



November 21, 2008

**PUBLIC HEARING RELATIVE TO
PROPOSED GOLDEN GATE TRANSIT SERVICE CHANGES**

Proposed Golden Gate Transit Changes

At the October 24, 2008, Board of Directors meeting, the Board approved setting a public hearing on the following staff proposal to:

1. Redeploy unproductive commute service from Routes 8, 9, 60 and 75 to address overcrowding on other routes; and,
2. Reconfigure regional basic service on Routes 10 and 80 to improve travel times and service productivity.

The route changes, if approved by the Board of Directors following both the public hearing and the presentation of staff report with responses to public comments to the Board on December 19, 2008, would be implemented March 8, 2009.

Summary

Regional bus ridership has increased about 7% systemwide over the past year, with high-volume commute routes increasing as much as 17%, particularly Routes 4, 24, 27, 54 and 56, leading to overloads. Some other routes, however, have seen little change or declined and these have been on our "watch list" for some time:

- Tiburon Peninsula Routes 8 and 9 have seen declining ridership for the past 10 years, despite District marketing efforts and action in response to passenger surveys. Staff proposes to combine two afternoon Route 8 trips into one trip and eliminate Route 9, which currently averages 3.6 regional passengers per trip. Numerous efforts to improve ridership have not yielded results.
- Route 60, which provides limited midday commute service to the San Francisco Financial District, would have its morning trips redesignated as Route 27, which has similar alignment, and its least productive trips eliminated so the buses can be assigned to routes with higher demand.
- Route 75 Sonoma-Marín Commute Service has also been extensively promoted by District marketing staff. Ridership response has been mixed, however, with two trips serving "core" work hours showing improvement and meeting performance guidelines while two trips outside of core work hours are performing poorly. Staff proposes to eliminate the two low-productivity trips and move resources to other routes with higher demand.

In addition, local ridership within Marin County on Route 80 is increasing its percentage of overall ridership (now at 36%), but excessive travel time and the numerous stops discourage regional riders traveling between Santa Rosa and San Francisco. However, nearly all Route 80 trips have a Marin Local Route 71 bus running in tandem to handle local overloads from 6 a.m. to 7 p.m. Immediate strategy is to use high-capacity articulated buses for Route 71 trips and to market this and other parallel Marin local routes as alternatives to relieve overcrowding on Routes 70/80. Staff proposes to create Express Route 101 through Marin County on weekdays to replace Route 80 service. No stops would change within Sonoma County, but all stops in Marin County would be eliminated except those in Novato and San Rafael. Routes 70 (regional) and Route 71 (local) would serve Marin County bus pad stops.

Route 10 basic service on Geary Boulevard has been identified as unproductive during midday periods, especially considering that not all passengers are destined to Geary Boulevard. The proposal is to replace Route 10 service along Geary Boulevard with service in the U.S. 101 /Lombard Street/Van Ness Avenue corridor, extending north to the Manzanita Park-and-Ride/ Strawberry stops. To provide continued service for work commute trips, District proposes providing a weekday peak period commute shuttle (Route 92) between Sausalito, the Golden Gate Bridge Toll Plaza and Geary Blvd. in both directions during morning and evening peak periods. Route 10 service would continue to operate between Marin City/Sausalito and San Francisco seven days a week via the proposed Lombard Street and Van Ness Avenue alignment.

The goal of these service changes is to reallocate resources by moving commute service from unproductive areas to those with high demand using cost-neutral strategies.

Fiscal Impact

No additional operating costs will be necessary to make these proposed service changes.