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Honorable Board of Directors
Marin County Transit District
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Subject: **Marin Transit Quarterly Performance Report for the Second 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 second 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.

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 Q2

Attachment B: FY 2024/25 Q2 (October – December) Marin Transit Outreach and Travel Training



Quarterly Performance Report for FY 2024/25 Q2

This report summarizes the operational performance of Marin Transit services for the second quarter of FY 2024/25 from October 1, 2024 through December 31, 2024. 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.

Route performance is presented relative to typology-based targets. The Board adopted updated targets on September 9, 2024. These typology-based targets aim to match routes and service levels to the markets they are intended to serve. All performance and financial data are consistent with the District's reporting for the National Transit Database.

Performance Goals

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

Table 1: Productivity and Subsidy Goals 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 second quarter of FY 2024/25, Marin Transit carried a total of 807,675 passengers systemwide. This represents a ridership increase of 6% compared to the second quarter of the previous fiscal year and is 1% lower than pre-pandemic ridership (Q2 FY2019/20).



On fixed route transit services, Marin Transit carried 750,326 riders. This is an increase of 6% compared to the second quarter of FY 2023/24. The Muir Woods Shuttle carried 3,041 passengers. This represents a decrease of 14% from the prior year. The Yellow Bus program carried 33,455 passengers. This represents an increase of 10% compared to the second quarter of the previous fiscal year. Marin Access services carried 20,853 trips on demand response and mobility management programs. This reflects an increase of 20% compared to the second quarter of the last fiscal year. 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 second quarter of FY 2024/25, Local routes carried 607,204 passengers. This represents an increase of 6% compared to the second quarter of the prior fiscal year. The Local typology carried 20 passengers per revenue hour, meeting the goal of 18 or higher, and the average subsidy per passenger was \$8.46, meeting the goal of \$10.88 or lower. Local service accounted for 67% of fixed route service in revenue hours and 81% of fixed route ridership in the second quarter of FY 2024/25.

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

During the second quarter of the fiscal year, Community routes carried 100,847 total passengers. This represents an increase of 4% from the second quarter of the last fiscal year. The Community typology carried 10 passengers per revenue hour, meeting the goal of 8 or higher, and the average subsidy per passenger was \$16.55, meeting the goal of \$19.04 or lower. Community services accounted for 23% of fixed route service in revenue hours and provided 13% of fixed route ridership in the second quarter of FY 2024/25.

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

Supplemental School routes carried 13,554 passengers in the second quarter of FY 2024/25. This represents a 25% increase from the second quarter of the prior fiscal year. The Supplemental typology carried 20 passengers per trip, meeting the goal of 20 or higher, and the average subsidy per passenger was \$7.08, meeting the goal 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 second quarter of FY 2024/25.

Rural (West Marin Stagecoach Routes 61 and 68)

In the second quarter of the fiscal year, the two Stagecoach routes carried 28,721 passengers. This represents a 13% increase from the second quarter of the prior fiscal year. The Rural typology carried 7 passengers per revenue hour, meeting the goal of 6 or higher, and the average subsidy per passenger was \$23.17, meeting the goal 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 second quarter of FY 2024/25.

Muir Woods Shuttle

For the second quarter of FY 2024/25, the Muir Woods Shuttle ran weekend/holiday only for the month of October, and then did not run service for the remainder of the quarter. In this period, the Muir Woods Shuttle carried 3,041 passengers. This represents a decrease of 14% from the second quarter of FY 2023/24. Note that, in consultation with the National Park Service, less service was offered on the Shuttle this year than in the prior year.



Yellow Bus

In the second quarter of FY 2024/25, the Ross Valley School District yellow bus service carried 33,455 passengers. This represents an increase of 10% compared to the second quarter of the prior year, which is more than double the 4% increase in school days from the prior year.

Marin Access

In the second 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 second quarter of FY 2024/25, Demand Response services carried 12,840 passengers, an increase of 5% over the prior year. The service productivity average of 1.8 passengers per revenue hour did not meet the 2.0 standard. The average subsidy per passenger of \$107.79 did meet the target of \$108.80 or lower.

The Volunteer Driver Program completed 2,048 trips in the first quarter of FY 2024/25. This represents a 12% decrease compared to the previous fiscal year.

