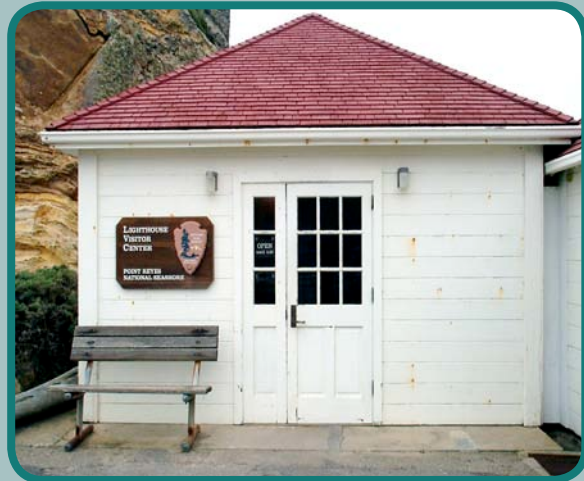




Point Reyes National Seashore Transit Access Study 2008 Passenger Survey Findings Technical Memo



April 2008

Point Reyes Headlands Shuttle 2008 Passenger Survey Findings

Nelson\Nygaard conducted a survey of riders on board the Point Reyes Headlands Shuttle on Saturday February 9th and Sunday February 10th, 2008. The survey gathered information on shuttle riders' travel behaviors, experiences riding the shuttle, and attitudes toward transportation alternatives. The purpose of this research was to assist Point Reyes National Seashore (PRNS) in a study of existing transportation conditions, and to explore the feasibility of improving the park's existing shuttle bus system. The current shuttle is a contract bus service at the Point Reyes Headlands operating during the whale migration season (Late December through mid-April) for the purpose of reducing traffic congestion, improving highway safety, reducing resource damage and regulating visitor capacity. Possible improvements under consideration include operational improvements to the current shuttle system, as well as expansions of the shuttle system to serve additional park destinations and address additional seasonal congestion points. This memo will be followed by a final plan recommending an appropriate Pilot Shuttle Program.

The survey gathered information from 529 shuttle passengers. All adult passengers were approached on board the shuttle during its return trip from Chimney Rock to Drakes Beach, after passengers had already experienced a complete shuttle ride. Those individuals who agreed to participate were given a survey printed on card stock, and surveys were returned to the researcher upon arrival at Drakes Beach. Nelson\Nygaard hired, trained, and managed all interviewers. A copy of the survey is attached in Appendix A.

Because only shuttle riders were surveyed, the results cannot be generalized to other park visitors. However, this methodology recognizes that any future shuttle would be built on the success of the existing operation, and further recognizes that at least in the short term, there must be a specific focus on improving the existing shuttle. Park visitors already willing to take a shuttle may also be candidate users of any new service. Their attitudes are therefore crucial to future transit planning.

The park's most recent visitor survey was conducted in 1997 and 1998 by students and faculty from Sonoma State University. This survey gauged means of travel, duration of stay, group size, trip purpose, visitor satisfaction, and many other visitor characteristics for the general population of park visitors. The project collected data during all four seasons of the year. The outcomes of this previous survey will be referred to periodically throughout this memo.

Travel to and Within Point Reyes

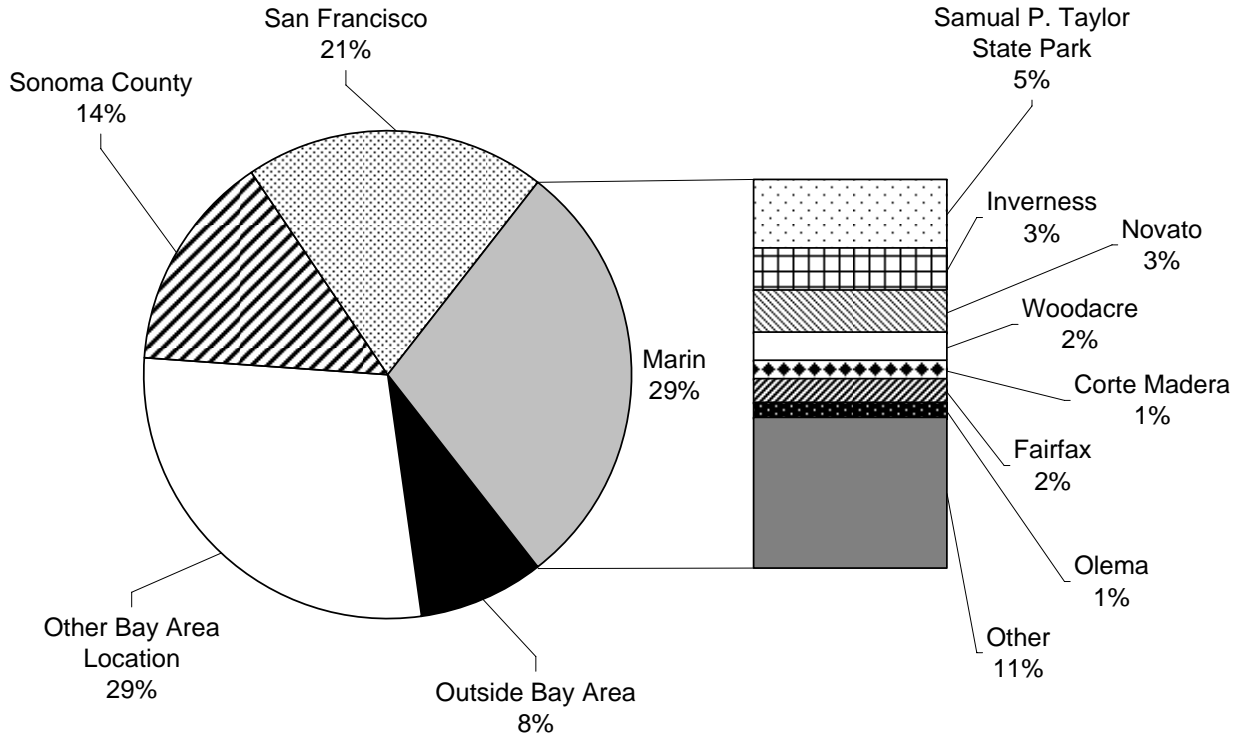
Survey recipients were first asked a number of questions about characteristics of their travel to Point Reyes National Seashore on the day of the survey. Respondents were also asked questions about where they would travel within the park and the mode they would use to complete their trips.

Trip Origins

More than 90% of respondents began their trips in the San Francisco Bay Area. (See figure 1) Just under half of respondents began their trip in Marin County (29%), where the Seashore is located, or in adjacent Sonoma County. One in five trips began in the City of San Francisco, and the remainder, slightly more than one-quarter of all trips, started from another point in the Bay Area. The large percentage of shuttle riders originating outside of Marin suggests that a majority of respondents had already traveled an hour or more before boarding the shuttle. In the 1997-98 Sonoma State survey, a large majority of visitors stated that distance was a deterrent to more frequent visits to the park.

The passengers originating in Marin County are particularly important to consider because this population may be most easily served by transit service to and from the park. The most common towns of origin for those originating in Marin County were Inverness (16 respondents), Novato (16), Woodacre (11), Corte Madera (7), Fairfax (9), and Olema (6). Twenty-seven respondents stated that their trip originated in Samuel P. Taylor state park, which borders Point Reyes National Seashore on the east, and which offers camping facilities. For those originating in Sonoma county, the largest town of origin was Santa Rosa (29 respondents).

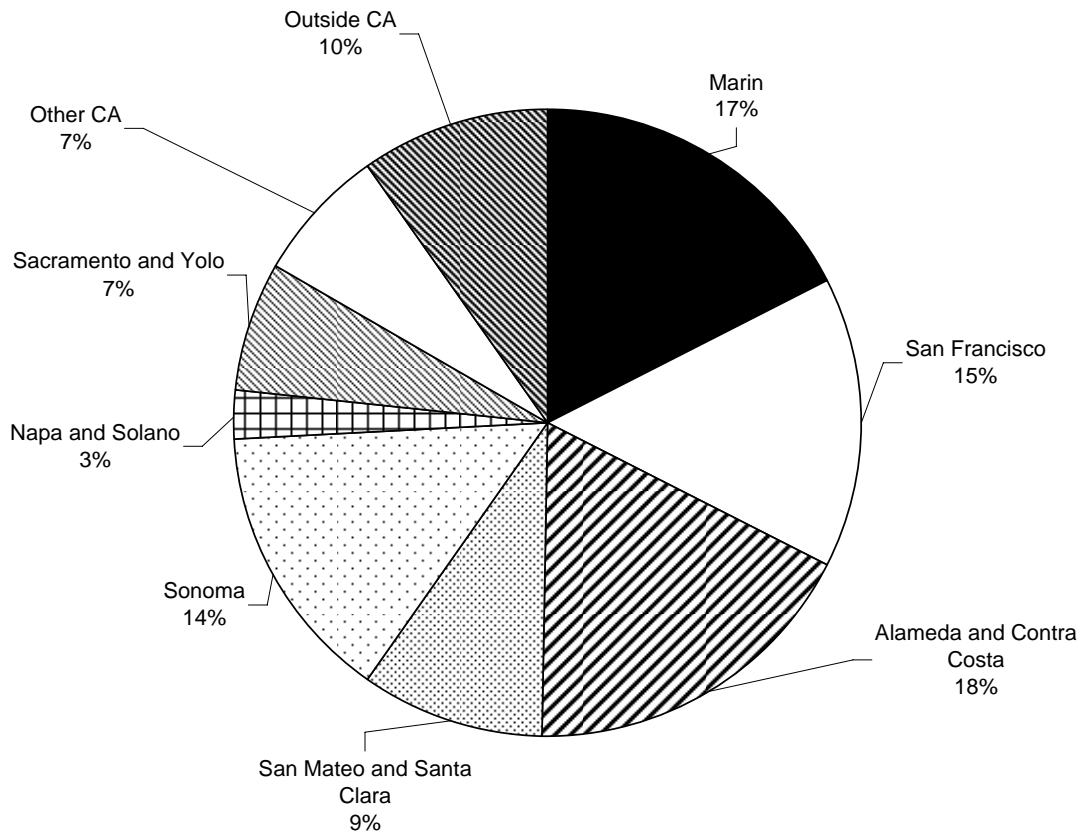
Figure 1 “Where did you begin your trip to Point Reyes National Seashore from today?”



Survey respondents were also asked where they live (See figure 2). Of the 384 respondents who answered this question, 17% lived in Marin County, and 15% lived in the city of San Francisco. Forty-four percent of survey respondents lived in the seven other counties of the greater Bay Area, including 14% in Sonoma County, 18% in the East Bay, 9% in the South Bay, and 3% in Napa and Solano Counties. Fourteen percent live in Sacramento County, Yolo County, or other California counties outside of the Bay Area.

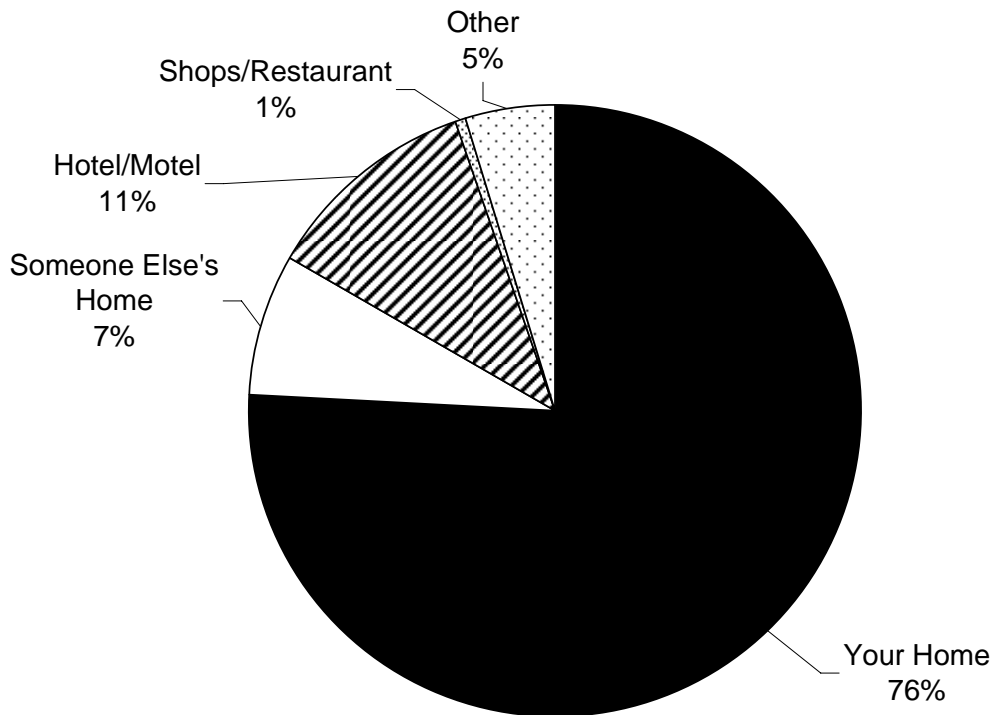
Ten percent of respondents live outside of California, a share that is significantly less than the one-third of the general park visitors surveyed who said they were from out-of-state in 1997-98 Sonoma State survey. This difference is expected, because the Sonoma State survey was conducted throughout the year, whereas the Point Reyes Headlands shuttle survey occurred during the winter.

