



- /// local transit
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- /// mobility management

# Tiburon Transit Needs Assessment



*July, 2012*

*final*

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## Executive Summary

The Tiburon Transit Needs Assessment was a community-based planning effort to evaluate existing transit services, identify travel patterns and markets for transit, assess future mobility needs, and recommend strategies to effectively meet these needs on the Tiburon Peninsula. This study focused on developing financial feasible recommendations to improve fixed-route and demand response transit options for the Tiburon Peninsula community that could be implemented within a five year time period. The study included extensive public outreach and involvement through rider and non-rider surveys, stakeholder interviews, email correspondence, and public workshops.

### Existing Conditions

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The study area is defined as the Tiburon Peninsula and includes the Town of Tiburon, the City of Belvedere, and the Census designated place (CDP) of Strawberry. State Highway 131 (Tiburon Boulevard) provides the primary access to the Tiburon Peninsula, running between Highway 101 and the easternmost point of the Peninsula by the ferry dock. Running parallel to Tiburon Boulevard is an off-street multi-use path that experiences a significant amount of pedestrian and bicycle use.

North of Tiburon Boulevard, the study area is characterized by hilly terrain and narrow, winding roadways with relatively low-density development. These features greatly influence transportation throughout the area and provide many mobility challenges including difficult walking and biking environments and limited access for traditionally-sized transit vehicles (25-40 foot). Local roadways tend to be narrow, disconnected streets that serve residential areas, and many streets lack sidewalks.

The small populations of Belvedere and Tiburon generally tend to be affluent households with a high rate of home and car ownership, as well as significantly higher than average home values. The Strawberry CDP, however, is characterized by slightly lower incomes and more multi-family housing. The combined 2010 Census population of the three areas that make up the Tiburon Peninsula study area is 16,423, about 7% of the total population of Marin County. About half of the population of these areas is less than 18 years of age or 65 years of age or older. These represent age groups that tend to be more transit-dependent.

Existing land use within the Tiburon Peninsula is predominantly low-density residential, and the City of Belvedere and Town of Tiburon are expected to reach build-out population within the next 5-10 years. Commercial and retail activity is concentrated on the eastern end of the study area in downtown Tiburon and on the western end of the study area at Strawberry Village.

Existing transit services within the Tiburon Peninsula include local fixed-route service (Marin Transit Route 19), regional fixed-route service (Golden Gate Transit Route 8), Blue and Gold Ferry, and Marin Access Paratransit service. Marin Transit Route 19 is a fixed-route service that operates between Tiburon, Strawberry, and Marin City and has limited trips in the morning and afternoon that also serve Belvedere and Redwood High School.

Average weekday ridership on Route 19 is about 345 passengers per day, and average weekend ridership is about 280 passengers per day. The majority of ridership activity during the weekday occurs at Redwood High School. Route 19 is the lowest performing local bus in the Marin Transit system in terms of both total passengers and passengers per hour. The overall 15.4 passenger per hour productivity level falls short of the agency’s current 20.0 passenger per hour standard. Golden Gate Transit Route 8 provides two southbound and one northbound trip per day with total ridership of approximately 60 riders. Blue and Gold accounts for the majority of transit use in the study area serving approximately 825 weekday riders.

**Outreach**

To ensure a thorough understanding of the current transit issues and future needs for the Peninsula communities of Tiburon, Belvedere, and Strawberry, the Needs Assessment required a complimentary blend of technical analysis with extensive public engagement of a very diverse target audience. The strategic Public Involvement Program that was developed and implemented encouraged active participation and development of community partners throughout each step of the study. Table ES–1 provides a summary of the outreach participation at various stages of the project.

Based on the public outreach efforts, several target transit markets were identified including commuters, Peninsula employees, students, seniors, and tourists. Among the biggest transportation concerns were traffic along Tiburon Blvd, particularly relating to schools and students, as well as mobility needs of seniors. The main issues identified with existing transit services included insufficient span of service, especially late at night, and low service frequency, making connections to regional services difficult and inconvenient.

**Table ES–1: Outreach and Survey Summary**

Outreach Session	Representative Group	Input Method	Total Participants
Project Technical Advisory Committee (TAC)	Technical representatives from local jurisdictions, transit agencies, etc.	In person meetings	10 ( three meetings)
Stakeholder Interviews	Representatives from local business, neighborhood associations, schools, etc.	In person and telephone meetings	77
Route 19 Rider Survey	Current local transit riders	Paper survey distributed on vehicle	99
Ferry Rider Survey	Current ferry riders	Paper survey distributed on ferry	84
General Public Survey	Tiburon Peninsula Residents and interested parties	Online survey	183
Alternatives Workshop	Tiburon Peninsula Residents and interested parties	Community workshops	35 ( two workshops)
Alternatives Survey	Tiburon Peninsula Residents and interested parties	Online survey	61
<b>Total:</b>			<b>550</b>

## Service Alternatives

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The service alternatives were developed in response to feedback received during the outreach efforts and are targeted towards meeting the unmet local transit and transportation needs of the Tiburon Peninsula community. These alternatives were vetted with the community through a variety of outreach efforts including a series of online surveys, public meetings, and stakeholder presentations.

The fifteen service alternatives presented were organized into three categories, including (1) fixed-route transit, (2) demand response and mobility management, and (3) other transportation services, with five alternatives in each category. Each of the alternatives was presented qualitatively and ranked in terms of community support, cost, and potential benefit to the overall transportation network, as well as how the alternative might meet the needs of the target markets identified through the outreach process.

## Recommendations

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The service alternatives were refined based on a combination of public and stakeholder feedback and financial feasibility. Additional attributes were assigned to the recommendations including lead agency to implement, estimated implementation timeline, and potential funding sources.

Service recommendations focus on restructuring local transit programs to better serve the community, providing additional school services, and expanding options for seniors. Capital improvements focus on enhancements to bus stop amenities for high ridership stops, and marketing recommendations include the creation of a Tiburon-specific marketing campaign and ride guide, travel training, and coordination with bike rental companies.

- ***Recommendation #1: Implement Tiburon Community Shuttle***  
Add a fixed route shuttle between Strawberry Village and the Tiburon Ferry Terminal. Cancel local Route 19.
- ***Recommendation #2: Improve Public Transit Service for Schools***  
Add a fixed route school tripper between E. Corte Madera, Strawberry and Downtown Tiburon.
- ***Recommendation #3: Increase Senior Mobility Options***  
Further market Marin Transit's volunteer driver program to residents in Tiburon. Explore application of private contract service with upcoming Catch-A-Ride program. Evaluate the ability of the local shuttle and mobility management programs to meet senior mobility needs and whether to introduce a South County Dial-A-Ride program in the Tiburon Peninsula
- ***Recommendation #4: Ferry Coordination***  
Discuss and explore opportunities for integrating the Blue and Gold ferry service into the regional transit network and for expanded service
- ***Recommendation #5: Improve Connections to Regional Services***  
Pending the implementation of *Recommendation #7*, modify Tiburon Community Shuttle alignment to serve Tiburon Wye Bus Pads. Evaluate cancellation of GGT regional Route 8.

- ***Recommendation #6: Bus Stop Improvements***  
Improve passenger amenities at high ridership stops including adding real-time bus arrival signs, shelters, and benches.
- ***Recommendation #7: Passenger Access and Transfer Improvements***  
Improve passenger access and transfer opportunities between regional and local services at the Tiburon Wye and at local bus stops
- ***Recommendation #8: Market New Transit Services within Tiburon***  
Create a consolidated ride guide for Tiburon transit services, including the new Community Shuttle, showing connections to the Blue and Gold Ferry and local/regional bus services at Strawberry and Tiburon Wye, and describing senior mobility options
- ***Recommendation #9: Travel Training Workshops***  
Conduct travel training workshops and identify transit ambassadors within Tiburon Peninsula
- ***Recommendation #10: Bike Rental Coordination***  
Work with private bike rental companies to pursue a satellite bike rental location or trailer in Downtown Tiburon

## Financial Plan

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Service cost estimates were developed based on the Agency's existing contractor rates. Table ES-2 shows cost estimate for each recommendation.

Funding for the recommended improvements could be obtained through a number of sources depending on the nature of the project. Traditional sources of funding for the agency include:

- **Measure A:** Marin County half-cent sales tax funds
- **Measure B:** Marin County vehicle registration fee funds targeted to mobility management and senior transportation
- **TDA:** Transportation Development Act
- **STA:** State Transit Assistance
- **FTA 5307:** Federal Transit Administration (FTA) Section 5307 operating funds
- **FTA 5309:** Federal Transit Administration (FTA) Section 5309 capital funds
- **PTMISEA:** Prop 1B Public Transportation Modernization, Improvement, and Service Enhancement Account Program bond funding for capital projects

Other potential sources of funding could include:

- **FTA State of Good Repair**
- **Local Businesses**

**Table ES-2: Recommendations Cost Summary**

Recommendation	Estimated Operating Cost <sup>1</sup> (Annual)	Estimated Capital Cost <sup>1</sup> (One-Time)	Type of Improvement	Lead Agency	Potential Funding Source(s)	
1	Implement Tiburon Community Shuttle	--				
	<i>Cancel Route 19 (except school trippers) and last Route 17 trip</i>	(\$629,023)	--	Service	Marin Transit	Measure A, FTA 5307 & 5309, local contribution
	<i>Introduce Community Shuttle Program</i>	\$473,173	--			
2	Improve Public Transit Service for Schools	\$31,824	--	Service	Marin Transit	Measure A, FTA 5307
3	Increase Senior Mobility Options <sup>2</sup>	\$215,700	\$90,000	Service	Marin Transit	Measure B
4	Ferry Coordination	TBD	TBD	Service	Blue & Gold Fleet, Town of Tiburon	--
5	Improve Connections to Regional Services	Negligible <sup>3</sup>	<i>See #7</i>	Service	Marin Transit, Golden Gate Transit	Measure A, FTA 5307
6	Bus Stop Improvements	\$2,500	\$87,000	Capital	Marin Transit	FTA State of Good Repair, Measure A, FTA 5309
7	Passenger Access and Transfer Improvements				Town of Tiburon, City of Belvedere, County of Marin, Caltrans	
	<i>Access to local bus stops</i>	--	\$298,000	Capital		PTMISEA
	<i>Tiburon Wye reconfiguration</i>	--	\$3,000,000			
8	Market New Transit Services within Tiburon	--	\$5,000	Marketing	Marin Transit	Measure A
9	Travel Training Workshops	--	\$2,500	Marketing	Marin Transit	Measure B
10	Bike Rental Coordination		negligible	Marketing	Private Bike Rental Companies, Town of Tiburon	--
<b>Total</b>		<b>\$94,174</b>	<b>\$3,682,500</b>			

1. All costs are based on FY2012/13 estimates.

2. Costs include current mobility management programs and potential future dial-a-ride service.

3. Marin Transit's cost to adjust schedule and alignment is estimated to be negligible. Cost savings to Golden Gate Transit associated with cancellation of Route 8 is not included in estimate. Costs associated with capital improvements needed to operate proposed service are included in Recommendation #7.

# Chapter 1: Existing Conditions

## Service Area Profile

The study area, shown in Figure 1–1, is defined as the Tiburon Peninsula and includes the Town of Tiburon, the City of Belvedere, and the Census designated place (CDP) of Strawberry. The following sections describe the characteristics of the study area including demographic information and major activity centers.

## Transportation Network

State Highway 131 (Tiburon Boulevard) provides the primary access to the Tiburon Peninsula, running between Highway 101 and the easternmost point of the Peninsula by the ferry dock. This highway is on the south side of the peninsula and is four lanes between Highway 101 and Trestle Glen Boulevard before narrowing to two lanes into Downtown Tiburon and Belvedere. Running parallel to the two-lane portion of this roadway is an off-street multi-use path that experiences a significant amount of pedestrian and bicycle use.

North of Tiburon Boulevard, the Tiburon Peninsula is characterized by hilly terrain and narrow, winding roadways with relatively low-density development. These features greatly influence transportation throughout the area and provide many mobility challenges including challenging walking and biking environments and limited access for traditionally-sized transit vehicles (25-40 foot). Most roads within the study area are classified as local, with only a few arterials that circumscribe the peninsula. Roadway classifications are shown in Figure 1–1. Local roadways tend to be narrow, disconnected streets that serve residential areas, and many streets lack any sidewalks.

## Demographics

The small populations of Belvedere and Tiburon generally tend to be affluent households with a high rate of home and car ownership, as well as significantly higher than average home values. The Strawberry CDP, however, is characterized by slightly lower incomes and more multi-family housing. The following sections provide more detail on various demographics within the study area.

### *Population and Age*

The combined 2010 Census population of the three areas that make up the Tiburon Peninsula study area is 16,423, about 7% of the total population of Marin County. A breakdown of population for each of the three areas is shown in Table 1–1.

Over the past ten years, the populations of both Strawberry and Tiburon have grown somewhat, while Belvedere has experienced a decreasing population. In the last twenty years, Strawberry and Tiburon have also experienced significant population growths of about 20%. About half of the population of these areas is less than 18 years of age or 65 years of age or older. These represent age groups that tend to be more transit-dependent.

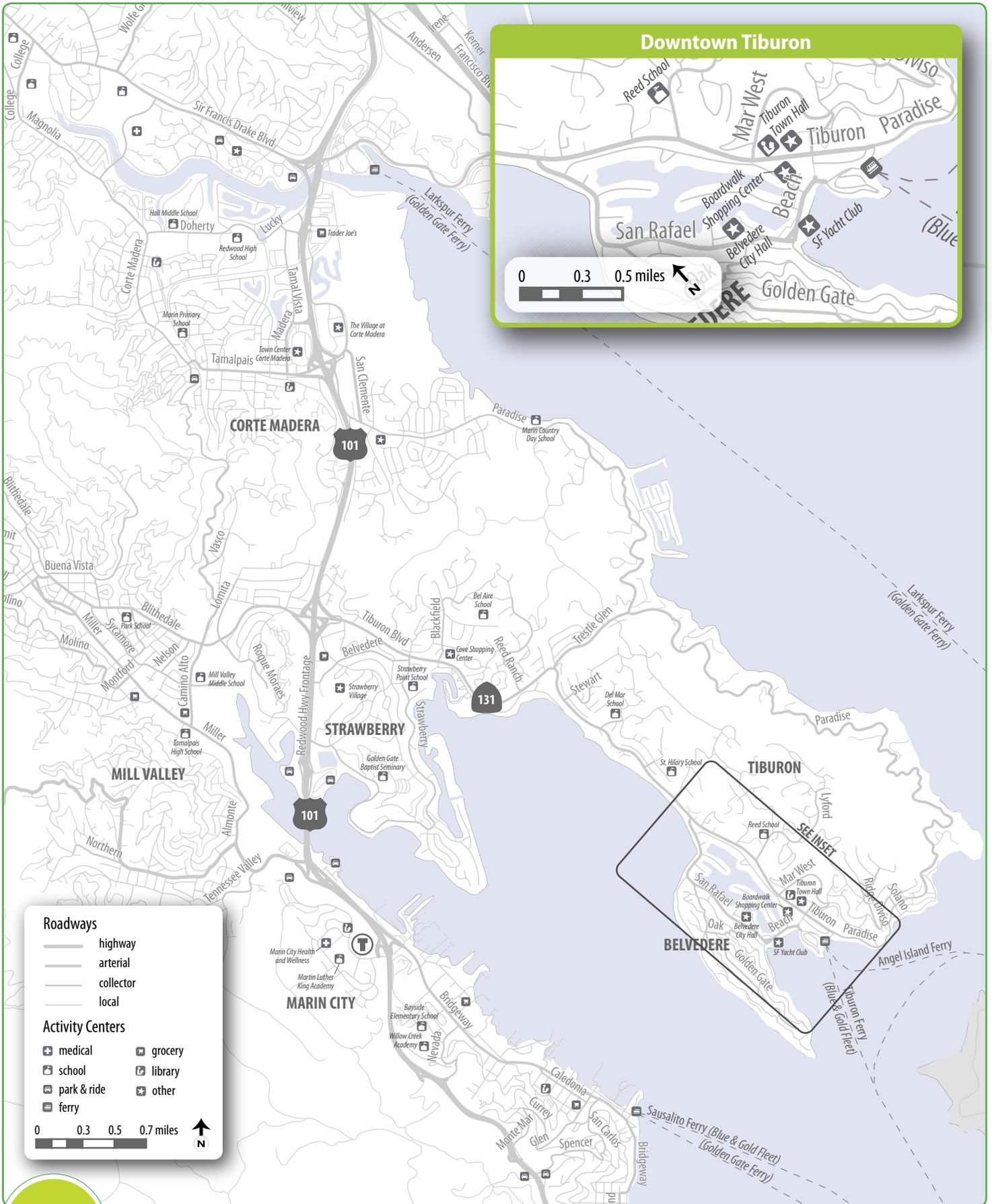


Figure 1-1: Tiburon Peninsula Study Area

**Table 1–1: Population by Age**

	Belvedere	Strawberry	Tiburon	Total
Under 18 years old	443 (21.4%)	1,071 (19.9%)	2,150 (24.0%)	<b>3,664 (22.3%)</b>
Between 18 and 65 years old	972 (47.0%)	3,378 (62.6%)	4,914 (54.8%)	<b>9,264 (56.4%)</b>
65 years and older	653 (31.6%)	944 (17.5%)	1,898 (21.2%)	<b>3,495 (21.3%)</b>

Source: 2010 US Census

### *Housing*

In 2010, there were an estimated 7,799 housing units within the combined study area. Only 12% of the housing units in Belvedere are multi-family units, compared to 27% in Tiburon and over 50% in Strawberry, similar to the rest of the county. Housing values are high in all three areas, and home ownership is slightly greater than the rest of the county in both Belvedere and Tiburon. Strawberry has a much lower home ownership rate of about 40% and generally smaller household size.

### *Employment*

In 2010, the employment rate of the Tiburon Peninsula area was about 55%. Belvedere had a slightly higher rate of unemployment, as well as a higher percentage of population not in the labor force that includes those who are retired or considered unable to work. Of all employed residents in the study area, less than a fifth work within their city or place of residence and more than half work outside of Marin County.

### *Income*

Median household incomes in Tiburon and Belvedere were significantly higher (67% and 34%, respectively) than the countywide average of \$87,728 while median income in Strawberry was about 12.8% lower than the countywide average but still higher than the statewide average of \$60,016. All three areas have poverty rates below the statewide average, with Belvedere having a very low rate of less than 1%.

### *Commute to Work*

The majority of work trips from the Tiburon Peninsula are made by driving, either alone or in a carpool. About 10% of commuters in Belvedere and Tiburon use public transportation to get to work, while only 3% of residents in Strawberry use transit for their commute. Of public transportation users residing in Belvedere and Tiburon, the majority ride the ferry. In Strawberry, only 16% of transit commuters ride the ferry, while the rest are taking a bus. The distribution of modes used by commuters is shown in Table 1–2.

**Table 1–2: Journey to Work Mode Share**

	Belvedere	Strawberry	Tiburon
Drive Alone	419 (65.3%)	2,069 (77.2%)	2,254 (65.4%)
Carpool	55 (8.6%)	224 (8.4%)	333 (9.7%)
Public Transportation	69 (10.7%)	87 (3.2%)	333 (9.7%)
<i>Bus</i>	0 (0.0%)	73 (83.9%)	97 (29.1%)
<i>Subway/elevated</i>	6 (8.7%)	0 (0.0%)	16 (4.8%)
<i>Ferryboat</i>	63 (91.3%)	14 (16.1%)	220 (66.1%)
Bicycle	0 (0.0%)	9 (0.3%)	0 (0.0%)
Walk	29 (4.5%)	56 (2.1%)	86 (2.5%)
Other	11 (1.7%)	22 (0.8%)	22 (0.6%)
Worked at home	59 (9.2%)	213 (7.9%)	417 (12.1%)

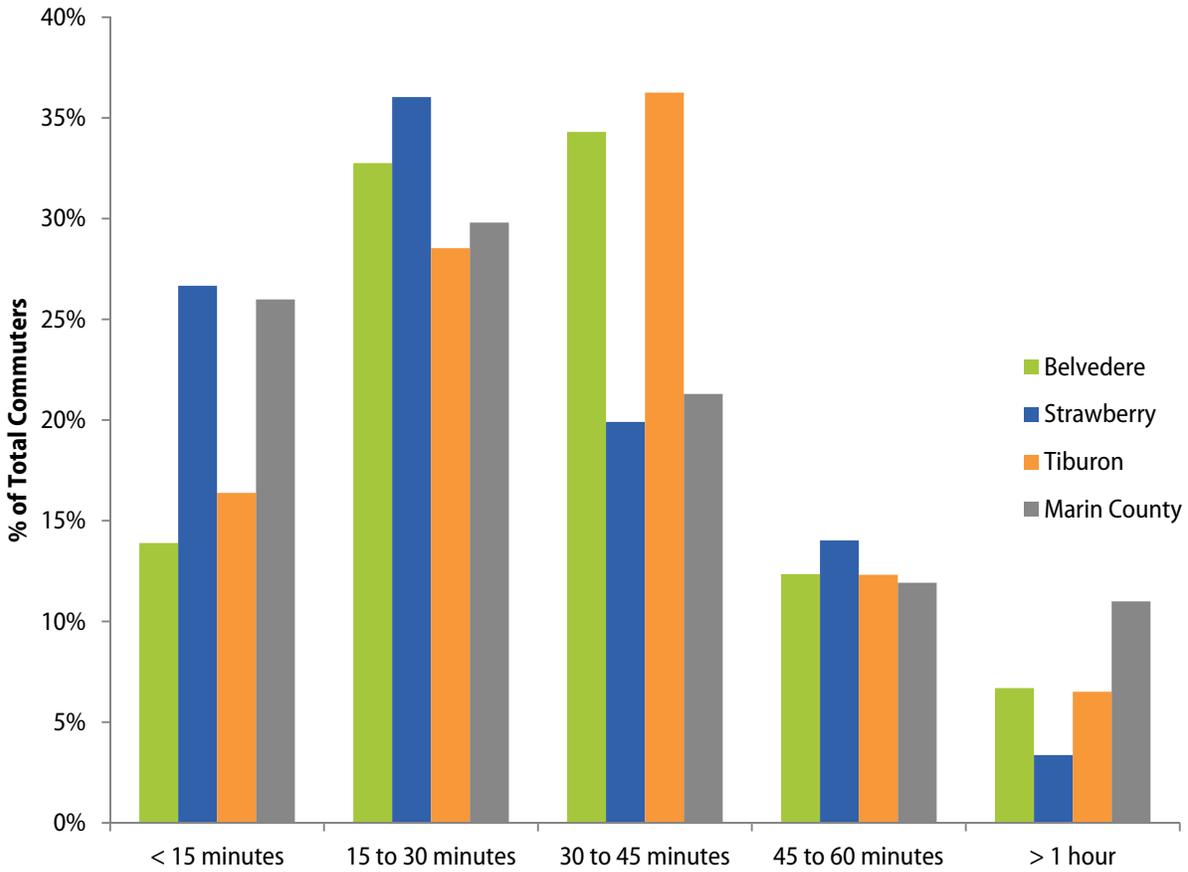
Source: 2010 American Community Survey

Average travel time to work for residents of the study area is about 25 to 30 minutes. The distribution of travel time to work is shown for the three areas, as well as for the county in Figure 1–2. Average commutes are shorter for residents of Strawberry, and the majority have travel times less than 30 minutes. Residents of Belvedere and Tiburon tend to have higher travel times to work, with about a third with commute times between 30 and 45 minutes. These longer commute times are consistent with the higher percentage of residents in Belvedere and Tiburon that work outside of Marin County and thus travel longer distances.

### ***Vehicle Ownership***

Rates of vehicle ownership are quite high in the study area. In 2010, about 98% of households owned one or more vehicles, higher than the countywide average. In Belvedere, less than 1% of households do not own a vehicle and the majority of households own at least two vehicles.

**Figure 1–2: Travel Time to Work**



**Land Use**

Existing land use within the Tiburon Peninsula is predominantly low-density residential, and both the City of Belvedere and Town of Tiburon are expecting to reach build-out population within the next 5-10 years. The Town of Tiburon Housing Element identifies sites for approximately 150 additional housing units, and the City of Belvedere identifies about 30 potential new units, about a 3% growth from the existing amount of housing in each jurisdiction.

The Town of Tiburon also recently completed the Downtown Vibrancy Project, aimed at identifying ways to revitalize the downtown commercial area. The report outlines both short- and long-term improvements to help address issues of parking and circulation, barriers to pedestrian access, and a sprawling development pattern that hinder economic activity.

**Activity Centers**

Figure 1–1 on page 1-2 provides a map of the Tiburon Peninsula study area including major activity centers and other points of significance. The activity centers identified as important to the transit planning process include major employment sites, schools, community facilities, and shopping and retail centers. Descriptions of these places are provided below.

### *Employment*

There are a limited number of major employers and employment centers in the Tiburon Peninsula. The majority of employment establishments in Tiburon are professional, scientific, and technical services. While there are an average number of employers within the town, most of these establishments have very few employees. The larger employers tend to be within the accommodation and food services industry. Employment locations are generally concentrated around downtown Tiburon and Strawberry Village, the main areas zoned for office and commercial uses.

### *Schools*

Both Belvedere and Tiburon are part of the Reed Union School District (RUSD), whereas Strawberry is within the Mill Valley School District (MVSD). The Reed Union School District service area also includes a portion of east Corte Madera. All three areas are also part of the Tamalpais Union High School District (TUHSD) and the Marin Community College District. In addition to the public schools serving the area, St. Hilary School is a private elementary and middle school located in Tiburon. Table 1–3 below lists the various schools that serve the communities within the Tiburon Peninsula.

**Table 1–3: School Enrollments**

School	Grades	Location	District	Study Area(s) Served	2011-12 Enrollment
Reed Elementary School	K–2	Tiburon	RUSD	Tiburon, Belvedere	507
Bel Aire Elementary School	3–5	Tiburon	RUSD	Tiburon, Belvedere	471
Strawberry Point School	K–5	Strawberry	MVSD	Strawberry	378
Del Mar Middle School	6–8	Tiburon	RUSD	Tiburon, Belvedere	425
Mill Valley Middle School	6–8	Mill Valley	MVSD	Strawberry	738
Saint Hilary School	K–8	Tiburon	--	--	250
Tamalpais High School	9–12	Mill Valley	TUHSD	Strawberry, Tiburon (limited)	1,110
Redwood High School	9–12	Larkspur	TUHSD	Tiburon, Belvedere	1,442
Tamiscal Alternative High School	9–12	Larkspur	TUHSD	Tiburon, Belvedere	98

San Andreas Alternative High School	9–12	Larkspur	TUHSD	Tiburon, Belvedere	98
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*Reed Union School District, 2011-12; National Center of Education Statistics, 2009-10*

Reed Union School District (K-8) has experienced an average of 7% growth over the past three years and is projected to continue on this upward trend. The next five years of growth estimates at the K-8 level estimate 5% annual growth or approximately another 350 students. As these students move onto high school, increased demand for transportation services to Redwood High, Tamalpais High or other private schools in Marin County will be experienced. Home origin locations for current Reed Union School District students are shown in Appendix B.

***Other Activity Centers***

Many community buildings are concentrated in downtown Tiburon and include city recreational facilities, Town Hall, the Belvedere-Tiburon Library, and US Post Office as well as numerous shopping centers, banks, and restaurants. Woodlands Market provides grocery services and is located in the downtown area. Larger grocery stores, including Safeway and Whole Foods, are located in Strawberry and Mill Valley. CVS and Fresh & Easy will soon open in downtown Tiburon and Paradise Cove, respectively, and provide additional pharmacy and grocery services.

Major parks in the study area include Paradise Beach County Park and the Richardson Bay Lineal Park that connects Blackie’s Pasture to Cypress Grove Garden Park through a multi-use path. There are limited activity centers within Belvedere aside from City Hall located in Belvedere Park.

**Existing Transit Services and Facilities**

Existing transit services within the Tiburon Peninsula include local fixed-route service (Marin Transit Route 19), regional fixed-route service (Golden Gate Transit Route 8), the Blue and Gold Ferry, and Marin Access Paratransit service. In addition, the Angel Island Ferry provides recreational ferry service to Angel Island State Park. The fixed-route services along with designated stops and transfer locations are shown in Figure 1–3.

Transfer opportunities are also available to other Marin Transit Local routes at Strawberry Village (Reed Boulevard & Belvedere Drive). Passengers can connect to Route 17, which runs between San Rafael, Strawberry, Mill Valley, and Marin City, or Route 22, which runs between San Rafael, San Anselmo, Strawberry, Marin City, and Sausalito with connections to College of Marin and the San Anselmo Hub. Golden Gate Transit regional Route 8 and Route 10 also serve this stop in Strawberry and provide service to San Francisco.

Residents can also connect from Route 19 to the Marin Airporter at the Seminary Drive Bus Pad. Both the Seminary Bus Pad and the Tiburon Bus Pad, which are located along US-101 at Tiburon Boulevard, are served by Marin Transit Routes 22, 36, and 71 and regional Golden Gate Transit Routes 10, 18, 24, 70 and 80.

## Marin Transit Fixed Route (Local)

Marin Transit Route 19 is a fixed-route service that operates between Tiburon, Strawberry, and Marin City. The route serves downtown Tiburon and Strawberry Village and has limited trips in the morning and afternoon that also serve Belvedere and Redwood High School. Route 19 operates on both weekdays and weekends from about 7:00 a.m. to 11:00 a.m. and 2:00 p.m. to 7:30 p.m., with 60 minute headways. A final trip is made from Strawberry to Marin City at 9:00 p.m., which originates as Route 17.

### *Fares*

One-way fixed-route fares are \$2.00 for adults (ages 19–64), and \$1.00 for youth (ages 6–18), seniors (ages 65+), and disabled passengers. Up to two children age 5 and younger can ride free when accompanied by an adult. Free transfers are available between all Marin Transit and Golden Gate Transit routes within Marin County and are issued upon boarding.

Stored value cards in \$18 and \$36 denominations can be purchased and are valid trip within Marin County. These cards also provide a 10% discount off the regular adult cash fare. Daily, weekly, and monthly passes are available and allow for unlimited rides within Marin County during the valid time period. The Bay Area’s regional transit fare media card, Clipper, is also available on all fixed route services. Pricing information for these passes is shown in Table 1–4.

**Table 1–4: Marin Transit Local Fares**

	Cash Fare	Stored Value Card	1-Day Pass	7-Day Pass	31-Day Pass
Adult	\$2.00	\$1.80	\$5.00	\$20.00	\$80.00
Youth (ages 6–18)	\$1.00	\$1.00	\$2.50	\$10.00	\$40.00
Seniors (ages 65+)	\$1.00	\$1.00	\$2.50	\$10.00	\$25.00
Persons with disabilities	\$1.00	\$1.00	\$2.50	\$10.00	\$25.00
Children under 6 (must be accompanied by an adult)	Free	Free	Free	Free	Free

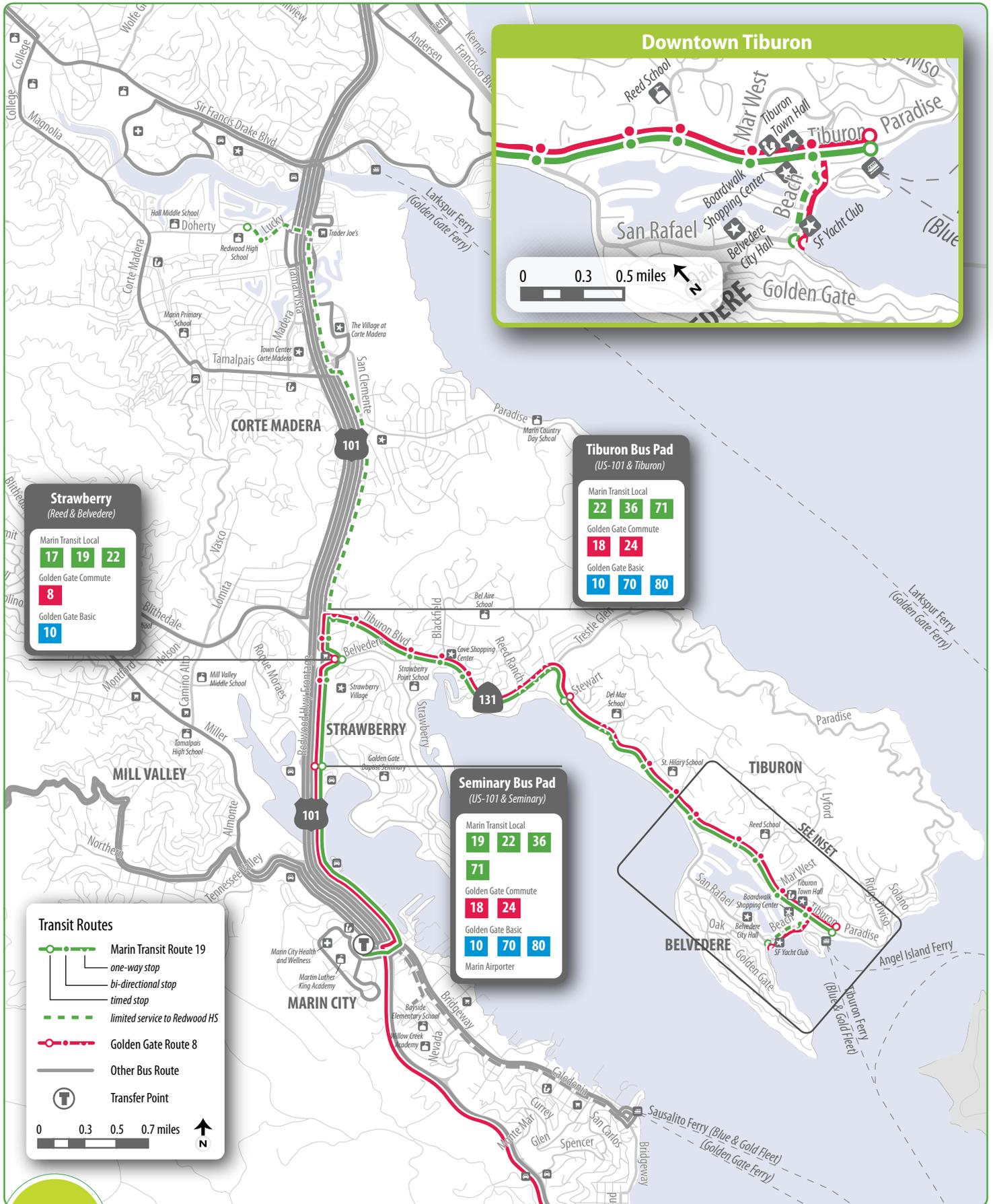


Figure 1-3: Existing Transit Services

## Golden Gate Fixed Route (Commute)

Golden Gate Transit Route 8 is a regional commute bus route that operates between Belvedere, Tiburon, Strawberry, and San Francisco. Within the study area, the route serves the same stops as Route 19 through Tiburon and Strawberry followed by the Spencer Ave bus pad and continuing along US-101 to San Francisco. The service operates Monday through Friday except on holidays, with two southbound trips in the morning between 6:30 a.m. and 8:30 a.m. and one northbound trip in the evening from 5:00 p.m. to 6:30 p.m.

### *Fares*

Fares on Golden Gate Transit services depend on the distance traveled, as shown in Table 1–5. The Tiburon Peninsula study area is located within Zone 2.

Youth (ages 6–18), seniors (ages 65 and over), disabled passengers, and Medicare card holders receive a 50% discount off the adult cash fares. Up to two children ages 5 and under ride free when accompanied by an adult. Passengers can also receive a 20% discount when using a Clipper card. Marin Transit Value Cards can also be used for travel within Marin County.

**Table 1–5: Golden Gate Transit Adult Cash Fares**

Zone	To/From Tiburon Peninsula	
San Francisco	1	\$4.25
	2	\$2.00
Marin County	3	\$2.00
	4	\$2.00
	5	\$6.50
Sonoma County	6	\$7.50

*Source: Golden Gate Transit Guide, Spring 2012*

## Blue and Gold Ferry

The Blue & Gold Fleet offers service between the Tiburon Ferry Terminal, located at Main Street and Tiburon Boulevard, and San Francisco, including both the Ferry Building and Pier 41. During the winter season, from November to April, there are seven commute service trips between Tiburon and the Ferry Building in each direction during the weekdays, and four to five regular service trips in each direction between Tiburon and Pier 41 daily. From May through October, some regular service trips also serve the Ferry Building, in addition to Pier 41. Commute services to the Ferry Building generally run from 5:30 a.m. to 8:00 p.m. and regular services to Pier 41 run from about 9:30 a.m. to 8:30 p.m. During the summer season, an additional late evening trip is provided on Fridays, which runs until 10:00 p.m.

*Fares*

One-way fares are \$10.50 for adults (ages 13–64), and \$6.25 for children (ages 5 – 12) and seniors (ages 65 and over). Children under 5 can ride free when accompanied by a paying adult. Tiburon 20-ticket commute books are also available for \$140.

**Marin Access Paratransit**

Marin Access provides door-to-door ADA paratransit services within Marin County and is operated under contract by Whistlestop Wheels. All passengers must be ADA-certified and meet certain eligibility criteria. In accordance with ADA, mandated paratransit services operate during the same hours and days of the week as comparable local bus service. Service is provided within  $\frac{3}{4}$ -mile of existing non-commute bus routes during the hours that they are in operation. Service beyond the  $\frac{3}{4}$ -mile buffer or beyond the hours of operation for the route is also available for an additional fare. Trip reservations must be made at least one day in advance, and can be made up to a week ahead of time. All ADA mandated trips are scheduled within one hour before or after the requested time.

*Fares*

One-way fares for a local ADA paratransit trip that begins and ends within the regular service area is \$2.00, either in cash or with a ticket that can be purchased in books of 10. One-way fares for a trip that begins or ends outside of the regular service area is \$2.50. Regional paratransit fares for service outside of Marin are higher (and based on the zone fare system of the regional transit provider Golden Gate Transit).

**Existing Transit Use**

The following sections summarize ridership and performance of the existing transit services described above. Current transit user profiles are also presented, which includes the results of onboard surveys conducted for Route 19 and the Blue & Gold ferry, as well as other passenger information,

**Marin Transit Route 19***Existing Ridership*

Route 19 is the lowest producing local bus in the Marin Transit system in terms of both total passengers and passengers per hour. The overall 15.4 passenger per hour productivity level falls short of the agency's current 20.0 passenger per hour performance standard. Isolating the two morning and two afternoon trips that serve Redwood High School, productivity on these four trips is approximately 45 passengers per hour, well above the productivity standard. The remaining weekday service (non-school trips) averages 14 passengers per hour and weekend services averages 9.5 passengers per hour.

Ridecheck data includes daily boarding and alighting activity at each stop and was collected along Route 19 during October 2011. Maps indicating average daily boardings and alightings at each of the stops are shown in Figure 1–4 and Figure 1–5, for weekday and weekend respectively. A table of average daily boardings and alightings is provided in Appendix A.

Average weekday ridership on Route 19 is about 345 passengers per day, and average weekend ridership is about 280 passengers per day. The majority of boarding activity as well as total activity during the weekday was observed at Redwood High School, and this stop is served by only four trips per day. The high ridership at this stop is attributed to significant service demand among high school students. The average amount of daily boardings at this stop is also significantly higher than alightings, indicating that more students are taking only the afternoon service at the end of the school day. The final stop at Tiburon Boulevard and Main Street has the highest proportion of alightings, probably due to a combination of transferring passengers and passengers with final destinations within downtown Tiburon.

During the weekend, ridership activity, particularly the amount of boardings, increases significantly at Marin City Transit Hub and the intersection of Reed Boulevard and Belvedere Drive near Strawberry Village. The majority of total boarding and alighting activity, as well as the highest percentage of alightings, occurs at Tiburon Boulevard and Main Street during the weekend.

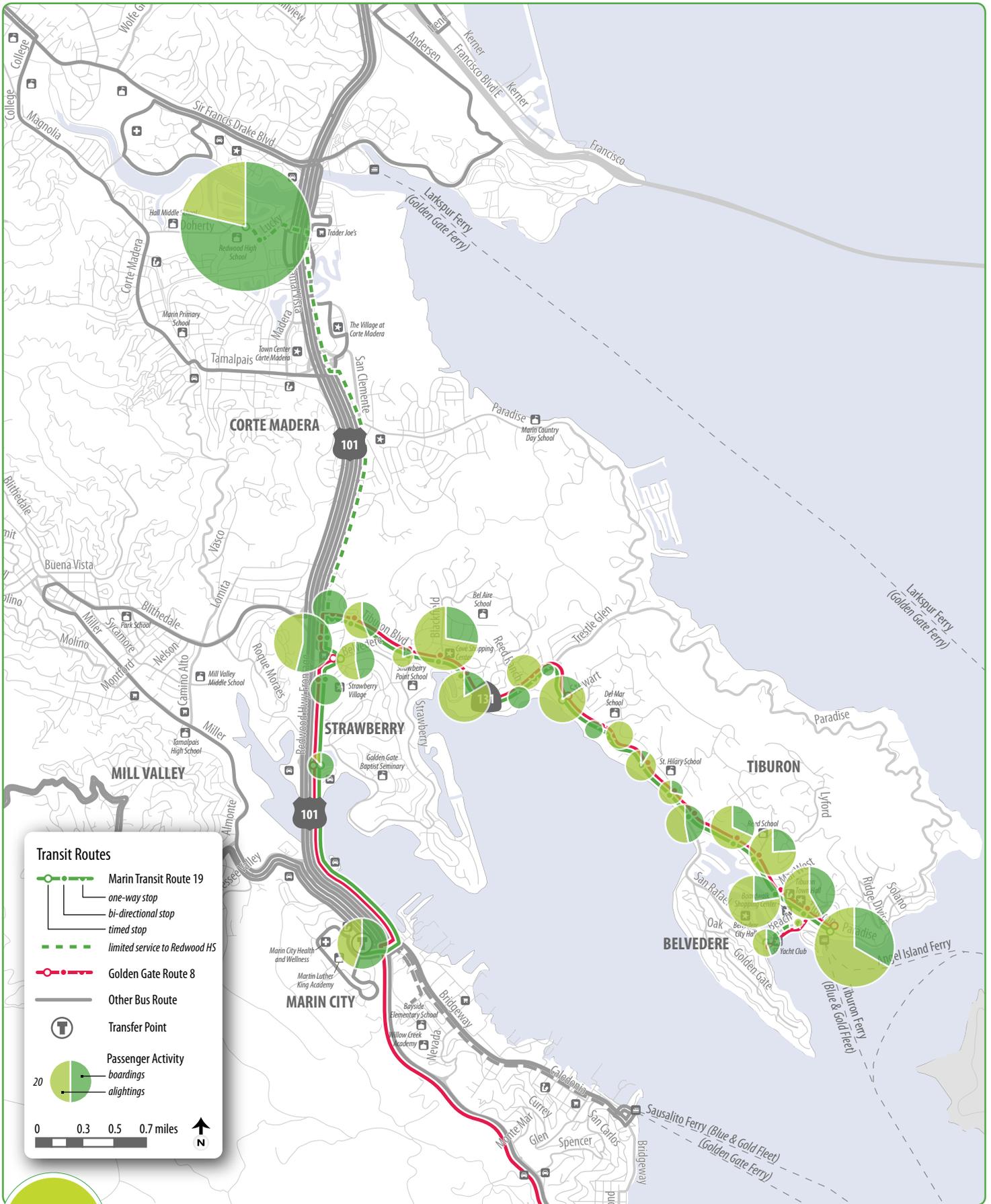


Figure 1-4: Marin Transit Route 19 – Weekday Boardings and Alightings

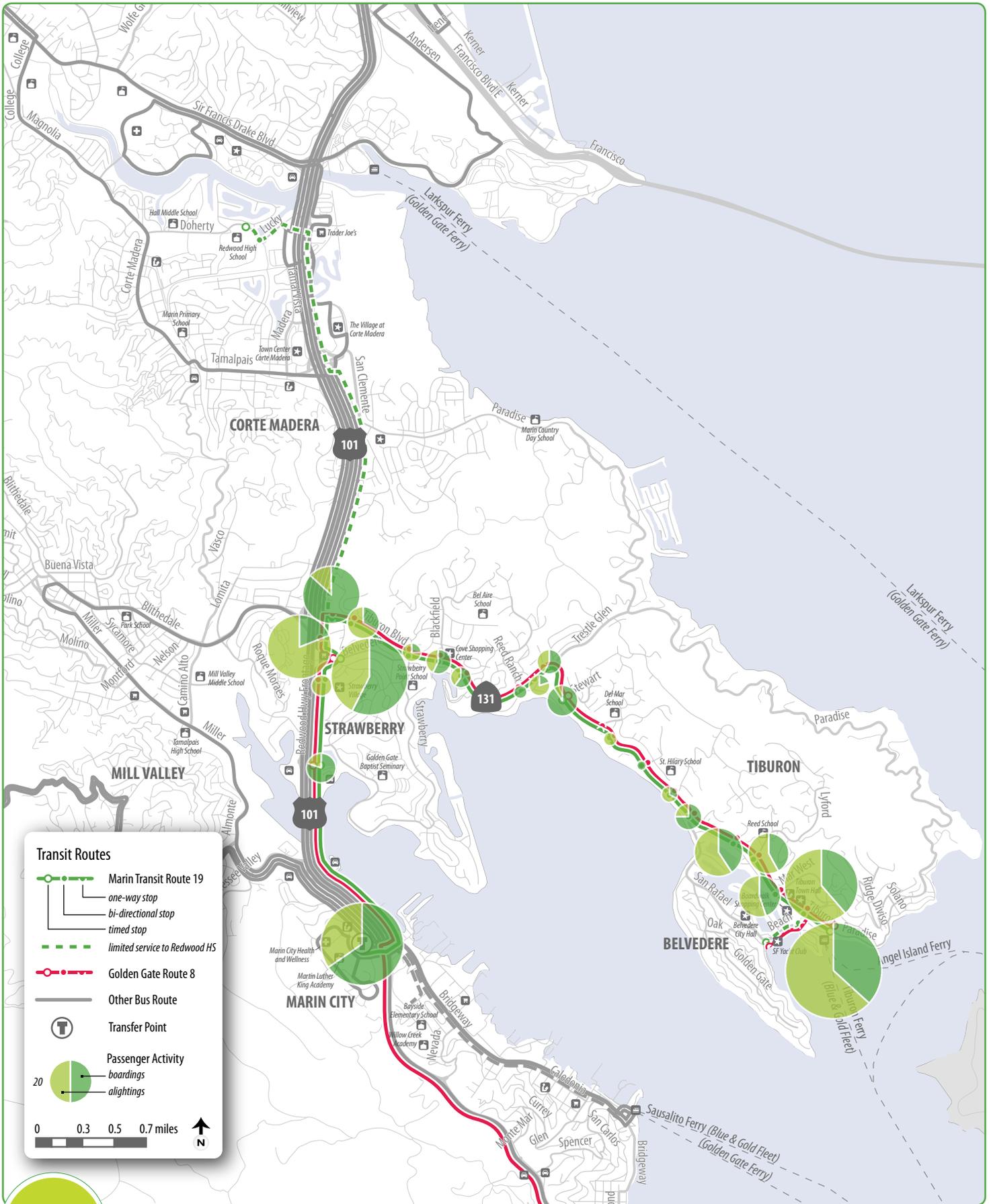


Figure 1-5: Marin Transit Route 19 – Weekend Boardings and Alightings

*Performance Measures*

Table 1–6 below shows a summary of various performance measures for Route 19 over the past three years. These measures give an indication of the productivity and cost effectiveness of the service. Revenue hours were reduced significantly between FY2009-10 and FY2010-11. This reduction corresponds to a similar decrease in operating cost and passengers, as well as passenger revenues. Passengers per revenue hour, an indicator of service efficiency, has increased steadily over the past three years but still remains below the agency’s target of 20 passengers per hour. The average cost per revenue hour, an indicator of the cost effectiveness of the service, has also increased due to increasing costs to operate the service. Over the last year, average subsidy per passenger and farebox recovery have remained relatively constant and fall short of the agency’s \$5.00 per passenger subsidy target.