The Catch-A-Ride 2.0 pilot program provided 5,965 one-way trips. This represents an increase of 108% compared to the prior year. The Catch-A-Ride 2.0 pilot has seen strong and sustained growth for the six 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 second 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 general public with information about Marin 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 second quarter of FY 2024/25, staff completed twenty-one events, including one Navigating Transit Presentation, six events where the team staffed informational resource tables, five satellite hour events, and nine direct rider engagement events. Nearly all events had Spanish translation services available. In total, staff reached nearly 1,700 community members. In Q2, reach was nearly quadrupled as compared to previous quarter, and the number of events completed was nearly double that of the same period of FY 2023/24.

Digital outreach has proven to be an effective tool for engaging those who currently use our services and those who may be considering trying transit. In Q2 of FY 2024/25 staff distributed 3 E-Newsletters and created 113 social media posts across several platforms. In total, these efforts reached over 5,700 individuals. Staff will continue to test engagement strategies and monitor the outcome of campaigns planned through the end of the fiscal year.



Ridership Trends

The District continues to experience strong ridership; total ridership reached 99% of pre-pandemic levels in Q2. 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 5% in the second quarter of FY 2024/25. Marin Access services by contrast were at 51% of pre-COVID ridership levels this quarter. For about a year and a half, Marin Access ridership had plateaued at around half of pre-pandemic levels. The current quarter represents the fourth consecutive quarter where year over year ridership on Marin Access services has increased. 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 long term.

This quarter, Marin Transit experienced strong ridership growth compared to the national average. According to the National Transit Database, in the second quarter of FY 2024/25, nationwide bus ridership was 4% higher than the prior year, compared to Marin Transit's 6% 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 105% 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 82%). Compared to other North Bay transit agencies, Marin Transit fixed route services continue to perform well. In the second quarter of FY 2024/25, Golden Gate Transit carried 356,657 passengers on its fixed route bus service, representing just under half of Marin Transit's fixed route ridership (750,326), while SMART carried 251,355 passengers. Golden Gate Transit experienced a 6% increase in fixed route bus ridership in this quarter compared to the second quarter of FY2023/24, bringing overall recovery to 49% of pre-COVID ridership. SMART experienced a 24% increase in ridership compared to the second quarter of last year, bringing overall recovery to 139% of pre-COVID ridership.

Other Bay Area transit agencies that provide local transit service experienced comparable ridership growth trends in the second 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%, 9%, and 11% increase in ridership, respectively, relative to the second quarter of FY 2023/24, bringing their ridership relative to pre-COVID to 74%, 95%, and 79%, respectively.

Demand for Marin Access mobility management and demand response programs was 20% higher during the second quarter of FY 2024/25 than the second quarter of the prior year. This is the fourth 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 (51%). Staff conducted a robust assessment of Marin Access programs and ridership 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 (108% increase compared to the prior year). It remains to be seen where Marin Access ridership will land when the current growth spurt subsides.

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 Q1	FY 2024/25 Q1	Impact
Days Operated	Weekdays	62	61	▼
	School Days	54	56	▲
	Weekends & Holidays	30	31	--
	Muir Woods Shuttle	9	8	▼
Service Disruptions (cancelled/missed service)		275	56	▲▲▲
Rainfall (inches)		11.2	18.9	▼▼
Average Gas Prices		\$5.01	\$4.37	▼

Due to the national labor shortage, Marin Transit's contractor operators have had difficulty hiring new drivers, which led to a significant amount of missed service in the prior fiscal year. The service change implemented on June 11th, 2023, was designed to reduce the number of driver shifts necessary to operate service, in an attempt to reduce the amount of missed service. The significant reduction in missed service for this quarter compared to the prior year demonstrates that the June 11th service changes were successful in that goal.

