

MONDAY, MARCH 17, 2014



2013 Service Changes **Six Month** **Review & Recommendations**

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Overview

August 2013 Changes

Marin Transit implemented significant changes to the local fixed route network on August 4, 2013 in response to the recommendations of the Novato and Tiburon Transit Needs Assessment studies, an effort to improve transit access, and the opening of San Rafael's new Target store. These service improvements introduced two new Community Shuttle routes in Novato and Tiburon, expanded two other shuttle routes in San Rafael and Novato, and expanded two big bus routes in the Canal and Sausalito. The new and expanded services provide service frequency and span of service improvements throughout the county and added over 15,000 revenue hours, or 11% more local transit service.

The following is a summary of those service improvements organized geographically.

Northern Marin County

Route 51 in Novato was replaced with Route 251

Route 51 was replaced with a new shuttle route 251 and service was extended into Hamilton. Supplemental school trips to San Marin HS, Novato HS, and San Jose MS are now served by new Routes 151 and 154.

Routes 257 and 259 expanded coverage into Novato

Route 257 and 259 were extended from their northern terminuses in San Rafael to serve Novato. These extensions increased service frequencies in Novato and provided additional non-transfer connections in northern Marin County. The span of service was increased by four hours to provide night service between destinations in Novato, Northgate, and Downtown San Rafael. Route 259 operates weekend service, in addition to weekday, and replaced Route 49K.

Added Dial-A-Ride service to the Margaret Todd Senior Center and Novato Human Needs

Midday service was added on Tuesdays and Wednesdays on the Novato Dial-A-Ride to the Margaret Todd Senior Center and Novato Human Needs. Service was coordinated with regularly programmed weekly events that experience high demands to these locations.

Two evening trips added on Route 233 - Santa Venetia

An additional northbound and southbound trip leaving Santa Venetia at 6:30 PM and SRTC at 7:00 PM were added on Route 233. The previous 6:25 PM northbound departure from SRTC was moved to 6:00 PM.

Central Marin County

Route 23 was expanded east of the San Rafael Transit Center (SRTC) to serve the Canal and Target

Route 23 was extended east of the SRTC to serve the new Target in east San Rafael. The service operates daily and goes through the Canal to connect to Target. This service added a new connection from the Canal to the SRTC daily and provides a non-transfer ride along the County's primary east-west transit corridor. Service within the Canal that was directly duplicated by the revised Route 23 was removed. This included select weekday trips on Route 35 and the Canal loop on Saturday Route 29 service.

Weekend service on Route 23 prior to August 4, 2013 operated between Fairfax Manor and San Anselmo. The new weekend service on Route 23 operates between Target, the Canal, San Rafael, San Anselmo and Fairfax, but does not extend the extra 1.2 miles to Fairfax Manor. Service to Fairfax Manor on weekends was replaced by the new Route 28 (now Route 228). That change greatly expanded the coverage of Route 23 and increased overall weekend service frequency from every 60 minutes to every 30 minutes between San Rafael and San Anselmo, one of the busiest transit corridors in the County.

Route 29 Saturday service cancelled, new Route 28 (now Route 228) added on Saturdays and Sundays

In response to the Route 23 weekend changes, Route 29 Saturday service was cancelled and Route 28 was added. This Route was recently replaced by Community Shuttle Route 228 on February 23, 2014. This new route operates Saturdays and Sundays between the San Rafael Transit Center, Larkspur Landing, Marin General, College of Marin, Downtown San Anselmo, and Downtown Fairfax and terminates at Fairfax Manor. Discontinued Saturday service in the Canal on Route 29 was replaced with Route 23 service.

Southern Marin County

Routes 17 and 22 Restructured in South County

Changes to Route 19 in Tiburon impacted how the service in Southern Marin was delivered, and required changes to the Route 17 and 22. In an effort to improve on-time performance and achieve operational efficiencies, service between Sausalito and Marin City was reassigned from Route 22 to Route 17. Span of service on Route 17 was extended a half hour earlier and two hours later. This change provided a new non-transfer connection between Downtown Sausalito and Mill Valley. Connections between Sausalito and destinations along the current Route 22 now require a transfer from Routes 10 or 17 in Marin City to Routes 22, 36, or 71.

Route 19 in Replaced in Tiburon with Route 219 / 219F

Route 19 was replaced with new shuttle Route 219 / 219F. Route 219 provides daily service every 30 minutes along Tiburon Boulevard between the Tiburon Ferry terminal in Downtown Tiburon and Strawberry Village.

Route 219F provides three morning and three afternoon connections to the Tiburon ferry services and operates into the hills of Tiburon to also provide service for domestic workers.

Service Adjustments since August 2013

Following deployment of the new service in August 2013, Marin Transit did extensive monitoring to identify needed improvements. In addition, the District heard from many riders during the initial weeks of service and responded to service change requests. Below is a summary of the incremental changes made between August 4, 2013 and March 1, 2014.

Table 1: Incremental Service Adjustments After August 4, 2013

Route	Date	Change Description
17	12/8/13	One earlier NB trip added on weekdays
		Schedule adjustments on seven NB trips to improve connection to Route 70 in Marin City and Route 22 in Strawberry on weekdays
		Schedule adjustment on five southbound trips to allow better connection to Route 70 in Marin City and Route 22 in Strawberry on weekdays
		Alignment adjustment on NB evening trips (weekdays and weekends) to serve Larkspur Landing
22	12/8/13	Evening NB trip adjusted to no longer serve Strawberry Village and make connection to Route 70 from San Francisco
		One earlier SB trip added from the San Rafael Transit Center on weekends/holidays
28	2/23/14	Route 28 was replaced by shuttle Route 228. One later Eastbound trip from Fairfax Manor was added and the first short trip from San Anselmo was cancelled
49	12/8/13	Schedule adjustments on one SB trip to improve on-time performance
113	8/26/13	One AM trip discontinued due to low ridership
	8/28/13	One PM trip discontinued due to low ridership
117	2/3/14	One AM trip added due to high ridership
119	8/26/13	One AM trip added due to high ridership
	8/28/13	One PM trip added due to high ridership
126	12/8/13	One EB trip discontinued due to low ridership
151	9/4/13	Schedule adjustments to improve connections to Novato HS and San Marin HS AM bell time
	11/12/13	One PM SB trip added due to high ridership
	2/12/14	One PM NB trip added due to high ridership
154	8/26/13	Alignment modified to improve on-time performance
	8/28/13	Schedule adjustments to improve on-time performance

Route	Date	Change Description
233	2/23/14	One earlier AM SB trip added on weekends/holidays
251	9/16/13	Alignment and schedule changes to improve on-time performance
257	9/16/13	Adjusted first SB trip to operate 20 minutes earlier and serve IVC/Ignacio
	12/8/13	Schedules adjustments on two SB AM trips to improve on-time performance
259	9/16/13	Schedule adjustments on evening trips (due to Route 251 changes)

Performance Results

The following is a six month performance summary for the new fixed route services or those that underwent significant changes in August 2013. These includes Routes 17, 22, 23, 28/228, 219, 233, 251, 257, and 259. Changes to supplemental school routes and the Novato Dial-A-Ride were not included in this assessment and will be part of ongoing monitoring efforts related to those specific programs.

The performance assessment looked at productivity, as measured in passengers per hour, and ridership, as measured in total daily and per trip passenger trips. Productivity was compared against the adopted performance standards for each route typology to determine if the service was achieving the desired usage.

Productivity Results

Productivity is a measure that defines the level of ridership (passenger trips) relative to the amount of service provided (revenue hours). Passenger per hour targets are adopted by the Board and monitored monthly to assess the ongoing performance of a route. The most recent Marin Transit Short Range Transit Plan further defined performance targets by route typology, recognizing that different routes and service delivery models are intended to meet various District goals in providing mobility. The current productivity target is 20 passengers per hour for Regular Local Routes (17, 22, 23, and 28) and 8 passengers per hour for Local Connector Routes (219, 228, 233, 251, 257, and 259).

Productivity results following the first six full months of operation¹ on new or modified routes are presented in Table 2. Year to date seven of the nine routes met their productivity target, with Route 22 and Route 28 falling short.

Table 3 shows a further breakdown of productivity by weekday peak hours, weekday off-peak hours, and weekends in terms of passengers per trip. This table shows the variation in ridership over these various timeframes and the lower ridership levels observed during the off-peaks. It should be noted than many of the service hours added in August 2013 were during the off-peak times when service was not previously offered.

¹ Data includes August 2013-February 2014

Figure 1 and Figure 2 show monthly productivity trends for each route since the service change in August of 2013. Route level productivity by month is provided in Appendix A.

Table 2: Productivity Results by Route

Route	Productivity Target (passengers per hour)	YTD Average ¹ (passenger per hour)	Performance
17	20.0	21.9	Exceeds target
22		19.1	Misses target
23		26.9	Exceed target
28		7.0	Misses target
219		9.1	Exceeds target
233	8.0	11.7	Exceeds target
251		10.3	Exceeds target
257		11.0	Exceeds target
259		12.3	Exceeds target

Notes:

1. YTD is fiscal year to date thru the end of February 2014.

Table 3: Passengers Per Trip, by Time of Day

Route	Weekday Peak ¹	Weekday Off-Peak ²	School	Weekend
Local				
17	22.2	21.8	29.3	19.2
22	18.5	21.0	–	12.2
23	22.0	21.3	32.0	21.7
Shuttle				
219	4.2	3.0	–	2.1
233	7.0	4.3	–	4.9
251	11.4	10.6	–	6.6
257	11.3	10.0	–	–
259	12.3	10.9	–	12.1

Notes:

1. Weekday Peak was defined as 6:00 am – 9:00 am and 3:00 pm – 7:00 pm.

2. Weekday Off-Peak was defined as early morning (before 6:00 am), midday (9:00 am-3:00 pm) and evening hours (after 7:00 pm).

