

MASCOTS

Marin-Sonoma Coordinated Transit Service Plan

UPDATE-SMART Board of Directors

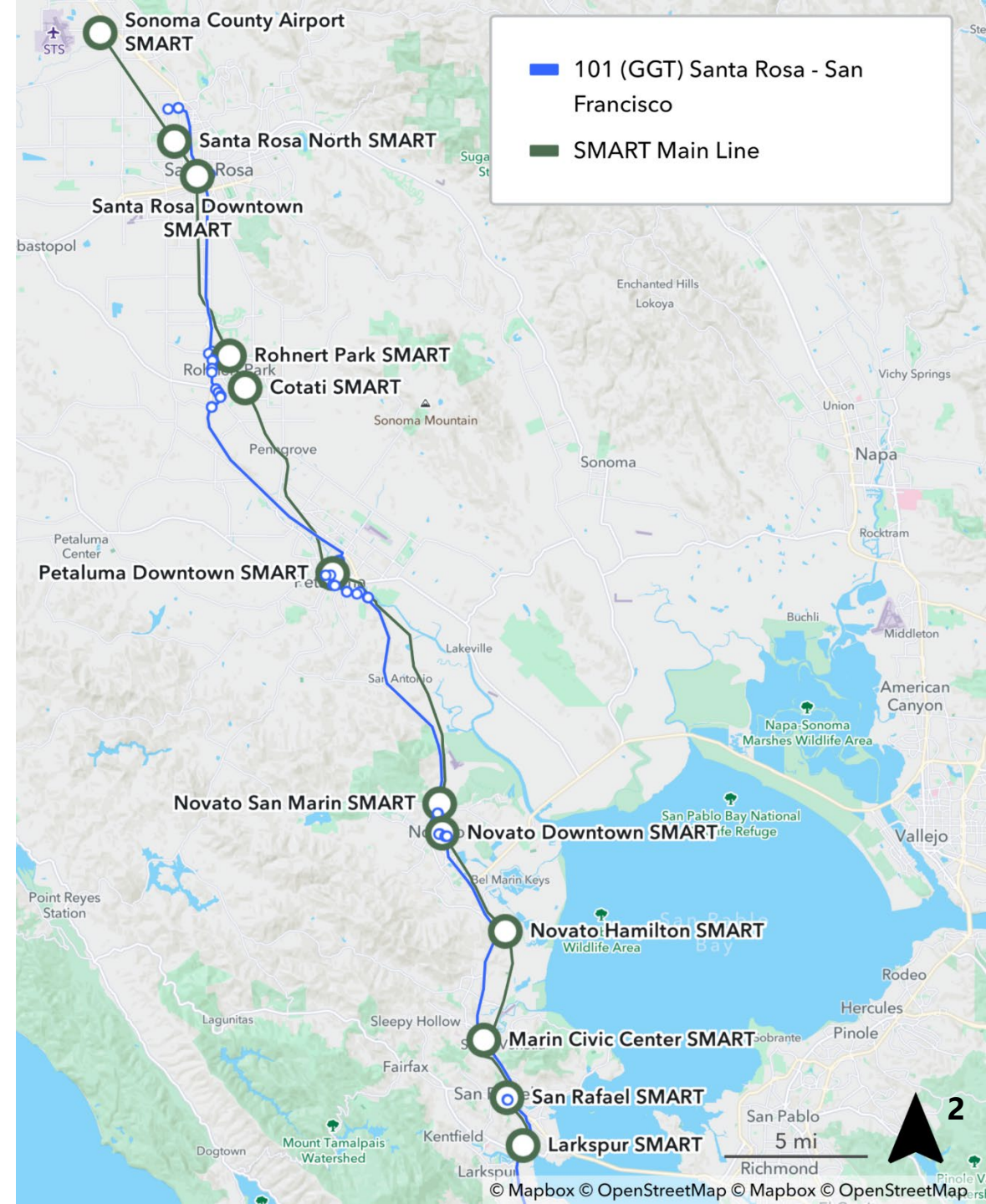
July 2026



What is MASCOTS?

