

January 9, 2007

Board of Supervisors
County of Marin
3501 Civic Center Drive
San Rafael, CA 94903

SUBJECT: Report on the second year of the Muir Woods Shuttle Demonstration Program

Dear Board Members:

RECOMMENDATION: Accept the report

SUMMARY: On March 1, 2005 with the support of Congresswoman Lynn Woolsey your Board directed the Public Works Director to implement a three year pilot Muir Woods shuttle program during the summer months. The shuttle operates between Memorial Day weekend and Labor Day weekend with service provided on weekends and holidays. In 2005, the first year of the demonstration program, the shuttle served approximately 5100 passengers. Based on experience from the first year, we modified the year 2 service as follows:

- Added additional service between 3:30 and 6:30 pm every 30 minutes, instead of 90 minutes.
- Charged a nominal fee of \$2 for the in-bound service to Muir Woods with no charge for the return trip.
- Hired an ombudsperson to assist passengers with the service at the Pohono Street and Manzanita Park and Ride lots.
- Rented a portable Changeable Message Sign (CMS) and placed it on northbound Hwy 101 at postmile 2.7 on weekends and holidays. The CMS flashed a message "MUIR WOODS SHUTTLE, USE HWY 1 EXIT".

The second year of the shuttle program was very successful handling approximately 7300 passengers, a 43% increase over the first year.

FISCAL IMPACT: The project was funded through a federal Transportation and Community and System Preservation Program (TCSP) grant secured by Congresswoman Lynn Woolsey. The total cost for the first year of the shuttle service including service by Golden Gate Bridge Highway and Transportation District, Nelson/Nygaard Consulting Associates, additional marketing, and in-house staff was \$194,411. The total cost for the second year of the shuttle service for all the services provided the first year plus passenger assistance and placement of Changeable Message Sign was \$191,534. The total revenue from the fare collection was \$12,573 with a net total cost of \$178,961.

REVIEWED BY:	<input type="checkbox"/>	Auditor Controller	<input checked="" type="checkbox"/>	N/A
	<input type="checkbox"/>	County Counsel	<input checked="" type="checkbox"/>	N/A
	<input type="checkbox"/>	Human Resources	<input checked="" type="checkbox"/>	N/A

Respectfully submitted,

Saaïd Fakharzadeh
Assistant Director

c: Brian O'Neill, National Park Service
 Tom Roth, Congresswoman Lynn Woolsey's Office, CA 6th Congressional District
 Ron Downing, Golden Gate Bridge, Highway & Transportation District