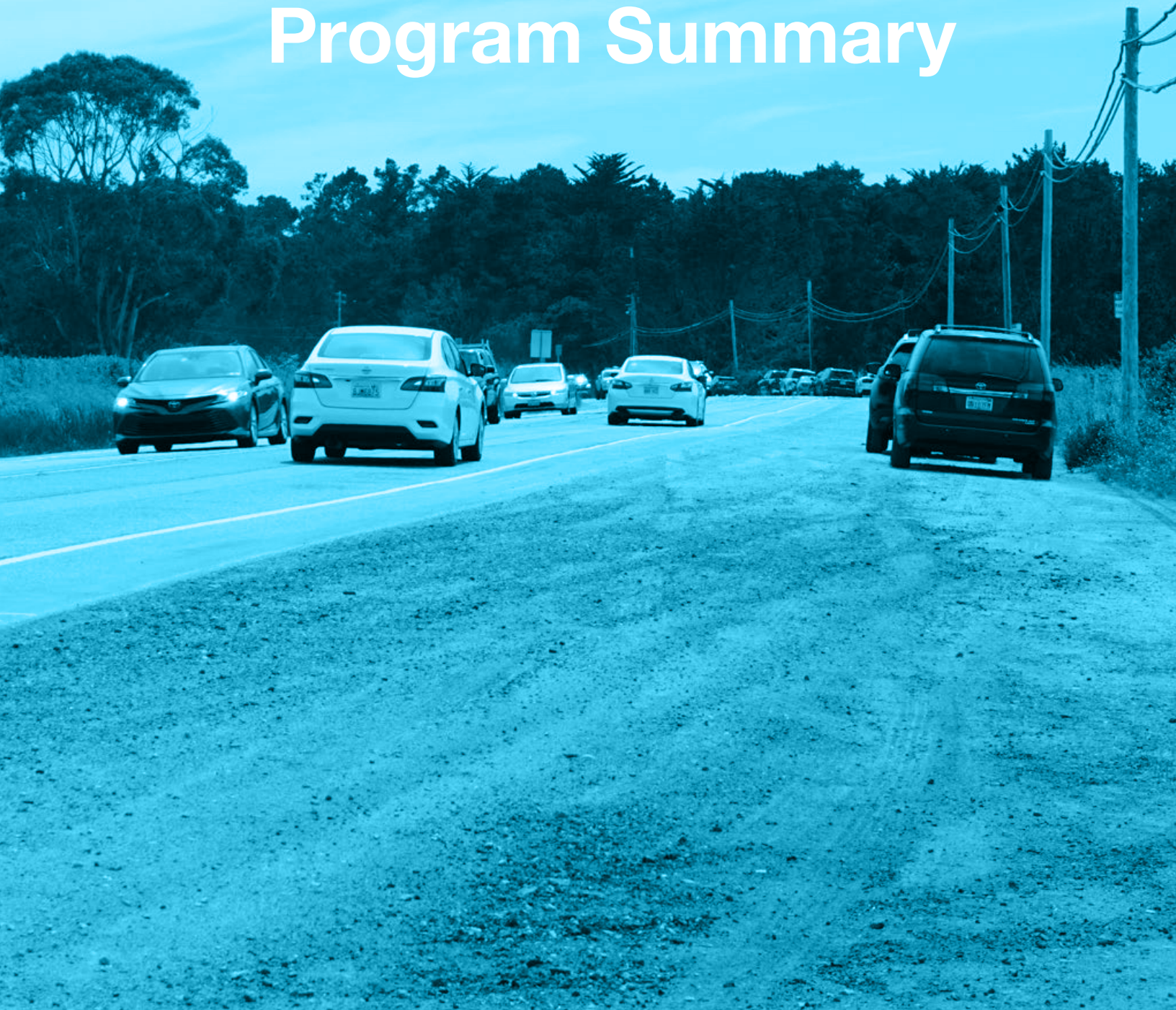


Appendix D

Muir Woods National Monument Parking & Shuttle Reservation Program Summary





**TRANSPORTATION PLANNING
& TRAFFIC ENGINEERING CONSULTANTS**

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MEMORANDUM

DATE: December 3, 2018

TO: Stephanie Grigsby, Design Workshop

FROM: Justine Rembac, LSC Transportation Consultants

SUBJECT: Muir Woods National Monument Parking and Shuttle Reservation Program

Overview:

On November 16, 2017 the National Park Service (NPS) announced that parking and shuttle reservations would be required to visit Muir Woods National Monument beginning January 2018. The reservation system was created to manage the impacts of overcrowding, traffic congestion, parking overflow to the surrounding Muir Woods and Redwood Creek watershed area.

History and Public Participation

Over the past five years, NPS worked with Congressman Huffman and an Ad Hoc Committee to identify the existing conditions of the area. In these meetings, the following goals of the Memorandum of Understanding (MOU) were identified:

1. To protect, preserve and enhance the health of Redwood Creek watershed, including its salmonids.
2. To reduce traffic congestion at Muir Woods, on Muir Woods Road and in the local communities adjacent to and leading to Muir Woods.
3. To improve traffic and pedestrian safety and reduce environmental impacts that may arise from parking along Muir Woods Road.
4. To increase local transit and better manage buses, both commercial buses and public transit.

