

MARIN MOBILITY CONSORTIUM

AGENDA

October 8, 2025
10:00am to 11:30am

Virtual Login Information

Zoom: <https://us02web.zoom.us/j/81359660172>

Call-In Number: (669) 900-6833

Meeting ID: 813 5966 0172

Agenda

- | | |
|---------------|--|
| 10:00 – 10:05 | Welcome & Introductions |
| 10:05 – 10:10 | Partner Announcements / News |
| 10:10 – 10:15 | Open Time for Public Expression
<i>Limited to two minutes per speaker for items not on the agenda</i> |
| 10:15 – 10:30 | Marin Transit MASCOTS Service Change Proposal |
| 10:30 – 11:00 | Marin Access Mobility Wallet Update |
| 11:00 – 11:10 | General Marin Transit & Marin Access Updates |
| 11:10 – 11:30 | Marin Access Performance Metrics |

Next Meeting: 2026 Schedule TBD

All public meetings are conducted in accessible locations. Copies of documents are available in accessible formats upon request. If you require American Sign Language Interpreters, Assistive Listening Devices or other accommodations to participate in this meeting, you may request them by calling (415) 226-0855 (voice) or contact the California Relay Service by dialing 711 to connect to the telephone listed above. Requests must be received no less than five working days prior to the meeting to help ensure availability. For additional information, visit our website at <http://www.marintransit.org>.



Marin Mobility Consortium

Agenda

- 01** Introductions
- 02** Partner Announcements / News
- 03** Open Time for Public Expression
- 04** Marin Transit MASCOTS Service Change Proposal
- 05** Marin Access Mobility Wallet Update
- 06** General Marin Transit & Marin Access Updates
- 07** Marin Access Performance Metrics

Partner Announcements / News

Open Time for Public Expression

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Marin Transit

MASCOTS Service Change Proposal

Marin Sonoma Coordinated Transit Service Plan (MASCOTS) Background

- Collaborative comprehensive analysis of transit services in Highway 101 corridor

Goals

- Grow ridership
- Work as if one agency
- Develop a plan, not just a study



Agenda

- 01** Proposed Regional Changes (GGBHTD & SMART)
- 02** Proposed Local Changes (Marin Transit)
- 03** Timeline

Regional Changes

Proposed MASCOTS Regional Changes

- **GGBHTD**

- Route 101 will increase service frequency and no longer operate north of Novato
- Route 130 will increase service frequency and no longer serve destinations north of Mill Valley/Tiburon (last stop Strawberry Village)
- Route 150 will be cancelled
- Route 580 will no longer service E. Francisco Blvd in San Rafael

- **SMART**

- Increased span and frequency on weekday and weekends



Local Changes

Proposed MASCOTS Local Changes

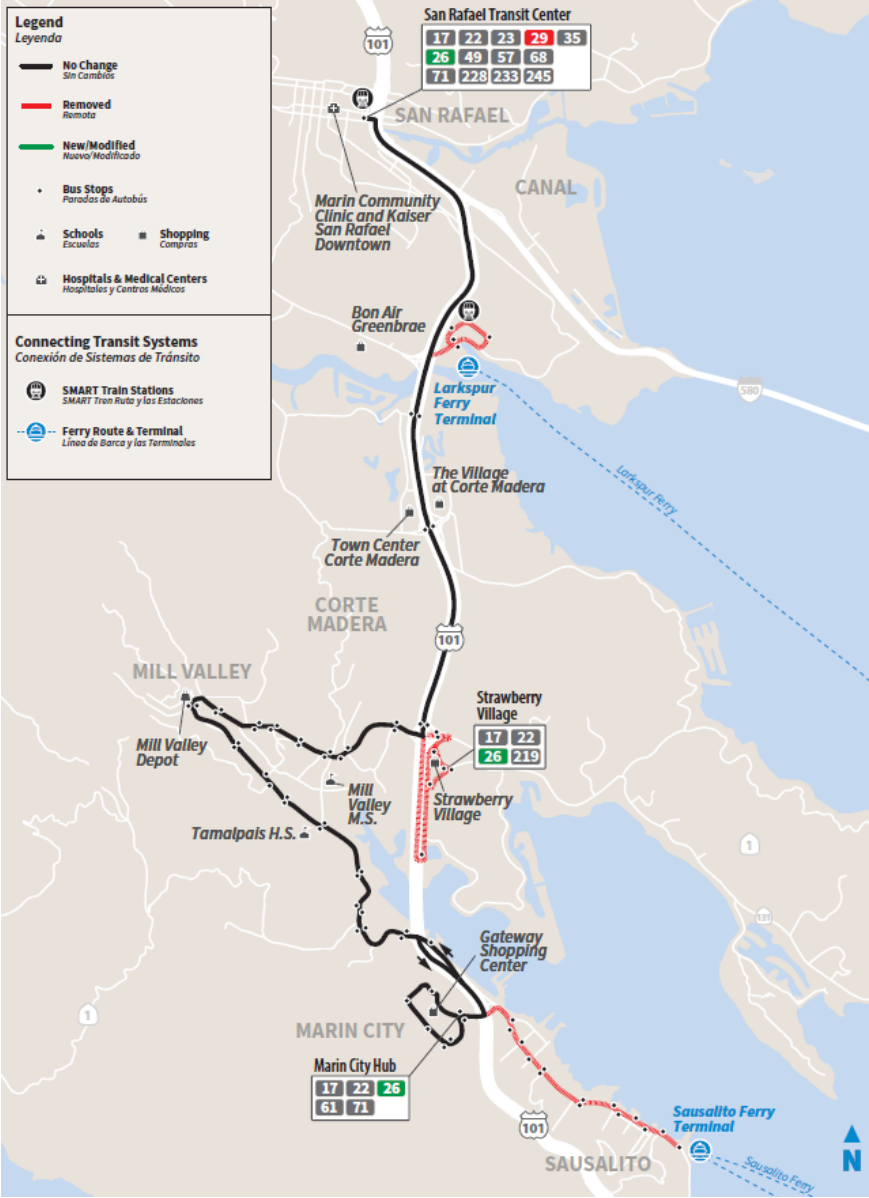
- **Route 17**
 - No longer serve Sausalito (Bridgeway), end route in Marin City
- **Route 22**
 - No longer serve Strawberry Village
- **Route 36**
 - *Cancel.* Replace with a new Route 26 servicing SRTC-Canal-Larkspur Landing-Strawberry
- **Route 71**
 - Extend northern terminus to San Marin SMART
 - Extend southern terminus to Sausalito Ferry