**Table 1–6: Marin Transit Route 19 Performance Measures**

	FY2008-09	FY2009-10	FY2010-11
Passengers	78,770	84,828	72,989
% Change		7.7%	-14.0%
Revenue Hours	6,458	6,190	4,746
% Change		-4.1%	-23.3%
Operating Costs	\$751,408	\$809,720	\$698,604
% Change		7.8%	-13.7%
Passenger Revenue	\$78,182	\$99,661	\$84,649
% Change		27.5%	-15.1%
Operating Subsidy	\$673,226	\$710,059	\$613,955
% Change		5.5%	-13.5%
Passengers per Revenue Hour	12.2	13.7	15.4
% Change		12.3%	12.2%
Subsidy per Passenger	\$8.55	\$8.37	\$8.41
% Change		-2.1%	0.5%
Cost per Revenue Hour	\$116.36	\$130.81	\$147.20
% Change		12.4%	12.5%
Farebox Recovery	10.4%	12.3%	12.1%
% Change		18.3%	-1.6%

## Golden Gate Route 8

### *Existing Ridership*

Boarding and alighting information on Route 8 was obtained from Golden Gate Transit to further understand the commute market use the bus in Tiburon. Over the past year, average daily ridership was about 13 passengers per trip (only one trip) in the northbound direction and 45 passengers, or 22 passengers per trip, in the southbound direction.

In the southbound direction, the majority of boarding activity occurs in Strawberry, at Reed Boulevard & Belvedere Drive, followed by the Spencer Avenue Bus Pad. In the northbound direction, the majority of alighting activity occurs at Tiburon Boulevard & Greenwood Cove Road and at Reed Boulevard & Belvedere Drive. These observations indicate that many using the commute bus provided for the study area are getting on and off at locations outside Tiburon.

### *Performance Measures*

A summary of performance measures over the past three years is shown for Route 8 in Table 1–7 below. Revenue hours were reduced significantly from FY2008-09 to FY2009-10 and then restored the following year. Fluctuations in operating costs and passenger revenues were consistent with this change. However, total ridership has been steadily decreasing over the past three years, resulting in drops in passengers per revenue hour and farebox recovery as well as increases in cost per hour and passenger subsidy.

**Table 1–7: Golden Gate Route 8 Performance Measures**

	FY2008-09	FY2009-10	FY2010-11
Passengers	21,639	17,153	14,533
<i>% Change</i>		-20.7%	-15.3%
Revenue Hours	1,314	1,025	1,068
<i>% Change</i>		-22.0%	4.2%
Operating Costs	\$394,601	\$289,814	\$371,313
<i>% Change</i>		-26.6%	28.1%
Passenger Revenue	\$60,818	\$45,278	\$45,545
<i>% Change</i>		-25.6%	0.6%
Operating Subsidy	\$333,783	\$244,536	\$325,768
<i>% Change</i>		-26.7%	33.2%
Passengers per Revenue Hour	16.5	16.7	13.6
<i>% Change</i>		1.6%	-18.7%
Subsidy per Passenger	\$15.43	\$14.26	\$22.42
<i>% Change</i>		-7.6%	57.2%

Cost per Revenue Hour	\$300.32	\$282.75	\$347.67
% Change		-5.9%	23.0%
Farebox Recovery	15.4%	15.6%	12.3%
% Change		1.4%	-21.5%

Source: Golden Gate Transit

## Blue and Gold Ferry

### *Ridership*

Total annual ridership in 2011 on the Blue & Gold Fleet regular and commuter services between Tiburon and San Francisco is summarized in Table 1–8. Ridership on commute services makes up about 60% of total ridership, and annual ridership on regular services is split fairly evenly between weekdays and weekends. Commute services average about 625 riders per day, while regular services average 200 riders per weekday and 480 riders per weekend.

**Table 1–8: Blue & Gold Tiburon Ferry Ridership**

Service	Average Weekday	Average Weekend	Annual Weekday	Annual Weekend
Commuter	625	-	162,232	-
Regular	200	480	55,468	50,664
Total	825	480	217,700	50,664

Source: Blue and Gold Fleet, February 2012

Overall ridership also varies significantly depending on the season, mostly due to added frequency of service and to changes in weather. While commuter service ridership experiences slight increases during the summer, ridership on the regular Tiburon–San Francisco service peaks around July with over three times the amount of riders monthly than in the winter months. Figure 1–6 shows the variation in monthly ridership in 2011 for the ferry services.

**Figure 1–6: Blue & Gold Tiburon Ferry Monthly Ridership**

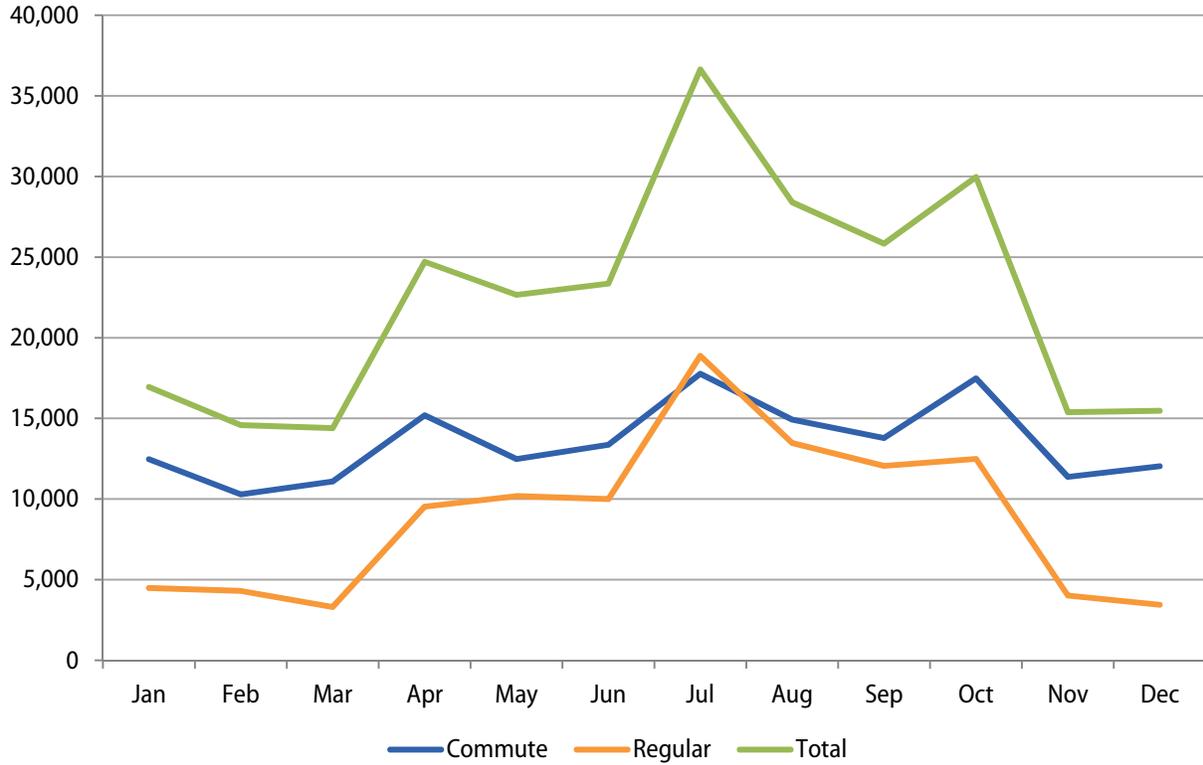


Table 1–9 below shows average monthly ridership by sailing time on the Tiburon ferry commute services for morning trips to San Francisco and evening trips to Tiburon. Peaks in ridership occur during the morning commute around 7:50 a.m. and during the evening commute around 5:25 p.m.

**Table 1–9: Blue & Gold Tiburon Commute Ridership by Trip Time**

Sailing Time <sup>(1)</sup>	Average Monthly Passengers
Tiburon to San Francisco	
6:00 a.m.	444
6:50 a.m.	1,038
7:50 a.m.	2,338
8:45 a.m.	1,480

San Francisco to Tiburon	
4:25 p.m.	1,602
5:25 p.m.	2,232
6:15 p.m.	1,399
7:15 p.m.	607

Notes:

1. Sailing Times vary slightly between Summer/Fall and Winter/Spring seasons

Source: Blue & Gold Fleet, 2011

### Marin Access Paratransit

#### Ridership

In FY2010-11 4,023 trips were made on paratransit with origins or destinations in the Tiburon Peninsula, comprising about 4% of all paratransit trips in Marin County. This amounts to an average of about 11 trips per day.

### Transit User Profiles

Onboard surveys were conducted on Marin Transit Route 19, as well as the Blue and Gold Fleet ferry service to and from Tiburon. These surveys were used to collect information on passenger travel patterns, including origin and destination, as well as opinions regarding existing transit service options and demographic information. Table 1–10 below summarizes some of the results of these surveys, as well as the results of an onboard survey conducted in 2008 for Golden Gate Route 8, for comparison.

**Table 1–10: Passenger Profile by Service**

	Marin Transit Route 19	Golden Gate Route 8	Blue & Gold Fleet Tiburon Ferry
<b>Access Mode</b>			
Walk	72%	82%	63%
Drive	1%	16%	11%
Transit	18%	0%	5%
Bicycle	1%	2%	8%
Dropped Off	6%	2%	8%
Other	2%	0%	5%

	Marin Transit Route 19	Golden Gate Route 8	Blue & Gold Fleet Tiburon Ferry
<b>Trip Purpose</b>			
Work	64%	96%	90%
School	4%	2%	4%
Medical	2%	2%	0%
Shopping	9%	0%	0%
Recreational/Social	16%	0%	4%
Other	5%	0%	3%
<b>Age</b>			
17 years or younger	6%	0%	0%
18 to 24 years	16%	2%	1%
25 to 44 years	35%	43%	30%
45 to 64 years	38%	53%	45%
65 years and over	5%	2%	24%
<b>Household Income</b>			
Under \$25,000	66%	0%	1%
\$25,000 to \$49,999	23%	7%	3%
\$50,000 and over	11%	93%	96%
<b>City of Residence</b>			
Tiburon	18%	60%	83%
San Rafael	36%	0%	0%
Mill Valley	11%	31%	7%
Corte Madera	0%	2%	0%
Sausalito	2%	2%	0%
Other	33%	0%	10%

Source: Marin Transit Route 19 Onboard Survey, 2012; Golden Gate Regional Customer Study, 2008; Blue & Gold Fleet Onboard Survey, 2012

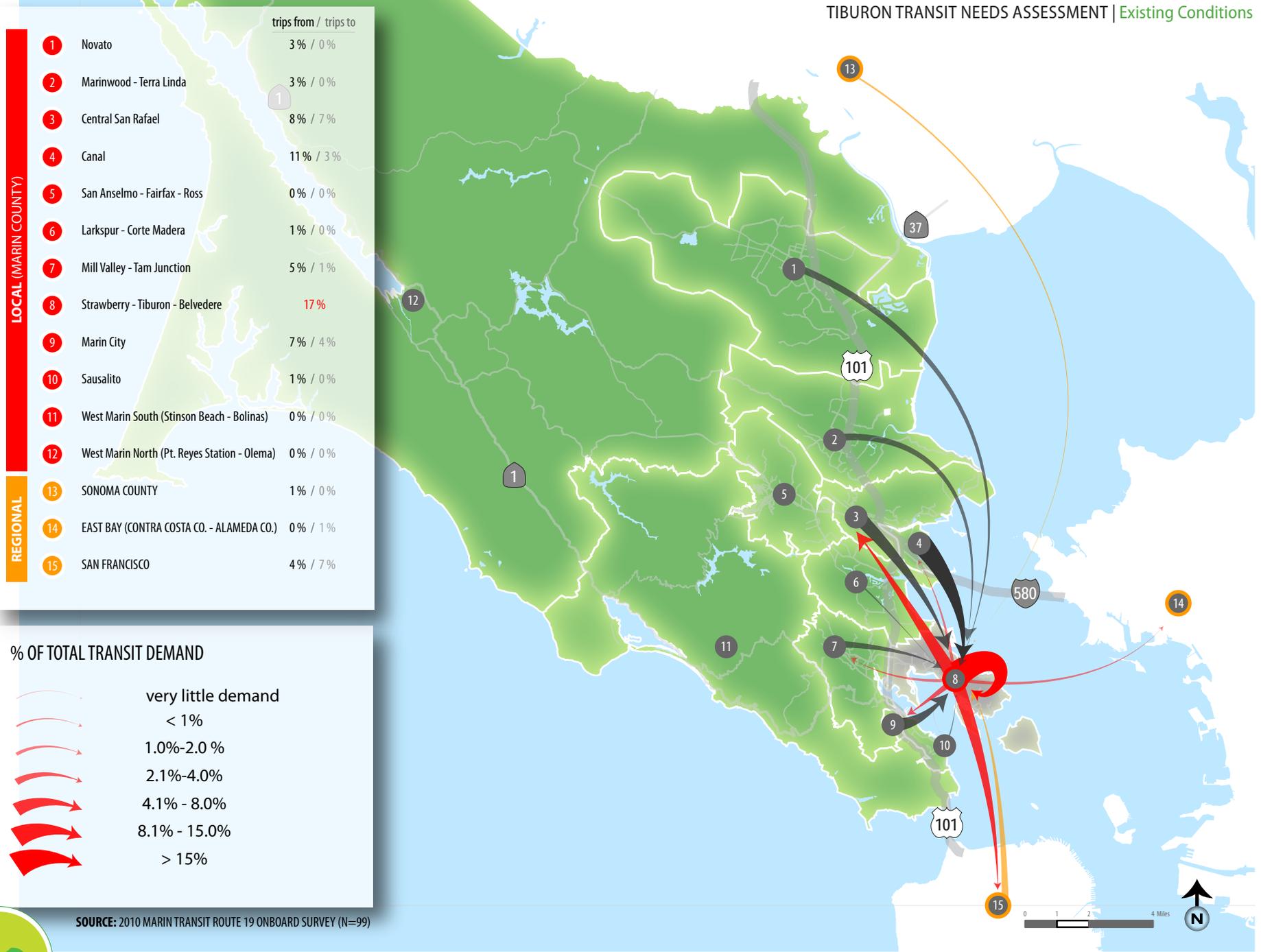
### *Route 19 Onboard Survey*

The Route 19 onboard survey was distributed in October of 2011 and a total of 99 responses were collected. Figure 1–7 shows travel patterns of the respondents based on general transit planning zones. The majority of trips made on Route 19 began and ended within the Tiburon planning area, followed by San Rafael as a major origin and destination. San Francisco was also a major destination for respondents originating in Tiburon, and Marin City and the Canal were major origins for those with destinations in Tiburon.

Figure 1–8 shows origin and destination locations indicated by survey respondents. Passengers generally start or end their trips in the Tiburon Peninsula, Mill Valley, or Marin City within a fairly close distance to the transit route. The highest concentration of origins and destinations is in downtown Tiburon.

The majority of respondents using Route 19 were traveling between home and work. Almost three-quarters of the respondents indicated that they do not have access to a personal vehicle, and about two-thirds walked to and from the bus stop. Over half of those surveyed indicated that they chose to ride the bus because of a lack of other travel options. About a quarter of respondents needed to transfer, either to get to the bus stop or to their final destination.

Two-thirds of the respondents have annual household incomes less than \$25,000, and about 90% have incomes less than \$50,000. The majority of riders surveyed are between the ages of 25 and 64, and only 5% are 65 and older.



SOURCE: 2010 MARIN TRANSIT ROUTE 19 ONBOARD SURVEY (N=99)



Figure 1-7: Marin Transit Route 19 Travel Demand Profile

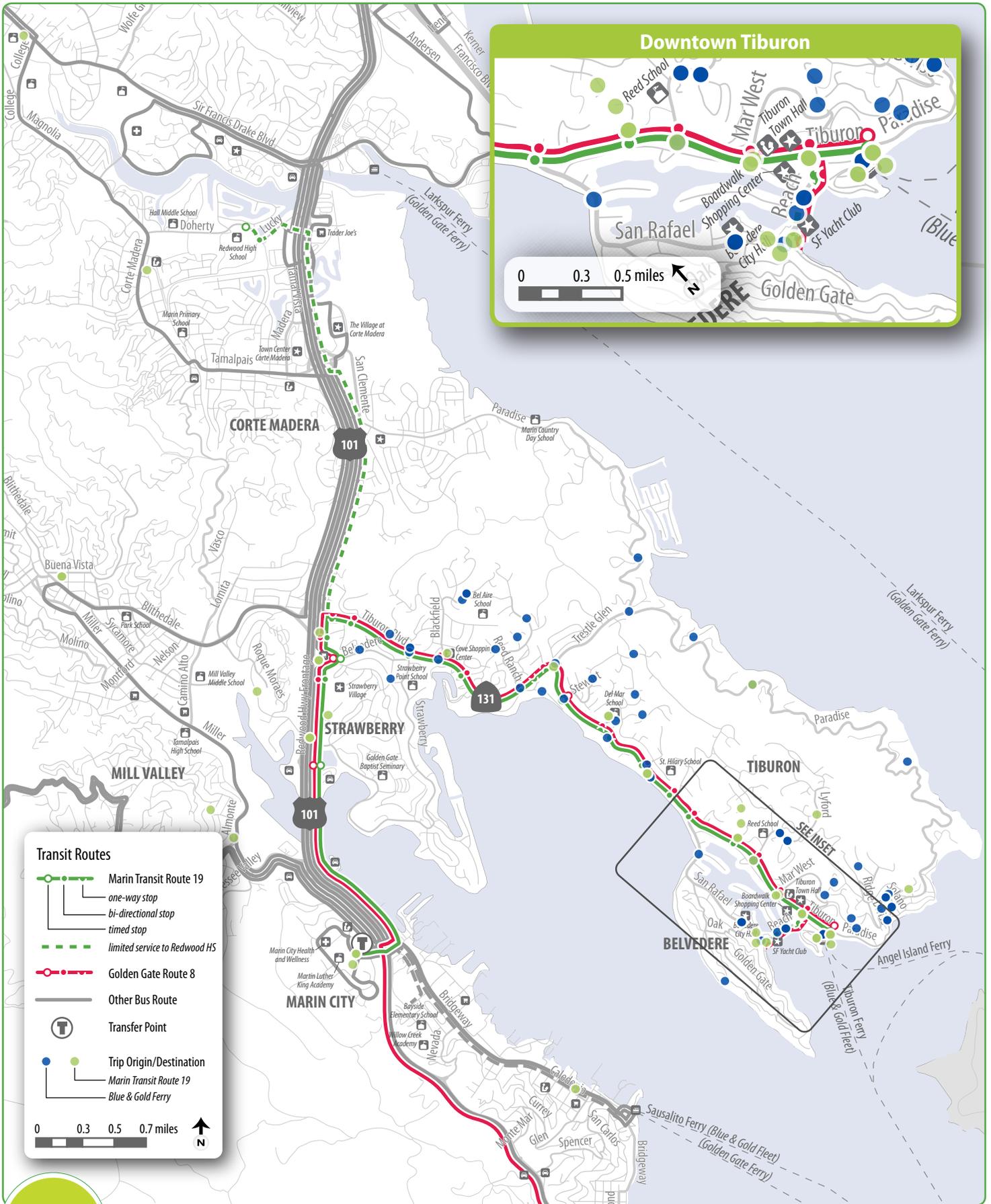


Figure 1–8: Marin Transit Route 19 and Blue & Gold Ferry – Origins and Destinations

### *Blue and Gold Ferry Survey*

The Blue & Gold Fleet onboard survey was distributed in January 2012 and a total of 84 responses were collected. The majority of trips reported were between San Francisco and the Tiburon planning area, specifically Tiburon and Belvedere. A small number of trips, about 2%, were also being made to destinations in Mill Valley. Figure 1–8 on page 1-23 shows origin and destination locations indicated by survey respondents. Overall, passengers are mostly starting or ending their trips within the Tiburon Peninsula. There is a slight concentration of origins and destinations around downtown Tiburon, but most are scattered around Tiburon Boulevard and Paradise Drive.

An overwhelming majority, about 95%, of respondents were traveling between home and work. A small 2% of trips were being made for school, specifically to Golden Gate University. About half of the passengers surveyed walked to the ferry terminal or to their final destination, and about 15% were picked up or dropped off. Only 5% took transit (primarily Muni or BART on the San Francisco side) to or from the ferry.

Convenience and avoiding traffic or parking were cited as the main reasons for choosing to take the ferry. About three-quarters of respondents indicated that driving would be their alternative had the ferry service not been available. About 80% of passengers use the ferry five or more times per week, and 60% have been using the ferry for more than three years.

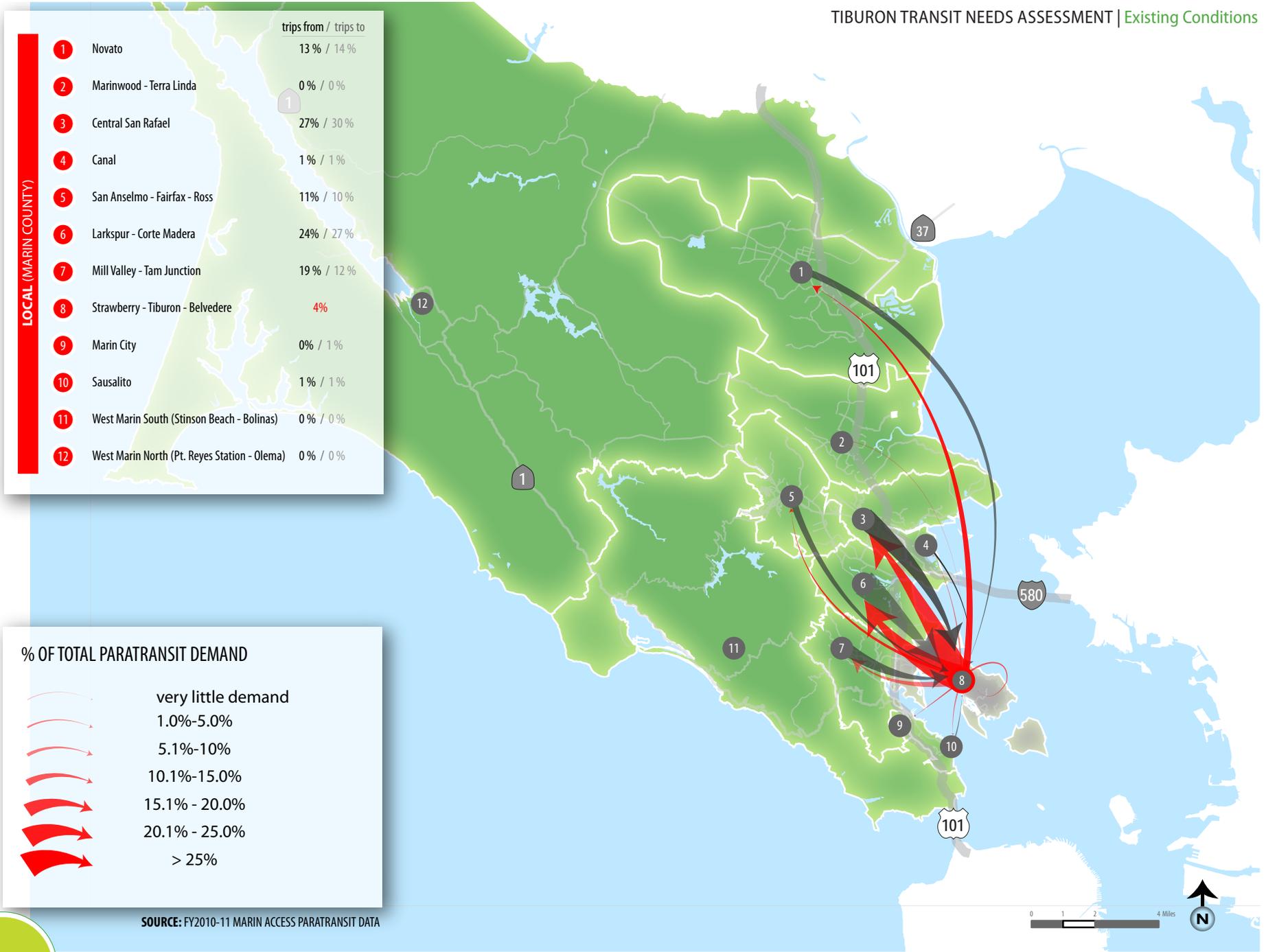
Survey respondents indicated that increased service frequency, closer stop locations, quicker travel-time, and more peak-hour service were the most important improvements that would influence them to use bus transit.

Almost all respondents have a valid driver license and access to a personal vehicle. About three-quarters are employed full-time, and none are unemployed. About 96% had annual household incomes greater than \$50,000, and almost a quarter of riders are 60 years or older.

### *Local Paratransit Travel Patterns*

Local paratransit data from FY2010-11 was analyzed to determine travel patterns and major origin and destination locations. Figure 1–9 shows travel patterns based on general transit planning zones of paratransit users with origins or destinations in Tiburon, Strawberry, or Belvedere. Of the paratransit trips originating in the Tiburon study area, about a third had destinations in San Rafael. Other major destination locations include Corte Madera, Mill Valley, and Novato. For trips with destinations in the Tiburon Peninsula, San Rafael and Mill Valley are the major origins.

Figure 1–10 shows local paratransit trip origins within the Tiburon Peninsula. Origins are generally concentrated around downtown Tiburon, near the Cove Shopping Center, at Tiburon Boulevard and Blackfield Drive, and Strawberry Village along Redwood Frontage Road.



SOURCE: FY2010-11 MARIN ACCESS PARATRANSIT DATA



Figure 1-9: Local Marin Access Paratransit Travel Demand Profile

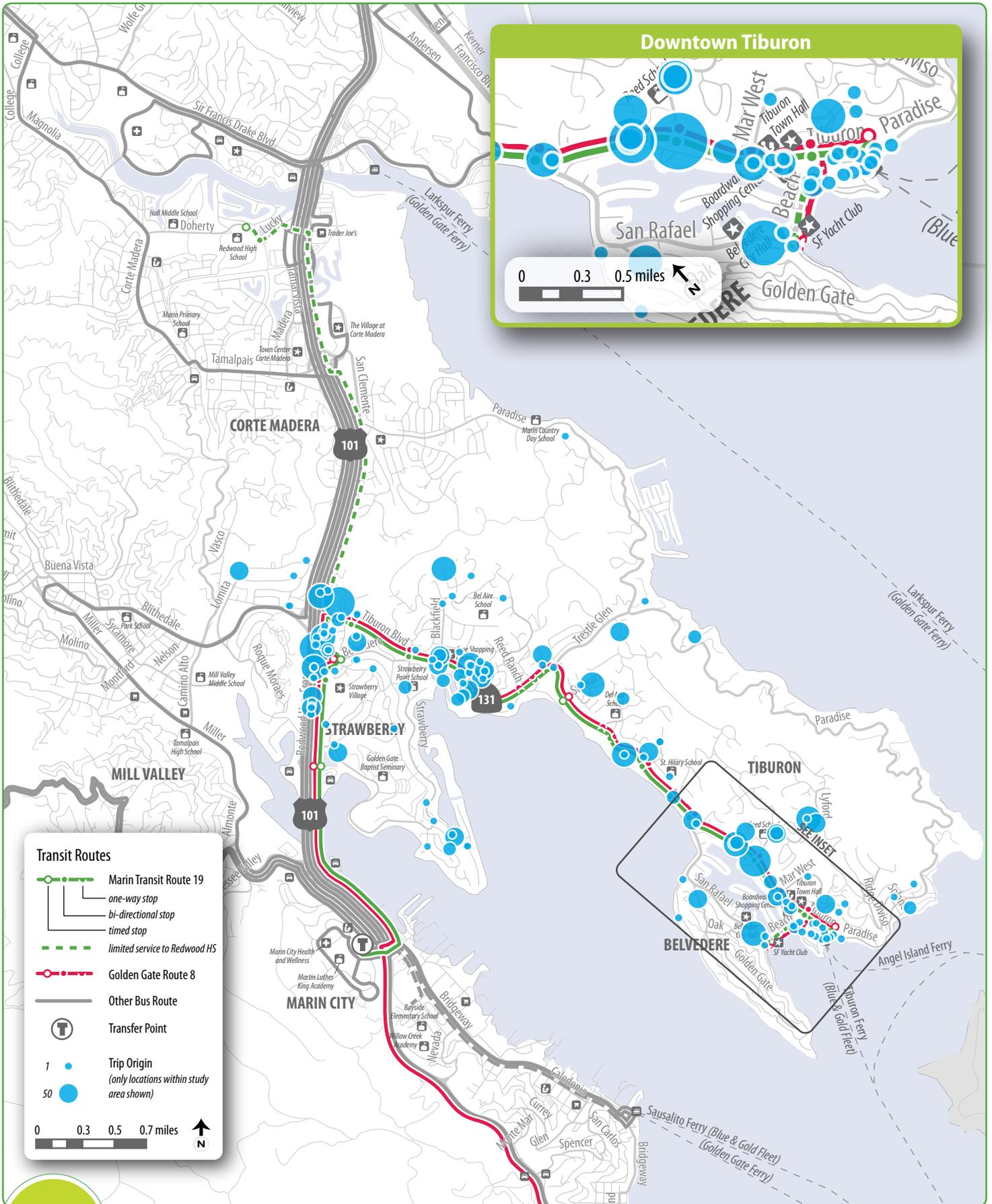


Figure 1-10: Local Marin Access Paratransit – Origins

## Chapter 2: Public Involvement Program and Support

To ensure a proper understanding of the current transit issues and future needs for the Peninsula communities of Tiburon, Belvedere, and Strawberry, the Needs Assessment required a complimentary blend of technical analysis with extensive public engagement of a very diverse target audience. The strategic Public Involvement Program that was developed and implemented encouraged active participation and development of community partners throughout each step of the study. The program was multi-faceted and designed to tap into established and trusted communication mediums (such as the Tiburon Talk Newsletter and The Ark) to promote, educate, and seek input from key stakeholders.

The consultant team (led by HDR Engineering, Inc.) worked as an extension of Marin Transit staff, acting as a liaison between the community and Project Team to ensure that all community concerns were heard, recorded, and sufficiently addressed throughout the process. Table 2–1 provides a summary of the outreach participation at various stages of the project.

**Table 2–1: Outreach Participation Summary**

Outreach Session	Representative Group	Input Method	Total Participants
Project Technical Advisory Committee (TAC)	Technical representatives from local jurisdictions, transit agencies, etc. (see Table 2–3)	In person meetings	10 ( three meetings)
Stakeholder Interviews	Representatives from local business, neighborhood associations, schools, etc.	In person and telephone meetings	77
Route 19 Rider Survey	Current local transit riders	Paper survey distributed on vehicle	99
Ferry Rider Survey	Current ferry riders	Paper survey distributed on ferry	84
General Public Survey	Tiburon Peninsula Residents and interested parties	Online survey	183
Alternatives Workshop	Tiburon Peninsula Residents and interested parties	Community workshops	35 ( two workshops)
Alternatives Survey	Tiburon Peninsula Residents and interested parties	Online survey	61
<b>Total:</b>			<b>550</b>

## Technical Advisory Committee

At the heart of the program was the creation of a Technical Advisory Committee (TAC) to provide local knowledge and expertise to the Project Team. The TAC was made up of a variety of community leaders representing transit agencies, the business and residential community, local government, emergency services, the school districts and senior population. The TAC acted as a strategic guide in understanding the technical issues, expressing the needs of the greater community or constituency they represented and worked collaboratively to address key issues. The TAC provided a direct link and conduit to the greater community to ensure that project information was disseminated and valuable input received by Marin Transit.

TAC meetings were held on December 14, 2011, March 20, and May 16, 2012.

**Table 2–2: Technical Advisory Committee Members**

Name (alphabetic by first name)	Title	Organization
Amy Van Doren	Director of Operations	Marin Transit
David Davenport	Associate Planner	Golden Gate Transit
Felicia Wheaton	Assistant City Manager	City of Belvedere
Jim Fraser	Mayor	Town of Tiburon
Leslie Alden	Aide to Supervisor Kathrin Sears	Marin County
Mike Cronin	Police Chief	Town of Tiburon
Paul Branson	Community Mobility Manager	Marin Transit
Peggy Curran	Town Manager	Town of Tiburon
Robert Betts	Senior Transit Planner	Marin Transit
Terry Scussel	General Manager of Transportation Services	Whistlestop Wheels

## Stakeholder Interviews/Meetings

Along with the TAC, a far-reaching stakeholder outreach program played a critical role in the early promotion of the needs assessment and gathering valuable input from target audiences. Communication with targeted stakeholders began immediately and continued throughout the study. Discussions were held as in-person interviews, presentations, or telephone discussions. The following meetings/interviews were held during the study. Copies of available meeting summaries can be found in Appendix C.

**Table 2–3: Summary of Stakeholder Interviews**

Category	Stakeholder	Method	Date of Completion
Businesses	Tiburon Peninsula Chamber of Commerce	Meeting	February 1, 2012
	Belvedere Land Company – Jim Allen	Meeting	February 1, 2012
	Marin Transit Mobility Manager – Paul Branson	Meeting	February 23, 2012
	Sam’s Café – Steve Sears	Meeting	February 27, 2012
	Blue & Gold Fleet – Carolyn Horgan	Meeting	February 8, 2012
	Angel Island/Tiburon Ferry – Maggie McDonogh	Meeting	March 1, 2012
	Servino’s Restaurant – Angelo Servino	Meeting	March 19, 2012
	SF Yacht Club – Steve De Petro	Phone Interview	March 20, 2012
City	Tiburon Planning and Public Works Staff – Daniel Watrous, Nicholas Nguyen, and Scott Anderson	Meeting	February 1, 2012
	Marketing & Communications Task Force – Janice Anderson-Gram	Meeting	February 28, 2012
	Belvedere City Staff	Meeting	February 29, 2012
Education	St. Hilary’s School – Charley Hayes	Meeting	February 17, 2012
	Redwood High School – LaSandra White	Meeting	March 1, 2012
Elected Officials	Tiburon City Council – Mayor Jim Fraser & Councilmember Alice Fredericks	Meeting	February 17, 2012
	Belvedere City Council – Councilmember Sia Barmand	Phone Interview	February 28, 2012
	Belvedere City Council – Vice Mayor Sandy Donnell and Councilmember John Telischak, Councilmember Tom Cromwell	Meetings	February 29, 2012
Neighborhood/HOA	Chandler’s Gate HOA	Post Info on Bulletin Board	February 16, 2012
	Del Mar Valley POA	Post Info on Next Door	February 16, 2012
	Marinero Owners Association	E-blast to Members	February 16, 2012
	Hawthorne Terrace Neighborhood Group – Sandra Smith, Stan Smith, Ken Weil, and Sara Klein	Meeting	February 21, 2012

Category	Stakeholder	Method	Date of Completion
	Mt. Tiburon HOA – Joe Shekou	Meeting	February 22, 2012
	Belveron East Neighborhood Association – Marti Andrews	Meeting	February 27, 2012
	Lyford’s Cove, Old Tiburon HOA	Meeting	March 5, 2012
Organizations	Marin County Commission on Aging – Alan Bortel, Lori Holaday and Vera Gertler	Meeting	February 10, 2012
	CART Meeting Attendance	Meeting	February 10, 2012 & March 9, 2012
	Marin Village – Ellie Bloch	Meeting	February 17, 2012
	Latino Council of Marin / Hispanic Chamber of Commerce of Marin – Cecilia Zamora	Meeting	February 28, 2012

Other critical elements of the public involvement program included: a contact database of approximately 335 contacts, project specific webpage on the Marin Transit website at [www.marintransit.org](http://www.marintransit.org), regular e-blasts, bi-lingual project materials, media coordination (press releases, ads and articles), creation and distribution of transit specific on-board surveys as well as a general online survey (over 180 submitted), extensive in-person or telephone interviews and management of two public events (a Strawberry Open House and booth at the Friday Nights on Main event) to showcase draft transit alternatives. A summary of the public events and materials can be found in Appendix D.

### Summary of Comments

Throughout the entire public involvement process, hundreds of comments were recorded and documented through a comments matrix. The comments matrix was utilized as a valuable resource in understanding the key issues and concerns expressed by the public, as well as assisting in developing possible transit scenarios to be evaluated through the screening process.

Through the public involvement program five key market sectors emerged and included:

1. Business Community
2. Residential Community
3. City Government/Staff
4. Senior Population
5. Student/Education Population

The following table demonstrates the key issues/concerns that were addressed within each market sector.

**Table 2–4: Summary of Stakeholder Comments and Themes**

Stakeholder Group	General Comment Themes	Stakeholders Met With
<b>Business Owners &amp; Agencies</b>	<p>Largest Transportation Issue:</p> <ul style="list-style-type: none"> <li>Traffic on Tiburon Boulevard during the weekdays</li> </ul> <p>Transit Markets:</p> <ul style="list-style-type: none"> <li>Service Workers, Students, Seniors</li> </ul> <p>Current Service Concerns:</p> <ul style="list-style-type: none"> <li>The current service does not run late enough for staff to use</li> <li>Most workers carpool in to work but variation in the shift schedules make it challenging to get off at the same time</li> <li>Current shifts: (8AM-4PM day shift, 3PM-11PM night shift)</li> </ul> <p>Possible Enhancements:</p> <ul style="list-style-type: none"> <li>More flexibility with the return trip would be the immediate need for service workers with shift variation</li> <li>A demand response model may work better than a fixed route service</li> <li>Something even like a flex route would be of value</li> <li>Interested in shuttle system that feeds Downtown businesses</li> <li>Most restaurant staff (including the Latino community) have smart phones so Real-time information would benefit this user group</li> <li>Better promotion of real-time information in places like restaurant kitchens, at bars, or at interactive kiosks</li> <li>Key Destination Shuttles/Connections - Would be interested in opportunities to connect to key tourist</li> </ul>	<ol style="list-style-type: none"> <li>Angel Island Ferry <ul style="list-style-type: none"> <li>Maggie McDonogh</li> <li>Richard Neil Snyder</li> </ul> </li> <li>Belvedere Land Co. <ul style="list-style-type: none"> <li>Jim Allen</li> </ul> </li> <li>Blue &amp; Gold Fleet <ul style="list-style-type: none"> <li>Carolyn Horgan</li> </ul> </li> <li>Downtown Tiburon Vibrancy and Marketing and Communication Taskforce Representative <ul style="list-style-type: none"> <li>Janice Anderson-Gram</li> </ul> </li> <li>Latino Council/Marin County Hispanic Chamber <ul style="list-style-type: none"> <li>Cecilia Zamora</li> </ul> </li> <li>Sam’s Café <ul style="list-style-type: none"> <li>Steve Sears</li> <li>Kitchen/Shift Mgrs.</li> </ul> </li> <li>Servinos <ul style="list-style-type: none"> <li>Angelo Servino</li> </ul> </li> <li>SF Yacht Club <ul style="list-style-type: none"> <li>Steve De Petro</li> </ul> </li> </ol>

Stakeholder Group	General Comment Themes	Stakeholders Met With
	<p>destinations from Tiburon such as: Muir Woods Shuttle, GG Bridge visitor lots, and Disney museum at Presidio</p>	
<p><b>Elected Officials &amp; City Staff</b></p>	<p>Largest Transportation Issue:</p> <ul style="list-style-type: none"> <li>• Peak Hour congestion along Tiburon Blvd. especially at school bell times</li> <li>• Transportation for construction workers</li> <li>• Lack of coverage in residential areas/hills</li> <li>• Transit Options for Ferry riders (parking is expensive and limited)</li> <li>• Senior Mobility</li> </ul> <p>Transit Markets:</p> <ul style="list-style-type: none"> <li>• Service Workers, Students, Seniors, Ferry Users</li> </ul> <p>Current Service Concerns:</p> <ul style="list-style-type: none"> <li>• Lack of shuttle options for Ferry connections</li> <li>• Infrequency and inconvenience of existing service</li> <li>• Lack of reach to residential hill areas</li> <li>• Negative perception of transit within the community</li> </ul> <p>Possible Enhancements:</p> <ul style="list-style-type: none"> <li>• Transportation for workers at large residential job site in the hills</li> <li>• City requires parking and staging plan for large projects and limits the number of vehicles to three per site</li> <li>• Many jobs provide a dedicated shuttle to transport workers</li> <li>• Shuttle for Ferry riders during week and on weekends (parking is limited/expensive)</li> <li>• Shuttles for Seniors</li> <li>• Shuttles for special events</li> </ul>	<ol style="list-style-type: none"> <li>1. City of Belvedere <ul style="list-style-type: none"> <li>• City Council <ul style="list-style-type: none"> <li>▪ Vice Mayor Sandy Donnell</li> <li>▪ Councilmember John Telischak</li> <li>▪ Councilmember Tom Cromwell</li> </ul> </li> <li>• Staff <ul style="list-style-type: none"> <li>▪ Scott Derdenger</li> <li>▪ Tricia Seyler</li> <li>▪ Lylene Philips</li> <li>▪ Felicia Wheaton</li> <li>▪ George Rodericks</li> <li>▪ Charles Wayshak</li> <li>▪ Paul Sims</li> <li>▪ Gerhard Laufer</li> <li>▪ Max Sandoval</li> <li>▪ Javier Sandoval</li> <li>▪ Lorraine Weiss</li> <li>▪ Pierce Macdonald</li> <li>▪ Lorrie Duffy</li> <li>▪ Nancy Miller</li> <li>▪ Leslie Carpentiers</li> <li>▪ Rachel Lang</li> <li>▪ Mariel Steiner</li> <li>▪ Genaro Muniz</li> </ul> </li> </ul> </li> <li>2. Town of Tiburon <ul style="list-style-type: none"> <li>• City Council <ul style="list-style-type: none"> <li>▪ Mayor Jim Fraser</li> <li>▪ Councilmember Alice Fredericks</li> <li>▪ Councilmember Tom Cromwell</li> </ul> </li> <li>• Staff <ul style="list-style-type: none"> <li>▪ Nicholas Nguyen</li> </ul> </li> </ul> </li> </ol>

Stakeholder Group	General Comment Themes	Stakeholders Met With
	<ul style="list-style-type: none"> <li>• Creative Vehicle use: Town Car, Limo's (luxury), Pedi-Cabs, smaller vans for school shuttles</li> <li>• Real-Time transit information in the Downtown area</li> <li>• Park and Ride Lot close to 101</li> </ul>	<ul style="list-style-type: none"> <li>▪ Daniel Watrous</li> <li>▪ Scott Anderson</li> </ul>
<p><b>Neighborhood/ Homeowners Associations</b></p>	<p>Largest Transportation Issue:</p> <ul style="list-style-type: none"> <li>• Traffic on Tiburon Boulevard is the single largest issue related to school traffic</li> <li>• Need to stagger bell times and reduce parent drop-off</li> <li>• Service Workers on construction side are major contributor to traffic</li> </ul> <p>Transit Markets:</p> <ul style="list-style-type: none"> <li>• Service Workers, Students, Seniors, Ferry Users</li> </ul> <p>Current Service Concerns:</p> <ul style="list-style-type: none"> <li>• Lack of frequency and accessibility</li> <li>• Accessibility to Ferry</li> <li>• Availability of variety of vehicle types</li> <li>• Lack of easy connections to other areas key destinations outside of peninsula</li> </ul> <p>Possible Enhancements:</p> <ul style="list-style-type: none"> <li>• Shuttle service that loops and extends to Corte Madera, Larkspur Landing and Mill Valley (20 minute headways)</li> <li>• Shuttle service to Ferry</li> <li>• There is a strong market from Tiburon to San Francisco. More GGT regional service would make commute bus more feasible</li> <li>• Residents will need future connectivity to SMART</li> </ul>	<ol style="list-style-type: none"> <li>1. Belveron Homeowners Association <ul style="list-style-type: none"> <li>• Marti Andrews</li> <li>• Frances Barbour</li> <li>• Daniel Amir</li> </ul> </li> <li>2. Hawthorne Terrace <ul style="list-style-type: none"> <li>• Sandra Smith</li> <li>• Stan Smith</li> <li>• Ken Weil</li> <li>• Sara Klein</li> </ul> </li> <li>3. Lyford Cove Homeowners Association <ul style="list-style-type: none"> <li>• Tom Brandon</li> <li>• Linda Tripp</li> <li>• Susan Wilkins</li> <li>• Dellie Woodring</li> <li>• Seamus Brady</li> <li>• Fran &amp; Barry Wilson</li> </ul> </li> <li>4. Mt. Tiburon HOA <ul style="list-style-type: none"> <li>• Joe Shekou</li> </ul> </li> </ol>

Stakeholder Group	General Comment Themes	Stakeholders Met With
	<ul style="list-style-type: none"> <li>• Better access to Marin Airporter</li> <li>• Shuttles for special events like Friday's on Main</li> <li>• Service for bicyclists who get stuck without a way out due to lack of ferry service late in the day</li> <li>• Personalized service with same drivers so people trust service</li> <li>• Park and Ride Lots</li> <li>• Creative Vehicle use: smaller buses for students, volunteer carpools for seniors and students</li> </ul>	
<p><b>School/ Education</b></p>	<p>Largest Transportation Issue:</p> <ul style="list-style-type: none"> <li>• Congestion at Tiburon Blvd traffic lights and left turn lane onto Rock Hill</li> </ul> <p>Transit Markets:</p> <ul style="list-style-type: none"> <li>• Students</li> </ul> <p>Current Service Concerns:</p> <ul style="list-style-type: none"> <li>• Not enough service</li> <li>• Frequency is an issue with flexible schedules (current service timed for first period but many students don't start school until 2<sup>nd</sup> period)</li> <li>• Parking is limited on campus so expanded service is desirable.</li> </ul> <p>Possible Enhancements:</p> <ul style="list-style-type: none"> <li>• Would like to add service to High School as it seems there are always people standing</li> <li>• 20 Minute headways</li> </ul>	<ol style="list-style-type: none"> <li>1. Redwood High School <ul style="list-style-type: none"> <li>• LaSandra White</li> </ul> </li> <li>2. St. Hilary School <ul style="list-style-type: none"> <li>• Charley Hayes</li> </ul> </li> </ol>

Stakeholder Group	General Comment Themes	Stakeholders Met With
	<ul style="list-style-type: none"> <li>• Piggyback on Safe Routes to School program</li> <li>• Organize student pick up points along route (similar to yellow bus service design) where parents could drop and pick up students. This could encourage more transit use for school trips</li> <li>• Develop routing from Paradise side of Peninsula with pick up/drop off points. Could reduce bell congestion over Trestle Glenn Blvd.</li> </ul>	
<p><b>Seniors</b></p>	<p>Largest Transportation Issue:</p> <ul style="list-style-type: none"> <li>• School traffic congestion along Tiburon Blvd at bell times</li> <li>• Seniors aging in place have a negative mentality towards transit (still drive for independence, against dial-a-ride or volunteer services)</li> </ul> <p>Transit Markets:</p> <ul style="list-style-type: none"> <li>• Service Workers, Students, Seniors, Ferry Users</li> </ul> <p>Current Service Concerns:</p> <ul style="list-style-type: none"> <li>• Fixed route has limited coverage within corridor and low frequency</li> <li>• Difficult to understand the interconnectivity</li> <li>• Whistlestop requires planning and booking ahead and has long wait times and image related to “disability”</li> <li>• Golden Gate Ferry is less expensive than Blue &amp; Gold</li> </ul> <p>Possible Enhancements:</p> <ul style="list-style-type: none"> <li>• Carpooling amongst parents or central pick up points for escorted group walk of students to and from</li> </ul>	<ol style="list-style-type: none"> <li>1. Ellie Bloch</li> <li>2. Marin County Commission on Aging <ul style="list-style-type: none"> <li>• Vera Gertler</li> <li>• Allan Bortel</li> <li>• Lori Haladay</li> </ul> </li> </ol>

Stakeholder Group	General Comment Themes	Stakeholders Met With
	<p>elementary school</p> <ul style="list-style-type: none"> <li>• Volunteer parents or seniors could provide the escort</li> <li>• Shuttle access to key destinations (Marin General Hospital, medical clinics, Strawberry Village, Tiburon Library)</li> <li>• Access to Ferry that goes direct to SF Ferry Terminal rather than Pier 41</li> <li>• Better promotion of service (production of community booklet with all services for peninsula in one place)</li> <li>• Increased frequency on fixed route during midday</li> <li>• Better connections with Route 222 at Strawberry</li> <li>• Shuttles for special events</li> </ul>	

### Chapter 3: Service Alternatives

The service alternatives presented in this section were developed in response to feedback received during the outreach efforts and are targeted towards meeting the unmet local transit and transportation needs of the Tiburon Peninsula community. These alternatives were vetted with the community through a variety of outreach efforts including an online survey, public meetings, and stakeholder presentations. Qualitative ratings shown below in Table 3–1 were assigned to each alternative based on public input received during these outreach efforts.

