

MASCOTS

Marin-Sonoma Coordinated Transit Service Plan

Recommended Service Improvement Proposals

July 7, 2025



Agenda

1 Introduction

2 Recommendations

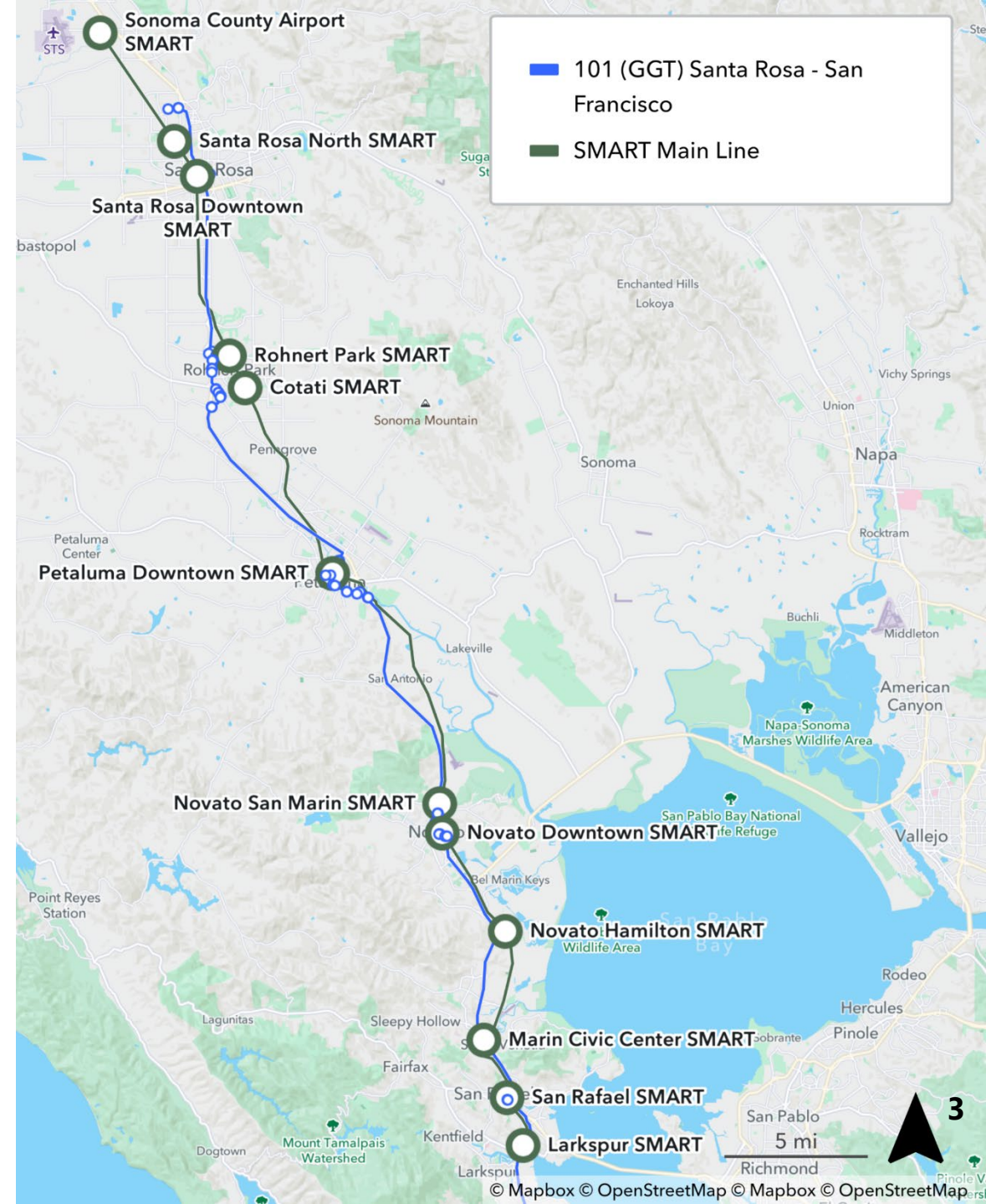
3 Next Steps

What is MASCOTS?