Figure 2 “Where do you live?”



As would be expected by comparing the above trip origins to places of residence, a large majority (76%) of shuttle riders stated that they began their trips at their own home (See figure 3). However, 11% originated at a hotel or motel and 7% originating at “someone else’s home”, suggesting that even during the winter months, a significant number of park visitors are visitors to the Bay Area.

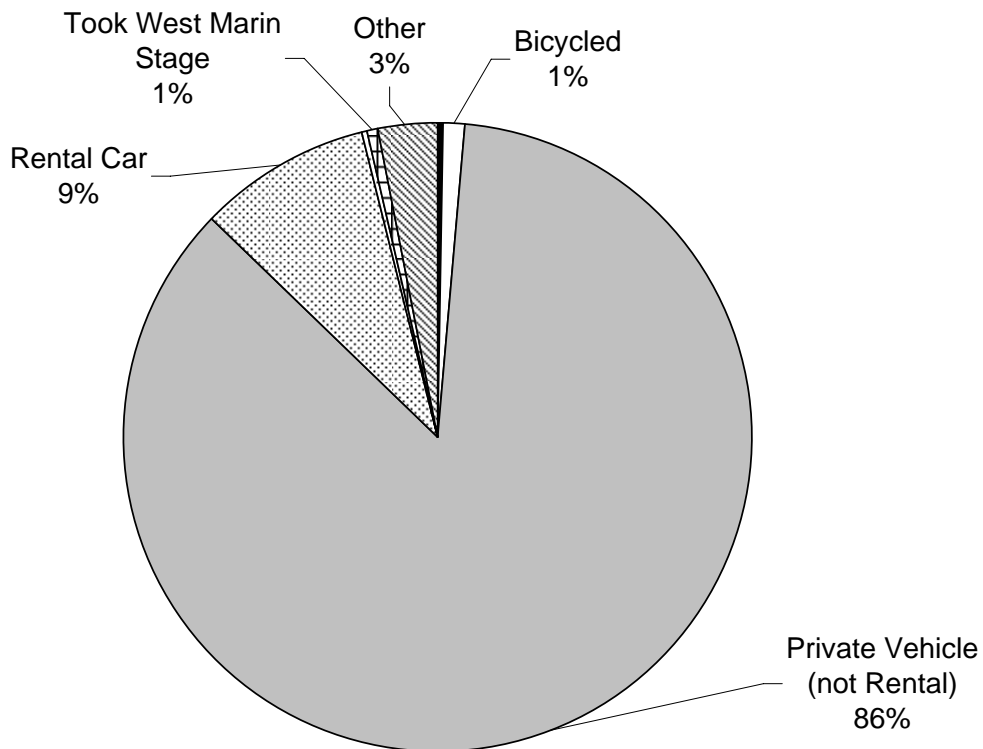
Figure 3 “Did your trip begin from _____?”



Mode of Travel

Recipients were asked what mode they used to travel to the Seashore. Approximately 95% of respondents had driven (See figure 4). Of these, nearly 90% had come in their own vehicles, with the remainder in rental vehicles. Of the 512 respondents to this question, six had bicycled and three had taken a West Marin Stage bus. The West Marin Stage currently provides service to the Bear Valley Visitor Center, and no transit service is provided from that location to the shuttle’s departure point at Drakes Beach. Passengers arriving at the park without access to a private vehicle must then have traveled the 16.6 mile distance between Bear Valley and Drakes Beach either on foot or with a bicycle.

Figure 4 “How did you get to the Point Reyes National Seashore today?”

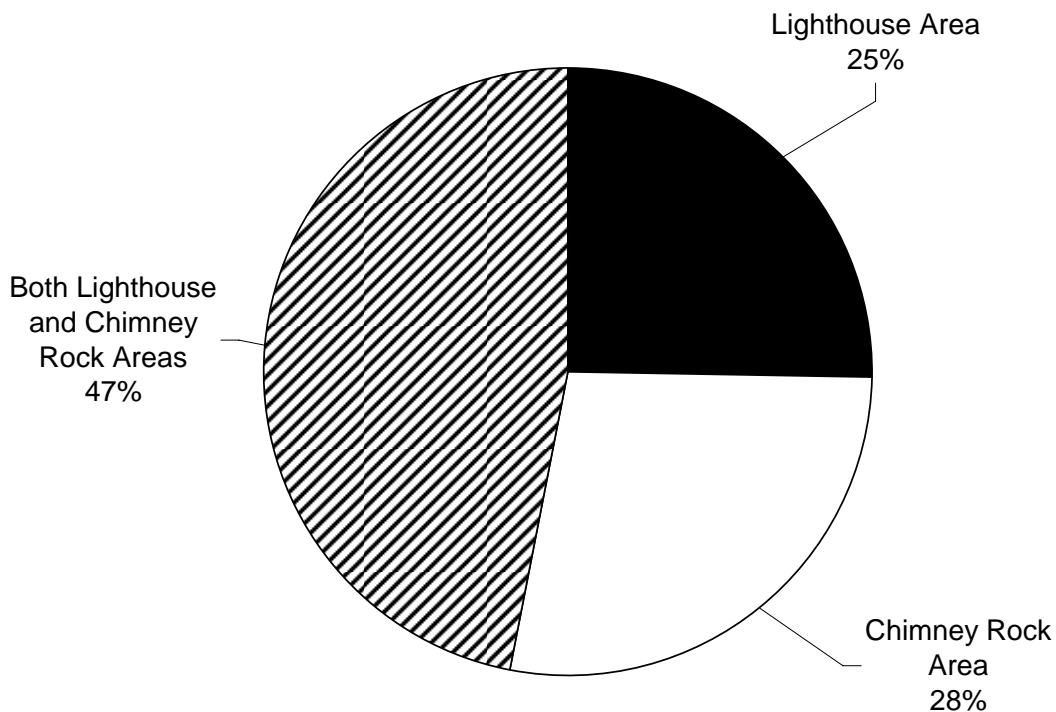


Trip Destinations

Each passenger boards the shuttle for the first time at Drakes Beach. The shuttle trip proceeds from Drakes Beach to the Lighthouse, continues to Chimney Rock, and then returns to Drakes Beach, giving passengers the option of visiting one or both destinations. About half of survey respondents visited both destinations (See figure 5). Those who visited just one destination were roughly evenly split between the Lighthouse and Chimney Rock.

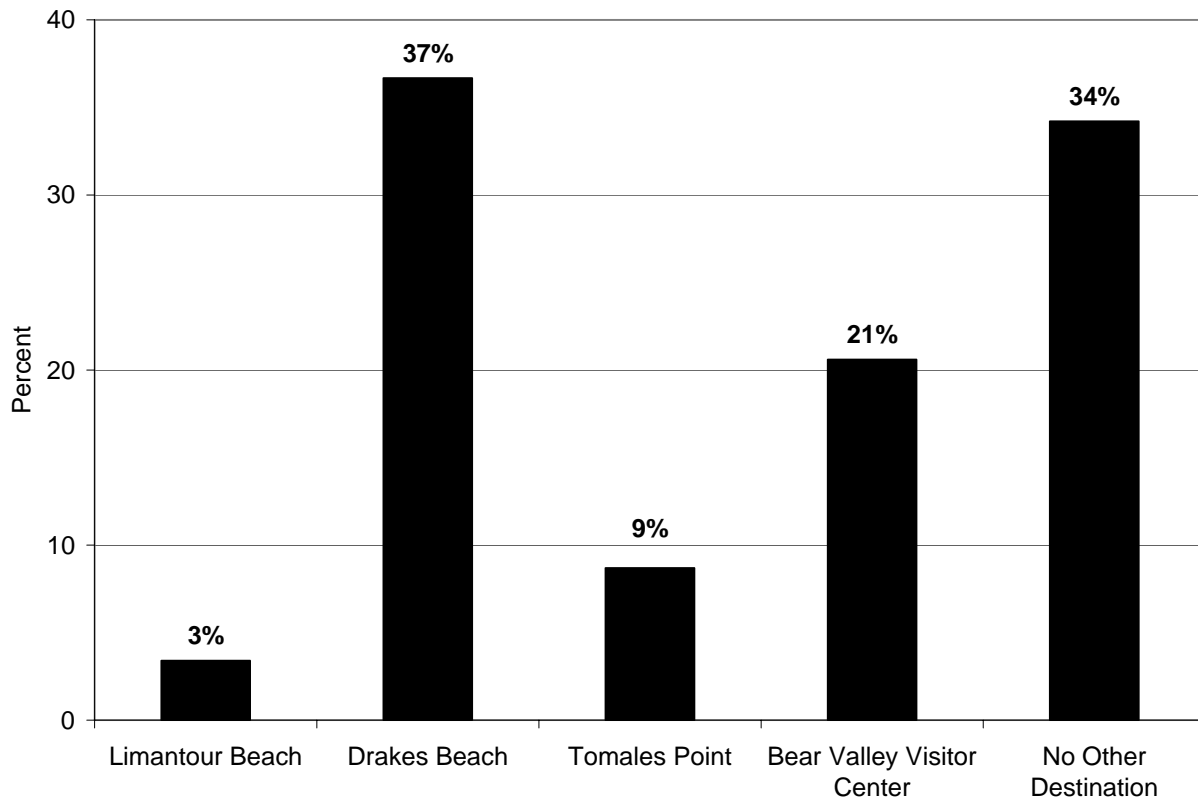
It should be noted that during the weekend of the survey, there were not many whales spotted in the Lighthouse area and numerous elephant seals seen at Chimney Rock. This fact might have influenced the destination choices of shuttle passengers.

Figure 5 “What destinations will you/did you visit from this shuttle?”



Many shuttle riders chose to visit destinations in the park other than the Lighthouse or Chimney Rock (See figure 6). Drakes Beach was the most common of these other destinations: This was expected given the fact that the Drakes Beach parking lot serves as the departure point for the shuttle. About a fifth of all passengers visited the Bear Valley Visitor Center, nearly one in ten visited Tomales Point, and just 3% visited Limantour Beach. Limantour Beach is one of the park’s most popular destinations during the summer, but it is lightly used during colder times of year. Six percent visited some other park destination, and about one-third of survey respondents said they planned to limit their park visit to destinations accessible by the shuttle.

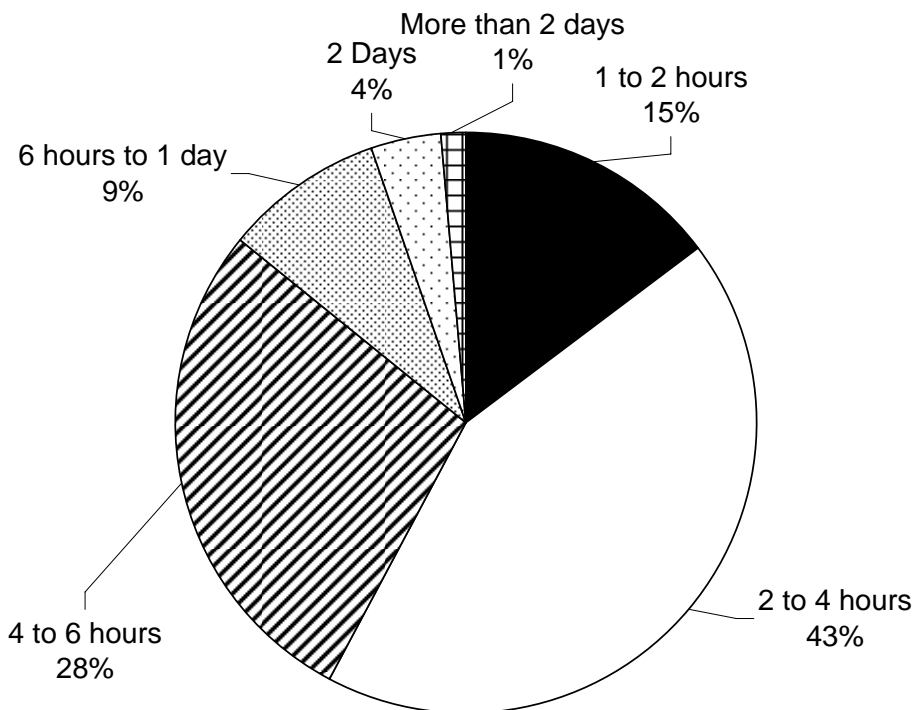
Figure 6 “What other areas of the park do you plan to visit today”



Trip Durations

A large majority of survey respondents planned to spend less than a full day at Point Reyes National Seashore (See figure 7). Fifteen percent planned a short visit of one to two hours, and 71% planned to spend between two and six hours. Five percent of survey respondents planned to spend more than one day at the park. This is consistent with the 1997-98 Sonoma State survey of general park visitors, which found that three out of five respondents planned to spend between 2 and 6 hours in the park, and just less than one-quarter said they would be staying one or more nights, either in the park or nearby.

