

Ridership and Revenue Mini Report

September 6, 2017

MANUAL PASSENGER COUNTS

- August 26 (Saturday): 1,932
- August 27 (Sunday): 2,021
- August 28: 2,539
- August 29: 2,627
- August 30: 2,733, 220 bikes & 23 wheelchairs
- August 31: 2,860, 259 bikes & 3 wheelchairs
- September 1: 2,651, 252 bikes & 20 wheelchairs
- September 2: 1,926, 40 bikes & 5 wheelchairs
- September 3: 2,416, 37 bikes & 8 wheelchairs
- September 4: 2,566, 105 bikes & 19 wheelchairs
- September 5 (first day of full price): 1,853, 261 bikes & 11 wheelchairs

	Clipper Sales	SMART App Sales	Totals
	Fares Collected		
26-Aug	5,601.25	4,527.50	10,128.75
27-Aug	6,288.25	4,546.00	10,834.25
28-Aug	7,266.40	2,539.75	9,806.15
29-Aug	6,602.75	1,057.50	7,660.25
30-Aug	10,337.00	1,613.75	11,950.75
31-Aug	10,263.50	2,896.50	13,111.00
1-Sep	7,206.00	2,664.25	9,870.25
2-Sep	5,664.25	3,602.50	9,266.75
3-Sep	6,976.90	5,523.75	12,500.65
4-Sep	6,841.50	7,076.00	13,917.50
5-Sep	12,310.50	2,174.75	14,485.25
TOTALS	\$ 85,831.30	\$ 39,294.00	\$ 125,076.30

DATE	Manual Count	Clipper Count	SMART APP	TOTAL Clipper & SMART APP
August 26	1,932	1,358	308	1,666
August 27	2,021	1,549	415	1,964
August 28	2,539	1,501	212	1,713
August 29	2,627	1,792	238	2,030
August 30	2,733	1,931	280	2,211
August 31	2,860	1,985	286	2,271
September 1	2,651	1,771	350	2,121
September 2	1,926	1,056	294	1,350
September 3	2,416	1,540	470	2,010
September 4	2,566	1,486	528	2,014
September 5	1,853	1,541	176	1,717

Partnerships

- Our North County bus connection to Cloverdale, Healdsburg & Windsor is up and running (see handout)
- Sonoma County Transit's connection to the businesses and Sonoma County Airport is up and running (see handout)
- Our Larkspur connection provided by Golden Gate Transit started last Saturday, September 2 (see handout)
- Marin County's largest employer, the County of Marin, will begin its employee shuttle program on September 18
- County of Marin and Marin County Office of Education's Eco-Pass enrollment ends on September 10
- Eco-Pass program begins October 1

Clipper System

- Clipper System only counts passengers IF passengers TAG ON and TAG OFF
- Clipper machines were overwhelmed at the stations throughout the week. Unfamiliarity with the concept and machines led to many people being told by our Ambassadors to bypass the machines and board so that the train schedule could be maintained
- Clipper staff distributed 3,313 Adult and 846 Senior FREE cards at our platforms
- SMART Ticket Vending Machines distributed 4,146 Adult Clipper cards
- Clipper will provide us with station-to-station counts by the end of October

OUR OBSERVATIONS

- First full fare commute day (Tuesday, 9/5) shows 1/3 of Clipper tags from 31-day pass users
- On-board bicycle numbers are high on commute days and weekends
 - Sometimes bikes are not able to board due to high passenger volumes
 - Periodic conflicts between passenger seating and bicycle storage
- Familiarity with Clipper system is limited and continuing education underway
- SMART Customer Service and Clipper Customer Service adapting to operating environment

Going Forward

- Strive for reliability & dependability
- Provide excellent customer service
- “Riders’ Corner” on our website provides
- Advisory committees
- Continue outreach to potential riders, businesses and employers
- On going ridership analysis and reporting
- Train Arrival App coming by end of September
- Safety, safety, safety