MASCOTS

Marin-Sonoma Coordinated Transit Service Plan

July 2025













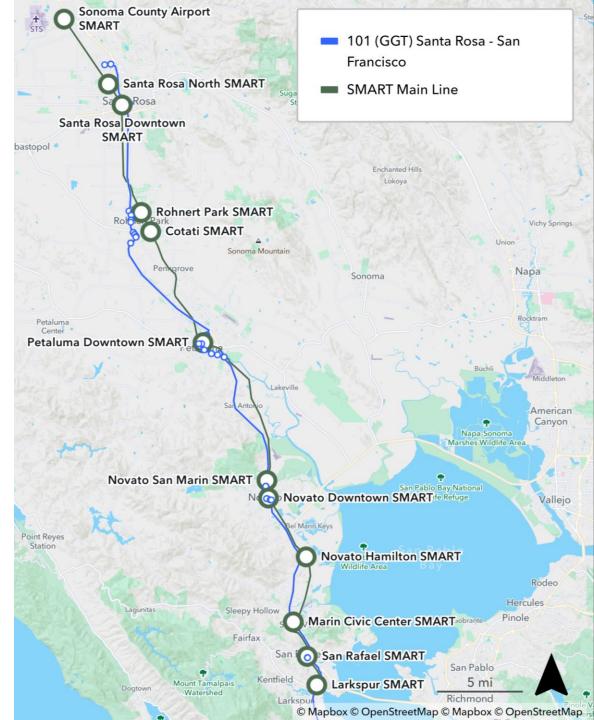






Why MASCOTS?

- 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.

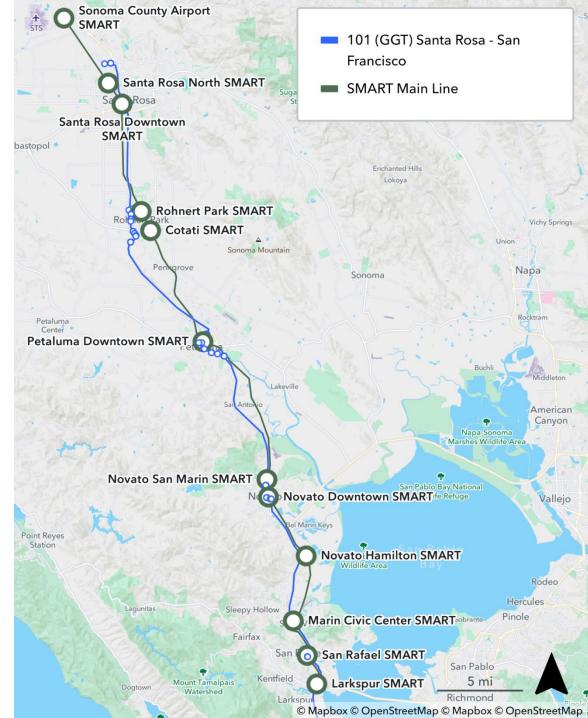


What is MASCOTS?

- 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

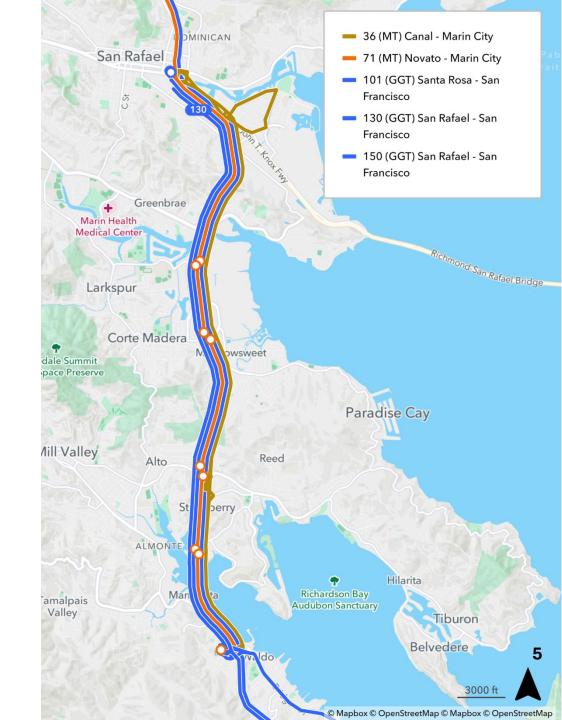
Public Outreach and Final Adoption

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