Proposed MASCOTS Local Change Summary

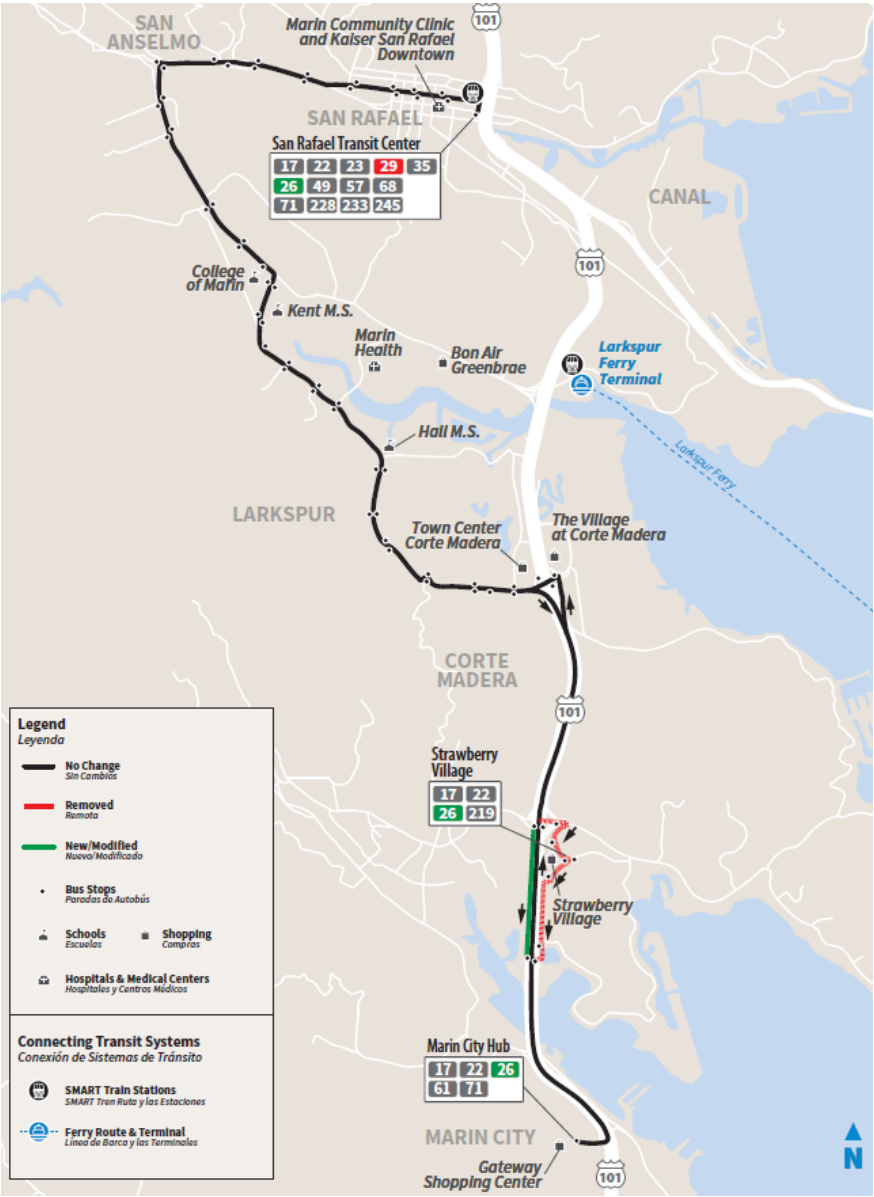
- **Provide new connections to regional service in Southern Marin**
 - Route 17 – Route 130 (Marin City)
 - Route 26 & 219 – Route 130 (Strawberry)
 - Route 26 – Larkspur Ferry / Larkspur SMART
 - Route 71 – Sausalito Ferry
- **Increase legibility of the network along Highway 101**
- **Preserve one-seat rides to/from Sausalito, 101 Bus Pads, and San Rafael**
- **Increase other regional connections**
 - Route 71 -Extend northern terminus to San Marin SMART
 - Route 71 - Extend southern terminus to Sausalito Ferry