Figure 1: Productivity by Month (Regular Local Routes)

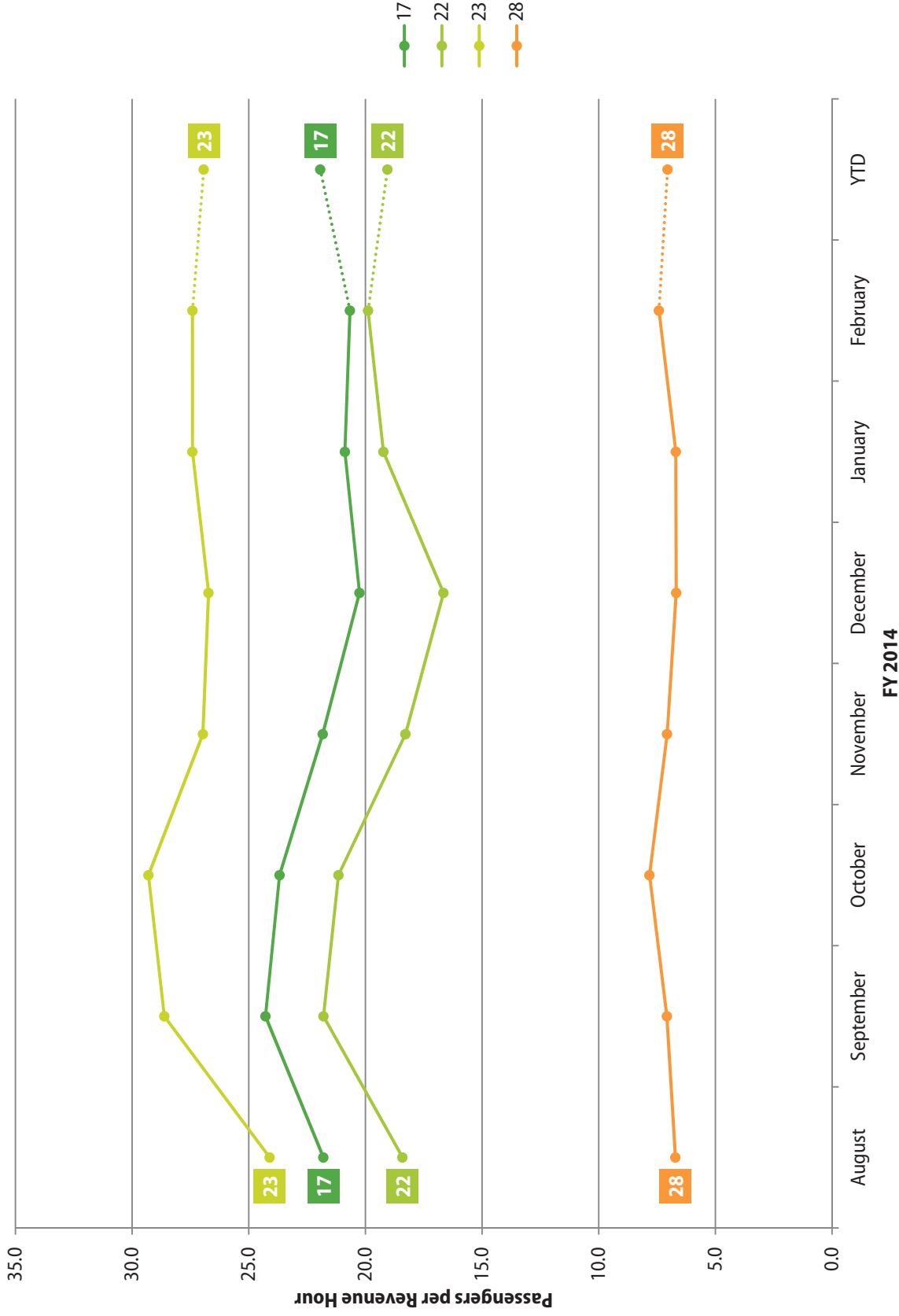


Figure 2: Productivity by Month (Shuttle Routes)



Ridership Trends

Ridership is defined as unlinked passenger trips. While ridership is typically viewed as the best measure of success for transit services, caution should be taken when relying solely on this measure. Since ridership captures unlinked passenger trips, a complete trip by a transit rider that requires multiple transfers may correspond to multiple counts for the ridership metric (a positive trend) but corresponds to a difficult trip for the passenger (a negative trend) and increased passenger loading time for operations (a negative trend). One of the primary goals of the August 2013 service changes was to provide more non-transfer opportunities for direct transit service to destinations within the County.

Comparing the route's total ridership before and after the service change is misleading due to the types of changes that occurred across many different routes and services. For example, Route 23 (expanded through the Canal) experienced a significant ridership increase over last year, but Route 35 (duplicative 23 trips discontinued) experienced a decrease in ridership over last year. Overall the same level of service was provided along with a new non-transfer opportunity, but isolating the one route is misleading. Similarly the new 219 and 251 shuttle routes that replaced the existing Route 19 and Route 51 services do not provide the supplemental school portions of service, and this missing ridership is captured by Routes 119 and 151.

A summary of systemwide fixed route ridership comparing the months of August through February, pre- and post- service changes, is provided in Table 4. Aside from the first month of August, ridership has been higher month-to-month over last fiscal year. Figure 3 and Figure 4 show a route level breakdown of ridership by month since the August 2013 service changes.

Table 4: Systemwide Monthly Fixed Route Passenger Trips¹

	Total Passenger Trips		
	FY 2014 <i>(post service changes)</i>	FY 2013 <i>(pre service changes)</i>	Change
August, 2013	263,250	269,687	-2%
September, 2013	288,367	275,460	+5%
October, 2013	311,776	302,043	+3%
November, 2013	264,353	258,597	+2%
December, 2013	260,484	243,308	+7%
January, 2014	284,694	267,829	+6%
February, 2014	251,420	247,918	+1%

Notes: 1. Systemwide Fixed Route services include all local and rural services except the Muir Woods Shuttle. Paratransit, Novato DAR, and other mobility management programs are not included in the passenger trip totals.

Figure 3: Average Daily Passenger Trips by Month (Regular Local Services)

