



711 Grand Ave, #110
San Rafael, CA 94901
ph: 415.226.0855
marintransit.org

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July 7, 2025

Honorable Board of Directors
Marin County Transit District
3501 Civic Center Drive
San Rafael, CA 94903

**Subject: Marin Sonoma Coordinated Transit Service Plan (MASCOTS)
Update and Setting of Public Hearing**

Dear Board Members,

Recommendation

Receive update on the Marin Sonoma Coordinated Transit Service Plan (MASCOTS) and set a public hearing on changes to Marin Transit bus service.

Summary

MASCOTS is a comprehensive structural analysis of transit service in the Highway 101 corridor in Sonoma and Marin Counties. The purpose of this effort is to improve service efficiency, effectiveness, and legibility along the Highway 101 corridor to better serve existing and future transit customers. In 2024 and 2025, the MASCOTS effort examined existing ridership and overall travel patterns, identified the most competitive travel markets for transit service, and identified areas of overlapping service, areas where service does/does not meet demand, and the most important connections among services.

In July, staff will present to your Board the recommendations from the MASCOTS effort: a coordinated plan for services to best meet the needs/demands within the US 101 corridor. These recommendations represent a re-structuring of service in the corridor that better utilizes resources to maximize ridership and productivity on our transit system. Staff will also present upcoming outreach efforts and ask your Board to approve a public hearing on a service change.

Background

Golden Gate Transit (GGT) Route 101 has historically been the backbone of the regional transit network in the North Bay, providing mobility between Sonoma and Marin Counties and San Francisco, serving the town centers of every community along Highway 101. Starting in 2017, the Sonoma-Marín Area Rail Transit (SMART) train began operation and has continued to expand in subsequent years, currently operating between Windsor and Larkspur. Ever since the inception of SMART in 2017, ridership patterns began to shift in the North Bay.



The pandemic caused a dramatic decline in traditional office-oriented commute patterns, which was demonstrated both in reduced Golden Gate Bridge traffic and diminished transit ridership. Local ridership recovered quickly and is back at pre-pandemic levels in Marin County, and SMART ridership has also been on a dramatic growth curve, but regional bus ridership remains be far lower than it once was. During the pandemic, GGBHTD maintained the four regional GGT routes which operate all-day, seven-days-per-week, but suspended all but three commute routes. As ridership returned incrementally post-pandemic, two other GGT commute routes were restored, and regional all-day service was adjusted to meet new ridership patterns. During this time, Marin Transit significantly enhanced its service in the Highway 101 corridor to back-fill reduced Golden Gate service and adequately meet local demand. Route 71, Marin Transit's primary service in this corridor, went from a limited stop express route (71x) operating on weekdays only from 6:00am to 6:00pm to a full coverage service operating daily from 5:30am to 1:00am. In total, service levels and expenditures on this local service have tripled over pre-COVID levels.

In late 2023, the operators in Marin and Sonoma Counties came together to initiate a coordinated service planning effort in the 101 corridor called Marin Sonoma Coordinated Transit Service (MASCOTS) Plan. MASCOTS is a collaborative comprehensive analysis of transit services in Highway 101 corridor focused on regional services and grounded in post-pandemic travel and transit realities. Your Board received an introduction to MASCOTS in November 2024 that included history and a summary of existing conditions: <https://marintransit.org/meetings-events/2024/november-2024-board-directors-meeting>. The General Manager has also provided updates monthly on the progress of the effort.

Discussion

MASCOTS Overview

MASCOTS is the first subregional transit analysis conducted under the guidelines of Regional Network Management, which came out of the Blue Ribbon Transit Recovery Task Force, established during the pandemic to further collaboration between the region's transit operators and the Metropolitan Transit Commission (MTC). MASCOTS is a cooperative effort of Golden Gate Bridge, Highway and Transportation District (GGBHTD), SMART, Marin Transit, Sonoma County Transit, Santa Rosa CityBus, Petaluma Transit, Sonoma County Transportation and Climate Authority (SCTCA), Transportation Authority of Marin (TAM), and Metropolitan Transportation Commission (MTC). These agencies committed to taking a fresh look at travel in the Highway 101 corridor as if all the local bus, regional bus, ferry and rail services were operated by one entity focused on efficiently growing overall transit ridership in the Corridor utilizing existing resources.

A consultant, Nelson\Nygaard, was brought in by MTC to assess travel patterns, transit performance, and duplication in the transit network in the two counties. MASCOTS analyzed the underlying market viability of regional public transit service in Marin and Sonoma Counties. Comprehensive travel data gathered by MTC for the Bay Area's Transit 2050+ long-range plan was harnessed to establish travel demand along the Highway 101-Golden Gate Corridor. MASCOTS is primarily focused on regional transit services.