Proposed Route 17 Alignment Changes

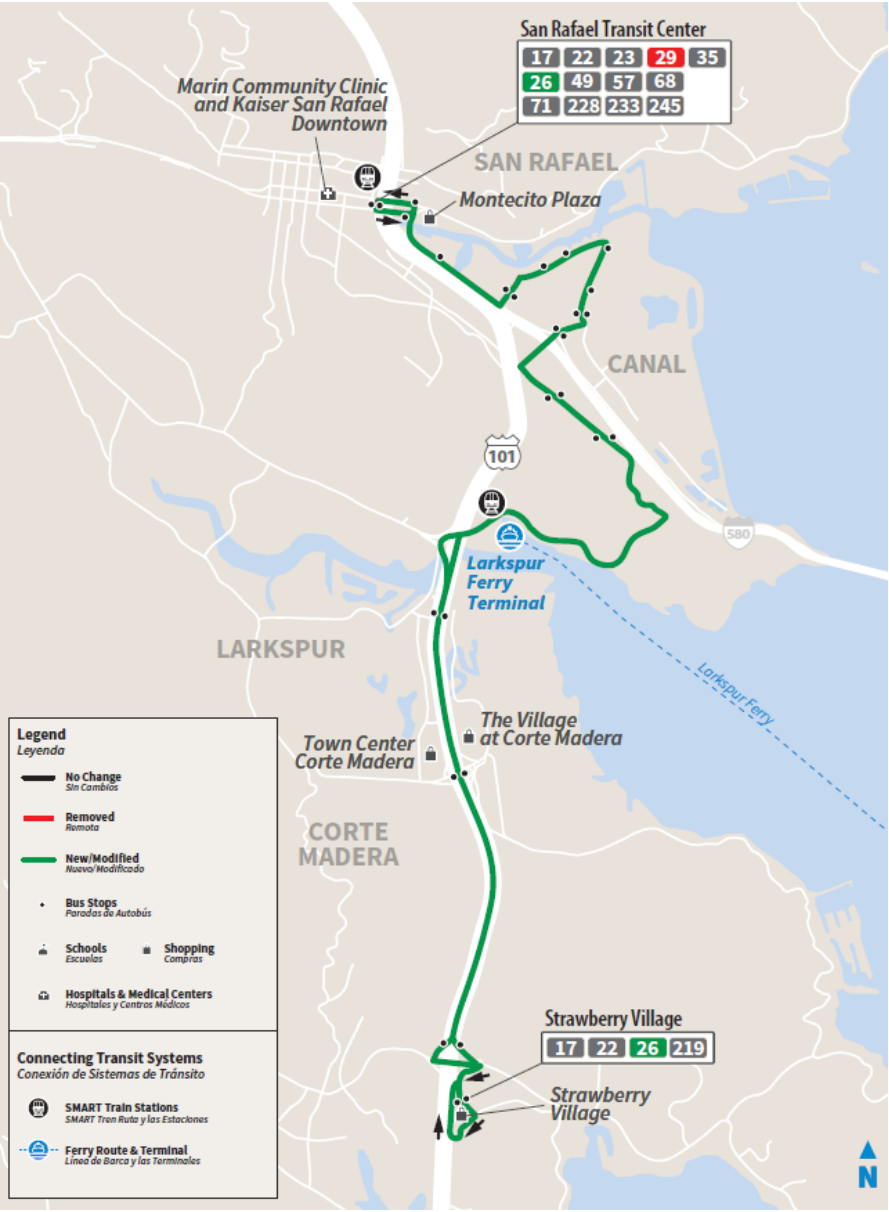


Proposed Route 22

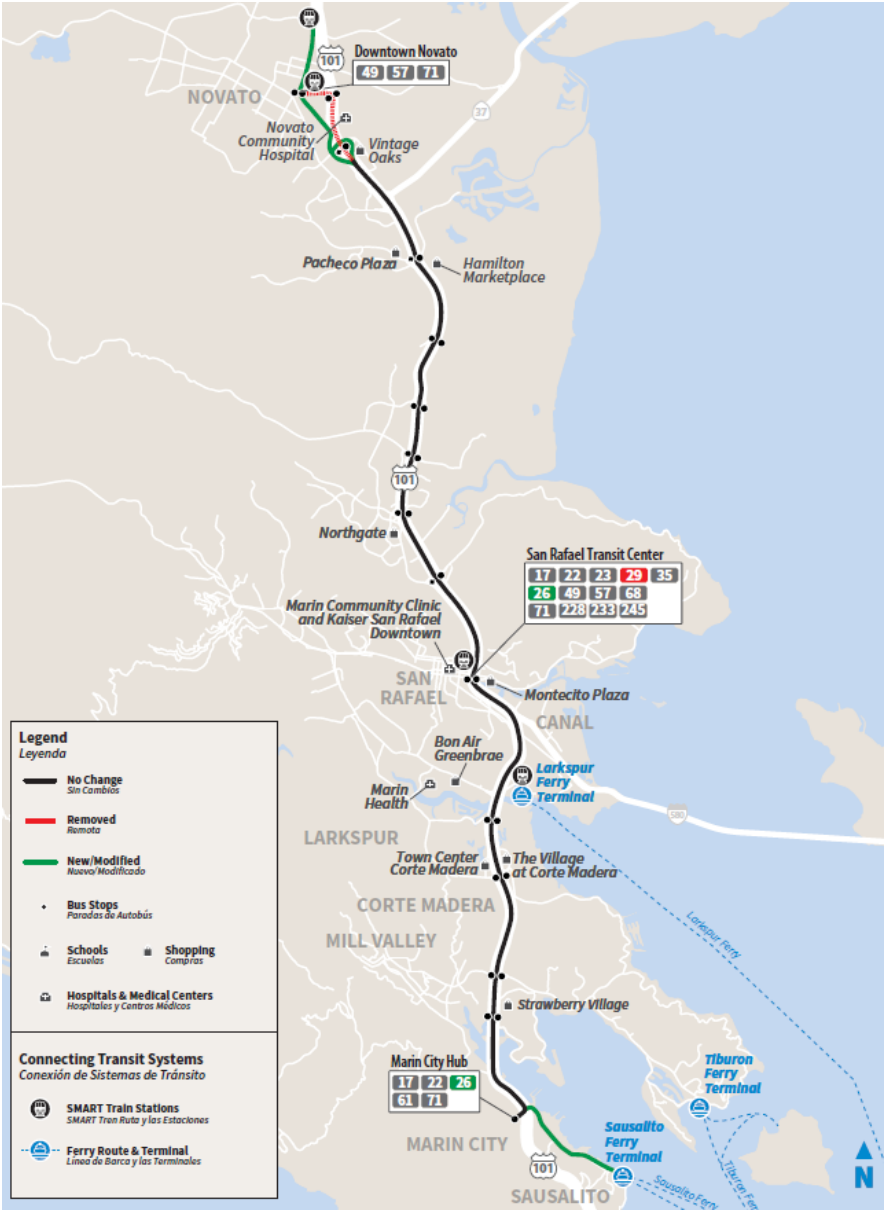
Alignment Changes



Proposed Route 26 Alignment



Proposed Route 71 Alignment Changes



Other Local Changes Proposed

- **Route Cancellation Due to Low Ridership**
 - Cancel Route 29, Replace with new Supplemental Route 629
- **Span of Service Adjustments Due to Low Ridership**
 - Route 17 (*weekday service would end 75 min earlier, weekend 15 min earlier*)
 - Route 71 (*weekend service would end 30 min earlier*)
 - Route 219 (*weekday and weekend service would start/end up to 50 min later/earlier*)
- **Select Trip Cancellations Due to Low Ridership**
 - Route 22 (*cancel two weekday trips*)
 - Route 49 (*cancel one weekend trip*)
 - Route 57 (*cancel one weekday trip*)

Timeline

MASCOTS Timeline



Marin Transit Timeline



Thank you

CONTACT

marintransit.org/mascots

info@marintransit.org

Marin Access Mobility Wallet Update

Agenda

- 01** Background
- 02** Preliminary Program Performance
- 03** Lessons Learned
- 04** What's Next?

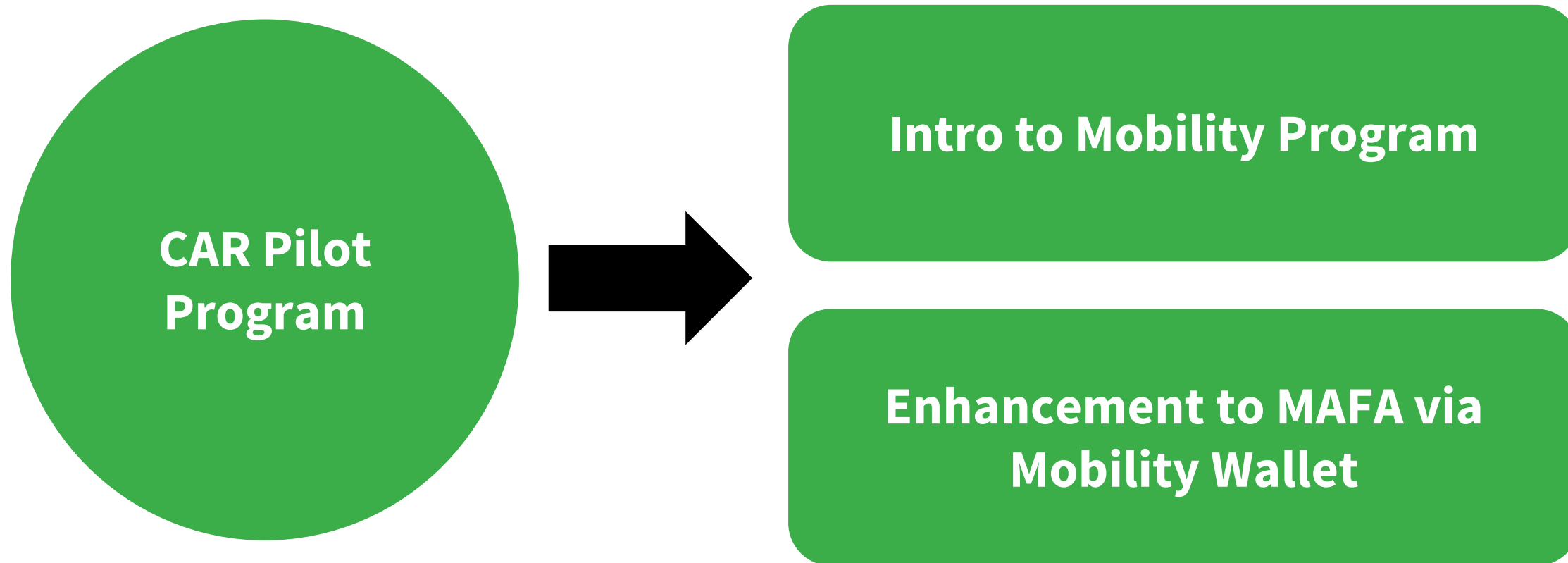
The Catch-A-Ride pilot program was not sustainable long-term.

Enrollment was growing for those with and without income barriers

Ridership was growing, particularly among those with income barriers

Program costs were growing beyond budget

Changes Approved April 2025 & Implemented July 2025



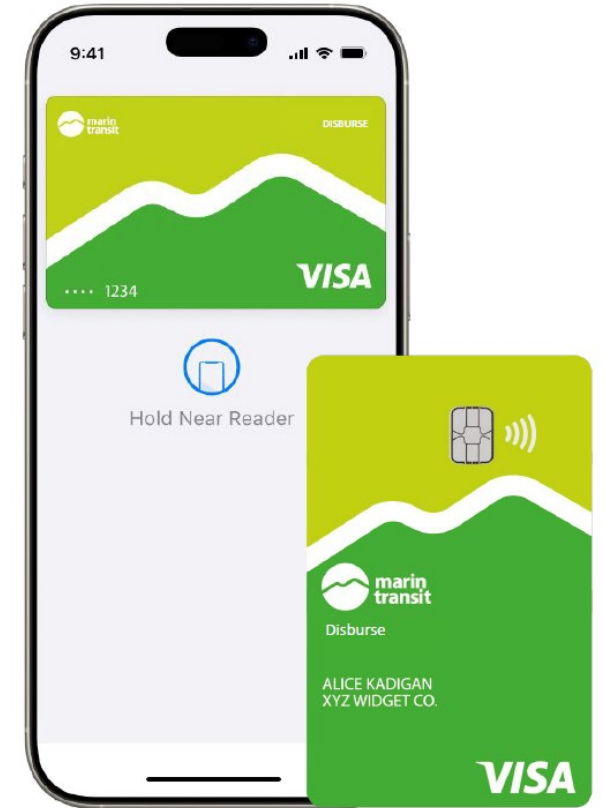
What is the Mobility Wallet?

The mobility wallet is a payment card that enrolled riders can use to pay for trips with a transportation provider of their choice.

- Enrolled riders can elect to receive the card in either physical or virtual format. The mobility wallet will be loaded with value based on the program a rider is enrolled in.
- The mobility wallet can only be used for the purposes of transportation. Trips must start or end in Marin County.
- The mobility wallet cannot be used with Uber Eats / Delivery, Uber Cash, or Lyft Cash.

The mobility wallet is available for riders enrolled in one of the programs described in the table below.

Program	Subsidy
Intro to Mobility	One-time subsidy of \$200
Marin Access Fare Assistance (MAFA)	Recurring subsidy of up to \$200 each month



Where can the mobility wallet be used?



The Mobility Wallet cannot be used for:

- Local paratransit
- Regional paratransit
- Uber Eats
- Uber Cash
- Lyft Cash
- TNC Memberships

How does mobility wallet top-up work?

- For MAFA Mobility Wallet users, the mobility wallet will be topped up to \$200 each month based on usage in the prior month.
- The maximum value on the card at any time is \$200.
- Your top-up value will equal the amount you used in the previous month.

	Month 1 Starting Balance	Value Used in Month 1	Top-Up For Month 2	Month 2 Starting Balance
Example 1	\$200	\$50	\$50	\$200
Example 2	\$200	\$200	\$200	\$200
Example 3	\$200	\$132.50	\$132.50	\$200

What are the options for former Catch-A-Ride riders?

Former riders with demonstrated income barriers will receive enhanced MAFA benefits.