- Collaborative, comprehensive analysis of regional transit service in Marin-Sonoma Highway 101 corridor
- Grounded in post-pandemic travel behavior and work patterns
- Designed to improve service, reduce duplication, and grow ridership as if service were provided by one agency

Changes Implemented in April 2026



Service Change Summary

1. **SMART provides regional service in the North Bay:** Service levels expanded, and GGT Route 101 no longer operates north of Novato
2. **GGT provides regional connections to/from SF:** Service expanded across the GGB, including more frequent Route 101 service between San Rafael and San Francisco
3. **Southern Marin bus service is streamlined:** Marin Transit provides all-day service between San Rafael and Strawberry, eliminating duplication with GGT
4. **Local bus connections to SMART enhanced:** Improved connections to/from SMART stations to facilitate ease of travel along the corridor
5. **Regional connections to/from East Bay also enhanced:** Route 580 realigned in Marin County to improve travel times
6. **Paratransit preserved:** Paratransit service to/from Sonoma County maintained

MASCOTS Pilot Detailed Schedule

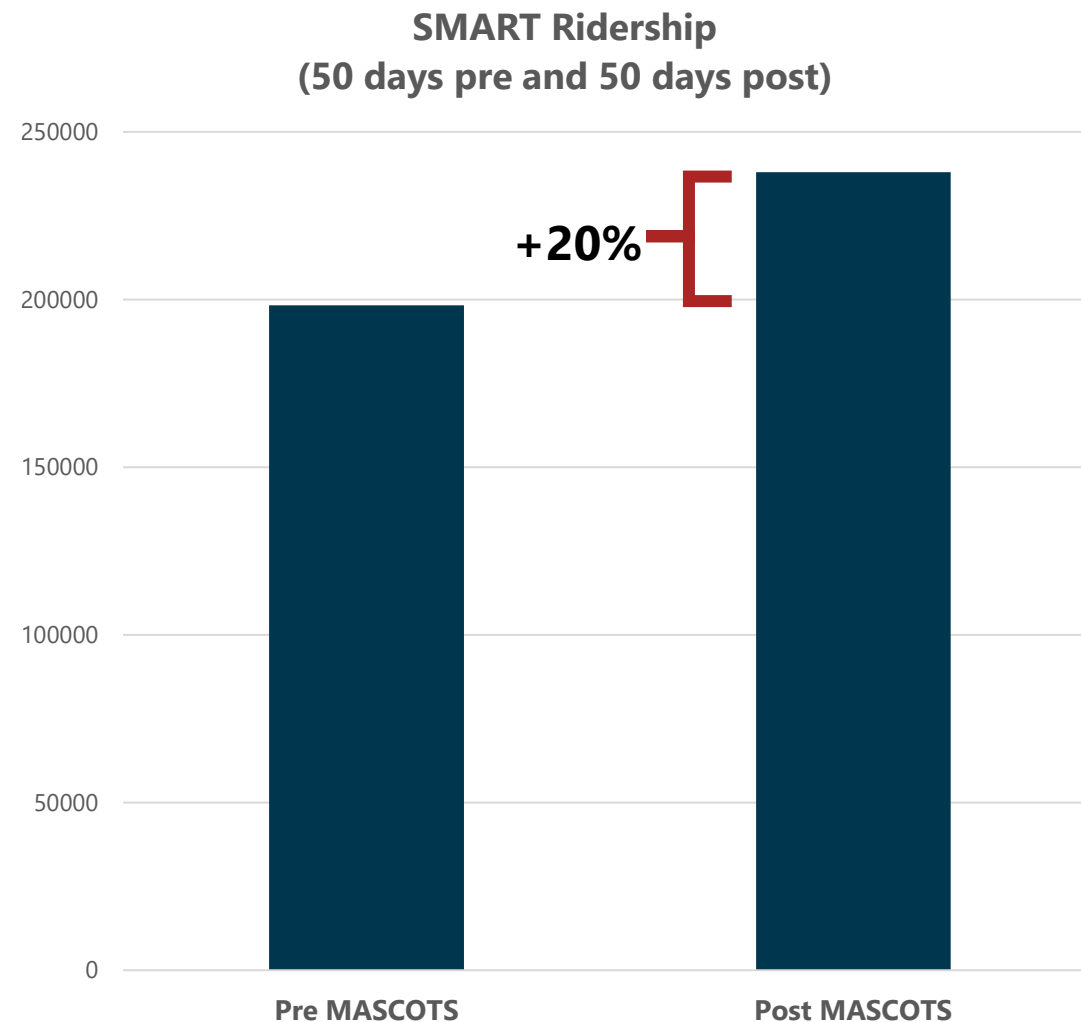
- MASCOTS was funded for 3 years – April 2026 through June 2029
- Pilot Evaluation Schedule:
 - **July/August 2026:** Snapshot of early results
 - **September 2026:** Schedule tweaks + addition of Route 172X service
 - **Late 2026:** Snapshot of ridership trends
 - **Spring 2027:** Initial pilot evaluation
 - **Winter 2027/28:** Establish formal pilot evaluation, including potential consultant procurement
 - **Spring 2028:** Rider surveying for formal evaluation
 - **Summer 2028:** Prepare formal pilot evaluation
 - **Fall 2028:** Findings of pilot evaluation
 - **Winter 2028/2029:** Identify permanent service changes, if any
 - **Spring 2029:** Board actions as needed
 - **Summer 2029:** Post-pilot implementation