The analysis determined that roughly 70% of all travel (Bridge, bus and ferry) across the Golden Gate Bridge to/from Marin and Sonoma Counties has an origin or destination from San Rafael south. Novato accounts for 17% of the travel market, and the remainder is associated with Sonoma County. For travel between Marin and Sonoma Counties, the analysis determined that about 75% of travel



occurs within the SMART commute shed. Lastly, about 75% of travel from Marin and Sonoma Counties to San Francisco is destined to the northeast quadrant of the city, primarily focused in the Downtown, Fisherman's Wharf, and Civic Center areas.

MASCOTS also analyzed the existing regional transit network across Marin and Sonoma Counties and identified areas with the highest ridership potential, called out underperforming service, and recommended ways to decrease duplication between agencies. Ridership data on each route, on a trip-by-trip basis, was analyzed by the consultant to determine where service was viable, where it was duplicative, and what service strategies would improve performance. From a customer perspective, MASCOTS sought to simplify overlapping routes and route numbering to improve understanding of which route or service to take and focus resources on fewer options that come more frequently to improve the usability and connectivity of the network.

Summary of MASCOTS Recommendations

The MASCOTS recommended service changes reflect proposals to improve regional travel in Marin and Sonoma Counties as recommended by the consultant and agreed upon by agency staff. The new service structure will better serve the regional travel market in Marin and Sonoma Counties by (1) focusing service in areas with the highest ridership potential, (2) reducing underperforming service, and (3) decreasing duplication between transit agencies.

MASCOTS recommends the following changes to transit services in the 101 corridor:

1. **SMART and Golden Gate Transit Route 101:**
 - Truncate GGT Route 101 in Novato and reinvest the Route 101 revenue hours in increased frequency between San Rafael and San Francisco.
 - Increase SMART train frequency and operate trains earlier and later in the day.
2. **Southern Marin Bus Service:** Streamline bus routes between San Rafael, Marin City, Sausalito, and San Francisco including discontinuing GGT Route 150, truncating GGT Route 130 in Marin City and doubling frequency, and increasing frequency on the 101 south of San Rafael.
3. **Local Bus Connections to SMART:** Improve local bus connections to SMART; Petaluma Transit, Santa Rosa CityBus, Sonoma County Transit, and Marin Transit should make strong, direct connections to SMART stations through route realignments and schedule changes.
4. **GGT Commute Routes in Sonoma:** Combine the three GGT commute routes in Sonoma County into a single alignment with improved frequency and restrict San Francisco local travel to reduce travel time.
5. **GGT Route 580 in San Rafael:** Change GGT Route 580 to follow the 580X alignment in East San Rafael, staying on the freeway to Bellam Blvd. to improve travel time. In the East Bay, the 580 will continue to serve the stop in Point Richmond and all but three westbound morning trips will follow the Route 580 alignment.

MASCOTS proposes routing and/or schedule changes to Golden Gate Routes 101, 130, 172, 580, and 580X and the discontinuation of Routes 150, 164, and 172X and increased service on SMART. No changes were recommended to the Golden Gate Ferry, or GGT Routes 114, 154. Nearly all riders on the routes proposed for discontinuation would have alternative service available. The recommendations propose maintaining current Golden Gate Transit total bus revenue hours in a re-structured form and propose increasing SMART service by 19% overall. If these proposed changes are approved, changes to these



routes would take effect in Spring 2026. It should be noted that the agencies have agreed to continue to fund regional paratransit despite the cancellation of the 101 in Sonoma County to ensure no impacts to these most vulnerable riders.

The recommended service changes and benefits/impacts are comprehensively described in Attachment A and illustrated in the PowerPoint in Attachment B. The package of service changes is recommended and funded as a three-year pilot to be evaluated in summer 2028 after two years. This evaluation will inform continuation or further changes to the services.

Implications for Marin Transit

The focus of MASCOTS was on regional services, in particular Golden Gate Transit, Golden Gate Ferry and the SMART train, and thus the effort primarily made recommendations for changes to these regional services. It was determined early in the process that the consultants would not engage in local transit planning and integration activities; the local providers – Marin Transit, Santa Rosa Citybus, Petaluma Transit and Sonoma County Transit – are best suited to continue to plan local services to meet local needs. MASCOTS recommended at a high level how local services should respond to these regional changes, but did not make route-level recommendations.

MASCOTS recommendations 2 and 3 entail changes for Marin Transit as follows:

1. **Streamline Southern Marin Bus Service:** Consolidate Marin Transit routes along Highway 101 between San Rafael and Marin City to simplify and improve legibility for customers; operate one route every 15 minutes with a consistent stop pattern and route number.
2. **Improve Marin Transit Connections to SMART:** Marin Transit should make strong, direct connections to SMART stations wherever possible when to do so does not undermine local service connections and needs.