- Collaborative comprehensive analysis of transit services in Highway 101 corridor
- 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

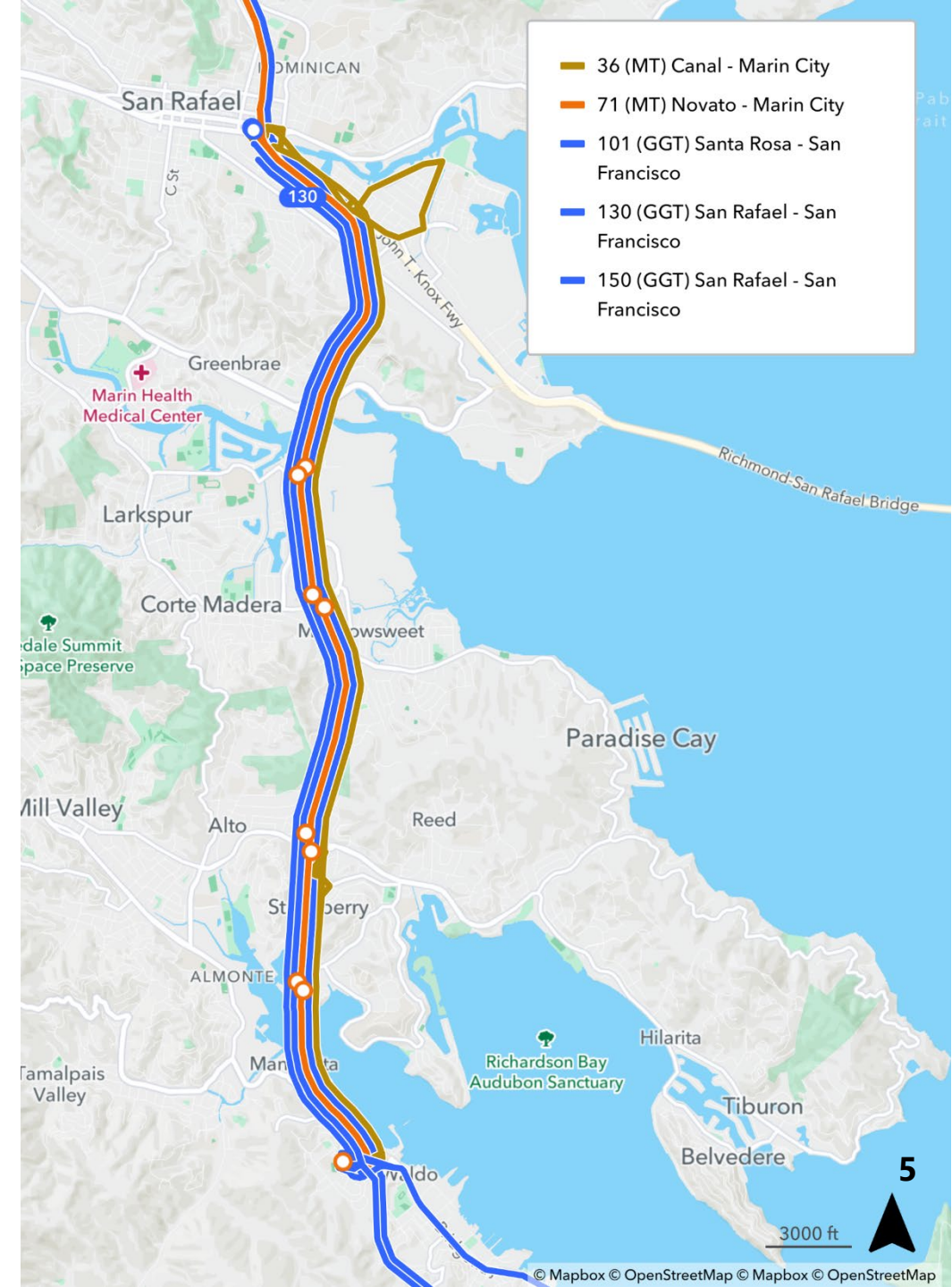
Public Outreach and Final Adoption

Early 2026

Implementation

Existing Conditions Summary

- SMART has replaced Golden Gate Transit Route 101 as the predominant passenger choice for Sonoma-Marín 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
- 70% of Marin-Sonoma travel to San Francisco originates in San Rafael or further south
- Local services need stronger, more direct connections to feed SMART