MASCOTS Pilot – Board Milestones

- Planned Board updates:
 - **July/August 2026:** Snapshot of early results
 - **Late 2026:** Snapshot of ridership trends (tentative)
 - **Spring 2027:** Present Interim Pilot Evaluation
 - **Fall 2028:** Present Full Pilot Evaluation
 - **Spring 2029:** Board actions as needed

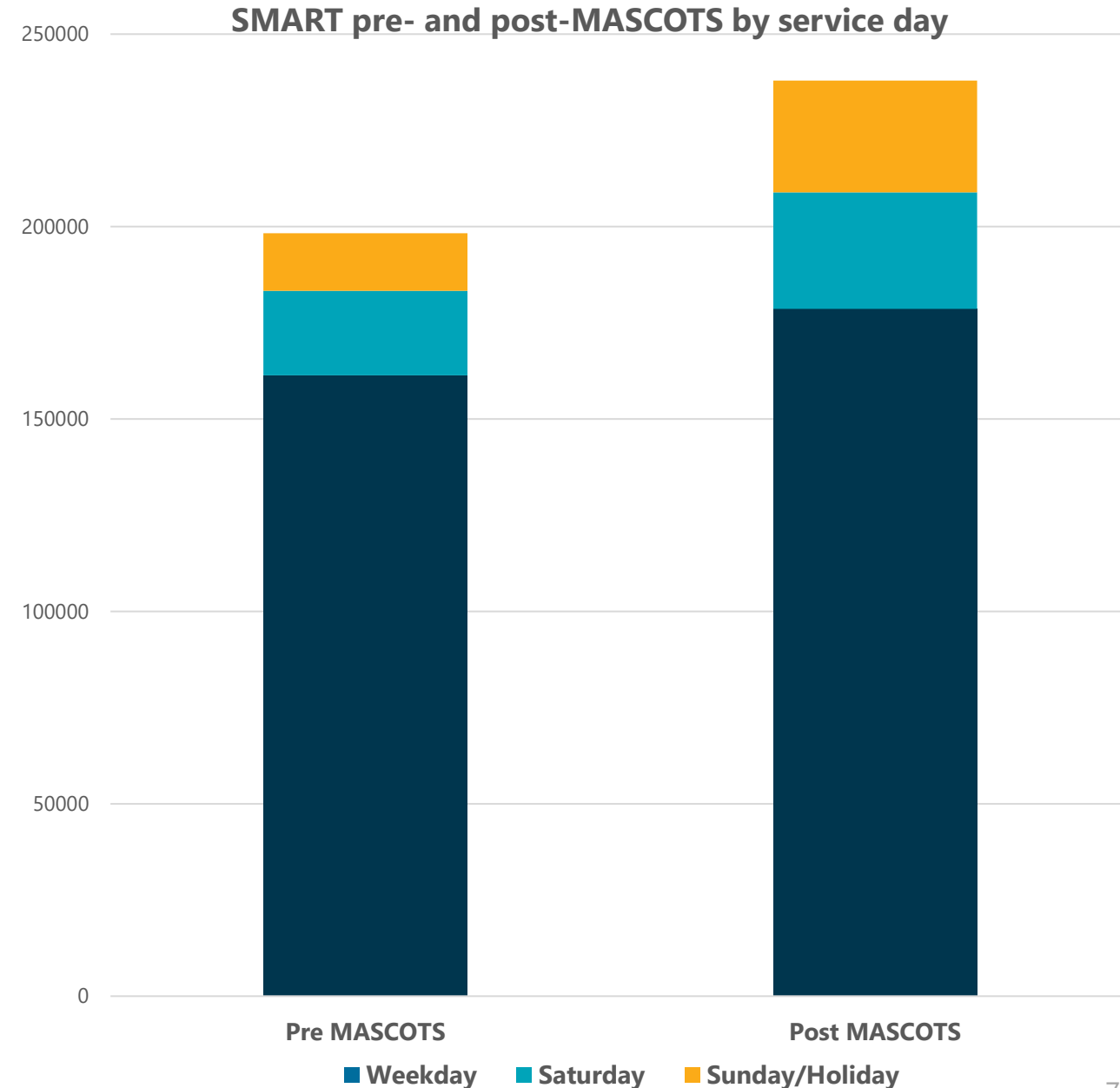
SMART Preliminary Results (April 12-May 31)

- SMART increased service by 19% under the MASCOTS pilot.
- SMART's ridership since the start of MASCOTS is up by 20% compared to SMART's ridership prior to implementation (6 weeks before/after)



SMART Preliminary Results (Apr. 12-May 31)

- Ridership increases have tracked with the level of service increases
 - **Weekday service increased by 14%** and ridership increased by the same amount
 - **Weekend service increased by 50%** and Saturday ridership is **up by 58%** and Sunday is **up by 51%**