MAFA enrolled riders receive:

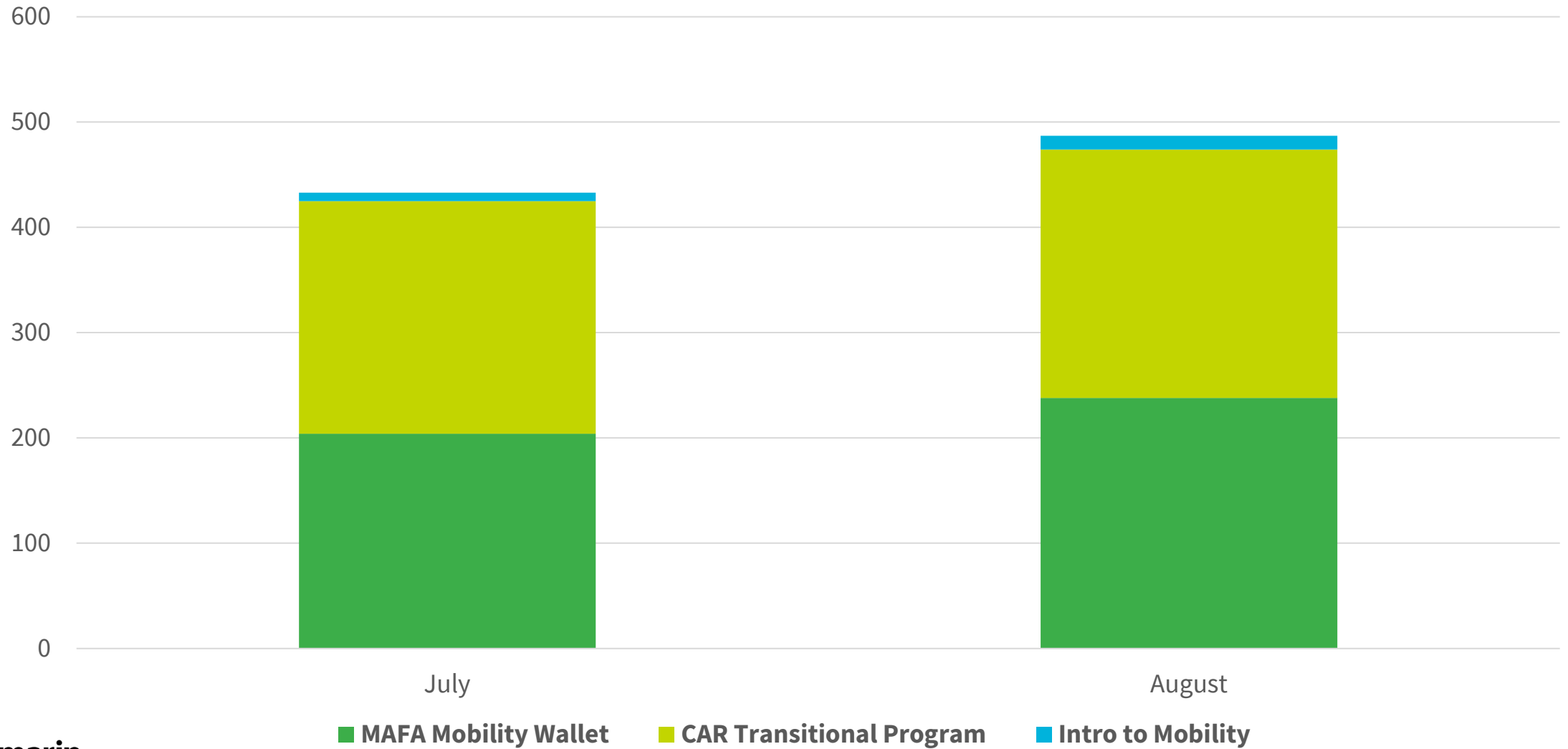
- \$300 per year for use on Marin Access Local Paratransit & Marin Access Shuttles
- Free annual pass for use on Marin Transit local bus service
- \$200 mobility wallet card with monthly top-up
- Other benefits included in *Intro to Mobility Program*

Former riders without demonstrated income barriers will be enrolled in the Catch-A-Ride (CAR) Transitional Program.

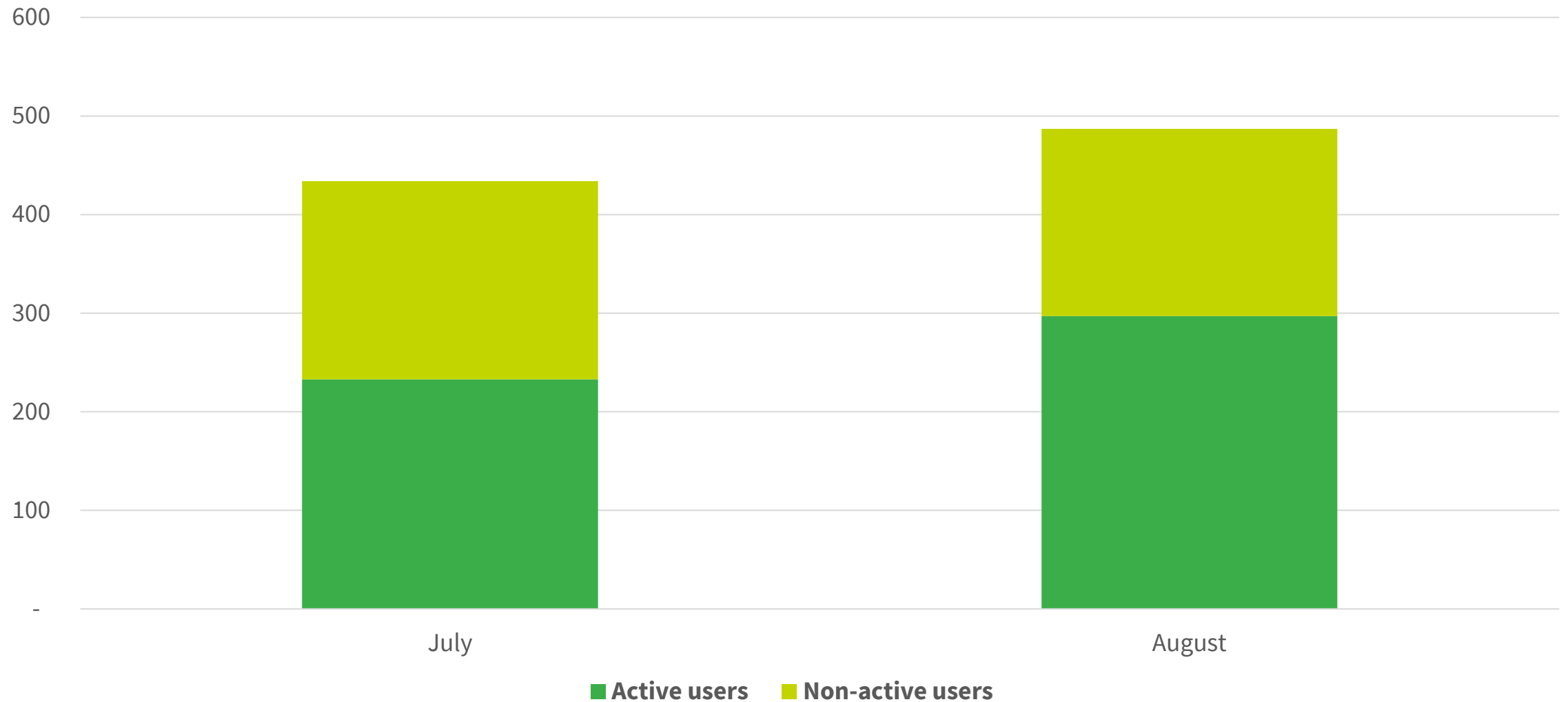
Enrolled riders will receive:

- \$200 mobility wallet card with monthly top-up through December 2025
- One-time 31-day pass to use on Marin Transit local bus service
- Opportunity to enroll in MAFA if eligible
- Expanded travel training on how to continue using providers after the transitional program ends
- Other benefits included in *Intro to Mobility Program*

