

MASCOTS

Marin-Sonoma Coordinated Transit Service Plan

Recommended Service Improvement Proposals

September 23, 2025

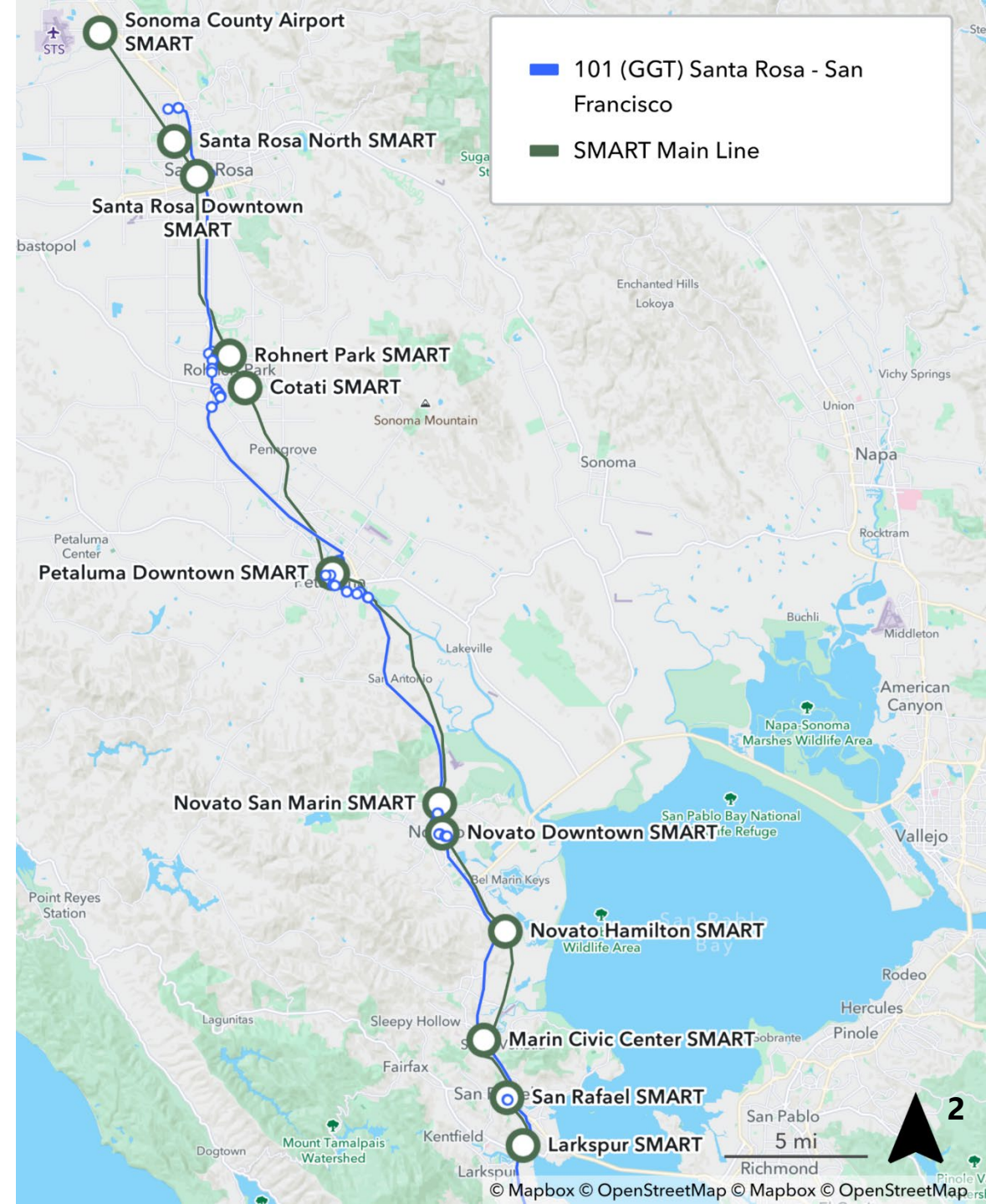


What is MASCOTS?