Key Themes of Recommendations

- **Reduce Duplication**

- Streamline overlapping services
- Major corridors would have one option that comes more frequently

- **Improve connections**

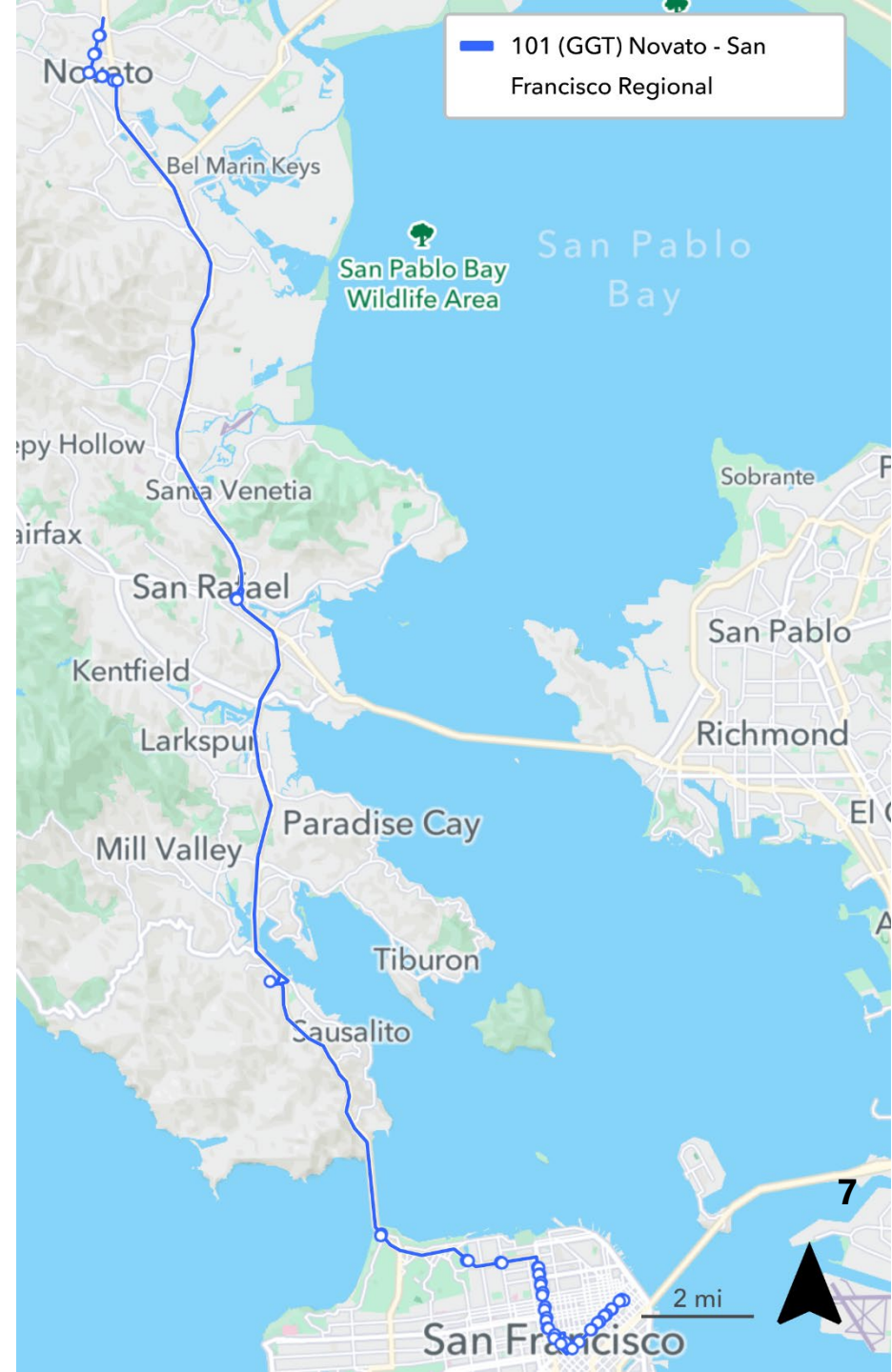
- Make the network more usable and improve connections between operators