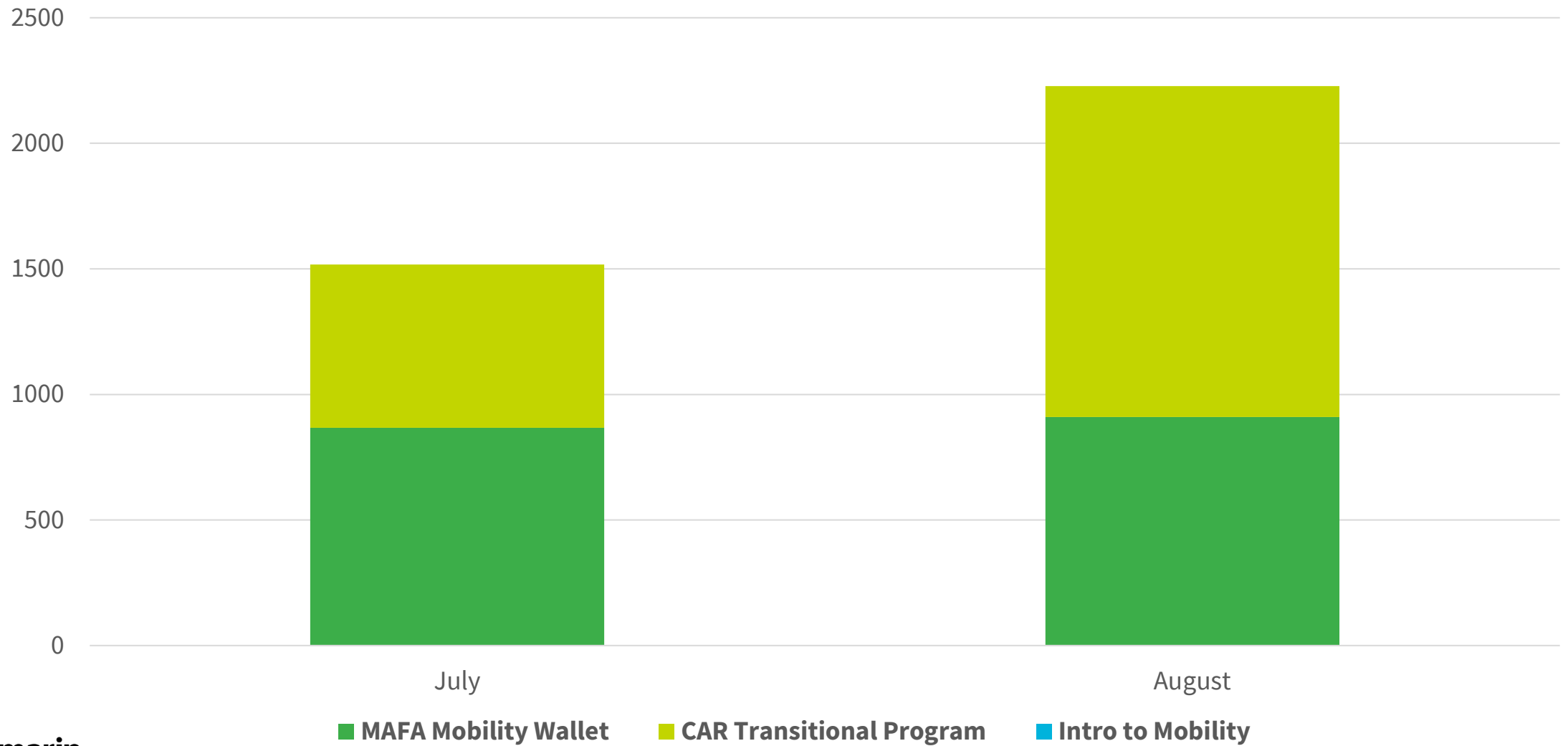
FY26 Program Enrollment



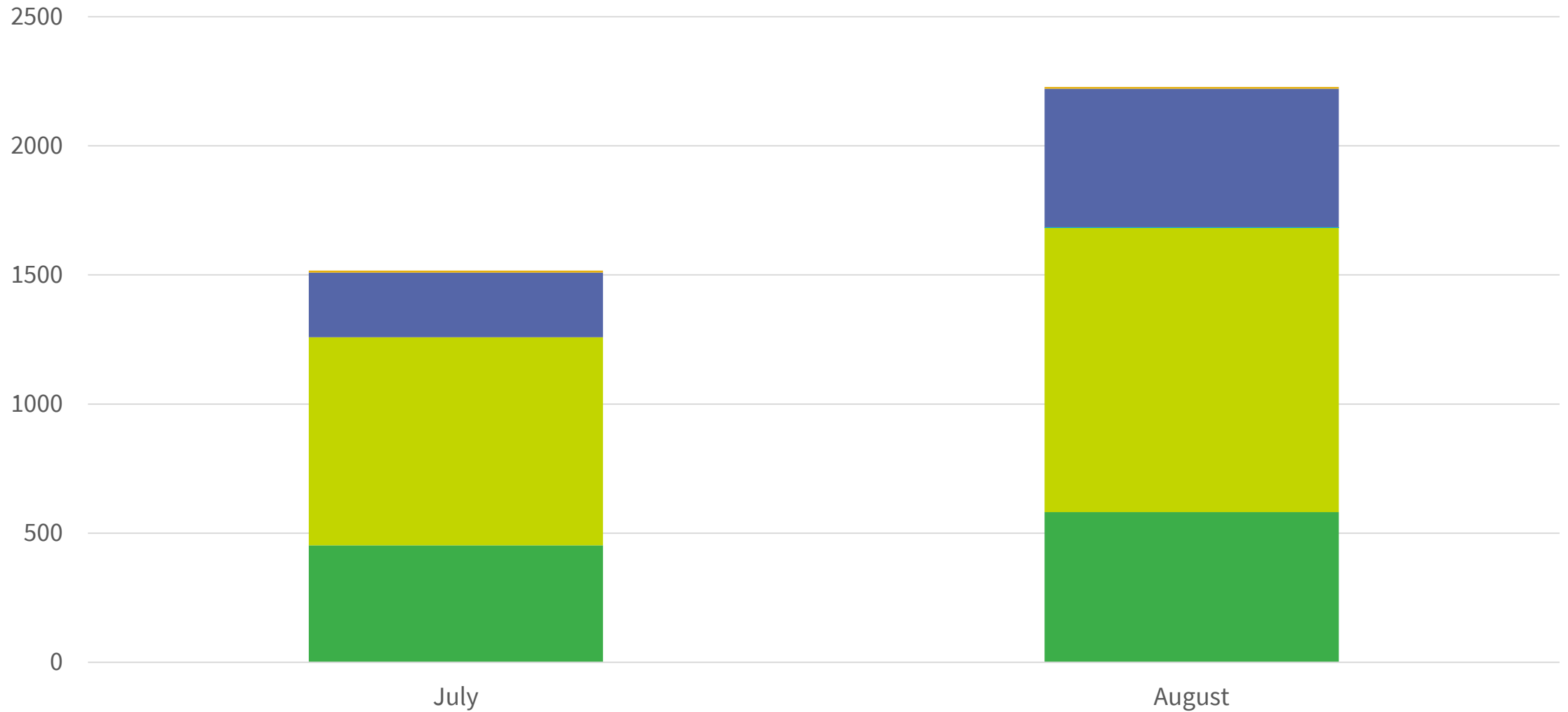
FY26 Active Riders



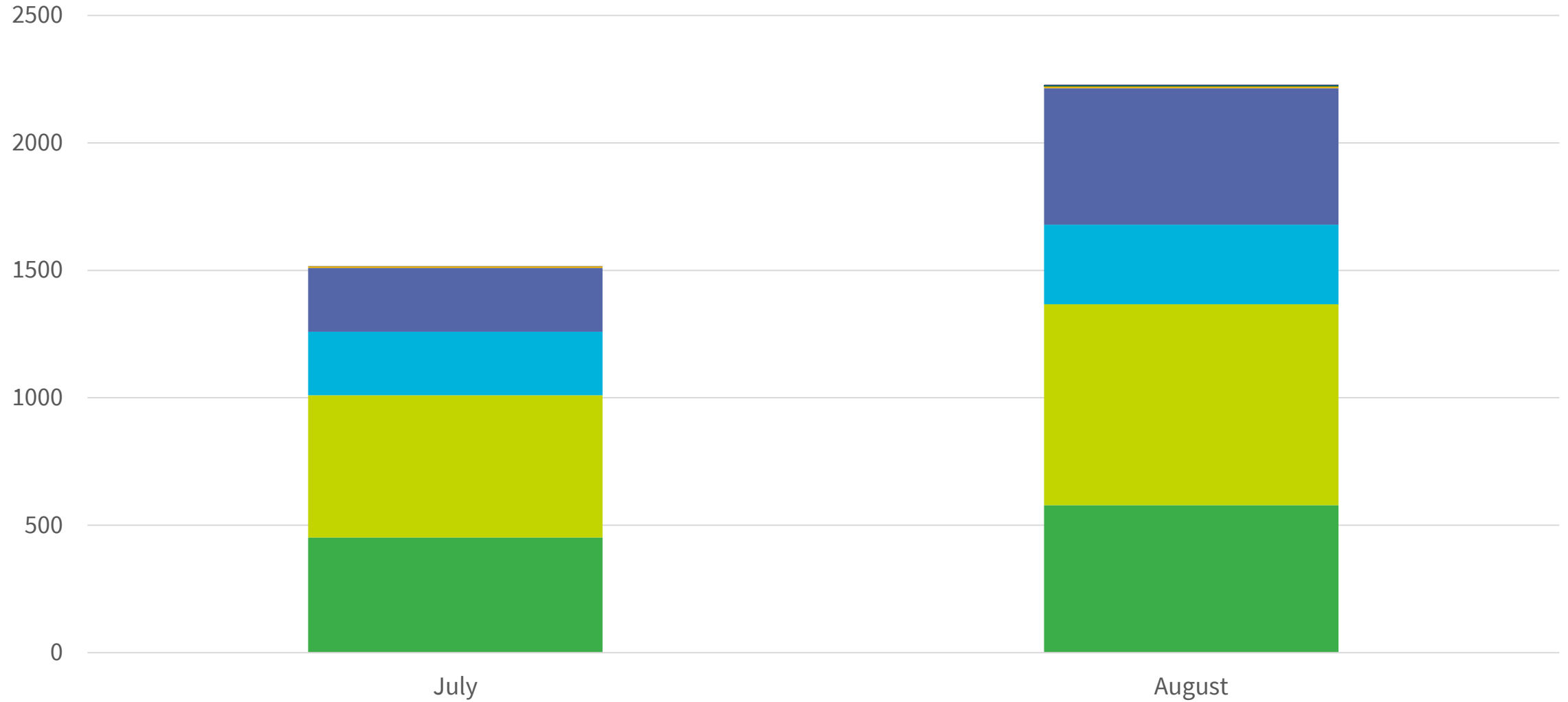
FY26 Ridership by Program



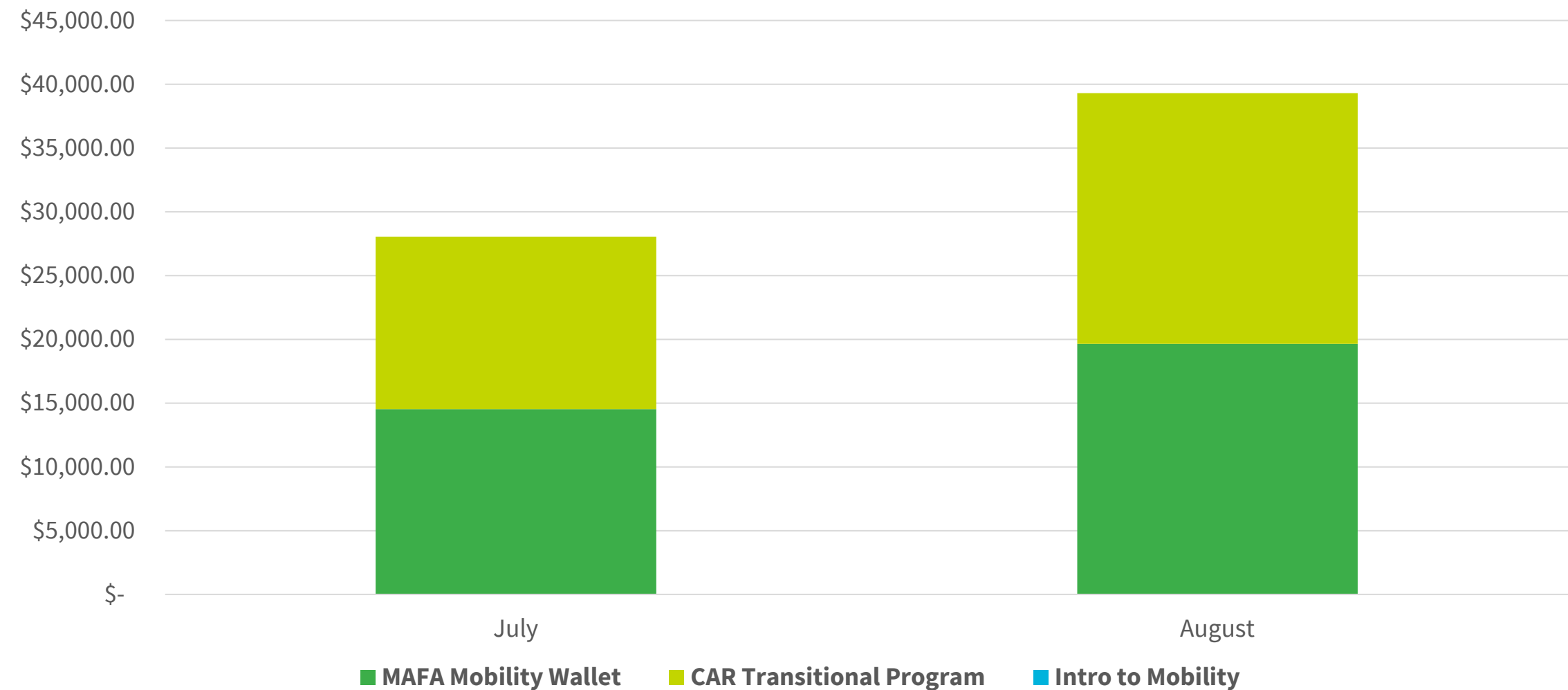
FY26 Trips by Mode



FY26 Trips by Transportation Provider



FY26 Total Spend by Program



Note: This is not reflective of total program cost

What have we learned so far?

- ✓ Some Marin Access riders are **tough to reach** to share info about program changes
- ✓ Some Marin Access riders are **slow to respond** to requests to update program enrollment
- ✓ Timeline for **program enrollment to card issuing** is frustrating for riders
- ✓ **More rider education** was needed for those shifting from digital vouchers > virtual card than expected
- ✓ Riders **appreciate the flexibility** of using the funding in any increment desired
- ✓ Some riders are taking **longer, more costly trips** than before
- ✓ Riders are beginning to **expand the providers** they are using
- ✓ Riders **appreciate ability to “price shop”** between TNC providers (e.g. compare costs before taking trip)
- ✓ Riders may be **struggling to monitor mobility wallet balance** leading to transaction denials at end of month

What's Next?

- Rider survey for Q1 in progress
- Rider noticing for the end of the CAR Transitional Program has begun
- Rider education & resource updates
- Planning for a Transportation Fair will begin later in the fall; focus on Intro to Mobility Program & general Marin Access outreach
- Staff will continue monitoring the program
- Formal program evaluation will begin in 2026

General Marin Transit & Marin Access Updates