Attachment A

Quarterly Report - Summary

02/18/2025

Typology	Route	Passengers	%Δ Passengers	Revenue Hours	Operating Cost	Passengers per Revenue Hou	Subsidy per Passenger	QUARTER	
								Q2 FY 2024/25	
Systemwide Performance Statistics									
1. Local	17	54,381	▲ 1.3%	3,681	\$620,293		14.8	\$10.62	6.9%
	22	44,285	▼ 1.8%	3,359	\$558,614		13.2	\$11.71	7.2%
	23	76,418	▲ 16.4%	3,630	\$689,724		21.1	\$8.27	8.3%
	35	149,771	▲ 6.5%	4,854	\$921,837		30.9	\$5.43	11.8%
	36	74,126	▲ 2.4%	3,901	\$750,000		19.0	\$9.33	7.8%
	49	95,616	▲ 10.8%	5,071	\$864,309		18.9	\$8.39	7.2%
	71	112,607	▲ 2.1%	6,134	\$1,202,670		18.4	\$9.80	8.2%
	Rollup	607,204	▲ 5.8%	30,628	\$5,607,448		19.8	\$8.46	8.4%
2. Community	219	8,303	▼ 8.3%	1,306	\$218,721		6.4	\$25.42	3.5%
	228	19,511	▲ 2.9%	2,375	\$394,451		8.2	\$19.36	4.2%
	233	10,660	▲ 4.1%	1,075	\$179,274		9.9	\$16.14	4.0%
	245	10,151	▼ 19.6%	1,096	\$185,484		9.3	\$17.60	3.7%
	29	4,353	▲ 30.9%	568	\$109,740		7.7	\$24.57	2.6%
	57	47,869	▲ 11.3%	3,855	\$650,911		12.4	\$13.01	4.3%
	Rollup	100,847	▲ 3.8%	10,274	\$1,738,580		9.8	\$16.55	4.0%
4. Supplemental	613	3,548	▼ 11.2%	129	\$27,179		27.6	\$7.49	2.3%
	619	6,089	▲ 56.1%	185	\$42,114		32.8	\$6.75	2.5%
	625	2,369	▼ 1.4%	88	\$18,332		27.1	\$7.44	3.9%
	654	1,548	▲ 171.1%	58	\$10,967		26.8	\$6.89	2.7%
	Rollup	13,554	▲ 24.7%	459	\$98,592		29.5	\$7.08	2.7%
5. Rural	61	7,169	▼ 1.1%	1,609	\$273,653		4.5	\$37.40	2.0%
	68	21,552	▲ 19.3%	2,443	\$410,430		8.8	\$18.44	3.2%
	Rollup	28,721	▲ 13.4%	4,051	\$684,083		7.1	\$23.17	2.7%
7. Yellow Bus	Hdn Valley	5,207	▲ 13.7%	128	\$33,756		40.8	\$3.03	53.2%
	White Hill	28,248	▲ 9.1%	859	\$226,595		32.9	\$4.57	43.0%
	Rollup	33,455	▲ 9.8%	986	\$260,351		33.9	\$4.33	44.3%
8. Recreational	66	3,041	▼ 14.1%	338	\$70,152		9.0	\$23.04	0.1%
	Rollup	3,041	▼ 14.1%	338	\$70,152		9.0	\$23.04	0.1%
9. Demand Response	Local Para	12,603	▲ 5.0%	6,886	\$1,370,201		1.8	\$106.52	2.0%
	MA Shuttle	237	▲ 17.3%	180	\$41,868		1.3	\$174.84	1.0%
	Rollup	12,840	▲ 5.2%	7,066	\$1,412,069		1.8	\$107.79	2.0%
Catch-A-Ride	CAR_Taxi	3,805	▲ 83.5%	0	\$124,422			\$32.70	0.0%
	CAR_TNC	2,160	▲ 172.0%	0	\$72,134			\$33.40	0.0%
	Rollup	5,965	▲ 108.0%	0	\$196,556			\$32.95	0.0%
Volunteer Driver	VolDrvr	1,761	▼ 3.7%	0	\$17,325			\$9.75	1.0%
	VolDvrWM	287	▼ 41.2%	0	\$5,645			\$19.56	0.5%
	Rollup	2,048	▼ 11.6%	0	\$22,971			\$11.12	0.9%
Rollup		807,675	▲ 6.4%	53,803	\$10,090,801		14.9	\$11.62	7.0%