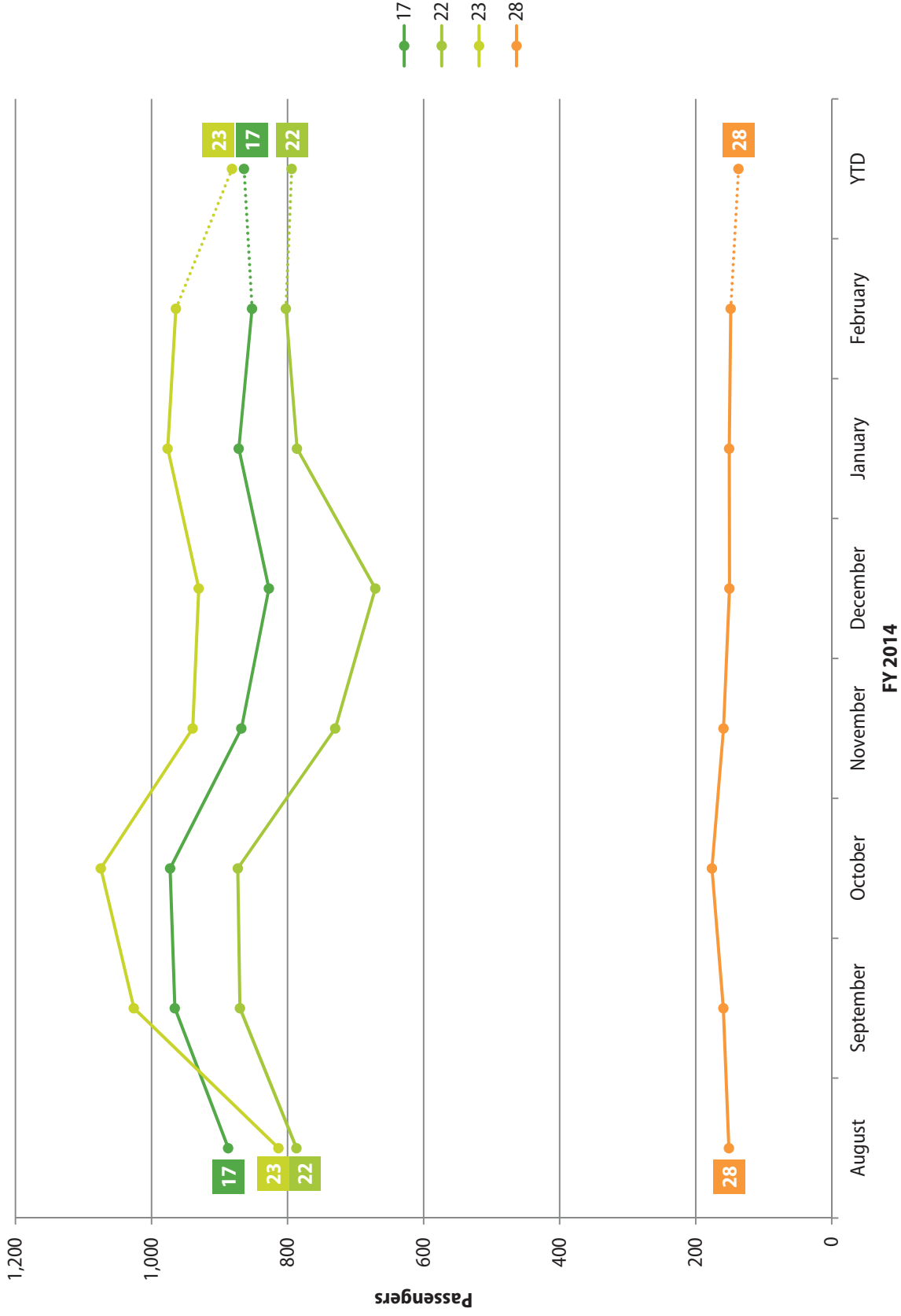
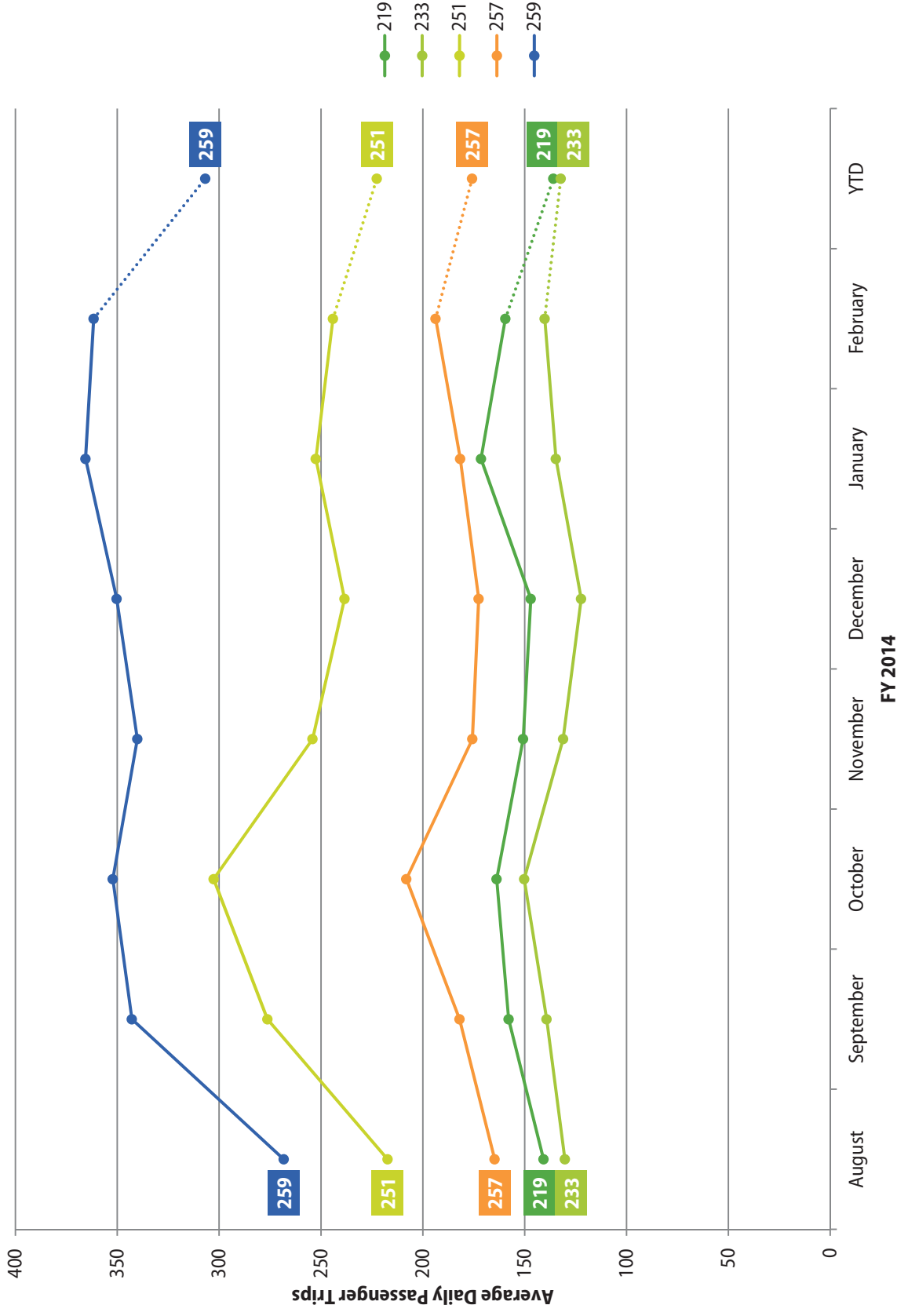


Figure 4: Average Daily Passenger Trips by Month (Shuttle Services)



Survey Results

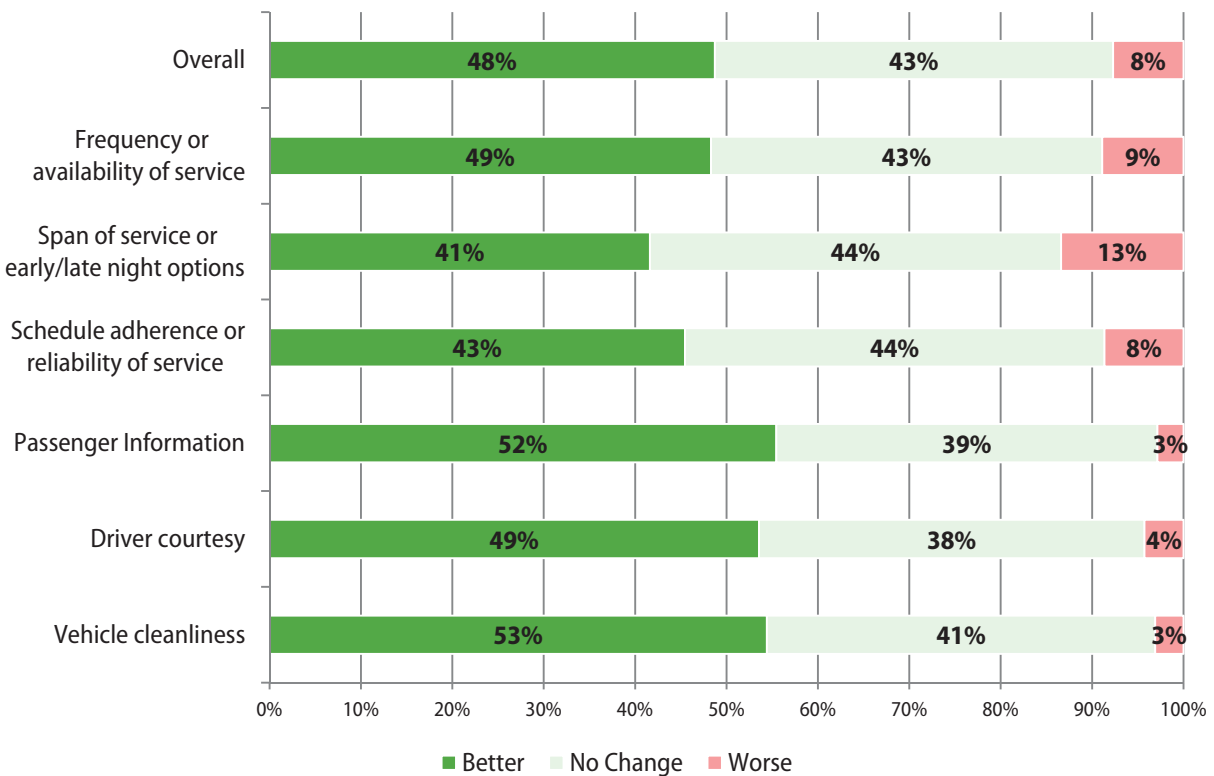
An onboard survey was distributed to passengers during February 2014 on the fixed-route services that underwent the most significant changes in August 2013. These routes include Route 17, 22, 23, 219, 233, 251, 257, and 259. The survey form and full survey results can be found in Appendix A.

The majority of riders on these routes indicated that the primary route they use is the Route 17, 22 or 219. Over a quarter of respondents indicated that they typically use the Route 17, 22, 23, 35, and 71. About half of the respondents were considered longtime transit riders or those that have used transit in Marin for more than 5 years.

When asked to rate their overall experience using local transit in Marin, 75% of respondents chose a rating of Good or Excellent. Three percent of respondents chose a rating of Poor or Very Poor, and the remaining 22% responded that service was Average.

Passengers were then asked about how their experience on local transit changed after the August 2013 service changes. Respondents were also able to rate individual aspects of the service including frequency, span of service, and driver courtesy. Figure 5 summarizes these responses.

Figure 5: Customer Satisfaction Following August 2013 Service Changes



Finally, passengers were asked to comment on what changes were for the better or worse for them and provide suggestions for additional changes or modifications. Generally, passengers liked their increased transit options and the added service frequency. On the other hand, some passengers indicated a reduction in their available transit options, namely a direct connection to Sausalito on Route 22 and evening service to Manor on weekends previously provided by Route 23. A large percentage of suggested changes were related to further increasing frequency and providing later evening and weekend service. The table below summarizes the most common responses and trends.

Table 5: Summary of Customer Comments

Best Change (68 responses)	Worst Change (46 responses)	Suggested Change (88 responses)
Top Categories		
Frequency (17)	Span (8)	Span (21)
Availability (14)	Frequency (7)	Frequency (16)
Drivers (12)	Connections (7)	Weekend Service (14)
Schedule Adherence (9)	Availability (6)	Availability (11)
Top Specific Changes		
Service frequency on Route 219 (5)	Route 22 no longer serving Sausalito (5)	Better connection between Route 17 and Route 219 (3)
Added service in the Canal (5)	Route 23 ending at Fairfax on weekends (2)	Weekend service on Route 257 (3)
Route 23 service (3)		Later Route 233 service (2)
Later service in Hamilton (3)		Better offset between departures of Route 23 and Route 29 at San Anselmo (2)
Route 28 on weekends (3)		

Recommendations

Using the District's onboard technology and working closely with contractors, Marin Transit has made many adjustments to the local fixed routes to address operational issues or service requests. These adjustments are outlined in the Overview Section above. Based on the results of the performance assessment and the onboard survey, the District recommends a series of additional changes to further improve upon the service changes and allow the services to meet their Board adopted performance standards. A brief summary of the status of each route and recommended changes (if any) are presented below.

