

MASCOTS

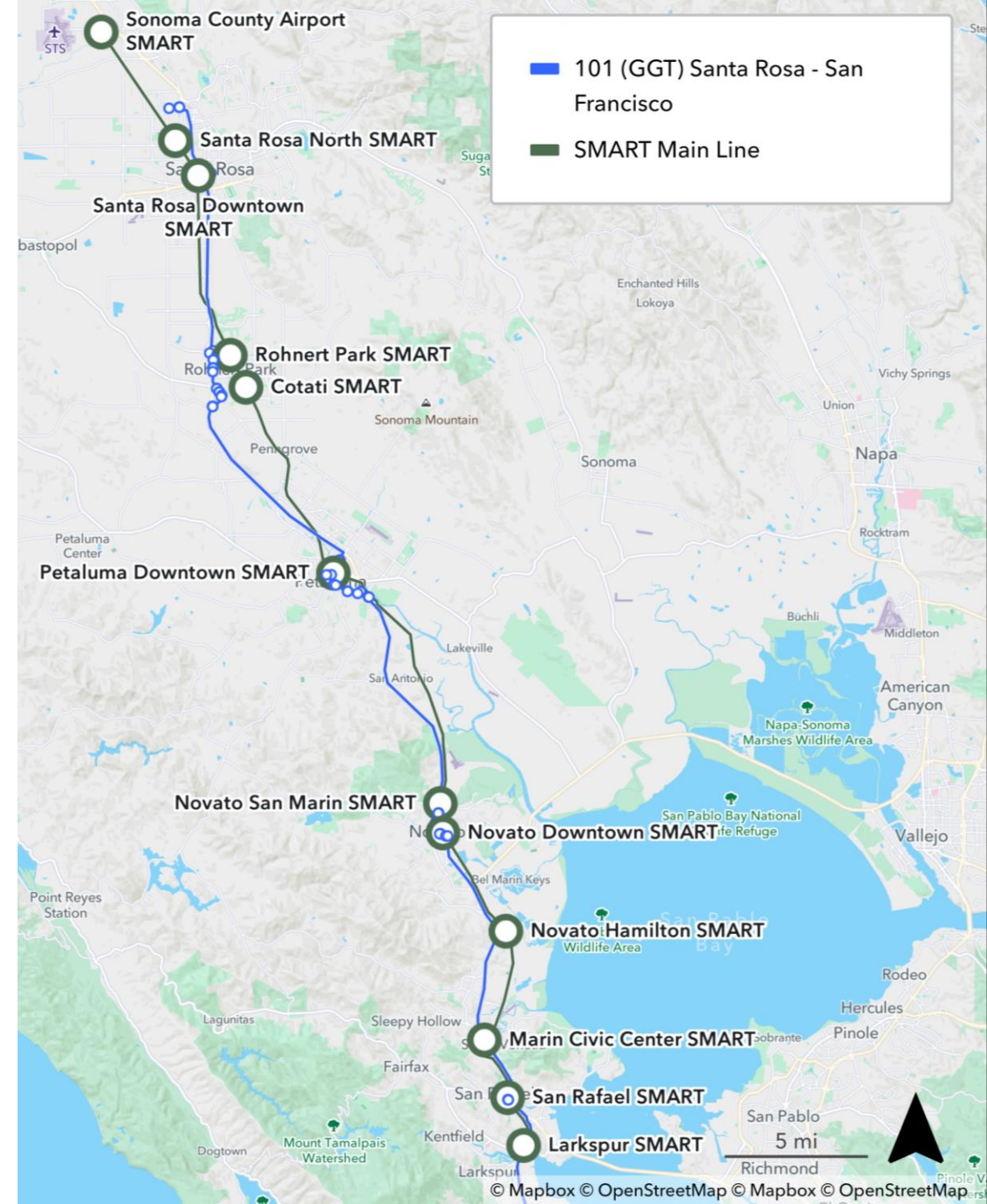
Marin-Sonoma Coordinated Transit Service Plan

July 2025



Why MASCOTS?