Figure 7 “How much time will you spend visiting Point Reyes National Seashore during this visit?”



Shuttle Experiences

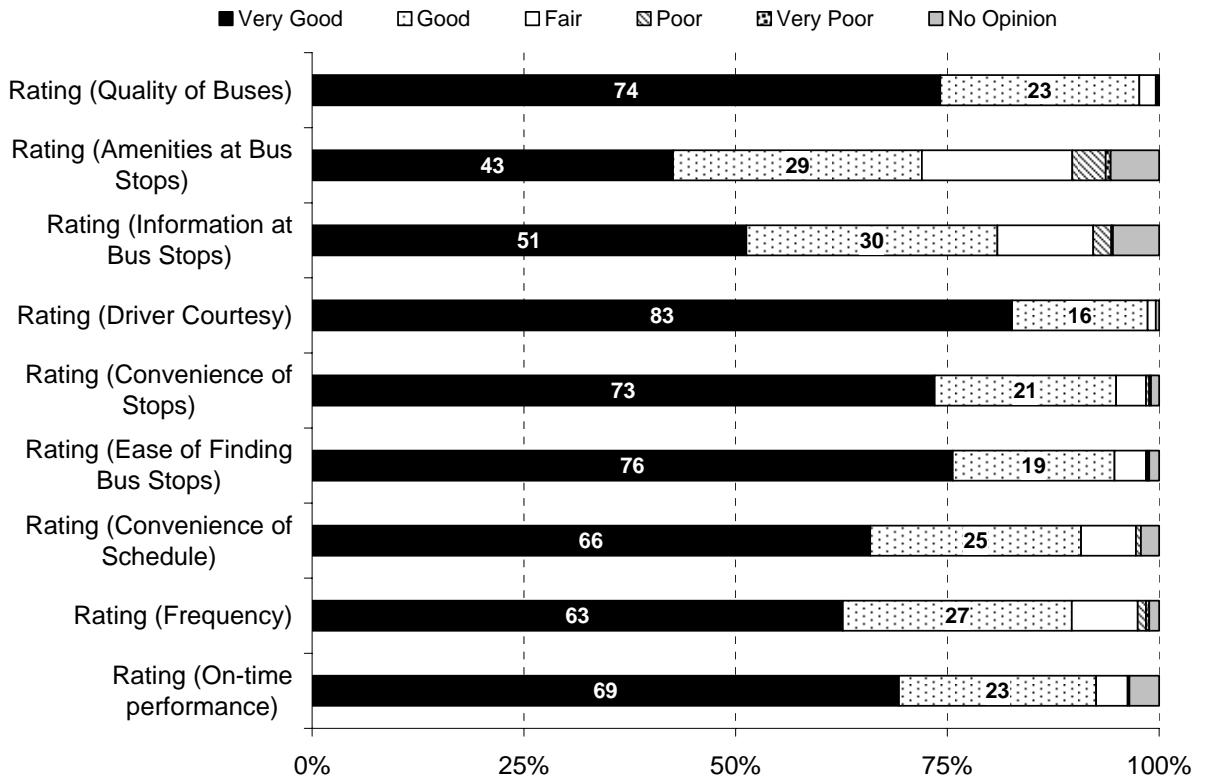
Respondents were asked a series of questions quantifying perceptions of service quality and value, as well as preferences for potential improvements to existing service. The results are grouped below.

Quality of Service

Survey respondents rated various attributes of the existing service (See figure 8). While most categories were wholly qualitative, recipients were also asked how they *perceive* quantitative factors of frequency and on-time performance. Overall, responses were strongly positive: in seven out of nine categories (quality of buses; driver courtesy; convenience of stops; ease of finding bus stops; frequency; convenience of schedule; and on-time performance), 90% of respondents or more described service as “very good” or “good.” The most positive responses came in the category of “driver courtesy”: almost 99% of respondents indicated “very good” or “good” in this category.

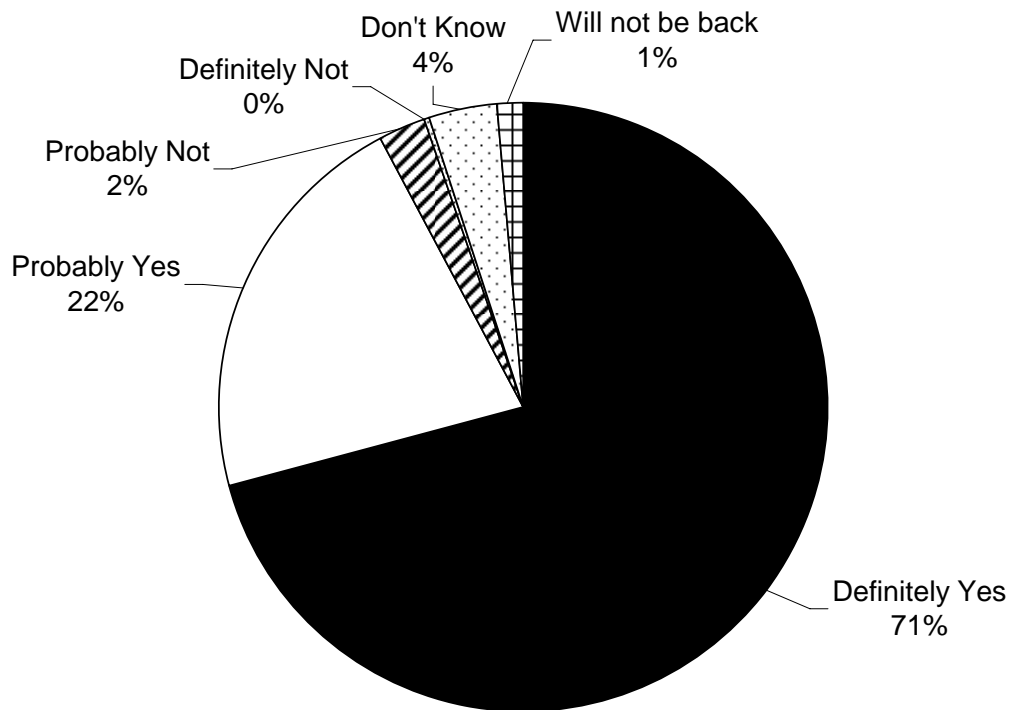
While still excellent, responses were somewhat less positive in two categories: 72% of respondents indicated that amenities at bus stops were “good” or “very good,” and 81% of respondents thought this highly of the “information at bus stops.” These responses suggest that the park should consider bus stop amenities and/or information at bus stops as possible shuttle service upgrades.

Figure 8 “Please rate the shuttle service on each of the following”



Reflecting the service’s generally positive ratings, a large majority of respondents – 71% – said they would use the shuttle in the future, and another 22% said they “probably” would, for a total of 93% (See figure 9).

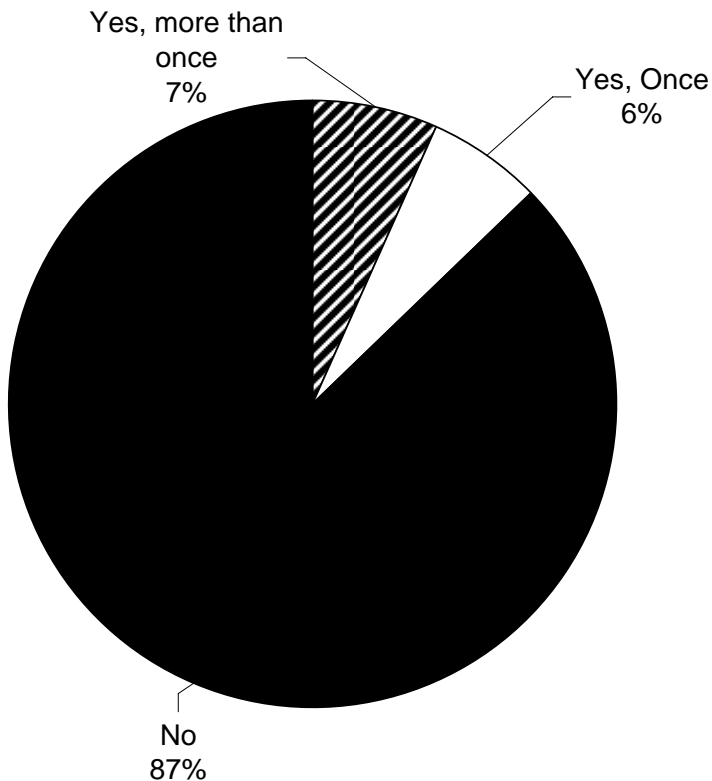
Figure 9 “Would you use this shuttle again?”



It should be noted that on winter “whale watching” days, the shuttle is the only option for travel to the Lighthouse and Chimney Rock. Personal vehicles are prohibited from the area, as parking is limited and demand is high when sea mammals are visible.

While most shuttle riders reported satisfaction with the existing service and willingness to use it again, most people riding the shuttle were first time users. Eighty-seven percent of respondents said that it was their first time riding the shuttle (See figure 10). Six percent had used the shuttle once before, and 7% had used it more than once before. This reflects the fact that many visitors to Point Reyes visit occasionally or while on vacation. Because most riders will take the shuttle only once, the park must continually educate visitors about shuttle service.

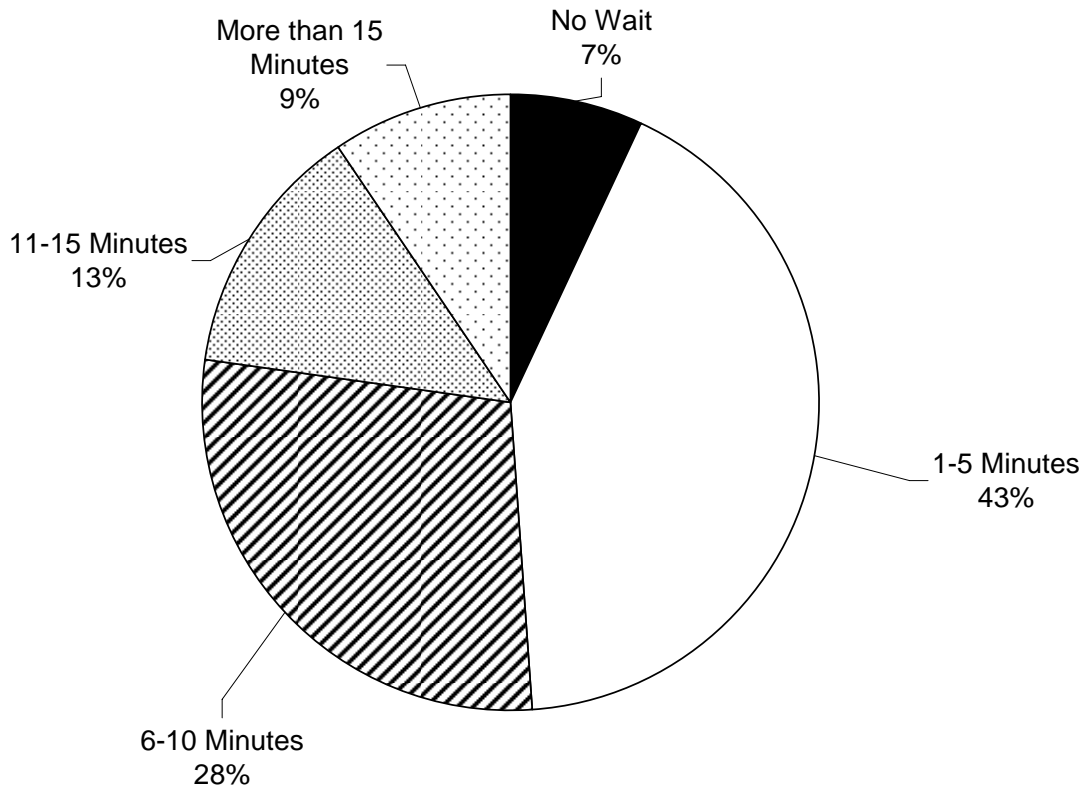
Figure 10 “Have you ridden the Point Reyes Headlands Shuttle before?”