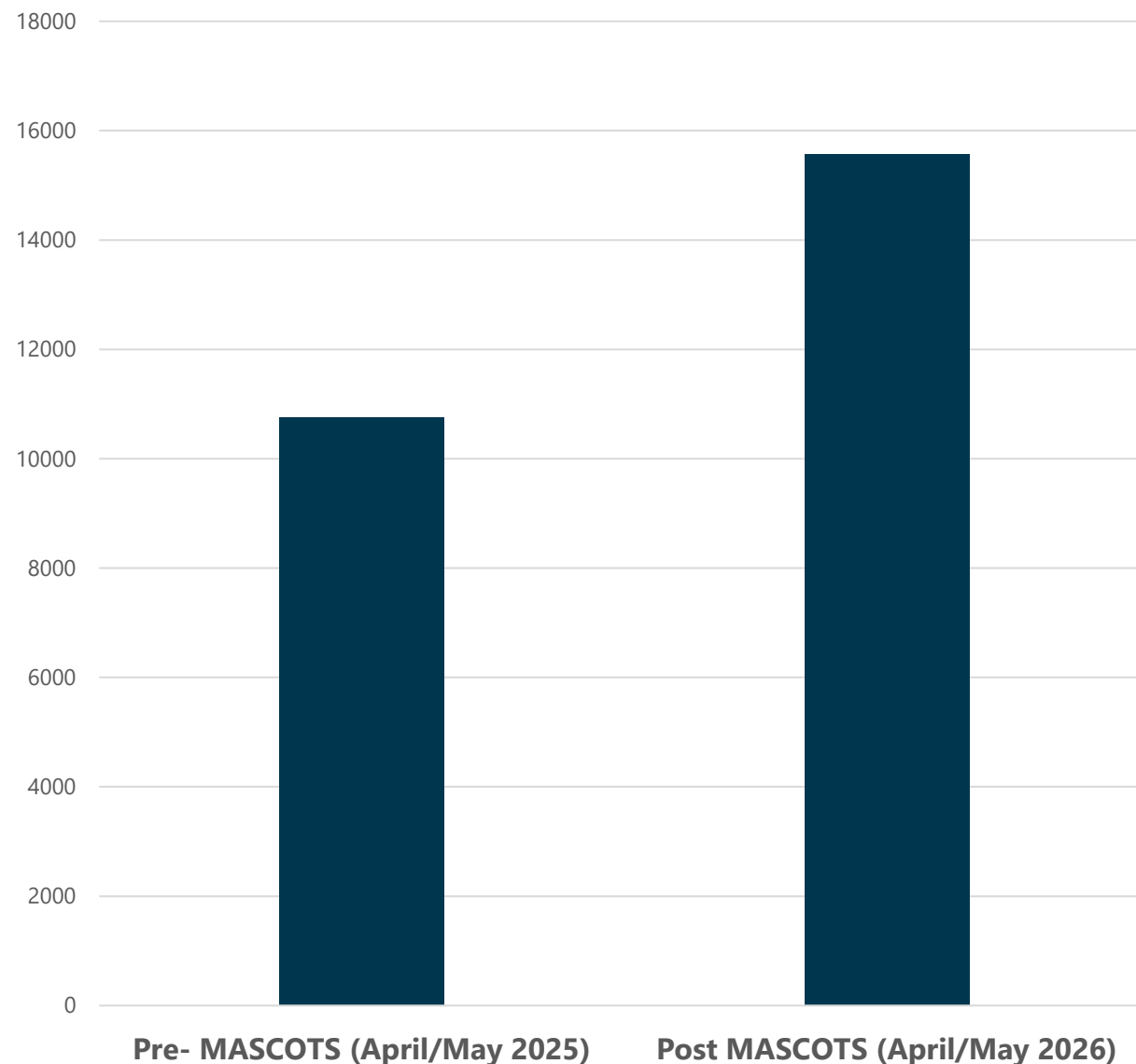


SMART Preliminary Results

(Transfer Comparisons)

- Compared to April and May of 2025, **transfers** between SMART, Marin Transit, and Golden Gate Ferry/Transit **are up 45%** in 2026
- These **early results demonstrate** that MASCOTS is **supporting ridership growth and connectivity**
- Future MASCOTS pilot evaluation will include transfer analysis that includes Sonoma and Marin local transit providers