There are several ways that Marin Transit can adjust our service offerings to best complement the regional services in Southern Marin and meet the goals of the study recommendations. Under consideration is the consolidation of Route 36 and Route 71 south of San Rafael, along with some complementary changes on other routes in Southern Marin such as the 17 and 219. Staff is seeking input from riders on travel patterns and options for service changes and will come to your Board with a formal service change at your meeting in September as further described below.

MASCOTS Public Outreach

Public outreach on MASCOTS will be conducted in July and August. MTC has offered Kearns and West, an on-call consultant specializing in public outreach, to coordinate the format for outreach with direction given by transit agency staff. Public outreach activities will include, but not be limited to:

- Creation of a project website (www.mascotsplan.org);
- Community open houses;
- Presentations at all the participating agency Board meetings;
- Advertisements and press releases in local media;
- Posters on-board buses and at major transit stops;
- Direct outreach to passengers on affected routes;
- Social media postings; and



- E-blasts to customers and community-based organizations.
- Translation of all printed materials and handouts in Spanish.

Public Hearing

Cancellation of a route and creation of a new route constitute major service change per Marin Transit's [Major Service Change Policy](#). Major service changes require public hearings per Marin Transit's [Public Hearing Policy](#). The latest update to the Public Hearing Policy, adopted in January 2025, allows staff to hold public hearings at times and locations that are best suited to get input from riders and the community rather than only at Board meetings.

Traditionally, the Board sets public hearings once a service change recommendation is on the table. Due to MASCOTS timelines, the need to coordinate among six transit agencies on public outreach, and the 21-day noticing requirements in the Marin Transit Public Hearing Policy, staff proposes a slightly different process for this public hearing, as follows:

1. July 7: Board sets public hearing to provide ample advance notice of opportunity to provide input.
2. July-August: Staff perform outreach and engagement to receive input from riders to inform the service change. This round of outreach will collect more generalized input on how riders plan to travel once MASCOTS goes into place and how Marin Transit routes can best adjust to meet local travel needs and regional connections. This will include two public open houses at key locations pertinent to the proposed MASCOTS changes (joint events with Golden Gate Transit):
 - a. July 22: Marin City Library
 - b. July 23: Al Boro Community Center (Pickleweed), Canal neighborhood
3. Late August: Staff release proposed service changes.
4. September 8: Board receives a summary of public input, update on MASCOTS as relevant, and presentation on proposed Marin Transit service changes.
5. September: Staff hold two public hearings at optimal locations pertinent to the proposed changes:
 - a. September 10: Al Boro Community Center (Pickleweed), Canal neighborhood
 - b. September 23: Marin City Library
6. October 6: Board receives public comments recorded during the public hearing and other public input received and adopts service changes.

Staff will conduct a Title VI analysis and fully explain rider impacts of proposed service changes at the September Board meeting.

Fiscal/Staffing Impact

The staff goal is for MASCOTS to have minimal or no fiscal impact to Marin Transit. Marin Transit's proposed services changes will be designed to be revenue hour neutral and thus do not entail an increase in expenses. The SMART service changes do represent an increase in service and thus cost. The bus revenue hours shifts between counties and projected ridership changes will affect the shares that agencies receive through the coordinated claim formulas in each county.

These costs and funding shifts have been extensively discussed by the General Managers/Executives of all MASCOTS participating agencies. There is a draft plan for funding the increased SMART expenses through re-allocation of existing revenue sources, primarily associated with Sonoma County. Funding



shifts between agencies, along with additional contributions, ensure the package of changes is funded and all funding eligibilities and requirements are met for the three year pilot period. If a significant fiscal impact to Marin Transit is generated, either by a loss of revenue or new expenses, staff will bring this to your Board.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Cathleen".

Cathleen Sullivan
Director of Planning

Attachment A: MASCOTS Detailed Recommendations

Attachment B: MASCOTS Presentation



MASCOTS Detailed Recommendations

Sonoma County

GGT Route 101 is popular in Marin County and between Marin and San Francisco, however Route 101 ridership in Sonoma County has lagged since SMART opened its initial segment between Santa Rosa and San Rafael. Route 101 duplicates SMART between Santa Rosa and San Rafael, and with less demand overall from Sonoma into San Francisco, travel demand does not support both GGT Route 101 and SMART service north of Novato. Post-pandemic ridership increases on SMART have been much more pronounced due to higher reliability, faster travel times, and lower fares than Route 101. As a result, MASCOTS recommends that Route 101 be truncated in Novato, due to low ridership (averaging in the low single digits on most trips) and replaced by improved frequencies and span of service on SMART.