Updates

- Access for All Grant Program
- Marin Transit Facility Updates
- Recent Outreach Efforts & Upcoming Events
- Marin Transit General Manager Retirement

Access for All Grant Program

Background

- The TNC Access for All Program is aimed at expanding Wheelchair Accessible Vehicle (WAV) transportation services.
- Due to lack of Local Access Fund Administrator (LAFA) in Marin County, funding not available until identification of a Statewide Access Fund Administrator (SAFA)
- SAFA Access for All Grant Program announced 10/1/25
- ~\$233k available in Marin County
- Eligible applicants must directly provide, or contract with a separate organization or entity to provide, on-demand WAV transportation to meet the needs of persons with disabilities.

Important Dates

- Prospective Applicant Webinar - 10/15/25
- Deadline for RFP Questions - 10/22/25
- Responses to Questions Posted – 10/29/25
- Application Deadline – 11/12/25

More Info

- www.cpuksafa.org



Photo Credit: Statewide Access Fund Administrator (SAFA)

Marin Transit Facility Updates

3010/3020 Kerner Blvd

- Parking for up to 45 paratransit vehicles
- Parking lot under construction
- Final electrical expected January 2026
- Project updates: marintransit.org/projects/kerner-boulevard-redevelopment-project

1075 E. Francisco

- Proposed operations & maintenance facility
- Constrained site; expected to provide:
 - Parking for up to 50 buses / 60 employee stalls
 - Maintenance / Admin offices
 - Other functions off-site
- Currently in environmental phase
- Project updates: marintransit.org/facility

Visit the links above or join us at an upcoming outreach event to learn more!