FY 2025 Q2 (October – December) Marin Transit Community Engagement

Reporting Month: October 2024

Date(s)	Event	Description	Contacts
10/4/2024	Travel Navigator Satellite Hours - 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.	60
10/19/2024	Nuestro Canal, Nuestro Futuro	Staffed a resource table during Canal Alliance's Nuestro Canal, Nuestro Futuro Launch Party. Members of the community came to receive information about their transit options in the Canal as well as taking part in a brief survey about transit in the Canal.	200
10/23/2024	West Marin Health & Wellness Fair	Staffed a resource table at the San Geronimo Valley Community Center during the Health and Wellness Fair. Members of the community were able to talk to staff and learn about their transportation options.	20
10/25/2024	Novato Information Day	Staffed a resource table during the Information Day event held in the Bel Marin Keys. Members of the community were able talk to staff and learn about their transportation options.	17
10/28/2024	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.	18
10/29/2024	West Marin Health & Wellness Fair	Staffed a resource table at the Dance Palace in Point Reyes Station during the Health & Wellness Fair. Members of the community were able to talk to staff and learn about their transportation options.	29

Reporting Month: November 2024

FY 2025 Q2 (October – December) Marin Transit Community Engagement

Date(s)	Event	Description	Contacts
11/7/2024	West Marin Health & Wellness Fair	Staffed a resource table at the Bolinas Elementary School during the Health & Wellness Fair. Members of the community were able to talk to staff and learn about their transportation options.	50
11/14/2024	West Marin Health & Wellness Fair	Staffed a resource table at Tomales Town Hall during the Health & Wellness Fair. Members of the community were able to talk to staff and learn about their transportation options.	75
11/15/2024	Navigating Transit Presentation	Virtual presentation to members of the Marin Disability Coalition with a general overview of Marin Transit and Marin Access programs and services.	12
11/25/2024	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.	39

FY 2025 Q2 (October – December) Marin Transit Community Engagement

Reporting Month: December 2024

Date(s)	Event	Description	Contacts
12/3/2024	Marin Transit 60 th Anniversary Outreach – San Rafael Transit Center	Outreach for Marin Transit's 60th Anniversary. Members of the community received promotional items and were encouraged to provide feedback on programs and services.	250
12/4/2024	Marin Transit 60 th Anniversary Outreach – San Anselmo HUB	Outreach for Marin Transit's 60th Anniversary. Members of the community received promotional items and were encouraged to provide feedback on programs and services.	24
12/6/2024	Marin Transit 60 th Anniversary Outreach – Downtown Fairfax Stop #40522 & 40523	Outreach for Marin Transit's 60th Anniversary. Members of the community received promotional items and were encouraged to provide feedback on programs and services.	11
12/10/2024	Marin Transit 60 th Anniversary Outreach – Redwood Blvd & Grant Ave	Outreach for Marin Transit's 60th Anniversary. Members of the community received promotional items and were encouraged to provide feedback on programs and services.	75
12/11/2024	Marin Transit 60 th Anniversary Outreach – San Rafael Transit Center	Outreach for Marin Transit's 60th Anniversary. Members of the community received promotional items and were encouraged to provide feedback on programs and services.	350
12/12/2024	Marin Transit 60 th Anniversary Outreach – College of Marin	Outreach for Marin Transit's 60th Anniversary. Members of the community received promotional items and were encouraged to provide feedback on programs and services.	35
12/16/2024	Marin Transit 60 th Anniversary Outreach – Marin City HUB	Outreach for Marin Transit's 60th Anniversary. Members of the community received promotional items and were encouraged to provide feedback on programs and services.	100

FY 2025 Q2 (October – December) Marin Transit Community Engagement

12/17/2024	Travel Navigator Satellite Hours – Bolinas Health Center	Travel Navigator Satellite Hours held at the Bolinas Health Center. Participants were able to visit the table for information about transit options available to them.	0
12/18/2024	Travel Navigator Satellite Hours – 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.	0
12/18/2024	Marin Transit 60 th Anniversary Outreach – Redwood Blvd & Grant Ave	Outreach for Marin Transit's 60th Anniversary. Members of the community received promotional items and were encouraged to provide feedback on programs and services.	80
12/20/2024	Marin Transit 60 th Anniversary Outreach – San Rafael Transit Center	Outreach for Marin Transit's 60th Anniversary. Members of the community received promotional items and were encouraged to provide feedback on programs and services.	151