Wait Times

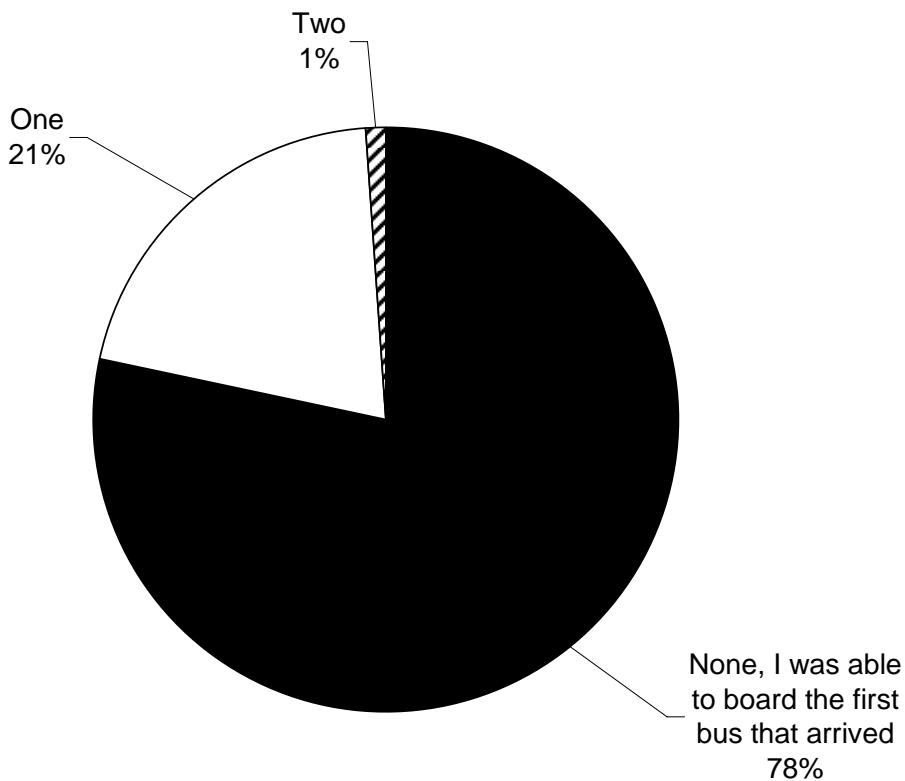
Shuttles departed approximately every 20 minutes, although departure times varied somewhat as park staff had the discretion to hold shuttle departures in response to passenger loads and other conditions. Half of survey respondents perceived time spent waiting at stops to be 5 minutes or less, more than three-quarters said they'd had to wait no more than 10 minutes, and nine out of ten said they'd had to wait 15 minutes or less (See figure 11).

Figure 11 “How long did you have to wait to ride the shuttle?”



In a quality shuttle operation, passengers can either board the very first bus that comes or know when they will be able to board. Seventy-eight percent (78%) of respondents said they were able to board the first bus that arrived (See figure 12). About one in five respondents had to wait for at least one full bus to depart before he or she was able to board a bus. These occasions occurred during periods of peak ridership, generally in the mid-afternoon. Only 1% of respondents said they were left behind by two or more buses.

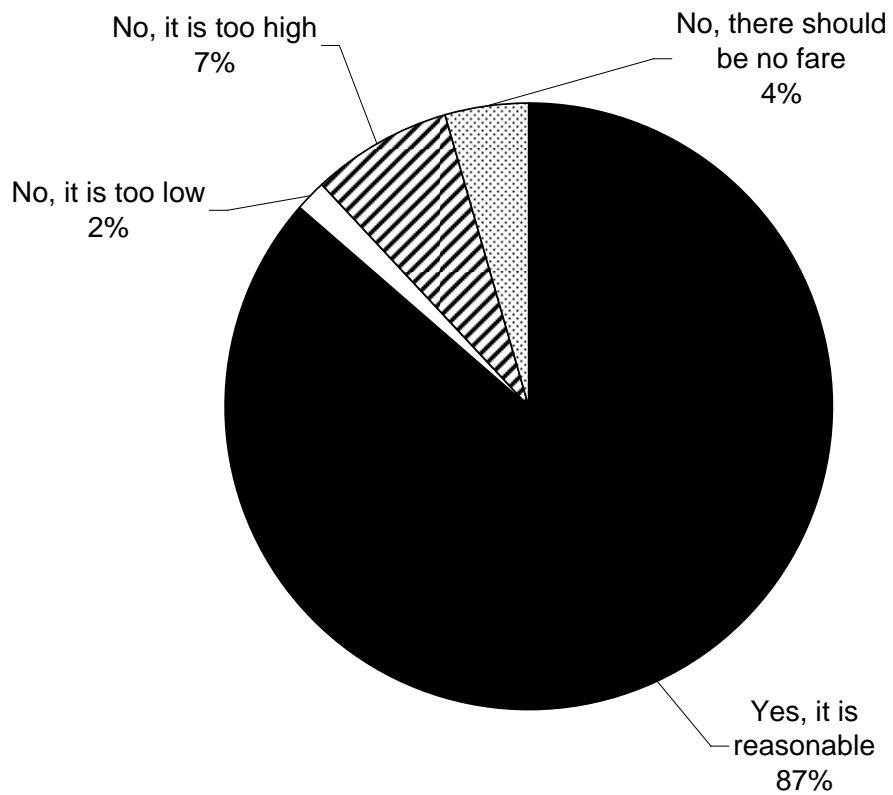
Figure 12 “How many buses departed full before you were able to board the shuttle?”



Fares

The park currently charges \$5 per passenger, with children under 6 permitted to ride for free. Passengers purchase tickets at the visitor center at Drakes Beach. A large majority of respondents – 87% – described the current \$5 fare as “reasonable.” Only 2%, however, believed the fare should be raised (See figure 13).

Figure 13 “Do you think the current fare of \$5 is reasonable for this service?”

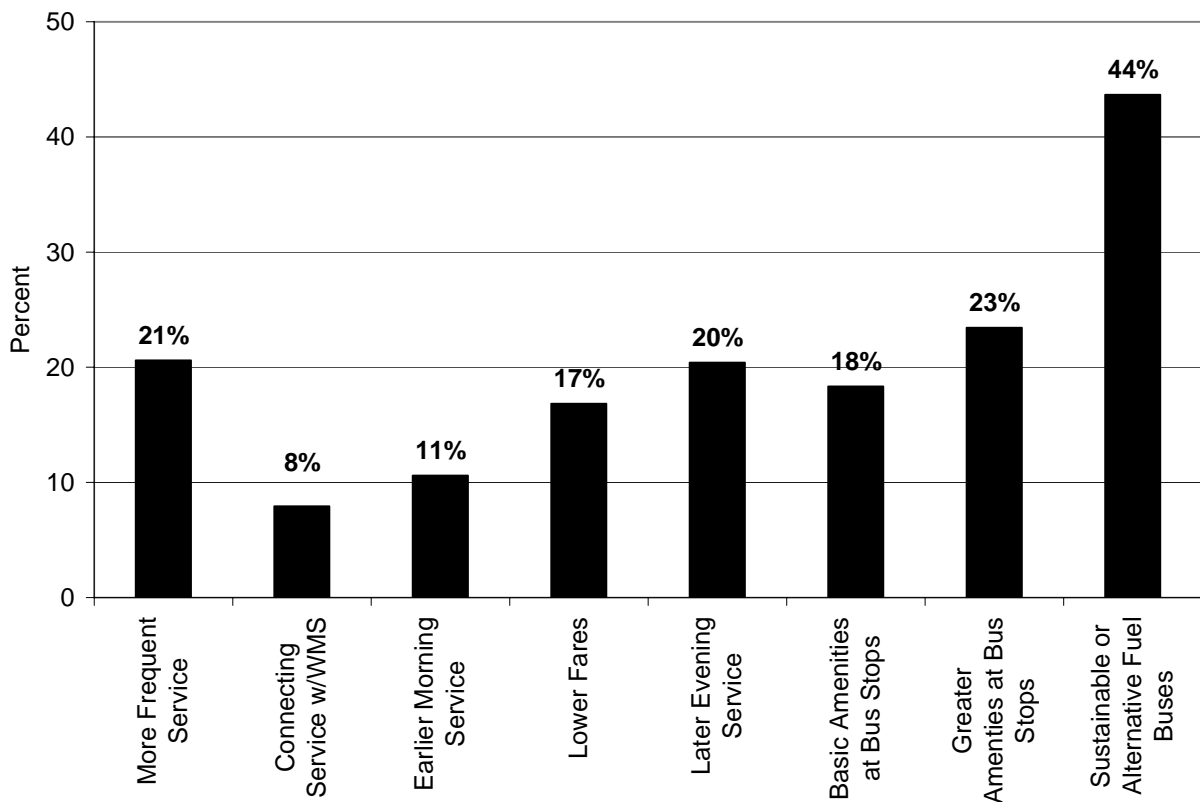


Shuttle Improvements

Survey respondents were presented with eight proposed improvements to existing service, and asked to select three that might encourage them to ride the shuttle again in the future (See figure 14). The most popular choice, was “sustainable or alternative fuel vehicles.” Reflecting the fact that respondents rated existing amenities at stops lower than most other categories, 40% of respondents were interested in improved bus stop amenities. Enhanced amenities were chosen by nearly one-quarter, and “basic” amenities by another 18% of respondents. Later and more frequent service were more popular choices than earlier service, and only about one in six respondents chose “lower fares.” Improved connections to existing transit performed poorly, with fewer than one in ten respondents making that choice.

Respondents also had the opportunity to suggest other improvements. Typical responses included access to water or concessions and information about weather conditions.

Figure 14 “What THREE improvements would make you more likely to use this shuttle again in the future?”



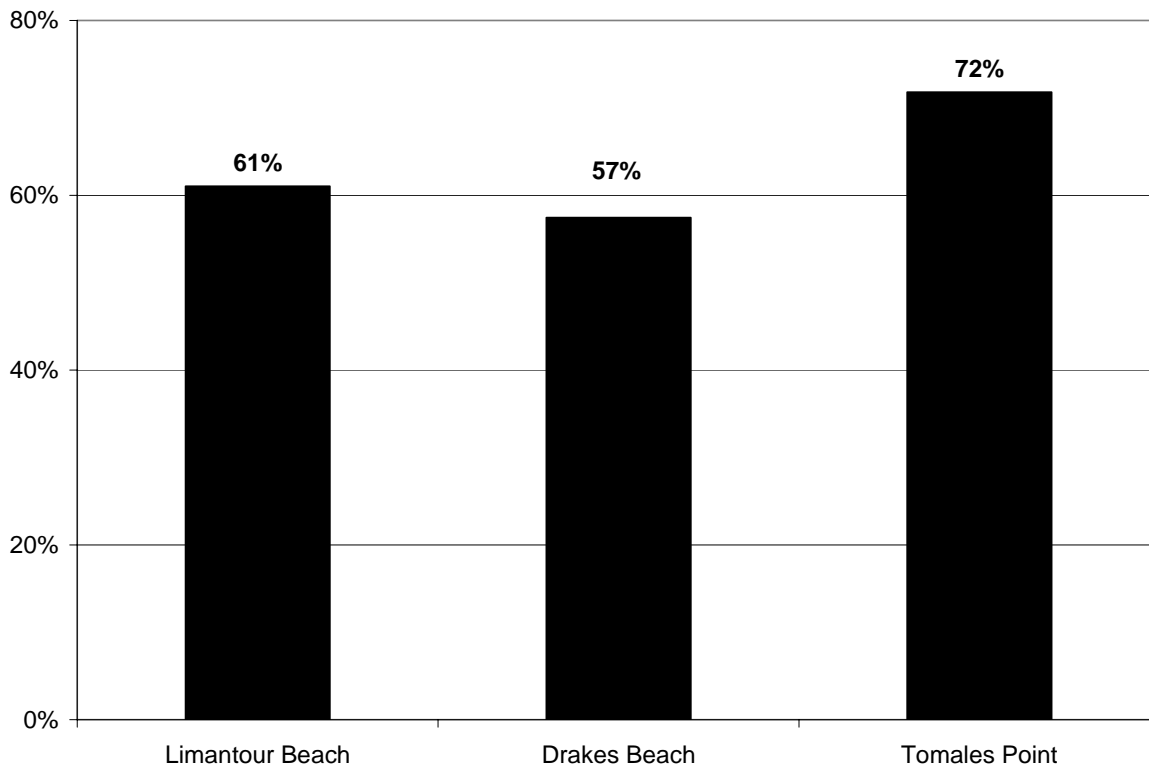
Attitudes Toward Alternatives

Passengers on the shuttle were asked a series of questions about potential expansions of shuttle service and changes to parking policies, as well as about existing West Marin Stagecoach service. While the responses to this question do not predict the precise number of people who would use a new shuttle service, they do provide general information that can be used to inform service planning.

