.00 per mile (distance-based) + \$1 per additional rider
Marin Access Fare	\$2.00 + \$2 for second rider, \$1.50 for third rider, \$1 for fourth rider and \$0.50 for fifth rider	\$3.00 + \$1 per additional rider
Transit Stop Discount	\$2.00 + \$2 for second rider, \$1.50 for third rider, \$1 for fourth rider and \$0.50 for fifth rider	No longer available
Monthly Pass	\$40 per month	\$80 per month +\$1 per additional rider, per trip
Marin Access Monthly Pass	\$20 per month	\$40 per month +\$1 per additional rider, per trip

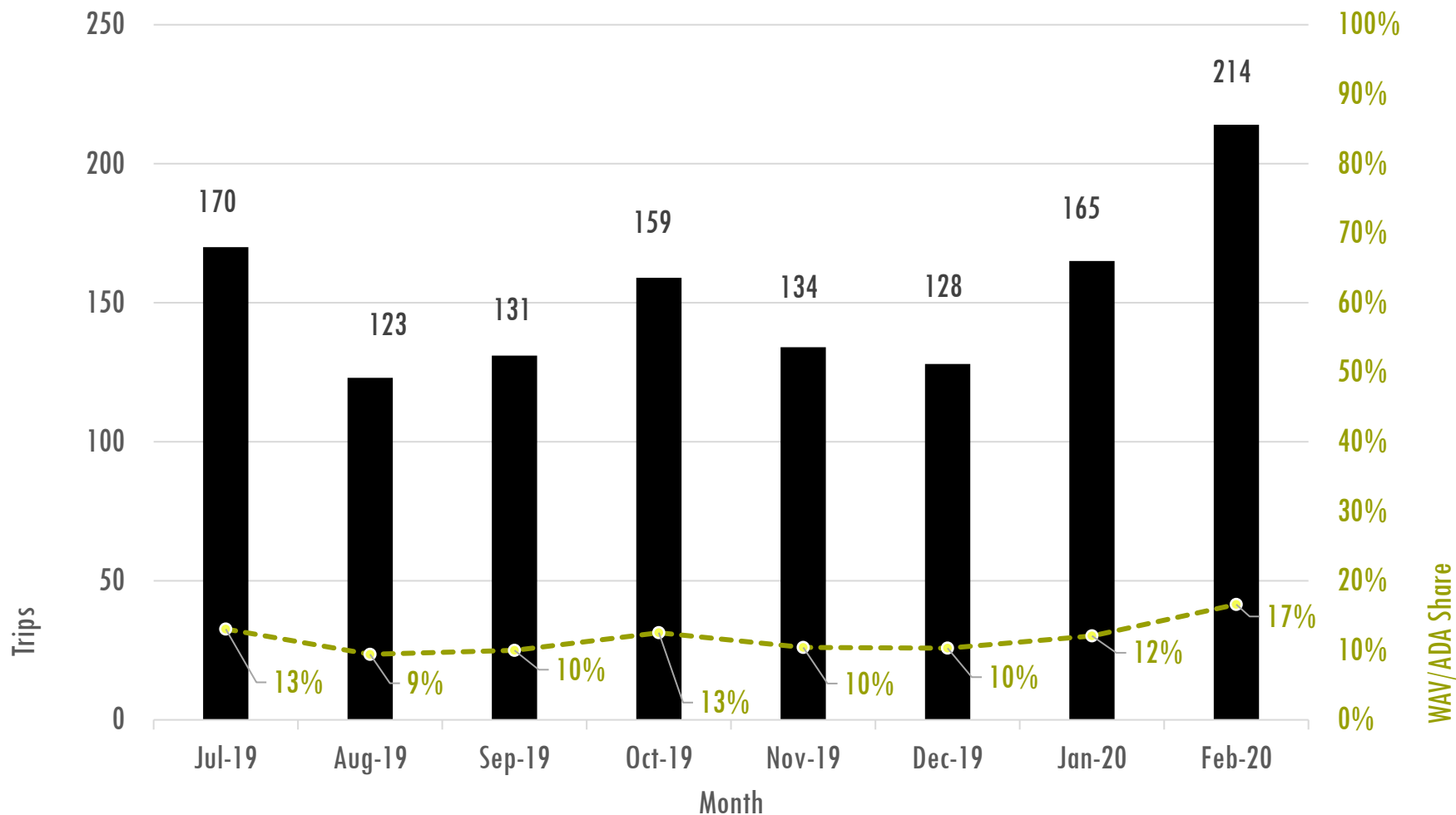
Daily Ridership Trends



Monthly Ridership

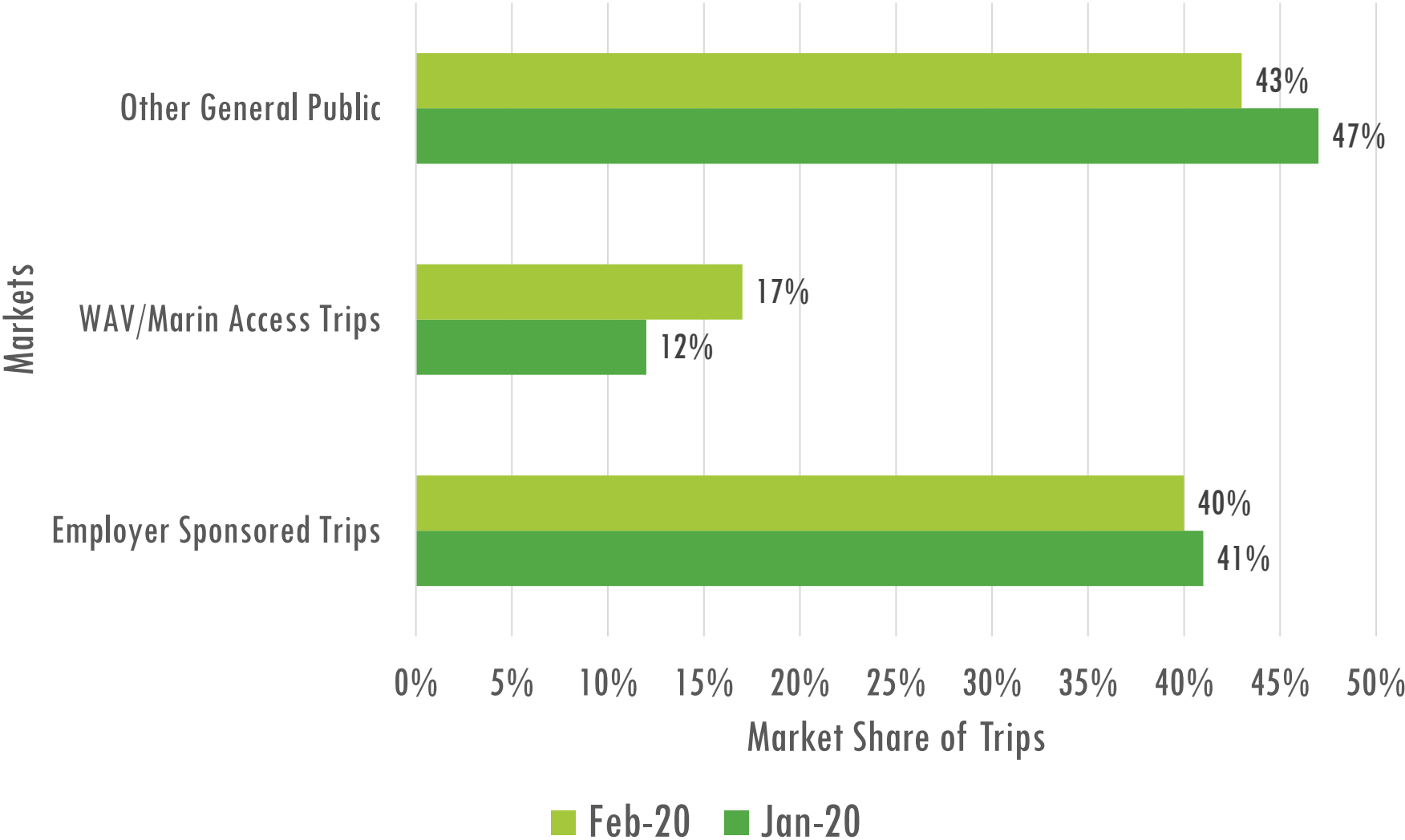


WAV/ADA Activity



■ WAV/ADA Trips - - - WAV/ADA Share

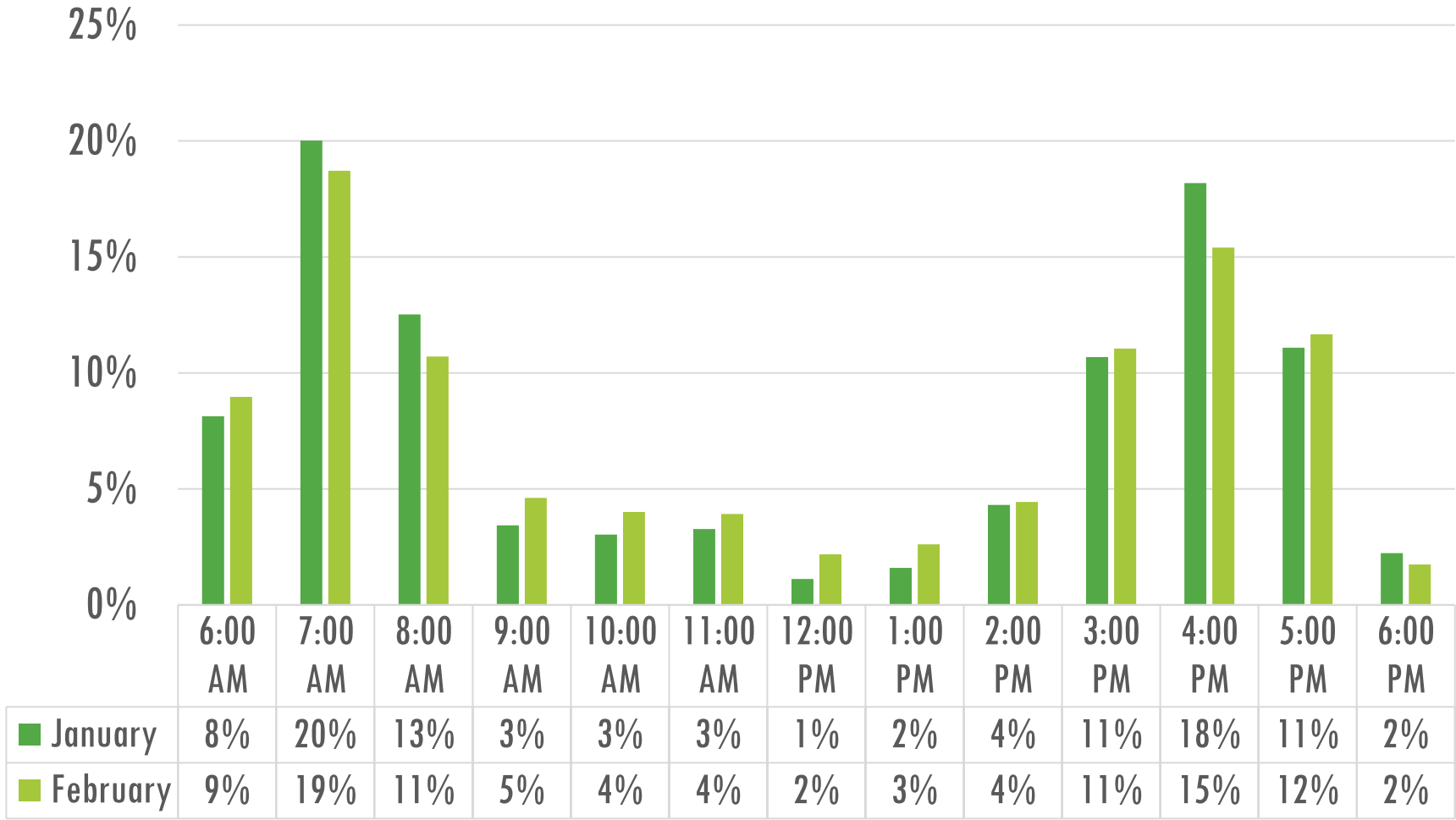
2020 Market Change



