

# MASCOTS

## Marin-Sonoma Coordinated Transit Service Plan



### What is MASCOTS?

In 2024, the six transit agencies and three funding agencies in Marin and Sonoma Counties launched the Marin-Sonoma Coordinated Transit Service Plan (MASCOTS) to evaluate the public transit services offered in the Highway 101 corridor. This collaborative analysis focused on growing ridership and optimizing regional bus, train and ferry service.

### Current conditions

- In Sonoma County, most riders are choosing SMART for regional trips; Golden Gate Route 101 has become redundant.
- Local services need stronger, more direct connections to feed SMART.
- In Marin County, the 101 corridor is overserved -- too many bus routes, each of which carries too few riders, creates rider confusion and low productivity.
- Most travel to San Francisco originates in San Rafael or further south.

### Recommendations

#### Golden Gate Transit

- Discontinue Route 101 north of Novato & increase Route 101's frequency between San Rafael and San Francisco.
- Combine Sonoma County commute routes into one route that operates more frequently with direct service to San Francisco.

#### Golden Gate Transit & Marin Transit

- Improve and simplify services south of San Rafael between Marin City, Sausalito & San Francisco.

#### SMART

- Increase frequency and span to ensure high quality regional service is provided to Sonoma County riders once the Route 101 is discontinued.

#### Marin Transit, Sonoma County Transit, Petaluma Transit & Santa Rosa City Bus

- Make stronger, more direct local connections to SMART.

### Benefits and outcomes

**Simplicity, greater frequency, and better connections will improve the transit network for riders and increase ridership.**

- Reduces duplication
- Improves connections
- Puts service where rider demand is highest
- Reduces fares for most regional transit trips

For more information, visit [mascotsplan.org](https://mascotsplan.org) or to submit comments email [info@mascotsplan.org](mailto:info@mascotsplan.org)