**Table 3–1: Description of Qualitative Alternative Ratings**

Level of Support	Online Survey	Public Workshops	Overall Average
3: High	>75% positive AND >60% response	>7 votes	5-6
2: Medium	65-75% positive AND >60% response	3-7 votes	4
1: Low	<65% positive OR <60% response	<3 votes	2-3

Refinements to these alternatives were done based on the feedback from these public events, and the resulting recommendations are presented in Chapter 4 of this report.

The service alternatives are organized into three categories: (1) fixed-route transit, (2) demand response and mobility management, and (3) other transportation services.

#### Fixed-Route Transit Service Options

Five fixed-route transit alternatives are presented below, and a comparative summary of these services is provided in Table 3–2.

#### Community Shuttle

The first three alternatives call for the cancellation of Marin Transit Local Route 19, except for the two AM and PM supplemental school trips to Redwood High School in Larkspur, and replacing the existing route with a shuttle focused on serving local origins and destinations and a wider range of markets.

***Alternative 1a: Tiburon Community Shuttle***

This shuttle alternative would run between Strawberry Village and Downtown Tiburon, with service to Belvedere via Beach Rd and San Rafael Ave to Belvedere City Hall. Alignment options are either to operate along Tiburon Blvd or to follow the old Golden Gate Transit Route 9 alignment through more neighborhoods. This would be made possible through the use of a 24' cutaway vehicle. The reduced run time would allow for increased service frequency to every 30 minutes. This shuttle alternative would make timed connections to the Blue & Gold ferry in downtown Tiburon and to Routes 10, 17, 22, and 222 in Strawberry. This alternative is shown in Figure 3-1.

***Alternative 1b: Tiburon Community Shuttle + Mill Valley/Marin City Extension***

This alternative is similar to Alternative 1a but would continue from Strawberry to Mill Valley, Manzanita Park & Ride, and end in Marin City. This service would also have alignment options either along Tiburon Blvd or through the neighborhoods. Due to a longer run time, increased service frequency of 30 minutes could be provided during the peak periods, with 60 minute service provided during the off-peak. Timed connections would be provided to Blue & Gold Ferry as well as bus routes serving Strawberry. This alternative is shown in Figure 3-2.

***Alternative 1c: Tiburon Community Shuttle + Manzanita Connector***

This alternative is similar to Alternative 1a but would continue from Strawberry to Manzanita Park & Ride. This would allow earlier connections to San Francisco on Golden Gate Transit Route 4 and to service along Geary Boulevard on GGT Route 92, as well as to Marin Airporter. This alternative also calls for the cancellation of GGT Route 8, and timed transfers to regional services would be available at Manzanita to provide comparable travel times. This alternative is shown in Figure 3-3.

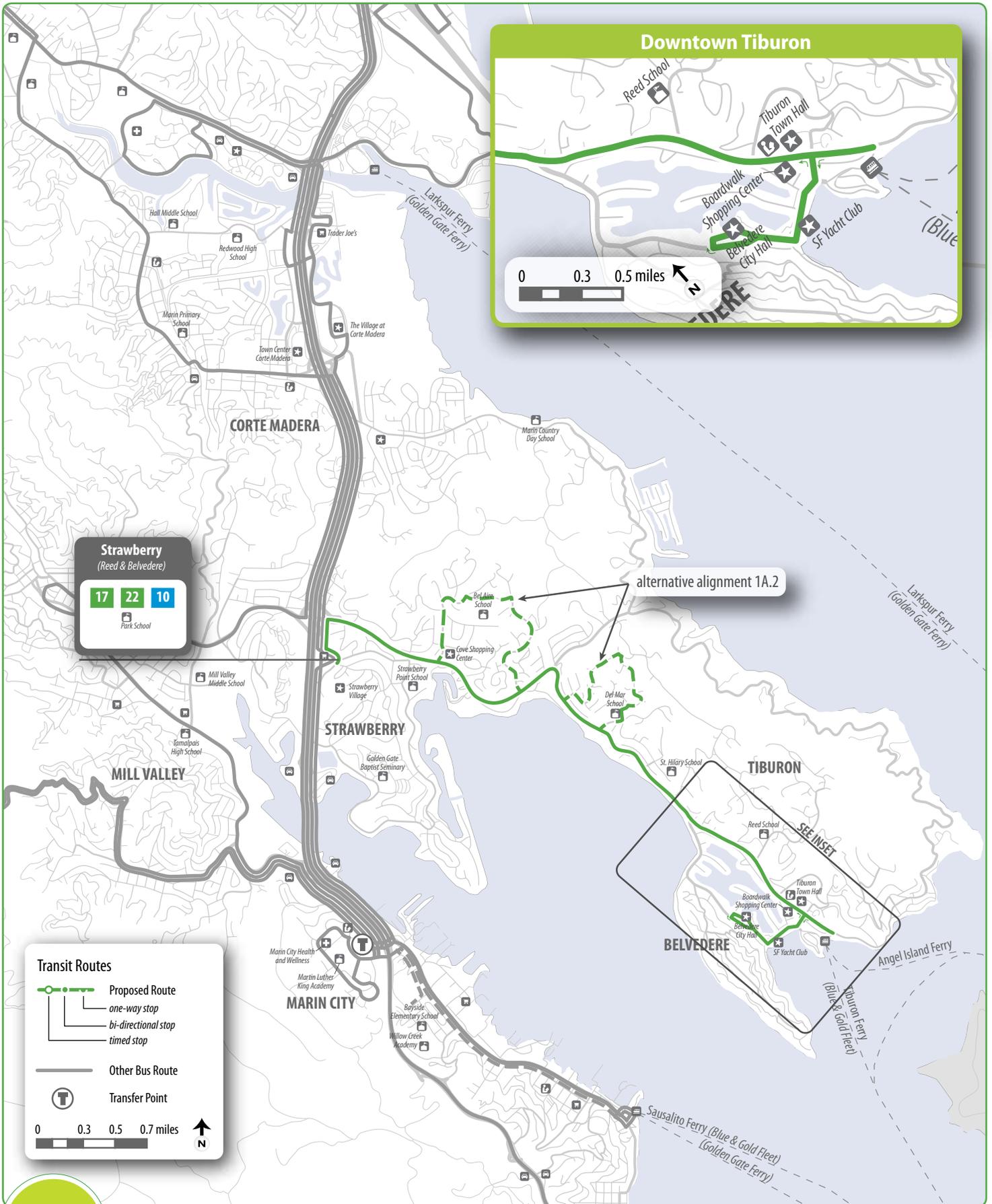


Figure 3-1: Alternative 1a – Tiburon Community Shuttle

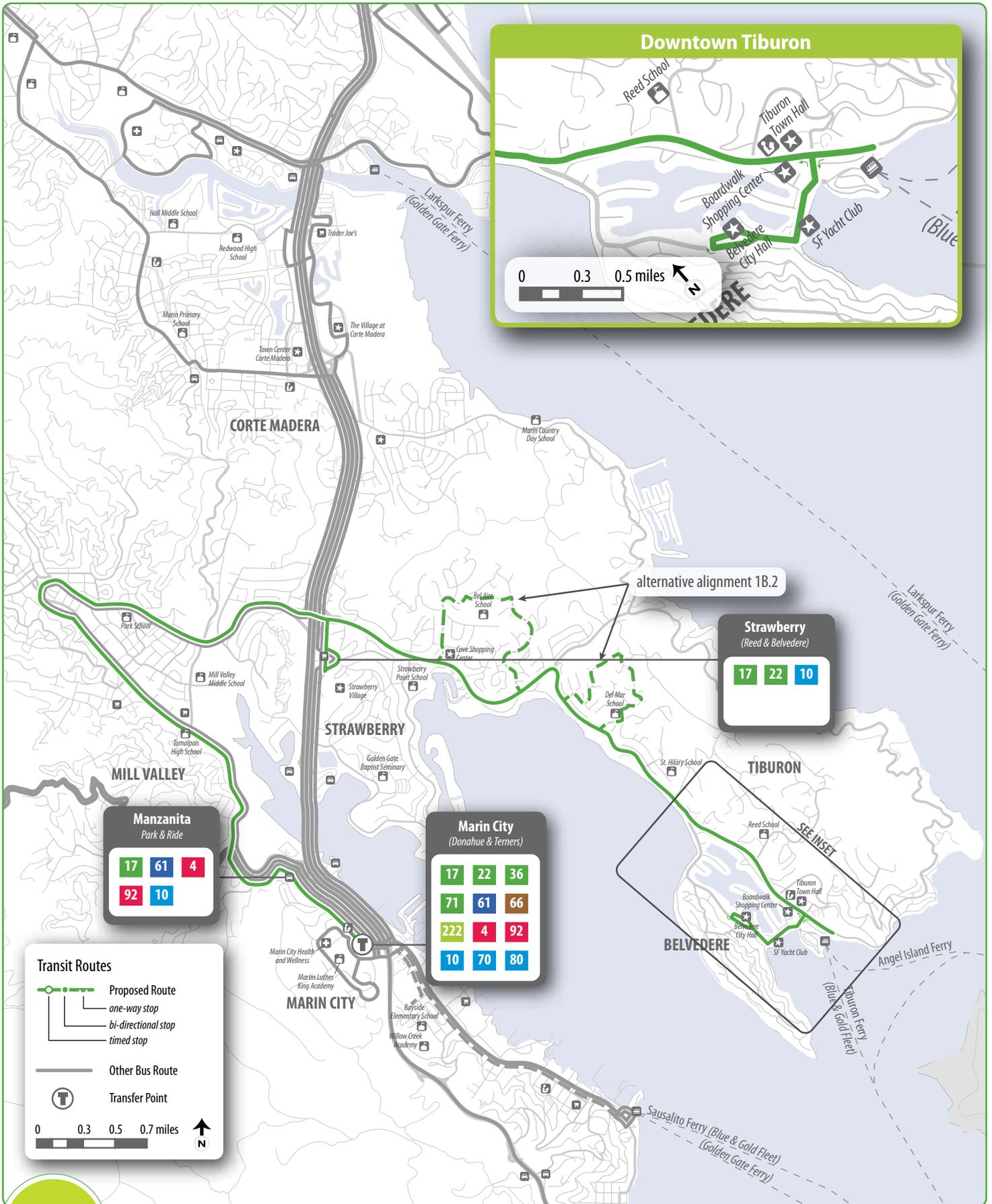


Figure 3-2: Alternative 1b – Tiburon Community Shuttle + Mill Valley/Marin City Extension

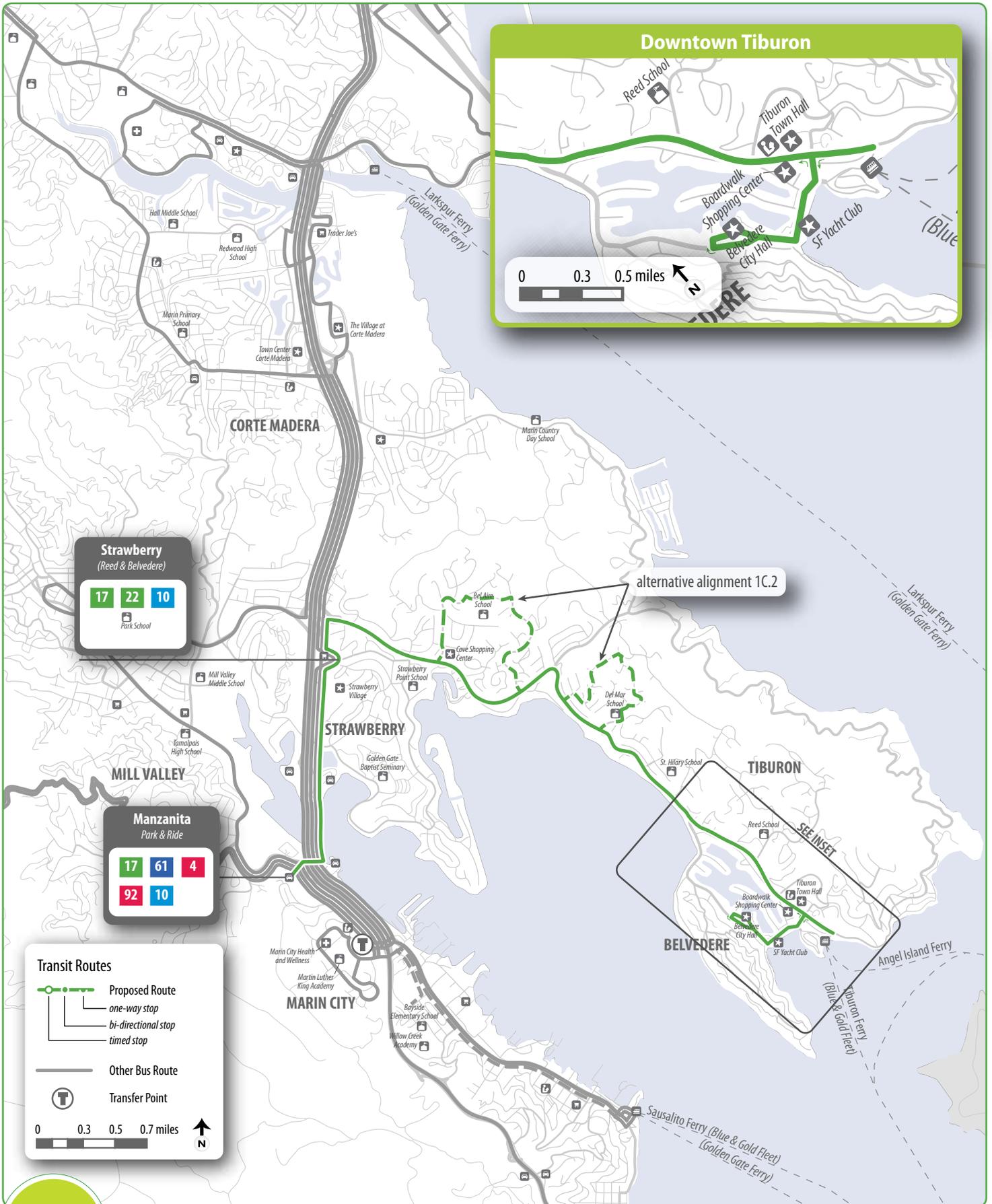


Figure 3-3: Alternative 1c – Tiburon Community Shuttle + Manzanita Connector

## Supplemental School Service

### *Alternative 1d: Tiburon School Connectors*

This alternative would be an additional school tripper route between East Corte Madera, Strawberry, and Tiburon, ending at St. Hilary's school. The shuttle would be routed through the neighborhood to serve Bel Aire School in Tiburon. This alternative calls for realigning the Route 17 school tripper through Tiburon to follow the same route of this new service. One morning and one afternoon trip would be provided on school days to meet Bel Aire, Del Mar, and St. Hilary's bell times. This alternative is shown in Figure 3-4.

### *Alternative 1e: Redwood School Tripper Extension*

This alternative extends one of the existing Route 19 school trippers between downtown Tiburon and Redwood High School to Marin Catholic. One morning and one afternoon trip would be extended and to meet Marin Catholic School's bell times. This alternative is shown in Figure 3-5.

## Demand Response/Mobility Management Service Options

Five demand response alternatives are presented below, and a comparative summary of these services is provided in Table 3-3.

### General Public

#### *Alternative 2a: General Public Dial-A-Ride*

This demand response service is a point-to-point shuttle that requires advance reservations. The service area would consist of the Tiburon Peninsula, Mill Valley, and Corte Madera including The Village and Town Center. This service could function as a supplement to peak-hour fixed-route transit service and would be available only during the midday period and on weekends. Service to areas of Tiburon and Belvedere would be delimited according to topography and the roadway network.

#### *Alternative 2b: Community Flex Route*

This alternative would provide a structured flex-route service within the Tiburon Peninsula with set time points at the Tiburon Ferry and at Strawberry Village. The service would operate much like a regular fixed-route shuttle but also allows for reservations and requested deviations. These deviations for pickups and drop-offs would be limited to one per trip and as permitted by the topography and roadway network. This service could function as a supplement to peak-hour fixed-route transit service and provide 30 minute frequency during the midday and late night periods, as well as on weekends.

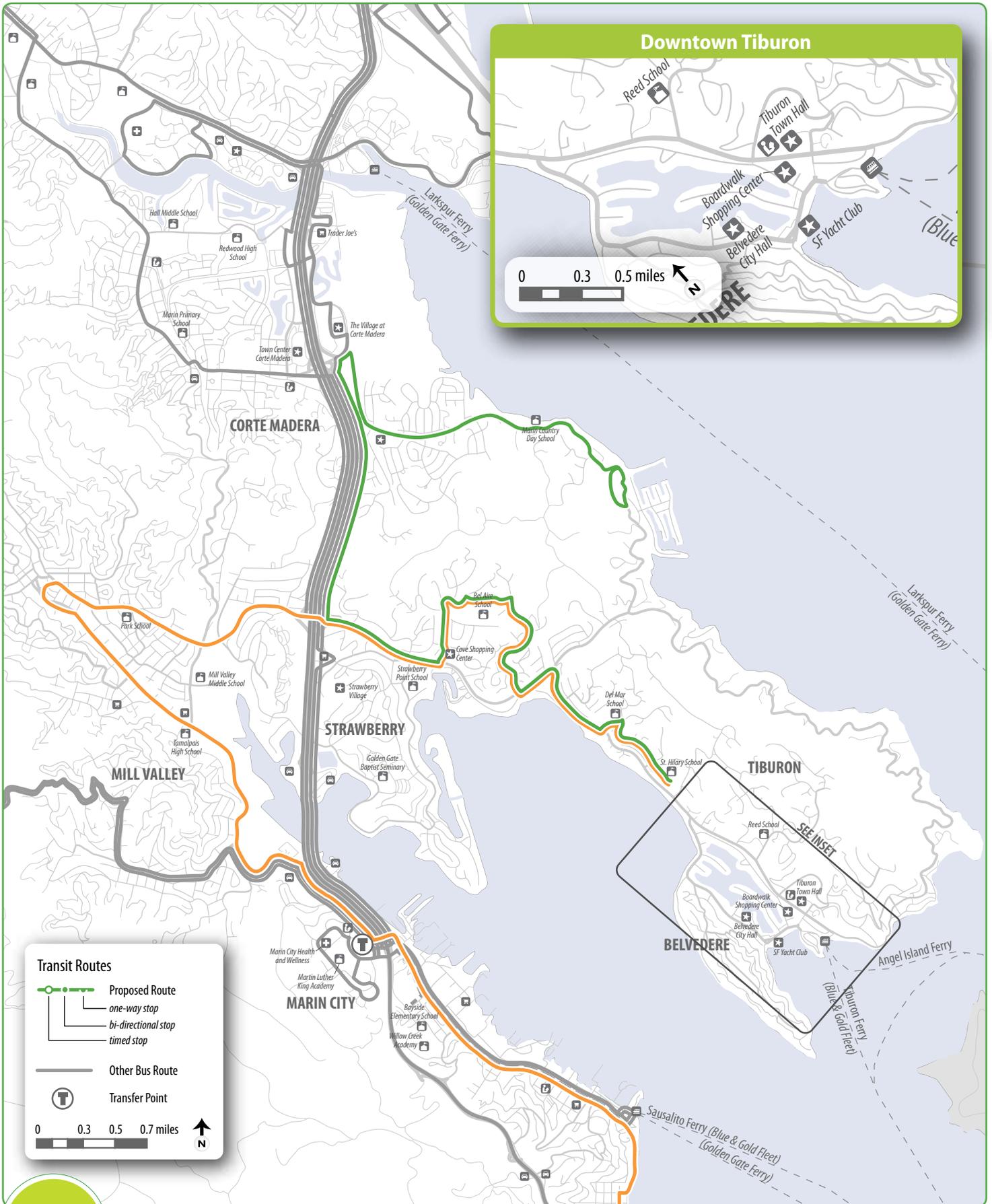


Figure 3-4: Alternative 1d – Tiburon School Connectors



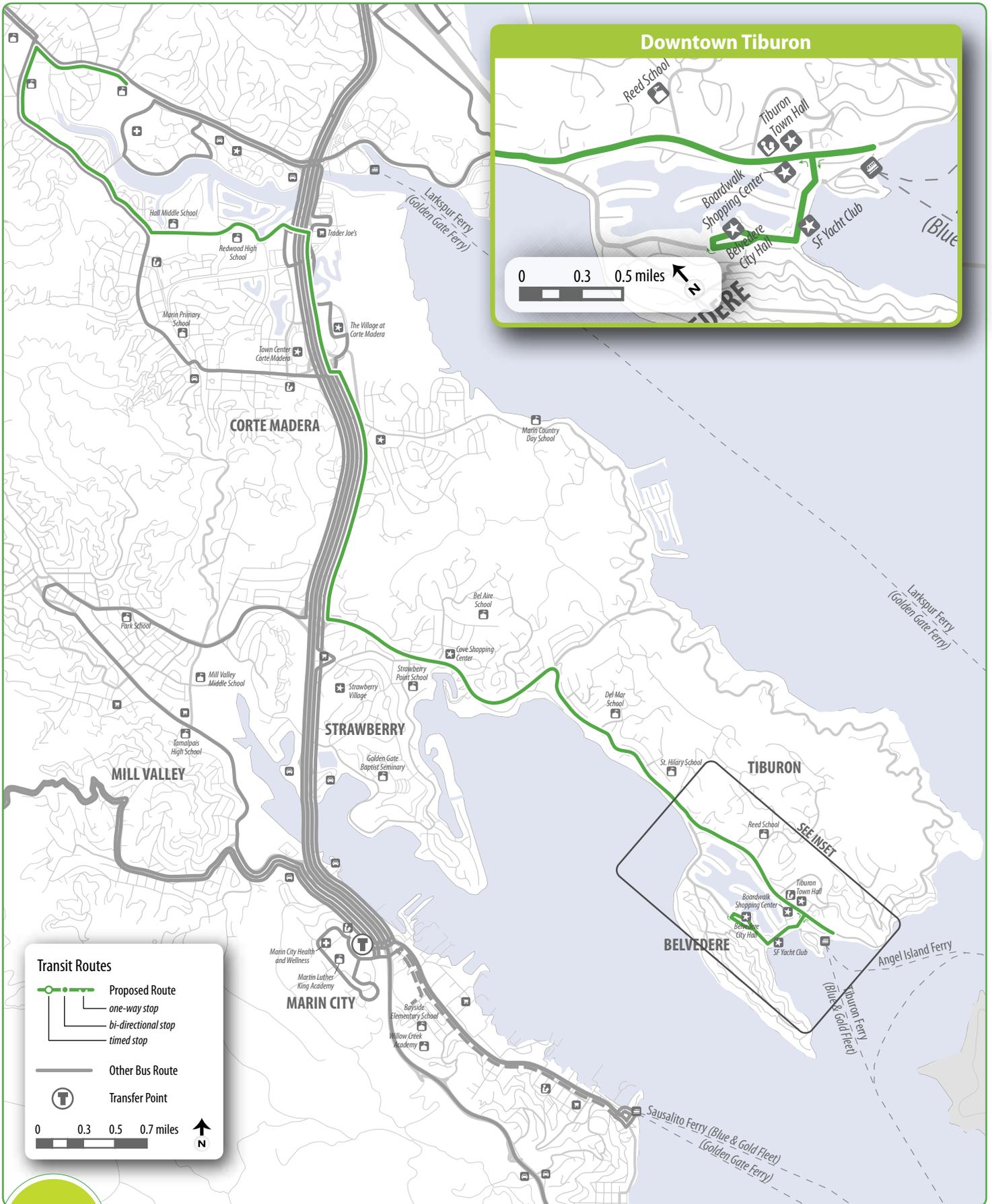


Figure 3-5: Alternative 1e – Redwood School Tripper Extension



## Seniors and ADA Eligible

### *Alternative 2c: Volunteer Driver*

This alternative calls for further marketing of Marin Transit’s volunteer driver program to seniors and persons with disabilities in Tiburon. The program provides subsidy to allow eligible participants to pay friends or neighbors for transportation services. The flexibility of a personal automobile allows for greater neighborhood coverage compared to typical transit vehicles.

### *Alternative 2d: Taxi Voucher*

This program would allow eligible seniors to purchase subsidized taxi vouchers to offset the cost of taxi trips. The flexibility of taxi vehicles allows for greater neighborhood coverage compared to typical transit vehicles.

### *Alternative 2e: Subcontracted Services*

This alternative calls for extensive marketing of Marin Transit’s upcoming Catch-a-Ride program to seniors and persons with disabilities in Tiburon. The program uses a variety of subcontracted transportation services, including taxi, town car, and private shuttle, to provide subsidized mobility options for eligible participants. The program allows for more efficient use of available capacity among various transportation providers to serve local trips. The types of vehicles used would also likely allow for greater neighborhood coverage compared to typical transit vehicles.

## Other Transportation Service Options

Five alternatives relating to other transportation modes and services are presented below, and a comparative summary of these services is shown in Table 3–4. These alternatives require further discussion and coordination with other agencies to determine feasibility and potential benefits.

## Ferry Services

### *Alternative 3a: Blue & Gold Policies*

This alternative consists of working with Blue & Gold Fleet to make Tiburon ferry services more competitive with other ferry and commute services in Marin County. This effort would be focused on price and fare integration, including the use of Clipper to improve transfers between the ferry and local bus services. This alternative may require coordination with the Water Emergency Transportation Authority (WETA) and/or Golden Gate Ferry.

### *Alternative 3b: Blue & Gold Service Structure*

This alternative suggests increasing Blue & Gold ferry services between Tiburon and the Ferry Building in downtown San Francisco during non-commute hours, as well as adding service to Sausalito.

## Bike Programs

### *Alternative 3c: Bike Rental*

This alternative recommends that private sector bike rental companies locate rental spaces or kiosks in downtown Tiburon to help reduce demand for bike space on the ferry. This would allow bikers to pick up or drop off rented bikes in either Marin or San Francisco, and visitors could take the rented bikes onto Angel Island. This alternative would require the Town of Tiburon to coordinate with the private sector companies, as well as with Angel Island Ferry.

### *Alternative 3d: Bike Share*

The Transportation Authority of Marin (TAM) is conducting a feasibility study for a bike sharing program in Marin County. This alternative proposes that TAM evaluate the possibility of a bike share station in downtown Tiburon that would cater to both residents and tourists. This would require the Town of Tiburon to coordinate with TAM.

## Rideshare

### *Alternative 3e: Dynamic Rideshare*

This alternative calls for further marketing of the upcoming dynamic rideshare program, which is being led by TAM, to residents in the Tiburon Peninsula. This program allows smartphone users to request and offer rides in real-time.

**Table 3–2: Fixed-Route Service Options**

Alternative	1a: Tiburon Community Shuttle	1b: Tiburon Community Shuttle + Mill Valley / Marin City Extension	1c: Tiburon Community Shuttle + Manzanita Connector	1d: Tiburon School Connectors	1e: Redwood School Tripper Extension
Description	Cancel Marin Transit Route 19*, add a fixed route shuttle between Strawberry and Downtown Tiburon. Alignment options include operating on Tiburon Blvd. including Beach/San Rafael in Belvedere or on the old Golden Gate Transit Route 9 alignment through hillside neighborhoods.	Cancel Route 19*, add a fixed route shuttle between Marin City, Mill Valley, Strawberry and Downtown Tiburon. This would be the 1a option with an extension to Mill Valley and Marin City.	Cancel Route 19* and Golden Gate Transit Route 8, add a fixed route shuttle between Manzanita, Strawberry and Downtown Tiburon. This would be the 1a option with an extension to Manzanita.	Add a fixed route shuttle between E. Corte Madera, Strawberry and Downtown Tiburon. Re-align Route 17 tripper to St. Hilary’s to follow new E. Corte Madera service in Tiburon.	Extend one of the current fixed routes between Downtown Tiburon and Redwood High School to Marin Catholic.
Service Level					
Early AM (5-7:30 AM)	30 minutes	60 minutes	30 minutes	None	None
Peak (7:30-9 AM,3-6 PM):	30 minutes	30 minutes	30 minutes	School trip x1 AM/PM	School trip x1 AM/PM
Midday (9 AM-3 PM):	30 minutes	60 minutes	None	None	None
Late PM (6-11 PM)	30 minutes	60 minutes	None	None	None
Weekend:	30 minutes	30 minutes	30 minutes	None	None
Primary Markets	SF Commuters, Peninsula Employees, Students, Seniors, Residents	SF Commuters, Peninsula Employees, Students, Seniors, Residents	SF Commuters, Peninsula Employees, Students, Seniors, Residents, Airporter patrons, Tourists	Students	Students
Typical Vehicle	24’ cutaway or 30’ heavy duty	30’ or 35’ heavy duty	24’ cutaway or 30’ heavy duty	30’ or 35’ heavy duty	40’ heavy duty
Lead Agency	Marin Transit	Marin Transit	Marin Transit	Marin Transit	Marin Transit
Phasing	3-5 years	3-5 years	3-5 years	next 2 years	next 2 years
Estimated Cost	\$\$\$	\$\$\$\$	\$\$\$\$	\$\$	\$
Transportation Benefits	Medium	Medium	Medium	High	Medium
Community Support	High	Medium	Low	High	Low

\* Cancellation of Route 19 does not include school trippers to Redwood High School. These two AM and PM trips would remain and likely be operated with 30’, 35’, or 40’ heavy-duty vehicles.

**Table 3–3: Demand Response/Mobility Management Service Options**

Alternative	2a. General Public Dial-A-Ride	2b. Community Flex Route	2c. Volunteer Driver	2d. Taxi Voucher	2e. Subcontracted Services
Description	Point to point shuttle which requires advanced reservation. Service area limited to Tiburon Peninsula, Mill Valley and Corte Madera.	Implement a structured flex route service with Tiburon Peninsula which would include set time points at Tiburon Ferry and Strawberry and allow for reserved and requested deviations (where serviceable).	Further market Marin Transit’s volunteer driver program to residents in Tiburon. Program allows participants to pay friends or neighbors for transportation services.	Allows eligible seniors to purchase discounted taxi voucher to offset costs of taxi trips.	Further market Marin Transit’s upcoming catch-a-ride program which uses a variety of subcontracted transportation services including taxi, town car and private shuttles to provide subsidized mobility options for qualified users.
Service Level					
Early AM (5-7:30 AM)	None	None	Yes	Yes	Yes
Peak (7:30-9 AM,3-6 PM):	No	None	Yes	Yes	Yes
Midday (9 AM-3 PM):	Yes	30 minutes	Yes	Yes	Yes
Late PM (6-11 PM)	No	30 minutes	Yes	Yes	Yes
Weekend:	Yes	30 minutes	Yes	Yes	Yes
Markets	Peninsula Employees, Seniors, Residents	Seniors / ADA	Seniors / ADA	Seniors	Seniors / ADA
Vehicle	20’ or 24’ cutaway	20’ or 24’ cutaway	Personal auto	Taxi	Various
Lead Agency	Marin Transit	Marin Transit	Marin Transit/Whistlestop	Marin Transit	Marin Transit
Phasing	3-5 years	3-5 years	next 2 years	next 2 years	next 2 years
Estimated Cost	<b>\$\$</b>	<b>\$\$\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
Transportation Benefits	Low	Low	Low	Low	Low
Community Support	Medium	Low	Low	Low	Low

**Table 3–4: Other Transportation Service Options**

Alternative	3a. Blue & Gold Policies	3b. Blue & Gold Service Structure	3c. Bike Rental	3d. Bike Share	3e. Dynamic Rideshare
Description	Work with Blue and Gold to make ferry service more competitive with other ferry and commute services in Marin County. Changes focus on price and integration of fare media (Clipper).	Work with Blue and Gold to increase services to markets in Marin and SF. Changes include service to Sausalito and midday service to the Ferry Building in SF	Encourage private sector to locate bike rental space or kiosks in Downtown Tiburon to reduce bike demands on ferry transport	Evaluate the possibility of a bike share station in downtown Tiburon	Further market upcoming dynamic rideshare service
Markets	Commuters, tourist, senior	Commuters, tourist, senior	Tourists	Residents / Tourists	All
Vehicle	Ferry	Ferry	Ferry/Bike	Bike	Personal auto
Lead Agency	Blue and Gold	Blue and Gold	City of Tiburon / Private Sector / Angel Island Ferry	TAM	TAM
Phasing	3-5 years	3-5 years	next 2 years	next 2 years	next 2 years
Estimated Cost	\$	\$\$	\$	\$	<i>No significant agency cost</i>
Transportation Benefits	Medium	Medium	Low	Low	Low
Community Support	High	High	Low	Low	Low

## Chapter 4: Recommendations

The following recommendations are based on a combination of public and stakeholder feedback received on the alternatives (see Chapter 3), the financial feasibility for the lead agency to implement, and the relative transportation benefit estimated by the improvement. Recommendations show the type of improvement including service related, capital, and marketing, estimated timelines, and the lead agency for implementation. Table 4–1 below provides a summary of the recommendations.

While these recommendations reflect the results of this study effort, additional community outreach and analysis would be conducted before full implementation of many of these projects.

**Table 4–1: Summary of Recommendations**

Recommendation	Type of Improvement	Timeline	Lead Agency
<p><b>1 Implement Tiburon Community Shuttle</b></p> <p><i>Add a fixed route shuttle between Strawberry Village and the Tiburon Ferry Terminal. Cancel local Route 19.</i></p>	Service	18 months*	Marin Transit
<p><b>2 Improve Public Transit Service for Schools</b></p> <p><i>Add a fixed route school tripper between E. Corte Madera, Strawberry and Downtown Tiburon.</i></p>	Service	12 months	Marin Transit
<p><b>3 Increase Senior Mobility Options</b></p> <p><i>Further market Marin Transit's volunteer driver program to residents in Tiburon. Explore application of private contract service with upcoming Catch-A-Ride program. Evaluate the ability of the local shuttle and mobility management programs to meet senior mobility needs and whether to introduce a South County Dial-A-Ride program in the Tiburon Peninsula</i></p>	Service / Marketing	18-30 months	Marin Transit
<p><b>4 Ferry Coordination</b></p> <p><i>Discuss and explore opportunities for integrating the Blue and Gold ferry service into the regional transit network and for expanded service</i></p>	Service	2-3 years	Blue and Gold, Town of Tiburon
<p><b>5 Improve Connections to Regional Services</b></p> <p><i>Pending the implementation of Recommendation #7, modify Tiburon Community Shuttle alignment to serve Tiburon Wye Bus Pads. Evaluate cancellation of Route 8.</i></p>	Service	3-5 years	Marin Transit, Golden Gate Transit
<p><b>6 Bus Stop Improvements</b></p> <p><i>Improve passenger amenities at high ridership stops including adding real-time bus arrival signs, shelters, and benches.</i></p>	Capital	Within 18 months	Marin Transit

<p><b>7 Passenger Access and Transfer Improvements</b></p> <p><i>Improve passenger access and transfer opportunities between regional and local services at the Tiburon Wye and at local bus stops</i></p>	Capital	3-5 years	Town of Tiburon, City of Belvedere, County of Marin, Caltrans
<p><b>8 Market New Transit Services within Tiburon</b></p> <p><i>Create a consolidated ride guide for Tiburon transit services including the new Community Shuttle showing connections to the Blue and Gold Ferry and local/regional bus services at Strawberry and Tiburon Wye and senior mobility options</i></p>	Marketing	18 months	Marin Transit
<p><b>9 Travel Training Workshops</b></p> <p><i>Conduct travel training workshops and identify transit ambassadors within Tiburon Peninsula</i></p>	Marketing	Within 18 months	Marin Transit
<p><b>10 Bike Rental Coordination</b></p> <p><i>Work with private bike rental companies to pursue a satellite bike rental location or trailer in Downtown Tiburon</i></p>	Marketing	Within 12 months	Town of Tiburon

1. Timeline dependent upon ongoing contract negotiations with Golden Gate Transit

Service recommendations focus on restructuring local transit programs to better serve the community, providing additional school services, and expanding options for seniors. Capital improvements focus on enhancements to bus stop amenities for high ridership stops and marketing recommendations include the creation of a Tiburon-specific marketing campaign and ride guide, travel training, and coordination with bike rental companies.

### Service Recommendations

#### *Recommendation #1: Implement Tiburon Community Shuttle*

The study’s outreach efforts indicate a strong desire within the community for better service frequency, added local service, and timed connections to regional services including the Tiburon Ferry and Highway 101 corridor services. This recommendation proposes to shorten the existing Route 19 alignment to terminate at Strawberry Village and allow for 20-30 minute service frequency. The increased service frequency will increase the Agency’s ability to provide timed transfers to the ferry at Tiburon Boulevard and Main Street and to regional bus services along Highway 101 at or near Strawberry Village.

The proposed alignment and stops are shown in Figure 4–1 and would largely follow the existing Route 19 alignment within the Tiburon Peninsula with a few potential changes. On the western end, it is proposed that the service operates from Strawberry Village to Tiburon Boulevard along Belvedere Drive to reduce travel time in the eastbound direction and add greater access for the residents of Strawberry. This realignment would include an additional stop at Belvedere Drive and Ricardo Road, an existing bus stop that is not currently served by any routes. Additional outreach would be needed with residents of this community before implementation.

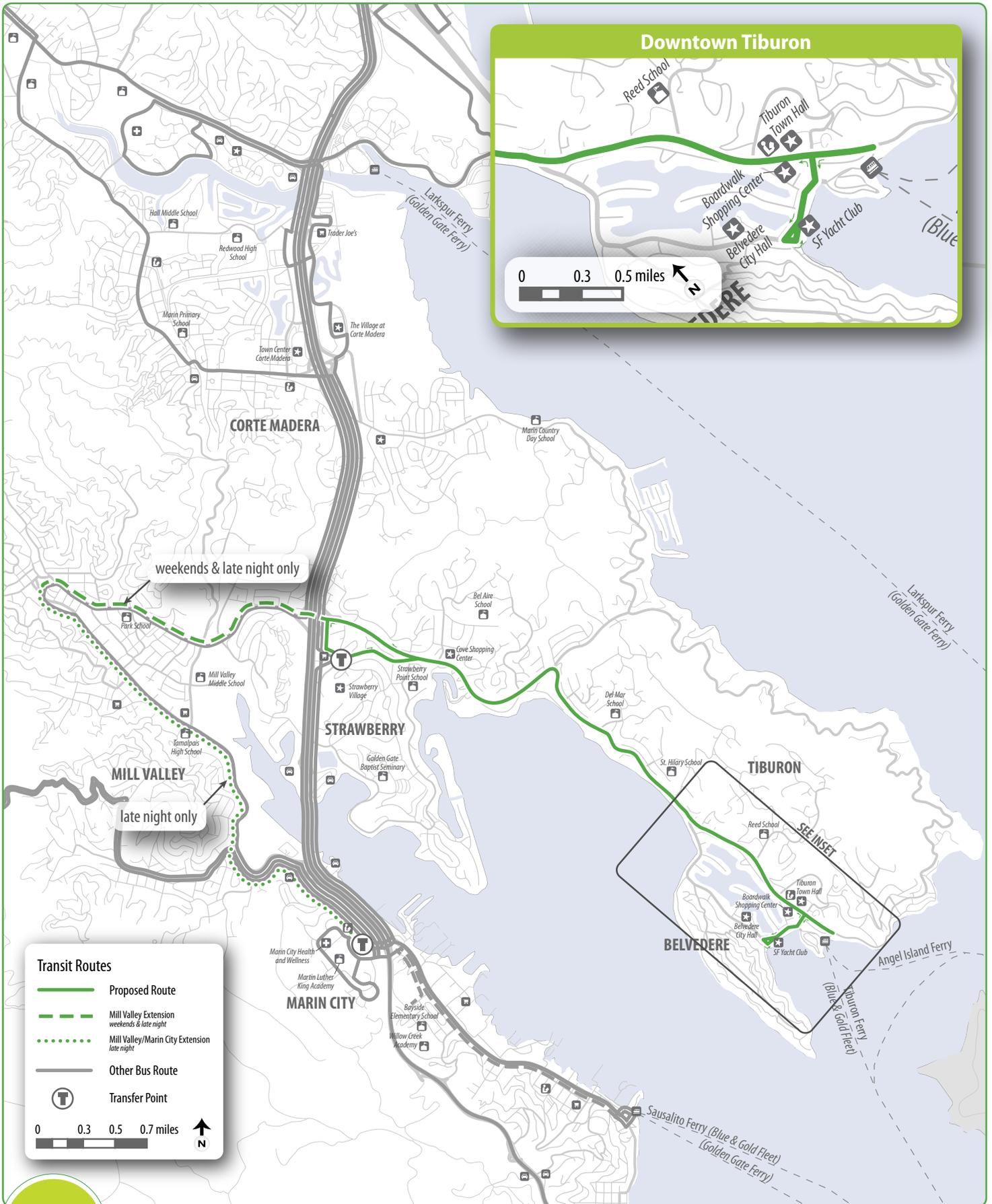


Figure 4–1: Tiburon Community Shuttle

Another modification to the existing Route 19 would be a deviation to serve Belvedere residents, similar to the Route 19 school tripper and Route 8 alignment. Service would operate south from Tiburon Boulevard along Beach Road and turn around at San Rafael Avenue. This deviation would occur in the westbound direction only to minimize travel time for eastbound riders to the ferry terminal and downtown Tiburon.

The Agency should also assess the feasibility to deviate select trips timed to the ferry departures/arrivals to go into the neighborhoods within Tiburon similar to the former Golden Gate Transit Route 9. While this may add travel time and confusion for regular riders, it would provide a more convenient connection for ferry patrons and avoid some areas of peak hour congestion along Tiburon Boulevard.

Span of service would be lengthened from 6:00 am to 10:30 pm on the weekdays and from 7:00 am to 10:30 pm on the weekends. In addition, the service would include a late night run on the weekdays from Tiburon to Marin City via Mill Valley that would replace the last Route 17 trip. On weekend evenings, the route would provide service between Tiburon and downtown Mill Valley starting at 6:30 pm.

Given the status of the Agency's current operating agreements, the earliest this service change could be implemented is approximately 18 months. Implementation may occur sooner if Marin Transit can amend its current agreement with Golden Gate Transit. Marin Transit would be the lead agency responsible for implementing this recommendation.

***Recommendation #2: Improve Public Transit Service for Schools***

Traffic along Tiburon Boulevard during school hours was the single most important transportation issue identified by the community. While many Redwood High School students in the study area use public transit to get to school, younger children often rely on their parents to drop them off. While public transit may not be appropriate for younger children, the age of students attending Del Mar Middle School and St. Hilary's School is appropriate for the service.

The mapping of student origins identified a significant number of students living in East Corte Madera who attend Reed Unified Schools. Based on current ridership levels on Marin Transit Route 117 to Hall Middle School from East Corte Madera, it appears there would be enough ridership to sustain a public bus serving the school. Significant support for this alternative was expressed during the outreach process, especially from parents and teachers at St. Hilary's Schools.

This recommendation proposes adding one morning and one afternoon trip to connect Paradise Cay through East Corte Madera to these schools timed to the bell schedules. The proposed alignment is shown in Figure 4-2. The proposed Tiburon Community Shuttle would carry students coming from Belvedere and the eastern end of the Tiburon Peninsula to attend Del Mar Middle School.

This service would need to start at the beginning of a school year, requiring a finalized service plan and a schedule two months before the start of service. Marin Transit would be the lead agency responsible for implementing this service recommendation.

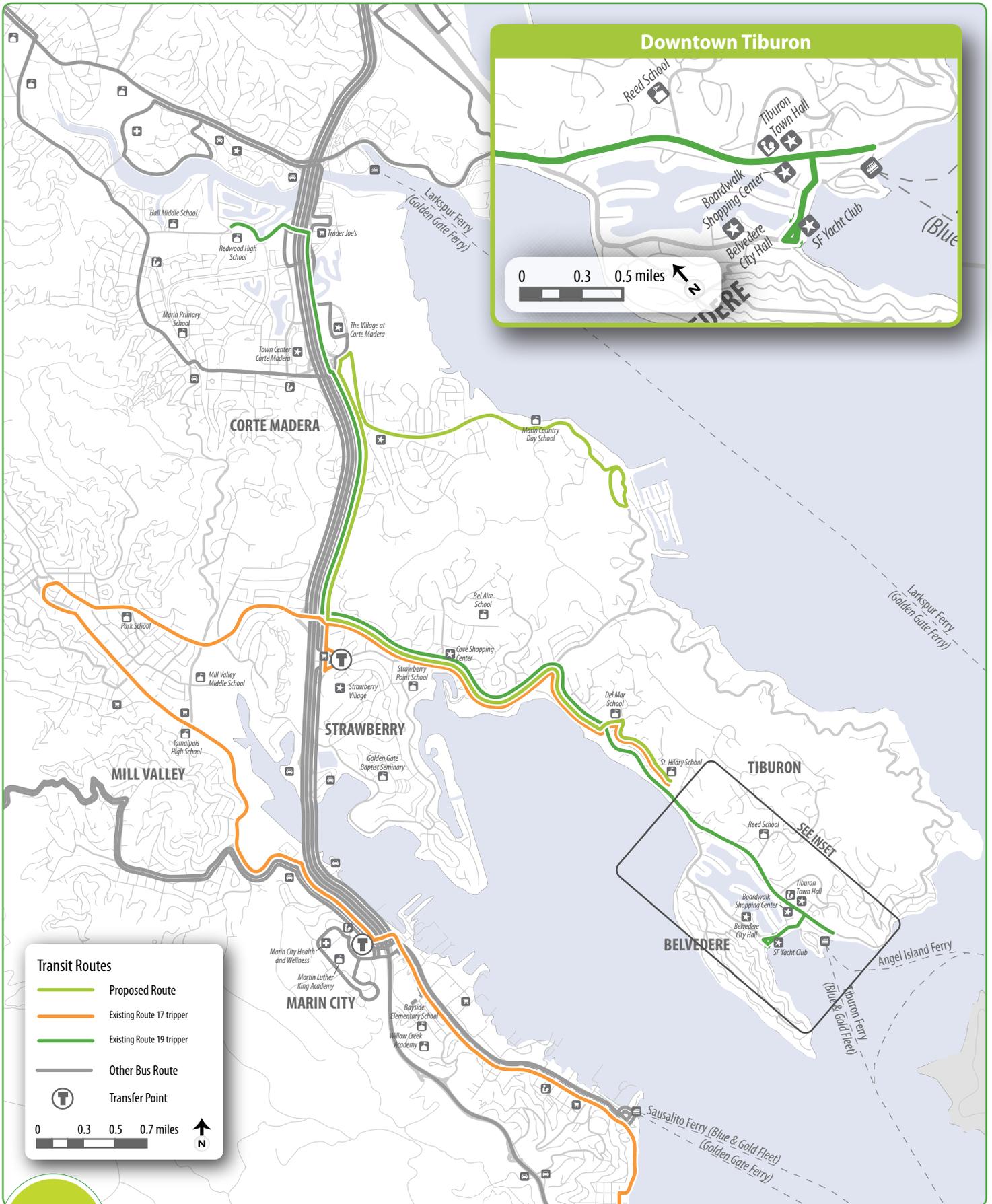


Figure 4-2: Tiburon School Connector

***Recommendation #3: Increase Senior Mobility Options***

As Tiburon Peninsula residents continue to age, mobility options should be adapted and expanded to keep up with the needs of this population. In Tiburon, topography constraints create more challenging operating environments and restrict many of the Agency's buses and vans from safely serving the hills and narrow, winding streets in the Peninsula. While Marin Access paratransit services currently provide mobility for ADA eligible residents and seniors, additional options are needed for alternative flexible and convenient services.