To ensure riders between Sonoma and Marin have adequate service coverage with the discontinuation of Route 101, MASCOTS recommends increasing the span and frequency of the SMART train. MASCOTS recommends increasing from 42 weekday trips to 48 and from 16 weekend trips to 24. This will achieve evenly spaced, approximately hourly frequency all day on weekdays and weekends to backfill the 101 service. The MASCOTS recommendation represents a 19% overall increase in SMART service comprised on a 14% increase in weekday service and a 50% increase in weekend service.

In Sonoma County, this will be a reduction in span of regional service compared to the current 101 but ridership on late night trips is very low making this service very unproductive and virtually no agency operates this late in peer areas. MASCOTS service plan will also require San Francisco bound riders to transfer to the Route 101 at San Rafael Transit Center (SRTC) or to the Ferry at Larkspur (Route 101 resources will be re-allocated to improve the SRTC connection as described below).

GGT Routes 164, 172, and 172X provide commute service from Sonoma County to San Francisco. Route 172 serves Santa Rosa, Rohnert Park, and Petaluma. At the busiest times of day, Route 172X serves Santa Rosa and Rohnert Park but bypasses Petaluma, which is instead served by Route 164. The portion of Route 164 in East Petaluma has poor ridership, averaging fewer than two passengers per trip, which does not support direct bus service. Further, ridership from the portion of Route 164 in West Petaluma does not meet GGBHTD's service standard of 20 passengers per trip. While the performance of Route 172X is acceptable, it is difficult to align schedules with Route 172 and maintain adequate trip spacing along the 60-mile length of these two routes. MASCOTS proposes that all the resources dedicated to Routes 164, 172, and 172X be combined, with Route 172 providing more frequent (every 20-30 minutes) service along a consistent alignment. Route 172 would be shortened to Santa Rosa Transit Mall; customers currently boarding at Piner & Industrial would have to park and ride at the Brookwood lot instead.

The consultant has also recommended that new combined Route 172 no longer serve local passengers in San Francisco, typically traveling between the Marina District and the Financial District, to offset the longer travel time passengers from Santa Rosa and Rohnert Park would experience by having to travel through Petaluma.

Finally, MASCOTS recommends that local service providers – Santa Rosa CityBus, Petaluma Transit, and Sonoma County Transit, better serve SMART as the new trunk line to take passengers north and south along the 101. This could include schedule changes and route realignments as possible without overly impacting local service connections..



MASCOTS Detailed Recommendations

Marin County

GGT currently operates all-day service between San Rafael and San Francisco on Routes 101, 130, and 150.

- Route 101 provides service between Novato, San Rafael, and San Francisco with non-stop service from San Rafael Transit Center to the Golden Gate Bridge Toll Plaza hourly throughout the day, seven days a week and every 30 minutes during weekday peak periods.
- Route 150 begins in San Rafael and serves all four intermediate freeway bus pads at Lucky Drive, Paradise Drive, Tiburon Wye, and Seminary Drive before serving Manzanita Park & Ride and then Marin City.
- Route 130 also begins in San Rafael, and serves those same bus pads and Marin City, like Route 150, hourly throughout the day, seven days a week. Route 130 differs from Route 150 in that it operates along Bridgeway in Sausalito.

Marin Transit also operates extensive local bus service on Routes 36 and 71 between San Rafael and Marin City, duplicating Routes 130 and 150. Combined, the two agencies operate six buses per hour along this corridor, which has been cited by the MASCOTS consultant as an oversupply of service, each bus carrying too few riders, and with too many route numbers for the public to understand.

Regional ridership at intermediate points between San Rafael and Marin City is low, averaging less than three passengers per trip. In some cases, there are no regional riders boarding at any of the four freeway bus pad stops nor Manzanita Park & Ride. A small number of Marin local riders are carried along the freeway bus pads on both Routes 130 and Route 150, but these riders have numerous Marin Transit service options for their trips. Route 150 has a longer travel time than Route 101 between San Rafael and San Francisco, and Route 130 offers a longer travel time than Route 150. Thus, customers using GGT at San Rafael Transit Center have demonstrated a strong preference for Route 101.

MASCOTS proposes discontinuation of Route 150 and the shortening of Route 130, to operate only between Marin City and San Francisco, rather than serving the four freeway bus pads and San Rafael. Route 130 service would improve from hourly to every 30 minutes to take advantage of greater ridership potential between Sausalito and San Francisco. Route 101 service from San Rafael south to San Francisco is proposed to be enhanced using resources from Route 150. The MASCOTS recommendation calls for service every 30 minutes all day on this portion of Route 101 and peak service would be provided every 15 minutes on weekdays to accommodate higher passenger loads. Improved headways on Route 101 would provide better SMART connections in San Rafael, making the train-to-bus transfer more attractive.