Route 17

Route 17 continues to be a solid performing route for Marin Transit, connecting San Rafael, Strawberry, Mill Valley, and Sausalito. The service operates every 60 minutes with 30 minute peak hour weekday frequencies. In the first six months of FY2014, Route 17 has an overall productivity of 22.3 passengers (above standard) and has increased ridership by 13% with a 14% increase in revenue hours.

Many incremental improvements have been made on this route since August 2013, including modifying the schedule to improve connections, adding northbound service from Sausalito, and adjusting late night trips to serve Larkspur Landing. The trip level analysis showed that all trips operate with a total of five or more passengers.

At this time, there are **no further recommended changes** on this route.

Route 22

Route 22 provides daily service between San Rafael, San Anselmo, College of Marin, Larkspur, Corte Madera, Strawberry, and Marin City. The service operates every 60 minutes, with 30 minute peak hour weekday frequencies. Over the first six months of this fiscal year, productivity on this service is slightly down from last year with an average of 18.9 passengers per hour (below standard), total ridership is down 22%, and total revenue hours of service are down 16%.

A few changes were made to Route 22 in December 2013 to address late night connectivity issues to Route 70 and overcrowding on early weekend trips. Weekday service is generally performing well, while weekend and late night service shows much lower ridership. Since many of the late night trips are new, or connections were recently adjusted, staff recommend monitoring these trips for possible future action.

At this time, there are **no further recommended changes** on this route.

Route 23

Route 23 provides an east-west connection within Marin County between Fairfax, San Anselmo, and San Rafael, including the Canal and the new Target at Shoreline Parkway. The service operates every 60 minutes, daily.

Over the first six month of this fiscal year, productivity on this service is at 26.8 passengers per hour (above standard), ridership is up 53%, and revenue hours of service are up 34%.

Since the service expansion in August 2013, there have been no changes to this route.

Based on the planned improvements to Route 68 that overlaps the Route 23 between Fairfax and San Rafael, staff recommends **replacing Route 23 late night trips with Route 68 trips** that would operate at similar hours and service levels. Ridership levels at these hours do not warrant the use of larger equipment, and the Stagecoach is a more efficient way to deliver this service. Service to the Canal would be preserved by existing Route 35 service. Trips proposed for discontinuation (pending approval of Route 68 expansion) include:

Weekdays: 9:46 pm eastbound

Saturdays: 9:04 pm, 10:04 pm, 11:04 pm eastbound / 10:04 pm westbound

Route 28 (now Route 228)

Route 28 provides weekend and holiday service between Fairfax Manor, San Anselmo, College of Marin, Marin General, Larkspur Landing, and San Rafael. The service operates every 60 minutes from 6:30 AM to 8:30 PM. During the first six months of operation, productivity on this service was at 7.0 passengers per hour, well below standard. This low productivity is somewhat expected since it operates weekends and holidays only and the Sunday service is new as of last August.

To increase operationally efficiency and target ridership levels, this route was transitioned to the Community Shuttle program on February 23, 2014. At this time, there are **no further recommended changes** on this route.

Route 219 / 219F

Route 219 /219F is the new shuttle route that connects the Tiburon Peninsula (Tiburon, Belvedere, Strawberry) with daily service every 30 minutes and offers connections to other local and regional services at Highway 101. In its first six months of operation, Route 219/219F had an average productivity of 9.1 passengers per hour and carried a total of 32,891 passenger trips.

Since the service expansion in August 2013, there have been no changes to this route.

Based on feedback the District received from riders and non-riders of this service and the results of the analysis, staff is recommending **alignment and schedule changes on Route 219/219F to improve efficiency and potentially attract a new market of riders**. The alignment change reroutes the eastern end of the service to serve the Seminary/Highway 101 Bus Pad following the Strawberry Village stop and then return to Tiburon Boulevard via Highway 101 northbound (see Figure 6).



Figure 6: Proposed Route 219 Realignment



The new service to the Seminary bus pad will allow passengers to connect to Marin Airporter services to the San Francisco International Airport and commuters to connect to Golden Gate Transit Routes 18 and 24. The connection to the other Highway 101 local and regional bus routes to areas as far as San Francisco to the south and Santa Rosa to the north would also be more attractive. This change would remove the alignment from Belvedere Drive in Strawberry, and service to the stop at Ricardo Road and Belvedere Drive would be discontinued.

In addition to the alignment change and the associated schedule change, staff also recommends discontinuing the first eastbound ferry feeder trip and the associated return westbound trip and replace these trips with service in the evening to meet the last inbound ferry from San Francisco. This would extend the evening schedule by approximately 30 minutes.

Route 233

Route 233 is one of the top performing routes in the shuttle program and continues to meet its productivity and subsidy targets. Aside from the addition of one earlier weekend and two later weekday trips, the route underwent very little change during the August service change.

The first southbound morning trip on the weekdays is the most productive trip, carrying 15 passengers on average. Reoccurring service requests on this route call for later service on both weekdays and weekends.

At this time staff recommends **adding an earlier southbound trip on weekdays**, which would arrive at SRTC at 6:55 am.

Route 251

Route 251 replaced the non-supplemental school portions of Route 51 and provides the core local service within Novato. The route has consistently met its performance targets and shows stable ridership patterns. The changes that occurred in August 2013 extended this route from its previous southern terminus at the Alameda del Prado bus pad to its current terminus at the Hamilton Theatre. In addition to the route extension, later service was added on the weekends.

Reoccurring service requests on this route call for later service to San Marin.

Trip level ridership on new services provided after 8:00 pm has shown low ridership. Since these trips are at late night hours and are new trips to the system as of August, staff recommends monitoring these trips for possible future actions.

At this time, there are **no further recommended changes** on this route.

Route 257

Route 257 was extended in August 2013 from Smith Ranch Road/Lucas Valley in San Rafael to serve Hamilton, Ignacio, and the Indian Valley Campus within Novato. The route has consistently met its performance targets and shows stable growth in ridership.

Reoccurring service requests on this route call for weekend service.

At this time, there are **no further recommended changes** on this route. However, as resources become available weekend service on this route should be considered.

Route 259

Route 259 was extended in August 2013 from Marinwood in San Rafael to serve Hamilton, S. Novato Boulevard, and Downtown Novato. The route complements the Route 49, offering 30 minute frequency service in this corridor. Route 259 is the strongest performing shuttle route in terms of ridership and productivity and consistently meets its performance targets.

Trip level ridership on new services provided after 8 pm has shown low ridership. Since these trips are at late night hours and are new trips to the system as of August, staff recommends that the District monitor these trips for possible future action.

At this time, there are **no further recommended changes** on this route.

Conclusion

Overall, the service changes implemented in August of 2013 were received well by the riders and ridership has shown strong growth. Nearly **50% of all riders surveyed regarding the August changes indicated their experience was better than before the changes**, and **75% rated their overall experience as good or excellent**. The **10% increase in service levels** was achieved with a **4% increase in operating costs**.

Accounting for an average 3% annual increase in local bus contract costs due to escalation, these improvements were achieved with a minimal increase in operating costs.

Appendix A

Table 6: Regular Local Route Trips with Less Than 5 Passengers per Trip

Trip #	Start Time	Direction	Average Passengers per Trip
Route 22			
Weekday			
22048	11:08 PM	NB	3.7
Saturday			
22502	6:58 AM	NB	5.0
22527	8:00 PM	SB	4.2
Sunday			
22802	6:58 AM	NB	3.7
22829	9:00 PM	SB	3.0

Table 7: Shuttle Route Trips with Less Than 2 Passengers per Trip

Trip #	Start Time	Direction	Average Passengers per Trip
Route 219			
Weekday			
219002	6:45 AM	WB	1.0
219008	8:35 AM	WB	1.6
219010	8:58 AM	WB	1.9
219012	9:30 AM	WB	1.6
219016	10:30 AM	WB	1.4
219019	11:18 AM	EB	1.4
219020	11:30 AM	WB	1.7
219027	1:18 PM	EB	1.6
219048	6:30 PM	WB	2.0
219052	7:30 PM	WB	1.4
Weekend			
219503	8:13 AM	EB	0.8
219506	8:57 AM	WB	1.5
219507	9:13 AM	EB	0.8
219508	9:27 AM	WB	1.8
219510	9:57 AM	WB	1.7
219511	10:13 AM	EB	1.4
219512	10:27 AM	WB	1.9
219514	10:57 AM	WB	1.4
219515	11:13 AM	EB	1.4
219516	11:27 AM	WB	1.6
219517	11:43 AM	EB	1.9
219518	11:57 AM	WB	1.1
219519	12:13 PM	EB	1.3
219520	12:27 PM	WB	1.5

Trip #	Start Time	Direction	Average Passengers per Trip
219522	12:57 PM	WB	1.7
219523	1:13 PM	EB	1.4
219524	1:27 PM	WB	1.6
219539	5:13 PM	EB	1.7
219541	5:43 PM	EB	1.5
219542	5:57 PM	WB	1.4
219543	6:13 PM	EB	1.6
219545	6:43 PM	EB	1.3
219546	6:57 PM	WB	1.1
219547	7:13 PM	EB	1.6
219548	7:27 PM	WB	1.0
Route 233			
Weekday			
233008	10:00 AM	NB	1.6
233010	11:00 AM	NB	1.9
233023	6:24 PM	SB	2.0
Weekend			
233502	8:00 AM	NB	1.3
Route 251			
Weekend			
251527	9:16 PM	SB	1.7
251529	10:16 PM	SB	0.8
Route 259			
Weekday			
259027	9:13 PM	SB	1.8
259029	10:13 PM	SB	0.7
Weekend			
259527	8:45 PM	SB	2.0
259529	9:45 PM	SB	0.9
259531	10:45 PM	SB	0.4