The needs assessment identified two senior markets; the first - very active and able to walk short distances to access transit services; and the second - either living up in the hills or unable walk to a bus stop. The intent of Recommendation #1 is to provide increased mobility, especially during the midday, for active seniors who can access the fixed route bus stop. A smaller vehicle operating at increased frequencies and a longer service span should be more attractive for seniors in the Peninsula. Since the shuttle is a public transit service, there are no eligibility requirements to use this service. Reduced fares are available for those over 65 years of age or who qualify under ADA.

New programs offered by Marin Transit's mobility management program will help address the mobility needs identified by the second group of seniors whose travel options are more limited. Introduced in March 2011, Marin Transit's volunteer driver program provides reimbursements to volunteer drivers who provide rides to eligible neighbors, family, and friends. This program supports the use of personal vehicles and provides increased flexibility compared to a shuttle or van option. Those aged 60 and over or who have been approved for ADA paratransit services are eligible for the program.

In fall 2012, Marin Transit will introduce another new senior and ADA mobility program within the study area. The Catch-A-Ride program will provide subsidized mobility options through privately contracted services with taxi or PUC licensed organizations, such as town car or limousine services. The program is based on a voucher model (with a set price dependent upon eligibility). Vouchers are issued per trip and allow the rider to decide how much or little they want to contribute to the trip based on the trip length and provider.

As these programs are either currently in place within the County or will soon be implemented, marketing of these programs in Tiburon is expected within the next six months. Marin Transit will be the lead agency responsible for this recommendation.

Marin Transit should continue to monitor the success of these programs in the Tiburon Peninsula and re-evaluate following 12 months of operations to determine the degree to which they meet the mobility needs of seniors. If service gaps continue to be identified, Marin Transit may explore a dial-a-ride model that provides curb-to-curb service. The service would need to be cost-efficient for the Agency to operate and capable of serving most areas of Tiburon and Belvedere. Based on anticipated demand and potential trip destinations from this area, the service boundary for a dial-a-ride service should include adjacent areas in Mill Valley, Corte Madera, and Marin City.

***Recommendation #4: Ferry Coordination***

Approximately 625 commuters use Blue and Gold's ferry service daily from Tiburon, representing the majority of transit use on the Peninsula. While these services are relatively well used, there are opportunities to increase ridership and reduce auto use by commuters. These include options to make the Blue and Gold commute ferry services more competitive with driving and other ferry service in both cost and convenience. Fares on the Blue and Gold service are at a premium and high enough to discourage use by some residents. In addition, patrons typically pay \$5.00 per day to park in Downtown Tiburon while parking at the Golden Gate ferry at Larkspur terminal is free.

The recommendation is to evaluate institutional arrangements for the service and encourage discussions between Blue and Gold and a public transit agency to determine interest in transferring the Blue and Gold commute services to either the San Francisco Water Emergency Transportation Authority (WETA) or Golden Gate Transit. As a public ferry, the service would be eligible for subsidies and fares would be more competitive with other ferry options in Marin County. Implementation of these services with either of these providers would allow these services to be included on the regional transit programs including 511 and Clipper. These programs support improved trip planning and fare integration between bus and ferry services.

The timeline for this project is uncertain. Blue and Gold and the Town of Tiburon should lead these efforts.

***Recommendation #5: Improve Connections to Regional Services***

Recommendation #1 calls for a local shuttle along Tiburon Boulevard which would connect Peninsula residents with regional services at Strawberry Village. Aside from local routes 17 and 22, the only regional routes which serve Strawberry Village are Routes 8 and 10. Transferring passengers to the Highway 101 corridor services at the Tiburon Wye bus pads (Routes 18, 24, 70, 71, and 80) must walk up to a quarter-mile, depending upon which direction they are traveling. This recommendation would realign the Tiburon Community Shuttle (*Recommendation #1*) to connect to the bus pads prior to serving Strawberry Village in the westbound direction. The shuttle service would modify its schedule to achieve timed transfers to regional services wherever possible. *This service recommendation is depend upon the implementation of capital Recommendation #7 or similar improvements to allow this connectivity to occur.*

Assuming this recommendation is in place along with the ferry feeder connection (*Recommendation #1*), Golden Gate Transit should consider discontinuing the two morning and one evening trip on commute Route 8. The added connectivity to regional services and ferry services in Tiburon would provide commuters added service options at comparable travel times and costs.

Since the service recommendations are dependent upon needed capital improvements, the estimated timeline for this project is at least 3-5 years. Marin Transit would be the lead agency for part of this effort and Golden Gate Transit would be responsible for any changes to the Route 8.

## Capital Recommendations

### *Recommendation #6: Bus Stop Improvements*

This recommendation identifies amenity improvements at the top ten stops for current ridership activity that would be served by the proposed shuttle. Improvements include providing basic amenities such as seating and trash receptacles for all stops and shelters for the higher ridership stops.

The Community Shuttle program allows riders to track their transit route through Automatic Vehicle Locator (AVL) technologies. Real-time passenger information signs with next bus arrival displays are proposed for the two terminals, which will serve as the primary transfer points. The westbound stop at Tiburon Boulevard and Avenida Miraflores serving Del Mar Middle School should also be considered for improvements to support ridership on the proposed school and shuttle services.

The recommended bus stop improvements, as well as existing amenities, are shown in Table 4–2. Funding is currently available for signage and a limited number of stop improvements through the FTA’s State of Good Repair program for bus stop maintenance and upgrades.

### *Recommendation #7: Passenger Access and Transfer Improvements*

Much of the existing street network in the Peninsula lacks sidewalks, is disconnected, or has other barriers to pedestrian access. Improved bus stop accessibility is necessary to support use of the proposed transit services. In addition to the stops identified in Table 4–2, an assessment should be done of all bus stops within the Peninsula served by the proposed transit routes with improvements that bring all stops up to ADA standards. These include providing adequate landing areas, accessibility into shelters, and a clear path of travel. A schematic of possible access improvements at Tiburon Boulevard/Lyford Drive from the *Central and Southern Marin Transit Study* is shown in Figure 4–3.

Path of travel improvements are larger capital investments that fall within the responsibility of the local jurisdictions, and funding would need to be identified. The timeline for these improvements, which would include design and engineering, could be 3-5 years in the future. Marin Transit will coordinate with Caltrans, the Town of Tiburon, the City of Belvedere, and the County of Marin who would be the lead agency(s) on these projects.

One particular location in need of accessibility improvements is the connection between Strawberry Village and the Tiburon Wye bus pad. As the proposed Tiburon Shuttle service schedules will be designed to make timed connections to regional services at this location, ensuring a safe and accessible path of travel between these services will be essential. The existing configuration is shown in Figure 4–4. The *Central and Southern Marin Transit Study* identified various options for improvements to this bus pad location, including stop relocation and implementation of transit signal priority (TSP) and ramp metering, to address both pedestrian access and operational issues. Schematics of the proposed improvements are shown in Figure 4–5.

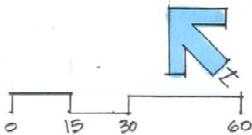
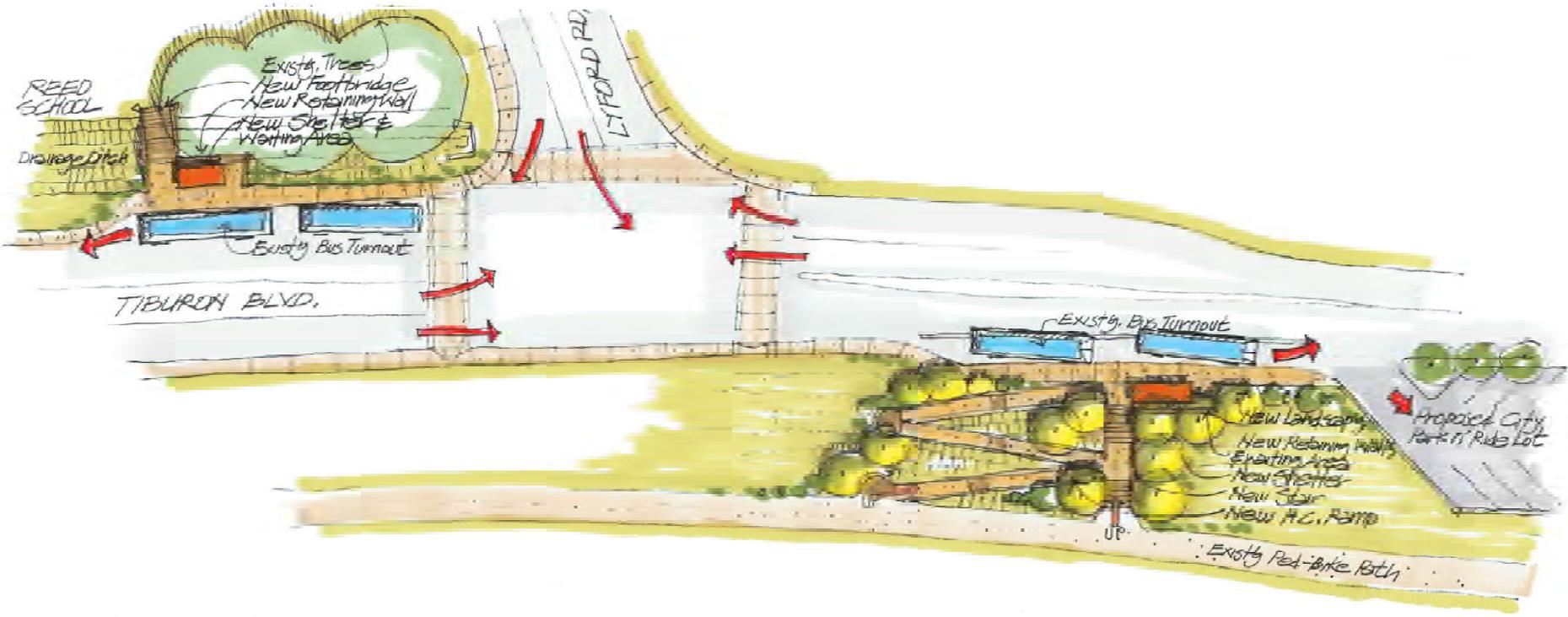
**Table 4–2: Recommended Bus Stop Improvements**

Stop	Dir	Activity	Rider Info	Bench	Trash	Shelter	Real Time
Reed Blvd & Belvedere Dr	EB/WB	413					
Reed Blvd & Redwood Hwy Front.	EB/WB	191					
Tiburon Blvd & Main St	EB/WB	178					
Tiburon Blvd & Beach Rd	EB	56					
Tiburon Blvd & Greenwood Cove Rd	EB	41					
Tiburon Blvd & Beach Rd	WB	37					
Tiburon Blvd & Mar West St	EB	36					
Tiburon Blvd & Lyford Dr	EB	30					
Tiburon Blvd & Neds Way	EB	28					
Tiburon Blvd & Stewart Dr	EB	27					
Tiburon Blvd & Avenida Miraflores	WB	4					
<b>Total No. of Improvements</b>			<b>0</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>3</b>

 Existing amenity

 Recommended amenity

 Not needed



Thompson & Associates **HDR**

Source: Central and Southern Marin Transit Study, June 2009



Figure 4-3: Typical Local Stop Enhancement at Tiburon Blvd/Lyford Dr

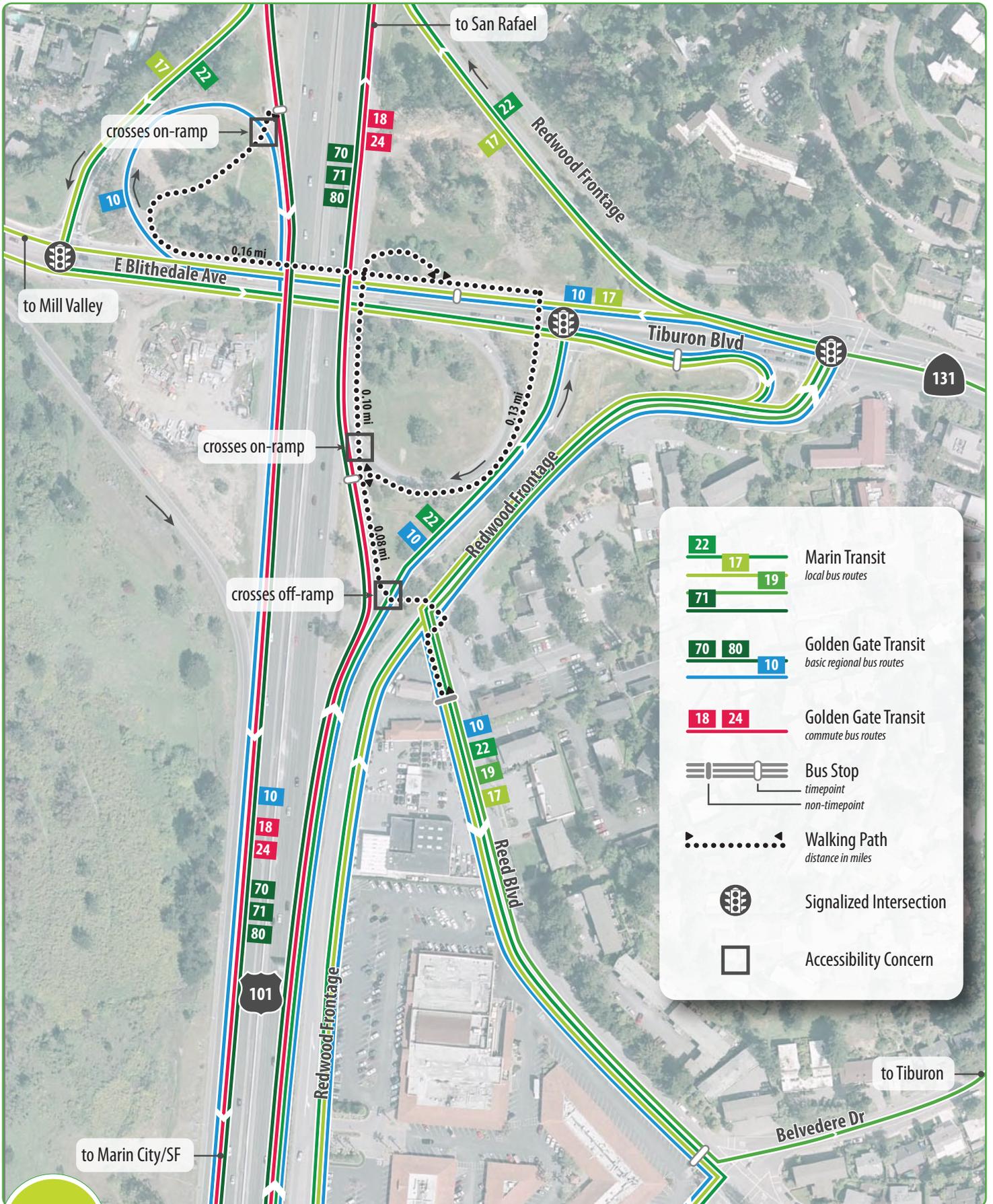


Figure 4-4: Existing Tiburon Wye Bus Pad Connection

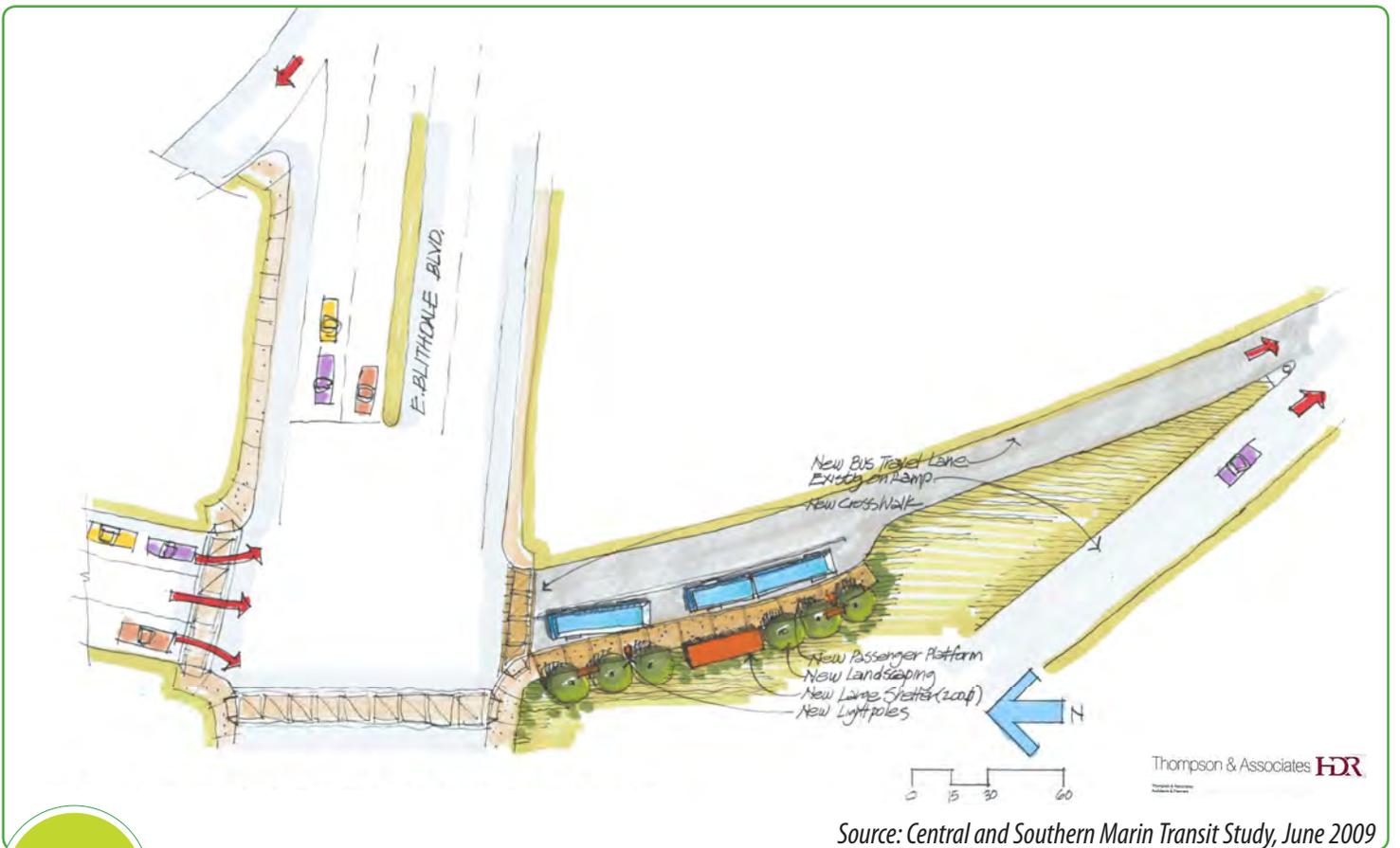
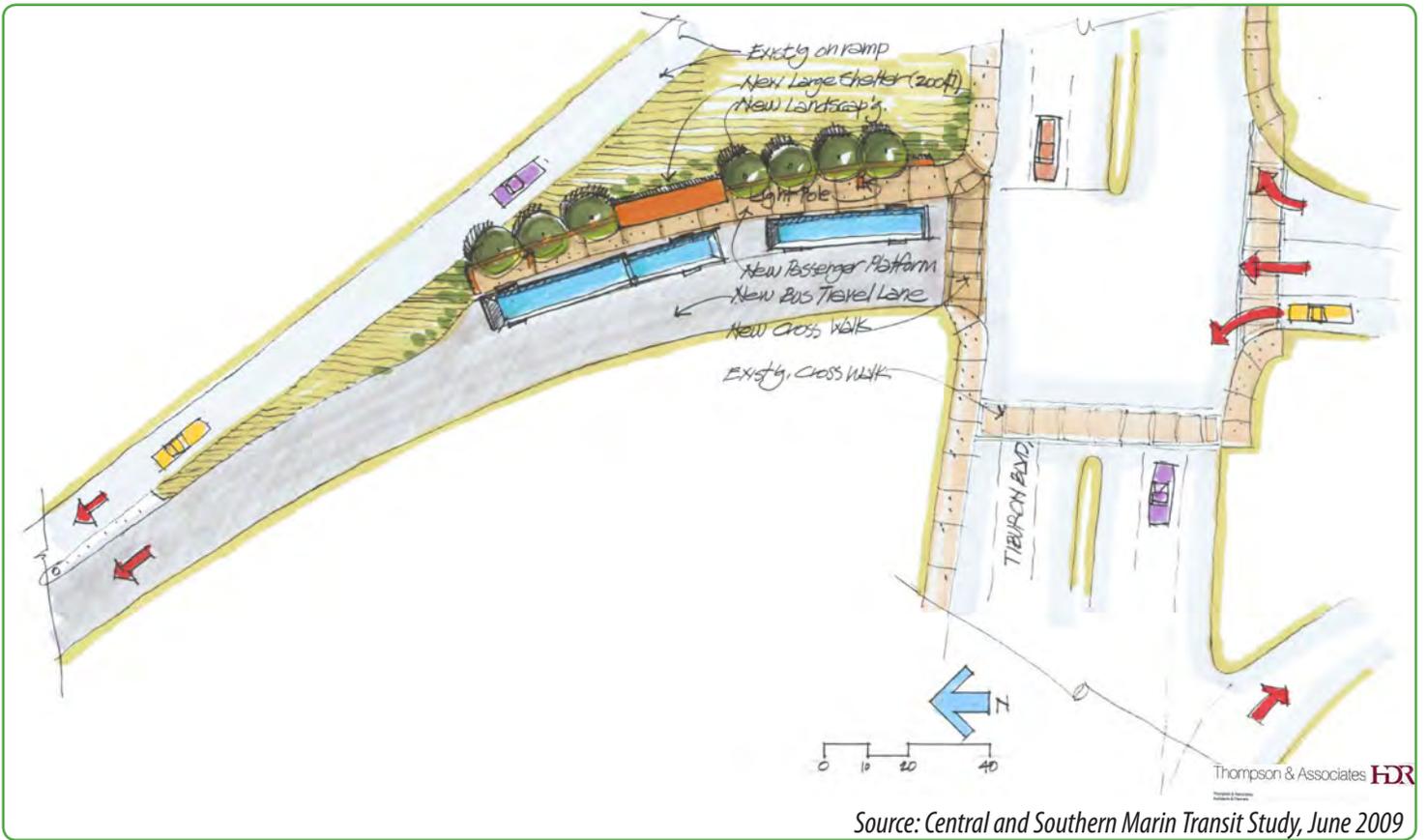


Figure 4-5: Typical Hwy 101 Bus Pad/Ramp Improvement at Tiburon Wye

Caltrans is currently in the design phase of a ramp metering project that will include the East Blithedale Ave/Tiburon Boulevard on-ramps. As part of the project, Caltrans is proposing to relocate the current southbound Tiburon Wye bus pad stop from the northwest quadrant of the interchange to the southwest quadrant, as well as to eliminate two of the pedestrian paths crossing the on-ramps. This change would reroute regional services off the freeway mainline onto a bus-only lane, which would then merge back into the new on-ramp HOV lane.

To address the northbound bus pad connection, a similar relocation of the bus pad stop to the northeast quadrant of the interchange is proposed. This would provide a bus only lane for regional transit services which would then merges back onto the northbound on-ramp HOV lane.

Once these changes are in place, the Tiburon Shuttle service proposed in this study, along with other local services including Routes 17 and 22, should be rerouted to better serve these new stop locations (*Recommendation #5*). The Tiburon Shuttle service could continue along Tiburon Boulevard past Redwood Frontage to serve the existing stop just west of the northbound freeway ramps and turn onto the southbound slip ramp to serve the new southbound bus pad. This routing requires a turnaround to allow the shuttle and other local services to head back east along East Blithedale Ave/Tiburon Boulevard and into Strawberry Village. The possible improvements at the Tiburon Wye are shown in Figure 4–6.

## Marketing Recommendations

### *Recommendation #8: Market New Transit Services within the Tiburon Peninsula*

This recommendation calls for the development of marketing materials and promotional campaigns to increase awareness and use of new transit services. A Tiburon-specific rider guide that focuses on the transit services specifically for the Tiburon Peninsula is an example of a printed education and marketing piece. This guide would include an area map and schedules showing local services and highlight connections to regional services, fares, and contact information. The marketing piece would illustrate the proposed service changes to existing transit riders, as well as promote the new transit services to potential riders and help them better navigate the system.

Marin Transit should also work with local chambers of commerce and businesses to encourage use of the services by area employees and patrons. Real-time passenger information can be provided through small displays located at internal locations within businesses to provide next bus information to employees and patrons. Opportunities to integrate this information into way finding efforts or kiosks in strategic locations should also be pursued.

This marketing effort would be completed concurrently with the introduction of the proposed shuttle service, which could be implemented as early as January 2014. Marin Transit would be the lead agency for this effort.

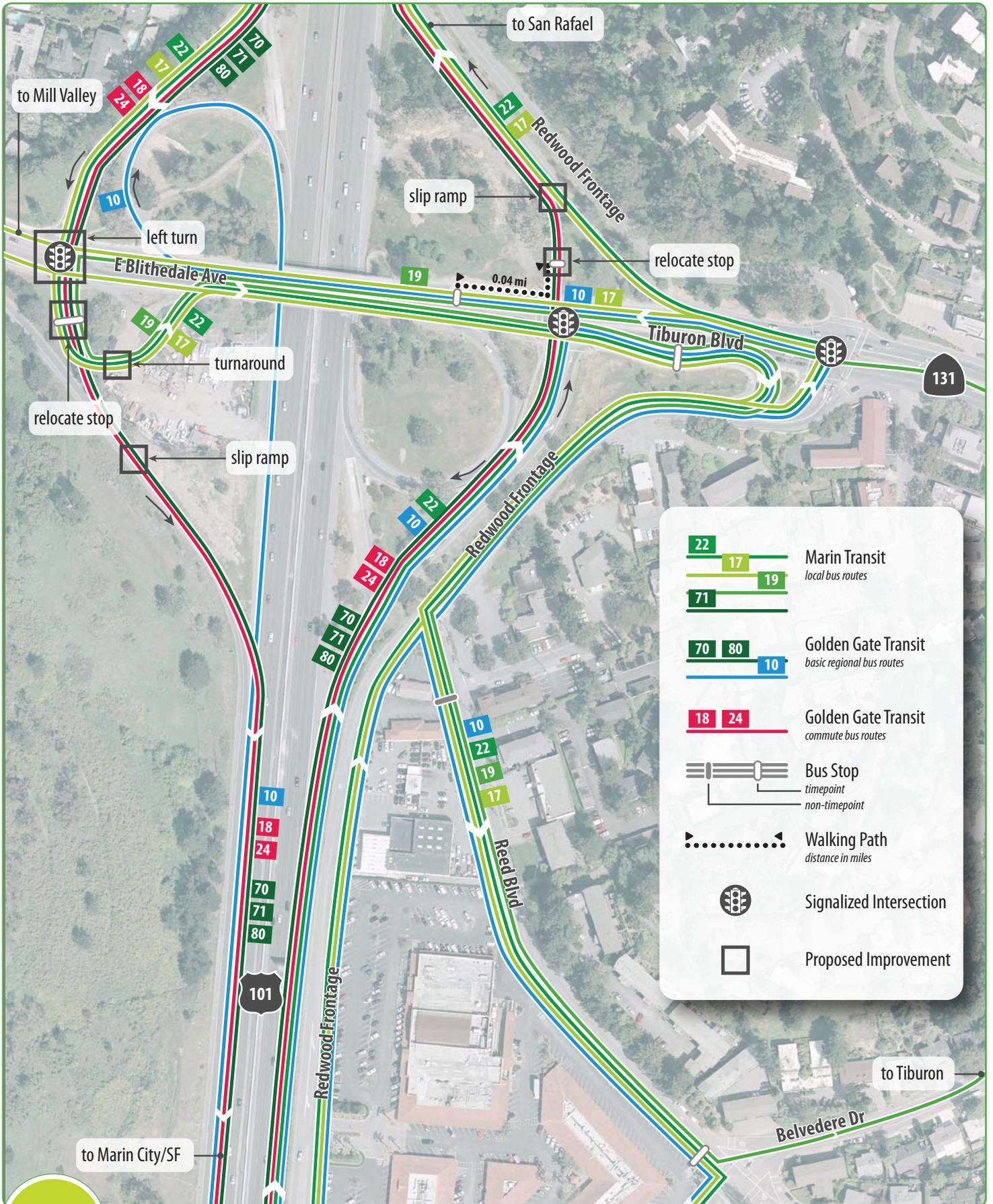


Figure 4-6: Proposed Tiburon Wye Bus Pad Connection Improvements

***Recommendation #9: Conduct Travel Training Workshops***

Marin Transit is launching a travel training program aimed particularly at seniors that provides information in the form of group presentations, tutorial videos, and individualized hands-on training on the various travel options and programs provided through the agency. Workshops can be tailored to the needs of the particular audience, and are especially helpful in helping non-riders become more familiar and comfortable with riding transit. A series of workshops should be scheduled in Tiburon prior to and shortly after the launch of a new shuttle service, and Marin Transit would be the lead agency for this program.

***Recommendation #10: Bike Rental Coordination***

The outreach process identified a transportation issue related to bicyclists who use the ferry services to get to and from San Francisco, especially on the weekends. There is high volume of bikes on the ferry service in peak periods that often reaches capacity and restricts cyclists from using the service. Bike parking in the Downtown Tiburon is inadequate for peak demands.

The Town of Tiburon should work with the major bike rental companies in San Francisco to determine if a satellite bike rental location near the Tiburon Ferry dock would be feasible. A satellite facility or even mobile kiosk would allow bikers to rent in San Francisco and drop off in Tiburon or rent directly in Tiburon and explore the Peninsula via the multi-use path and other scenic bikeways in the County.

## Chapter 5: Financial Plan

This chapter provides estimated costs for the proposed recommendations and identifies potential funding sources and the responsible organization or stakeholder. Table 5–1 provides a summary of the recommendations and associated cost estimates, type of improvement, entity responsible for implementation, and potential funding sources.

### Cost Estimates

#### *Recommendation #1: Implement Tiburon Community Shuttle*

The recommended community shuttle service would replace the existing Route 19 service, except for the two school trips, as well as the last Route 17 trip, which account for about 4,694 annual service hours. The cancellation of these trips would yield a savings of approximately \$629,023 per year. This savings would cover the costs of the proposed shuttle service, as well as other recommended improvements.

The proposed Tiburon community shuttle service would require approximately 6,394 annual revenue hours. Based on current contractor rates for operation of shuttle services, it would cost approximately \$473,173 annually to operate this recommended service. Capital costs including the purchase of two cutaway shuttle vehicles and onboard equipment is estimated at \$200,000.

#### *Recommendation #2: Improve Public Transit Service for Schools*

The recommended school tripper between East Corte Madera and Tiburon would require approximately 237 additional annual service hours to operate. Based on the current rates to operate similar types of service, it is estimated that this improvement would cost about \$31,824 annually.

#### *Recommendation #3: Increase Senior Mobility Options*

Costs for increased senior mobility options identified in the recommendations section are based on per trip usage and would be subsidized somewhere between \$15 and \$20 per trip. Assuming 10 trips are made per day in the study area at an average cost of \$17.50 per trip, the operating cost would be \$63,875. As these trips would be made using vehicles from other companies, the only capital costs would associated with staff time and administration of the program. These costs would largely be covered under the current budgets identified for these Measure B programs. If demands on these programs increase beyond funding resources, Marin Transit will need to explore other funding sources and revenue streams such as grant funding.

If it is determined that a future Dial-A-Ride service is needed, the estimated annual operating cost for this service based on current contract rates would be \$150,000 and the cost for a vehicle and associated onboard equipment would be approximately \$90,000.

#### *Recommendation #4: Ferry Coordination*

Costs associated with ferry coordination are largely unknown due to the uncertainties of a future institutional arrangement.

***Recommendation #5: Improve Connections to Regional Services***

Annual operating costs assumptions associated with the adjustments to the Tiburon Community Shuttle schedule and alignment to serve the regional bus pads at the Tiburon Wye are assumed to be negligible. There would likely be cost savings to Golden Gate Transit if the Route 8 was discontinued but these are not included in the financial plan. Capital costs associated with improvements necessary to allow this service recommendation to advance are included in Recommendation #7.

***Recommendation #6: Bus Stop Improvements***

The recommended Phase 1 bus stop improvements include the addition of four (4) bus benches, six (6) trash receptacles, four (4) shelters, and three (3) real-time information signs to high-ridership stop locations. This is estimated to cost about \$87,000 for all amenities including installation. Annual maintenance costs associated with the real-time signs is estimated at \$2,500.

The Agency has recently been awarded funds through the Federal Transit Administration's State of Good Repair grant program, which will be used throughout the County to improve selected priority bus stops.

***Recommendation #7: Passenger Access and Transfer Improvements***

The recommended Phase 2 bus stop improvements include an assessment of pedestrian accessibility to bus stops throughout the Peninsula to identify stops that are inaccessible, and enhancements to bring those stops up to ADA standards. It is estimated that this effort would cost approximately \$298,000.

The *Central and Southern Marin Transit Study* estimated that the proposed reconfiguration of the Tiburon Wye bus pad would cost approximately \$2.4 million. Additional costs associated with improvements not included in the previous study's recommendation as well as cost escalation would increase this estimate to approximately \$3.0 million.

***Recommendation #8: Market New Transit Services within the Tiburon Peninsula***

A Tiburon-specific ride guide would cost about \$5,000, including staff time, design, and printing.

***Recommendation #9: Conduct Travel Training Workshops***

Costs associated with the travel training workshops are based on staff time and printed materials. The costs have already been included as part of the current Agency budget for mobility management services funded through Measure B.

***Recommendation #10: Bike Rental Coordination***

Coordinating a space for a future bike rental company in Downtown Tiburon would likely require little or no public funds.

**Table 5–1: Cost Summary Table**

Recommendation	Estimated Operating Cost <sup>1</sup> (Annual)	Estimated Capital Cost <sup>1</sup> (One-Time)	Type of Improvement	Lead Agency	Potential Funding Source(s)	
1	Implement Tiburon Community Shuttle	--				
	<i>Cancel Route 19 (except school trippers) and last Route 17 trip</i>	(\$629,023)	--	Service	Marin Transit	Measure A, FTA 5307 & 5309, local contribution
	<i>Introduce Community Shuttle Program</i>	\$473,173	--			
2	Improve Public Transit Service for Schools	\$31,824	--	Service	Marin Transit	Measure A, FTA 5307
3	Increase Senior Mobility Options <sup>2</sup>	\$215,700	\$90,000	Service	Marin Transit	Measure B
4	Ferry Coordination	TBD	TBD	Service	Blue & Gold Fleet, Town of Tiburon	--
5	Improve Connections to Regional Services	Negligible <sup>3</sup>	<i>See #7</i>	Service	Marin Transit, Golden Gate Transit	Measure A, FTA 5307
6	Bus Stop Improvements	\$2,500	\$87,000	Capital	Marin Transit	FTA State of Good Repair, Measure A, FTA 5309
7	Passenger Access and Transfer Improvements				Town of Tiburon, City of Belvedere, County of Marin, Caltrans	
	<i>Access to local bus stops</i>	--	\$298,000	Capital		PTMISEA
	<i>Tiburon Wye reconfiguration</i>	--	\$3,000,000			
8	Market New Transit Services within Tiburon	--	\$5,000	Marketing	Marin Transit	Measure A
9	Travel Training Workshops	--	\$2,500	Marketing	Marin Transit	Measure B
10	Bike Rental Coordination		negligible	Marketing	Private Bike Rental Companies, Town of Tiburon	--
<b>Total</b>		<b>\$94,174</b>	<b>\$3,682,500</b>			

4. All costs are based on FY2012/13 estimates.

5. Costs include current mobility management programs and potential future dial-a-ride service.

6. Marin Transit's cost to adjust schedule and alignment is estimated to be negligible. Cost savings to Golden Gate Transit associated with cancellation of Route 8 is not included in estimate. Costs associated with capital improvements needed to operate proposed service are included in Recommendation #7.

## Funding Sources

Funding for the recommended improvements could be obtained through a number of sources depending on the nature of the project. Traditional sources of funding for the agency include:

- **Measure A:** Marin County half-cent sales tax funds
- **Measure B:** Marin County vehicle registration fee funds targeted to mobility management and senior transportation
- **TDA:** Transportation Development Act
- **STA:** State Transit Assistance
- **FTA 5307:** Federal Transit Administration (FTA) Section 5307 operating funds
- **FTA 5309:** Federal Transit Administration (FTA) Section 5309 capital funds
- **PTMISEA:** Prop 1B Public Transportation Modernization, Improvement, and Service Enhancement Account Program bond funding for capital projects

Other potential sources of funding could include:

- **FTA State of Good Repair:** The agency has recently been awarded funds through the FTA's State of Good Repair grant program for passenger information and bus stop improvements as well as repairs to other capital assets.
- **Local Contribution:** The agency could work with local businesses and organizations in downtown Tiburon, including restaurants and hotels, or the local chambers of commerce to encourage both patrons and employees to use transit. Owners could contribute funds for additional services catering to the needs of their businesses, such as late night service or increased peak frequency. The Agency could also coordinate with the chambers of commerce and businesses to distribute free ride passes or tokens to patrons and employees as a promotional incentive.

## Appendix A: Ridership

A summary of average daily boardings and alightings on Route 19 is shown in Table A–1 and Table A–2, for weekday and weekend respectively.

**Table A–1: Route 19 Existing Average Weekday Ridership**

Stop	Boarding	%	Alighting	%	Total	%
<b>Donahue St @ Terners Way</b>	16	5%	13	4%	<b>29</b>	<b>4%</b>
<b>Us Hwy 101 @ Seminary Dr Bus Pad<sup>(1)</sup></b>	7	2%	1	0%	<b>8</b>	<b>1%</b>
Redwood Frontage Rd @ US101 SB On-Ramp <sup>(2)</sup>	0	0%	0	0%	<b>0</b>	<b>0%</b>
Tiburon Blvd @ US101 NB Off-Ramp <sup>(1)</sup>	14	4%	0	0%	<b>14</b>	<b>2%</b>
Strawberry Frontage Rd @ Seminary <sup>(2)</sup>	0	0%	1	0%	<b>1</b>	<b>0%</b>
Reed Blvd @ Strawberry Front. Rd	21	6%	18	5%	<b>39</b>	<b>6%</b>
<b>Reed Blvd @ Belvedere Dr</b>	8	2%	9	3%	<b>17</b>	<b>2%</b>
Belvedere Dr @ Strawberry Front Rd	12	4%	0	0%	<b>12</b>	<b>2%</b>
<b>Redwood High School @ East Parking Lot<sup>(3)</sup></b>	148	44%	40	11%	<b>188</b>	<b>27%</b>
Lucky Dr @ Doherty Dr	0	0%	0	0%	<b>0</b>	<b>0%</b>
Tiburon Blvd @ US101 NB Off-Ramp <sup>(1)</sup>	0	0%	0	0%	<b>0</b>	<b>0%</b>
Tiburon Blvd @ N. Knoll Rd	7	2%	9	3%	<b>16</b>	<b>2%</b>
Tiburon Blvd @ Strawberry Dr/Bay Vista Dr	1	0%	4	1%	<b>5</b>	<b>1%</b>
Tiburon Blvd @ Greenwood Cove Rd/Blackfield	13	4%	34	10%	<b>47</b>	<b>7%</b>
Tiburon Blvd @ Cecilia Way	5	1%	25	7%	<b>30</b>	<b>4%</b>
Tiburon Blvd @ Reed Ranch Rd <sup>(2)</sup>	6	2%	0	0%	<b>6</b>	<b>1%</b>
Tiburon Blvd @ Greenwood Beach Rd <sup>(1)</sup>	0	0%	15	4%	<b>15</b>	<b>2%</b>
Tiburon Blvd @ Jefferson Dr <sup>(2)</sup>	2	1%	0	0%	<b>2</b>	<b>0%</b>
<b>Tiburon Blvd @ Stewart Dr</b>	4	1%	21	6%	<b>25</b>	<b>4%</b>
Tiburon Blvd @ Avenida Miraflores <sup>(2)</sup>	4	1%	0	0%	<b>4</b>	<b>1%</b>
Tiburon Blvd @ Pine Terrace <sup>(1)</sup>	0	0%	9	3%	<b>9</b>	<b>1%</b>
Tiburon Blvd @ Rock Hill Dr	1	0%	10	3%	<b>11</b>	<b>2%</b>
Tiburon Blvd @ Gilmartin Dr	2	1%	5	1%	<b>7</b>	<b>1%</b>
Tiburon Blvd @ San Rafael Ave	8	2%	9	3%	<b>17</b>	<b>2%</b>
Tiburon Blvd @ Neds Way	7	2%	15	4%	<b>22</b>	<b>3%</b>

Stop	Boarding	%	Alighting	%	Total	%
Tiburon Blvd @ Lyford Dr	6	2%	19	5%	<b>25</b>	<b>4%</b>
Tiburon Blvd @ Mar West St	7	2%	24	7%	<b>31</b>	<b>4%</b>
Beach Rd @ Juanita Ln	0	0%	1	0%	<b>1</b>	<b>0%</b>
<b>Beach Rd @ San Rafael Av<sup>(3)</sup></b>	4	1%	5	1%	<b>9</b>	<b>1%</b>
Tiburon Blvd @ Beach Rd	13	4%	18	5%	<b>31</b>	<b>4%</b>
<b>Tiburon Blvd @ Main St</b>	24	7%	48	14%	<b>72</b>	<b>10%</b>
<b>Total</b>	340		353		<b>693</b>	

Notes:

Source: 2011 Ridecheck

1. Stop only served in the Eastbound direction.

2. Stop only served in the Westbound direction.

3. Limited trips per day: 2 in the AM Westbound direction, 4 in the PM Eastbound direction

**Table A–2: Route 19 Existing Average Weekend Ridership**

Stop	Boarding	%	Alighting	%	Total	%
<b>Donahue St @ Terners Way</b>	51	18%	27	9%	<b>78</b>	<b>14%</b>
<b>Us Hwy 101 @ Seminary Dr Bus Pad<sup>(1)</sup></b>	8	3%	2	1%	<b>10</b>	<b>2%</b>
Redwood Frontage Rd @ US101 SB On-Ramp <sup>(2)</sup>	0	0%	5	2%	<b>5</b>	<b>1%</b>
Tiburon Blvd @ US101 NB Off-Ramp <sup>(1)</sup>	33	12%	5	2%	<b>38</b>	<b>7%</b>
Strawberry Frontage Rd @ Seminary <sup>(2)</sup>	1	0%	1	0%	<b>2</b>	<b>0%</b>
Reed Blvd @ Strawberry Front. Rd	9	3%	38	13%	<b>47</b>	<b>8%</b>
<b>Reed Blvd @ Belvedere Dr</b>	39	14%	29	10%	<b>68</b>	<b>12%</b>
Belvedere Dr @ Strawberry Front Rd	10	4%	5	2%	<b>15</b>	<b>3%</b>
Tiburon Blvd @ N. Knoll Rd	4	1%	8	3%	<b>12</b>	<b>2%</b>
Tiburon Blvd @ Strawberry Dr/Bay Vista Dr	1	0%	3	1%	<b>4</b>	<b>1%</b>
Tiburon Blvd @ Greenwood Cove Rd/Blackfield	4	1%	3	1%	<b>7</b>	<b>1%</b>
Tiburon Blvd @ Cecilia Way	3	1%	2	1%	<b>5</b>	<b>1%</b>
Tiburon Blvd @ Reed Ranch Rd <sup>(2)</sup>	2	1%	0	0%	<b>2</b>	<b>0%</b>
Tiburon Blvd @ Greenwood Beach Rd <sup>(1)</sup>	1	0%	4	1%	<b>5</b>	<b>1%</b>
Tiburon Blvd @ Jefferson Dr <sup>(2)</sup>	4	1%	3	1%	<b>7</b>	<b>1%</b>
<b>Tiburon Blvd @ Stewart Dr</b>	10	4%	1	0%	<b>11</b>	<b>2%</b>
Tiburon Blvd @ Avenida Miraflores <sup>(2)</sup>	0	0%	0	0%	<b>0</b>	<b>0%</b>
Tiburon Blvd @ Pine Terrace <sup>(1)</sup>	0	0%	2	1%	<b>2</b>	<b>0%</b>
Tiburon Blvd @ Rock Hill Dr	1	0%	0	0%	<b>1</b>	<b>0%</b>
Tiburon Blvd @ Gilmartin Dr	1	0%	2	1%	<b>3</b>	<b>1%</b>
Tiburon Blvd @ San Rafael Ave	6	2%	2	1%	<b>8</b>	<b>1%</b>
Tiburon Blvd @ Neds Way	11	4%	16	6%	<b>27</b>	<b>5%</b>
Tiburon Blvd @ Lyford Dr	8	3%	11	4%	<b>19</b>	<b>3%</b>
Tiburon Blvd @ Mar West St	9	3%	11	4%	<b>20</b>	<b>4%</b>
Tiburon Blvd @ Beach Rd	24	9%	38	13%	<b>62</b>	<b>11%</b>
<b>Tiburon Blvd @ Main St</b>	39	14%	67	24%	<b>106</b>	<b>19%</b>
<b>Total</b>	<b>279</b>		<b>285</b>		<b>564</b>	

**Notes:**

1. Stop only served in the Eastbound direction.
2. Stop only served in the Westbound direction.

Source: 2011 Ridecheck

## **Appendix B: RUSD Home Origins**

Home origin locations for the three schools in the Reed Union School District are shown in the following figures.