- **Match service to demand, supporting ridership growth**

- Redirect resources to where ridership growth potential is highest
- Reduce or remove service on low-ridership routes and alignments

Rationalize SMART and Golden Gate Transit Route 101

- **Golden Gate Transit (GGT) Route 101:**
Truncate Route 101 in Novato, and increase frequency between San Rafael and San Francisco
- **SMART:** Increase SMART frequency and span of service to ensure high-quality transit is available between Sonoma and Marin Counties when Route 101 is shortened



Optimize Southern Marin Bus Service

- Improve service south of San Rafael by simplifying and reducing redundancy
- **GGT Regional Service to/from San Francisco**
 - Increase **Route 101** frequency between San Rafael and San Francisco
 - Operate **Route 130** between Marin City, Sausalito, and SF with increased frequency
 - Discontinue **Route 150** to reflect low ridership, and reinvest resources in service with better ridership potential
 - Former Route 130 and 150 riders would use Routes 101, 114, or 132 instead, or take Marin Transit and transfer to Route 130 in Marin City
- Consolidate **Marin Transit routes** along Highway 101 between San Rafael and Marin City to simplify and improve legibility for customers
 - One route every 15 minutes serving all bus pad stops

Optimize Southern Marin Bus Service – Marin Transit Options for Consideration

- Combine resources of the 71 and 36 to provide 15-minute service between San Rafael Transit Center and Marin City on one route that serves the bus pads with no deviations.
- Continue to offer comparable service to the Canal, Strawberry, Marin City, and Sausalito with the best suited Marin Transit route.
- Staff will seek feedback from riders on which route(s) should serve each of these locations to best meet rider needs
 - Primarily tradeoffs between the 71, 36, and 17



Improve Local Bus Connections to SMART

- Petaluma Transit, Santa Rosa CityBus, Sonoma County Transit, and Marin Transit should make strong, direct connections to SMART



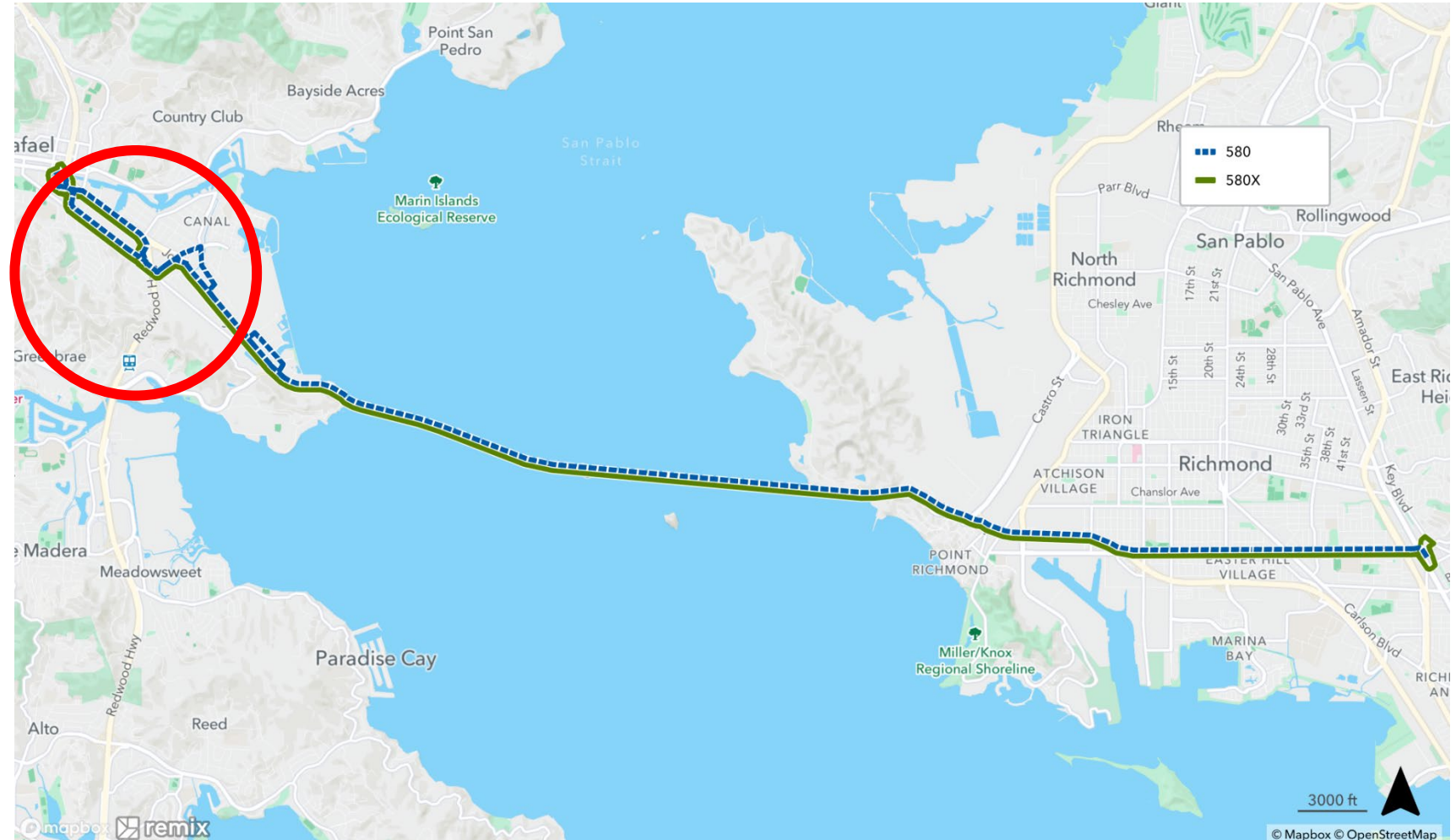
Simplify GGT Commute Routes in Sonoma County