1. **SMART began service:** The operators in Marin and Sonoma Counties have not reconsidered the regional service structure comprehensively since SMART came into service
 2. **Travel Patterns have Changed:** The pandemic changed regional travel demand and service levels/options to/from San Francisco and East Bay
- It is an opportune moment to conduct a comprehensive structural analysis of transit in the Highway 101 corridor.

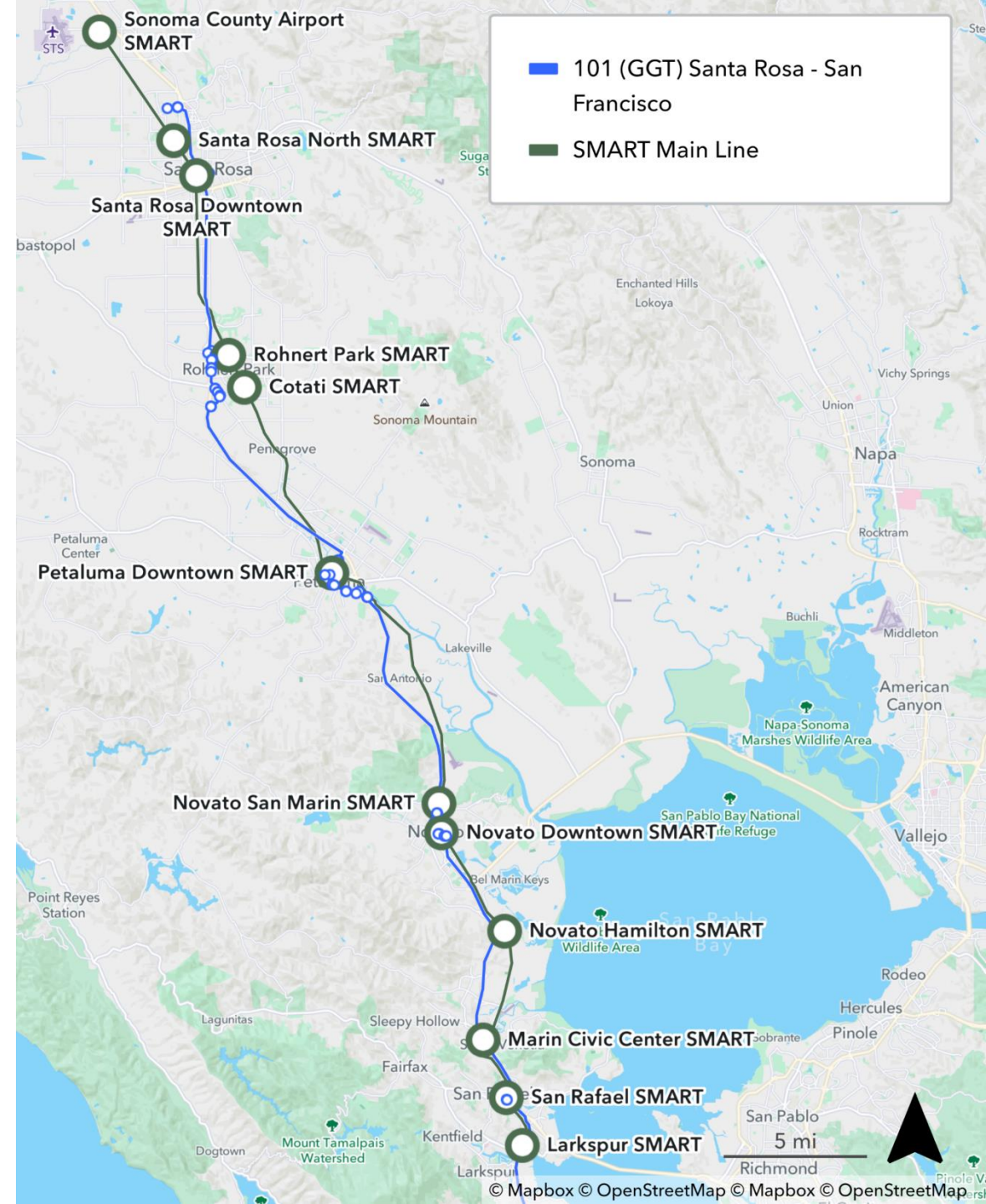


What is MASCOTS?

