

Citizens Oversight Committee

MASCOTS Implementation Update

March 25, 2026



Overview of MASCOTS and the goals

Marin-Sonoma Coordinated Transit Service Plan(MASCOTS) is...

- A 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



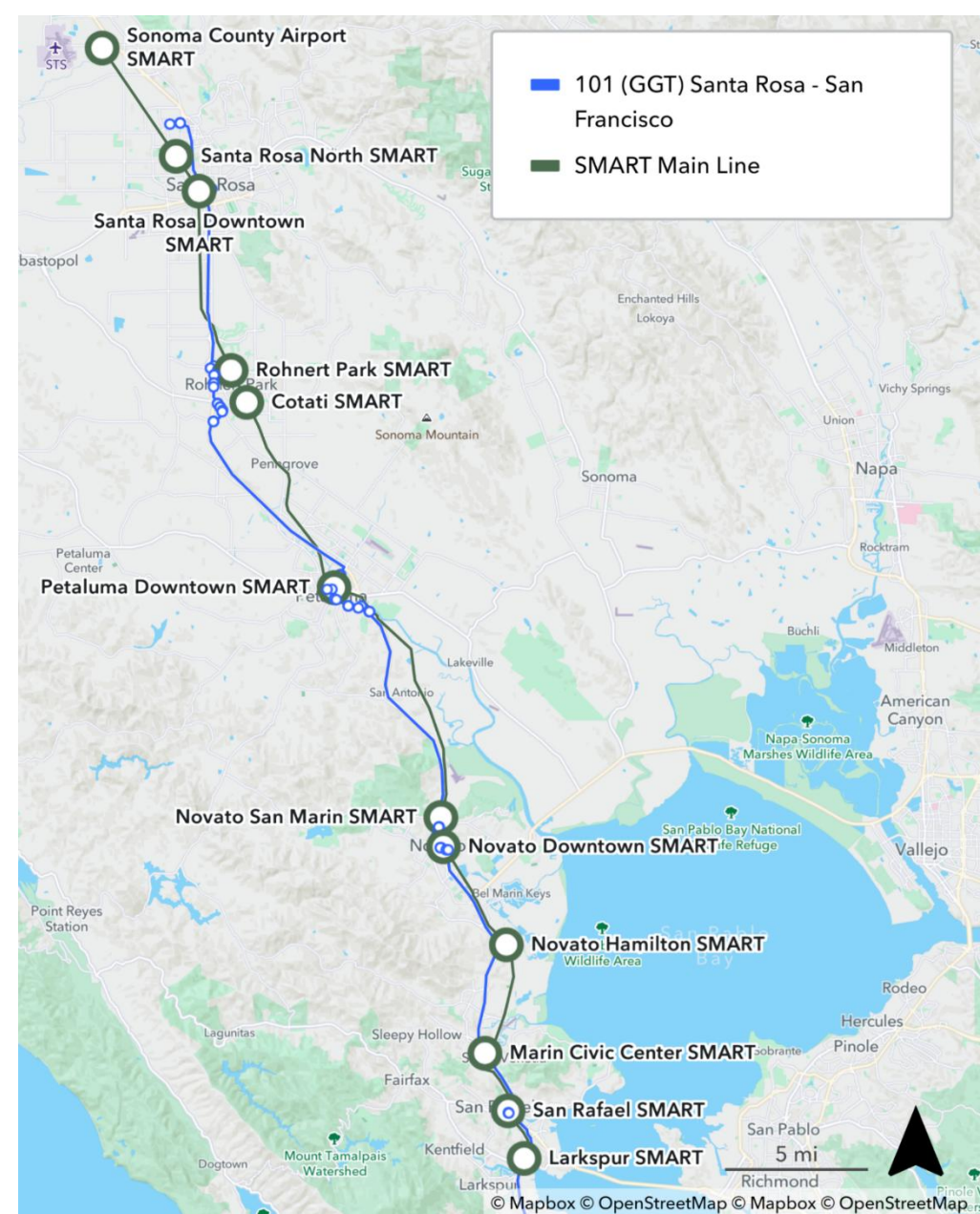
MASCOTS Timeline

- Summer 2024– Initiated MASCOTS
- 2024/2025– Current conditions assessed, solutions developed and evaluated
- Summer 2025-December 2025– public outreach and adoption of recommendations by agency boards
- Spring 2026– Service Implementation as part of a 3-year pilot
- Summer 2028– Evaluate Pilot after two years



