

Marin County Transit District

Upcoming Changes to Marin Local Service Routes

Effective September 10, 2006





Background

- Plan responds to Marin County Measure A priorities and performance standards
- Meets productivity standards based on passengers per hour
- Meets cost effectiveness standards based on subsidy per trip.
- Provides seamless connections to regional service
- Fills a gap in the bus transit network (serves major destinations)
- Relieves congestion as measured in total ridership and eliminates pass-ups
- Promotes environmental justice based on demographic analysis
- Leverages outside funding, including federal, state, and toll revenue

Background (Continued) Guiding Principles of the Plan

- ✓ Increase frequency on key corridors to maximize ridership
- ✓ Enhance connectivity to reduce transfers and improve connections
- ✓ Allow for appropriately sized vehicles
- ✓ Match service with travel demand
- ✓ Enhance school service to meet new school service standards developed as part of the plan
- ✓ Better match performance standards for both productivity and coverage

Summary of New System Effective September 10, 2006

Eliminates Six Local Routes (replaces Routes 15, 21, 33, 53, 57, and 59)

Adds Six New Routes (to replace those eliminated) all operated by Golden Gate Transit

- Routes 51, 52 in Novato
- Routes 45, 49 in Central Marin
- Routes 17, 19 in Southern Marin

Modifies Four Routes

Leaves Two Routes Unchanged

Adds Three New Small Bus Routes (221, 233, 259) for areas with light demand



Service Improvements - Novato

- ❖ This area required significant change
 - ❖ As over half of the trips generated in Novato stay in Novato
 - ❖ Emphasize small buses as circulators in neighborhoods serving major destinations in Novato
 - ❖ Eliminate long and circuitous routes
 - ❖ Create half-hour service on South Novato Boulevard
 - ❖ Provide local service to Hamilton
 - ❖ New school service to Novato High, Marin Oaks, and Hill School
- ❖ = *Measure A Priority Project*



Service Plan Improvements – Central Marin

- ❖ Expand hours of 15-minute service to the Canal, with 18 additional trips per weekday
- ❖ Direct service from the Canal to Marin General Hospital, College of Marin, Larkspur Landing, and San Anselmo
- ❖ Direct service from San Rafael to Mill Valley
- ❖ Fast direct service from Civic Center, Northgate Mall, and Kaiser Hospital to the San Rafael Transit Center, with a single seat ride from the Canal

❖ = *Measure A Priority Project*



Service Plan Improvements – Central Marin

- ❖ Direct service from Fairfax to San Rafael Transit Center
- ❖ Half-hour peak frequency on Sir Francis Drake corridor from Sausalito to San Rafael on Route 22
- ❖ Local midday shuttle through Larkspur and Corte Madera
- ❖ Replace midday Route 33 in Santa Venetia with extended peak hour service
- ❖ Replace portion of Route 57/59 with small bus service from Marinwood/Terra Linda to the Civic Center

❖ *Measure A Priority Project*



Service Plan Improvements – Southern Marin

- ❖ Direct Service from Mill Valley to San Rafael Transit Center
- ❖ Faster Service from Tiburon to Marin City
- ❖ Route 22 connects in Strawberry
- ❖ Half-hour peak period frequency between Sausalito, Marin City, Corte Madera, Larkspur, Kentfield, San Anselmo and San Rafael

❖ = *Measure A Priority Project*

Outreach and Marketing Activities

- Posters on Buses and at Transit Hubs in late July
- Updates on the Golden Gate Transit and Marin County Transit websites
- Seat Drop of Announcements and Schedules on Buses
- Open House Workshops in August and September
- Information Tables at Key Rider Locations in August and September
- Press Releases on Service Changes
- Staff Speak at Existing Local Community Meetings
- Notices for Community Centers, Religious Institutions, and Schools
- Service Monitoring After Implementation
- Plans to Initiate Contest to Identify a Public Name, Logo, and Color Scheme for Marin County Transit, with Extensive Media Outreach

Summary

- Marin County Transit's Service Plan Responds to Measure A Priorities
- Plan Modifies Routes to Better Serve Actual Travel Patterns in the County
- Continues Service to Some Areas with Light Demand Using Small Vehicles
- "Big Bus Service" operated by Golden Gate Transit will be the Backbone of the Plan in Major Corridors
- Result of Successful Collaboration and Partnership Between Golden Gate Transit and Marin County Transit Staff in All Facets of Service Development, Scheduling, and Promotion