



General Manager's Report

ITEM 4

Marin Transit 60th Anniversary

- 9 rider engagement events
- Over 1,000 interactions with riders
- 2,600+ promotional items distributed to riders, including nearly 1,000 single ride passes
- Social media campaign highlighting milestones in the District's history
- Tokens of appreciation distributed to all contracted staff



January 2025 Service Changes

- **Effective January 12, 2025, schedule adjustments were made on nine local routes**
 - Improve on-time performance and service reliability
 - Midday service expansion in Mill Valley (Route 17)
 - Regional connections (Route 219 - Tiburon Ferry)

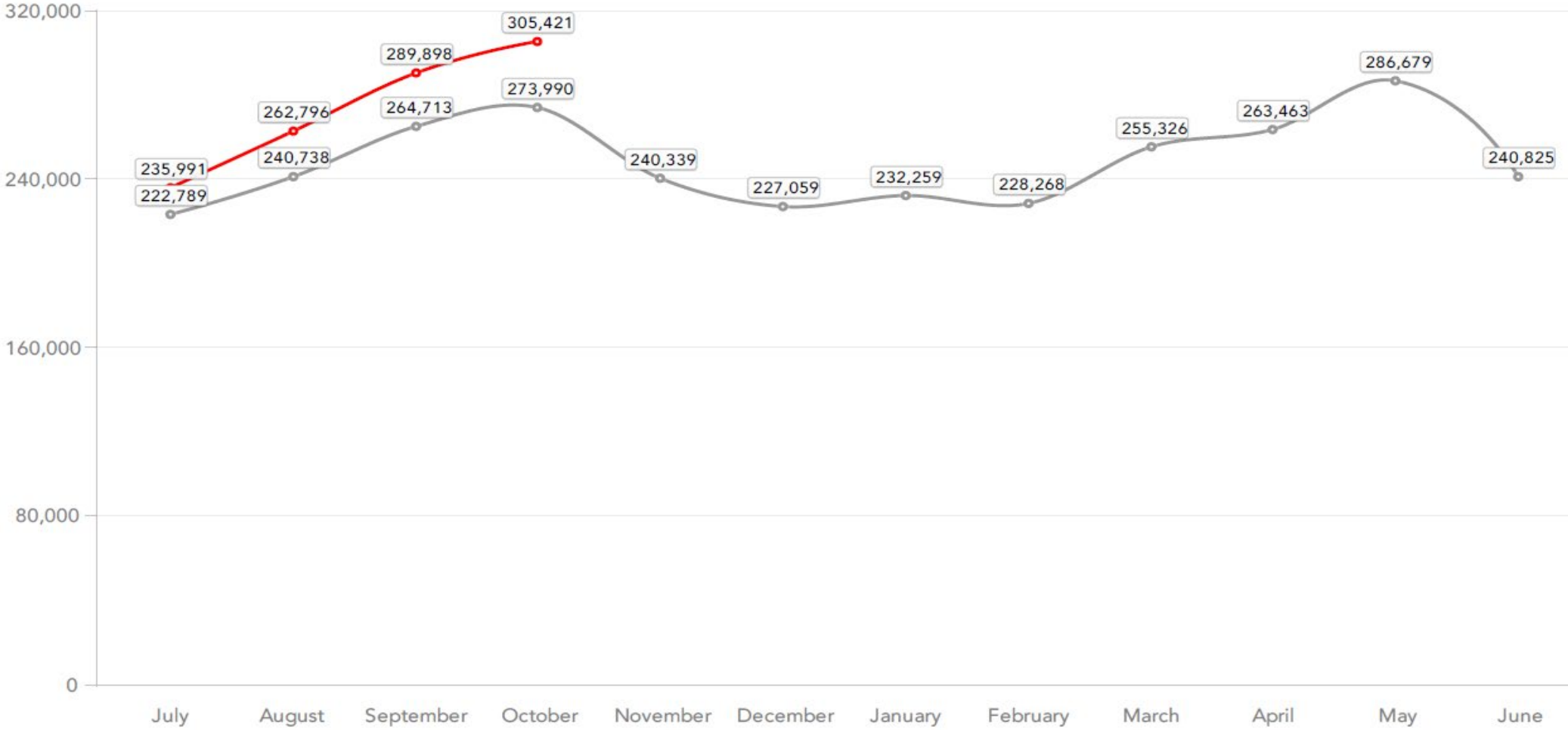


Marin Sonoma Transit Coordination Update

- MASCOTS Introduction, Existing Conditions and Key Findings have been presented to every Board except Sonoma County Transit
- Monthly meetings of GMs & EDs continue:
 - Recent review of service planning recommendations
 - Next steps: review cost and funding implications for affected agencies
 - Early 2025: Title VI analysis and plan outreach
- Finance Subcommittee meeting monthly to discuss funding distribution scenarios
- Marketing Coordination group meeting monthly to improve coordination and plan outreach activities



Fixed Route Ridership – October 2024



■ Prior Fiscal Year Passengers ■ Current Fiscal Year Passengers



Demand Response Ridership – October 2024



■ Prior Fiscal Year Passengers ■ Current Fiscal Year Passengers



Thank you

CONTACT

Nancy Whelan

General Manager

nwhelan@marintransit.org