SMART's MASCOTS Service Changes Coming April 12

- SMART is increasing service by 19%:
 - From 42 to 48 weekday trips
 - From 16 to 24 weekend trips
- Span of service is expanding:
 - Earlier trains
 - Later trains
 - More service in the midday



MASCOTS Benefits

Added SMART service is meeting needs customers have long desired:

- Early morning commuters can make earlier shifts (new in the northbound direction)
- Midday service fills in gaps so people can make doctor's appointments, lunch dates, and meetings
- Additional evening commute service offers more options for people commuting home
- Later service allows people to go out to dinner and stay out later

MASCOTS Connecting Service Improvements Overview

- More service and improved frequency means more connection opportunities
- With increased SMART service and GGT 101 service between Marin and San Francisco, there are more opportunities to connect between services and reach San Francisco on transit
- Along the 101 corridor, many transfers between SMART and GGT 101 improved to fall into the “ideal” transfer window (5-10 minutes)
- This reduces wait times and overall trip time



Photo credit: Sherry Lavars/MarinIJ

NEW Expanded Schedule

- **Earlier Service**

- Weekdays the first SB train 3:56AM and first NB train 5:28AM

- Weekends first SB train 7:08AM and first NB train 8:57AM

- **Later Service**

- Weeknights last SB train 8:18PM and last NB train 10:00PM
- Weekends last SB train 8:03PM and last NB train 9:53PM

		Weekdays Southbound / Dirección sur en días laborales - WINDSOR TO LARKSPUR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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Schedule Features Ferry and Bus Connections

- Larkspur Ferry
- Golden Gate Transit Route 101 connecting from San Rafael Transit Center to the Salesforce Transit Center

		Novato Downtown	4:53	5:47	6:19	6
		Novato Hamilton	5:01	5:55	6:27	6
		Marin Civic Center	5:07	6:01	6:33	7
		San Rafael	5:13	6:07	6:39	7
		Larkspur	5:20	6:14	6:46	7
TO SAN FRANCISCO		GG Route 101 bus <u>departs</u> San Rafael Transit Center GG Ruta 101 <u>sale</u> al central de transito San Rafael	5:20	6:15	6:45	7
		GG Route 101 bus <u>arrives</u> Salesforce Transit Center GG Ruta 101 <u>llega</u> al central de transito Salesforce	6:02	7:01	7:32	8
		Ferry <u>departs</u> Larkspur Ferry <u>sale</u> de Larkspur	5:45	6:30	7:15	7
		Ferry <u>arrives</u> San Francisco Ferry <u>llega</u> a San Francisco	6:20	7:05	7:50	8

MASCOTS Schedule and the SMART Connect Shuttle

- Updating Connect Shuttle hours to better align with the MASCOTS schedule
- Schedule to go into effect April 12
- SMART will monitor shuttle performance with the expanded train schedule

Service	Airport Shuttle Hours (effective Apr. 12)	Larkspur Shuttle Hours (effective Apr. 12)
Weekday	7:45 AM-12:35 PM	7:15 AM – 12:45 PM
	1:05 PM-6:15 PM	1:45 PM – 6:15 PM
Weekend	10:00 AM - 2:45 PM	8:30 AM – 1:00 PM
	3:15 PM-8:00 PM	2:00 PM – 7:30 PM

Questions?



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