Transfers between SMART, Golden Gate Ferry and Transit, and Marin Transit

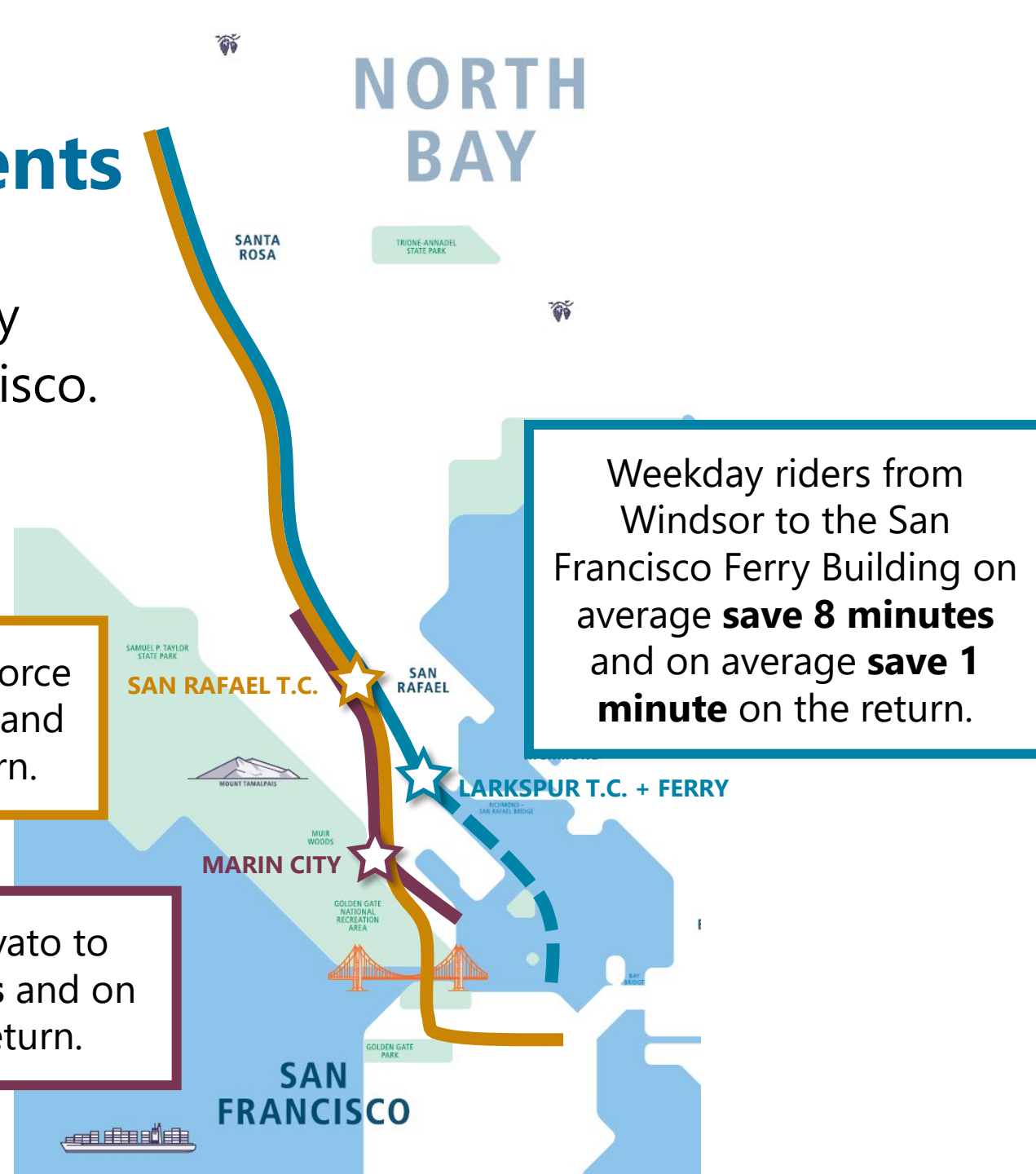


Travel Time Improvements

MASCOTS improved average weekday transit travel times to/from San Francisco.

Weekday riders from Windsor to the Salesforce Transit Center on average **save 8 minutes** and on average **save 13 minutes** on the return.

Weekday riders from Downtown Novato to Sausalito on average **save 18 minutes** and on average **save 18 minutes** on the return.



Golden Gate Transit Preliminary Results (Apr. 12-May 31)

- Productivity has improved by focusing service in the area with the most travel to/from SF
- 22% more bus trips across the system with 12% fewer service hours
- Route 101 improved to every 15 minutes between San Rafael and San Francisco, providing a high quality of service for regional travelers
- Route 120 operates every 30 minutes throughout the day, nearly doubling service levels between Sausalito and San Francisco
- Marin-Sonoma rides shifted to SMART, and local rides shifted to Marin Transit and Sonoma County Transit—local operators that can better focus on serving the needs of their customers

Questions?

STAFF NAME & CONTACT INFO AS
APPROPRIATE