Changes in Trips by Time of Day

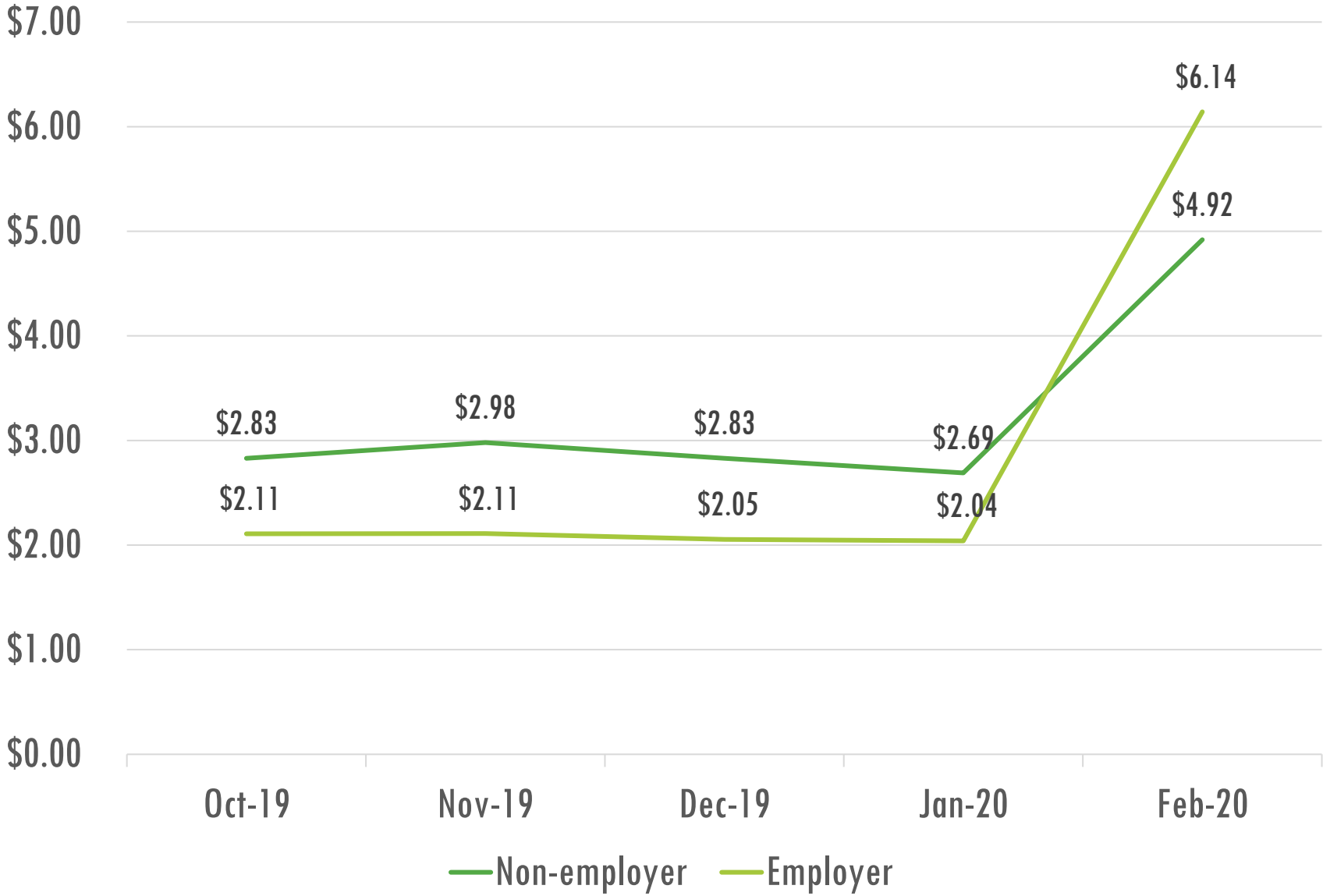


2020 Change in Trips by Hour



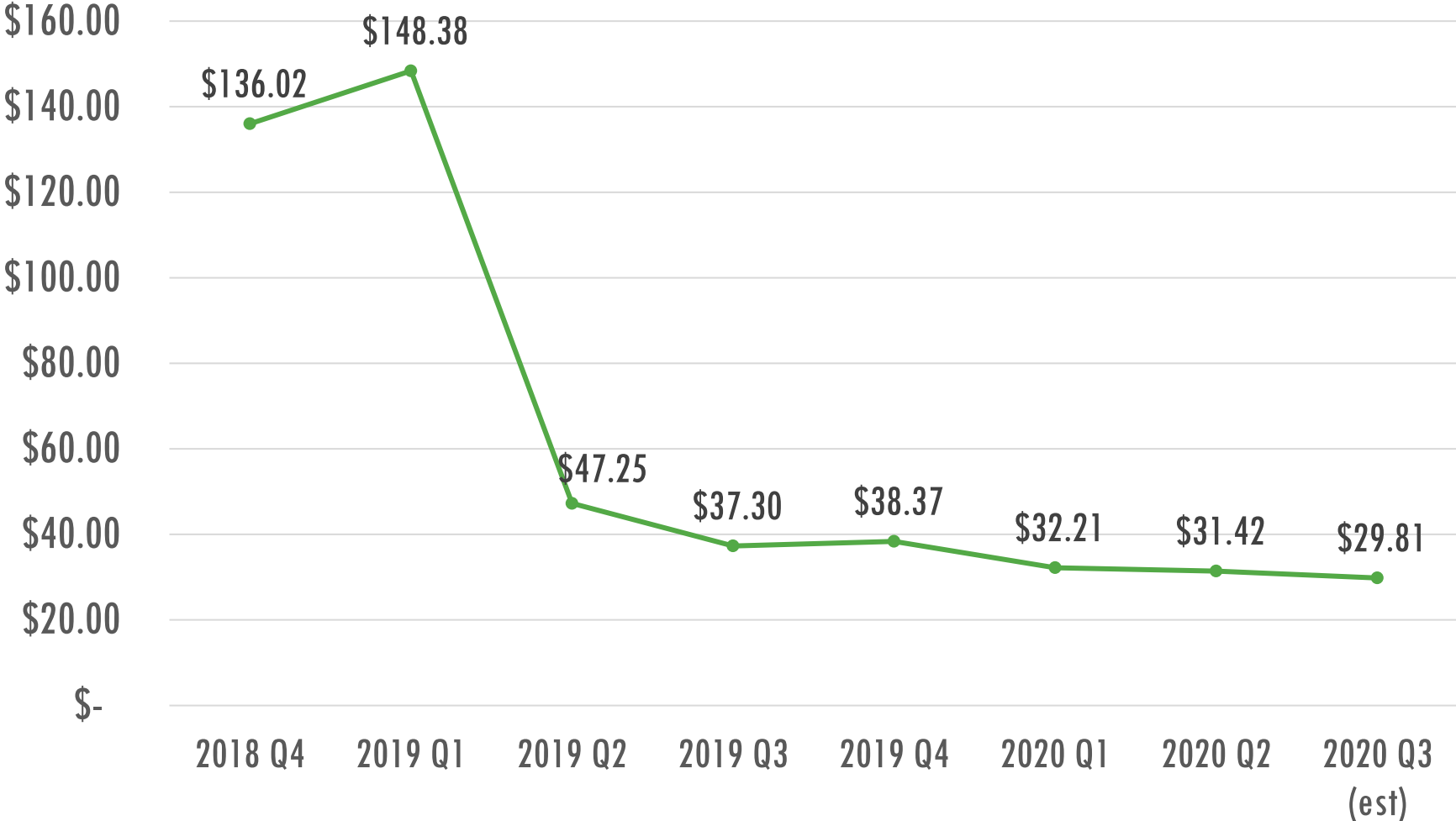
■ January ■ February

Average Fares





Subsidy per Passenger



Observed Impacts



- Share of WAV/ADA riders slightly increased
- Employer market remains stable
- Pricing changes reduced share of general public trips
- Small uptick in midday trips; AM/PM peak hours continue to represent roughly 80% of all activity
- Fare revenue is increasing - Connect still underperforms in productivity & cost effectiveness
- COVID-19 pandemic makes evaluation process difficult beyond first five weeks of program changes

- **Current service does not meet targets**
 - Increase ridership/utilization of service
 - Decrease technology costs
 - Reduce peak hour demands on service
- **Improved service quality attracts a different demographic of rider**
- **App-based services offer significant benefits for outreach, surveying, and communications to riders**
- **District-sponsored app limits the program's exposure**
- **Ridership increases are depended on the significant expansion of service area**

Thank You

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