

# MASCOTS

## Marin-Sonoma Coordinated Transit Service Plan



### What is MASCOTS?

The Marin-Sonoma Coordinated Transit Service Plan (MASCOTS) is a proposal to grow ridership and improve effectiveness of public transit services offered in the Highway 101 corridor. This is a collaborative project among nine transit and funding agencies to create a more connected, frequent transit network.

### 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](http://mascotsplan.org) or to submit comments email [info@mascotsplan.org](mailto:info@mascotsplan.org)