- Consolidate Sonoma County commute buses into one route serving Santa Rosa, Rohnert Park, and Petaluma more frequently
- New combined route would utilize new HOV lanes in the Narrows, and would not make local pickups in San Francisco



Streamline GGT Route 580 in East San Rafael

- Operate all Route 580 trips on the freeway, saving approx. 9 minutes
- Nearly all affected riders could take Marin Transit
- Route 580X would continue to bypass Pt. Richmond stop



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 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

MASCOTS Highway 101 Service Structure

- **SMART** is the Sonoma-Marín regional service provider
- **Golden Gate Transit** provides:
 - All-day express (limited stop) service from key hubs in Marin County to San Francisco, including high-quality, frequent service connecting with SMART at San Rafael Transit Center
 - Peak period commute bus services from Sonoma and Marin Counties direct to San Francisco
- **Golden Gate Ferry** provides strong connections to/from SMART to connect riders to San Francisco
- **Sonoma Co. local transit** operators make strong direct connections to SMART
- **Marin Transit** provides local service along Highway 101 and connections to regional SMART, Ferry, and GGT services

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

Benefits/Impacts for Transit Operators

- Benefits
 - Increase ridership – projected to be 8-15% increase
 - Reinvest service hours where higher demand exists
 - Improve efficiency of existing resources
- As proposed, bus route and schedule changes designed to be service hour neutral; can be implemented with existing funding
- No major new capital investments needed
- Impact – Rider education necessary to explain new service options

Rider Impacts

Impacted Riders	Alternative
GGT Route 101 riders in Sonoma County	Expanded SMART service; Transfer to 101 in San Rafael or Ferry in Larkspur to SF; Late night riders will not have an alternative
GGT Route 172X and Route 164 riders	Route 172 with higher frequency
GGT Route 130 and 150 bus pad riders in Southern Marin County	Route 132 at peak hours; or Marin Transit and transfer to 130 at Marin City Hub
GGT Route 580 riders in East San Rafael	Marin Transit Route 23 to SRTC
Marin Transit riders in Southern Marin	May need to take a different Marin Transit Route #
Cash Riders	Clipper will continue to be the most affordable way to pay, especially under the new Next Generation Clipper system.

Timeline

- July-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
- Summer 2028: Evaluate Pilot after two years

Public Outreach for MASCOTS Plan

- Joint effort between all participating agencies
- MTC consultant will work with agency staff to develop plan
- Outreach may include surveys, community pop-up events, and virtual information sessions
- www.mascotsplan.org
- Save the Dates for **July 22 and July 23 Community Open Houses!**

Questions?

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