

MASCOTS

Marin-Sonoma Coordinated Transit Service Plan

Recommended Service Improvement Proposals

June 26, 2025



Agenda

1 Introduction

- What is MASCOTS and the Process
- Existing Conditions Summary

2 Recommendations

3 Next Steps

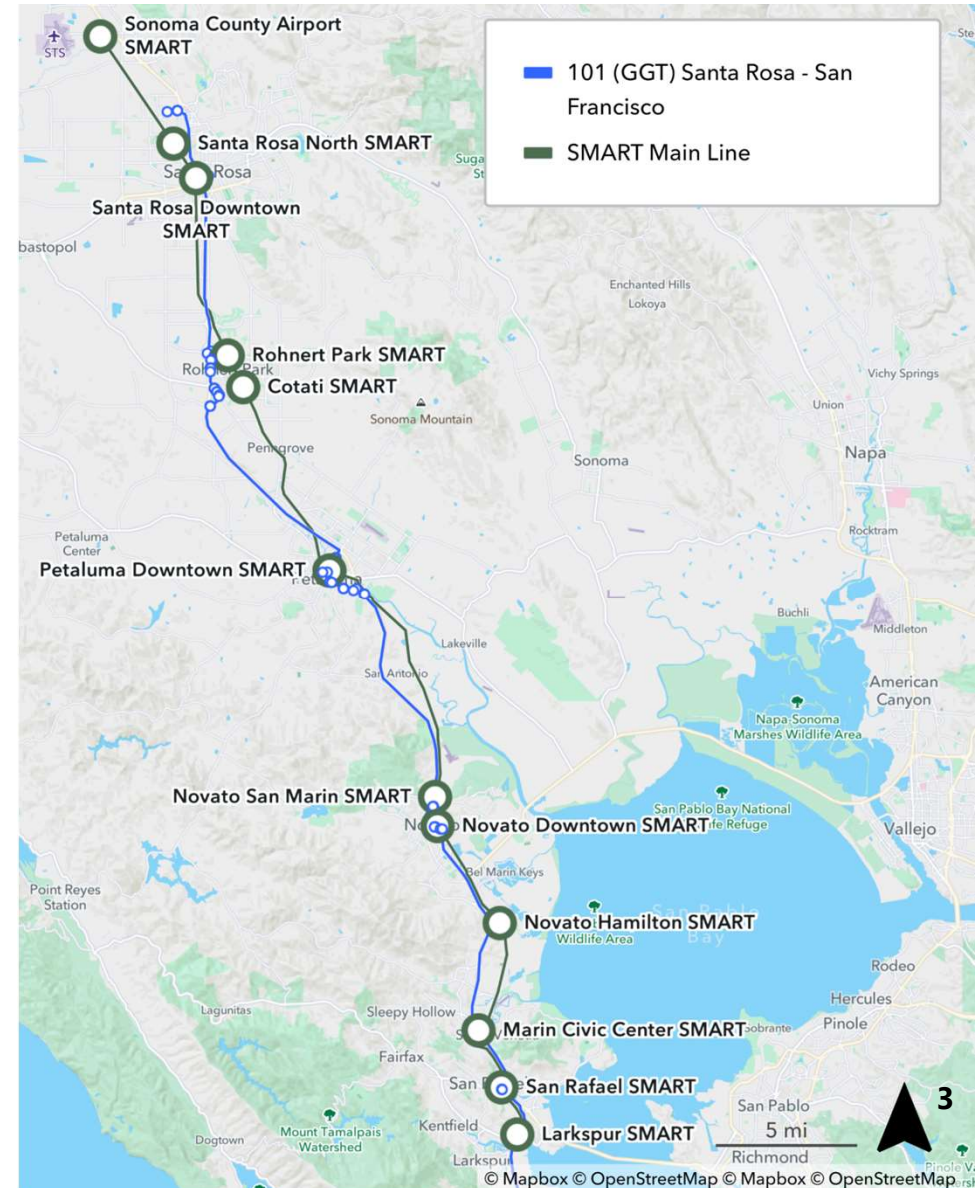
INTRODUCTION

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

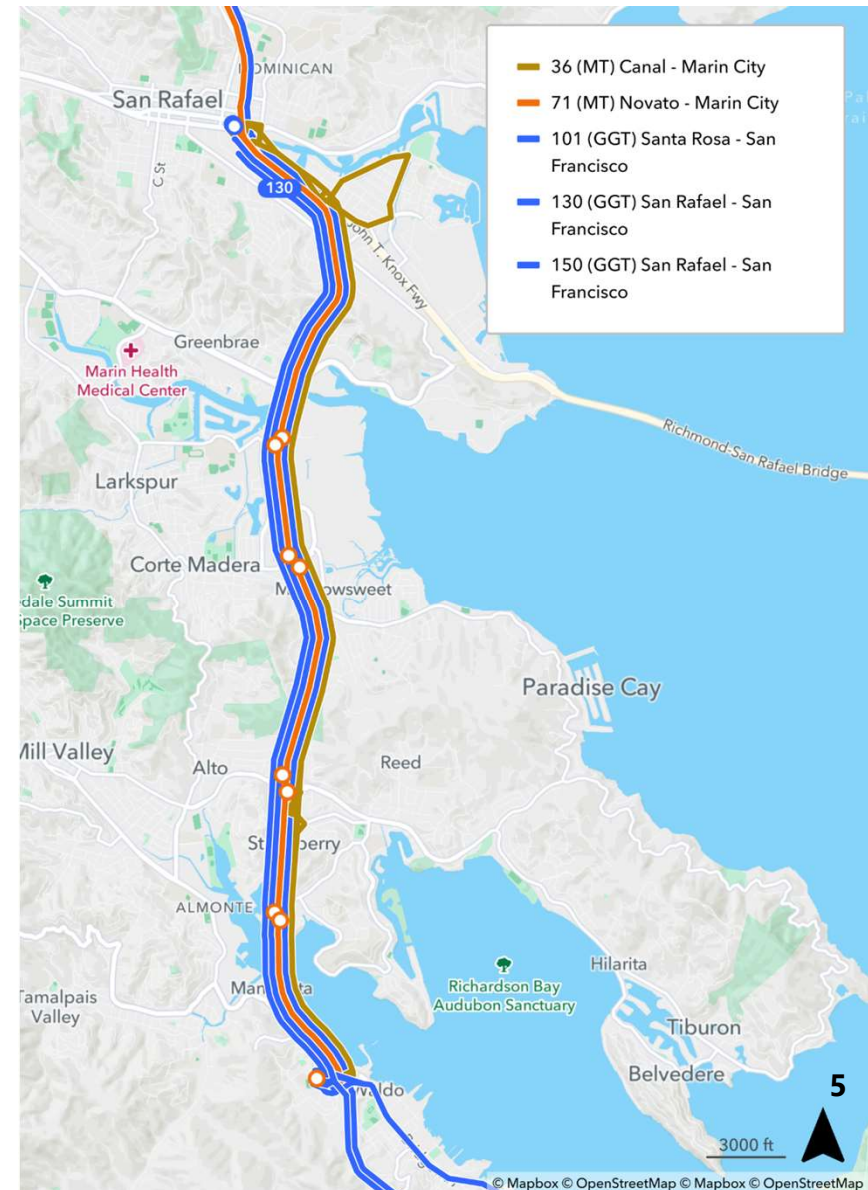
Early 2026

Implementation

INTRODUCTION