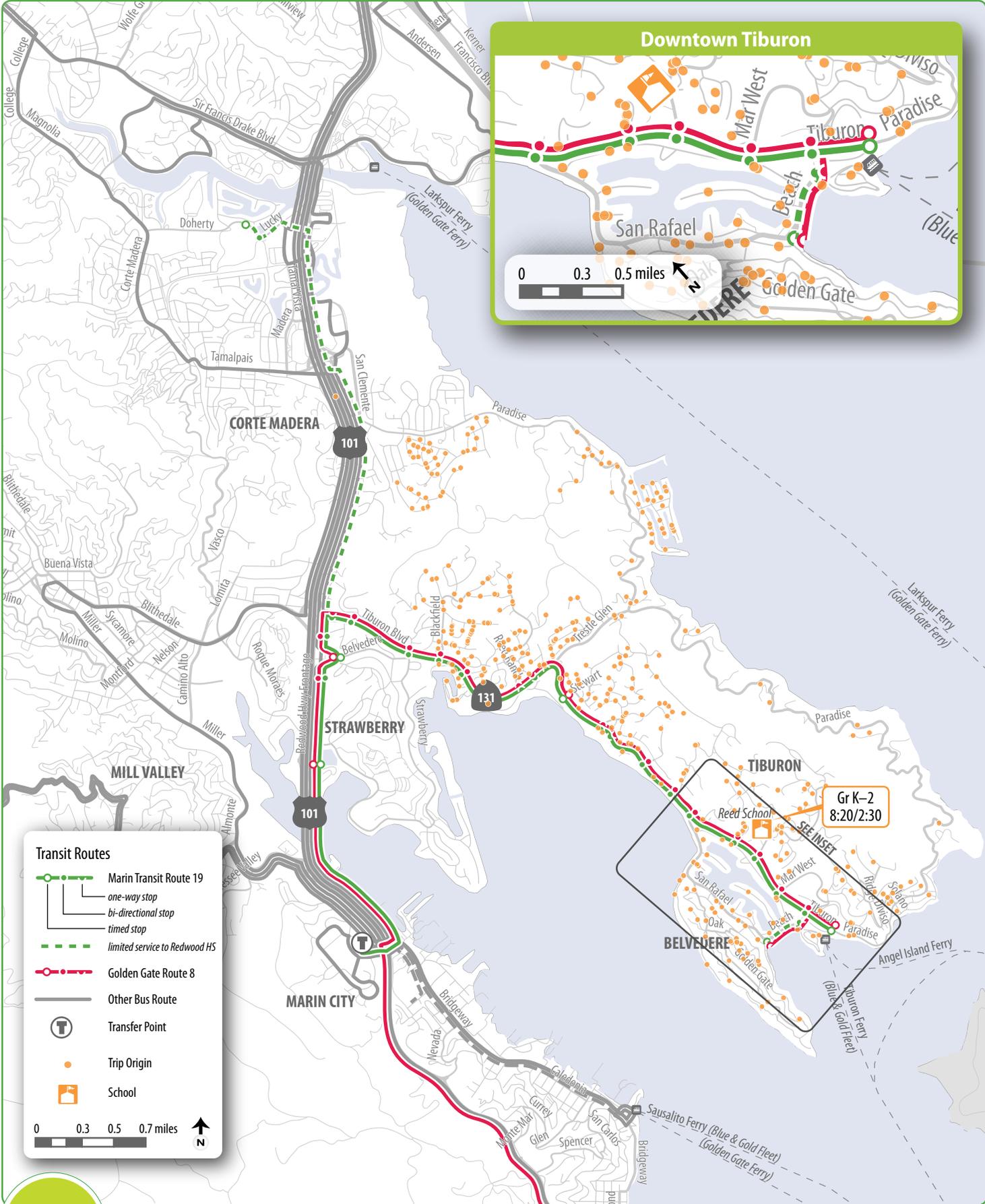


Figure B-1: Reed Elementary School – Origins

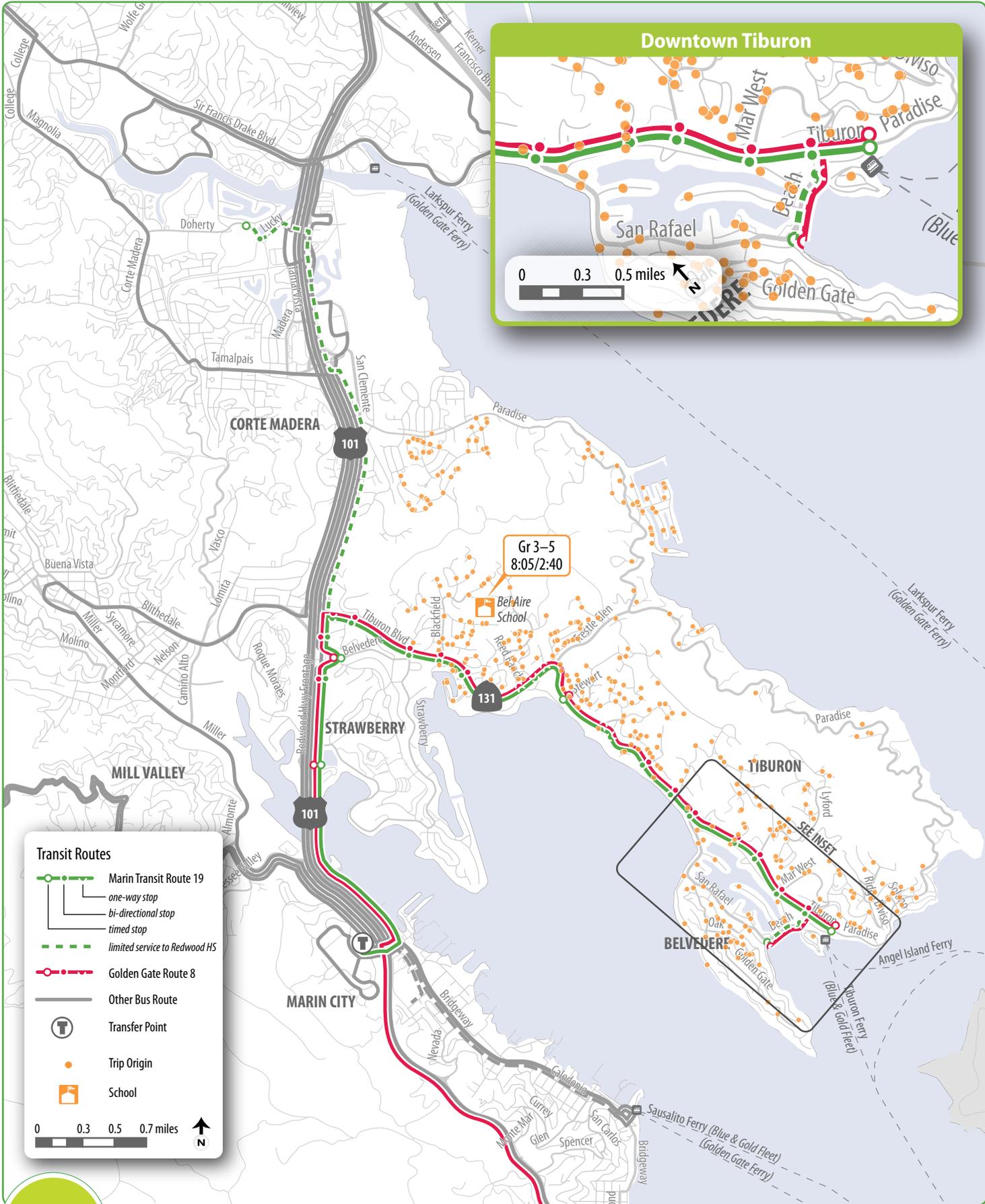


Figure B-2: Bel Aire Elementary School – Origins

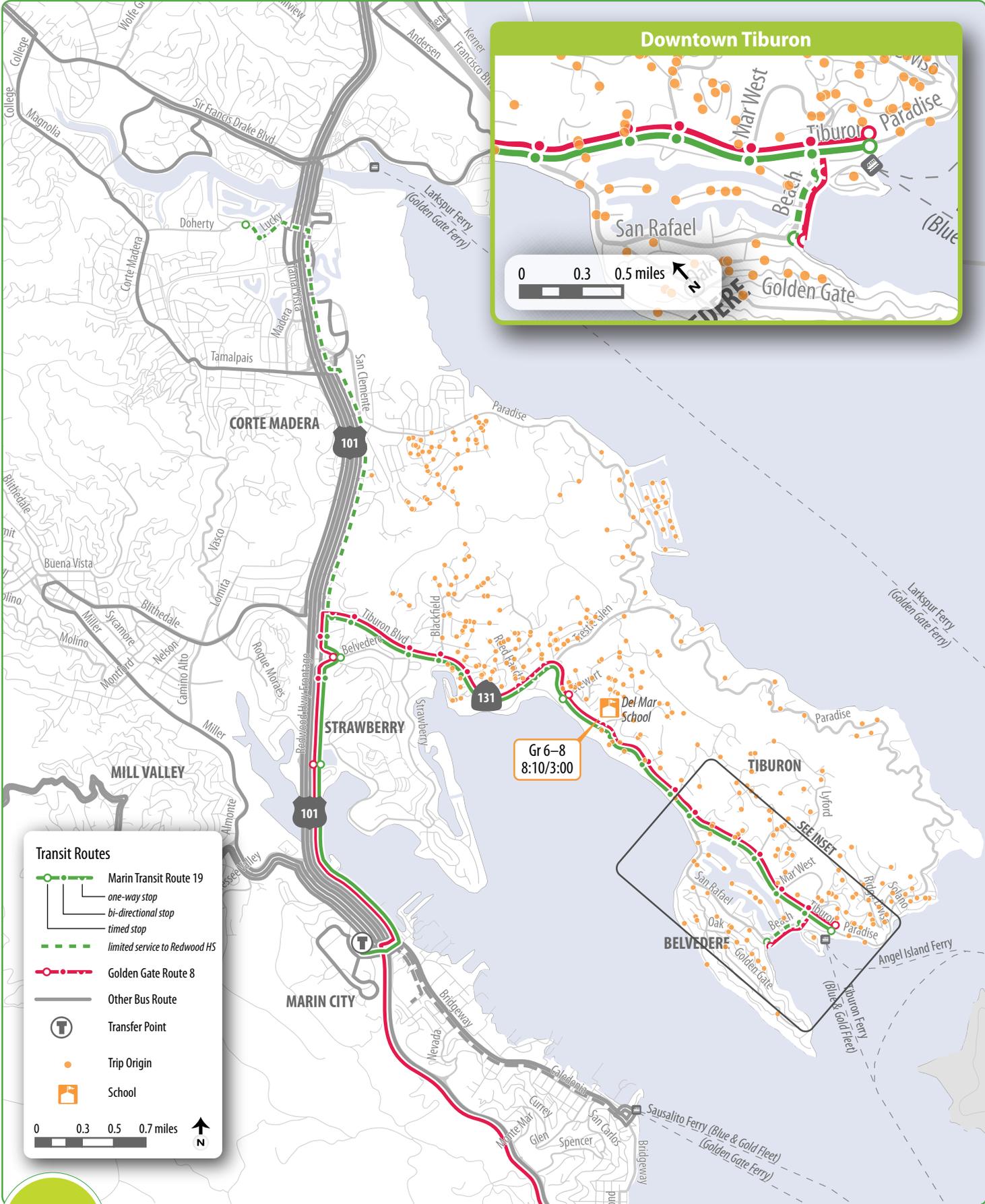


Figure B-3: Del Mar Middle School – Origins

## **Appendix C: Stakeholder Interviews**

## Stakeholder Interview Summaries

### Business Community Stakeholder Interview

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*February 1, 2012*

**Attendees:**

Jim Allen, Belvedere Land Company

Robert Betts, Senior Planner, Marin Transit

Doug Langille, Transit planner, HDR Engineering Inc.

**Discussion Feedback:**

- Mr. Allen has been a long term carpool participant between Santa Rosa and Tiburon.
- Congestion outbound on Tiburon before 3:00 PM – northbound commuters trying to avoid HWY 101 PM peak congestion. If congestion could be reduced during PM peak on HWY 101, commuters working in Tiburon could spread their homebound trip departure time over a longer period. Suggested concept to reduce HWY 101 focuses on increasing vehicle occupancy through Fast Pass and intelligent transportation technology.
- Contractor traffic is the source of much of peak hour congestion on Tiburon Blvd. corridor.
- Mr. Allen manages a 115 unit apartment complex in Belvedere (west of Main St. on Beach Rd. and San Rafael Ave.). A high portion of seniors live in his apartment complex. Mr. Allen feels that a “Zip Car” car share concept might work well for the residents of his apartment complex.
- Likes the idea of a jitney service between Strawberry Plaza and the ferry terminal, but notes that it may draw shoppers away from Peninsula retailers (local shopping).
- Mr. Allen identifies Gilmartin Dr. as the boundary where Peninsula residents generally choose to turn west towards Strawberry for shopping. Residents east of Gilmartin Dr. generally turn east and shop in downtown Tiburon.

### Town of Tiburon Staff Stakeholder Interview

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*February 1, 2012*

**Attendees:**

N. Nguyen, Town Engineer, Dept. of Public Works

Daniel Watrous, Planning Manager

Scott Anderson, Director of Community Development

Robert Betts, Senior Planner, Marin Transit

Doug Langille, Transit planner, HDR Engineering Inc.

**Discussion Feedback:**

1. What would you like the City to get out of this project?
  - Transport people down from the residential hills.
  - Once on corridor connect residents to civic center and ferry terminal.
  - Transport service workers from HWY 101 corridor to local jobs in Tiburon.
  
2. In your opinion, what is the biggest transportation challenge facing the Peninsula? (general traffic congestion, parking, bell time congestion at schools, not enough bus service, other)
  - Peak hour congestion along Tiburon Blvd. especially at school bells times.
  - Peaks are short – (8:00 AM – 9:00 AM and 5:00 – 6:00 PM).
  - Traffic volumes around bell times are not high – congestion results from increased left turn movements and crosswalk use.
  - Congestion is not a problem when school is not in session.
  - Afternoon traffic spike occurs outbound on Tiburon as employees leave Peninsula jobs between 2:00 PM and 3:00 PM to avoid peak congestion on HWY 101 corridor northbound.
  
3. What role do you feel public transit can play in addressing this (these) challenge(s)?
  - Transit could reduce single occupant vehicle (SOV) use during commute peaks.
  
4. Based on your knowledge of public transit services on the Peninsula, what do you think the strengths and weaknesses of the current services are (coverage, access, availability)?
  - Service is infrequent.
  - Lack of coverage in residential hills (awareness that hills are not easy to serve with public transit and aware of high household automobile ownership).
  
5. What do you think the principal roles should be for transit on the Peninsula – Please rank each choice:  
Not important / Somewhat Important / Important / Significantly Important
  - a. Regional links to BART and San Francisco (Blue and Gold Ferry/Transit Center/San Rafael)
  - b. Local community circulation on the Peninsula
  - c. Southern/Central Marin Circulation (San Rafael)
  - d. Senior and disabled mobility
  - e. School transportation
  - f. Bringing service workers to jobs on the Peninsula
  - g. Improving local circulation for tourist and day visitors (arriving by ferry)
  - Students, service workers and seniors are likely transit markets.

- Tiburon seniors are tending to age in place during current real estate slump. The trend has been for seniors to move from hills to downsized accommodation along corridor (flat – avoid slopes) or beyond Peninsula in areas with more affordable housing.
  - With lack of parking, ferry commuters tend to live within walking distance of the ferry terminal.
6. How can access to the ferry be improved for Peninsula commuters?
- With lack of parking, ferry commuters tend to live within walking distance of the ferry terminal.
7. Do you transit can play a role in supporting local land use, economic development, and quality of life goals? If yes please elaborate.
- A Park and Ride intercept lot close to HWY 101 corridor could serve as a staging/collection area for contractor crews working on the Peninsula. Ride sharing beyond Park and Ride to work site reduce congestion. Currently contractor crews use Tiburon Blvd. /Lyford parking as an informal staging area for work sites in the hills with limited onsite parking. Blackies Pasture at Tiburon Blvd and Trestle Glen Blvd was identified as a potential Park and Ride intercept site.
  - Intercept lot concept may also work for domestic help.
8. Please list any developments or planning initiatives on the horizon that you feel transit could benefit?
- No major developments on horizon.
  - Concept plans exist to improve Tiburon Blvd. from Tiburon Civic Center to the ferry terminal.  
Question – Could a shuttle service enhance corridor improvements?
9. Other thoughts/insights regarding public transit and transportation on the Peninsula?
- Event shuttles might be needed for America’s Cup spectator access to Angel Island ferry service from Tiburon. Shuttles connecting intercept lots to ferry terminal to reduce parking demand in downtown Tiburon and congestion along Tiburon Blvd.
  - A shuttle connector between Tiburon and Sausalito ferry terminals might enhance Tiburon tourism.
  - Concept of a downtown trolley service has been around for a while. A limited ridership potential was recognized.
  - City staff mentioned Trestle Glen as the line where Peninsula residents generally choose to travel east or west for shopping.

## Blue & Gold Fleet Stakeholder Interview

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*February 8, 2012*

### Attendees:

Carolyn Horgan, VP – Chief Operations Officer

Doug Langille, Transit Planner, HDR Engineering Inc.

**Discussion Feedback:**

## 1. Ferry Service to Tiburon

- On weekdays peak service is provided between Tiburon and the SF Ferry Building (AM peak 4 sailings from Tiburon and 3 sailings to Tiburon) (PM Peak – 4 sailings to Tiburon and 3 sailings from Tiburon).
- On weekdays midday service is between Tiburon and SF Pier 41 (there are 4 sailings to Tiburon and 3 sailings from Tiburon).
- On weekends and holidays service is provided between Tiburon and Pier 41 (5 round trip sailings).
- On Friday evenings there are additional sailings connecting Pier 41 with both Tiburon and Sausalito. This extended service is provided May through October to promote retail and dinner trips from San Francisco and is promoted in conjunction with restaurant discount coupons. The service operators with one ferry serving both Sausalito and Tiburon. Each sailing docks at both ferry terminals and provides a service between Sausalito and Tiburon. The sailing time between Sausalito and Tiburon is 10 minutes.
- Blue & Gold is not authorized to operate between Tiburon and Angel Island. Blue & Gold's Angel Island service sails from Pier 41.

## 2. Key Markets

- Markets include commuters during peaks, tourists and SF residents for leisure trips and Peninsula residents (midday for leisure to SF).
- Outbound markets from the Peninsula are limited by the lack of parking at the Tiburon ferry terminal.
- Does not feel that GGT bus service competes with Tiburon ferry service.
- Blue & Gold and Golden Gate Ferry service have a fare reciprocity arrangement allowing passengers to go on one service and return on the other. This could likely work if there was a bus shuttle service between the Sausalito and Tiburon ferry terminals.
- Blue & Gold works closely with the Tiburon Chamber of Commerce on tourist promotions.

## 3. America's Cup

- Will be operating Angel Island service for spectators between Pier 41. Unless given authority they will not operate spectator service between Tiburon and Angel Island. (Note: additional capacity from Tiburon may be required in conjunction with bus shuttles from intercept lots in Marin County.

## 4. General

- Blue & Gold does not receive public subsidy for service. They are also a low priority for CLIPPER integration making fare reciprocity with Golden Gate more difficult.

## Marin County Commission on Aging Stakeholder Interview

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*February 10, 2012*

### Attendees:

Vera Gertler, MCCOA

Allan Bortel, MCCOA

Lori Haladay, M.C. Health and Human Services

Robert Betts, Marin Transit

Doug Langille, HDR Engineering Inc.

### Discussion Feedback:

1. In your opinion, what is the biggest transportation challenge facing the Peninsula? (general traffic congestion, parking, bell time congestion at schools, not enough bus service, other)
  - School traffic congestion along Tiburon Blvd at bell times.
  - Carpooling amongst parents or central pick up points for escorted group walk of students to and from elementary school. Volunteer parents or seniors could provide the escort.
  
2. Senior Markets
  - Seniors continue to age in place in the hills. Many still have cars. Peninsula seniors tend to be independent and to some degree, isolationists. This will go against ride sharing programs such as volunteer drive programs or dial-a-ride services.
  - More accessible housing opportunities along corridor are limited.
  
3. Key Senior Destinations
  - Marin General Hospital, and clinics and medical offices along Eliseo Drive.
  - Safeway in Strawberry Village Shopping Center (prices tend to be 20-40% higher at local Woodland Market.
  - Tiburon Library.
  - San Francisco via SF Ferry Terminal (Midday sailings from Larkspur Ferry Terminal). Seniors prefer SF Ferry terminal to Pier 41 for general access to City.
  
4. Existing Transit
  - Fixed route – limited coverage (along corridor) and low frequency. Fixed route schedules difficult to understand interconnectivity – where and when to transfer.
  - Whistlestop – requirement to book ahead and potentially long wait times (lack of spontaneity) and “disability” service images (majority of seniors do not need a lift equip vehicle and seem to prefer not to ride in one.

- Golden Gate ferry fares are lower than Blue & Gold's.

#### 5. Improvements

- Produce a community booklet of all transit services and alternatives for Peninsula. The booklet would include transfer information to access other regional or county destinations.
- Increased midday fixed route bus frequency to Strawberry for shopping and connections.
- Good connections with Route 222 at Strawberry (Marin General and Trader Joe's).
- Reconfigure Route 222 to serve Larkspur Ferry Terminal (midday).
- Shuttles from Peninsula to Civic Center Farmers Market (Thursday & Saturday).
- Taxi voucher program could be fine for local Peninsula travel, but taxi fares would still be too high for trips beyond Peninsula (Marin General area or Civic Center).

#### 6. General

- Contact Marin Village housing complex in Tiburon as a stakeholder.
- Involve Marin Transit's Mobility Management office in development of solutions.

### St. Hilary School Stakeholder Interview

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*February 17, 2012*

#### Attendees:

Doug Langille, HDR Engineering Inc.

#### Discussion Feedback:

1. What are the bell times?
  - 8:00 AM and 3:00 PM
2. How many of your students come from the Tiburon Peninsula? (Geo coded residence locations?)
  - St Hilary is a K through grade 8 school with 248 students
  - 25-30% of students live on Peninsula.
3. How do they get to/from class (% by car, school bus, public transit bus, walk etc.)?
  - 85% of students are driven by parents including some informal carpools.
  - 10% take school tripper boarding in Sausalito and Mill Valley
  - 5% walk
4. Are there any organized car pools?

- Some informal carpools amongst parents
5. Are there traffic congestion problems around the school at bell time?
    - Congestion at Tiburon Blvd traffic lights and left turn lane onto Rock Hill.
    - AM peak is 7:45 AM and PM peak outbound is around 3:05 PM.
    - Note school tripper goes up to school entrance.
    - Bell time congestion is short lived.
  5. What role do you feel public transit can play in addressing bell time congestion?
    - Organize student pick up points along route (similar to yellow bus service design) where parents could drop and pick up students. This could encourage more transit use for school trips.
    - Develop routing from Paradise side of Peninsula with pick up/drop off points. Could reduce bell congestion over Trestle Glenn Blvd.
  6. Other thoughts/insights regarding public transit and transportation on the Peninsula (in relation to quality of life etc.)?
    - Some students come from San Francisco and are driven by parents.

### Senior Stakeholder Interview: Ms. Ellie Bloch

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*February 17, 2012*

#### **Attendees:**

Doug Langille, HDR Engineering Inc.

1. What are the important trip purposes for seniors living on the Peninsula? (rank in order of importance)
  - Grocery shopping
  - Social visits
  - Recreation/entertainment trips to San Francisco
2. What destinations are important to seniors living on the Peninsula (local and/or regional)? Provide specific locations or institution names. (rank in order of importance)
  - Mill Valley downtown – wide range of stores and cafes for socialization.
  - Grocery stores – Woodlands, Safeway, Trader Joes and Whole Foods (Mill Valley).
  - Larkspur Ferry Terminal more important than Tiburon because midday service goes to SF Ferry Building (better access to SF attractions and destinations)
3. How do you currently travel to meet your needs? (car as driver, driven by family member/friend/neighbor/etc., walk, public transit bus, Whistlestop, taxi, other).

- Car as driver
4. Do you need assistance getting in/out of a car/bus, or getting to and from a vehicle? If yes please explain?
    - Fully independent – no assistance required.
  6. What challenges do seniors have getting around?
    - Bus service is not frequent enough.
    - Currently transit does not directly serve a wide enough range of destinations used by Peninsula seniors.
  7. How could public transit better address these challenges?
    - Increase frequency
  8. Further to question 7, can you suggest any ways of improving public transit for Peninsula seniors (frequency, routing, different service types, other)?
    - Support volunteer driver program – door to door service, help with groceries and flexibility to effectively access a wide range of destinations.
    - Operate a jitney along Tiburon Blvd between downtown Tiburon and downtown Mill Valley.
  9. Based on your knowledge of public transit services on the Peninsula, what do you think the strengths and weaknesses of the current services are (including Whistlestop) are (coverage, access, availability)?
    - Whistlestop provides a needed service that is limited by resources – booking in advance limits and onboard travel time can be long due to shared ride nature of service.
    - Fixed route frequency is limited by funding.
    - Fixed route service does not penetrate residential neighborhoods in the hills to reduce walking distances to bus stops (slope is also a barrier to pedestrian access to Tiburon Blvd corridor bus stops.
  10. Other thoughts/insights regarding transit or transportation on the Peninsula?
    - Other markets include domestic workers, nannies and staff in covalence homes. Staff can have long walks in from existing bus stops on Tiburon Blvd.
    - Wants to see an emergency evacuation plan with transit’s role clearly defined.

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### **Elected Officials Stakeholder Interview: Mayor Jim Fraser & Councilmember Alice Fredericks**

*February 17, 2012*

**Attendees:**

Doug Langille, HDR Engineering Inc.

Robert Betts, Marin Transit

1. What would you like the City to get out of this project?
  - Meaningful transit services that more accurately meet Tiburon markets.
  
2. What do you think the principal roles should be for transit on the Peninsula
  - Transit services that bring:
    - residents to hubs of commerce;
    - residents down from hill neighborhoods to Tiburon Blvd corridor;
    - serve key hubs of commerce; and
    - residents and visitors to/from Airporter service on HWY 101 corridor.
  
3. Key destinations.
  - Tiburon town-center - city hall and library
  - Safeway at Strawberry
  - Tiburon downtown retail
  
5. Key Markets
  - Local commuters – jobs off Peninsula
  - Service workers – hospitality and retail workers in Tiburon downtown
  - Seniors – wide range of goods and service in County
  - Students to out-of-school activities.
  
6. How important is the Blue & Gold ferry service to the Town of Tiburon?
  - Ferry service is important to commuters to jobs in San Francisco and tourism
  
7. How could bus transit support the Blue & Gold ferry service?
  - Provide an overload shuttle service back to San Francisco for bicycle tourists who cannot return to SF by ferry because of ferry capacity limitations (weekends and holidays).
  
8. Other thoughts/insights regarding public transit and transportation on the Peninsula (in relation to quality of life etc.)?
  - Transit should have a clean image to attract ridership – increased exterior and interior cleaning.
  - Because of local concerns, Blackie's Pasture should not be considered as a transit or carpool intercept lot (expanding parking capacity).

### Hawthorne Terrace Stakeholder Interview

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*February 21, 2012*

**Attendees:**

Sandra Smith –Neighborhood Representative

Stan Smith - Neighborhood Representative  
 Ken Weil - Neighborhood Representative  
 Sara Klein - Neighborhood Representative  
 Robert Betts, Transit Planner, Marin Transit

**Discussion Feedback:**

- School traffic is primary issue on Peninsula. Need to reduce parent drop-off. Is there a way to better time buses to bell times? Is there a way to offer financial incentive to carpool/take transit?
- Many SF workers commuting from Tiburon work on market time and need to go earlier into the City and leave early afternoon. Currently no transit, including ferry, provides this option. An early ferry with a shuttle or another commute bus to meet these times is desired.
- Frequent shuttle on Tiburon Blvd is desired. Blackie's Pasture to Downtown would be a good alignment. Many people could get dropped at this location by neighbors.
- Connection to Marin Airporter lot is also desired.
- Service to Strawberry is not highly desired. Town Center/Village is more attractive but Downtown is highest rated destination.
- Most residents of this neighborhood can walk to Tiburon Blvd so service into the hills in this area is less desirable.
- Service workers on construction side are a major contributor to traffic. When the economy was up, there were a lot more cars on the road. This is a hard population to get on transit but maybe a remote parking lot would make sense.

**Belveron Stakeholder Interview**

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*February 21, 2012*

**Attendees:**

Marti Andrews –Neighborhood Representative  
 Frances Barbour - Neighborhood Representative  
 Daniel Amir - Neighborhood Representative  
 Robert Betts, Transit Planner, Marin Transit

**Discussion Feedback:**

- The Peninsula needs a shuttle service that loops back and forth along Tiburon Boulevard. Service should also extend to Corte Madera (The Village), Trader Joes, Larkspur Landing and the Whole Foods in Mill Valley. A frequency of 20-minutes is the golden number. Once an hour won't do it.

- Access to the Larkspur Ferry terminal may not be needed if residents could park or better access the Tiburon Ferry. Many do currently drive to Larkspur due to the free parking, cheaper fare and more service.
- By the time you pay for parking in Tiburon, the commute cost to drive is nearly the same
- A ferry feeder service to the Tiburon dock would be desirable.
- There is a strong market from Tiburon to San Francisco. More GGT regional service would make commute bus more feasible but the current schedule leave you stranded if you miss one trip.
- Residents will need future connectivity to SMART
- All day parking in downtown Tiburon is not possible unless you pay
- Traffic on Tiburon Boulevard is the single largest issue.
- The current location of bus stops is good.
- Transit to connect service worker, especially those from Richmond, would be desired
- Access to Marin Airporter would be good. Many try to park overnight at Manzanita or have family/friend pickup car.
- Friday nights on Main would be a good special event to provide transit service. This event is seasonal from April-October.

### **Mt. Tiburon Homeowners Stakeholder Interview**

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*February 22, 2012*

#### **Attendees:**

Joe Shekou – Homeowners Board Member  
Robert Betts, Transit Planner, Marin Transit

#### **Discussion Feedback:**

- There is general agreement from his organization that we should not widen Tiburon Boulevard as a way to reduce traffic congestion.
- Traffic associated with student drop-off and pick-up is the primary mobility issue in Tiburon.
- Solution should look at using smaller buses to transport students to school. These vehicles could better navigate the hills.
- There needs to be an educational campaign to encourage parents to put their child on the bus. Educate on how much it costs to drive and the environmental impacts.
- Volunteer driver program may work for seniors in hills.
- Most people with flexible schedules will work around school congestion. Service workers tend to have more flexible schedules and thus do not contribute to traffic congestion.
- Whistlestop program works well for Tiburon seniors. Vehicles could even be reduced size-wise to sedans or minivans for the windy, hilly terrain.

- Service workers drive and park in Tiburon and carpool more in Belvedere due to the roadway restrictions and tight parking conditions.
- Tiburon residents use Marin Airporter SFO service frequently. Many drive or get dropped off at either Larkspur or Manzanita lots.

### **Business Community Stakeholder Interview**

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*February 27, 2012*

#### **Attendees:**

Steve Sears, Owner Sam's

Unknown, Kitchen Manager

Unknown, Shift Manager

Robert Betts, Senior Planner, Marin Transit

#### **Discussion Feedback:**

- The current service does not run late enough for staff to use.
- There are many traveling between SF and Tiburon and need to get to 101 corridor. Other major origins for kitchen staff are the Canal and East Bay. Early morning weekend connections to the East Bay are challenging.
- Most workers carpool in to work but variation in the shift schedules make it challenging to get off at the same time. Depending upon how busy the night is, some may get cut after only a few hours while others may staff the full shift. More flexibility with the return trip would be the immediate need.
- Current shifts: (8AM-4PM day shift, 3PM-11PM night shift)
- A demand response model may work better than a fixed route service. Something even like a flex route would be of value.
- Every kitchen worker has a smart phone. Real-time information would benefit this user group. Maybe even a display in the kitchen would be good.
- Buses need to be smaller and more dynamic in terms of scheduling.
- Additional rider information should be provided at the major stops including Tiburon and Main
- America's cup will be a big draw to Tiburon and transit should be in a position to support the tourists
- 85% of business at Sam's is locals
- Blue and Gold did a late boat pilot to SF on Friday and Saturdays but did not do well
- Added cab service would benefit Downtown Tiburon. Service workers could even share rides if it was subsidized.

### **Downtown Tiburon Community Stakeholder Interview**

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*February 28, 2012*

**Attendees:**

Janice Anderson-Gram, Downtown Tiburon Vibrancy and Marketing and Communication Taskforce Representative

Robert Betts, Senior Planner, Marin Transit

**Discussion Feedback:**

- Transit service within Tiburon is very limited. Only Route 19.
- Transit should connect with Mill Valley and not go south of Strawberry. Major destinations include downtown Mill Valley, Strawberry Shopping, CVS and the Cove Shopping.
- It is challenging to park and use the ferry. Ferry service on the weekends should
- There are over 500 Blazing Saddles bicyclists that go through Tiburon on a nice day. Weekend ferry service ends at 4:30 and many miss the last boat. Having a shuttle service for bikes (similar to rafting companies at the end of the ride shuttling riders back up) should be considered.
- A downtown shuttle would be desirable
- Taxis would not work due to the long waits to get a cab to come to Tiburon
- Transit would help support events such as the Art Fair, Beer/Wine festival, Antique Car Show, the Tiburon Mile
- A bike station should be explored for Blackie's Pasture
- It would be great to have an interactive kiosk which shows next ferry and bus departures so tourists know their options.

**City of Belvedere Council Stakeholder Interview**

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*February 28, 2012*

**Attendees:**

Siavash Barmand, Belvedere City Council

Robert Betts, Marin Transit

Doug Langille, HDR Engineering

**Discussion Feedback:**

1. In your opinion, what is the biggest transportation challenge facing the Peninsula?
  - School traffic congestion along Tiburon Blvd at bell times. Schools are experiencing increasing enrollment and impacting roadways. AM has one congested period and PM has a peak around 3 PM and again at 5 PM. Many parents feel obligated to drive their child to school.
  - Bike safety, especially at intersection of San Rafael and Tiburon Boulevard. Many large bike clubs and tourist groups use the multi-use path and many do not observe the speed limits or traffic control signage.
  - Parking at Tiburon Ferry is limited and costly. Very few spots to park all day at no cost. By the time you park and ride at Tiburon the auto cost is competitive. Many also choose to drive to Larkspur for

the free parking and cheaper ride.

2. What are appropriate markets for transit in Belvedere?
  - Persons without vehicles
  - Workers – day workers
  - Ferry service is very popular but most people in Belvedere walk
  - Most elderly can still drive but should be included as future user
  
3. Suggestions for Improved Transit
  - Destinations served by transit should focus on areas in Marin County south of San Rafael including The Village @ Corte Madera, Downtown Mill Valley, Downtown Sausalito and Downtown San Rafael. Redwood High School should also be a priority.
  - Transit service should come into Belvedere. Although terrain is challenging, locations for potential stops in Belvedere include Britton/Golden Gate/Oak, Madrona/Golden Gate and along San Rafael and maybe Belvedere Avenue.
  
4. Other Comments
  - Should consider a mailer to residents to see reaction to proposed service changes.

### **Latino Community Stakeholder Interview**

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*February 28, 2012*

#### **Attendees:**

Cecilia Zamora, Executive Director Latino Council, President of Marin County Hispanic Chamber of Commerce

Robert Betts, Senior Planner, Marin Transit

#### **Discussion Feedback:**

- Latino community is grouped in concentrated areas within Marin. The Canal and Marin City have the highest percentages. Marin City's Latino population now matches the African American population. As Latino's become more established in Marin County, they tend to move to Novato, Santa Venetia and areas of Gristle Park in San Rafael – specifically multifamily housing sites within these communities.
- There is significant travel that occurs between the Canal and San Rafael High and the Canal and San Pedro School that is challenging due to the physical separation of the waterway. These are very close to each other as the crow flies but requires a long trip (often transit) to complete.

- Canal residents need transit access to the College of Marin and Marin General. There are also new clinics in Novato and Marin City
- The first two items typically obtained by the Latino community when moving to Marin include cell phones and cable TV. These items allow them to communicate with family living abroad and keep updated on news from their native country. 80% of Latinos use their phone for internet access.
- Latinos use transit primarily to access areas such as health care, education, ESL sites, employment sites, the Civic Center and retail (Northgate).

### **City of Belvedere Staff and Council Stakeholder Interview**

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*February 29, 2012*

**Attendees:**

Robert Betts, Marin Transit and:

10am-11am

1. Scott Derdenger, Public Works Manager
2. Tricia Seyler, Police Chief
3. Lylene Philips, Police Department Secretary
4. Felicia Wheaton, Assistant to the City Manager
5. George Rodericks, City Manager
6. Charles Wayshak, Police
7. Paul Sims, Police

11am-Noon

8. Vice-Mayor Sandy Donnell
9. Council Member John Telischak

1pm-2pm

10. Gerhard Laufer, Public Works Crew
11. Max Sandoval, Public Works Crew
12. Javier Sandoval, Public Works Crew
13. Lorraine Weiss, Planner
14. Pierce Macdonald, Planning Manager
15. Lorrie Duffy, Planning Department Secretary

2pm-3pm

16. Nancy Miller, Planning Department Secretary
17. Leslie Carpentiers, City Clerk
18. Rachel Lang, Building Official

19. Mariel Steiner, Assistant Planner/Records Technician
20. Genaro Muniz, Building Inspector

3pm-4pm

21. Council Member Dr. Tom Cromwell

**Discussion Feedback:**

1. In your opinion, what is the biggest transportation challenge facing the Peninsula?
  - Traffic congestion along Tiburon Blvd, primarily at bell times. City of Belvedere has done a good job with flex schedules to work around congestion.
  - Transportation for workers at large residential job site in the hills. City requires parking and staging plan for large projects and limits the number of vehicles to three per site. Many jobs provide a dedicated shuttle to transport workers. Not exactly sure where workers are getting shuttled from.
  - Parking at Tiburon Ferry is limited and costly. Very few spots to park all day at no cost. By the time you park and ride at Tiburon the auto cost is competitive. Many also choose to drive to Larkspur for the free parking and cheaper ride.
  - Everyone has cars and they drive themselves. Converting to transit for Belvedere residents will be a challenge.
  - We need to find a way to better transport kids to school. Is there a way to stagger the bell times or subsidize the cost of using the bus?
  - Tiburon Boulevard congestion – school traffic. The typical pick-up and drop-offs are an issue but also getting kids to and from after-school activities. There is not a lot of carpooling going on.
  - Senior mobility – aging population and few mobility options. The weekly bridge card event at City Hall draws a large group and they all still drive.
  - Bicyclist- primarily tourists. We need better directional signage. Many come over on ferry and get lost in Belvedere.
  - Mobility for service workers-many business have trouble attracting workforce if they don't have access to a car.
  - Terrain in Belvedere makes it difficult to locate bus stops.
  - The current transit service is too inconvenient and too impersonal
  - Parents don't trust the bus or any other means of getting their child to school so they drive them and add congestion to Tiburon Boulevard. After school programs also create added traffic as parents continue to chauffeur. Very little carpooling.
  - The current transit service is just not feasible. Long headway and connections between local and regional at the Tiburon Wye is challenging.
  - Bikers create a lot of safety issues
  - Aging population – how do they get around as they become unable to drive themselves?

- School traffic – many parents driving one child to school and creating congestion on Tiburon Boulevard
2. What are appropriate markets for transit in Belvedere?
- Staff working Downtown Tiburon. Late night service does not meet the needs of these workers.
  - Domestic help. Residents rely on help for all types of services including housecleaning, gardening, tree trimming, pool, dry cleaners (Alex's), dog poop pickup, dog walkers, Christmas lights, etc.
  - Special events – art festival/wine festival/Fridays on Main
  - Ferry patrons, however many walk or park down on Lagoon and walk
  - Seniors who are unable to drive. There is a significant amount of elder abuse related to mobility and having a reliable source for transportation would be useful. Seniors also do not want to stand out from the rest of the community. Seniors in Belvedere would likely pay more for this service than the current minimal fee.
  - Geographically, transit should serve the major destinations (The Cove Shopping Center, Safeway, Strawberry Village and Downtown Tiburon). Multifamily housing along Lagoon would be potential users.
  - School kids – all parents tend to drive their kids to school and don't trust the bus or other forms of transportation.
  - Residents in affordable housing – site across from Belvedere City Hall
  - Low-income residents need transit to get to work. Transit service along San Rafael would be adequate for getting people to town and then they could walk up/down hills.
  - Restaurant and service industry workers in Downtown Tiburon.
  - Seniors
  - Late night crowds who have been drinking. There is a general fear of getting pulled over on the way home.
  - Tourists-sunny weekends are magnets for outsiders to Tiburon
  - Students. In addition to Redwood, many belvedere students go to Marin Catholic (Kentfield), Marin Academy (San Rafael) or Branson (Ross).
  - Special events – especially America's Cup.
  - Tourists – if we could connect to Manzanita on the weekends we could draw on the Muir Woods Shuttle riders. Angel Island visitors also have a problem finding parking so they may use a shuttle if it was convenient.
  - Transit markets in belvedere are very limited.
  - Reverse commuters from San Francisco who come over on ferry and don't bring a car but need to get around midday.
  - Seniors
  - Service workers going to the residential site in Belvedere

- Residents along the Lagoon and along San Rafael may use a fixed route since it's more walkable in these areas.
3. Suggestions for Improved Transit
- Potential special events trolley.
  - Any new transit service needs to connect to Corte Madera, Larkspur Landing and Mill Valley. Whole foods in Mill Valley and The Village in Corte Madera are popular destinations.
  - Service back and forth on Tiburon Boulevard. Could also function as a possible Ferry feeder service
  - Develop apps or mobile site for transit users
  - Shuttle service between Downtown Tiburon and Mill Valley would make sense
  - Would an electric cart feeder system from the hills make sense? Similar model to bike share where you have an account and drop-off/pick-up at multiple locations.
  - Real-time transit information near or in the restaurants in Downtown Tiburon
  - Smaller vehicles/buses that connect to Mill Valley
  - Service needs to have some component of luxury for people to use it in Belvedere – they can afford it and it is what they are used to. Car services and limos are very popular in Belvedere.
  - Pedi-cabs on the multi-use path?
  - Improve the stop and shelter at Tiburon/Knoll Road (EB direction is boarding direction).
  - Added frequency and better connections between 101 services and Route 19
  - Smaller vans for school shuttles
  - A town car model may be the only feasible solution for residents
4. Other comments
- Taxi drivers are insane and not sure residents would look favorable at them as reliable means of transportation.
  - Why do we have so many buses going westbound that say “out of service”? Why not make those revenue trips?
  - Large job sites tend to keep tools on site and locked up so workers are more likely to be able to use transit.
  - A courier service would help reduce traffic.
  - Improvements to the safe routes to school program in Tiburon would help school congestion
  - Car share (Zip car or Getaround). While the traditional car share providers may not see a market in Belvedere/Tiburon, the Getaround model or leasing your car may be desirable.
  - Formalizing a casual carpool site in Belvedere/Tiburon?
  - We need to think about emergency evacuation on the Peninsula.

### Angel Island Ferry Stakeholder Interview

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*March 1, 2012*

**Attendees:**

Maggie McDonogh, Owner-Angel Island Ferry Company  
 Richard Neil Snyder, Lawyer-Angel Island Ferry Company  
 Robert Betts, Senior Planner, Marin Transit

**Discussion Feedback:**

- Ferry services are very important for emergencies. Angel Island Fleet played a key role in the Angel Island fire and could support emergencies within Tiburon.
- The largest transportation issue is traffic on Tiburon Boulevard during the weekdays.
- Company currently has 8 employees and 3 boats. Most employees are from Tiburon. Two boat sizes – larger holds 350 PAX (85 bikes) and smaller holds 102 PAX (20 bikes).
- Company has a lot of flexibility with operations and can increase or decrease trips based on demand.
- In addition to Angel Island transportation, they also offer private charter services
- Weekend usage is higher than weekday on ferries. Although they compete with ferry services directly from SF, they offer the most frequent schedule and cheapest price.
- Significant ridership from the East Bay.
- Would be interested in opportunities to connect to Muir Woods Shuttle and other tourist areas within Marin County. Also consider serving the GG Bridge visitor lots and Disney museum at Presidio. National parks may be taking a more active role in overseeing State Parks including Angel Island.
- Should consider park and ride locations along Tiburon Blvd including Blackies and school sites which may be vacant on the weekends.
- Look at expanding transit service to connect directly to SF and the East Bay.

**Redwood High School Stakeholder Interview**

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*March 2, 2012*

**Attendees:**

LaSandra White, Assistant Principal  
 Robert Betts, Senior Planner, Marin Transit

**Discussion Feedback:**

- Ideal bus service gets to campus 20 minutes prior. Our schedules today seem to work well.
- Seems like we have too many standees on our current buses – we should look at adding service or larger buses.
- Safe Route to School program is quite active at Redwood – transit should piggyback on these efforts. There is a current online survey through SR2S.
- Many students have cars and drive to school. Only juniors and seniors are allowed to park in the lot so sophomore with licenses park on the residential streets.

- Cities which attend Redwood include: Belvedere, Tiburon, Corte Madera, Greenbrae, Kentfield, Ross and Larkspur (except Larkspur Landing and Drakes Cove which is part of the San Rafael School District). 50 slots are available for open enrollment and some students from Marin City take these openings.
- Most after school activities take place on or near campus except rowing and golf.
- Open campus at lunch
- Students are required to take six periods and seven are offered. Most bus service is timed to 1st period which makes taking transit not feasible for 2nd period start students. Most bus riders are juniors and seniors with full day schedules.
- Current enrollment = 1,450 students. Expected to increase by 100 in 1-2 years.

### Lyford Cove HOA Stakeholder Interview

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*March 5, 2012*

#### **Attendees:**

Tom Brandon

Linda Tripp

Susan Wilkins

Dellie Woodring

Seamus Brady

Fran Wilson

Barry Wilson

Robert Betts, Senior Planner, Marin Transit

#### **Discussion Feedback:**

- Lyford Cove includes 500 homes along the eastern end of the Tiburon Peninsula.
- Many seniors continue to live in home with in-home care
- Transportation is a major need for residents in this part of Tiburon
- Marin Village has a volunteer driver program. There are current 10 volunteers but most are unwilling to drive during the congested peak periods when demand is high. In February there were 19 requests. See Attachment A below for details.
- Recent shuttle service provided to Designer Showcase home by Seamus Brady was a success. They originally scheduled cutaway vehicles but realized only 15 PAX vans would work.
- There are parking issues within the downtown, especially when there is good weather.
- Shuttle service along Tiburon Blvd should get at least to Strawberry – Mill Valley would be ideal
- Traffic on Tiburon Blvd is not only an inconvenience, but also a safety hazard. It demonstrates the susceptibility of the area if a natural disaster would occur.
- Cyclists on Paradise are a transportation safety concern.