Figure 7: Productivity by Month – Route 17

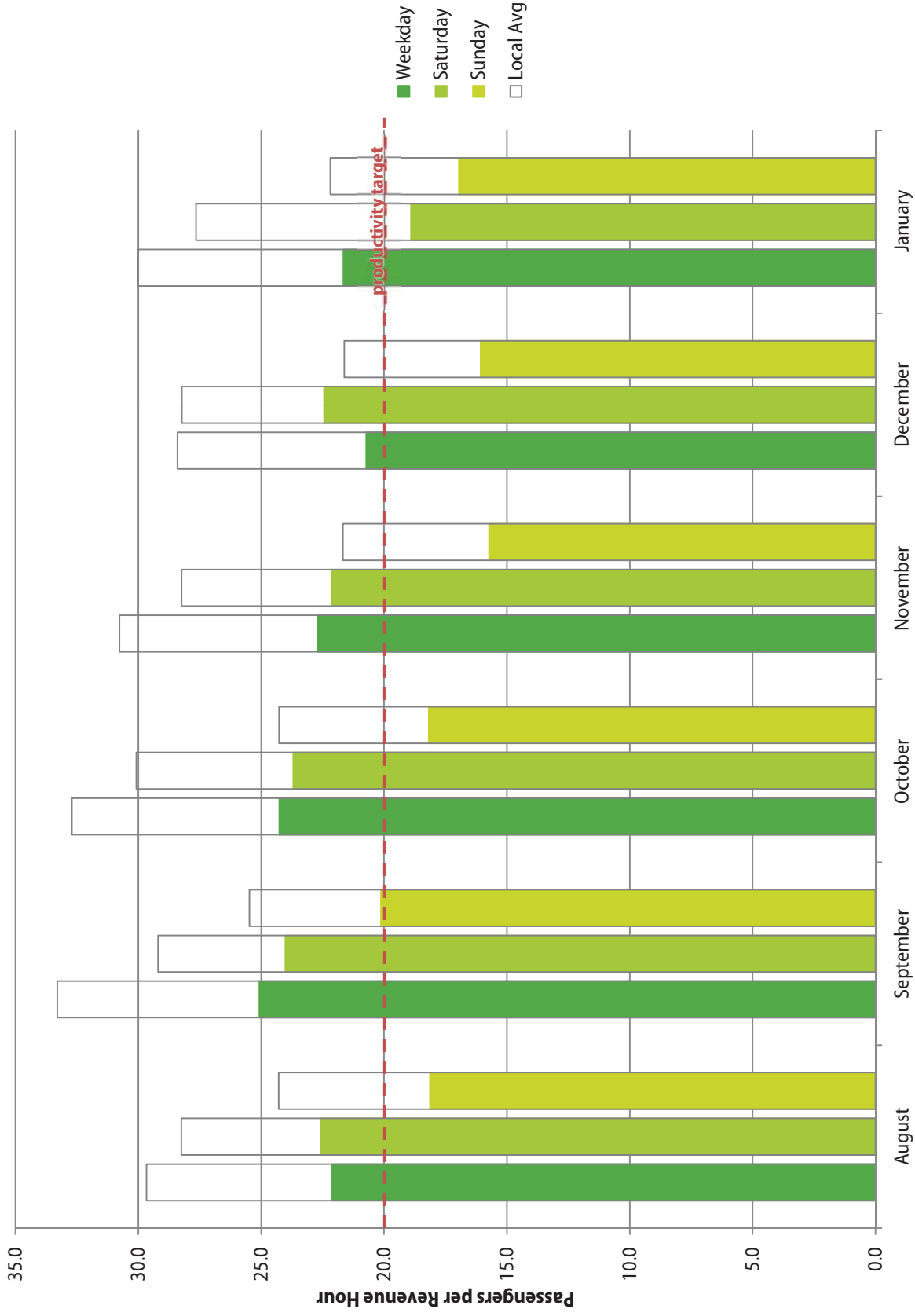


Figure 8: Productivity by Month – Route 22

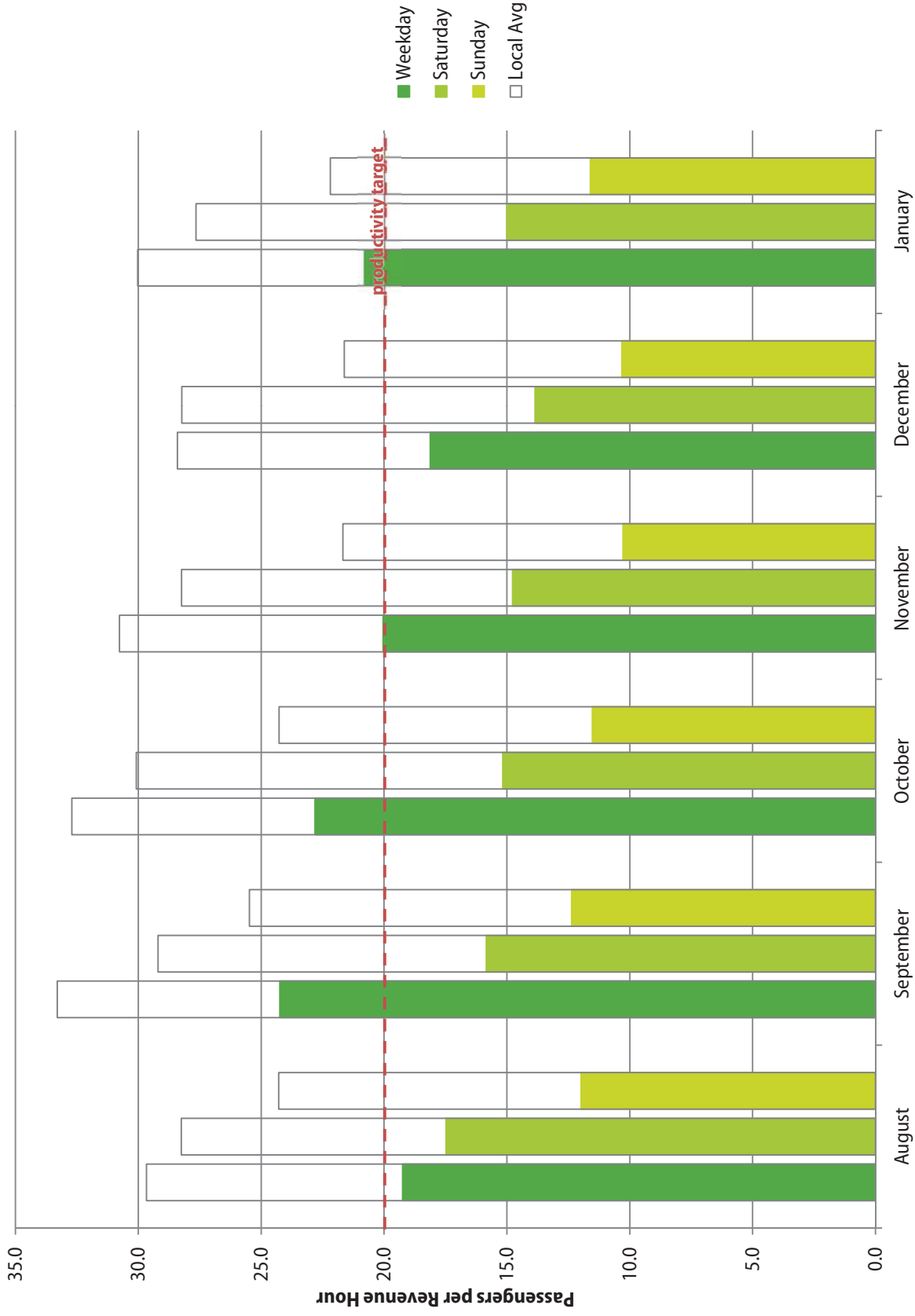


Figure 9: Productivity by Month – Route 23

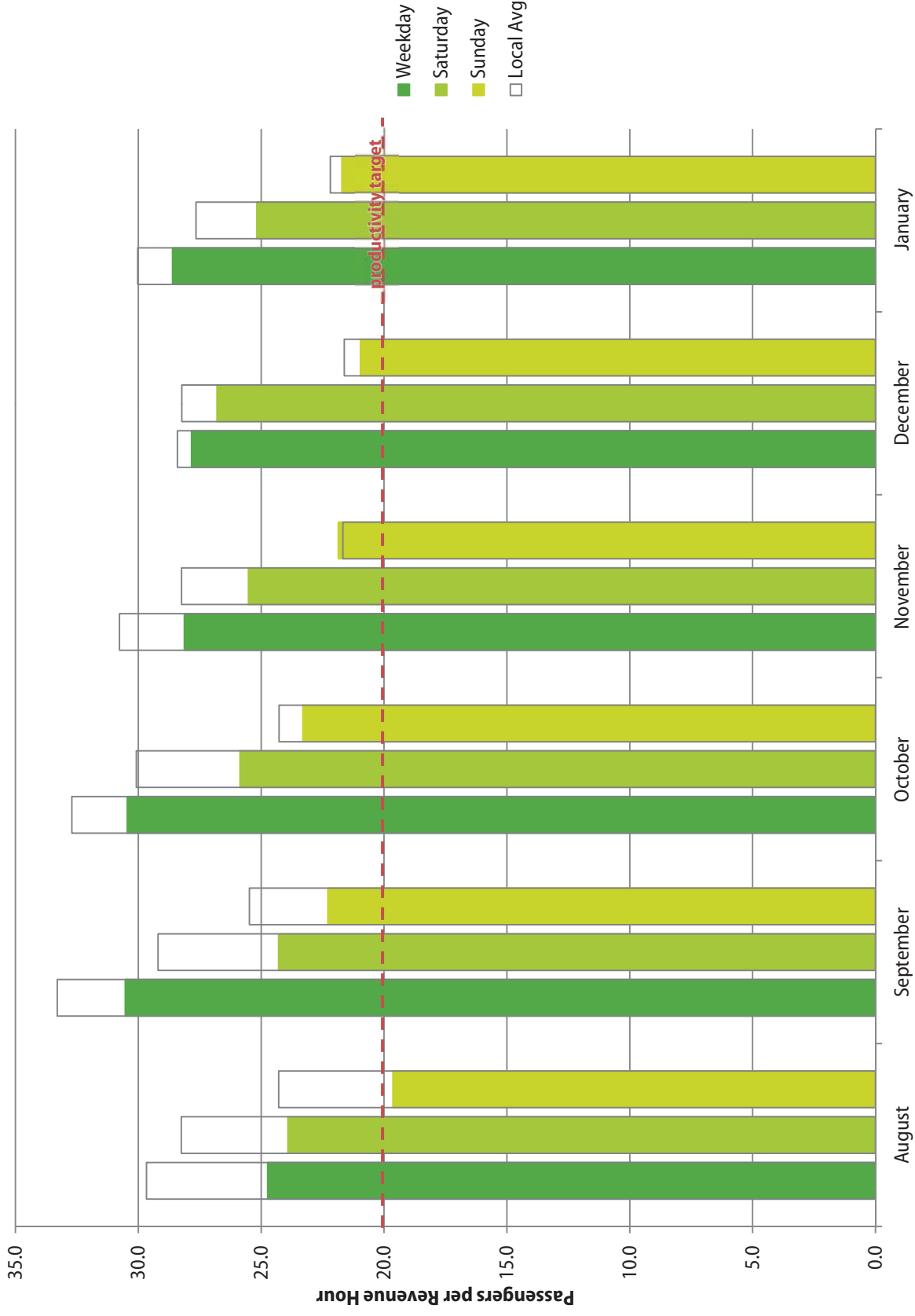


Figure 10: Productivity by Month – Route 219

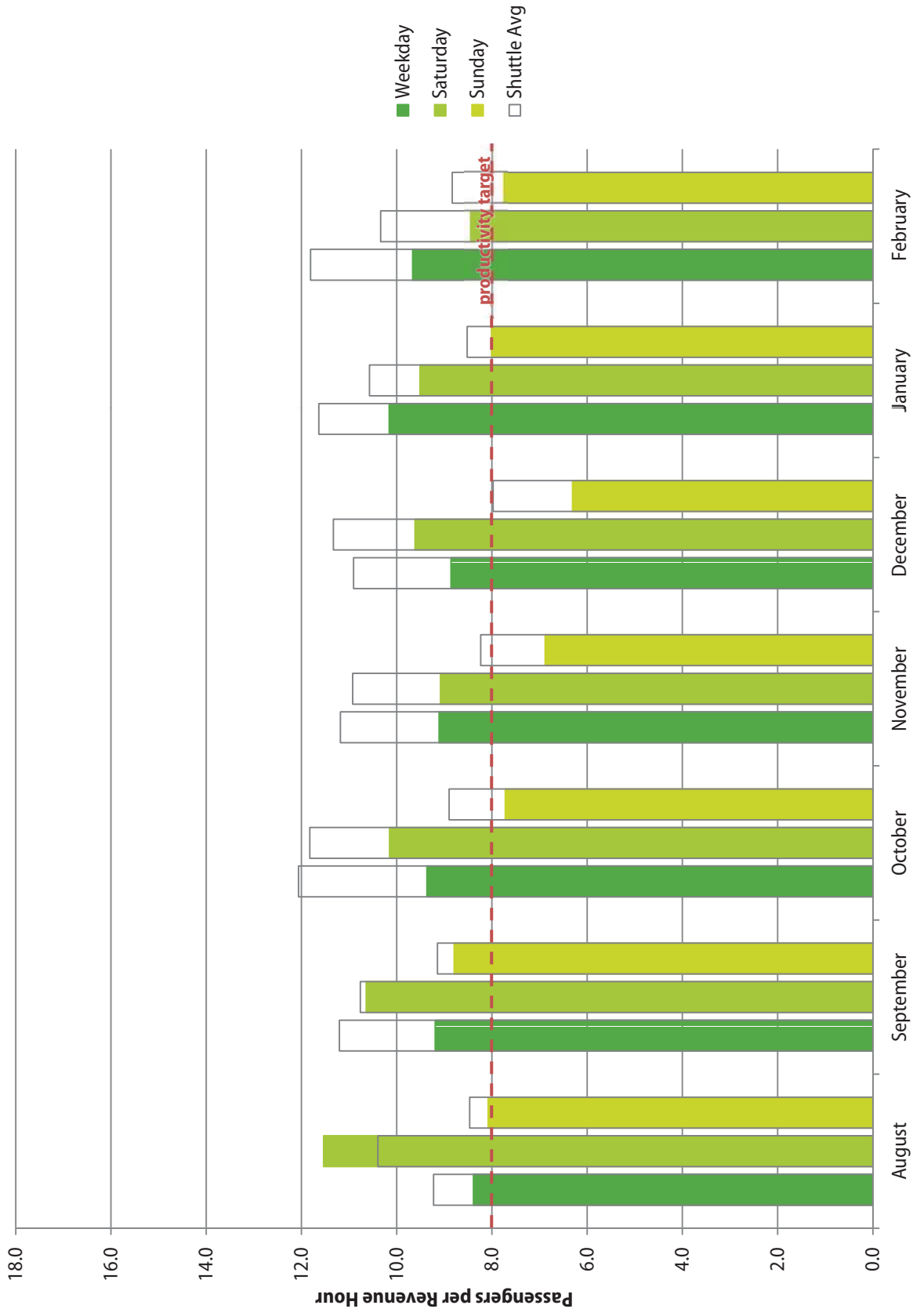


Figure 11: Productivity by Month – Route 233



Figure 12: Productivity by Month – Route 251

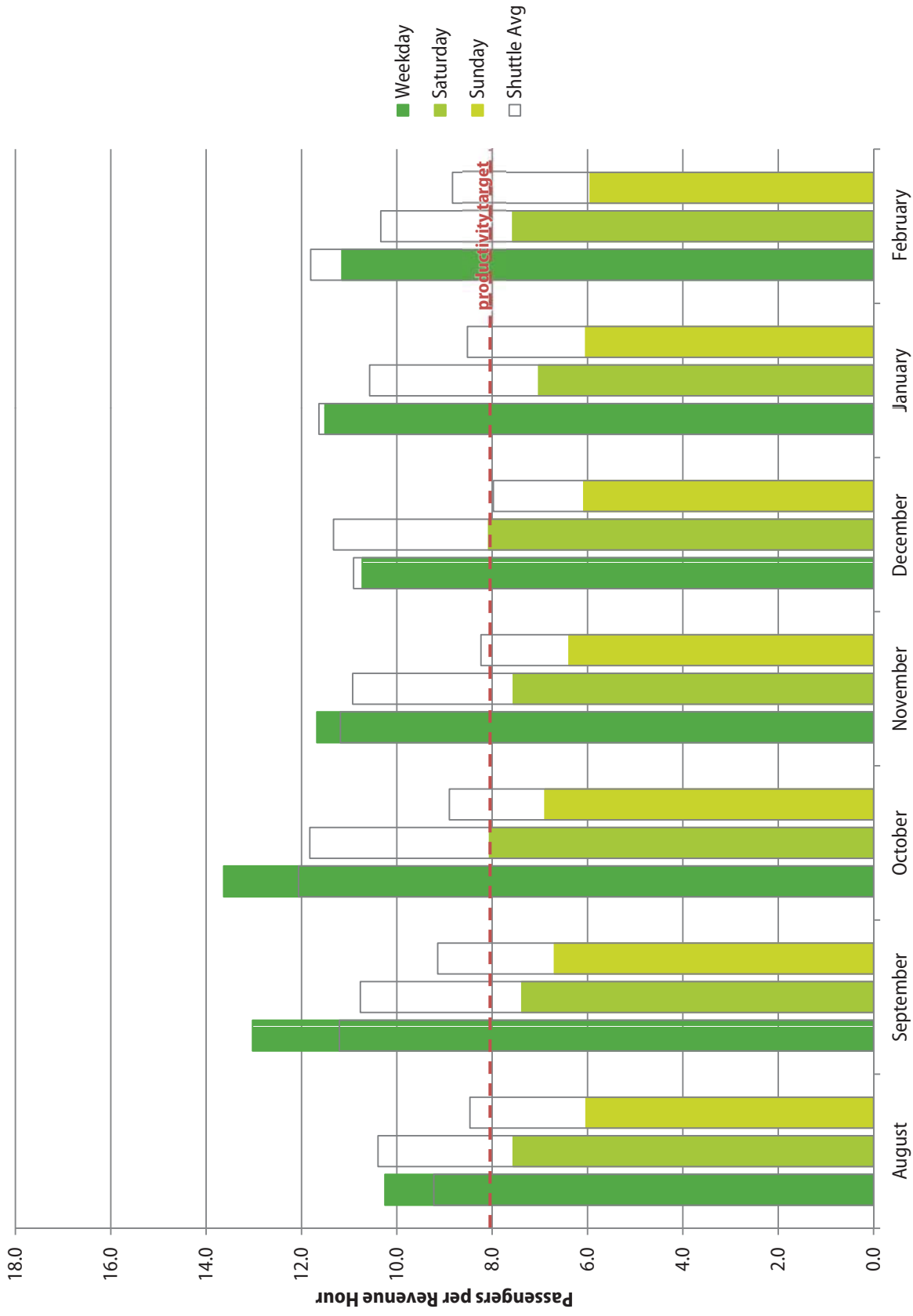


Figure 13: Productivity by Month – Route 257

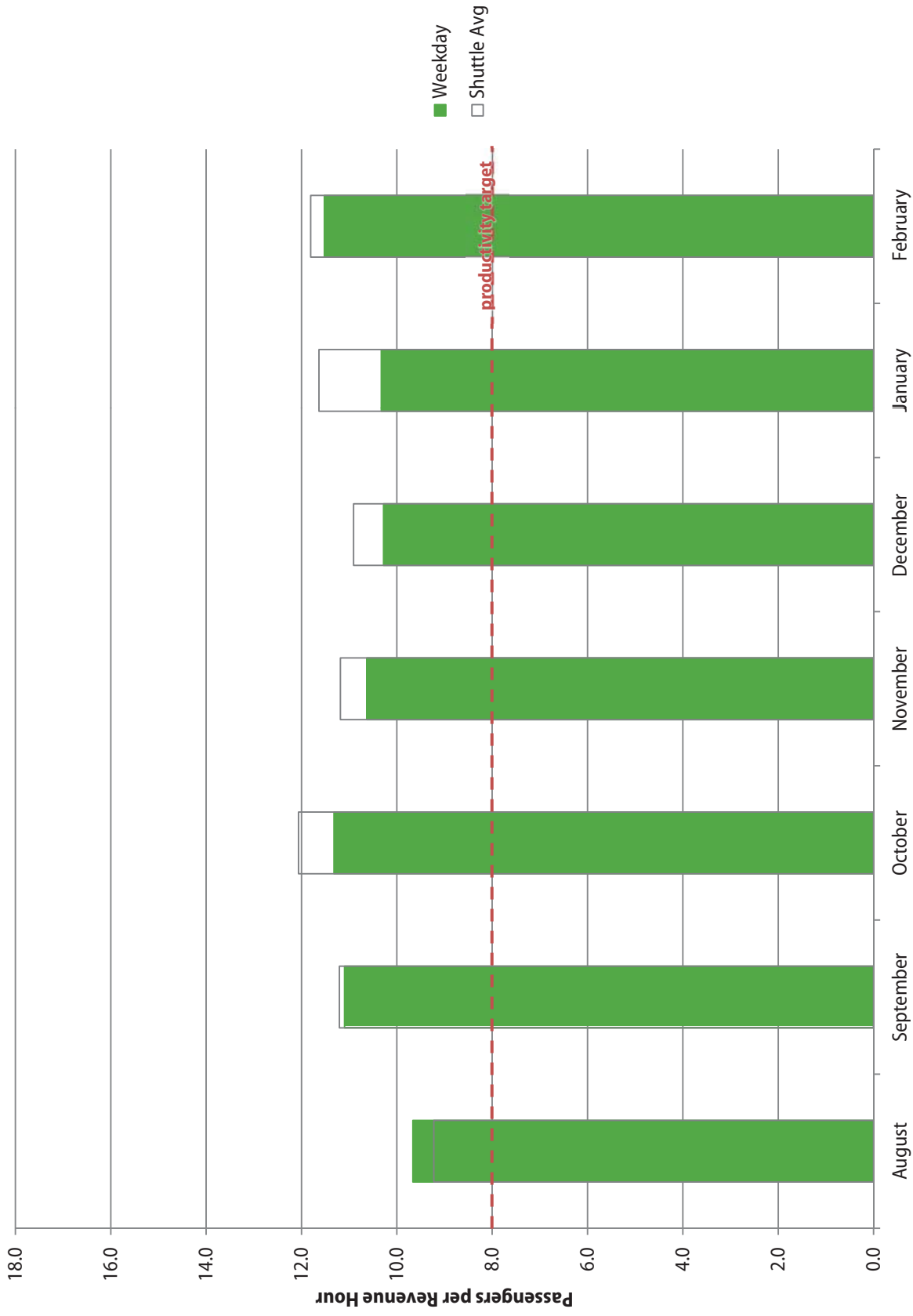



Figure 14: Productivity by Month – Route 259



Figure 15: Survey Form



August 2013 Service Change / Cambio de servicio de agosto 2013

Follow-Up Survey

Encuesta de seguimiento

In August 2013, Marin Transit made some significant service changes to local routes in Marin County. We would like to hear feedback on these changes from you, our rider, as we explore continued opportunities for improvement to the local transit service. Please complete this short survey and return to either your driver or surveyor.

En agosto de 2013, Marin Transit hizo algunos cambios significativos en el servicio a las rutas locales en el condado de Marin. Nos gustaría escuchar sus comentarios acerca de estos cambios de usted, nuestro pasajero, mientras continuamos a explorar más oportunidades para mejorar el servicio de transporte local. Por favor, complete esta breve encuesta y envíela a su conductor o al encuestador.

- Please check all local and Golden Gate Transit (GGT) basic regional routes that you typically use.**
Circle the one route you use the most.
Por favor, marca todas las rutas locales y las rutas básicas regionales de Golden Gate Transit (GGT) que se utiliza normalmente. Circule la ruta que más usa.