Transit and Parking Alternatives

Respondents were asked whether they would consider taking a shuttle to various park destinations, and permitted to choose as many destinations as they wished (See figure 15). Shuttles to Limantour Beach, Drakes Beach, and Tomales Point were each of interest to about one in five respondents. Thirty-seven percent of all survey respondents, or 195 people, indicated interest in at least one of these shuttle options. Out of these 195 respondents interested in at least one shuttle destination, about 60% expressed interest in Limantour Beach and Drakes Beach, while 72% expressed interest in a shuttle to Tomales Point. Less than 1% of all respondents suggested another destination.

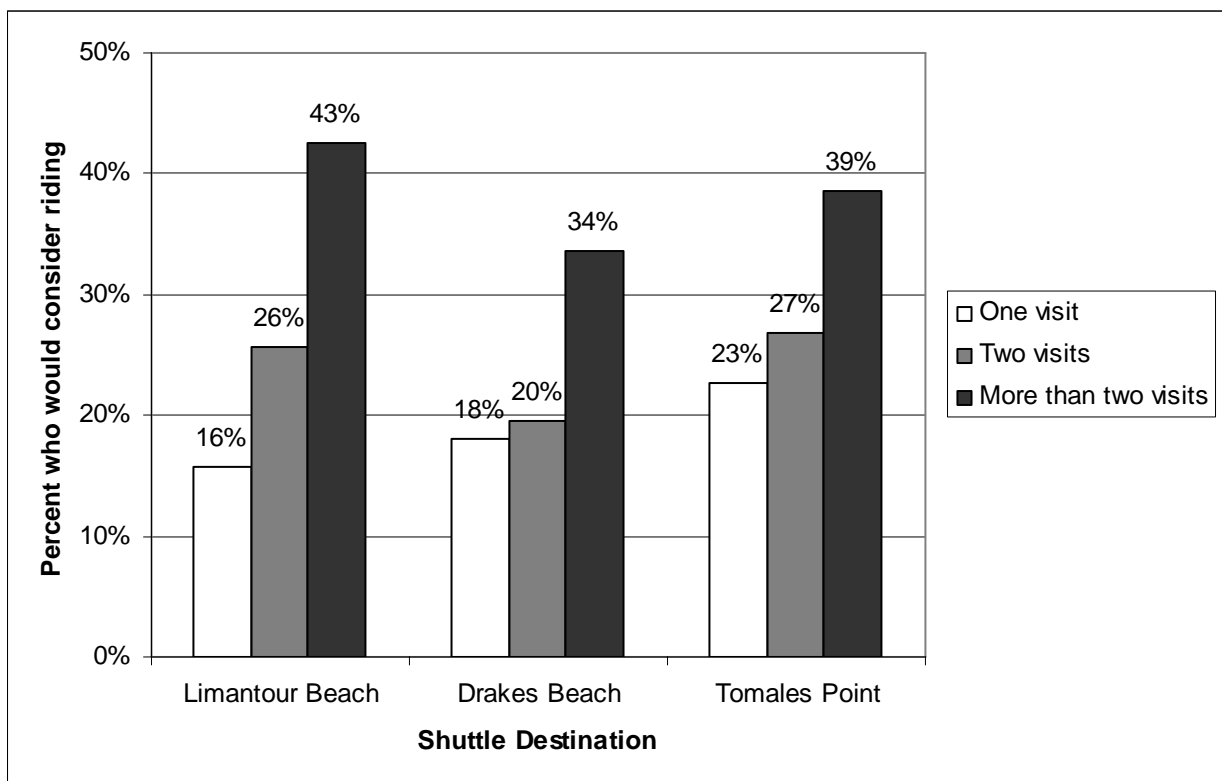
Figure 15 “Would you consider taking a shuttle to any of the following destinations?” (Of those who chose at least one Shuttle destination)



Note: Other destinations were suggested by less than 1% of respondents.

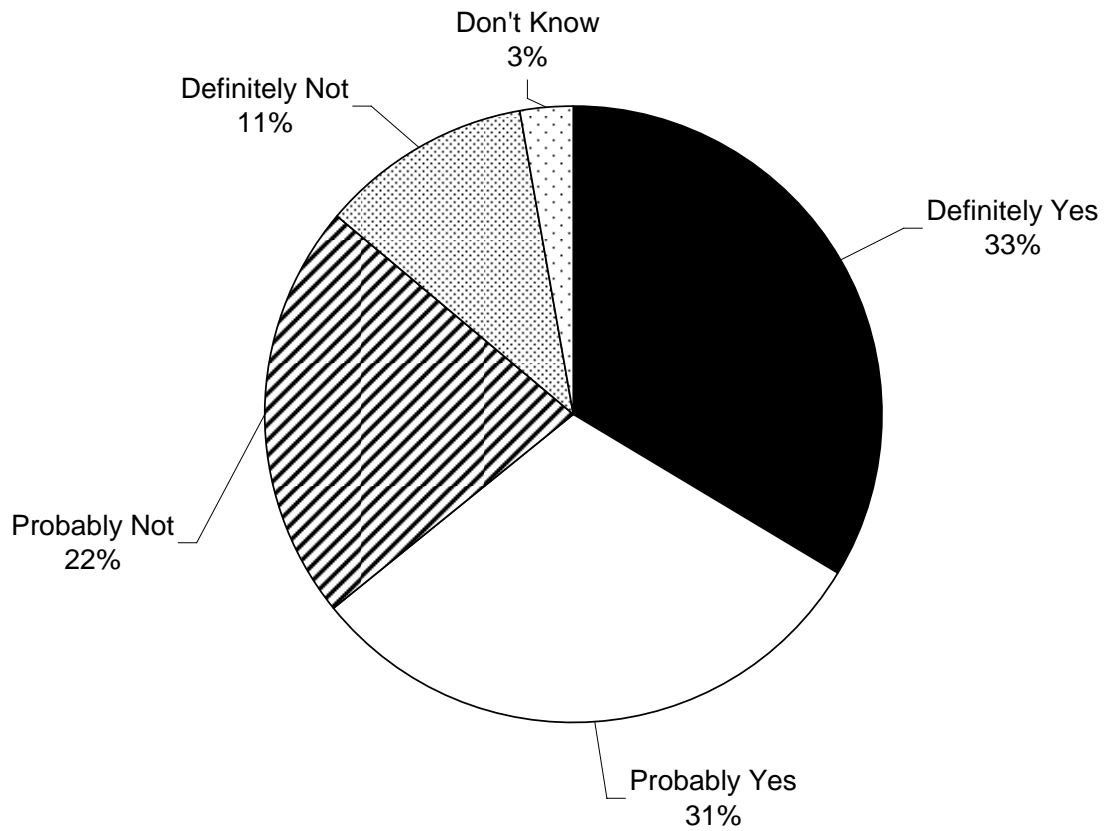
There was a notable difference in responses to this question between those making their first visit of the year and those returning after previous visits. For example, 16% of first-time visitors were interested in a shuttle to Limantour Beach, compared to 26% of those who had visited the park twice in the previous year, and 43% of those who had been there more than twice in the previous year (See figure 16). The same pattern holds for other shuttle destinations. The difference between these three groups is likely caused, at least in part, by the fact that many returning visitors are more knowledgeable about the names of particular park destinations than first time visitors.

Figure 16 Interest in Shuttle Destinations by Number of Visits in the Last 12 Months



Nearly two-thirds of respondents said they would be willing to pay a \$5 round-trip fare for a shuttle from the Bear Valley Visitor Center to beaches or trailheads *even if* roads were not closed to cars (See figure 17). This would seem to suggest a great deal of support for expanded transit service within the park.

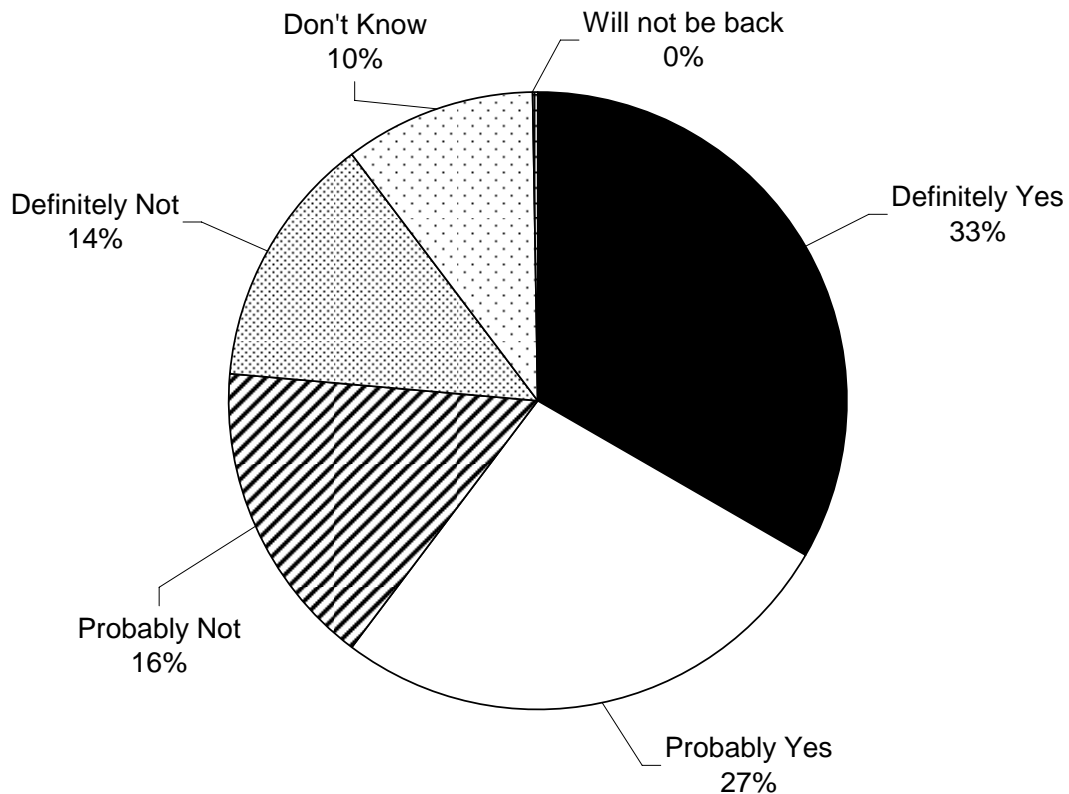
Figure 17 “Would you be willing to pay a roundtrip fare of \$5 for a voluntary shuttle from the Bear Valley Visitor Center to the beach or hiking trailheads?”



Three-fifths of respondents said they would pay a \$5 parking fee in exchange for expanded fare-free shuttle service (See figure 18). It is unclear whether the 30% of respondents who said that they would not or probably would not pay such a fee might actually be deterred from visiting the park, or merely did not support charging for parking.