- Collaborative planning process to improve service efficiency, effectiveness, and legibility along Highway 101 corridor to better serve existing and future transit customers
- Focused on regional services
- Grounded in post-pandemic travel behavior and work patterns

Goals

- Grow ridership
- Work as if one agency
- Develop a plan, not just a study



MASCOTS Process

Summer 2024

PHASE 1: Research/ Understanding Current Conditions

Fall-Winter 2024/25

PHASE 2: Develop Solutions to Address Opportunities

Winter 2024/25 – Spring 2025

PHASE 3: Document Impacts of Alternatives

Summer 2025

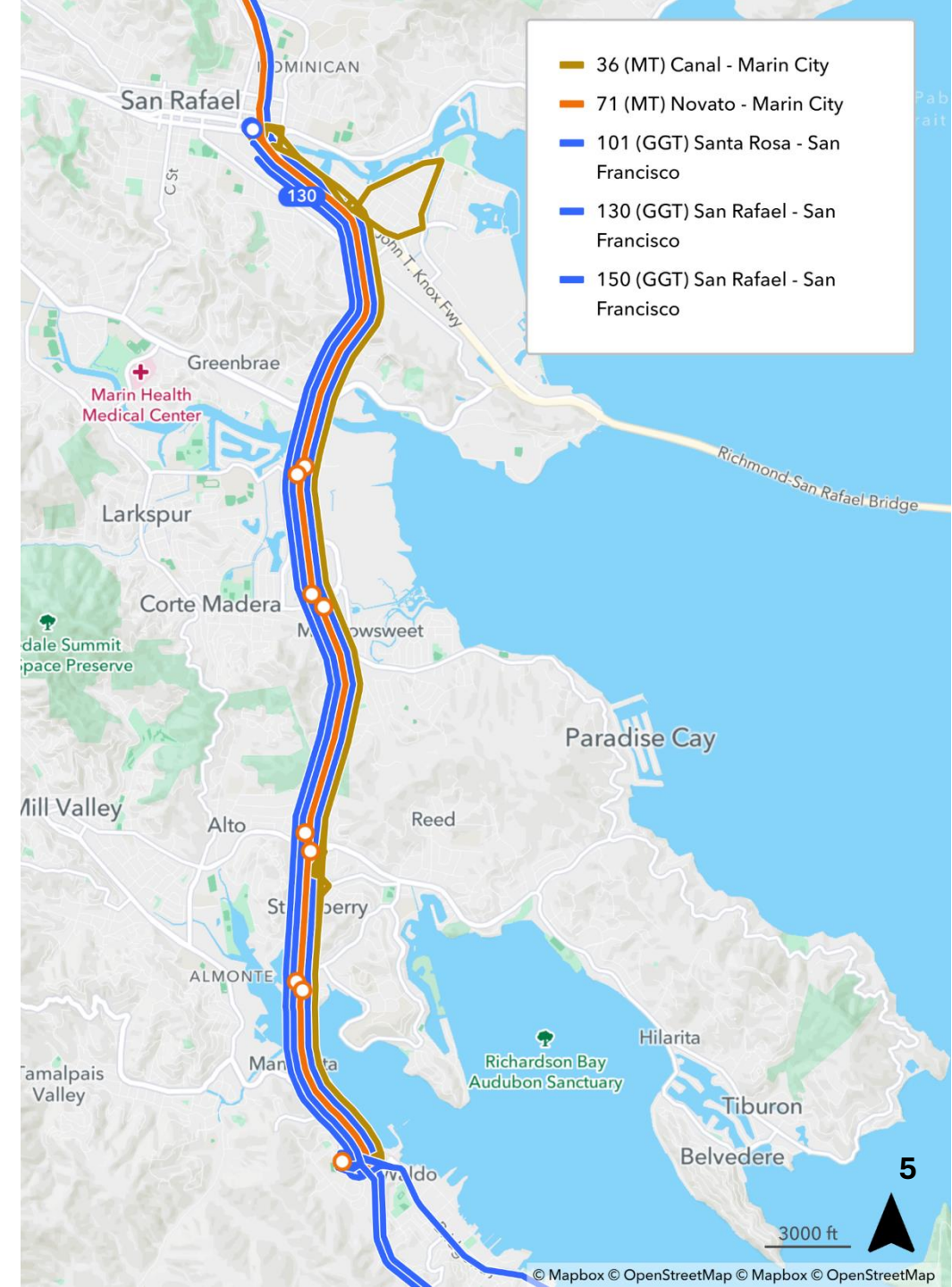
Public Outreach and Final Adoption

Early 2026

Implementation

Existing Conditions Summary

- SMART has replaced Golden Gate Transit Route 101 as the predominant passenger choice for regional trips.
- Highway 101 in Southern Marin is overserved; there are too many bus routes carrying too few riders, which is inefficient and can cause customer confusion.
- Most travel to San Francisco originates in San Rafael or further south.
- Local services need stronger, more direct connections to feed SMART.



Summary of Recommendations

1. **SMART and Golden Gate Transit Route 101:**

- Truncate Route 101 in Novato; increase frequency between San Rafael and SF
- Increase SMART frequency and operate trains earlier and later in the day

2. **Southern Marin Bus Service:** Streamline routes between San Rafael, Marin City, Sausalito, and San Francisco

3. **Local Bus Connections to SMART:** Improve Petaluma Transit, Santa Rosa CityBus, Sonoma County Transit, and Marin Transit with strong, direct connections to SMART

4. **GGT Commute Routes in Sonoma:** Combine into a single alignment with improved frequency, and restrict San Francisco local travel to reduce travel time

5. **GGT Route 580 in San Rafael:** Follow 580X alignment to improve travel time; 580 and 580X would continue to differ in the East Bay