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



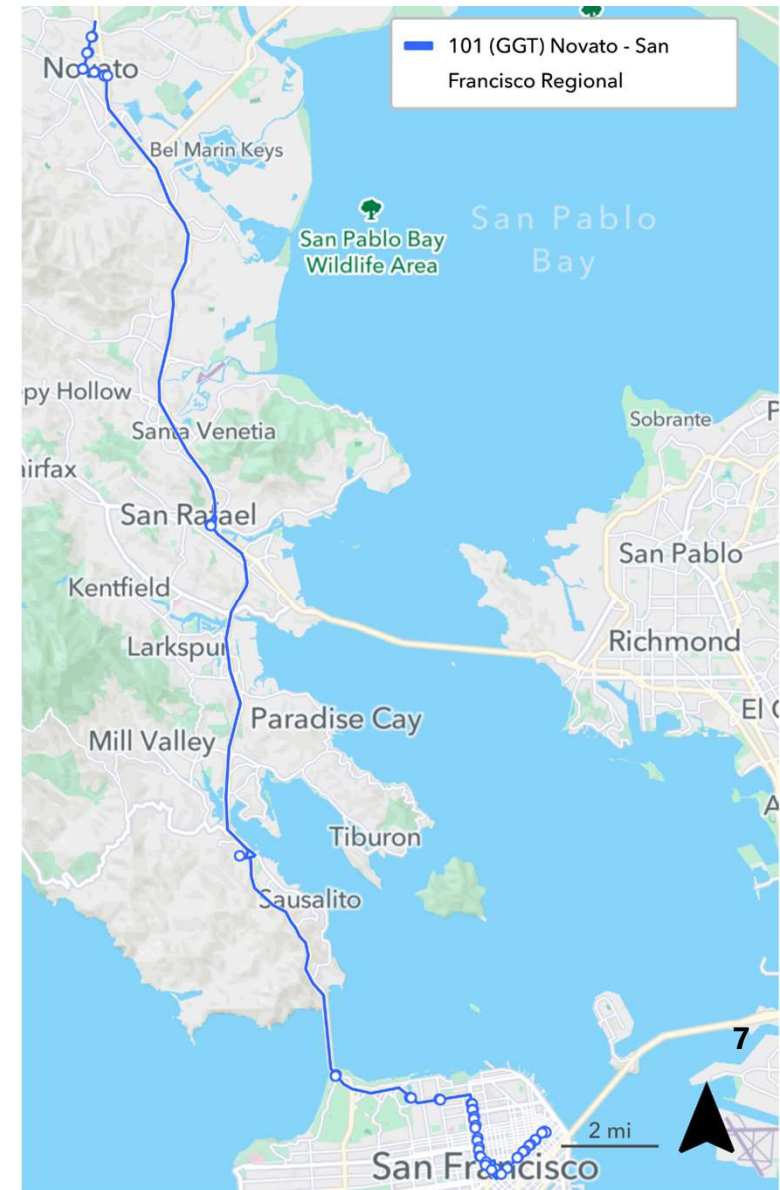
Key Themes of Recommendations

- **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

RECOMMENDATIONS

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

RECOMMENDATIONS

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

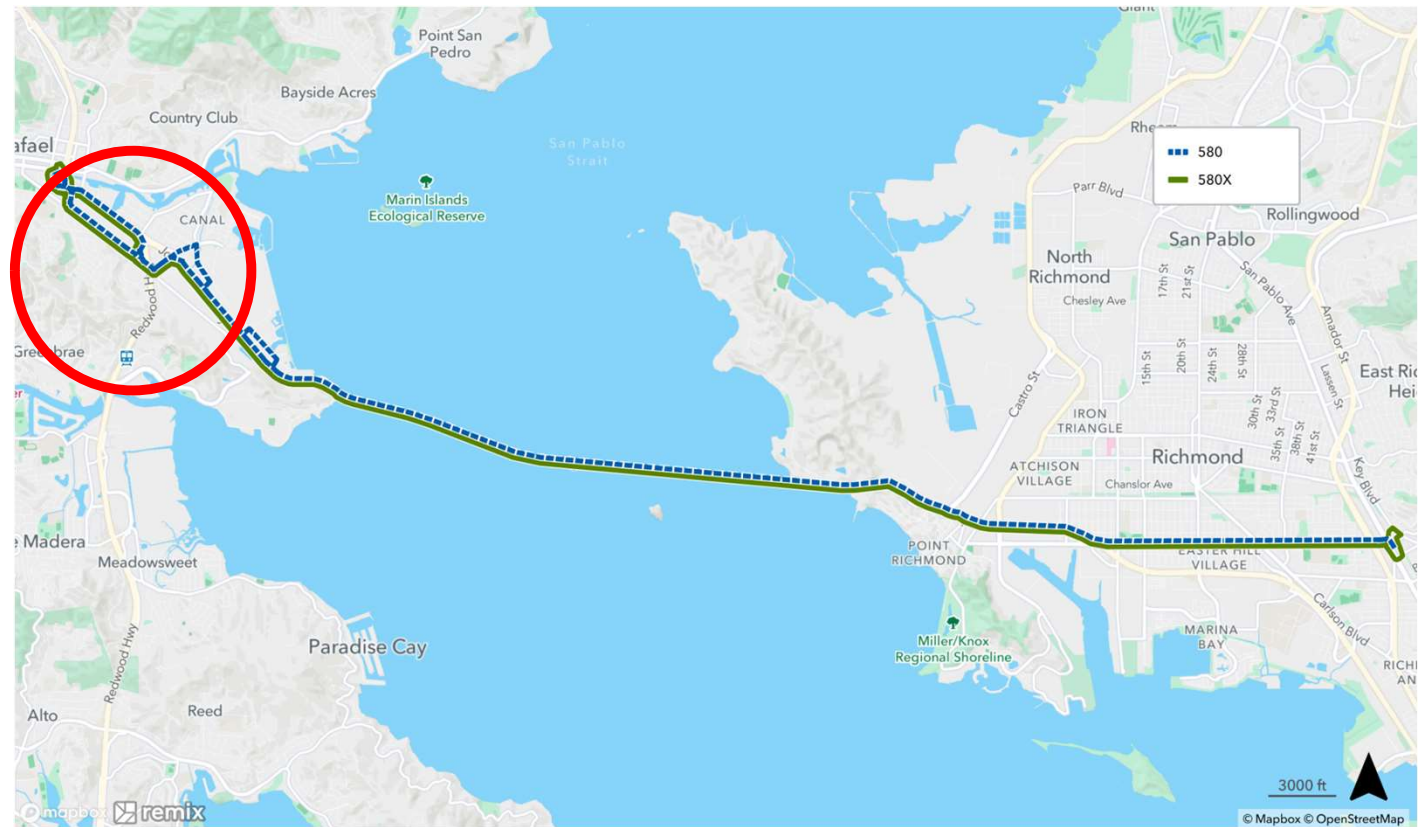
- Consolidate Sonoma County commute buses into one route serving Santa Rosa, Rohnert Park, and Petaluma more frequently
- New combined route would utilize new HOV lanes in the Narrows, and would not make local pickups in San Francisco



RECOMMENDATIONS

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 with strong, 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

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

Timeline

- June-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
- Pilot evaluation 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