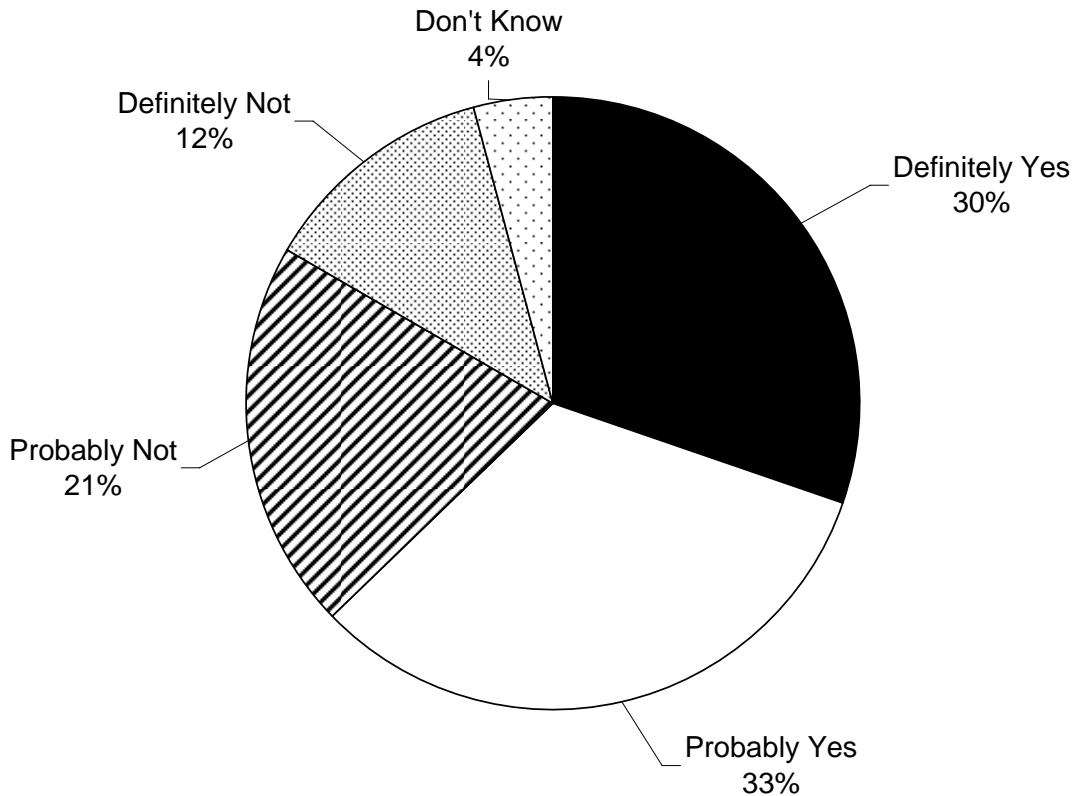
Respondents returning for their second visit of the year were particularly likely to be willing to pay a \$5 parking fee if it funded shuttle service. Seventy-one percent of second-time visitors said that they would "definitely" or "probably" be willing to pay this fee, compared to 58% of either first time visitors or visitors who had come to the park more than twice during the year.

Figure 18 "Another way that the park could pay for new shuttle services would be to charge visitors a parking fee and keep the shuttle free. Would you be willing to pay a \$5 fee for parking in the park?"



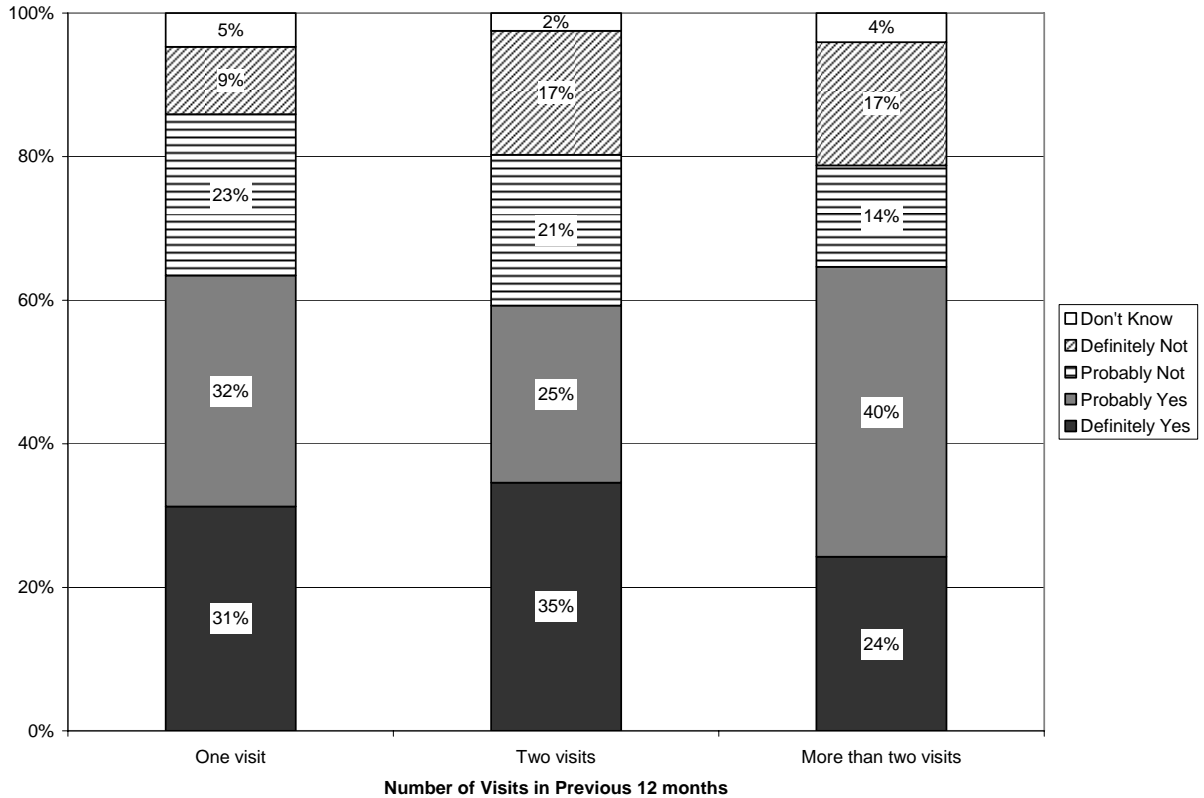
Given a choice between a free shuttle from the Bear Valley Visitor Center to park destinations or a \$5 parking fee at those destinations, 63% of respondents said they would choose free shuttles over paying for parking (See figure 19). Surprisingly, this percentage is nearly identical to 64% of respondents who stated that they would be willing to ride a voluntary shuttle that cost \$5 even in the absence of parking charges (see figure 17). These responses may therefore indicate a general willingness to consider new shuttle options, rather than a careful consideration of costs and benefits for different transportation scenarios.

Figure 19 “If there were a \$5 fee for parking at destinations within the park outside of the visitor center, but shuttle service from the visitor center to destinations was available and free, would you ride the shuttle instead of paying the \$5 parking fee at the destinations?”



First time visitors and returning visitors had a similar overall willingness to consider this option (including both those who would “definitely” and “probably” consider this option). Notably, the share of visitors indicating that they would “definitely not” consider this option was nearly twice as high among repeat visitors as first time visitors—17% vs. 9% (See figure 20).

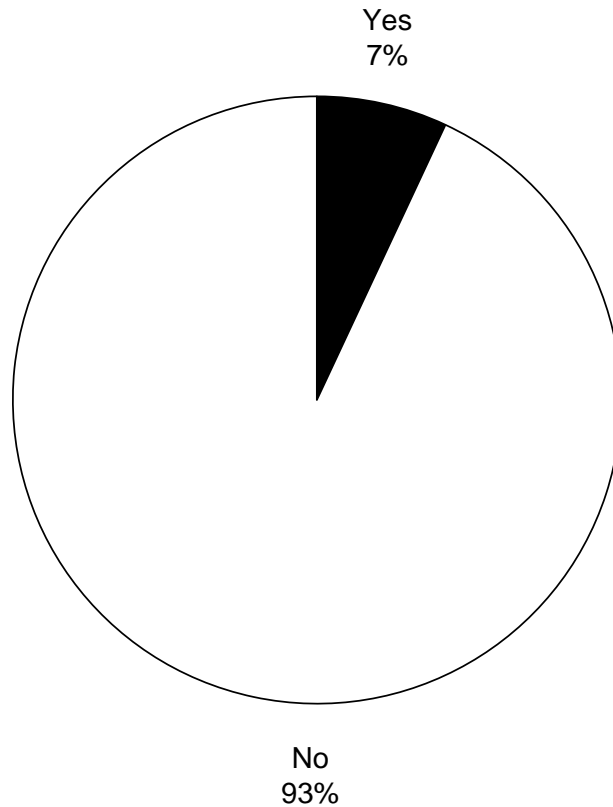
Figure 20 "Would you ride a free shuttle instead of paying a \$5 parking fee at destinations?" by Number of Visits in Previous 12 Months



Existing Transit

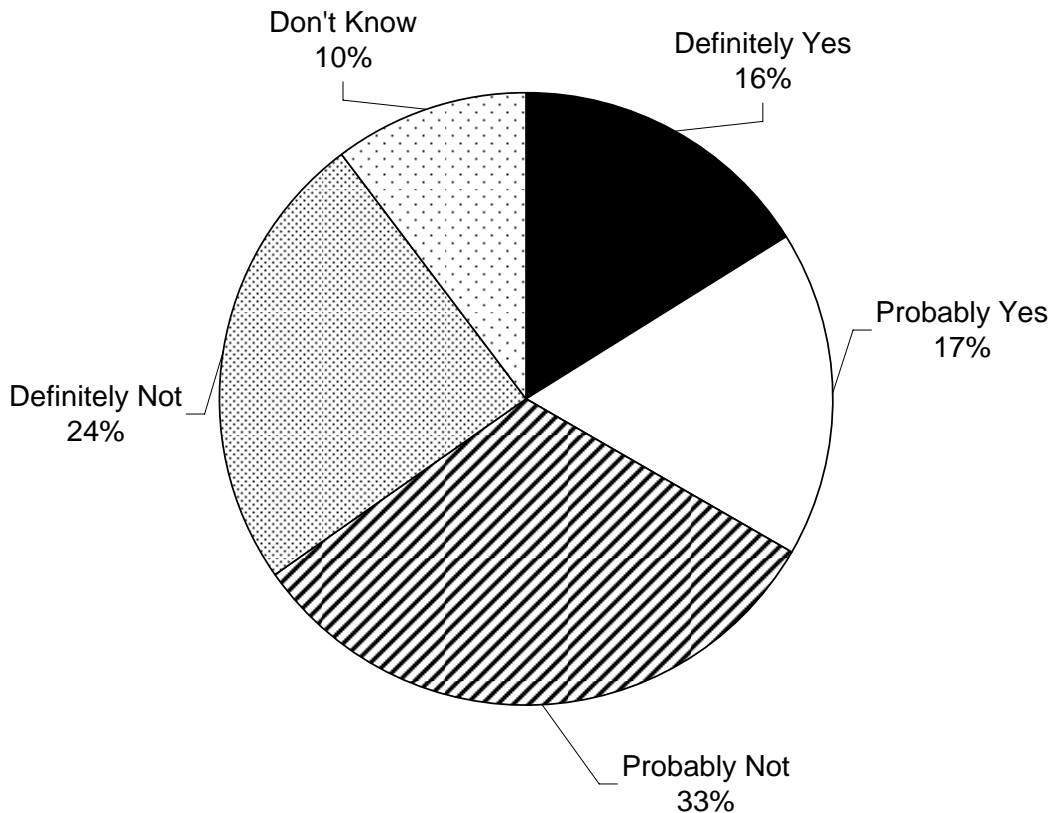
Awareness of existing transit service to the park was remarkably low: just 34 out of 499 respondents had even heard of the West Marin Stage bus route between the main visitor center and San Rafael, where transit connections can be made to a range of Bay Area locations. Accessing the park using the West Marin Stage would be most practical for those whose trips originated in Marin County (See figure 21). However, even among this group of respondents, just 11% had previously heard of the West Marin Stage service.

Figure 21 “The North Route 68 of the West Marin Stagecoach provides bus service from the San Rafael Transit Center to the Bear Valley Visitor Center in the park. Prior to taking this survey, were you aware of this service?”



Upon learning of the availability of transit service to the park, one-third of respondents said they would likely “consider” using it (See figure 22). Among those whose trips to the park originated in Marin County, the share willing to consider using the Stage rose to 40%. Awareness of and willingness to consider the West Marin Stage were similar among first time and returning visitors.

Figure 22 “Would you consider riding the West Marin Stage to the park in the future?”



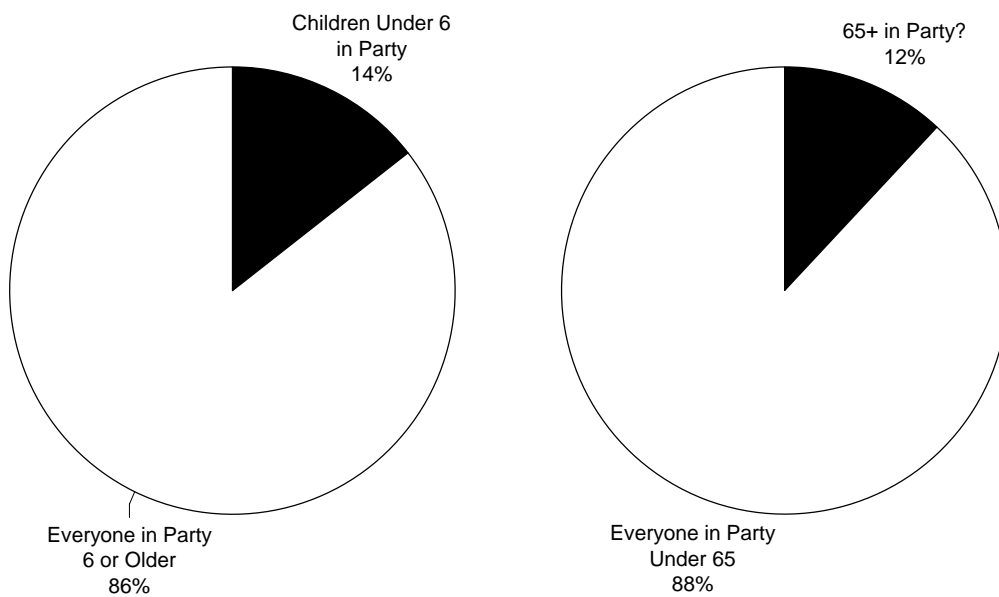
Demographics

Finally, survey recipients were asked to describe themselves, their parties, and their patterns of park visitation and shuttle usage. The results of these questions are presented below.