10 (GGT)	<input type="checkbox"/>	28	<input type="checkbox"/>	40 (GGT)	<input type="checkbox"/>	61	<input type="checkbox"/>	80 (GGT)	<input type="checkbox"/>	251	<input type="checkbox"/>
17	<input type="checkbox"/>	29	<input type="checkbox"/>	42 (GGT)	<input type="checkbox"/>	68	<input type="checkbox"/>	101 (GGT)	<input type="checkbox"/>	257	<input type="checkbox"/>
22	<input type="checkbox"/>	35	<input type="checkbox"/>	45	<input type="checkbox"/>	70 (GGT)	<input type="checkbox"/>	219	<input type="checkbox"/>	259	<input type="checkbox"/>
23	<input type="checkbox"/>	36	<input type="checkbox"/>	49	<input type="checkbox"/>	71	<input type="checkbox"/>	233	<input type="checkbox"/>		<input type="checkbox"/>
- How long have you been using transit in Marin?**
¿Cuánto tiempo ha estado usando el tránsito en Marin?

<input type="checkbox"/> less than 6 months / menos de 6 meses	<input type="checkbox"/> 3-5 years / 3-5 años
<input type="checkbox"/> 6-12 months / 6-12 meses	<input type="checkbox"/> more than 5 years / más de 5 años
<input type="checkbox"/> 1-3 years / 1-3 años	
- Please rate the overall experience of using local transit services in Marin.**
Por favor, valore la experiencia general de uso de los servicios de tránsito locales en Marin.

<input type="checkbox"/> Excellent / excelente	<input type="checkbox"/> Average / regular	<input type="checkbox"/> Poor / pobre
<input type="checkbox"/> Good / bueno	<input type="checkbox"/> Very Poor / muy pobre	


Please indicate if your overall experience changed following the August 2013 service changes.
Por favor, indique si su experiencia global haya cambiado tras los cambios en el servicio de agosto 2013.