Service at the freeway bus pads will continue to be provided by Marin Transit. MASCOTS recommends streamlining and simplifying Marin Transit route offerings from San Rafael south to provide 15-minute frequencies between San Rafael and Marin City along a single route alignment to improve route legibility and offer a “show-up-and-ride” option that doesn’t require checking a schedule.

Roughly half the total affected weekday customers at the four freeway bus pad stops would be able to use GGT Route 132 to/from San Francisco during peak periods. MASCOTS proposes one additional morning trip on Route 132. Any remaining customers at the four freeway pad stops would make a transfer between Marin Transit and the more frequent service on GGT Route 130 at Marin City.



MASCOTS Detailed Recommendations

No changes are recommended for service between Novato and San Rafael.

As in Sonoma County, MASCOTS recommends that Marin Transit better serve SMART as the new trunk line to take passengers north and south along the 101, including schedule changes and route realignments as possible without overly impacting local service connections.

Richmond-San Rafael Bridge Corridor

GGT Route 580 provides an important regional link between San Rafael and the East Bay. It is supported by MTC using a mix of Regional Measure 2 and Regional Measure 3 toll funds from the State-owned bridges, including the Richmond-San Rafael Bridge.

Two service variations are currently offered on Route 580: All-day service, seven days a week on the Route 580 alignment, which travels through East San Rafael to/from the Richmond-San Rafael Bridge, and the Route 580X alignment, which bypasses East San Rafael and the stop in Point Richmond at Castro Street and Tewksbury Avenue. Regional connections to/from the East Bay, Solano County, and Napa County are made at El Cerrito del Norte BART Station.

The local street running in East San Rafael on Route 580 is time consuming and generates very few riders, creating a time penalty for regional travelers who are mostly traveling between BART or the City of Richmond and San Rafael Transit Center. Therefore, MASCOTS recommends that Route 580 follow the same alignment as Route 580X in this area, with no stops between Bellam Boulevard and the Richmond-San Rafael Bridge. About twelve passengers per day would have alternate service on Marin Transit Route 23.

The stop at Castro Street and Tewksbury Avenue in Richmond entails a substantial travel time penalty westbound in the morning, due to rush hour congestion, but not at other times. Thus only the 580 serves this stop. This stop in Point Richmond would continue to differ between Routes 580 and 580X, and it is recommended that seven trips—all but three westbound morning trips—on Route 580X be converted to Route 580.

Golden Gate Ferry (GGF)

GGF service was assessed in the MASCOTS Plan but was determined to be well matched with the demand it is designed to serve and no service change recommendations were made. It is recommended that Golden Gate Ferry improve its coordination with SMART as feasible to ensure strong transfer opportunities for SMART riders to reach San Francisco.

For more information on the GGT changes, see the GGBHTD Board packet here: here:

<https://www.goldengate.org/assets/1/25/2025-0626-transcomm-no4-authsetpublichearingmascots.pdf>.