- Transit could support mobility for those who have a drink downtown and want to get back home. Business could help fund this shuttle service.
- There are tourist bikers who get stuck at the ferry on the weekends without a way home.
- Shuttle route to serve seniors should go to the Yacht Club, up Beach, Right on Tiburon Blvd and serve the Library. Midday trips would be most desired for this demographic. Bridge clubs at Belvedere would also use.
- Taxi service comes from Mill Valley and often has significant delays and high costs. Taxis are also too unreliable.
- Transit needs to be reliable so users trust schedules. It would be great to have the same driver on the route so residents get to know the service - personalizes it.
- Many residents need to get down the hill to use current services.
- Whistlestop is a nice service but you have to qualify and many residents don't.
- Park and Ride opportunities should look at Reed School, Blackie's Pasture and Tiburon Peninsula West lot (behind Library)

### Servino's Restaurant Stakeholder Interview

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*March 19, 2012*

#### Attendees:

Angelo Servino, Owner, Servino's Restaurant

Robert Betts, Senior Planner, Marin Transit

#### Discussion Feedback:

- Employees would be the primary user of transit services but many European tourists are also looking for transportation options. Many come over on the ferry and would take the bus back to SF if the option was available. Europeans are used to taking transit but Tiburon has very few options.
- Two shifts per day, the first starts around 9:30 AM and the second around 3PM. The evening shift gets out at various times depending upon how busy the restaurant is. Many employees carpool in but driver and passengers may get off at different times, making the commute home challenging.
- There is a high level of support for a shuttle system by Downtown businesses. A while back, Angelo organized signatures when he was President of the Chamber.
- There may be interest by downtown business to post real-time information either at the bar or in the kitchen so people now when the next bus will leave.
- They may be interest in the business community to participate in a "token" program or some other financial contribution to support the shuttle.

### SF Yacht Club Stakeholder Interview

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*March 29, 2012*

**Attendees:**

Steve De Petro, SF Yacht Club Manager

Robert Betts, Senior Planner, Marin Transit

**Discussion Feedback:**

- Patrons of the club include private members and workers. The majority of both workers and members drive and parking is provided on site.
- Lunch and dinner is offered Wednesday thru Sundays.
- Busiest days at the club are Saturdays and Sundays when approximately 60 will be on
- Workers are primarily in the food and beverage division. Worker shifts go from mid-morning to late night. Morning shifts tend to start at 9 AM and run to 3 PM and afternoon shifts run from 3 PM – 10 or 11 PM.
- Other workers are in the maintenance and housekeeping departments.
- Majority of workers come from San Rafael.
- Current bus service is not late enough. Some workers may take bus in but not home at night.

## Appendix D: Outreach Materials

### Meeting /Event Summary

#### Public Meeting

Date: Tuesday, June 5, 2012

Time: 4:30 pm to 7:00 pm

Location: Strawberry Recreation District

#### Special Event

Date: Friday, June 22, 2012

Time: 6:00 pm to 9:00 pm

Location: Friday Night's on Main, Main Street

#### Project Team Attendees

Robert Betts, Marin Transit

Melody Chan, Marin Transit

Douglas Langille, HDR Engineering, Inc.

Tammy Nguyen, HDR Engineering, Inc.

In June 2012, Marin Transit reached out to the public to garner additional input on the draft transit improvement concepts during two special events for the Tiburon Transit Needs Assessment Project. The first event was an open house which took place on Tuesday, June 5th from 4:30 pm to 7:00 pm at the Strawberry Recreation District, Gymnasium. The second event took place on Friday, June 22nd from 6:00 pm to 9:00 pm and included a booth (included a Marin Transit shuttle) at Friday Nights on Main—an annual event on Main Street hosted by the Tiburon Peninsula Chamber of Commerce.

Marin Transit and the community outreach consultant firm, HDR, made multiple efforts to contact the community and stakeholders to invite them to the events. Approximately 216 e-blasts were sent to community members and key stakeholders, as well as hand delivered to key locations such as the Library, Town Hall, and local market. An advertisement was also published in The Ark on Wednesday, May 30th. As a result of these efforts, approximately 18 members of the community attended the open house, while over 30 event attendees visited the booth at the Friday Nights on Main event to talk transit.

Special attendees included Tiburon Councilmember Alice Fredericks, as well as a reporter from The Ark who both attended the Strawberry meeting and the Friday Nights on Main event.

The public meeting was set up as an informal open house that allowed attendees to walk around the room, view a variety of project displays, illustrations of the study area and potential alternatives, and talk one-on-one with the project team staff and consultants. These printed materials are shown in Figure D–1, Figure D–2, Figure D–3, and Figure D–4.



At both events, attendees were also given sticky dots to place (vote) on their favorite alternative(s).

At 4:30 pm, Douglas Langille opened with welcoming remarks and noted the elected officials and the project team present. He then gave a brief overview of the project's background and potential alternatives. Prior to opening the floor to questions and comments (see below), Doug thanked community members for their critical participation and continued patience during the project planning process and then outlined the next steps.

Once all questions and concerns had been addressed, the meeting format reverted back to open house style, and attendees were encouraged to continue visiting with project staff to discuss their specific questions in more detail.

During the question and answer session, HDR recorded all comments and questions. These comments have been placed in no particular order below.

- Did you look at capacity pricing during rush hour?
- What about talking to the schools since kids start at 7?
- There is a relative amount of traffic during peak hour by older kids taking bus. Do they carpool or already take the bus? Is this going to help transit?
- Are you going to have meetings elsewhere such as Sausalito, Corte Madera, etc.?
- Who are all these people coming into town? When do workers and kids come? Look at the landscape crew, domestic, renovators, plumbers, etc.
- There was a program 10 years ago in the San Geronimo Valley in West Marin called GO Geronimo. Maybe this project can mimic some of its features. There have also been screened hitchhiking programs. How can the community help each other? In Washington, DC, folks meet downtown to go to certain places. They get together informally to designated spots to use HOV lanes.

During sign-in and throughout the evening, attendees were given the opportunity to write comment cards, which could be turned in to the comment box during the meeting or brought home to mail or fax later.

The following comment cards were submitted at the Strawberry open house:

**Comment #1:**

*General Comments:* I know this isn't a Marin focused option, but how about creating the infrastructure for private water taxis? By infrastructure, I mean a dock a taxi car tie up at to load or unload passengers. This would allow me to reserve a taxi from Tiburon, Sausalito, etc. and go to dinner and a show in the city of the east bay, etc.

*Submitted by:*

Josh Sale

150 Chapel Drive, Mill Valley, CA 94941

415-388-8866

jsale@tril.com

**Comment #2:**

*What is your favorite alternative and why:* Expand a Whistlestop bike system. Expand #222. Use a smaller bus for Tiburon and have it run more often. Run the #19 line more often with longer hours and better connections. Have connecting buses more often at Strawberry Shopping Center. A single parent living in Tiburon without a car needs all day to do an errand, go to the doctor, or comply with any pre-arranged schedule with the County or schools. Getting to work and back into town is impossible midday.

*What is your least favorite alternative and why:* Depending on volunteers is not something that you can depend on as a regular service. It might be nice to fill in with. Cab vouchers could be expensive, but in a pinch they may work especially for evening employees. Cab drivers like to be tipped. Making some arrangements for compensation would need to be worked out.

*General Comments:* The people who really need the bus system to live in this county cannot be at this meeting because the bus schedule makes it either impossible, or very inconvenient. I suggest a small bus more often to Tiburon. Maybe expand the 211 route and put more buses on the route for shopping centers, doctors, hospitals and evening and night service. What about a tax on business who profit from tourist and local employees and low wages. Thank you for making an effort.

*Submitted by:*

Barbara Warren  
101 Neds Way, Tiburon, CA 94920  
415-596-9332  
barbjwar@yahoo.com

**Comment #3:**

*What is your favorite alternative and why:* 1A—flexible with connections with other buses. 1E—takes a lot of cars off Tiburon Boulevard.

*What is your least favorite alternative and why:* 2C—cannot see any advantage, discounted cab rides seem ok.

*General Comments:* Suggestion:

1. Time preference pricing: people such as contractors can purchase a pass (like a large green card for their truck) as proof they are in a carpool with 4 people in the truck. In exchange, they can use Tiburon Boulevard at peak times. Other must wait until an hour earlier or later. Would require policing.
2. Classes with staggered hours.

*Submitted by:*

Ann Eve Hazen  
20 Spring Lane, Tiburon, CA 94920  
415-435-4818  
Ahazen1945@yahoo.com

The following comment card was submitted at the Friday Nights on Main:

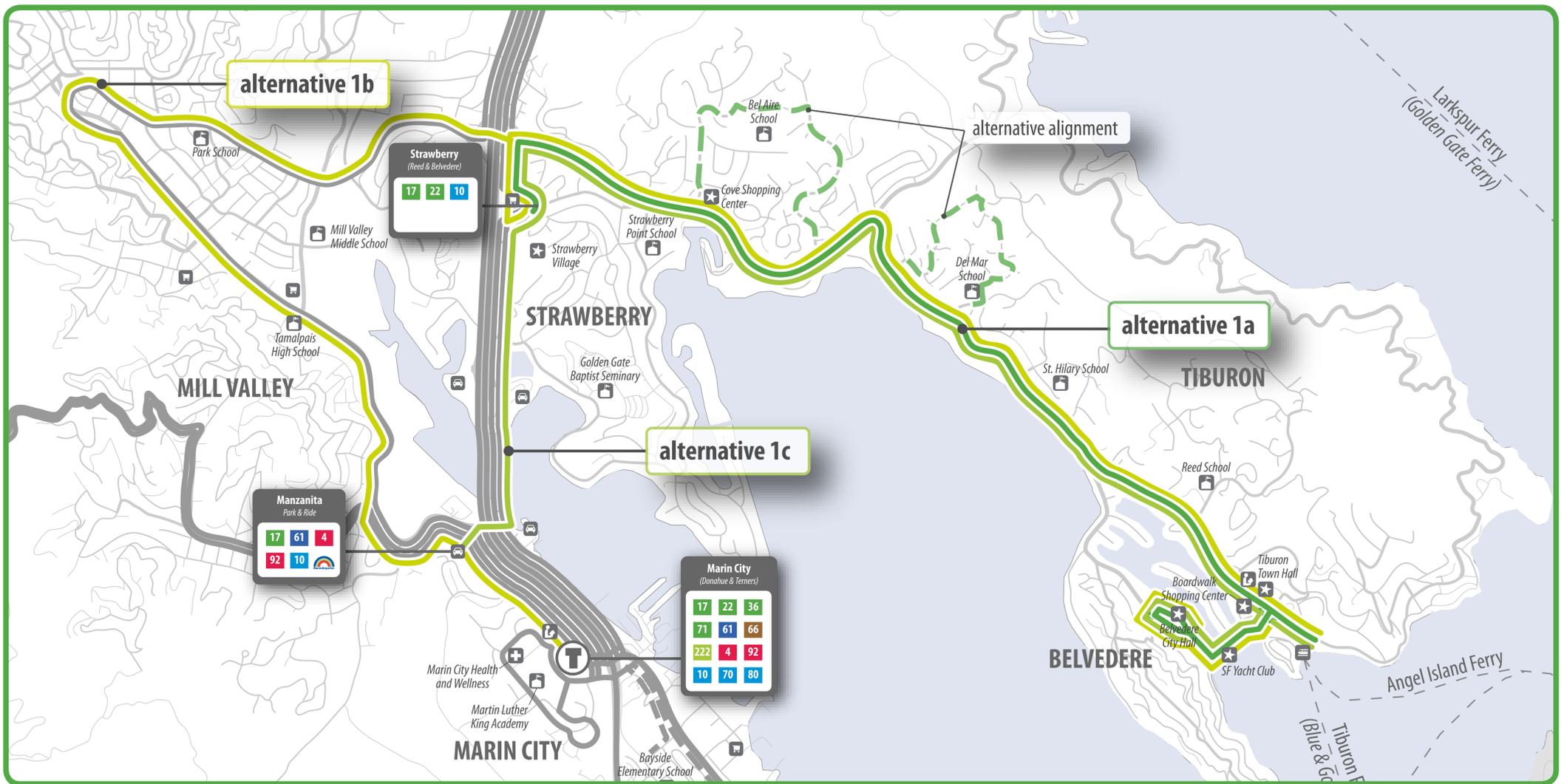
**Comment #4:**

*General Comments:* Bring back the service that would go up the hills, including Hillery Drive!!

*Submitted by:*

Roy Crumrine

178 Steward Drive, Tiburon, CA 94920



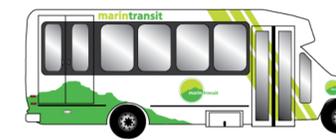
	alternative 1a tiburon community shuttle	alternative 1b mill valley/marin city extension	alternative 1c manzanita connector																														
description	cancel route 19; add a fixed-route shuttle between strawberry and downtown tiburon	alternative 1a with an extension to mill valley and marin city	alternative 1a with an extension to manzanita park & ride																														
service level frequency in minutes	<table border="1" style="width: 100%; text-align: center;"> <tr> <td style="background-color: #0070C0; color: white;">30</td> </tr> <tr> <td>early AM</td> <td>peak</td> <td>midday</td> <td>late PM</td> <td>weekend</td> </tr> </table>	30	30	30	30	30	early AM	peak	midday	late PM	weekend	<table border="1" style="width: 100%; text-align: center;"> <tr> <td style="background-color: #0070C0; color: white;">60</td> <td style="background-color: #0070C0; color: white;">30</td> <td style="background-color: #0070C0; color: white;">60</td> <td style="background-color: #0070C0; color: white;">60</td> <td style="background-color: #0070C0; color: white;">30</td> </tr> <tr> <td>early AM</td> <td>peak</td> <td>midday</td> <td>late PM</td> <td>weekend</td> </tr> </table>	60	30	60	60	30	early AM	peak	midday	late PM	weekend	<table border="1" style="width: 100%; text-align: center;"> <tr> <td style="background-color: #0070C0; color: white;">30</td> </tr> <tr> <td>early AM</td> <td>peak</td> <td>midday</td> <td>late PM</td> <td>weekend</td> </tr> </table>	30	30	30	30	30	early AM	peak	midday	late PM	weekend
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transportation benefits																																	
primary markets	<ul style="list-style-type: none"> <li>✓ residents</li> <li>✓ SF commuters</li> <li>✓ peninsula employees</li> <li>✓ students</li> <li>✓ seniors</li> <li>tourists</li> </ul>	<ul style="list-style-type: none"> <li>✓ residents</li> <li>✓ SF commuters</li> <li>✓ peninsula employees</li> <li>✓ students</li> <li>✓ seniors</li> <li>tourists</li> </ul>	<ul style="list-style-type: none"> <li>✓ residents</li> <li>✓ SF commuters</li> <li>✓ peninsula employees</li> <li>✓ students</li> <li>✓ seniors</li> <li>✓ tourists</li> </ul>																														



Figure D-1: tiburon fixed-route service options

	alternative 1d tiburon school connectors	alternative 1e redwood school tripper extension
description	add a fixed-route shuttle between east corte madera, strawberry and downtown tiburon  realign route 17 tripper to st. hilary's to follow east corte madera service in tiburon	extend one of the current fixed-route bus trips between downtown tiburon and redwood high school to marin catholic
service level frequency in trips	<div style="display: flex; align-items: center;"> <div style="background-color: #0056b3; color: white; padding: 2px 5px; margin-right: 5px;">x2</div> <div style="display: flex; gap: 10px;"> <span>early AM</span> <span>peak</span> <span>midday</span> <span>late PM</span> <span>weekend</span> </div> </div>	<div style="display: flex; align-items: center;"> <div style="background-color: #0056b3; color: white; padding: 2px 5px; margin-right: 5px;">x2</div> <div style="display: flex; gap: 10px;"> <span>early AM</span> <span>peak</span> <span>midday</span> <span>late PM</span> <span>weekend</span> </div> </div>
typical vehicle		
phasing	next 2 years	next 2 years
cost	\$\$\$	\$\$\$\$
transportation benefits	<div style="display: flex; align-items: center;"> <div style="width: 100px; border-bottom: 1px solid black; position: relative;"> <div style="position: absolute; left: 0; bottom: 0; width: 100%; text-align: center;">low</div> <div style="position: absolute; left: 50%; bottom: 0; width: 10%; text-align: center;">medium</div> <div style="position: absolute; right: 0; bottom: 0; width: 10%; text-align: center;">high</div> </div> <div style="margin-left: 10px;">▲</div> </div>	<div style="display: flex; align-items: center;"> <div style="width: 100px; border-bottom: 1px solid black; position: relative;"> <div style="position: absolute; left: 0; bottom: 0; width: 100%; text-align: center;">low</div> <div style="position: absolute; left: 50%; bottom: 0; width: 10%; text-align: center;">medium</div> <div style="position: absolute; right: 0; bottom: 0; width: 10%; text-align: center;">high</div> </div> <div style="margin-left: 10px;">▲</div> </div>
primary markets	<ul style="list-style-type: none"> <li>residents</li> <li>SF commuters</li> <li>peninsula employees</li> <li>✓ students</li> <li>seniors</li> <li>tourists</li> </ul>	<ul style="list-style-type: none"> <li>residents</li> <li>SF commuters</li> <li>peninsula employees</li> <li>✓ students</li> <li>seniors</li> <li>tourists</li> </ul>

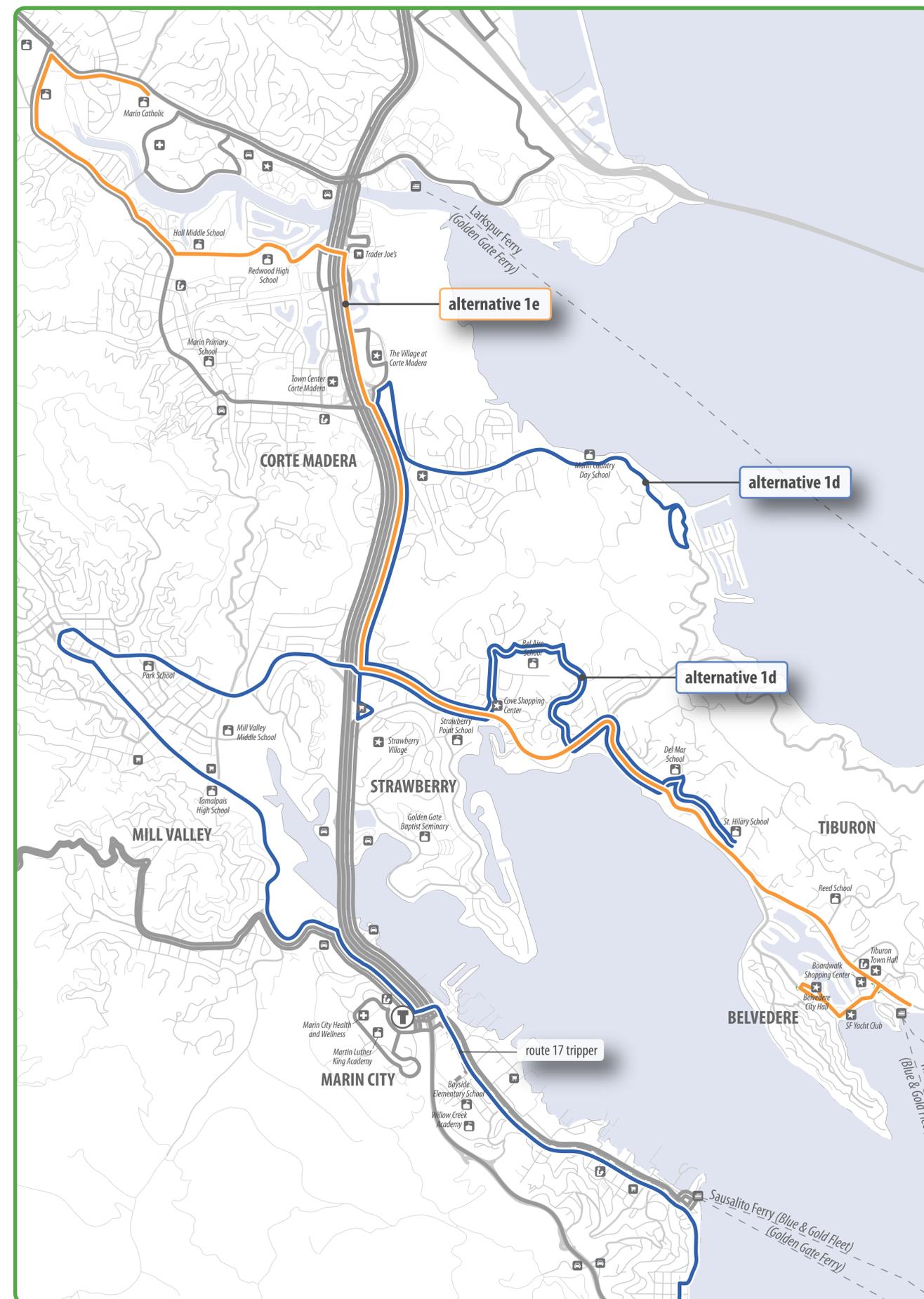


Figure D-2: tiburon fixed-route school service options

	alternative 2a general public dial-a-ride	alternative 2b community flex route	alternative 2c volunteer driver	alternative 2d taxi voucher	alternative 2e subcontracted services
description	point to point shuttle which requires advanced reservation service area limited to tiburon peninsula, mill valley and corte madera	structured flex route service within tiburon peninsula which would include set time-points at tiburon ferry and strawberry and allow for reserved and requested deviations	further market marin transit's volunteer driver program to residents in tiburon program allows participants to pay friends or neighbors for transportation services	allows eligible seniors to purchase discounted taxi vouchers to offset costs of taxi trips	further market marin transit's upcoming catch-a-ride program which uses a variety of subcontracted services including taxi, towncar and private shuttles to provide subsidized options to eligible users
service level availability	 early AM peak midday late PM weekend	 early AM peak midday late PM weekend	 early AM peak midday late PM weekend	 early AM peak midday late PM weekend	 early AM peak midday late PM weekend
typical vehicle			personal auto	taxi	various
phasing	3-5 years	3-5 years	next 2 years	next 2 years	next 2 years
cost	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$
transportation benefits	 low medium high	 low medium high	 low medium high	 low medium high	 low medium high
primary markets	<ul style="list-style-type: none"> <li>✓ residents</li> <li>SF commuters</li> <li>✓ peninsula employees</li> <li>students</li> <li>✓ seniors</li> <li>tourists</li> </ul>	<ul style="list-style-type: none"> <li>residents</li> <li>SF commuters</li> <li>peninsula employees</li> <li>students</li> <li>✓ seniors</li> <li>tourists</li> </ul>	<ul style="list-style-type: none"> <li>residents</li> <li>SF commuters</li> <li>peninsula employees</li> <li>students</li> <li>✓ seniors</li> <li>tourists</li> </ul>	<ul style="list-style-type: none"> <li>residents</li> <li>SF commuters</li> <li>peninsula employees</li> <li>students</li> <li>✓ seniors</li> <li>tourists</li> </ul>	<ul style="list-style-type: none"> <li>residents</li> <li>SF commuters</li> <li>peninsula employees</li> <li>students</li> <li>✓ seniors</li> <li>tourists</li> </ul>



Figure D-3: tiburon demand response/mobility management service options

	alternative 3a blue & gold policies	alternative 3b blue & gold service structure	alternative 3c bike rental	alternative 3d bike share	alternative 3e dynamic rideshare
description	work with blue & gold to make ferry service more competitive with other ferry and commute services in marin county this would be focused on price and integration of fare media	work with blue & gold to increase services to markets in marin and SF changes would include service to sausalito and midday service to the ferry building	encourage private sector to locate bike rental space or kiosks in downtown tiburon to reduce bike demand on ferries	evaluate the possibility of a bike share station in downtown tiburon	further market upcoming dynamic rideshare service
lead agency	blue & gold fleet	blue & gold fleet	town of tiburon private sector angel island ferry	TAM	TAM
typical vehicle	ferry	ferry	ferry bike	bike	personal auto
phasing	3-5 years	3-5 years	next 2 years	next 2 years	next 2 years
cost	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$
transportation benefits					
primary markets	<ul style="list-style-type: none"> <li>residents</li> <li>✓ SF commuters</li> <li>peninsula employees</li> <li>students</li> <li>✓ seniors</li> <li>✓ tourists</li> </ul>	<ul style="list-style-type: none"> <li>residents</li> <li>✓ SF commuters</li> <li>peninsula employees</li> <li>students</li> <li>✓ seniors</li> <li>✓ tourists</li> </ul>	<ul style="list-style-type: none"> <li>residents</li> <li>SF commuters</li> <li>peninsula employees</li> <li>students</li> <li>seniors</li> <li>✓ tourists</li> </ul>	<ul style="list-style-type: none"> <li>✓ residents</li> <li>✓ SF commuters</li> <li>peninsula employees</li> <li>✓ students</li> <li>✓ seniors</li> <li>tourists</li> </ul>	<ul style="list-style-type: none"> <li>✓ residents</li> <li>✓ SF commuters</li> <li>peninsula employees</li> <li>✓ students</li> <li>✓ seniors</li> <li>tourists</li> </ul>



Figure D-4: tiburon other transportation service options

# TIBURON TRANSIT ASSESSMENT SURVEY



Marin Transit would like to know more about how transit service could better serve you and your community within the Tiburon Peninsula. Your input is very important and will be used in our transit assessment study. Please provide your contact information at the end of this survey if you'd like to be notified of future study events.

## DEMOGRAPHICS:

1. Please specify your gender (optional):  Male  Female

2. Please indicate your age (optional):

- |                                   |  |
|-----------------------------------|--|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 45 – 54           |
| <input type="checkbox"/> 18 – 24  | <input type="checkbox"/> 55 – 64           |
| <input type="checkbox"/> 25 – 34  | <input type="checkbox"/> 64 or older       |
| <input type="checkbox"/> 35 – 44  | <input type="checkbox"/> Prefer not to say |

3. What is the nearest cross street to your residence?

First Street:

Second Street:

4. What is your zip code?

5. Please identify your race or ethnicity (optional):

- |   |   |
|---|---|
| <input type="checkbox"/> African American | <input type="checkbox"/> Asian or Pacific Islander                    |
| <input type="checkbox"/> Caucasian/White  | <input type="checkbox"/> Native American                              |
| <input type="checkbox"/> Hispanic         | <input type="checkbox"/> Other (please specify): <input type="text"/> |

6. Please state your annual household income (optional):

- |   |  |
|---|--|
| <input type="checkbox"/> Less than \$25,000 | <input type="checkbox"/> \$75,000          |
| <input type="checkbox"/> \$25,000           | <input type="checkbox"/> \$99,999          |
| <input type="checkbox"/> \$49,999           | <input type="checkbox"/> \$100,000         |
| <input type="checkbox"/> \$50,000           | <input type="checkbox"/> \$149,999         |
| <input type="checkbox"/> \$74,999           | <input type="checkbox"/> \$150,000 or more |

# TIBURON TRANSIT ASSESSMENT SURVEY

7. Do you have access to a personal vehicle?  Yes  No

8. Please tell us about your typical travel needs and mode of choice (please fill in your mode using DRIVE, RIDE, TRANSIT, BIKE, or WALK):

	Work	Shop	Recreation	Medical	School
Tiburon					
Belvedere					
Strawberry Village					
South Marin					
Mill Valley					
Sausalito					
San Rafael					
Ross Valley (Fairfax, San Anselmo, Ross, Kentfield)					
Larkspur/Corte Madera					
Northern Marin (including Novato)					
San Francisco					
East Bay (Oakland, Berkeley, etc.)					
West Marin					
Other (specify below)					

Please specify other locations:

9. Do you typically use the bus for any of your travel?  Yes  No

**If yes, please continue to the Transit User section on the following page.**

**If no, please skip to the Non-Transit User section on page 5.**

# TIBURON TRANSIT ASSESSMENT SURVEY

## TRANSIT USER:

1. Please rank the features of transit service that are most important to you:

	1 (not important)	2	3	4	5 (very important)
Low Fares	<input type="checkbox"/>				
Schedule reliability	<input type="checkbox"/>				
Frequency of bus service (how often it serves a stop)	<input type="checkbox"/>				
Span of service (the hours service is available)	<input type="checkbox"/>				
Convenient access to bus stops	<input type="checkbox"/>				
Safety at bus stops	<input type="checkbox"/>				
Clean vehicles	<input type="checkbox"/>				
One seat ride; no transfers	<input type="checkbox"/>				

2. Please tell us what brings you to the Peninsula and mode of choice (please select all that apply):

	Work	Shopping	Recreation/ Social	School/ College	Medical
Route 8	<input type="checkbox"/>				
Route 10	<input type="checkbox"/>				
Route 17	<input type="checkbox"/>				
Route 19	<input type="checkbox"/>				
Route 70, 71, 80	<input type="checkbox"/>				
Tiburon Ferry	<input type="checkbox"/>				
Marin Access Paratransit	<input type="checkbox"/>				
School Bus	<input type="checkbox"/>				
Other (specify below)	<input type="checkbox"/>				

Please specify other transit:

# TIBURON TRANSIT ASSESSMENT SURVEY

3. Please tell us how often you use these transit services (fill in all that apply):

	4-6 days per week	2-3 days per week	1 day per week	1-3 times per month	Less than once a month
Route 8	<input type="checkbox"/>				
Route 10	<input type="checkbox"/>				
Route 17	<input type="checkbox"/>				
Route 19	<input type="checkbox"/>				
Route 70, 71, 80	<input type="checkbox"/>				
Tiburon Ferry	<input type="checkbox"/>				
Marin Access Paratransit	<input type="checkbox"/>				
School Bus	<input type="checkbox"/>				
Other (specify below)	<input type="checkbox"/>				

Please specify other transit:

4. When you start your trip, how do you typically get to the bus stop?

- Walk                       Drop off  
 Bike                          Other (please specify):   
 Drive

5. Once you get off the bus, how do you typically travel from the bus stop to your destination?

- Walk                       Drop off  
 Bike                          Other (please specify):   
 Drive

6. How far is the nearest bus stop to your home? Please estimate the number of blocks:

**Once complete, please skip to the General Questions on page 7.**

# TIBURON TRANSIT ASSESSMENT SURVEY

## NON-TRANSIT USER:

1. Please select all reasons why you do not currently use transit for your travels:

- |  |   |
|--|---|
| <input type="checkbox"/> Not aware of available transit      | <input type="checkbox"/> Using public transit is not convenient             |
| <input type="checkbox"/> Have never used transit             | <input type="checkbox"/> Transit does not go where I live or need to travel |
| <input type="checkbox"/> Transit is too expensive            | <input type="checkbox"/> Transit is not safe                                |
| <input type="checkbox"/> Need help planning trips on transit |   |

### Service Improvements

If you could choose one transit-related improvement for the Tiburon Peninsula to come out of this effort, what would it be? Please rank your influence:

2. Expanded Service Information

	No influence	Moderate influence	Influence	Significant influence
Easy to use website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transit mobile app or mobile website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Route and schedule posted at bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schedule/route change announcements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trip planning function online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real-time bus location information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional information and signage at bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Different customer service hours or locations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Expanded Area Coverage

	No influence	Moderate influence	Influence	Significant influence
Service to new location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More direct routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More frequent bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fewer transfers between certain locations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is the most desirable destination to connect to transit?

# TIBURON TRANSIT ASSESSMENT SURVEY

## 4. Expanded Time Coverage

	No influence	Moderate influence	Influence	Significant influence
Earlier start time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Later end time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Midday Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased weekend service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased schedule frequency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 5. Improved Service Quality

	No influence	Moderate influence	Influence	Significant influence
Comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facility cleanliness (bus stops, stations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driver courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facility security (crime)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus safety (driving, traffic)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 6. Improved Service Reliability

	No influence	Moderate influence	Influence	Significant influence
Improved on-time performance (service arrives when scheduled)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timed scheduled transfers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easier schedule to remember	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real-time bus arrival information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# TIBURON TRANSIT ASSESSMENT SURVEY

## GENERAL QUESTIONS:

1. What do you feel is an appropriate role for public bus transit on the Tiburon Peninsula?  
Check and rank all that apply:

	Not important	Somewhat important	Important	Very important
Serve the regional travel needs of Peninsula residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Serve the local travel needs of residents (work, shopping, recreation, business)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Serve local travel needs of seniors and persons with disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Serve school trips for high school and middle school students	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Serve school trips for elementary school students	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Serve local travel needs for youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide local circulation from remote parking to destinations specifically within Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Serve travel needs of service industry workers with employment on the Peninsula	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Serve travel needs of stay visitors and tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please specify other roles for public transit on the Tiburon Peninsula:

2. If you could choose one destination or area to better serve by transit, what would it be?

## TIBURON TRANSIT ASSESSMENT SURVEY

3. If you are interested in participating in upcoming events to further discuss transit service options in the Tiburon Peninsula, or if you would like to be included in future notifications about the transit study, please provide your contact information below:

Name:

Email Address:

Phone Number (optional):

**Thank you for your time and participation in this important Transit Needs Assessment Survey!**

Please return survey via mail or fax to:

Robert Betts, Senior Planner  
Marin Transit  
750 Lindero Street, Suite 200  
San Rafael, CA 94901  
Fax: (415) 226-0856

# ENCUESTA DE EVALUACIÓN DEL TRANSPORTE PÚBLICO EN TIBURÓN

Marin Transit está interesado en conocer más acerca de la manera en la que el servicio de transporte público podría brindarle un mejor servicio tanto a usted como a su comunidad dentro de la Península de Tiburón. La información que pueda aportar es muy importante y se utilizará en nuestro estudio de evaluación del transporte público. Procure brindar su información de contacto al final de la encuesta si desea que le notifiquemos acerca de eventos de estudios futuros.



## ASPECTOS DEMOGRÁFICOS:

1. Especifique su género (opcional):  Masculino  Femenino

2. Señale su edad (opcional):

- |                                   |  |
|-----------------------------------|--|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 45 – 54           |
| <input type="checkbox"/> 18 – 24  | <input type="checkbox"/> 55 – 64           |
| <input type="checkbox"/> 25 – 34  | <input type="checkbox"/> 64 or older       |
| <input type="checkbox"/> 35 – 44  | <input type="checkbox"/> Prefer not to say |

3. ¿Cuál es la intersección más cercana a su residencia?

Primera calle:

Segunda calle:

4. ¿Cuál es su código postal?

5. Marque su raza o grupo étnico (opcional):

- |   |   |
|---|---|
| <input type="checkbox"/> Afroamericano    | <input type="checkbox"/> Asiático o habitante de las islas del Pacífico |
| <input type="checkbox"/> Caucásico/Blanco | <input type="checkbox"/> Nativo americano                               |
| <input type="checkbox"/> Hispano          | <input type="checkbox"/> Otro (especifique): <input type="text"/>       |

6. Señale el ingreso familiar anual (opcional):

- |  |  |
|--|--|
| <input type="checkbox"/> Menos de \$25,000 | <input type="checkbox"/> \$75,000        |
| <input type="checkbox"/> \$25,000          | <input type="checkbox"/> \$99,999        |
| <input type="checkbox"/> \$49,999          | <input type="checkbox"/> \$100,000       |
| <input type="checkbox"/> \$50,000          | <input type="checkbox"/> \$149,999       |
| <input type="checkbox"/> \$74,999          | <input type="checkbox"/> \$150,000 o más |

# ENCUESTA DE EVALUACIÓN DEL TRANSPORTE PÚBLICO EN TIBURÓN

7. ¿Tiene acceso a un vehículo personal?  Sí  No

8. Cuéntenos sobre sus necesidades de viaje típicas y el medio de elección (complete utilizando CONDUCIR, MONTAR, TRANSPORTE PÚBLICO, BICICLETA o CAMINAR):

	Trabajo	Compras	Recreación	Cuestiones médicas	Escuela
Tiburón					
Belvedere					
Strawberry Village					
Sur de Marin					
Mill Valley					
Sausalito					
San Rafael					
Ross Valley (Fairfax, San Anselmo, Ross, Kentfield)					
Larkspur/Corte Madera					
Norte de Marin (incluido Novato)					
San Francisco					
East Bay (Oakland, Berkeley, etc.)					
Oeste de Marin					
Otro (especifique abajo)					

Especifique otras ubicaciones:

9. ¿Utiliza típicamente el autobús para alguno de sus viajes?  Sí  No

**Si la respuesta es afirmativa, continúe en la sección “Usuario de transporte” en la página siguiente.**

**Si la respuesta es negativa, continúe en la sección “Personas que no usan el transporte” en la página 5.**

# ENCUESTA DE EVALUACIÓN DEL TRANSPORTE PÚBLICO EN TIBURÓN

## USUARIO DE TRANSPORTE:

1. Clasifique las funciones del servicio de transporte que son más importantes para usted:

	1 (Menos importantes)	2	3	4	5 (Muy importantes)
Tarifas bajas	<input type="checkbox"/>				
Confiabilidad de cronograma	<input type="checkbox"/>				
Frecuencia del servicio de autobús (con qué frecuencia tiene paradas)	<input type="checkbox"/>				
Período de servicio (las horas en las que está disponible el servicio)	<input type="checkbox"/>				
Acceso conveniente a las paradas de autobús	<input type="checkbox"/>				
Seguridad en las paradas de autobús	<input type="checkbox"/>				
Vehículos limpios	<input type="checkbox"/>				
Viaje de una sola plaza, sin transbordo	<input type="checkbox"/>				

2. Cuéntenos qué lo trae a Península y sobre el medio de elección (seleccione todas las que correspondan):

	Trabajo	Compras	Recreación/ Actividades sociales	Escuela/ Universidad	Cuestiones médicas
Ruta 8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ruta 10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ruta 17	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ruta 19	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ruta 70, 71, 80	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ferry de Tiburón	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acceso al servicio de transporte para discapacitados de Marin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Autobús escolar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otro (especifique abajo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Especifique otros transportes:

# ENCUESTA DE EVALUACIÓN DEL TRANSPORTE PÚBLICO EN TIBURÓN

3. Cuéntenos con qué frecuencia utiliza estos servicios de transporte (complete todas las que correspondan):

	4 a 6 días por semana	2 a 3 días por semana	1 día por semana	1 a 3 veces por mes	Menos de una vez por mes
Ruta 8	<input type="checkbox"/>				
Ruta 10	<input type="checkbox"/>				
Ruta 17	<input type="checkbox"/>				
Ruta 19	<input type="checkbox"/>				
Ruta 70, 71, 80	<input type="checkbox"/>				
Ferry de Tiburón	<input type="checkbox"/>				
Acceso al servicio de transporte para discapacitados de Marin	<input type="checkbox"/>				
Autobús escolar	<input type="checkbox"/>				
Otro (especifique abajo)	<input type="checkbox"/>				

Especifique otros transportes:

4. Cuando inicia su viaje, ¿por lo general cómo llega a la parada del autobús?

- Camina                       Lo dejan en la parada  
 Bicicleta                     Otro (especifique abajo):   
 Conduce

5. Una vez que se baja del autobús, ¿por lo general cómo viaja desde la parada hasta su destino?

- Camina                       Lo dejan en la parada  
 Bicicleta                     Otro (especifique abajo):   
 Conduce

6. ¿A qué distancia está la parada de autobús más cercana a su hogar? Calcule la cantidad de cuadras:

**Una vez completo, pase a las preguntas generales de la página 7.**

# ENCUESTA DE EVALUACIÓN DEL TRANSPORTE PÚBLICO EN TIBURÓN

## PERSONAS QUE NO USAN EL TRANSPORTE:

1. Seleccione todos los motivos por los que actualmente no usa el transporte para sus viajes:

- |   |   |
|---|---|
| <input type="checkbox"/> No está al tanto del transporte público disponible             | <input type="checkbox"/> El uso del transporte público no es conveniente            |
| <input type="checkbox"/> Nunca usó el transporte público                                | <input type="checkbox"/> El transporte no llega a donde vivo o cerca de donde viajo |
| <input type="checkbox"/> El transporte es demasiado caro                                | <input type="checkbox"/> El transporte público no es seguro                         |
| <input type="checkbox"/> Necesita ayuda para planificar viajes en el transporte público |   |

### Mejoras en el servicio

Si pudiera elegir una mejora relacionada con el transporte público de la Península de Tiburón que surja de este esfuerzo, ¿cuál sería? Clasifique su influencia:

2. Información extendida sobre el servicio

	Sin influencia	Influencia moderada	Influencia	Influencia significativa
Página web fácil de usar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Página web móvil o aplicación móvil sobre transporte público	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rutas y cronogramas publicados en la parada del autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Anuncios de cambio de ruta/cronograma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Función de planificación de viajes en línea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Información de ubicación de autobuses en tiempo real	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Información adicional y carteles en las paradas de autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Horarios de servicio para clientes y ubicaciones diferentes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Cobertura de área extendida

	Sin influencia	Influencia moderada	Influencia	Influencia significativa
Servicio a una nueva ubicación	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rutas más directas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paradas de autobús más frecuentes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Menos transbordos entre determinadas ubicaciones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

¿Cuál es el destino que más desea conectar al transporte público?

