

Basic Bus Service Ridership and Performance

22

Regional Basic Bus Ridership

Routes 10, 70 and 80

Basic Routes Less Oriented Toward SF Work Trips

- **Seven-day-a-week, all-day Service Provides Basic Mobility**
 - Local Marin ridership an important component of these routes
 - These routes generally not used by commute bus riders
 - Off-peak service offered
 - Provides for leisure and incidental travel
 - Ridership is low during some midday, evening and weekend times
 - Opportunities for some reverse commuting, particularly to/from Sausalito

Compared to 2004, Overall Ridership is Down

- Marin-SF ridership on Route 10 is unchanged
- Marin-SF ridership on Rtes 70 and 80 is down 67 trips per day (-4%)
- Sonoma-SF ridership has increased by 50 trips per day (9%)

- **Staff has identified low-ridership trips that could be subject to efficiency adjustments**

Regional Basic Bus Performance

Performance Varies Among Basic Bus Routes

- **Route 10** (Marin City/Sausalito to Geary Blvd/SF Civic Ctr)
 - Has a lower number of average passengers per trip (22 per trip)
 - Farebox Recovery below system average (18.4%)
 - Deficit Per Passenger is \$8.64

- **Routes 70 and 80** (Santa Rosa/Novato/San Rafael/Marin City to Van Ness Ave/SF Civic Center/1st & Mission Sts.)
 - High number of average passengers per trip due to turnover along both routes
 - Route 70: 58 passengers per trip
 - Route 80: 69 passengers per trip
 - Farebox Recoveries above system average
 - Route 70: 27.0%
 - Route 80: 25.8%
 - Deficit Per Passenger is Low
 - Route 70: \$5.14
 - Route 80: \$6.94

Sonoma-Marin Travel

Commute Route 75 and Basic Route 80 Serve this Market Sonoma to Marin Travel is Higher than Marin to Sonoma

- **Census Data from 1990 and 2000 shows:**
 - A growing Sonoma to Marin travel market increasing from 6,400 to 13,900 daily work trips
 - Marin to Sonoma travel remains much lower
 - Little change from 1990 to 2000 (approximately 3,000 work trips per day)
 - Reverse commute opportunities limited due to geographic dispersal of jobs and lower level of transit connections to those jobs
- **Since last year:**
 - Route 75 commute ridership has remained flat
 - Route 80 ridership in this market has grown by a modest amount (5% or about 24 daily trips)

Route 75 Route Performance

Route 75 Serves a Unique Market in the System and Receives Outside Subsidies

- Averages 27 passengers per trip
- 16.4% Farebox Recovery
- Subsidies from Marin County and Regional Express Bus Program/Regional Measure 2 Funds Offset Deficit per Passenger of \$14.50

Summary

• **Past Changes**

- Traditional GGT travel markets have changed
- Marin has fewer work trips going to San Francisco
- Sonoma market has more work trips to San Francisco

• **Current Conditions**

- Travel in 2005 is down about 8% from 2000 levels
- GGT Commute Bus services are very efficient
- Some routes do better than others due to localized growth or one-time employment shifts
- Basic routes need further investigation
 - General decline in ridership
 - Some trips do not carry many riders
 - Marin local travel increasing
- Transit ridership growth will need to come from greater market share of declining overall travel market

Challenges and Opportunities

- Continue to monitor ridership trends and refine data
- Identify ways to get a greater share of the travel market
- Identify low-cost opportunities to improve service
- Potentially move service from less productive areas to more productive ones
- Increase Park & Ride opportunities
- Obtain better information on our riders and non-riders in these different markets
 - Find out places of residence, mode choices, origins/destinations and times of trips
 - Determine awareness of GGT service among non-riders and likelihood of their using our service