Age

Respondents were asked about the ages of persons in their party (See figure 23). Only about one in seven respondents said that one or more members of their party were children under the age of 6, and only about one in eight said that their party included senior citizens.

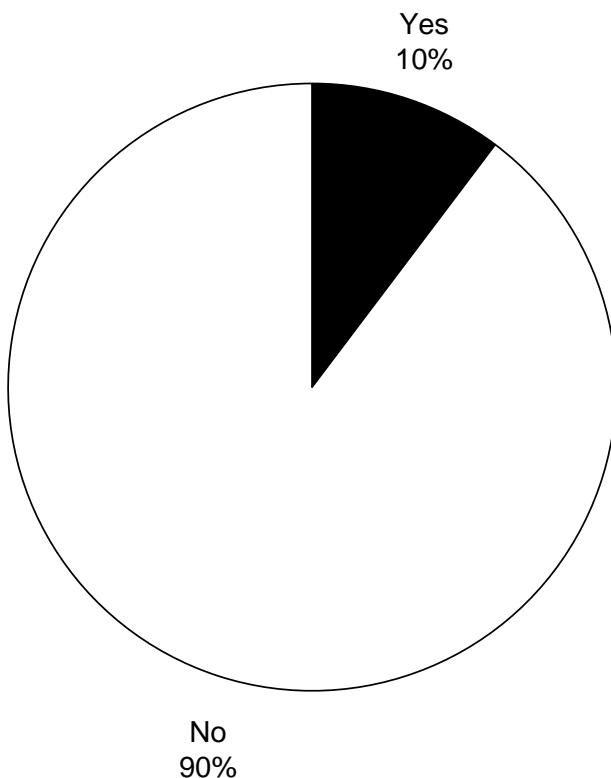
Figure 23 “How many in your party are _____?”



Disability

Only about one in ten respondents said that a member of their party had a physical condition that made it difficult to participate in park activities or services (See figure 24). This finding is consistent with the fact that the charter buses supplied by Marin Airporter are not wheelchair accessible. Instead, park visitors displaying a disabled placard in their vehicle are permitted to access the Lighthouse and Chimney Rock via private auto at all times of year. Park visitors with disabilities were therefore likely to be underrepresented among the respondent population.

Figure 24 “Does anyone in your group have a physical condition that made it difficult to access or participate in park activities or services?”



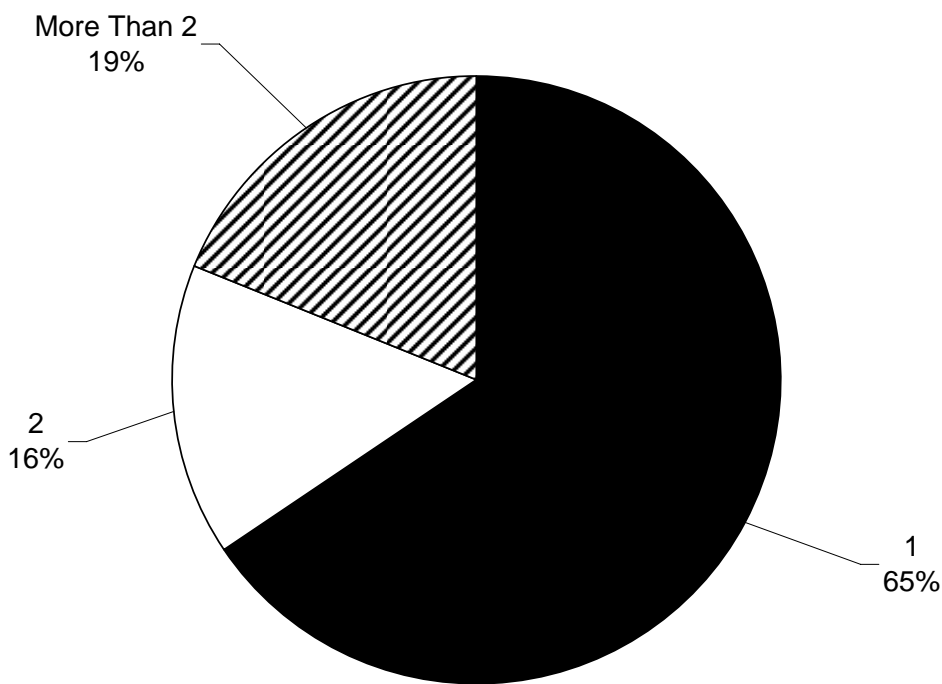
Frequency of Use

Nearly two-thirds of respondents said they were visiting the Seashore for the first time during the previous twelve months. Close to one in five had been to the park three or more times during that period (See figure 25).

Among those making trips that originated in Marin County, just over half (54%) were making their first trip within the previous 12 months, 13% were making their second trip, and more than a third had visited the park more than twice. One in ten survey respondents originating in Marin County had visited the park at least five times in the previous 12 months.

As described above, returning visitors were generally more interested in particular shuttle destinations than first time visitors (probably related to a greater familiarity with the park).

Figure 25 “How many times have you visited Point Reyes National Seashore in the last 12 months?”



Summary

The survey results suggest that most Point Reyes Headlands Shuttle riders are Bay Area residents visiting the park for one day or less. Even those visitors who return to the park regularly ride the existing shuttle infrequently, due in part to its limited seasonal service.

Riders of the existing shuttle are very satisfied with most aspects of the service. While overall satisfaction was remarkably high, passengers found the most room for improvement in the areas of bus stop amenities and information. Passengers were also very interested in environmentally friendly vehicles.

Respondents also demonstrated interest in expanded transit service in the park, although the expressed level of interest varied substantially depending on how the question was phrased. When asked whether they would pay \$5 to riding a voluntary shuttle to “the beach or hiking trailheads”, more than 60% of respondents stated that they “definitely” or “probably” would. Surprisingly, almost exactly the same share of respondents expressed interest in a shuttle when the shuttle itself was free and there was a \$5 parking fee at their destination. However, when asked specifically about three possible destinations (Limantour Beach, Drakes Beach, and Tomales Point), and also given the opportunity to suggest a different destination, 37% of respondents demonstrated interest in at least one shuttle destination. There were roughly equal levels of interest in Limantour Beach and Drakes Beach, and Tomales Point was slightly more popular. Respondents who had visited the park more than once in the previous twelve months were significantly more likely than first-time visitors to express interest in a particular shuttle destination, perhaps because they were more familiar with the names of those destinations.

More than 60% of survey respondents stated that they would be willing to pay for parking at Point Reyes National Seashore in exchange for expanded shuttle service. It should be noted that, because only existing shuttle users were surveyed, some bias may exist for alternatives prioritizing new transit service over free, available parking. Nonetheless, it should also be noted that almost all respondents had driven to the park, many of them long distances. It may be that many visitors to the Seashore would welcome enhanced alternatives to additional, required driving within the park.

The existing transit service to the park, the West Marin Stage, is currently very lightly used. The survey suggests some potential to improve the productivity of the Stage, given the gap between the number of respondents aware of transit service to the park (7%) and the number who said they might use such service (33%).

APPENDIX A

SHUTTLE SURVEY

Point Reyes National Seashore Headlands Shuttle Passenger Survey – 2007

We appreciate your time to help improve the Shuttle Service. This is a voluntary survey. Please complete this survey while you are on the bus and return the form to the surveyor on board.

Please complete only one survey today. Please complete all sections.

Please describe your trip to Point Reyes National Seashore today

1. Where did you begin your trip to Point Reyes National Seashore from today?

- ₁ Within Marin County (City/Town) _____
₂ San Francisco (Neighborhood) _____
₃ Sonoma County (City/Town) _____
₄ Other Bay Area location (City/Town) _____
₅ Outside Bay Area (City/Town) _____

1a. Did your trip begin from _____?

- ₁ Your home ₂ Someone else's home
₃ Hotel/motel ₄ Shops/restaurant
₅ Other (specify): _____
 Please specify the location (street/cross street): _____

1b. How did you get to the Point Reyes National Seashore Today?

- ₁ Walked/hiked ₂ Bicycled
₃ Private vehicle ₄ Rental car (not rental)
₅ Someone dropped me off
₆ Took the West Marin Stage
₇ Other (specify): _____

2. What destinations will you/did you visit from this shuttle? (Check all that apply)

- ₁ Lighthouse Area ₂ Chimney Rock Area

3. What other areas of the park do you plan to visit today?

- ₁ Limantour Beach ₂ Drakes Beach
₃ Tomales Point ₄ Bear Valley Visitor Ctr.
₅ None
₆ Other (specify): _____

4. How much time will you spend visiting Point Reyes National Seashore during this visit? (List partial hours or days as 1/4, 1/2, 3/4)

_____ Number of hours (if less than 24 hours)
 _____ Number of days (if 24 hours or more)

How would you rate your shuttle experience?

5. Please rate the shuttle service on each of the following:

	Very Good	Good	Fair	Poor	Very Poor	No Opinion
On-time performance	1	2	3	4	5	6
Frequency of service	1	2	3	4	5	6
Convenience of Schedule	1	2	3	4	5	6
Ease of finding bus stops	1	2	3	4	5	6
Convenience of stops	1	2	3	4	5	6
Driver courtesy	1	2	3	4	5	6
Information at bus stops	1	2	3	4	5	6
Amenities at bus stops	1	2	3	4	5	6
Quality of vehicles	1	2	3	4	5	6
Safety/security	1	2	3	4	5	6

6. How long did you have to wait to ride the shuttle

_____ (minutes)

7. How many buses departed full before you were able to board the shuttle?

- ₁ None, I was able to board the first bus that arrived
₂ One
₃ Two
₄ More than two

8. Do you think the current fare of \$5 is reasonable for this service?

- ₁ Yes, it is reasonable
₂ No, it is too low
₃ No, it is too high
₄ No, there should be no fare

9. Would you use this Shuttle again?

- ₁ Definitely yes ₂ Probably yes
₃ Probably not ₄ Definitely not
₅ Don't know ₆ Will not be back

10. What THREE improvements would make you more likely to use this shuttle again in the future?

- ₁ More frequent bus shuttle service
₂ Connecting service between the shuttle and the West Marin Stage
₃ Earlier morning service
₄ Lower fares
₅ Later evening service
₆ Basic amenities at bus stops (shelter, benches)
₇ Greater amenities at bus stops (restrooms, waiting room, information kiosk)
₈ Sustainable or alternative-fuel buses
₉ Other (specify): _____

Would you be interested in other shuttle options?

11. *Would you consider taking a shuttle to any of the following destinations?* (Check all that apply)
- ₁ Limantour Beach ₂ Drakes Beach
₃ Tomales Point ₄ Don't know
₅ Other (Specify): _____
12. *Would you be willing to pay a roundtrip fare of \$5 for a voluntary shuttle from the Bear Valley Visitor Center to the beach or hiking trailheads?*
- ₁ Definitely yes
₂ Probably yes
₃ Not sure
₄ Probably not
₅ Definitely not
13. *Another way that the park could pay for new shuttle services would be to charge visitors a parking fee and keep the shuttle free. Would you be willing to pay a \$5 fee for parking in the park?*
- ₁ Definitely yes
₂ Probably yes
₃ Not sure
₄ Probably not
₅ Definitely not
14. *If there were a \$5 fee for parking at destinations within the park outside of the visitor center, but shuttle service from the visitor center to destinations was available and free, would you ride the shuttle instead of paying the \$5 parking fee at the destinations?*
- ₁ Definitely yes
₂ Probably yes
₃ Not sure
₄ Probably not
₅ Definitely not
15. *The North Route 68 of the West Marin Stagecoach provides bus service from San Rafael Transit Center to the Bear Valley Visitor Center in the Park. Prior to taking this survey, were you aware of this service?*
- ₁ Yes ₂ No
16. *Would you consider riding the West Marin Stage to the park in the future?*
- ₁ Definitely yes
₂ Probably yes
₃ Not sure
₄ Probably not
₅ Definitely not

About you

17. *Where do you live?*
City _____ State _____ ZIP _____
Country (if not US) _____
18. *How many in your party are:*
Under 6 years old _____ 6-18 years _____
19-64 years _____ 65 and over _____
19. *Does anyone in your group have a physical condition that made it difficult to access or participate in park activities or services?*
- ₁ Yes ₂ No
20. *How many times have you visited Point Reyes National Seashore in the last 12 months?*
_____ (Including today)
21. *Have you ridden the Point Reyes Headlands Shuttle before today?*
- ₁ Yes, More than once ₂ Yes, Once
₃ No
22. *Other comments on transportation to Point Reyes?*

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:
16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the visiting public. Response to this request is completely voluntary and anonymous. No action will be taken against you for refusing to supply the information requested. Permanent data will be anonymous. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

BURDEN ESTIMATE STATEMENT: Public reporting burden for this form is estimated to average 5 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to: William Shook, National Park Service, Point Reyes National Seashore, 1 Bear Valley Rd., Point Reyes Station, CA 94956; William_Shook@NPS.gov.