MASCOTS

Marin-Sonoma Coordinated Transit Service Plan

Recommended Service Improvement Proposals

July 7, 2025



Agenda

1 Introduction

2 Recommendations

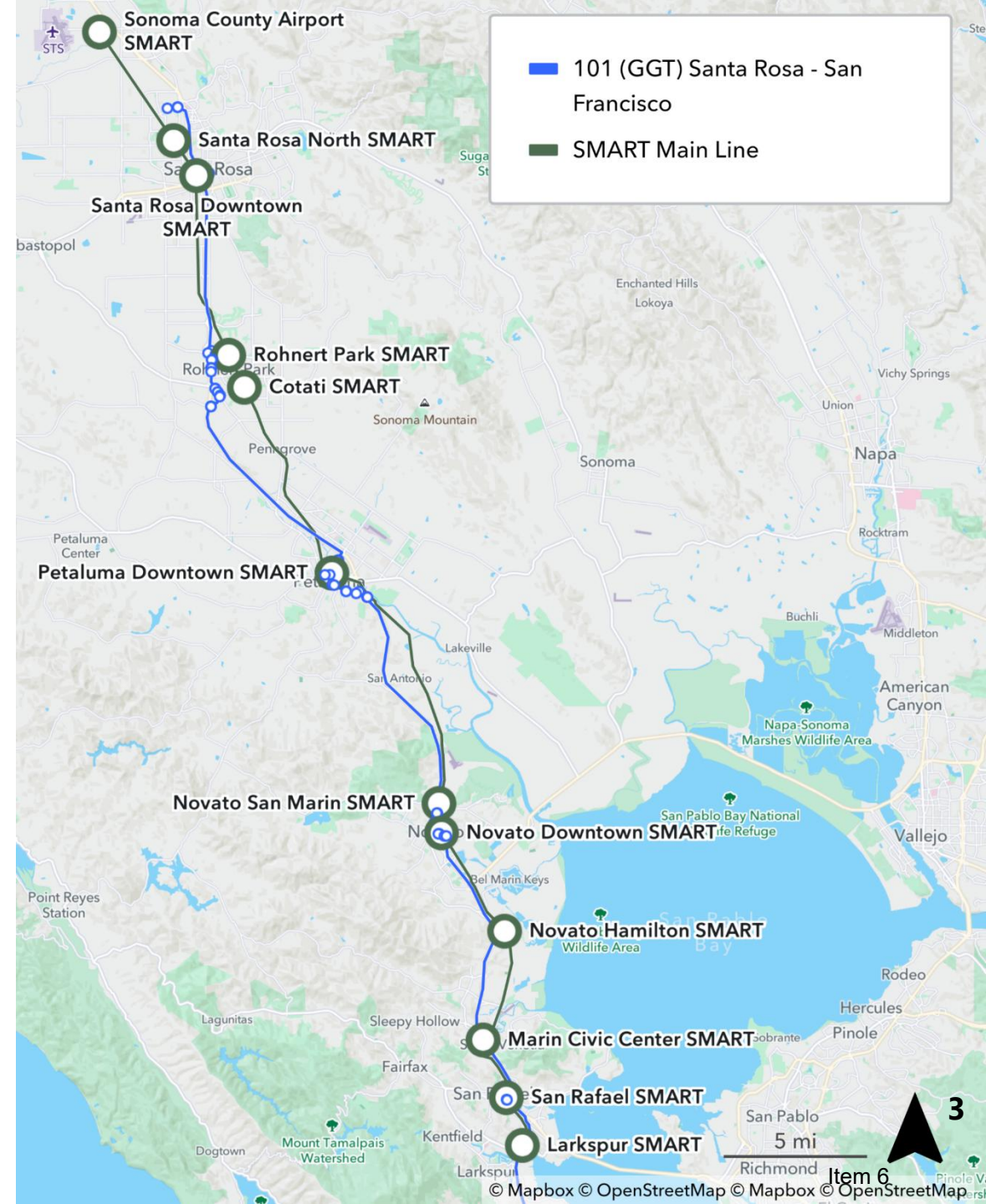
3 Next Steps

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