<input type="checkbox"/> Better / mejor	<input type="checkbox"/> No Change / sin cambio	<input type="checkbox"/> Worse / peor
---	---	---------------------------------------
- Please rate the following areas of service delivery with respect to the August 2013 changes.**
Por favor, califique las siguientes áreas de servicio con respecto a los cambios de agosto 2013.

Frequency or availability of service <i>Frecuencia o disponibilidad del servicio</i>	Better <i>Mejor</i>	No Change <i>Sin cambio</i>	Worse <i>Peor</i>	N/A
Span of service or early/late night options <i>Duración de servicio de autobuses o las opciones de anochecer/noche</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schedule adherence or reliability of service <i>La adhesión o la habilidad de servicio de programación</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Passenger information / Información a los pasajeros	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driver courtesy / Cortesía del conductor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle cleanliness / Limpieza de vehículos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

continued on back / continúe al reverso →

front



Thanks for riding! Please return completed surveys to your bus operator or surveyor, or fold and seal to mail back.
Gracias por viajar con nosotros! Por favor devuelva este encuesta completada a su operador de bus o el encuestador, o doblar y sellarla para enviar por correo.

..... **FOLD HERE**

FIRST CLASS MAIL
U.S. POSTAGE
PAID
COUNTY OF MARIN

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 171 SAN RAFAEL, CA

MARIN TRANSIT

711 Grand Avenue, Suite 110
San Rafael CA 94901-3511

back

2013 Service Changes: Six Month Review and Recommendations

Appendix A 31

Figure 16: Survey Results – Which routes do you use?