# ENCUESTA DE EVALUACIÓN DEL TRANSPORTE PÚBLICO EN TIBURÓN

## 4. Cobertura de horarios extendida

	Sin influencia	Influencia moderada	Influencia	Influencia significativa
Hora de inicio más temprana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hora de finalización más tarde	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicio durante el medio día	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor servicio durante los fines de semana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor frecuencia de horarios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 5. Calidad de servicio mejorada

	Sin influencia	Influencia moderada	Influencia	Influencia significativa
Comodidad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limpieza de los vehículos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limpieza de las instalaciones (paradas de autobús, estaciones)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gentileza del conductor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seguridad en las instalaciones (delitos)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seguridad en el autobús (conducción, tráfico)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 6. Confiabilidad en el servicio mejorada

	Sin influencia	Influencia moderada	Influencia	Influencia significativa
Rendimiento a tiempo mejorado (el servicio llega a la hora programada)performance (service arrives when scheduled)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transbordos programados	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cronograma más fácil de recordar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Información de llegada de los autobuses en tiempo real	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# ENCUESTA DE EVALUACIÓN DEL TRANSPORTE PÚBLICO EN TIBURÓN

## PREGUNTAS GENERALES:

1. ¿Cuál considera usted que es un rol apropiado para el transporte público de autobuses en la Península de Tiburón? Marque y clasifique todas las opciones que correspondan:

	No es importante	Un tanto importante	Importante	Muy importante
Atender las necesidades de viaje regionales de los residentes de la Península	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atender las necesidades de viaje locales de los residentes (trabajo, compras, recreación, negocios)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atender las necesidades de viaje locales de las personas grandes y de las personas con discapacidades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atender los viajes escolares de los estudiantes de secundaria y escuela media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atender los viajes escolares de los estudiantes de escuela primaria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atender las necesidades de viaje locales de los jóvenes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brindar circulación local desde estacionamientos remotos a destinos que se encuentran específicamente en el centro de la ciudad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atender las necesidades de viaje de los trabajadores de la industria de servicios que trabajan en la Península	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atender las necesidades de viaje de los visitantes del día y los turistas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otro (especifique abajo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Especifique otros roles del transporte público de autobuses en la Península de Tiburón:

2. Si pudiera elegir un destino o área para que el transporte público brinde un mejor servicio, ¿cuál sería?

## ENCUESTA DE EVALUACIÓN DEL TRANSPORTE PÚBLICO EN TIBURÓN

3. Si está interesado en participar en los próximos eventos para seguir analizando las opciones de servicio del transporte público en la Península de Tiburón, o si desea que lo incluyamos en las notificaciones futuras sobre el estudio de transporte, proporcione su información de contacto aquí abajo:

Nombre:

Dirección de correo electrónico:

Número de teléfono (opcional):

**Gracias por su tiempo y su participación en esta importante Encuesta de evaluación de las necesidades del transporte público.**

Favor de regresar su encuesta por correo o por fax a la dirección o numero proveido:

Robert Betts, Senior Planner  
Marin Transit  
750 Lindero Street, Suite 200  
San Rafael, CA 94901  
Fax: (415) 226-0856

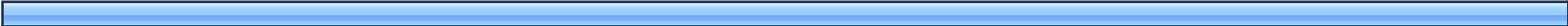
1. Please specify your gender (optional):

		Response Percent	Response Count
Male		41.8%	66
Female		58.2%	92
		answered question	158
		skipped question	22

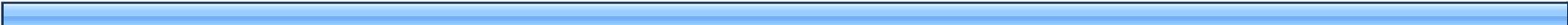
## 2. Please indicate your age (optional):

		Response Percent	Response Count
Under 18		3.8%	6
18-24		3.2%	5
25-34		10.3%	16
35-44		12.8%	20
45-54		15.4%	24
55-64		20.5%	32
<b>64 or older</b>		<b>34.0%</b>	<b>53</b>
Prefer not to say		0.0%	0
		<b>answered question</b>	<b>156</b>
		<b>skipped question</b>	<b>24</b>

### 3. What is the nearest cross street to your residence?

		Response Percent	Response Count
First Street:		98.1%	159
Second Street:		82.1%	133
		answered question	162
		skipped question	18

### 4. What is your zip code?

		Response Percent	Response Count
Zip Code:		100.0%	166
		answered question	166
		skipped question	14

5. Please identify your race or ethnicity (optional):

		Response Percent	Response Count
African American		2.0%	3
<b>Caucasian/White</b>		<b>88.6%</b>	<b>132</b>
Hispanic		8.1%	12
Asian or Pacific Islander		1.3%	2
Native American		0.0%	0
	Other (please specify):		3
		<b>answered question</b>	<b>149</b>
		<b>skipped question</b>	<b>31</b>

**6. Please state your annual household income (optional):**

		Response Percent	Response Count
Less than \$25,000		13.7%	17
\$25,000-\$49,999		7.3%	9
\$50,000-\$74,999		8.9%	11
\$75,000-\$99,999		9.7%	12
\$100,000-\$149,999		12.9%	16
<b>\$150,000 or more</b>		<b>47.6%</b>	<b>59</b>
		<b>answered question</b>	<b>124</b>
		<b>skipped question</b>	<b>56</b>

**7. Do you have access to a personal vehicle?**

		Response Percent	Response Count
Yes		86.4%	140
No		13.6%	22
		<b>answered question</b>	<b>162</b>
		<b>skipped question</b>	<b>18</b>

**8. Please tell us about your typical travel needs and mode of choice (please select all that apply):**

**Work**

	<b>Drive</b>	<b>Ride</b>	<b>Transit</b>	<b>Bike</b>	<b>Walk</b>	<b>Response Count</b>
Tiburon	<b>53.3% (32)</b>	8.3% (5)	20.0% (12)	8.3% (5)	10.0% (6)	60
Belvedere	<b>60.0% (12)</b>	5.0% (1)	25.0% (5)	0.0% (0)	10.0% (2)	20
Strawberry Village	<b>69.2% (9)</b>	0.0% (0)	30.8% (4)	0.0% (0)	0.0% (0)	13
South Marin	<b>83.3% (10)</b>	0.0% (0)	8.3% (1)	8.3% (1)	0.0% (0)	12
Mill Valley	<b>53.3% (8)</b>	6.7% (1)	20.0% (3)	20.0% (3)	0.0% (0)	15
Sausalito	<b>66.7% (6)</b>	0.0% (0)	22.2% (2)	11.1% (1)	0.0% (0)	9
San Rafael	<b>56.3% (9)</b>	12.5% (2)	31.3% (5)	0.0% (0)	0.0% (0)	16
Ross Valley (Fairfax, San Anselmo, Ross, Kentfield)	<b>61.5% (8)</b>	7.7% (1)	30.8% (4)	0.0% (0)	0.0% (0)	13
Larkspur/Corte Madera	<b>66.7% (8)</b>	0.0% (0)	33.3% (4)	0.0% (0)	0.0% (0)	12
Northern Marin (including Novato)	<b>81.8% (9)</b>	0.0% (0)	18.2% (2)	0.0% (0)	0.0% (0)	11
San Francisco	47.8% (22)	0.0% (0)	<b>52.2% (24)</b>	0.0% (0)	0.0% (0)	46
East Bay (Oakland, Berkeley, etc.)	<b>71.4% (10)</b>	0.0% (0)	28.6% (4)	0.0% (0)	0.0% (0)	14
West Marin	<b>50.0% (2)</b>	0.0% (0)	25.0% (1)	25.0% (1)	0.0% (0)	4
Other (specify below)	<b>66.7% (2)</b>	33.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	3

**Shop**

	Drive	Ride	Transit	Bike	Walk	Response Count
Tiburon	69.3% (79)	1.8% (2)	3.5% (4)	3.5% (4)	21.9% (25)	114
Belvedere	57.9% (22)	0.0% (0)	0.0% (0)	10.5% (4)	31.6% (12)	38
Strawberry Village	89.9% (71)	2.5% (2)	6.3% (5)	0.0% (0)	1.3% (1)	79
South Marin	97.8% (44)	2.2% (1)	0.0% (0)	0.0% (0)	0.0% (0)	45
Mill Valley	88.0% (66)	4.0% (3)	8.0% (6)	0.0% (0)	0.0% (0)	75
Sausalito	97.9% (47)	2.1% (1)	0.0% (0)	0.0% (0)	0.0% (0)	48
San Rafael	89.3% (67)	4.0% (3)	6.7% (5)	0.0% (0)	0.0% (0)	75
Ross Valley (Fairfax, San Anselmo, Ross, Kentfield)	92.1% (35)	2.6% (1)	5.3% (2)	0.0% (0)	0.0% (0)	38
Larkspur/Corte Madera	91.2% (62)	2.9% (2)	5.9% (4)	0.0% (0)	0.0% (0)	68
Northern Marin (including Novato)	90.2% (46)	3.9% (2)	3.9% (2)	0.0% (0)	2.0% (1)	51
San Francisco	77.0% (47)	4.9% (3)	14.8% (9)	0.0% (0)	3.3% (2)	61
East Bay (Oakland, Berkeley, etc.)	85.3% (29)	8.8% (3)	2.9% (1)	0.0% (0)	2.9% (1)	34
West Marin	95.5% (21)	4.5% (1)	0.0% (0)	0.0% (0)	0.0% (0)	22
Other (specify below)	100.0% (2)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	2

**Recreation**

	Drive	Ride	Transit	Bike	Walk	Response
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Tiburon	<b>48.1% (50)</b>	1.9% (2)	2.9% (3)	11.5% (12)	35.6% (37)	104
Belvedere	39.2% (20)	2.0% (1)	0.0% (0)	13.7% (7)	<b>45.1% (23)</b>	51
Strawberry Village	<b>68.0% (17)</b>	4.0% (1)	12.0% (3)	8.0% (2)	8.0% (2)	25
South Marin	<b>93.8% (30)</b>	3.1% (1)	0.0% (0)	3.1% (1)	0.0% (0)	32
Mill Valley	<b>76.4% (42)</b>	3.6% (2)	7.3% (4)	9.1% (5)	3.6% (2)	55
Sausalito	<b>74.4% (32)</b>	4.7% (2)	9.3% (4)	11.6% (5)	0.0% (0)	43
San Rafael	<b>82.1% (32)</b>	0.0% (0)	7.7% (3)	7.7% (3)	2.6% (1)	39
Ross Valley (Fairfax, San Anselmo, Ross, Kentfield)	<b>77.8% (28)</b>	2.8% (1)	5.6% (2)	13.9% (5)	0.0% (0)	36
Larkspur/Corte Madera	<b>74.4% (29)</b>	2.6% (1)	10.3% (4)	10.3% (4)	2.6% (1)	39
Northern Marin (including Novato)	<b>84.0% (21)</b>	8.0% (2)	4.0% (1)	4.0% (1)	0.0% (0)	25
San Francisco	<b>67.2% (43)</b>	7.8% (5)	20.3% (13)	3.1% (2)	1.6% (1)	64
East Bay (Oakland, Berkeley, etc.)	<b>85.7% (30)</b>	2.9% (1)	8.6% (3)	2.9% (1)	0.0% (0)	35
West Marin	<b>86.5% (45)</b>	3.8% (2)	5.8% (3)	3.8% (2)	0.0% (0)	52
Other (specify below)	<b>57.1% (4)</b>	0.0% (0)	42.9% (3)	0.0% (0)	0.0% (0)	7

**Medical**

	<b>Drive</b>	<b>Ride</b>	<b>Transit</b>	<b>Bike</b>	<b>Walk</b>	<b>Response Count</b>
Tiburon	<b>90.3% (56)</b>	1.6% (1)	0.0% (0)	1.6% (1)	6.5% (4)	62

Belvedere	<b>66.7% (6)</b>	11.1% (1)	11.1% (1)	0.0% (0)	11.1% (1)	9
Strawberry Village	<b>75.0% (6)</b>	12.5% (1)	12.5% (1)	0.0% (0)	0.0% (0)	8
South Marin	<b>73.3% (11)</b>	13.3% (2)	6.7% (1)	0.0% (0)	6.7% (1)	15
Mill Valley	<b>84.2% (16)</b>	10.5% (2)	5.3% (1)	0.0% (0)	0.0% (0)	19
Sausalito	<b>80.0% (4)</b>	20.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	5
San Rafael	<b>76.5% (26)</b>	14.7% (5)	8.8% (3)	0.0% (0)	0.0% (0)	34
Ross Valley (Fairfax, San Anselmo, Ross, Kentfield)	<b>82.6% (19)</b>	13.0% (3)	4.3% (1)	0.0% (0)	0.0% (0)	23
Larkspur/Corte Madera	<b>92.0% (23)</b>	4.0% (1)	4.0% (1)	0.0% (0)	0.0% (0)	25
Northern Marin (including Novato)	<b>90.9% (10)</b>	9.1% (1)	0.0% (0)	0.0% (0)	0.0% (0)	11
San Francisco	<b>84.8% (28)</b>	9.1% (3)	6.1% (2)	0.0% (0)	0.0% (0)	33
East Bay (Oakland, Berkeley, etc.)	<b>80.0% (4)</b>	20.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	5
West Marin	<b>50.0% (1)</b>	<b>50.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	2
Other (specify below)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	1

**School**

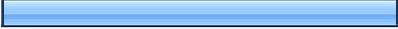
	<b>Drive</b>	<b>Ride</b>	<b>Transit</b>	<b>Bike</b>	<b>Walk</b>	<b>Response Count</b>
Tiburon	<b>62.5% (15)</b>	4.2% (1)	20.8% (5)	8.3% (2)	4.2% (1)	24
Belvedere	<b>50.0% (2)</b>	0.0% (0)	<b>50.0% (2)</b>	0.0% (0)	0.0% (0)	4
Strawberry Village	0.0% (0)	0.0% (0)	<b>50.0% (1)</b>	0.0% (0)	<b>50.0% (1)</b>	2

South Marin	33.3% (1)	0.0% (0)	<b>66.7% (2)</b>	0.0% (0)	0.0% (0)	3
Mill Valley	<b>66.7% (2)</b>	0.0% (0)	33.3% (1)	0.0% (0)	0.0% (0)	3
Sausalito	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	1
San Rafael	<b>60.0% (3)</b>	0.0% (0)	40.0% (2)	0.0% (0)	0.0% (0)	5
Ross Valley (Fairfax, San Anselmo, Ross, Kentfield)	30.0% (3)	<b>40.0% (4)</b>	30.0% (3)	0.0% (0)	0.0% (0)	10
Larkspur/Corte Madera	33.3% (1)	0.0% (0)	<b>66.7% (2)</b>	0.0% (0)	0.0% (0)	3
Northern Marin (including Novato)	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	1
San Francisco	20.0% (1)	20.0% (1)	<b>60.0% (3)</b>	0.0% (0)	0.0% (0)	5
East Bay (Oakland, Berkeley, etc.)	0.0% (0)	0.0% (0)	<b>100.0% (2)</b>	0.0% (0)	0.0% (0)	2
West Marin	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	1
Other (specify below)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0

Please specify other locations: 19

<b>answered question</b>	<b>155</b>
<b>skipped question</b>	<b>25</b>

9. Do you typically use the bus for any of your travel?

		Response Percent	Response Count
Yes		22.8%	41
No		77.2%	139
		<b>answered question</b>	<b>180</b>
		<b>skipped question</b>	<b>0</b>

**10. Please rank the features of transit service that are most important to you:**

	1. (Not Important)	2.	3.	4.	5. (Very Important)	Rating Average	Response Count
Low Fares	0.0% (0)	14.7% (5)	29.4% (10)	11.8% (4)	<b>44.1% (15)</b>	3.85	34
Schedule reliability	0.0% (0)	0.0% (0)	0.0% (0)	16.7% (5)	<b>83.3% (25)</b>	4.83	30
Frequency of bus service (how often it serves a stop)	0.0% (0)	0.0% (0)	2.9% (1)	20.6% (7)	<b>76.5% (26)</b>	4.74	34
Span of service (the hours service is available)	0.0% (0)	0.0% (0)	2.9% (1)	17.6% (6)	<b>79.4% (27)</b>	4.76	34
Convenient access to bus stops	0.0% (0)	3.0% (1)	6.1% (2)	39.4% (13)	<b>51.5% (17)</b>	4.39	33
Safety at bus stops	0.0% (0)	2.9% (1)	14.3% (5)	20.0% (7)	<b>62.9% (22)</b>	4.43	35
Clean vehicles	2.9% (1)	2.9% (1)	28.6% (10)	11.4% (4)	<b>54.3% (19)</b>	4.11	35
One seat ride; no transfers	9.4% (3)	3.1% (1)	28.1% (9)	25.0% (8)	<b>34.4% (11)</b>	3.72	32
<b>answered question</b>							<b>36</b>
<b>skipped question</b>							<b>144</b>

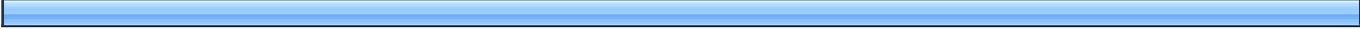
**11. Please tell us what brings you to the Peninsula and mode of choice (please select all that apply):**

	<b>Work</b>	<b>Shopping</b>	<b>Recreation/Social</b>	<b>School/College</b>	<b>Medical</b>	<b>Response Count</b>
Route 8	<b>75.0% (6)</b>	25.0% (2)	12.5% (1)	12.5% (1)	0.0% (0)	8
Route 10	33.3% (2)	33.3% (2)	<b>50.0% (3)</b>	0.0% (0)	16.7% (1)	6
Route 17	<b>57.1% (8)</b>	35.7% (5)	28.6% (4)	0.0% (0)	14.3% (2)	14
Route 19	<b>60.9% (14)</b>	34.8% (8)	30.4% (7)	13.0% (3)	21.7% (5)	23
Route 70,71,80	<b>55.6% (10)</b>	44.4% (8)	38.9% (7)	5.6% (1)	16.7% (3)	18
Tiburon Ferry	53.3% (8)	33.3% (5)	<b>60.0% (9)</b>	6.7% (1)	6.7% (1)	15
Marin Access Paratransit	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	1
School Bus	0.0% (0)	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	1
Other (specify below)	20.0% (1)	40.0% (2)	<b>100.0% (5)</b>	20.0% (1)	0.0% (0)	5
					Please specify other transit:	11
<b>answered question</b>						<b>34</b>
<b>skipped question</b>						<b>146</b>

**12. Please tell us how often you use these transit services (fill in all that apply):**

	4-6 days per week	2-3 days per week	1 day per week	1-3 times per month	Less than once a month	Response Count
Route 8	<b>71.4% (5)</b>	14.3% (1)	0.0% (0)	14.3% (1)	0.0% (0)	7
Route 10	0.0% (0)	<b>33.3% (2)</b>	16.7% (1)	<b>33.3% (2)</b>	16.7% (1)	6
Route 17	<b>45.5% (5)</b>	9.1% (1)	18.2% (2)	9.1% (1)	18.2% (2)	11
Route 19	<b>60.0% (12)</b>	5.0% (1)	10.0% (2)	15.0% (3)	10.0% (2)	20
Route 70,71,80	<b>63.2% (12)</b>	0.0% (0)	5.3% (1)	15.8% (3)	15.8% (3)	19
Tiburon Ferry	33.3% (4)	0.0% (0)	0.0% (0)	25.0% (3)	<b>41.7% (5)</b>	12
Marin Access Paratransit	<b>66.7% (2)</b>	0.0% (0)	0.0% (0)	0.0% (0)	33.3% (1)	3
School Bus	<b>33.3% (1)</b>	0.0% (0)	<b>33.3% (1)</b>	0.0% (0)	<b>33.3% (1)</b>	3
Other (specify below)	0.0% (0)	0.0% (0)	0.0% (0)	20.0% (1)	<b>80.0% (4)</b>	5
					Please specify other transit:	11
					<b>answered question</b>	<b>31</b>
					<b>skipped question</b>	<b>149</b>

**13. When you start your trip, how do you typically get to the bus stop?**

		Response Percent	Response Count
Walk		78.9%	30
Bike		5.3%	2
Drive		5.3%	2
Drop off		7.9%	3
Other (specify below)		2.6%	1
Please specify other mode:			2
<b>answered question</b>			<b>38</b>
<b>skipped question</b>			<b>142</b>

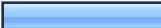
**14. Once you get off the bus, how do you typically travel from the bus stop to your destination?**

		Response Percent	Response Count
Walk		86.5%	32
Bike		5.4%	2
Drive		2.7%	1
Drop off		2.7%	1
Other (specify below)		2.7%	1
Please specify other mode:			2
<b>answered question</b>			<b>37</b>
<b>skipped question</b>			<b>143</b>

**15. How far is the nearest bus stop to your home? Please estimate the number of blocks:**

		Response Count
		34
<b>answered question</b>		<b>34</b>
<b>skipped question</b>		<b>146</b>

**16. Please select all reasons why you do not currently use transit for your travels:**

		Response Percent	Response Count
Not aware of available transit		16.5%	18
Have never used transit		9.2%	10
Transit is too expensive		0.9%	1
Need help planning trips on transit		8.3%	9
<b>Using public transit is not convenient</b>		<b>82.6%</b>	<b>90</b>
Transit does not go where I live or need to travel		45.9%	50
Transit is not safe		4.6%	5
		<b>answered question</b>	<b>109</b>
		<b>skipped question</b>	<b>71</b>

## 17. Expanded Service Information

	No influence	Moderate influence	Influence	Significant influence	Rating Average	Response Count
Easy to use website	<b>37.0% (30)</b>	24.7% (20)	21.0% (17)	17.3% (14)	2.19	81
Transit mobile app or mobile website	<b>45.2% (33)</b>	19.2% (14)	21.9% (16)	13.7% (10)	2.04	73
Route and schedule posted at bus stop	<b>38.8% (31)</b>	28.8% (23)	22.5% (18)	10.0% (8)	2.04	80
Schedule/route change announcements	<b>40.0% (30)</b>	21.3% (16)	20.0% (15)	18.7% (14)	2.17	75
Trip planning function online	31.3% (26)	19.3% (16)	<b>33.7% (28)</b>	15.7% (13)	2.34	83
Real-time bus location information	<b>28.4% (23)</b>	18.5% (15)	24.7% (20)	<b>28.4% (23)</b>	2.53	81
Additional information and signage at bus stops	<b>39.7% (29)</b>	26.0% (19)	21.9% (16)	12.3% (9)	2.07	73
Different customer service hours or locations	<b>45.3% (34)</b>	18.7% (14)	8.0% (6)	28.0% (21)	2.19	75
<b>answered question</b>						<b>96</b>
<b>skipped question</b>						<b>84</b>

## 18. Expanded Area Coverage

	No influence	Moderate influence	Influence	Significant influence	Rating Average	Response Count
Service to new location	<b>34.6% (28)</b>	17.3% (14)	18.5% (15)	29.6% (24)	2.43	81
More direct routes	20.0% (17)	14.1% (12)	22.4% (19)	<b>43.5% (37)</b>	2.89	85
More frequent bus stops	<b>41.1% (30)</b>	23.3% (17)	15.1% (11)	20.5% (15)	2.15	73
Fewer transfers between certain locations	29.7% (22)	14.9% (11)	20.3% (15)	<b>35.1% (26)</b>	2.61	74
What is the most desirable destination to connect to transit?						53
answered question						<b>93</b>
skipped question						<b>87</b>

## 19. Expanded Time Coverage

	No influence	Moderate influence	Influence	Significant influence	Rating Average	Response Count
Earlier start time	<b>49.3% (35)</b>	15.5% (11)	21.1% (15)	14.1% (10)	2.00	71
Later end time	<b>41.1% (30)</b>	17.8% (13)	13.7% (10)	27.4% (20)	2.27	73
Midday service	<b>38.8% (26)</b>	23.9% (16)	17.9% (12)	19.4% (13)	2.18	67
Increased weekend service	<b>42.9% (30)</b>	24.3% (17)	14.3% (10)	18.6% (13)	2.09	70
Increased schedule frequency	28.0% (23)	20.7% (17)	19.5% (16)	<b>31.7% (26)</b>	2.55	82
					<b>answered question</b>	<b>90</b>
					<b>skipped question</b>	<b>90</b>

## 20. Improved Service Quality

	No influence	Moderate influence	Influence	Significant influence	Rating Average	Response Count
Comfort	<b>36.6% (30)</b>	22.0% (18)	23.2% (19)	18.3% (15)	2.23	82
Vehicle cleanliness	26.3% (21)	22.5% (18)	21.3% (17)	<b>30.0% (24)</b>	2.55	80
Facility cleanliness (bus stops, stations)	<b>26.3% (21)</b>	25.0% (20)	25.0% (20)	23.8% (19)	2.46	80
Driver courtesy	25.6% (20)	21.8% (17)	25.6% (20)	<b>26.9% (21)</b>	2.54	78
Facility security (crime)	23.8% (19)	22.5% (18)	15.0% (12)	<b>38.8% (31)</b>	2.69	80
Bus safety (driving, traffic)	23.7% (18)	23.7% (18)	18.4% (14)	<b>34.2% (26)</b>	2.63	76
<b>answered question</b>						<b>85</b>
<b>skipped question</b>						<b>95</b>

## 21. Improved Service Reliability

	No influence	Moderate influence	Influence	Significant influence	Rating Average	Response Count
Improved on-time performance (service arrives when scheduled)	21.0% (17)	19.8% (16)	<b>29.6% (24)</b>	<b>29.6% (24)</b>	2.68	81
Timed scheduled transfers	27.4% (20)	15.1% (11)	26.0% (19)	<b>31.5% (23)</b>	2.62	73
Easier schedule to remember	<b>37.3% (28)</b>	21.3% (16)	22.7% (17)	18.7% (14)	2.23	75
Real-time bus arrival information	24.0% (18)	17.3% (13)	<b>32.0% (24)</b>	26.7% (20)	2.61	75
<b>answered question</b>						<b>85</b>
<b>skipped question</b>						<b>95</b>

**22. What do you feel is an appropriate role for public bus transit on the Tiburon Peninsula? Check and rank all that apply:**

	Not Important	Somewhat Important	Important	Very Important	Rating Average	Response Count
Serve the regional travel needs of Peninsula residents	5.2% (6)	22.4% (26)	<b>37.1% (43)</b>	35.3% (41)	3.03	116
Serve the local travel needs of residents (work, shopping, recreation, business)	3.5% (4)	15.8% (18)	28.9% (33)	<b>51.8% (59)</b>	3.29	114
Serve local travel needs of seniors and person with disabilities	5.2% (6)	8.6% (10)	36.2% (42)	<b>50.0% (58)</b>	3.31	116
Serve school trips for high school and middle school students	5.1% (6)	10.2% (12)	26.3% (31)	<b>58.5% (69)</b>	3.38	118
Serve school trips for elementary school students	7.9% (9)	14.0% (16)	26.3% (30)	<b>51.8% (59)</b>	3.22	114
Serve local travel needs for youth	4.6% (5)	13.8% (15)	32.1% (35)	<b>49.5% (54)</b>	3.27	109
Provide local circulation from remote parking to destinations specifically within Downtown	15.1% (16)	24.5% (26)	28.3% (30)	<b>32.1% (34)</b>	2.77	106
Serve travel needs of service industry workers with employment on the Peninsula	3.4% (4)	12.1% (14)	25.0% (29)	<b>59.5% (69)</b>	3.41	116
Serve travel needs of day visitors and tourists	14.3% (16)	16.1% (18)	<b>37.5% (42)</b>	32.1% (36)	2.88	112
Other (specify below)	7.1% (1)	7.1% (1)	35.7% (5)	<b>50.0% (7)</b>	3.29	14

Please specify other roles for public bus transit on the Tiburon Peninsula:

30

	<b>answered question</b>	<b>126</b>
	<b>skipped question</b>	<b>54</b>

**23. If you could choose one destination or area to better serve by transit, what would it be?**

	<b>Response Count</b>
--	-----------------------

70

	<b>answered question</b>	<b>70</b>
	<b>skipped question</b>	<b>110</b>

**24. If you are interested in participating in upcoming events to further discuss transit service options in the Tiburon Peninsula, or if you would like to be included in future notifications about the transit study, please provide your contact information below:**

		Response Percent	Response Count
Name:		96.7%	59
Email Address:		78.7%	48
Phone Number (optional):		29.5%	18
		<b>answered question</b>	<b>61</b>
		<b>skipped question</b>	<b>119</b>

# Tiburon Alternatives

## Welcome!

Thank you for participating in the Tiburon Transit Needs Assessment study. The following survey asks for your opinion on various service options developed for operation on the Tiburon Peninsula. These options were developed using input received in initial outreach and data collection stages of the project. This is your opportunity to let us know what you think of the options and to let us know if we heard you right during the outreach efforts.

A total of 15 options are provided for comment on the following pages. These options are divided evenly into three categories of services including: fixed route transit options (x5), demand response service options (x5), and other transportation services including ferry and bike (x5). Each option is presented on its own page. Your time and feedback is greatly appreciated.

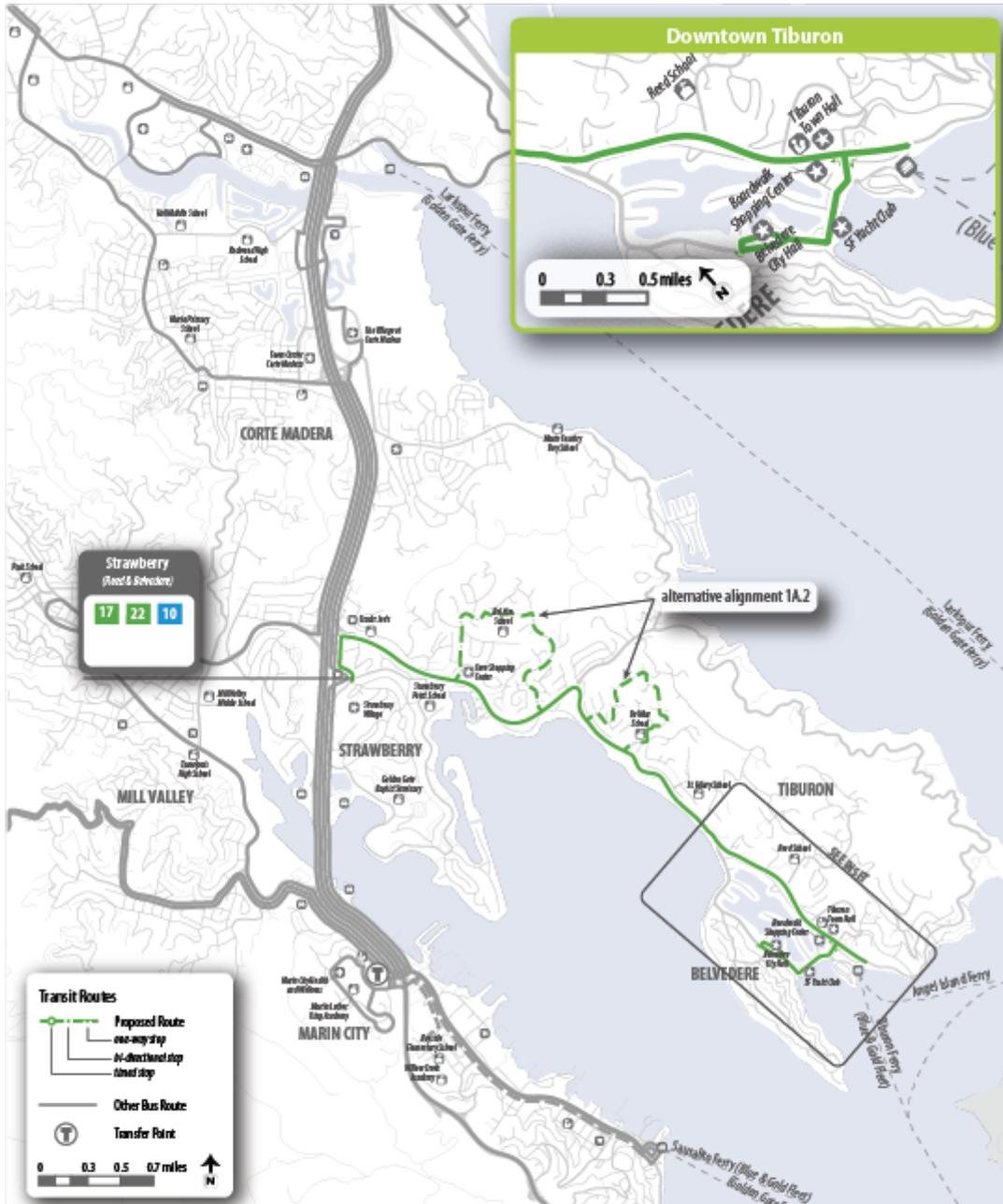
Thanks-  
Marin Transit

# Tiburon Alternatives

## Fixed Route Service Options

**Fixed Route Option 1: Tiburon Community Shuttle - Tiburon Boulevard** ([click here](#) to open pdf of map)

map



description

Cancel Route  
Strawberry  
include open  
Rafael in Be  
through mo  
trippers to P

typical serv

Every 30 mi

comments:

Service time  
Gold ferry, s  
Routes 10, 1  
alignment (

# Tiburon Alternatives

## 1. What do you think of Fixed Route Option 1 with the 1a.1 alignment (along Tiburon Boulevard)?

- like it!                       I don't like it.                       I don't have an opinion.

## 2. What do you think of Fixed Route Option 1 with the 1a.2 alignment (along Neighborhood Streets)?

- like it!                       I don't like it.                       I don't have an opinion.

## 3. If this service was available, please indicate when and how often you would use it.

	Never	Sometimes	Often
Peak Hours (7-9 AM, 3-6 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Midday (9 AM-3 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Late Night (after 6 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekends (7 AM-7 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

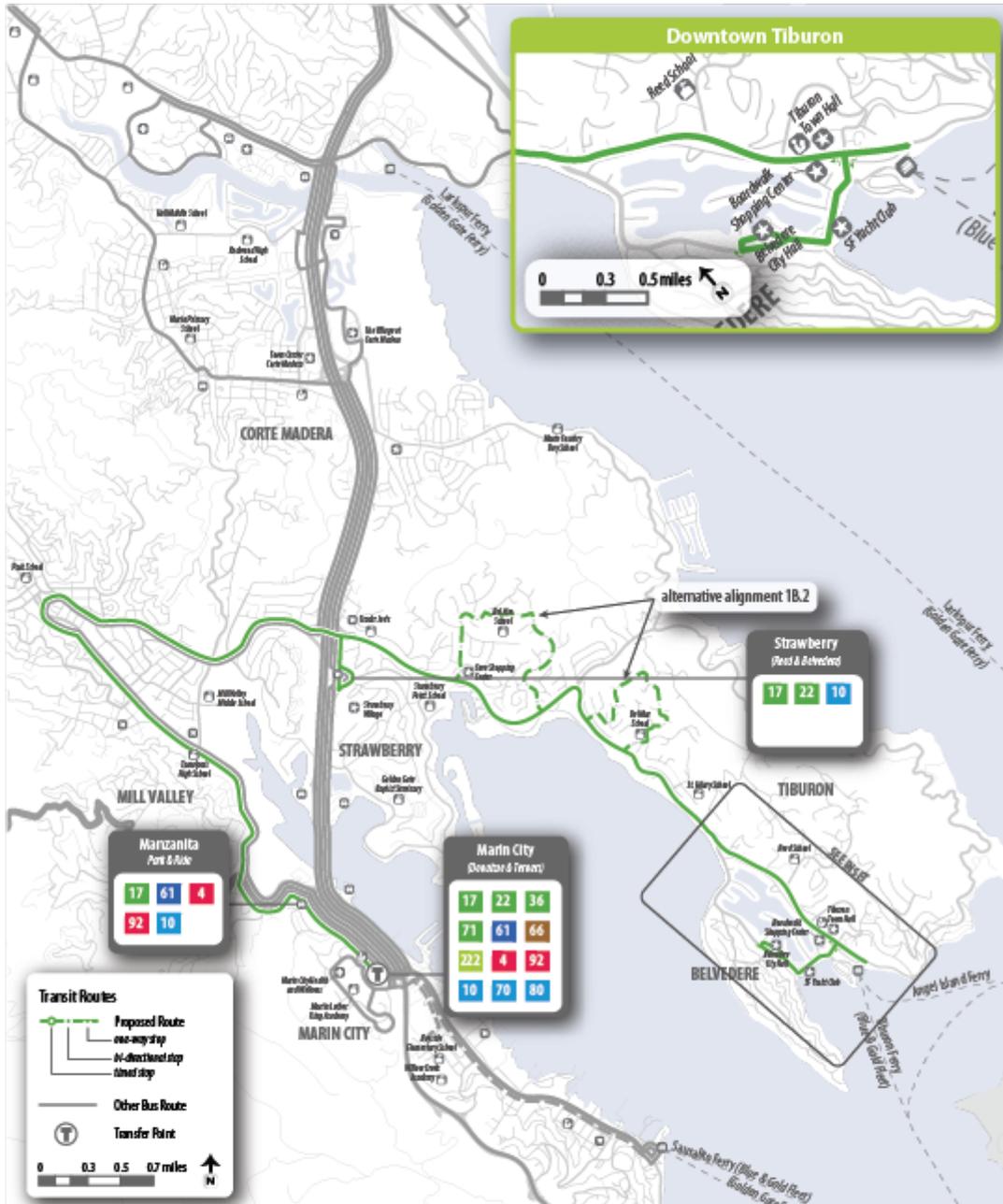
## 4. Please provide comments/feedback on this option:

# Tiburon Alternatives

## Fixed Route Service Options

**Fixed Route Option 2: Tiburon Community Shuttle + Mill Valley-Marin City Extension** ([click here](#) to open pdf of map)

map



**description**

Cancel Route  
Marin City, M  
ron. This wo  
Mill Valley a  
Redwood H

**typical serv**

Every 30 mi  
minutes

**comments:**

Emphasizes  
10, 17, 22, 2  
changes to  
hour trips.

# Tiburon Alternatives

## 1. What do you think of Fixed Route Option 2?

- I like it!                       I don't like it.                       I don't have an opinion.

## 2. If this service was available, please indicate when and how often you would use it.

	Never	Sometimes	Often
Peak Hours (7-9 AM, 3-6 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Midday (9 AM-3 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Late Night (after 6 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekends (7 AM-7 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

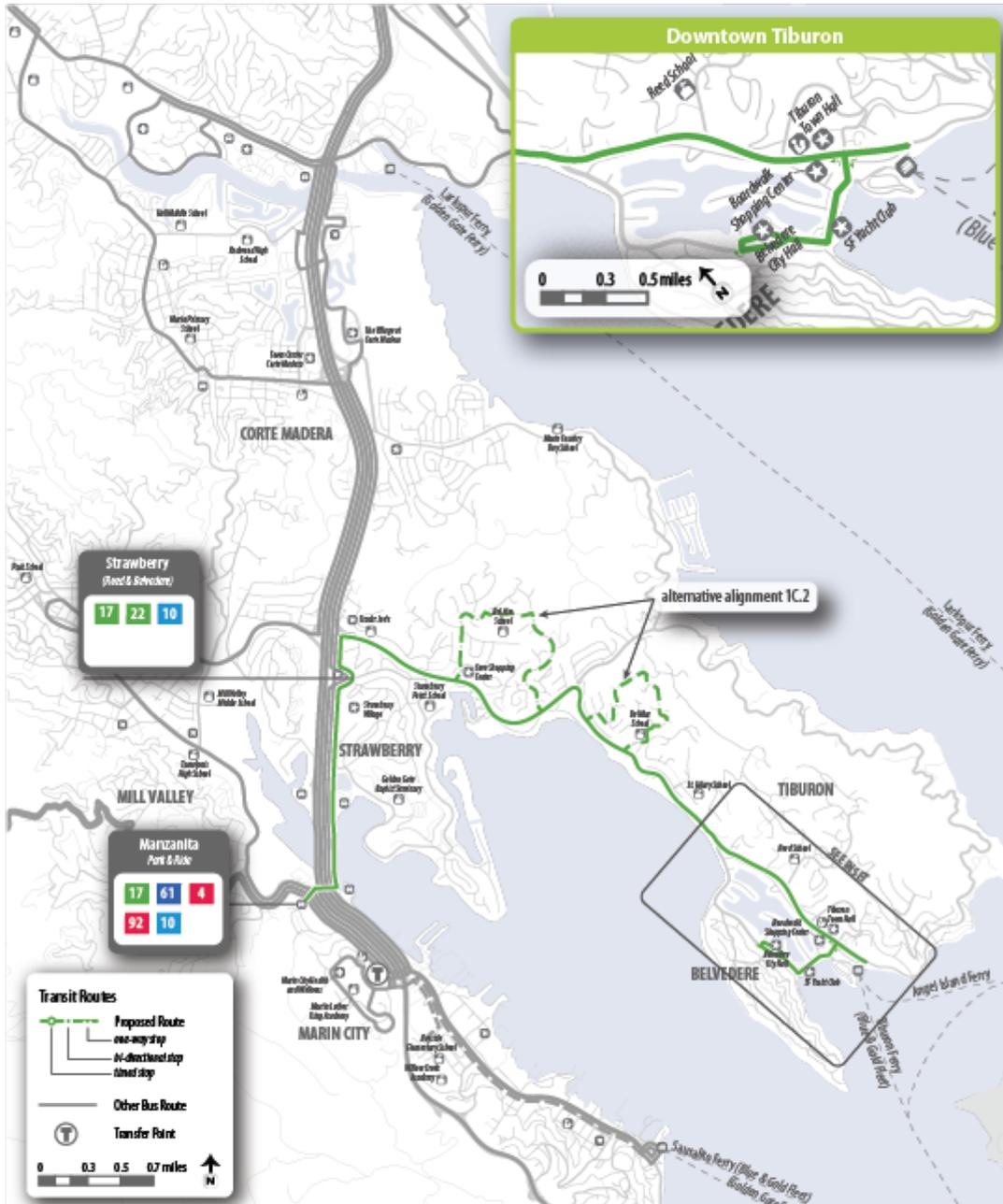
## 3. Please provide comments/feedback on this option:

# Tiburon Alternatives

## Fixed Route Service Options

**Fixed Route Option 3: Tiburon Community Shuttle + Manzanita Connector** ([click here to open pdf of map](#))

map



description

Cancel Route between Manzanita and Tiburon. This would allow for a direct route to Manzanita. School would be served by Route 18 to

typical service

Every 30 minutes

comments:

Allows early morning service compared to Woods Shuttle in Mill Valley.

# Tiburon Alternatives

## 1. What do you think of Fixed Route Option 3?

- I like it!                       I don't like it.                       I don't have an opinion.

## 2. If this service was available, please indicate when and how often you would use it.

	Never	Sometimes	Often
Peak Hours (7-9 AM, 3-6 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Midday (9 AM-3 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Late Night (after 6 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekends (7 AM-7 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

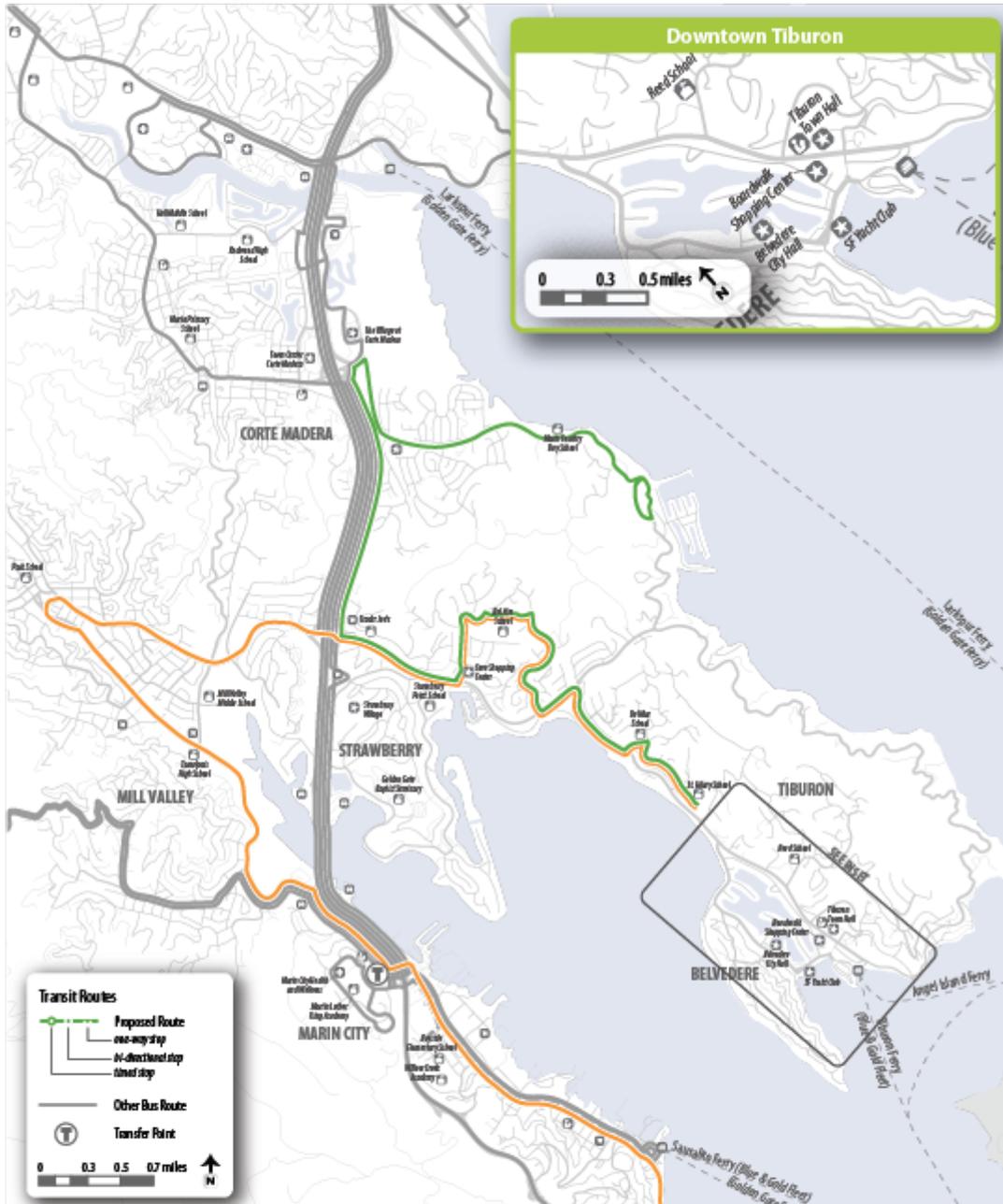
## 3. Please provide comments/feedback on this option:

# Tiburon Alternatives

## Fixed Route Service Options

**Fixed Route Option 4: Additional Tiburon School Tripper Service** ([click here](#) to open pdf of map)

map



description

Add a fixed Strawberry tripper to St service in Ti

typical serv

2 AM trips, 2

comments:

School servi  
Aire, Del Ma

# Tiburon Alternatives

## 1. What do you think of Fixed Route Option 4?

I like it!

I don't like it.

I don't have an opinion.

## 2. Please provide comments/feedback on this option:





# Tiburon Alternatives

## 1. What do you think of Fixed Route Option 5?

I like it!

I don't like it.

I don't have an opinion.

## 2. Please provide comments/feedback on this option:



## Demand Response Service Options

### Demand Response Option 1: General Public Dial-A-Ride

This service is a point to point shuttle which requires advanced reservation. Service area would likely be limited to Tiburon Peninsula, Mill Valley and Corte Madera.

### 1. What do you think of Demand Response Option 1?

- I like it!                       I don't like it.                       I don't have an opinion.

### 2. If this service was available, please indicate when and how often you would use it.

	Never	Sometimes	Often
Peak Hours (7-9 AM, 3-6 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Midday (9 AM-3 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Late Night (after 6 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekends (7 AM-7 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 3. Please provide comments/feedback on this option:

## Demand Response Service Options

### Demand Response Option 2: Community Flex Route

Implement a structured flex route service with Tiburon Peninsula which would include set time points at Tiburon Ferry and Strawberry and allow for reserved and requested deviations in between (where serviceable).

### 1. What do you think of Demand Response Option 2?

- I like it!                       I don't like it.                       I don't have an opinion.

### 2. If this service was available, please indicate when and how often you would use it.

	Never	Sometimes	Often
Peak Hours (7-9 AM, 3-6 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Midday (9 AM-3 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Late Night (after 6 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekends (7 AM-7 PM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 3. Please provide comments/feedback on this option:

## Demand Response Service Options

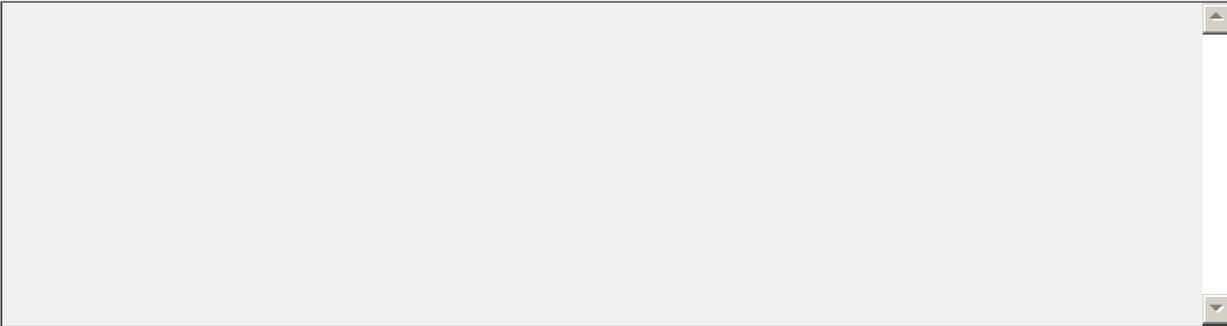
### **Demand Response Option 3: Volunteer Driver**

Further market Marin Transit's volunteer driver program to residents in Tiburon. Program allows participants to pay friends or neighbors for transportation services.

### **1. What do you think of Demand Response Option 3?**

- I like it!                       I don't like it.                       I don't have an opinion.

### **2. Please provide comments/feedback on this option:**



## Demand Response Service Options

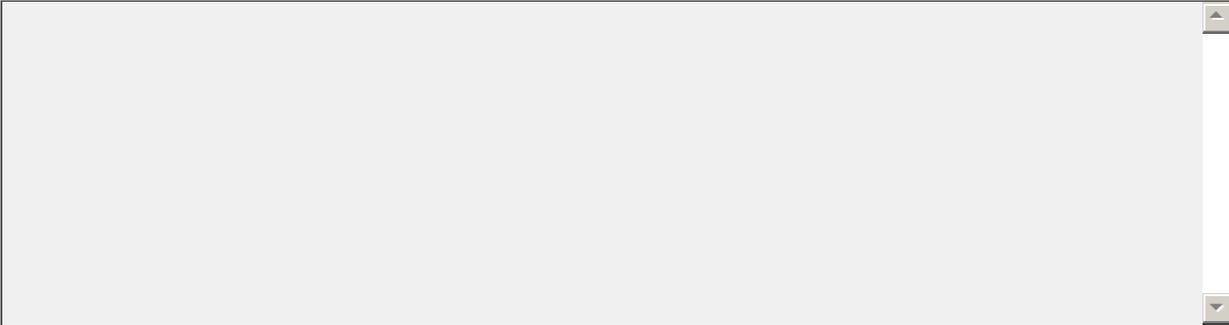
### Demand Response Option 4: Taxi Voucher

Allows eligible seniors to purchase discounted taxi voucher to offset costs of taxi trips.

#### 1. What do you think of Demand Response Option 4?

- I like it!                       I don't like it.                       I don't have an opinion.

#### 2. Please provide comments/feedback on this option:



## Demand Response Service Options

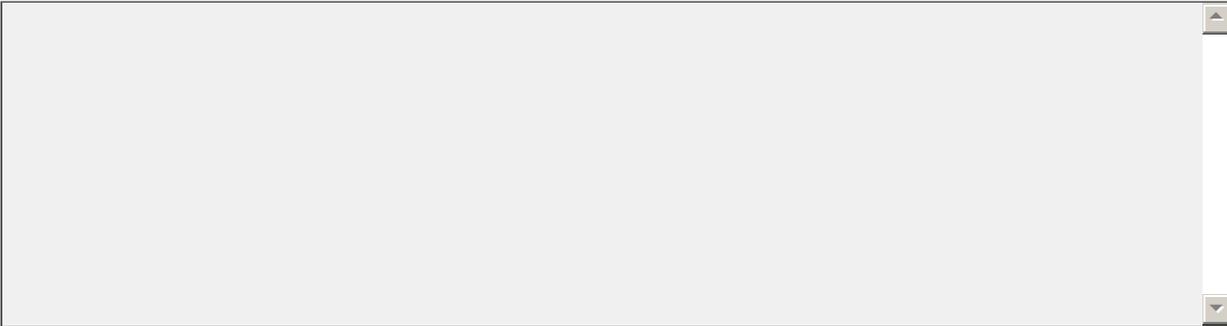
### **Demand Response Option 5: Subcontracted Services**

Further market Marin Transit's upcoming catch-a-ride program which uses a variety of subcontracted transportation services including taxi, towncar, and private shuttles to provide subsidized mobility options for qualified users.

### **1. What do you think of Demand Response Option 5?**

- I like it!                       I don't like it.                       I don't have an opinion.

### **2. Please provide comments/feedback on this option:**



## Other Transportation Services

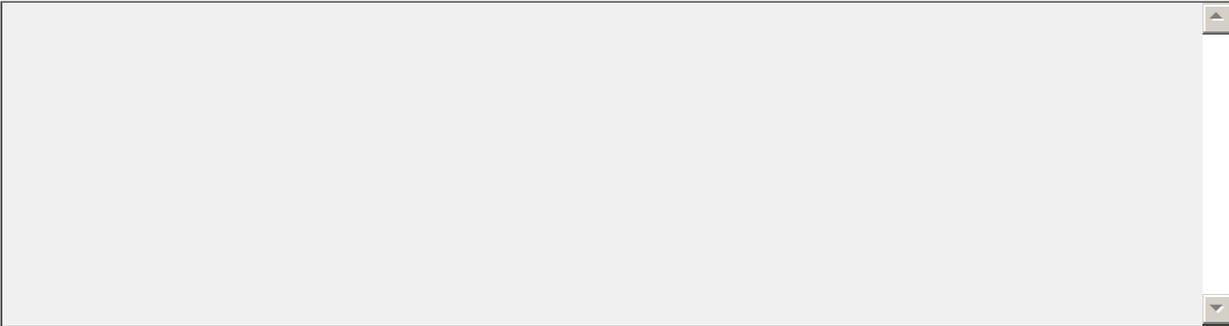
### Other Transportation Services Option 1: Blue and Gold Ferry Policies

Work with Blue and Gold to make ferry service more competitive with other ferry and commute services in Marin County. These changes would be focused on price and integration of fare media (Clipper).