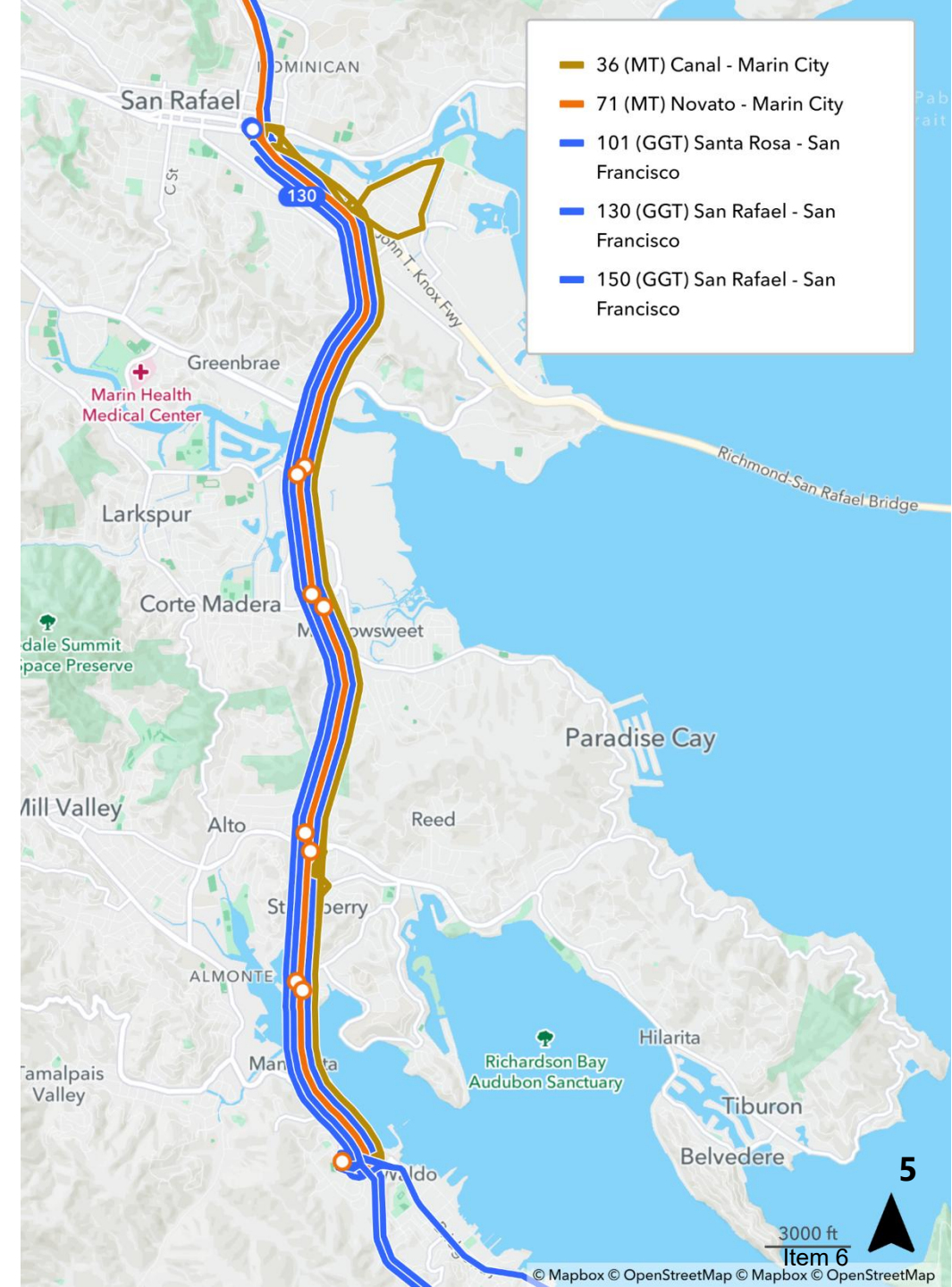
Public Outreach and Final Adoption

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**

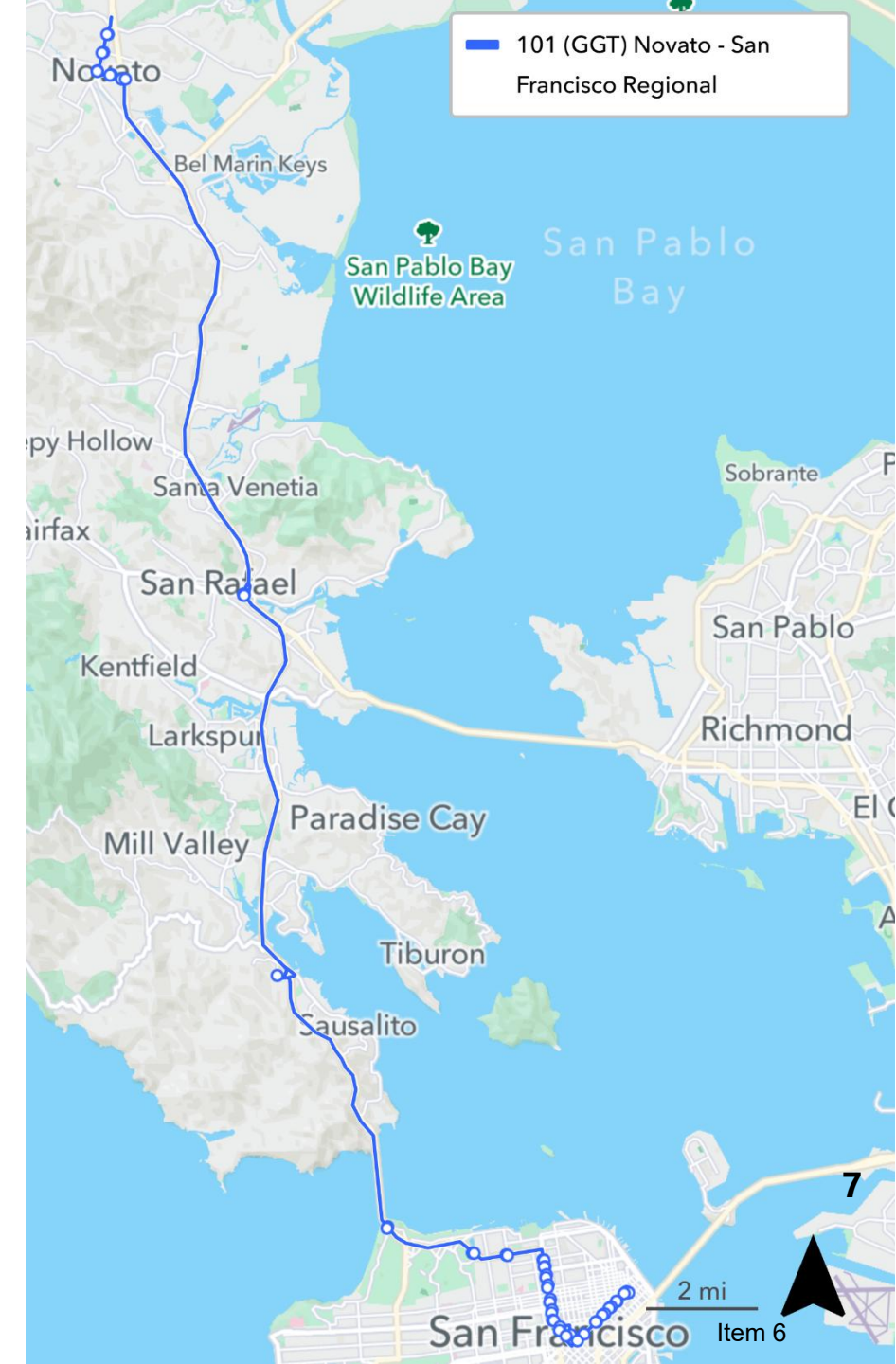
- Make the network more usable and improve connections between operators