The NPS conducted over a dozen public meetings over a two-year period. Muir Woods National Monument initially introduced the system in 2013 and the process resulted in several changes over

time. An Environmental Assessment was completed in October 2015 that explored the two alternatives to the project and potential impacts.

Reservation System Goals and Operations

The reservation system was created to reduce existing traffic congestion, improve traffic and pedestrian safety, and reduce environmental impacts caused by parking along Muir Woods Road. The reservation goals were to:

- Manage peak visitation periods
- Improve visitor experience
- Reduce safety hazards
- Reduce impact on natural resources
- Reduce impact on local community

The reservation system and onsite management is provided by Ace Parking Management, Inc. Parking, shuttle, and commercial carrier reservations can be made up to 90 days in advance on a rolling basis. Visitors have the option to reserve either a vehicle parking space for \$8 per car or a seat on the shuttle for \$3 per adult (16 years and older). A vehicle or shuttle reservation provides the visitor with a timed arrival with no restriction on the length of stay for the remainder of the day.

Both parking and shuttle reservations are included within Ace Parking Management's concession contract. The operational cost of the shuttle is funded by a "transportation fee" which is included in the park entrance fee of \$10.

Transit service is operated by Marin Transit, which provides local public transit service throughout Marin County. Two routes are operated on weekends and holidays:

- Route 66 connects the Pohono Street Park-and-Ride with Muir Woods, between 10:15 AM and 6:30 PM on weekends only. Four buses are used to provide service every 20 minutes, except during the peak season (end of May through Labor Day) up to 8 buses are used to provide service every 10 minutes.
- The 66F route connects the Sausalito Ferry Terminal with Muir Wood, via the Marin City transit hub. Two buses provide six runs per day in each direction, between 10:30 AM-3:30 PM to Muir Woods and between 12:30 PM and 5:40 PM returning from Muir Woods.

On weekdays between mid-June and mid-August, four buses are used to provide 66F service every 30 minutes between 8:45 AM and 2:45 PM to Muir Woods, and between 11:40 AM and 6:00 PM returning from Muir Woods. No transit service is provided on other non-holiday weekdays.

Implementation and Public Response

Since the program was implemented in January 2018, the reservation program has been within about 5% of the forecasts on weekends (Figure 1). In particular, the program has been successful in reducing the peaks in daily visitation, to close to the weekend levels identified in the EA. However, weekday

visitation has not increased, but rather has dropped from the previous year. This indicates that visitors not able to access during weekends are largely choosing to simply forego their trip to Muir Woods, rather than shifting to a weekday. Shuttle ridership and utilization is highest during the months of June, July, and August, as shown in Figure 2.

NPS conducted a customer survey and determined that 55 percent of those visiting the park learned about the reservation program through the NPS website or newsletter (Figure 3). This customer survey also determined that 60 percent of those who used the reservation program thought the experience was very good.

Challenges and Future Modifications

As shown in Figure 3, the most challenging part of the system thus far has been to educate park visitors about the reservation program. The rate of persons that show up with no reservation has been higher than was anticipated, with 7 percent of visitors showing up without having heard of the program.

In efforts to continue educating the public, the park has installed many static and variable message signs on the approaches to the monument alerting people to obtain a reservation prior to arrival. There are other social media and on-line campaigns to spread the message of the system. Visitors who do show up are provided instructions on how to make a vehicle or shuttle reservation at a future date. Due to redirecting people to come at a later date, the park has not seen significant shifts to other areas in the region and no new parking areas have been created outside the park.

Potential modifications to the system were envisioned from the beginning. The system was set up to be adjustable over time in order to react to how the system is performing in meeting the park’s goals as identified in the Environmental Assessment. Thus far, the system has been working well by the established goals and no significant changes are planned.