Key Themes of Draft Recommendations

- **Reduce Duplication**

- Major corridors have one option that comes more frequently
- Streamline overlapping services

- **Improve connections**

- Make the network more usable and improve connections between operators

- **Match service to demand, supporting ridership growth**

- Resources are re-focused on areas where ridership can grow
- Lower ridership segments are removed
- Put resources where ridership potential is highest

Rider Benefits of Recommendations

- **Easier to understand network**
 - Fewer lines on the map
 - More consistency in stops
- **More frequency and more options**
 - Frequency is improved in key corridors
 - Greater frequency improves transfer connections to all service providers
- **Better regional connections**
 - Increased SMART service
 - More frequent service connecting San Rafael and points south to San Francisco
 - Faster service to the East Bay
- **Lower fares for most regional transit trips**

Simplicity, frequency, and better connections will increase ridership

Proposed MASCOT Funding Plan

**FY 26 Proposed Partial Year Implementation Funding
from MTC (*Subject of Today's Action*)**

\$800,000

FY 27 and Beyond – *Estimated Annual Funding Need and Planned Contributions* –

Estimated Annual Funding Gap

\$1,635,600

MTC Contribution (RM3)

\$500,000

Sonoma Contribution (STA) 68%

\$704,000

Marin Contribution (TBD) 32%

\$432,000

Next Steps

- June-August: Public outreach
- August: Golden Gate Transit Public Hearing on Major Service Change
- September: Marin Transit Public Hearing on Major Service Change
- Fall 2025: Agency Boards finalize changes
- Spring 2026: Implement changes as three-year pilot
 - All agencies contributed to fund the implementation
 - **MTC allocation is part of the funding package**
- Pilot evaluation after two years