Recent Outreach Efforts & Upcoming Events



September 23 – All Aboard Transit Day & North Bay Transit Relay



September 26 – GM/CEO Ride Along

Recent Outreach Efforts & Upcoming Events



Upcoming Events

- 10/8/25 – TAM Clean Fleet Expo
- 10/15/25 – Marin Transit Community Event at Al Boro Community Center
- 10/16/25 - Marin Transit Community Event at Marin City Library
- 10/22/25 – Facebook Live in Partnership with Canal Alliance

Marin Transit General Manager Retirement

Marin Transit has announced the retirement of General Manager Nancy Whelan, who has served the agency for more than 11 years and dedicated over 45 years to public transportation.

Under Nancy Whelan's leadership, Marin Transit achieved significant milestones, including:

- Introducing battery-electric buses in 2018
- Acquiring its first property for fleet maintenance, enabling a zero-emission transition by 2040
- Expanding mobility services for older adults and people with disabilities through Marin Access services
- Developing the Marin Access Operations Facility at 3000 Kerner Boulevard
- Surpassing pre-pandemic ridership by 10% in 2025

Nancy Whelan's contributions were recognized with the WTS Lifetime Achievement Award, honoring her commitment to sustainable and equitable transit.

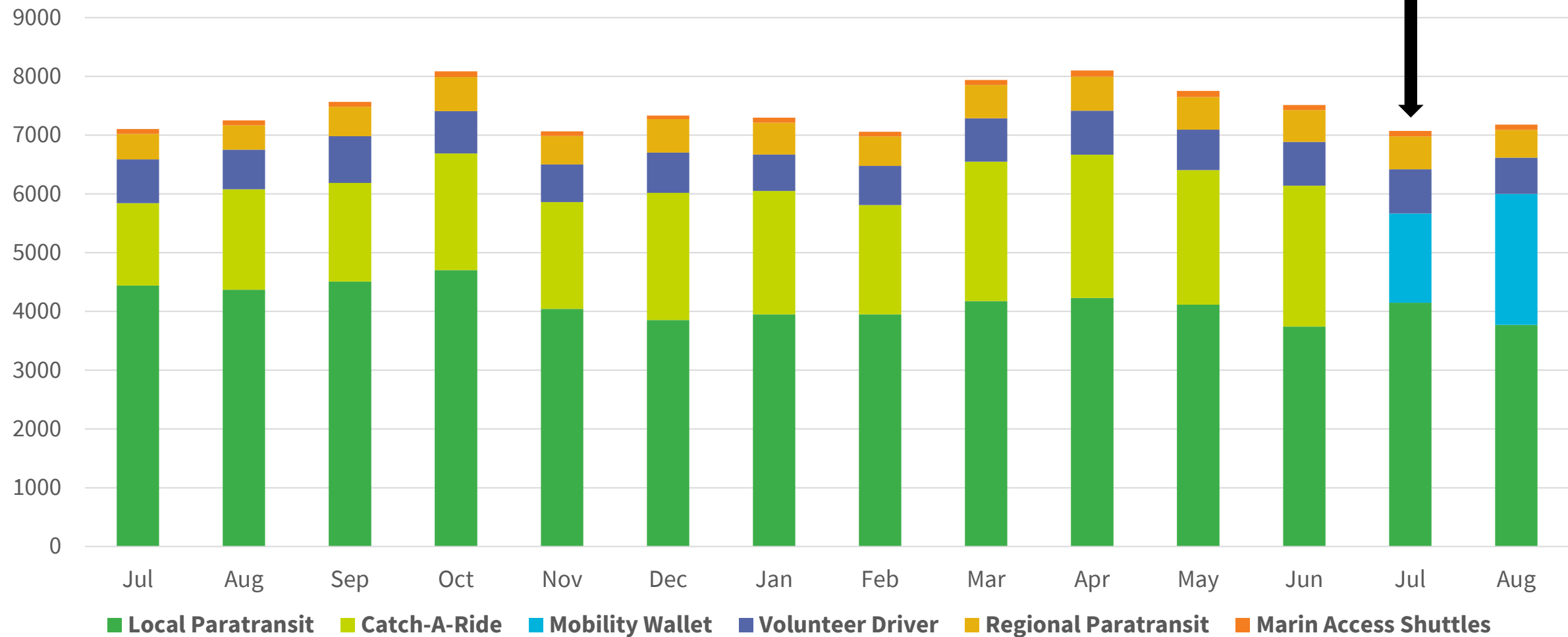


Marin Access Performance Metrics

Marin Access Ridership Trends

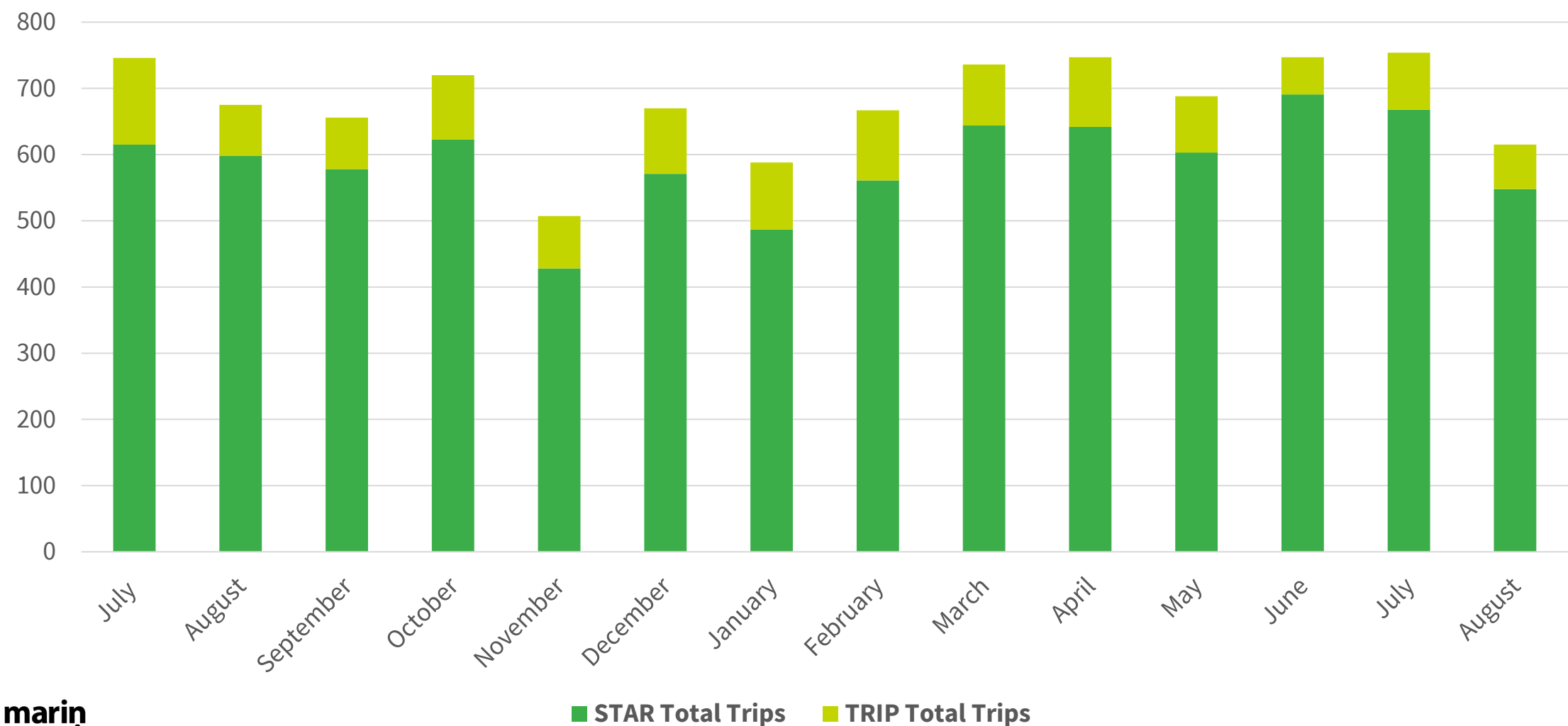
July 2024 – August 2025

CAR Pilot Program
Discontinued &
Mobility Wallet
Implemented



Volunteer Driver Program Ridership

July 2024 – August 2025



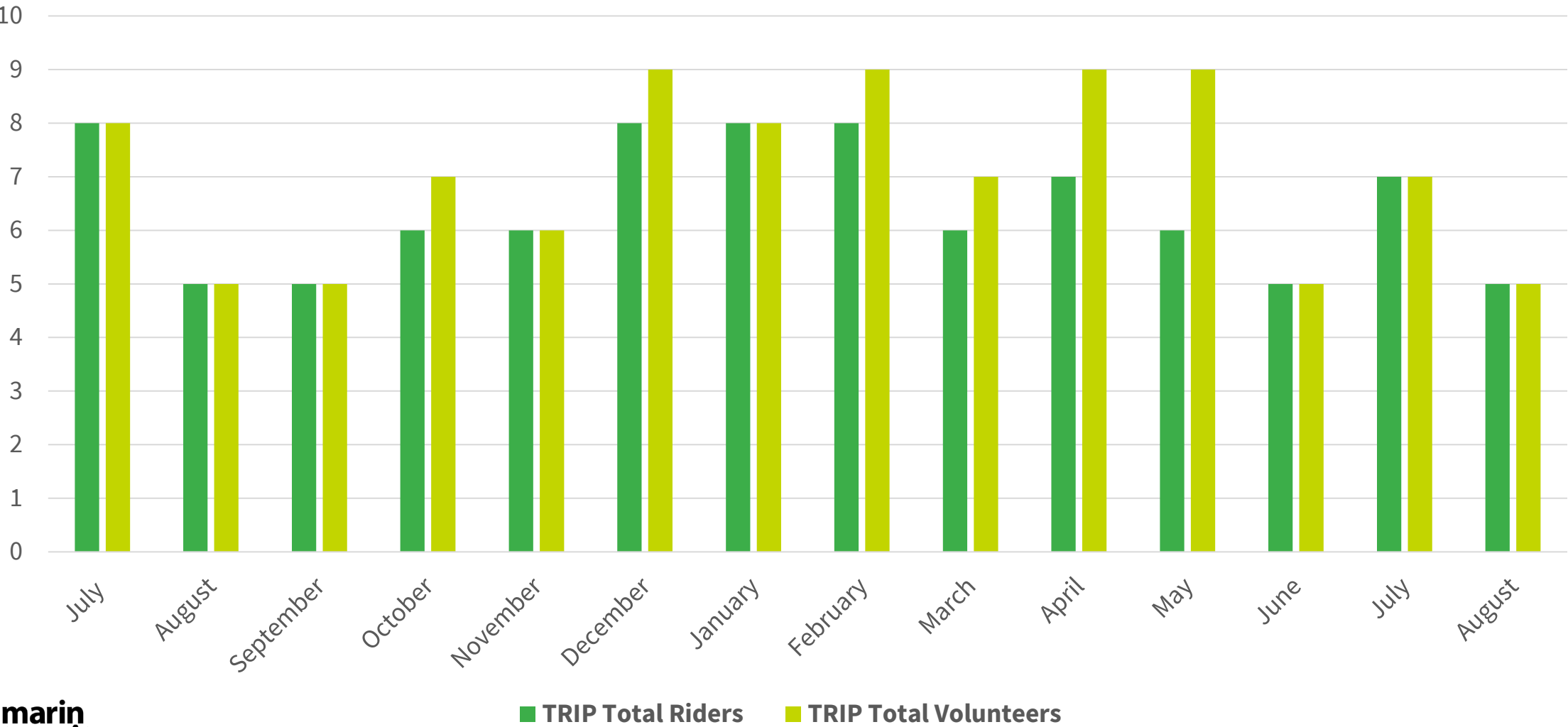
STAR Volunteer Driver Program Riders & Volunteers

July 2024 – August 2025



TRIP Volunteer Driver Program Riders & Volunteers

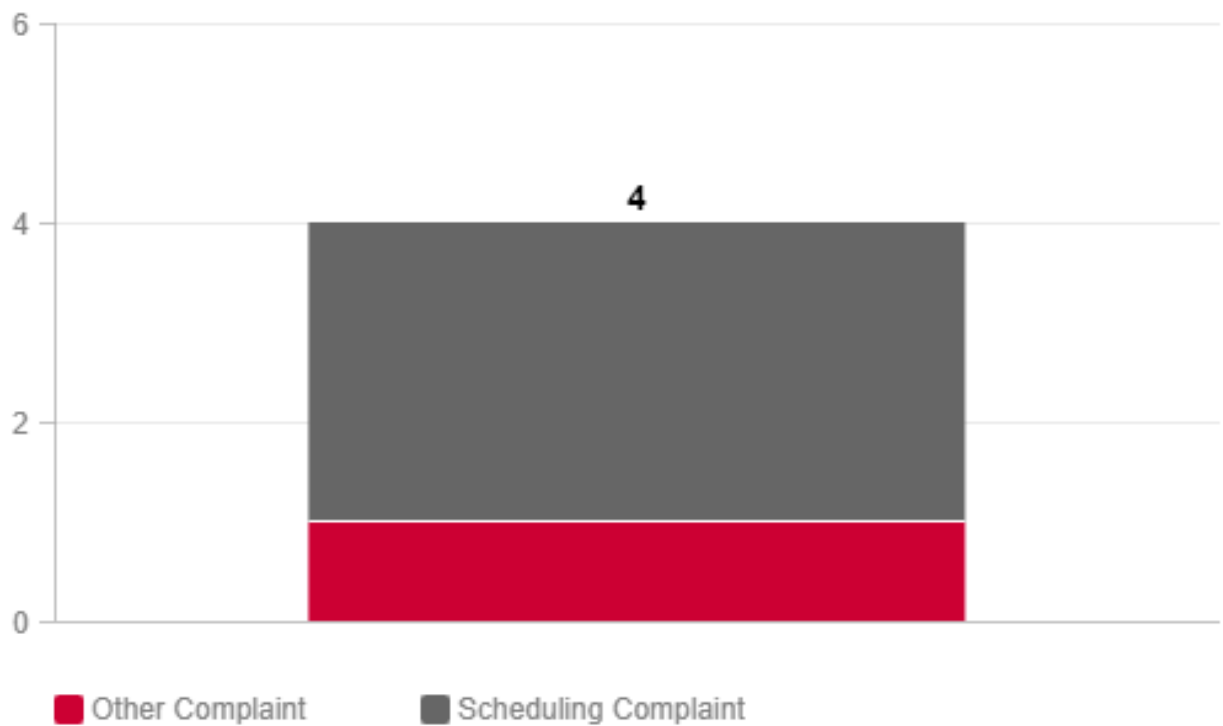
July 2024 – August 2025



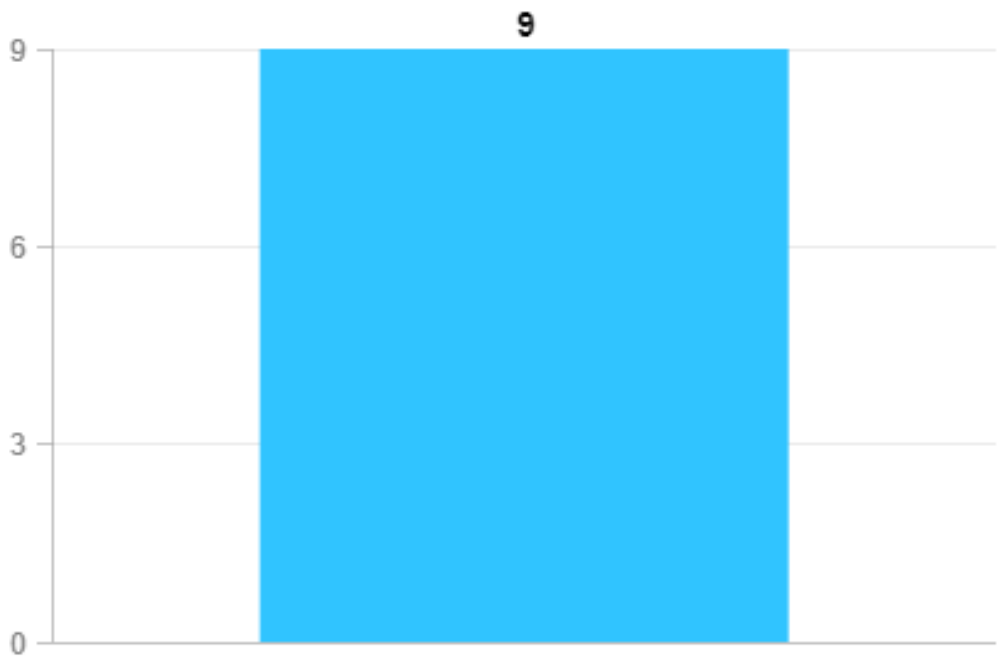
Marin Access Rider Feedback

August 2025

Customer Feedback - Complaints



Customer Feedback - Commendations



Thank you

CONTACT

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