Fig. 1: Visitation

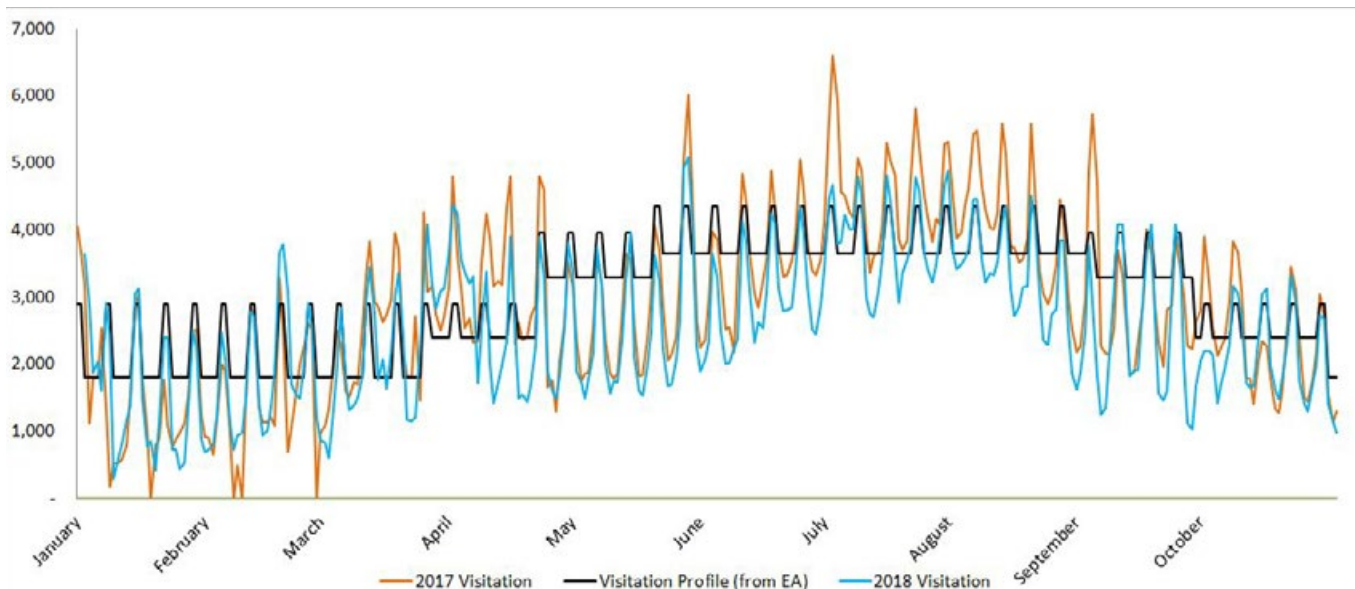


Fig. 2: Shuttle Ridership & Utilization

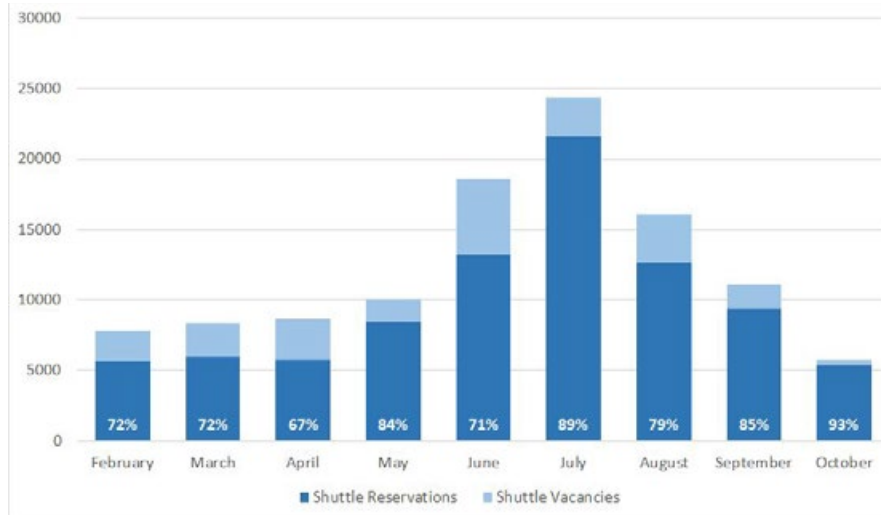


Fig. 3: How does the public hear about the reservation system?

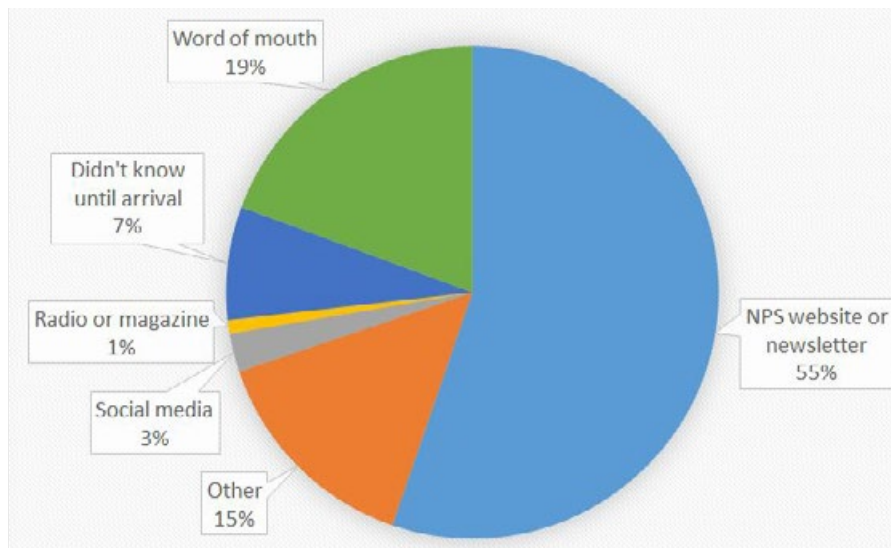


Fig. 4: Customer Satisfaction Survey