### 1. What do you think of Other Transportation Services Option 1?

- I like it!                       I don't like it.                       I don't have an opinion.

### 2. Please provide comments/feedback on this option:



## Other Transportation Services

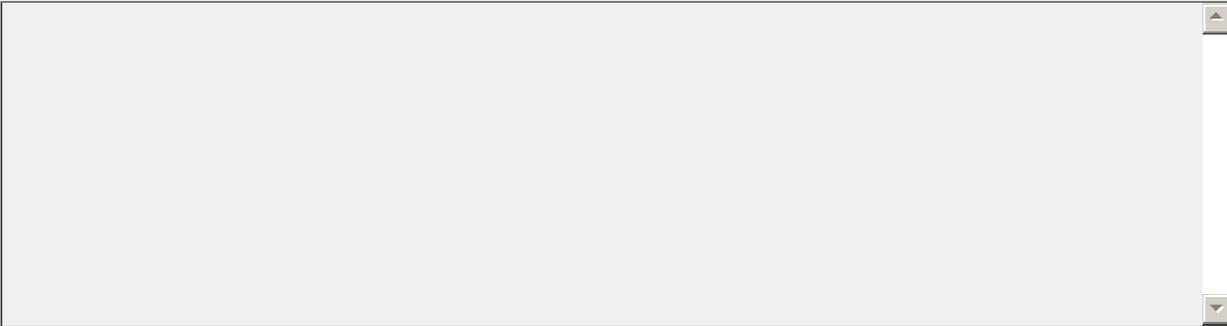
### Other Transportation Services Option 2: Blue and Gold Ferry Service Structure

Work with Blue and Gold to increase services to markets in Marin and SF. Changes would include service to Sausalito and midday service to the Ferry Building in SF.

### 1. What do you think of Other Transportation Services Option 2?

- I like it!                       I don't like it.                       I don't have an opinion.

### 2. Please provide comments/feedback on this option:



## Other Transportation Services

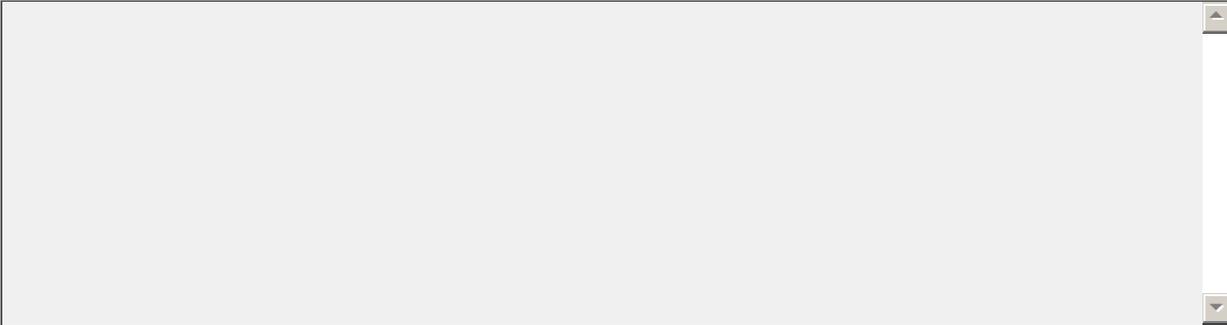
### Other Transportation Services Option 3: Bike Rental Space

Encourage private sector to locate bike rental space or kiosks in Downtown Tiburon to reduce bike demands on ferry transport.

#### 1. What do you think of Other Transportation Services Option 3?

- I like it!                       I don't like it.                       I don't have an opinion.

#### 2. Please provide comments/feedback on this option:



## Other Transportation Services

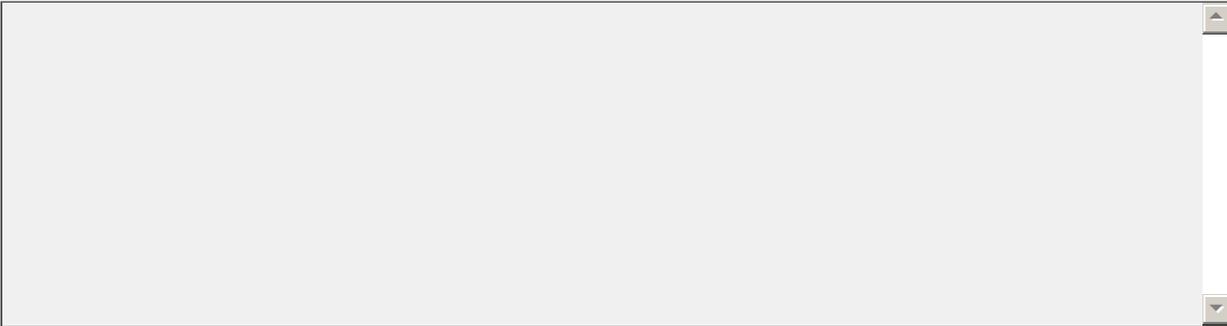
### Other Transportation Services Option 4: Bike Share Stations

Evaluate the possibility of a bike share station in downtown Tiburon. Encourage TAM to select locations within Tiburon for testing in a pilot program.

### 1. What do you think of Other Transportation Services Option 4?

- I like it!                       I don't like it.                       I don't have an opinion.

### 2. Please provide comments/feedback on this option:



## Other Transportation Services

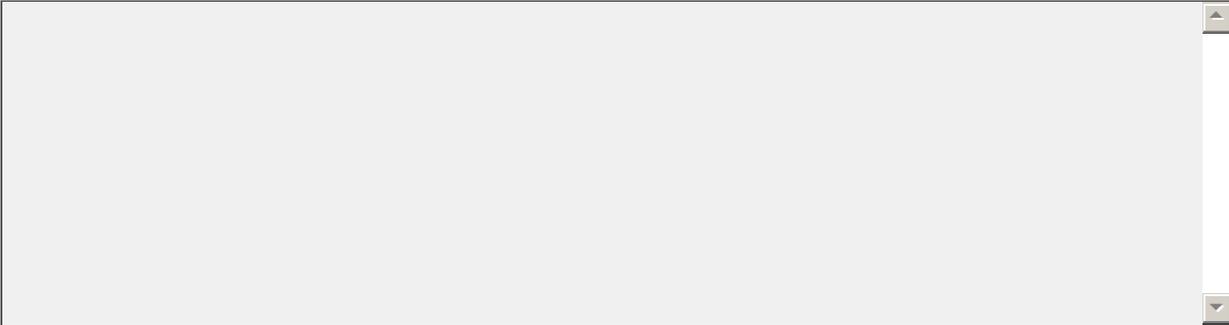
### Other Transportation Services Option 5: Dynamic Rideshare

Further market upcoming dynamic rideshare service and the [www.wegomarin.com](http://www.wegomarin.com) website to Tiburon residents.

#### 1. What do you think of Other Transportation Services Option 5?

- I like it!                       I don't like it.                       I don't have an opinion.

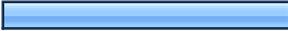
#### 2. Please provide comments/feedback on this option:



**1. What do you think of Fixed Route Option 1 with the 1a.1 alignment (along Tiburon Boulevard)?**

		Response Percent	Response Count
like it!		54.4%	31
I don't like it.		24.6%	14
I don't have an opinion.		21.1%	12
<b>answered question</b>			<b>57</b>
<b>skipped question</b>			<b>4</b>

**2. What do you think of Fixed Route Option 1 with the 1a.2 alignment (along Neighborhood Streets)?**

		Response Percent	Response Count
like it!		43.1%	25
I don't like it.		29.3%	17
I don't have an opinion.		27.6%	16
<b>answered question</b>			<b>58</b>
<b>skipped question</b>			<b>3</b>

**3. If this service was available, please indicate when and how often you would use it.**

	Never	Sometimes	Often	Response Count
Peak Hours (7-9 AM, 3-6 PM)	<b>38.8% (19)</b>	28.6% (14)	32.7% (16)	49
Midday (9 AM-3 PM)	<b>60.0% (27)</b>	31.1% (14)	8.9% (4)	45
Late Night (after 6 PM)	<b>68.3% (28)</b>	24.4% (10)	7.3% (3)	41
Weekends (7 AM-7 PM)	<b>57.1% (24)</b>	33.3% (14)	9.5% (4)	42
<b>answered question</b>				<b>53</b>
<b>skipped question</b>				<b>8</b>

**4. Please provide comments/feedback on this option:**

	Response Count
	25
<b>answered question</b>	<b>25</b>
<b>skipped question</b>	<b>36</b>

**5. What do you think of Fixed Route Option 2?**

		Response Percent	Response Count
I like it!		32.7%	16
I don't like it.		32.7%	16
<b>I don't have an opinion.</b>		<b>34.7%</b>	<b>17</b>
<b>answered question</b>			<b>49</b>
<b>skipped question</b>			<b>12</b>

**6. If this service was available, please indicate when and how often you would use it.**

	Never	Sometimes	Often	Response Count
Peak Hours (7-9 AM, 3-6 PM)	41.7% (15)	41.7% (15)	16.7% (6)	36
Midday (9 AM-3 PM)	61.8% (21)	32.4% (11)	5.9% (2)	34
Late Night (after 6 PM)	65.6% (21)	28.1% (9)	6.3% (2)	32
Weekends (7 AM-7 PM)	66.7% (22)	21.2% (7)	12.1% (4)	33
<b>answered question</b>				<b>38</b>
<b>skipped question</b>				<b>23</b>

**7. Please provide comments/feedback on this option:**

	Response Count
	19
<b>answered question</b>	<b>19</b>
<b>skipped question</b>	<b>42</b>

**8. What do you think of Fixed Route Option 3?**

		Response Percent	Response Count
I like it!		36.7%	18
I don't like it.		24.5%	12
I don't have an opinion.		38.8%	19
<b>answered question</b>			<b>49</b>
<b>skipped question</b>			<b>12</b>

**9. If this service was available, please indicate when and how often you would use it.**

	Never	Sometimes	Often	Response Count
Peak Hours (7-9 AM, 3-6 PM)	55.9% (19)	41.2% (14)	2.9% (1)	34
Midday (9 AM-3 PM)	67.7% (21)	32.3% (10)	0.0% (0)	31
Late Night (after 6 PM)	76.7% (23)	20.0% (6)	3.3% (1)	30
Weekends (7 AM-7 PM)	74.2% (23)	22.6% (7)	3.2% (1)	31
<b>answered question</b>				<b>35</b>
<b>skipped question</b>				<b>26</b>

**10. Please provide comments/feedback on this option:**

	Response Count
	16
<b>answered question</b>	<b>16</b>
<b>skipped question</b>	<b>45</b>

**11. What do you think of Fixed Route Option 4?**

		Response Percent	Response Count
I like it!		56.9%	29
I don't like it.		15.7%	8
I don't have an opinion.		27.5%	14
<b>answered question</b>			<b>51</b>
<b>skipped question</b>			<b>10</b>

**12. Please provide comments/feedback on this option:**

	Response Count
	25
answered question	25
skipped question	36

**13. What do you think of Fixed Route Option 5?**

		Response Percent	Response Count
I like it!		30.0%	15
I don't like it.		16.0%	8
I don't have an opinion.		54.0%	27
	answered question		50
	skipped question		11

**14. Please provide comments/feedback on this option:**

	Response Count
	11
answered question	11
skipped question	50

### 15. What do you think of Demand Response Option 1?

		Response Percent	Response Count
I like it!		52.1%	25
I don't like it.		27.1%	13
I don't have an opinion.		20.8%	10
answered question			48
skipped question			13

### 16. If this service was available, please indicate when and how often you would use it.

	Never	Sometimes	Often	Response Count
Peak Hours (7-9 AM, 3-6 PM)	48.5% (16)	30.3% (10)	21.2% (7)	33
Midday (9 AM-3 PM)	53.3% (16)	36.7% (11)	10.0% (3)	30
Late Night (after 6 PM)	53.3% (16)	43.3% (13)	3.3% (1)	30
Weekends (7 AM-7 PM)	56.7% (17)	36.7% (11)	6.7% (2)	30
answered question				36
skipped question				25

### 17. Please provide comments/feedback on this option:

	Response Count
	20
answered question	20
skipped question	41

## 18. What do you think of Demand Response Option 2?

		Response Percent	Response Count
I like it!		31.3%	15
I don't like it.		16.7%	8
<b>I don't have an opinion.</b>		<b>52.1%</b>	<b>25</b>
<b>answered question</b>			<b>48</b>
<b>skipped question</b>			<b>13</b>

## 19. If this service was available, please indicate when and how often you would use it.

	Never	Sometimes	Often	Response Count
Peak Hours (7-9 AM, 3-6 PM)	<b>52.0% (13)</b>	24.0% (6)	24.0% (6)	25
Midday (9 AM-3 PM)	<b>70.8% (17)</b>	20.8% (5)	8.3% (2)	24
Late Night (after 6 PM)	<b>72.7% (16)</b>	22.7% (5)	4.5% (1)	22
Weekends (7 AM-7 PM)	<b>69.6% (16)</b>	26.1% (6)	4.3% (1)	23
<b>answered question</b>				<b>26</b>
<b>skipped question</b>				<b>35</b>

## 20. Please provide comments/feedback on this option:

	Response Count
	8
<b>answered question</b>	<b>8</b>
<b>skipped question</b>	<b>53</b>

### 21. What do you think of Demand Response Option 3?

		Response Percent	Response Count
I like it!		25.5%	12
I don't like it.		31.9%	15
I don't have an opinion.		42.6%	20
answered question			47
skipped question			14

### 22. Please provide comments/feedback on this option:

	Response Count
	13
answered question	13
skipped question	48

### 23. What do you think of Demand Response Option 4?

		Response Percent	Response Count
I like it!		50.0%	23
I don't like it.		19.6%	9
I don't have an opinion.		30.4%	14
answered question			46
skipped question			15

**24. Please provide comments/feedback on this option:**

	Response Count
	14
answered question	14
skipped question	47

**25. What do you think of Demand Response Option 5?**

		Response Percent	Response Count
I like it!		28.9%	13
I don't like it.		31.1%	14
I don't have an opinion.		40.0%	18
	answered question		45
	skipped question		16

**26. Please provide comments/feedback on this option:**

	Response Count
	9
answered question	9
skipped question	52

## 27. What do you think of Other Transportation Services Option 1?

		Response Percent	Response Count
I like it!		78.3%	36
I don't like it.		4.3%	2
I don't have an opinion.		17.4%	8
answered question			46
skipped question			15

## 28. Please provide comments/feedback on this option:

	Response Count
	18
answered question	18
skipped question	43

## 29. What do you think of Other Transportation Services Option 2?

		Response Percent	Response Count
I like it!		55.3%	26
I don't like it.		6.4%	3
I don't have an opinion.		38.3%	18
answered question			47
skipped question			14

**30. Please provide comments/feedback on this option:**

	Response Count
	14
answered question	14
skipped question	47

**31. What do you think of Other Transportation Services Option 3?**

		Response Percent	Response Count
I like it!		50.0%	23
I don't like it.		19.6%	9
I don't have an opinion.		30.4%	14
	answered question		46
	skipped question		15

**32. Please provide comments/feedback on this option:**

	Response Count
	15
answered question	15
skipped question	46

### 33. What do you think of Other Transportation Services Option 4?

		Response Percent	Response Count
I like it!		39.1%	18
I don't like it.		15.2%	7
<b>I don't have an opinion.</b>		<b>45.7%</b>	<b>21</b>
<b>answered question</b>			<b>46</b>
<b>skipped question</b>			<b>15</b>

### 34. Please provide comments/feedback on this option:

	Response Count
	8
<b>answered question</b>	<b>8</b>
<b>skipped question</b>	<b>53</b>

### 35. What do you think of Other Transportation Services Option 5?

		Response Percent	Response Count
I like it!		37.0%	17
I don't like it.		2.2%	1
<b>I don't have an opinion.</b>		<b>60.9%</b>	<b>28</b>
<b>answered question</b>			<b>46</b>
<b>skipped question</b>			<b>15</b>

**36. Please provide comments/feedback on this option:**

	<b>Response Count</b>
	10
<b>answered question</b>	<b>10</b>
<b>skipped question</b>	<b>51</b>



**Page 2, Q4. Please provide comments/feedback on this option:**

1	It would be GREAT to offer public bus service for school kids during peak arrival/departure hours of the school day.	Jun 5, 2012 2:06 PM
2	Makes sense to serve the community better by having it go through neighborhoods. People give up on pub transit when it's hard to get to.	Jun 5, 2012 7:46 AM
3	Hopefully st hilary school will be included	Jun 4, 2012 8:46 PM
4	It is important for my mobility to be able to get from Tiburon Blvd to Strawberry. It would be a bonus to be able to get to Mill Valley without changing buses.	Jun 4, 2012 7:55 PM
5	n/a	Jun 4, 2012 5:17 PM
6	It is important to have consistent public transportation so traffic can be better. It takes me 30 minutes from St. Hilary to Mill Valley downtown sometimes. Thank you.	Jun 4, 2012 4:11 PM
7	It's all about the commute and servicing enough neighborhoods with shuttle service (for a fee or not). You'll need to meet all the ferries, not just some of them. Back in the day (i.e 10-15 years ago), we had such a system, and it worked well. Now, without it, what a surprise: traffic congestion is up and parking availability is down.	Jun 4, 2012 3:22 PM
8	Appears to be a workable solution to the present traffic tie-up on Tib. Blvd. It just keeps getting worse each year. Let's get those moms with one student in the vehicle to stay home.	Jun 4, 2012 2:48 PM
9	I commute to Tiburon from San Rafael so these options do not benefit me.	Jun 4, 2012 2:43 PM
10	don't use that route often enough	Jun 4, 2012 2:15 PM
11	I would option 1 with the 1a. alignment if the bus turned around in front of the SF Yacht Club, rather than continuing on San Rafael Avenue/Community Road around Belvedere Park. This would a lot of noise and congestion without adding significant service. Peak hours for coordinating with the Tiburon Ferry need to start at about 6:15AM - to meet the 6:40AM ferry...and should run until at least 7PM	Jun 3, 2012 4:13 PM
12	Something really needs to be done on the Tiburon Blvd area in AM. I think St Hilary (my children's school) should consider starting a bit earlier or later to further relieve congestion. I also think that between the hours of 7-9 am weekdays the bus should come every 15 minutes	Jun 2, 2012 12:52 AM
13	The best part of this option is the high frequency (every 30 minutes all the time). One concern is that there are only limited connections to other routes at Strawberry Village. How will people be able to safely transfer to Hwy 101 buses? The connection to those services would open up this routes to other travel markets, both to San Francisco and San Rafael.	Jun 1, 2012 10:51 PM
14	This is not a good alternative to Route 19, if it winds through neighborhoods as in 1a.2.	Jun 1, 2012 7:52 PM
15	Driving to Blackies to park and catch the Tiburon bound shuttle would be a pain. Might as well drive all the way. Thus, the bus should follow the old #9 Route	May 30, 2012 9:00 PM

**Page 2, Q4. Please provide comments/feedback on this option:**

along Reed Ranch Road, Via Capistrano and to Blackfield. In addition, this would allow people to go to the Cove shopping center from the Reed Ranch Road Area (Reedlands subdivision). Many older people here could take advantage of that.

16	Does this require canceling Route 19? I suppose I shouldn't care, if it turns out to be an improvement on the 19.	May 29, 2012 12:43 AM
17	congestion before Trestle Glen needs to be alleviated. Too many cars coming from Corte Madera, San Rafael, and surrounding cities INTO Tiburon.	May 25, 2012 6:12 PM
18	Important to align w./ school hours to get more kids and families out of cars and onto buses.	May 23, 2012 10:23 PM
19	The alignment to school bell times is a great improvement, allowing option for kids who cannot afford the school bus system and/or live on an oversubscribed route a way to school.	May 23, 2012 6:53 PM
20	It would be good for service people to use or workers to the city. Not helpful for retired people	May 23, 2012 6:42 PM
21	a) Synchronizing with Blue and Gold Ferry is important. But, many riders (including myself) take the 19 to Marin City where they transfer to a San Francisco-bound bus. Eliminating direct service to Marin City would increase transit times to San Francisco by 30-60 minutes due to missing the San Francisco connection at Marin City. b) Lack of service in the middle of the day is isolating for many. c) Lack of evening bus service means I cannot use the public library on weekdays, nor can I see a movie or go to a restaurant downtown unless I want to call a taxi. d) Unshielded bus stops exposing riders to bad weather is a clear deterrent to increasing ridership. e) From the times I have ridden the non-Tiburon Blvd alignments, my impression was that they benefited only a VERY small number of commute-ferry riders. While I recognize the benefit for those persons, the present system seems to be largely ignoring local transit needs. f) It is possible that a Tiburon Blvd "only" alignment could be augmented with a small shuttle service that could feed into the main line.	May 23, 2012 5:22 PM
22	I think regular service to Belvedere is an excellent idea. Please don't give up on this option!	May 23, 2012 3:56 PM
23	Great idea to allow commuters to get to the ferry and not have to pay for parking downtown Tiburon.	May 23, 2012 3:42 PM
24	Frequency is the answer!!!!	May 23, 2012 10:24 AM
25	Seldom travel between neighborhoods. Can walk to downtown. Go to Strawberry to shop. Can't carry purchases on bus. Go to the corridor to meetings. Corridor buses don't match up with my schedule.	May 22, 2012 4:03 PM



**Page 3, Q3. Please provide comments/feedback on this option:**

1	Would not be of personal interest...we live in Strawberry and our kids attend St. Hilary School. Would be great to focus on routes just along Tiburon Blvd.	Jun 5, 2012 2:07 PM
2	I think most of your community need not wait for a transfer in Marin city. Access to more direct transfer buses more attractive (ie: in morning at pad by Ferrari deer ship for morning commuters.)	Jun 5, 2012 7:49 AM
3	totally content with the #17 route as my child takes it every morning to St Hilary from the Pohono stop. please do not change it.	Jun 4, 2012 8:22 PM
4	n/a	Jun 4, 2012 5:17 PM
5	Only if this makes it easier to connect to the ferry. Otherwise, I don't care.	Jun 4, 2012 3:23 PM
6	I am in favor of more public transit and a way for commuters to get to the ferry as well as students to get to their school.	Jun 4, 2012 2:50 PM
7	I commute to Tiburon from San Rafael so this does not benefit me.	Jun 4, 2012 2:44 PM
8	If the bus goes into Belvedere, it should turn around in front of the SF Yacht Club, rather than continuing on San Rafael Avenue/Community Road around Belvedere Park. This adds a lot of noise and congestion without adding significant service.	Jun 3, 2012 4:14 PM
9	needs to come more frequently...every 15=20 minutes	Jun 2, 2012 12:53 AM
10	Hourly service is too infrequent. Furthermore, how much is the demand for a roundabout route to Mill Valley? However, the good part of this is that there is a connection to Hwy 101 services.	Jun 1, 2012 10:51 PM
11	The detour through Mill Valley make this route an unattractive as a way to get to the bus terminal in Marin City, too long.	Jun 1, 2012 7:54 PM
12	There is nothing of any value in Marin City, it's a lousy shopping center and it's too dangerous to go to most of the time. Why the hell does GGTransit have their transfer point there? That just discourages bus patronage if they have to get off the bus there, especially at night.	May 30, 2012 9:02 PM
13	I quite like the idea of being able to reach Mill Valley from Tiburon using just one bus, as used to exist; I might actually be able to go to Mill Valley again sometimes.	May 29, 2012 12:45 AM
14	THis is better than the other option	May 25, 2012 6:13 PM
15	This route would take people too long to reach their destination. Not direct if going to the city or up the 101 corridor.	May 23, 2012 6:46 PM
16	This would give me easier access to Mill Valley, but eliminating direct service to Marin City would increase transit times to San Francisco by 30-60 minutes due to missing the San Francisco connection at Marin City. However, riders could exit at the Tiburon Wye overpass and walk to the southbound freeway bus pad. It's not a great solution, but it's acceptable if it increases midday or evening access into Tiburon.	May 23, 2012 5:32 PM

**Page 3, Q3. Please provide comments/feedback on this option:**

17	If you route the Belvedere/Tiburon buses to Marin City, then count me in!	May 23, 2012 3:57 PM
18	Great idea for the weekends, to allow kids to get to downtown Mill Valley from Downtown tiburon	May 23, 2012 3:43 PM
19	I think this would be great for tourism in Souther Marin on the weekends and maybe summers for tourists. It should be free on the weekends with a purchased ferry pass. I think this would generate business in all towns.	May 22, 2012 3:00 PM



**Page 4, Q3. Please provide comments/feedback on this option:**

1	The one and only # 8 bus is key for adults to commute to downtown San Francisco. Please do not eliminate Route 8. Current alternative is to walk to Hwy 101 Tiburon Wye bus pad and wait endlessly for Route #18 service.	Jun 5, 2012 2:09 PM
2	totally content with the #17 route as my child takes it every morning to St Hilary from the Pohono stop. please do not change it.	Jun 4, 2012 8:22 PM
3	n/a	Jun 4, 2012 5:17 PM
4	Is this what we need?	Jun 4, 2012 3:24 PM
5	N/A because I commute from San Rafael	Jun 4, 2012 2:46 PM
6	I would not personally use it, as I commute into Tiburon from San Rafael, but anything that would encourage our school families at Saint Hilary to use public transit should be encouraged!!!	Jun 4, 2012 2:08 PM
7	If the bus goes into Belvedere, it should turn around in front of the SF Yacht Club, rather than continuing on San Rafael Avenue/Community Road around Belvedere Park. This adds a lot of noise and congestion without adding significant service.	Jun 3, 2012 4:14 PM
8	This could be a pretty good option if a connection is made at Marin City (there are no connecting off-peak Hwy 101 buses to San Francisco at Manzanita). The #10 Golden Gate Transit bus would no longer need to go from Marin City to Strawberry Village and the savings could be reinvested in making the Tiburon shuttle more frequent (every 30 minutes, as in Alternative 1). I would only support this option if the Tiburon shuttle could be made more frequent. There are also workers in Tiburon who are traveling to the San Rafael and Canal area. This would be a bit of a roundabout way to get there - is there any way to make this connection better? I am not sure about the tourist potential of this route as currently structured. Unlike the Mill Valley Shuttle, there are no restrictions on parking in Tiburon and it is unlikely that people will get off and ride the shuttle once they are in their cars. This service could be marketed to tourists if the connection were at Marin City, so that people traveling from San Francisco could transfer there (as opposed to Manzanita where there is no off-peak service).	Jun 1, 2012 10:51 PM
9	This route gets me almost everywhere I need to go from Tiburon: I can make connections to Northbound buses a Strawberry and Southbound from Manzanita. I hope it will run late enough so that I can get back to Tiburon on this route as late at 9pm. Right now if you miss the last ferry or take a late bus on 101, there's no way back but a taxi.	Jun 1, 2012 7:58 PM
10	You must keep direct buses to the city. Fewer people will use the bus if they have to transfer, especially at night and in the winter.	May 30, 2012 9:03 PM
11	I just don't like the idea of canceling both the 8 and the 19. Maybe this would be an improvement. Maybe it wouldn't.	May 29, 2012 12:47 AM
12	I'm retired and older so would not use the bus, but believe this is a more usable and direct route for Marin City as well as service workers and people going to the city.	May 23, 2012 6:49 PM

**Page 4, Q3. Please provide comments/feedback on this option:**

13	a) Most cyclists will ride and there are not enough spaces on bike racks b) Muir woods shuttle "synergy"? I'm sorry to be blunt, but is this a joke? c) Manzanita Park & Ride is literally in the middle of nowhere for everyone except car commuters. Making this a transfer point instead of Marin City is a horrible idea.	May 23, 2012 5:46 PM
14	I need direct service to San Francisco. You might add a couple more runs on Route 8.	May 23, 2012 4:00 PM
15	Only needed for commuters.	May 23, 2012 3:44 PM
16	I like the idea of connecting to SF more easily & also to possible connection to Muir Woods Shuttle - would be useful for our visitors when they come to Marin!	May 23, 2012 3:11 PM



**Page 5, Q2. Please provide comments/feedback on this option:**

1	Yes, we need this desperately. Student going to school are the biggest traffic cloggers. Great plan!	Jun 6, 2012 7:15 AM
2	This route would work for students to return from St. Hilary to Strawberry in afternoon commute. This route would be acceptable.	Jun 5, 2012 2:11 PM
3	This would free up quite a bit of traffic since school children could be taking this alternative as opposed to parents having to pick them up and causing the existing bottle-neck.	Jun 5, 2012 10:13 AM
4	With three school drops, is there concern with getting kids to respective school on time??	Jun 5, 2012 7:52 AM
5	Would reduce traffic on Tiburon Blvd	Jun 5, 2012 7:14 AM
6	NO! how is this route better than the existing #17 going to St Hilary's in the morning? numerous kids get on at Marin City and along the way into Mill Valley. This would take that away? Strong no vote to this. Add this if you want, but do not cancel the existing #17 from Marin City please!!	Jun 4, 2012 8:25 PM
7	n/a	Jun 4, 2012 5:17 PM
8	My children will use public transportation from Mill Valley to St. Hilary in Tiburon.	Jun 4, 2012 4:12 PM
9	Yeah, probably a good idea to get the kids out of their parents' cars.	Jun 4, 2012 3:24 PM
10	I approve of the service taking into account, the school bells.	Jun 4, 2012 2:51 PM
11	n/a because I commute from San Rafael	Jun 4, 2012 2:47 PM
12	Excellent idea!!!!	Jun 4, 2012 2:13 PM
13	I wonder if it is stopping at three schools if 2 am and 2pm buses would be enough.	Jun 4, 2012 2:09 PM
14	As I said in the last question, as a teacher (and the transit coordinator) at Saint Hilary, I would love more of our kids to have the option of public transportation to get to and from school.	Jun 4, 2012 2:09 PM
15	needs to happen more frequently	Jun 2, 2012 12:54 AM
16	This bus is not useful to me.	Jun 1, 2012 7:59 PM
17	Great way to get cars ferrying children to Reed, Del Mar and Bellaire off the road.	May 30, 2012 9:04 PM
18	MUCH better option.	May 25, 2012 6:15 PM
19	We live in Corte Madera and go to school at St Hilary. Three kids would ride at Am and Pm times	May 24, 2012 5:51 PM
20	We really need help on Tiburon Blvd. during these major school times. I am thrilled you are considering this for our children -- and for our adults who get stuck in the traffic. Thank you!	May 24, 2012 4:39 PM

**Page 5, Q2. Please provide comments/feedback on this option:**

21	Great idea whose time has come. If kids are acclimated to using public transit at a young age, perhaps they will continue to use public transit in high school, college and as working adults.	May 23, 2012 6:56 PM
22	Would the kids actually use it???	May 23, 2012 6:51 PM
23	I actually know people who live in Tiburon and commute to Corte Madera in the morning and from Corte Madera in the evening and this service would suit them well.	May 23, 2012 4:02 PM
24	Great for the school kids	May 23, 2012 3:44 PM
25	Please make this happen!	May 23, 2012 12:20 PM

**Page 6, Q2. Please provide comments/feedback on this option:**

1	Finally!!!	Jun 6, 2012 7:18 AM
2	Does not apply to our needs...	Jun 5, 2012 2:11 PM
3	Would reduce traffic	Jun 5, 2012 7:14 AM
4	n/a	Jun 4, 2012 5:17 PM
5	Why are we spending public money to connect to a private school, let along a parochial school. Let's connect to Branson and MA, too, while we're at it.	Jun 4, 2012 3:25 PM
6	I think the service to Marin Catholic is great for those students leaving St. Hilary.	Jun 4, 2012 2:53 PM
7	If the bus goes into Belvedere, it should turn around in front of the SF Yacht Club, rather than continuing on San Rafael Avenue/Community Road around Belvedere Park. This adds a lot of noise and congestion without adding significant service.	Jun 3, 2012 4:14 PM
8	GREAT IDEA	May 25, 2012 6:16 PM
9	Great idea.	May 23, 2012 6:56 PM
10	Don't think you'd have enough ridership to make it pay.	May 23, 2012 6:52 PM
11	Great idea, but the high school kids like to drive, so even though it would help out as an option, lots of high school kids prefer to drive	May 23, 2012 3:45 PM



**Page 7, Q3. Please provide comments/feedback on this option:**

1	Wouldn't a 'Super Shuttle' system be complex to maintain? And inconvenient for the riders?	Jun 5, 2012 2:12 PM
2	Would be great to have this option as well on week and weekend nights to minimize drinking and driving. This would be very successful...even if it were a pay-by-use option during those times (ie: up to midnight or so).	Jun 5, 2012 7:54 AM
3	Great for students	Jun 5, 2012 7:15 AM
4	Of course, this depends on the cost.	Jun 4, 2012 7:59 PM
5	n/a	Jun 4, 2012 5:17 PM
6	Can I put in an order now to take me to the ferry and pick me up when I return every day?	Jun 4, 2012 3:26 PM
7	Sounds good but may be a scheduling nightmare.	Jun 4, 2012 2:54 PM
8	This sounds great!	Jun 3, 2012 4:14 PM
9	more frequently in am	Jun 2, 2012 12:55 AM
10	Dial-a-ride is OK but fixed route is easier to understand and actually more reliable. Dial-a-ride makes it hard to schedule convenient transfers to Hwy 101 service.	Jun 1, 2012 10:51 PM
11	This would be a great service for people who can't drive, but for me, living near Tiburon Blvd, the regularly scheduled route would do.	Jun 1, 2012 8:03 PM
12	As long as other routes to the city directly and the #9 aren't affected.	May 30, 2012 9:05 PM
13	Have to make reservations ahead of time? Not thrilled.	May 29, 2012 12:49 AM
14	good idea as well	May 25, 2012 6:16 PM
15	Nice idea but not certain whether it would really get people out of their cars - Tiburon Boulevard is a 10 minute drive in or out to downtown, think most people would skip the phone call and wait and just drive.	May 23, 2012 6:58 PM
16	This could certainly be a boon for those in the more isolated parts of Tiburon, as well as those cut off by existing service limitations. But how far in advance would the reservations need to be made?	May 23, 2012 5:52 PM
17	I prefer fixed route service.	May 23, 2012 4:03 PM
18	the wait would be to long. Not reliable, so could not use for commuting.	May 23, 2012 3:46 PM
19	I think this is an EXCELLENT option for seniors - if well publicized - also for people who on a temporary basis are unable to drive (due to medical condition, e.g.) - I would like to see this added even though I do not need it myself at this time - I feel it would be a good experiment to see how many seniors in Marin might take advantage of this over taking cabs!!!	May 23, 2012 3:13 PM
20	This would probably be for elderly people.....so midday would be best for them.	May 22, 2012 3:04 PM

**Page 8, Q3. Please provide comments/feedback on this option:**

1	n/a	Jun 4, 2012 5:18 PM
2	Hey, as long as I don't have to drive to/from ferry, I'm fine (dropping me off/picking me up at TPC would be nice, too!)	Jun 4, 2012 3:26 PM
3	Peak hours for coordinating with the Tiburon Ferry need to start at about 6:15AM - to meet the 6:40AM ferry...and should run until at least 7PM	Jun 3, 2012 4:15 PM
4	The big concern I would be whether the schedule would be reliable enough if I had to make connections to Hwy 101 buses or the Tiburon Ferry. If too many people want deviations, I could be delayed and miss my connection.	Jun 1, 2012 10:51 PM
5	The detours to other locations would be a drag for those of us trying to get from one end to the other.	Jun 1, 2012 8:04 PM
6	I'd have to see how this was set up to see if it would be useful to me	May 23, 2012 5:59 PM
7	More fixed route service, please!	May 23, 2012 4:04 PM
8	I want to know where i am going, this sounds like a shuttle which makes it unreliable for length of ride.	May 23, 2012 3:46 PM

**Page 9, Q2. Please provide comments/feedback on this option:**

1	Why compete with local taxi services?	Jun 5, 2012 2:13 PM
2	Why would you have to pay a friend?	Jun 5, 2012 7:56 AM
3	n/a	Jun 4, 2012 5:18 PM
4	Do we really need to spend govt money on this?	Jun 4, 2012 3:27 PM
5	Getting volunteer drivers from Tiburon area can become a problem. So many of us lead busy lives and don't wish to be tied to a driving program. I presently volunteer as a driver for Tiburon Peninsula Village and am unable to give a lot of time. I am not in favor of this being a paid service. I personally am committed to the concept of "volunteerism"	Jun 4, 2012 3:00 PM
6	In general, I do not like the idea of a "volunteer" driver program because I am unsure of the reliability of a volunteer.	Jun 4, 2012 2:51 PM
7	Hard to disagree with this one.	Jun 1, 2012 8:05 PM
8	Bad idea on so many levels.	May 23, 2012 6:00 PM
9	Sure sounds good, but how many drivers are really available - you would be better off with a flexible carpool pick up spot similar to what they do in Piedmont for commuters to get to SF over the bay bridge.	May 23, 2012 3:47 PM
10	This is a creative program & should be expanded & publicized! It's the wave of the future - and as Marin continues to have one of the highest percentages of seniors in the state, we need to continue to try these innovative approaches out. Expand it further to Mill Valley too!	May 23, 2012 3:14 PM
11	Also market volunteer driving by Marin Village (Tiburon Peninsula Village).....	May 23, 2012 10:28 AM
12	This seems like it would provide the most flexibility. Would driver use their own car?	May 22, 2012 10:00 PM
13	Great idea! Especially for the elderly.	May 22, 2012 3:05 PM

**Page 10, Q2. Please provide comments/feedback on this option:**

1	Cabs are expensive. I like this.	Jun 5, 2012 7:56 AM
2	I think this is being done in LA.	Jun 4, 2012 8:01 PM
3	n/a	Jun 4, 2012 5:18 PM
4	who would pay for the total remainder? the taxpayer?	Jun 4, 2012 3:42 PM
5	Sounds ridiculous. When we're cutting school services, we're going to pay for taxis for seniors (in this kind of community)?	Jun 4, 2012 3:28 PM
6	Another good plan, but what constitutes eligibility?	Jun 4, 2012 3:01 PM
7	Sounds very helpful to the senior population...	Jun 4, 2012 2:11 PM
8	This is a good option for seniors, but what about the general public or people with disabilities? I would only support this if it were in addition to a fixed route option.	Jun 1, 2012 10:53 PM
9	This sounds expensive.	Jun 1, 2012 8:05 PM
10	Put the money into increased services for persons of all ages.	May 23, 2012 6:01 PM
11	More buses, please, fewer taxis.	May 23, 2012 4:05 PM
12	Taxi fares are ridiculous and the service, cars and drivers are sketchy at best.	May 23, 2012 3:48 PM
13	Seniors need to have more transportation options that are more affordable - this is a step in the right direction!	May 23, 2012 3:14 PM
14	Great for elderly.	May 22, 2012 3:05 PM

**Page 11, Q2. Please provide comments/feedback on this option:**

1	Waste of tax payer money...we should focus on improving existing system.	Jun 5, 2012 2:14 PM
2	n/a	Jun 4, 2012 5:18 PM
3	who would pay for it?	Jun 4, 2012 3:43 PM
4	They can't market their own services?	Jun 4, 2012 3:28 PM
5	The volunteer alternative sounds a lot less expensive...	Jun 1, 2012 8:05 PM
6	How do you define "qualified"?	May 30, 2012 9:07 PM
7	Fragmenting services leads to lower overall services and higher cost-per-passenger.	May 23, 2012 6:02 PM
8	What does qualified user mean? Many on Tiburon peninsula won't qualify if need to be low income. ALL income levels need help with transportation if they're unable to drive.	May 22, 2012 10:03 PM
9	Who pays for this? Who is it subsidized by? For the elderly it makes sense because they have lived here for a long time. Otherwise, I believe that if you can't afford this area you shouldn't live here!	May 22, 2012 3:07 PM



**Page 12, Q2. Please provide comments/feedback on this option:**

1	I would definitely use it more if Clipper was introduced and prices reduced. I live by the ferry, but drive to Sausalito to take the ferry due to price and schedule. I would like a weekend route to and from the Ferry Building.	Jun 10, 2012 10:24 AM
2	YES!!!! Would really be supportive of this. Tiburon Ferry is currently too expensive for daily use.	Jun 5, 2012 2:14 PM
3	Currently, the price is too high. There needs to be some sort of 'season ticket package' for commuters that reduce pricing.	Jun 5, 2012 10:17 AM
4	YES!!!!!!!	Jun 5, 2012 7:57 AM
5	n/a	Jun 4, 2012 5:18 PM
6	who would pay for it?	Jun 4, 2012 3:43 PM
7	The ferries are already packed, so they're plenty competitive. Clipper's a good idea, though. Sure, I wouldn't mind paying less, but it's hard even to find a seat sometimes. By the way, the new ferry schedule is an improvement.	Jun 4, 2012 3:29 PM
8	Didn't know B/G Ferry was not competitive with other ferry services. Perhaps B/G has a higher fare, but it is also very conveniently located for people in Tiburon-Belvedere area.	Jun 4, 2012 3:04 PM
9	I like this idea as long as it doesn't jeopardize the frequency of service.	Jun 3, 2012 4:15 PM
10	This is a great idea. Fare coordination with other services is a must to make this work, as people's travel takes them out of the Tiburon Peninsula.	Jun 1, 2012 10:54 PM
11	It's hard to disagree with this one.	Jun 1, 2012 8:06 PM
12	Blue and Gold is an essential service and should be partially subsidized by Cal Trans and other means.	May 30, 2012 9:08 PM
13	Blue and Gold Ferry is a high-priced transit service catering to a relatively select few high-income professionals and tourists. It's been that way for a very long time and I think expecting changes, as welcome as they would be, is simply not realistic.	May 23, 2012 6:10 PM
14	Thank you! Great idea! Please follow through on this one!	May 23, 2012 4:06 PM
15	makes sense...finally	May 23, 2012 3:48 PM
16	We need to integrate Clipper better in the North Bay!	May 23, 2012 3:15 PM
17	Have a mid morning ferry about 10 AM.....	May 23, 2012 10:29 AM
18	YES!!!	May 22, 2012 2:38 PM

**Page 13, Q2. Please provide comments/feedback on this option:**

1	Midday would be great	Jun 8, 2012 9:17 PM
2	Would be nice to have greater frequency of route outside commute hours.	Jun 5, 2012 2:15 PM
3	YES!!!	Jun 5, 2012 7:58 AM
4	n/a	Jun 4, 2012 5:18 PM
5	yes to SF. no to Sausalito.	Jun 4, 2012 3:44 PM
6	Do we really need this?	Jun 4, 2012 3:29 PM
7	I especially like midday service to the Ferry Building in SF. Also would like to see weekend service to the Ferry Building.	Jun 3, 2012 4:15 PM
8	This is a great idea, especially since taking the ferry is the most direct way to San Francisco.	Jun 1, 2012 10:55 PM
9	You suggest this without regard for the consequences. B&G has already decided these extra trips are not cost effective. To support these, we'd have to pay higher fares on the regular commute ferries. But if it can be made cost effective, I'd be for it.	Jun 1, 2012 8:08 PM
10	Excellent. Give them some public subsidies.	May 30, 2012 9:08 PM
11	Extending the #19 from Marin City to downtown Sausalito would be cheaper, probably just as fast, and certainly more useful all concerned.	May 23, 2012 6:13 PM
12	Yes. Service to Sausalito is and excellent idea!	May 23, 2012 4:07 PM
13	ore service will mean more riders.	May 23, 2012 3:48 PM
14	This would be amazing! Please!	May 22, 2012 2:38 PM

**Page 14, Q2. Please provide comments/feedback on this option:**

1	SF Bike Renters still need to return their bikes back to S.F. What DOES need investment is proper directional signage for bike tourists. Current system is non-existent.	Jun 5, 2012 2:16 PM
2	It's a great idea and would probably increase the amount of bike riders commuting to the Tiburon Ferry.	Jun 5, 2012 10:19 AM
3	This is huge in London. It's a pay by use system and it's wildly successful!!!	Jun 5, 2012 7:58 AM
4	n/a	Jun 4, 2012 5:18 PM
5	I thought there's already a bike rental place in downtown Tiburon.	Jun 4, 2012 3:30 PM
6	It may be the bikes are also being used once the ferry commuter reaches SF	Jun 4, 2012 3:06 PM
7	Work with Marin Bike Coalition and/or ZipCar	Jun 4, 2012 2:15 PM
8	Would add congestion to downtown Tiburon	Jun 3, 2012 4:15 PM
9	A bike in SF would be good. I don't need one at the Tiburon end.	Jun 1, 2012 8:08 PM
10	Excellent idea. People could pick up their bikes in Tiburon after arriving on the ferry.	May 23, 2012 6:57 PM
11	Commercial space is too expensive in downtown Tiburon for businesses to waste it on bike lockers.	May 23, 2012 6:15 PM
12	Smart thinking on this one. Very nice!	May 23, 2012 4:07 PM
13	worth a try.	May 23, 2012 3:49 PM
14	Excellent idea - but make them PAY for more rental & more kiosks!!!	May 23, 2012 3:15 PM
15	The weekends would be good for this. People who don't want to bike all the way over the Golden Gate Bridge could still have a leisurely bike ride from Sausalito to Mill Valley.....or from Tiburon Ferry to Blackies Pasture.	May 22, 2012 3:10 PM

**Page 15, Q2. Please provide comments/feedback on this option:**

1	Those that want bike transportation in Tiburon / Strawberry already have bikes.	Jun 5, 2012 2:17 PM
2	n/a	Jun 4, 2012 5:18 PM
3	only if there's a demand for it.	Jun 4, 2012 3:45 PM
4	Sure. Sounds like fun.	Jun 4, 2012 3:30 PM
5	Local residents biking within their area stay on their bikes for the ride and then ride the bike home. Tourists can rent a bike locally, take the ride and then return the bike. I don't see the feasibility of a share station. This works fine in Denmark where the locals use the bikes to get from one location to another and then drop it off for another person to use - rather like a recycling of the cycles.	Jun 4, 2012 3:11 PM
6	I like the idea of a pilot program to see how it would go.	Jun 3, 2012 4:16 PM
7	I don't see how this could work.	May 23, 2012 6:17 PM
8	Have someone see how well it works in Paris. Not sure it would be used as much during the week.	May 22, 2012 3:11 PM

**Page 16, Q2. Please provide comments/feedback on this option:**

1	n/a	Jun 4, 2012 5:19 PM
2	who pays for it?	Jun 4, 2012 3:45 PM
3	I don't know enough about it.	Jun 4, 2012 3:31 PM
4	Rideshare is a viable option.	Jun 4, 2012 3:12 PM
5	I'm not familiar with this program	Jun 3, 2012 4:16 PM
6	Not enough information on their website to judge it effectively.	May 30, 2012 9:10 PM
7	I'm not sure about this - many mixed feelings.	May 23, 2012 6:21 PM
8	Publicity/education is essential to encouraging & ensuring good participation & higher ridership levels!	May 23, 2012 3:16 PM
9	Door to door? That's what seniors need. Having to get to pick up point won't work for many.	May 22, 2012 10:05 PM
10	To where? From here to SF? or from North Tiburon to downtown Tiburon?	May 22, 2012 3:12 PM

Thank you for your feedback. The DRAFT Recommendations will be loaded to the project website in July, 2012. This page can be found at: [www.marintransit.org/projectsinprogress.com](http://www.marintransit.org/projectsinprogress.com)