- **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

- 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



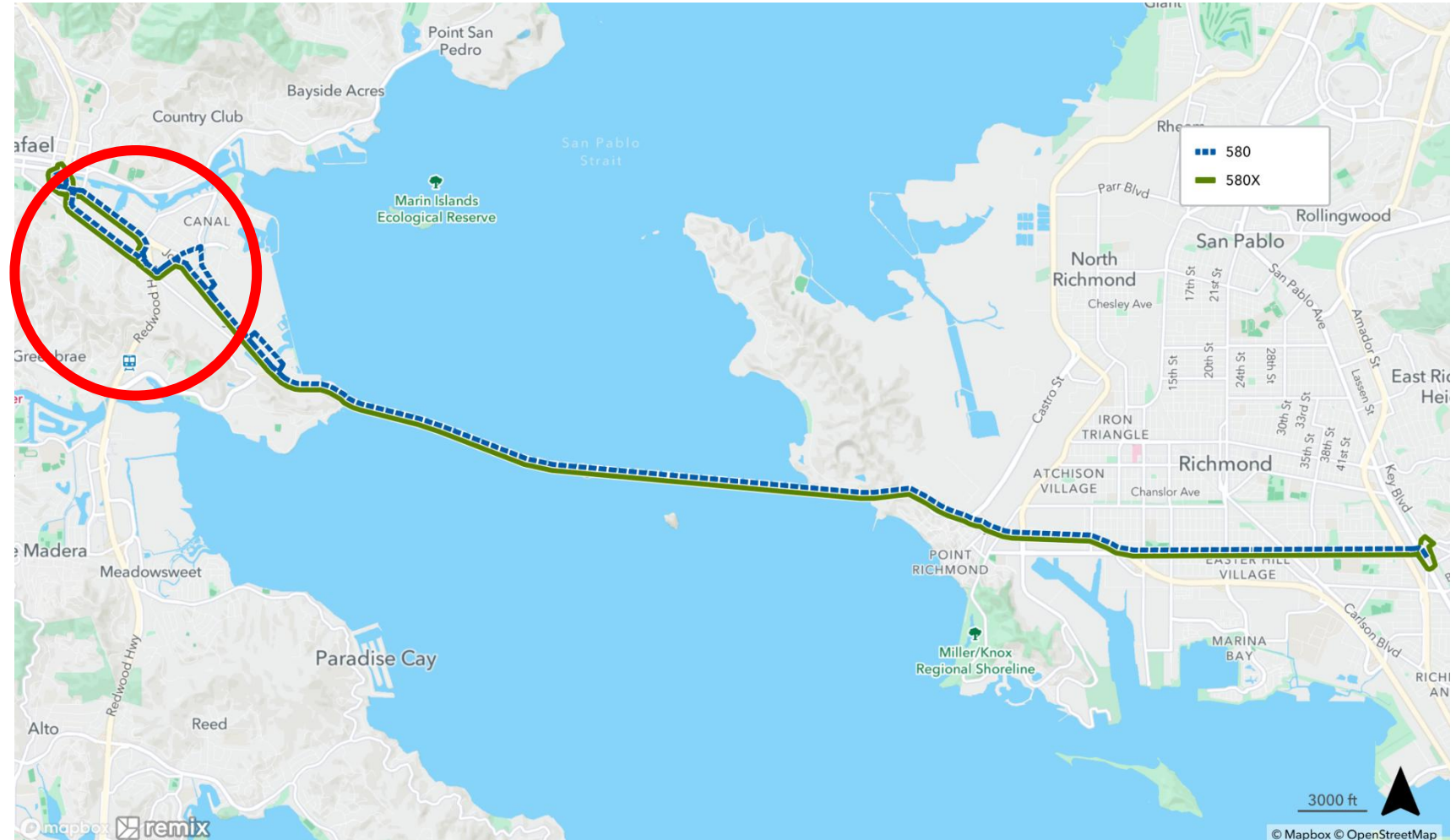
Simplify GGT Commute Routes in Sonoma County

- 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 and 114 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?

Cathleen Sullivan

Director of Planning, Marin Transit

csullivan@marintransit.org