Thank you for your help in completing this survey.

APPENDIX B

DATA TABLES

Trip Origin

Where did you begin your trip to Point Reyes National Seashore today?

	Frequency	Valid Percent
Outside Bay Area	43	8.3
Other Bay Area Location	146	28.3
Sonoma County	74	14.4
San Francisco	103	20.0
Marin	149	28.9
Total	515	100.0

Where did you begin your trip to Point Reyes National Seashore today? (Marin)

	Frequency	Valid Percent of Total
Samual P. Taylor State Park	27	5.2
Inverness	16	3.1
Novato	16	3.1
Woodacre	11	2.1
Corte Madera	7	1.4
Fairfax	9	1.7
Olema	6	1.2
Other Marin	57	11.1

Did your trip begin from ___?

	Frequency	Valid Percent
Your Home	388	75.9
Someone Else's Home	38	7.4
Hotel/Motel	58	11.4
Shops/Restaurant	3	0.6
Other	24	4.7
Total	511	100.0

Mode of Access

How did you get to Point Reyes National Seashore Today?

	Frequency	Valid Percent
Walked/Hiked	1	0.2
Bicycled	6	1.2
Private Vehicle (not Rental)	440	85.9
Rental Car	45	8.8
Someone Dropped me off	2	0.4
Took West Marin Stage	3	0.6
Other	15	2.9
Total	512	100.0

Destinations

What destinations will you/did you visit from this shuttle?

	Frequency	Percent
Lighthouse Area	129	24.4
Chimney Rock Area	141	26.7
Both Lighthouse and Chimney Rock Areas	240	45.4
Total	510	96.4

What other areas of the park do you plan to visit today?

	Frequency	Percent
Limantour Beach	18	3.4
Drakes Beach	194	36.7
Tomales Point	46	8.7
Bear Valley Visitor Center	109	20.6
No Other Destination	181	34.2

Would you consider taking a shuttle to any of the following destinations?

	Frequency	Percent of those choosing any destination
Limantour Beach	119	61%
Drakes Beach	112	57%
Tomales Point	140	72%
Any Destination	195	100%

Time at Park

How much time will you spend visiting Point Reyes National Seashore
During this visit?

	Frequency	Valid Percent
1 to 2 hours	73	14.7
2 to 4 hours	214	43.1
4 to 6 hours	139	28.0
1 Day	18	3.2
6 hours to 1 day	44	8.9
2 Days	19	3.8
More than 2 days	7	1.4
Total	496	100.0

Previous Visits

How many times have you visited Point Reyes National Seashore in the past 12 months?

	Frequency	Valid Percent
1	345	65.3
2	82	15.5
More Than 2	101	18.8
Total	528	100.0

Have you ridden the Point Reyes Headlands shuttle before today?

	Frequency	Valid Percent
Yes, more than once	34	6.7
Yes, Once	31	6.2
No	439	87.1
Total	504	100.0

Disability

Does anyone in your group have a physical condition that made it difficult to access or participate in park activities or services?

	Frequency	Valid Percent
Yes	51	10.3
No	446	89.7
Total	497	100.0

Age in Party

How many in your party are under 6 or over 64?

	Frequency	Valid Percent
Children Under 6 in Party	76	14.4
65+ in Party?	62	0.0

Ratings

Rating (On-time performance)

	Frequency	Valid Percent
Very Good	354	69.3
Good	119	23.3
Fair	19	3.7
Poor	1	0.2
Very Poor	0	0.0
No Opinion	18	3.5
Total	511	100.0

Rating (Frequency)

	Frequency	Valid Percent
Very Good	322	62.6
Good	139	27.0
Fair	40	7.8
Poor	5	1.0
Very Poor	2	0.4
No Opinion	6	1.2
Total	514	100.0

Rating (Convenience of Schedule)

	Frequency	Valid Percent
Very Good	336	65.9
Good	127	24.9
Fair	33	6.5
Poor	3	0.6
Very Poor	0	0.0
No Opinion	11	2.2

Rating (Ease of Finding Bus Stops)

	Frequency	Valid Percent
Very Good	388	75.6
Good	98	19.1
Fair	19	3.7
Poor	1	0.2
Very Poor	1	0.2
No Opinion	6	1.2

Rating (Convenience of Stops)

	Frequency	Valid Percent
Very Good	377	73.5
Good	110	21.4
Fair	18	3.5
Poor	2	0.4
Very Poor	1	0.2
No Opinion	5	1.0
Total	513	100.0

Rating (Driver Courtesy)

	Frequency	Valid Percent
Very Good	424	82.7
Good	82	16.0
Fair	5	1.0
Poor	0	0.0
Very Poor	0	0.0
No Opinion	2	0.4
Total	513	100.0

Ratings (Continued)

Rating (Information at Bus Stops)

	Frequency	Valid Percent
Very Good	263	51.3
Good	152	29.6
Fair	58	11.3
Poor	11	2.1
Very Poor	1	0.2
No Opinion	28	5.5
Total	513	100.0

Rating (Amenities at Bus Stops)

	Frequency	Valid Percent
Very Good	216	42.6
Good	149	29.4
Fair	90	17.8
Poor	20	3.9
Very Poor	3	0.6
No Opinion	29	5.7
Total	507	100.0

Rating (Quality of Buses)

	Frequency	Valid Percent
Very Good	379	74.2
Good	120	23.5
Fair	10	2.0
Poor	0	0.0
Very Poor	1	0.2
No Opinion	1	0.2

Current Shuttle

Do you think the current fare of \$5 is reasonable?

	Frequency	Valid Percent
Yes, it is reasonable	443	86.5
No, it is too low	8	1.6
No, it is too high	38	7.4
No, there should be no fare	23	4.5
Total	512	100.0

Would you use this shuttle again?

	Frequency	Valid Percent
Definitely Yes	361	70.8
Probably Yes	110	21.6
Probably Not	12	2.4
Definitely Not	2	0.4
Don't Know	18	3.5
Will not be back	7	1.4
Total	510	100.0

What Improvements would make you more likely to use this shuttle again in the future?

	Frequency	Percent
More Frequent Service	109	20.6
Connecting Service w/West Marin Stage	42	7.9
Earlier Morning Service	56	10.6
Lower Fares	96	16.8
Later Evening Service	108	20.4
Basic Amenities at Bus Stops	97	18.3
Greater Amenties at Bus Stops	124	23.4
Sustainable or alternative fuel buses	233	43.7

How many buses departed full before you were able to board the shuttle?

	Frequency	Valid Percent
None, I was able to board the first bus that arrived	400	78.3
One	105	20.5
Two	6	1.2
Total	511	100.0

How long did you have to wait for the shuttle?

	Frequency	Valid Percent
No Wait	34	7.0
1-5 Minutes	204	41.8
6-10 Minutes	139	28.5
11-15 Minutes	65	13.3
More than 15 Minutes	46	9.4
Total	488	100.0

Shuttle Scenarios

Would you be willing to pay a roundtrip fare of \$5 for a voluntary shuttle from the Bear Valley Visitor Center to the beach or hiking trailheads?

	Frequency	Valid Percent
Definitely Yes	169	33.5
Probably Yes	154	30.6
Probably Not	111	22.0
Definitely Not	56	11.1
Don't Know	14	2.8
Total	504	100.0

Another way that the park could pay for new shuttle services would be to charge visitors a parking fee and keep the shuttle free. Would you be willing to pay a \$5 fee for parking in the park?

	Frequency	Valid Percent
Definitely Yes	168	33.4
Probably Yes	135	26.8
Probably Not	81	16.1
Definitely Not	68	13.5
Don't Know	50	9.9
Will not be back	1	0.2
Total	503	100.0

If there were a \$5 fee for parking at destinations within the park outside of the visitor center, but shuttle service from the visitor center to your destination was available and free, would you ride a free shuttle instead of paying a \$5 parking fee at destinations?

	Frequency	Valid Percent
Definitely Yes	152	30.3
Probably Yes	163	32.5
Probably Not	103	20.6
Definitely Not	62	12.4
Don't Know	21	4.2
Total	501	100.0

Shuttle Scenarios by Number of Visits in the Past 12 Months (Crosstabulation)

Would you consider taking a shuttle to [Destination] * How many times have you visited PRNS in the past 12 months (including today)				
	How many times have you visited PRNS in the past 12 months (including today)			Total
	One visit	Two visits	More than two visits	
Would you consider taking a shuttle to...				
Limantour Beach	16%	26%	43%	118
Drakes Beach	18%	20%	34%	112
Tomales Point	23%	27%	39%	139

Would you be willing to pay a roundtrip fare of \$5 for a voluntary shuttle from the Bear Valley Visitor Center to the beach or hiking trailheads? * How many times have you visited PRNS in the past 12 months (including today)				
	How many times have you visited PRNS in the past 12 months (including today)			Total
	One visit	Two visits	More than two visits	
Would you be willing to pay a roundtrip fare of \$5 for a voluntary shuttle from the Bear Valley Visitor Center to the beach or hiking trailheads?				
Definitely Yes	31%	38%	37%	169
Probably Yes	33%	26%	28%	154
Probably Not	25%	20%	16%	111
Definitely Not	9%	13%	15%	56
Don't Know	2%	4%	4%	13
Total	100%	100%	100%	503

Would you be willing to pay a \$5 fee for parking in the park? * How many times have you visited PRNS in the past 12 months (including today)				
	How many times have you visited PRNS in the past 12 months (including today)			Total
	One visit	Two visits	More than two visits	
Another way that the park could pay for new shuttle services would be to charge visitors a parking fee and keep the shuttle free. Would you be willing to pay a \$5 fee for parking in the park?				
Definitely Yes	31%	43%	33%	168
Probably Yes	27%	28%	26%	135
Probably Not	16%	15%	16%	81
Definitely Not	14%	10%	16%	68
Don't Know	12%	4%	8%	49
Will not be back	0%	0%	0%	1
Total	100%	100%	100%	502

Would you ride a free shuttle instead of paying a \$5 parking fee at destinations? * How many times have you visited PRNS in the past 12 months (including today)					
	How many times have you visited PRNS in the past 12 months (including today)			Total	
	One visit	Two visits	More than two visits		
If there were a \$5 fee for parking at destinations within the park outside of the visitor center, but shuttle service from the visitor center to your destination was available and free, would you ride a free shuttle instead of paying a \$5 parking fee at destinations?	Definitely Yes	31%	35%	24%	152
	Probably Yes	32%	25%	40%	163
	Probably Not	23%	21%	14%	103
	Definitely Not	9%	17%	17%	61
	Don't Know	5%	2%	4%	21
Total	100%	100%	100%	500	

Before taking this survey, were you aware of the West Marin Stage's service from San Rafael Transit Center to the BVVC? * How many times have you visited PRNS in the past 12 months (including today)					
	How many times have you visited PRNS in the past 12 months (including today)			Total	
	One visit	Two visits	More than two visits		
Before taking this survey, were you aware of the West Marin Stage's service from San Rafael Transit Center to the Bear Valley Visitor Center?	Yes	6%	6%	9%	34
	No	94%	94%	91%	464
Total	100%	100%	100%	498	

Would you consider riding the West Marin Stage to the Park in the future? * How many times have you visited PRNS in the past 12 months (including today)					
	How many times have you visited PRNS in the past 12 months (including today)			Total	
	One visit	Two visits	More than two visits		
Would you consider riding the West Marin Stage to the Park in the future?	Definitely Yes	16%	14%	19%	80
	Probably Yes	17%	16%	20%	86
	Probably Not	36%	34%	19%	161
	Definitely Not	22%	25%	31%	121
	Don't Know	10%	11%	10%	51
Total	100%	100%	100%	499	