- 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 – Fall 2025

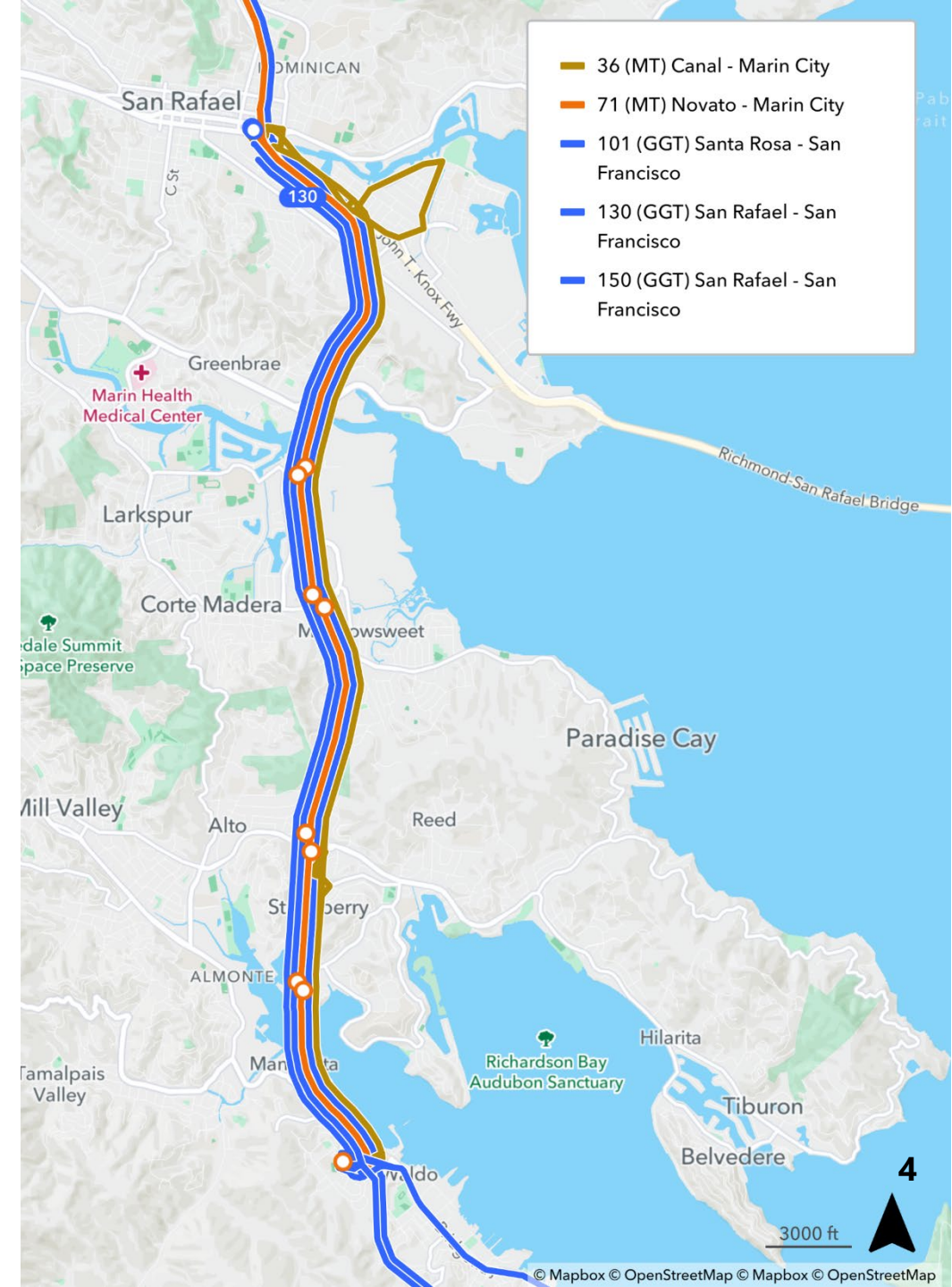
Public Outreach and Final Adoption

Spring 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

Improve Local Bus Connections to SMART

- Petaluma Transit, Santa Rosa CityBus, Marin Transit, and Sonoma County Transit should make strong, direct connections to SMART
- Sonoma County Transit began direct connections at SMART's downtown Santa Rosa station in March 2025
- Additional connections by Sonoma County Transit are planned at SMART stations in Windsor and Rohnert Park



Simplify GGT Commute Routes in Sonoma County

- Consolidate Sonoma County GGT 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



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
- **Continued intercounty paratransit**
 - ADA paratransit between Sonoma and Marin Counties will continue to be provided

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 2025: Public outreach for MASCOTS
- August 2025 – Spring 2027: Sonoma County Transit Enhancement and Active Transportation study
- August 2025: Golden Gate Transit Public Hearing on Major Service Changes
- September 2025: Marin Transit Public Hearing on Major Service Changes
- Fall 2025: Agency Boards finalize MASCOTS changes
- Spring 2026: Implement MASCOTS changes as three-year pilot
- MASCOTS pilot evaluation after two years