



General Manager's Report

ITEM 4



Marin-Sonoma Transit Coordination - August Update

- Regular meetings of GMs & EDs, Service Planning Group, Marketing/Outreach Group, Financial Subcommittee
- Service Planning goal is to improve service efficiency, effectiveness, and legibility along the Highway 101 corridor to better serve existing and future transit riders.
- Elected official engagement
 - Anticipate Board presentation in Fall, recommendations by early 2025.
 - Subcommittee of electeds for more detailed engagement – volunteers?
- Public engagement – late 2024/early 2025
- Other Topics Discussed: Transit Priority, Facility Coordination, TAM Countywide Transportation Plan, 101 Corridor



August 2024 Service Changes

MASCOTS Outreach/Marketing Coordination

Effective August 11, 2024

- Improved coordination with SMART & GGT in Hwy 101 corridor & SRTC
- Schedule adjustments to support school bell time changes
- Coordinated marketing campaign to riders



INCREASED FREQUENCY



BETTER CONNECTIONS

Beginning August 11 & 12, 2024

SMART, Marin Transit, and Golden Gate Transit offer improved service along the Highway 101 corridor

SCHEDULE IMPROVEMENTS

Marin Transit beginning August 11

Routes 23, 49, 57, 219 will have improved connections.

www.marintransit.org/2024servicechanges

Golden Gate Transit beginning August 11

Route 101 will offer more trips and all trips will now serve Novato. Routes 101, 130, and 150 schedules will shift fifteen minutes later.

www.goldengate.org/-golden-gate-transit-august-2024-service-changes/

SMART beginning August 12

There will be two (2) new train trips on weekdays, improving morning school connections and closing midday gap.

www.sonomamarintrain.org/schedules-fares

2024 Marin County Fair

- Free service on all fixed route service (July 3-7)
- Added service on Routes 35 & 49 after fireworks each night
 - New boarding location across Civic Center Post Office
- Total ridership on all routes, all five days = 28,700
- Average weekend ridership on routes serving the fair (35, 49, 233) was 18% higher than other weekends in July



Canal Community Fair Outreach – July 13th, 2024

Topics Discussed During the Outreach:

- Marin Access
 - Primarily the Catch A Ride Pilot
- Bus Stop Improvements/Maintenance
 - New stop to be constructed at E Francisco Blvd & Medway Rd.
- Summer Youth Fare Free Promotion



CANAL COMMUNITY FAIR
FOOD, MUSIC, CONNECT WITH CITY DEPARTMENTS
AND LOCAL ORGANIZATIONS

Learn how the Bellam Boulevard corridor will become safer along with reduced traffic between US 101 North and the Richmond-San Rafael Bridge

**BECOME INFORMED
PROVIDE FEEDBACK
WE WANT TO HEAR FROM YOU!**
JULY 13, 2024 NOON – 4 PM
91 LARKSPUR STREET, SAN RAFAEL, CA 94901
IN FRONT OF CANAL ALLIANCE



MULTICULTURAL
CENTER OF MARIN

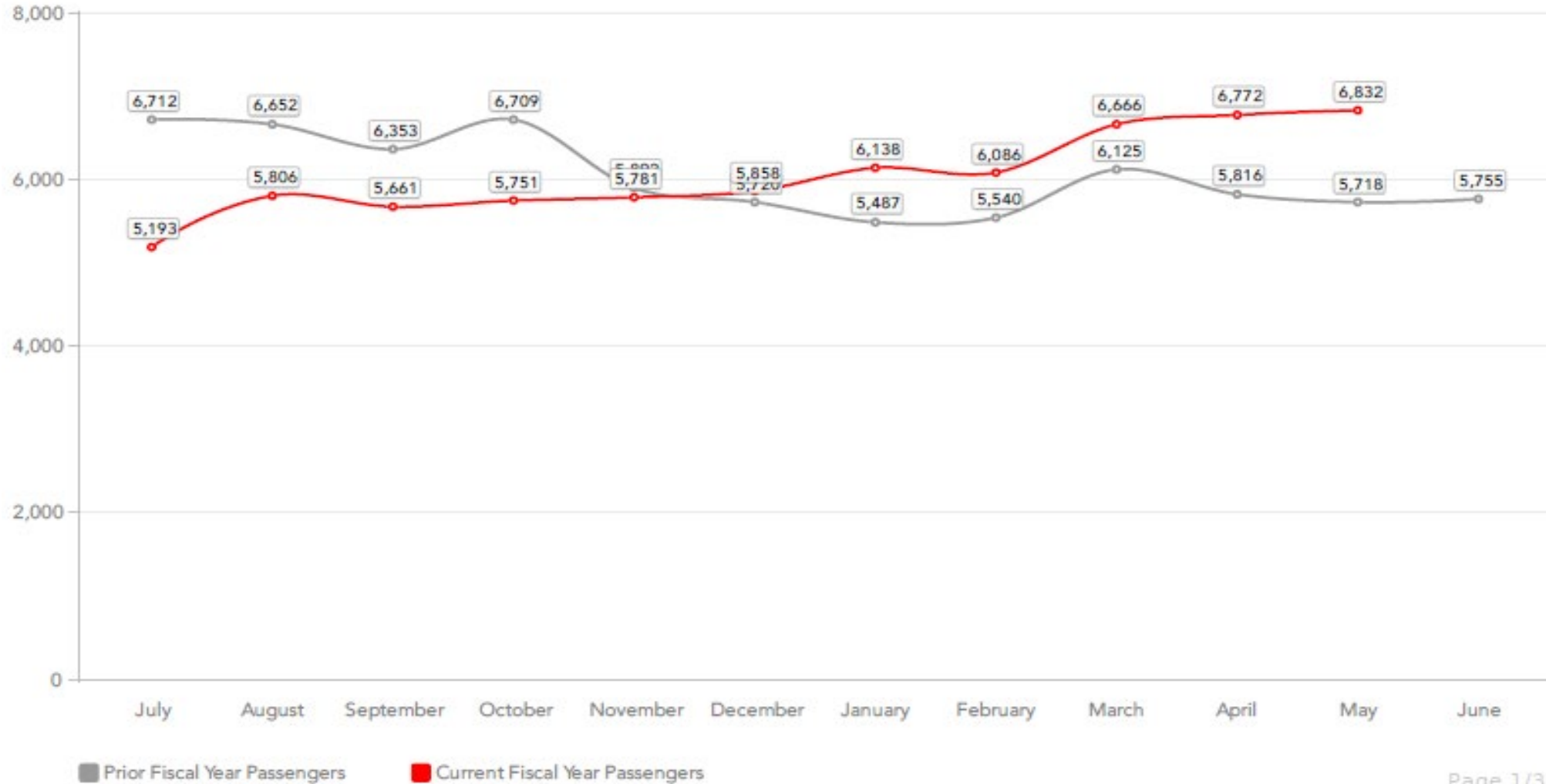


“I left feeling very proud to be a part of such a great organization! After talking with some of our riders and members of the community I could tell how much they depend on and appreciate the work that every one of you does!” – Ceci Morales

Fixed Route Ridership – May 2024



Demand Response Ridership – May 2024



Thank you

CONTACT

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