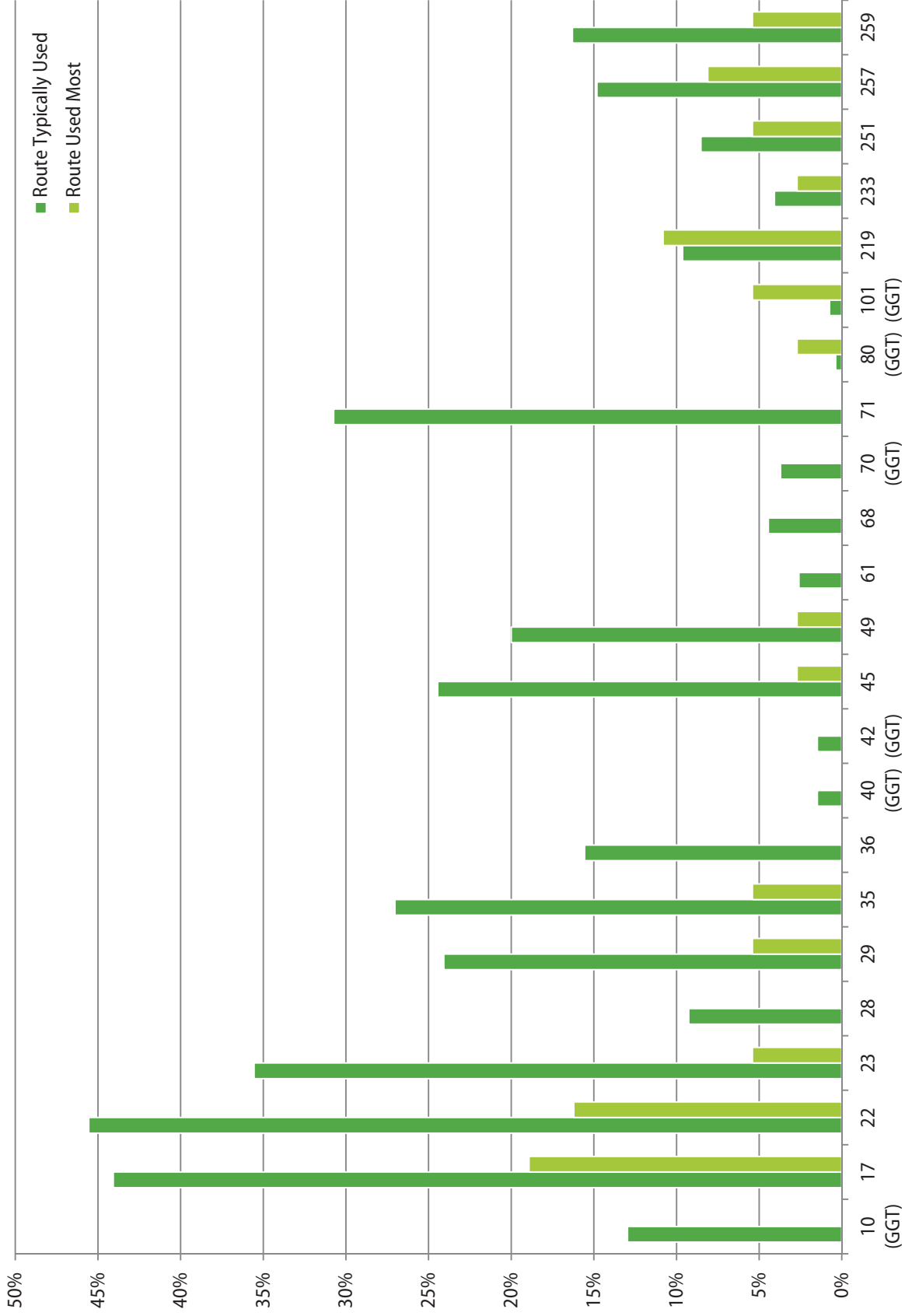


Figure 17: Survey Results – How long have you been riding transit in Marin?

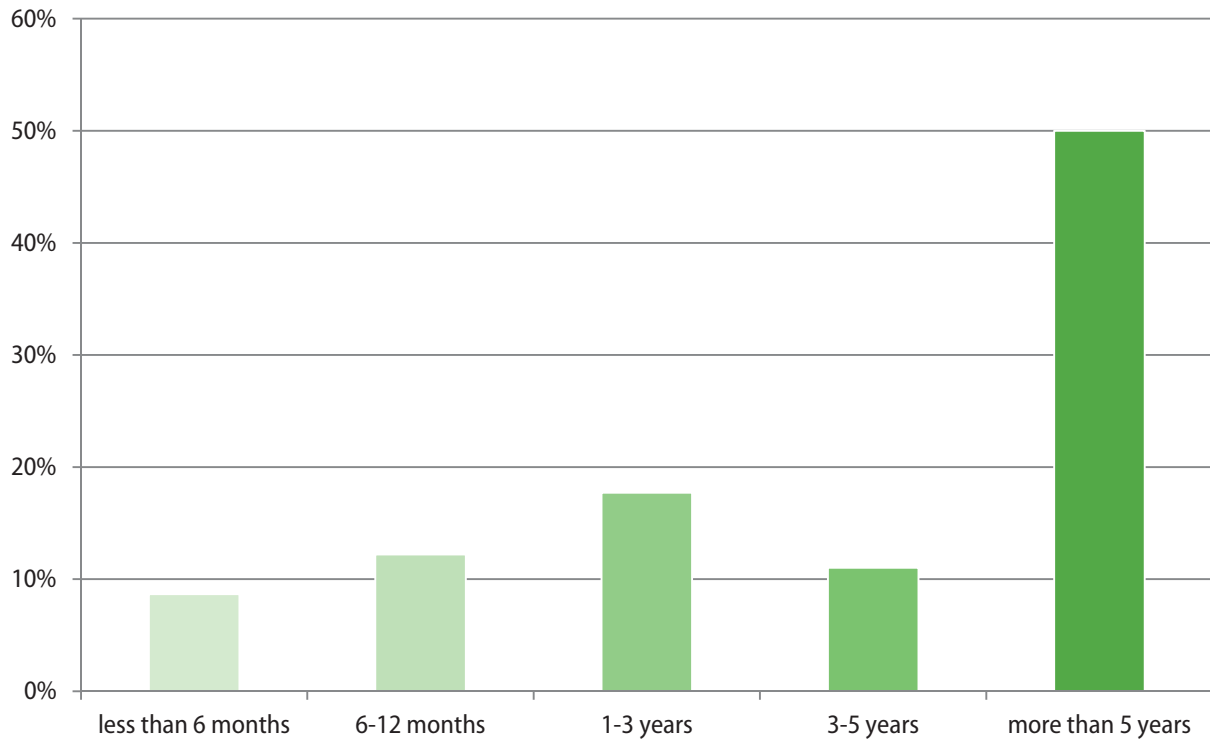
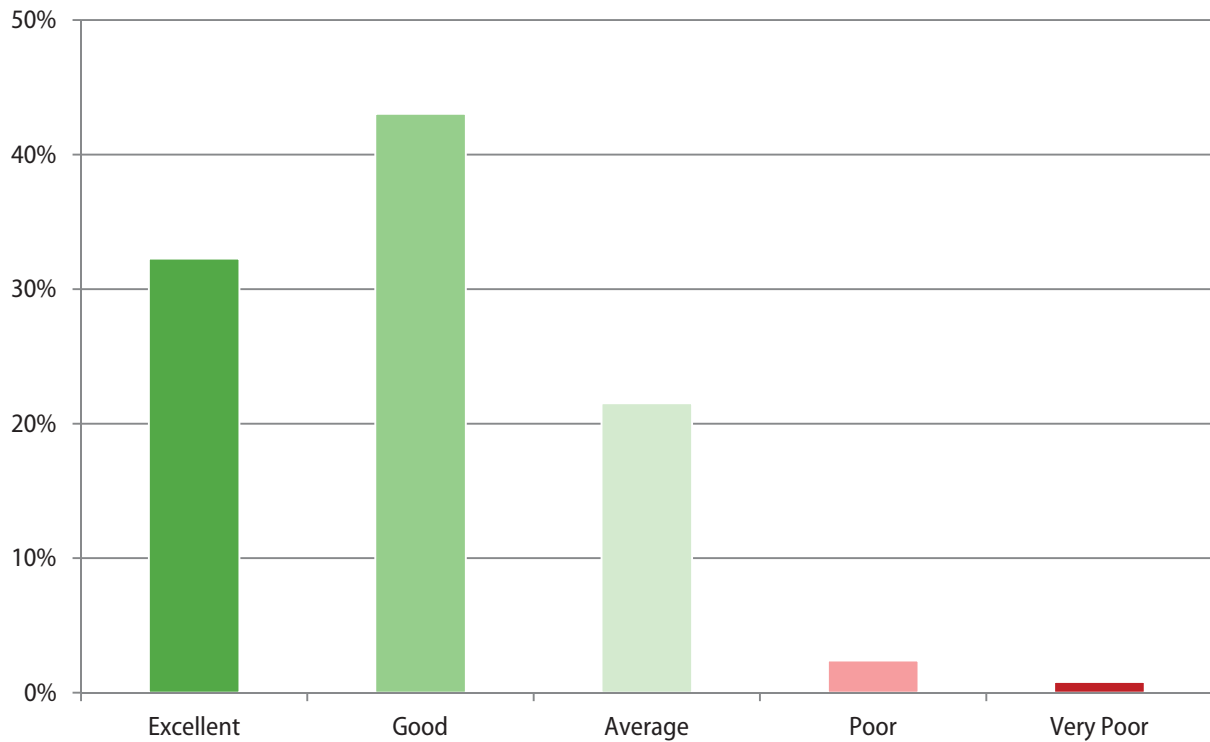


Figure 18: Survey Results – Rate your overall experience of using local transit services in Marin



Attachment 2:

Letters of Support for Service Changes

2040 Centro East
Tiburon, Ca. 94920

March 3, 2014

Marin Transit
711 Grand Ave. Suite 110
San Rafael, Ca. 94902

info@marintransit.org

Dear Marin Transit,

I was thrilled when you began the new Strawberry shuttle (Route 219) this past August, and I was at a meeting when you introduced the service to the community. At the time, I mistakenly thought that the shuttle would serve the Seminary/Airporter bus stop pad. I was disappointed when I learned the route did not accommodate this.

The bus is of limited use to me now, because I do not do much shopping at the Strawberry Shopping Center. I do, however, travel out-of-town for business, and I use the Marin Airporter, to get to SFO, regularly. I also do errands in San Francisco, San Rafael, and Novato, and would like to have more options for me, and family members, to get around on public transportation.

If you could connect the 219 bus to the Seminary Road Bus Pad it would make a world of difference. And, since your buses report real-time arrivals, riders, like me, can save time with the connections.

I have some "real time" experience with connections: I moved to Marin because it is beautiful, and I was fed up with the traffic and congestion in Los Angeles. I lived there for 27 years and despite my best efforts to travel by bus or train, transit did not connect there. Almost everyone drives to LAX (the airport), because the light rail line stops two miles short of the terminals.

I would hate to see a wonderful service, the 219, fall apart, because Marin Transit repeats this experience: building a great line, but then, neglecting the great connections that are part and parcel of transit. Please consider improving the service with this single change.

Sincerely,

Jane Gould, PhD
info@janegould.com