



# STATUS UPDATE ON THE MASCOTS EFFORT

## TRANSPORTATION COMMITTEE AGENDA ITEM NO. 5

October 24, 2024

# Topics to be covered

- What is MASCOTS? and What is its purpose?
- Timeline of the study and where we are
- Key consultant findings from existing conditions analysis
- Expected deliverables
- Next Steps

# What is MASCOTS

- MASCOTS is the Marin and Sonoma Coordinated Transit Service plan
- Intended to look at all transit service in the U.S. Highway 101 Corridor in Marin and Sonoma

# MASCOTS Purpose

- **Purpose:** Improve service efficiency, effectiveness, and legibility along U.S. Highway 101 corridor to better serve existing and future transit customers.
- How would the service look if it was operated as one system?

# Anticipated MASCOTS Timeline

**June – August 2024**

**PHASE 1: Listening / Understanding Current Conditions**

Deliverables: Corridor Findings, Needs, and Opportunities

**September – November 2024**

**PHASE 2: Develop Solutions to Address Opportunities**

Deliverables: Initial Alternatives, Refined Alternatives

**November 2024 – February 2025**

**PHASE 3: Document Impacts of Alternatives**

Deliverables: Financial Impacts, Draft and Final Reports



# Existing Conditions: Key Consultant Findings

- The travel patterns and the overall travel market in Marin and Sonoma Counties have changed dramatically
- SMART plays a much larger role than initially expected
- Some specific markets are overserved by current transit service
- Golden Gate Ferry carries the largest share of trips between Marin and San Francisco

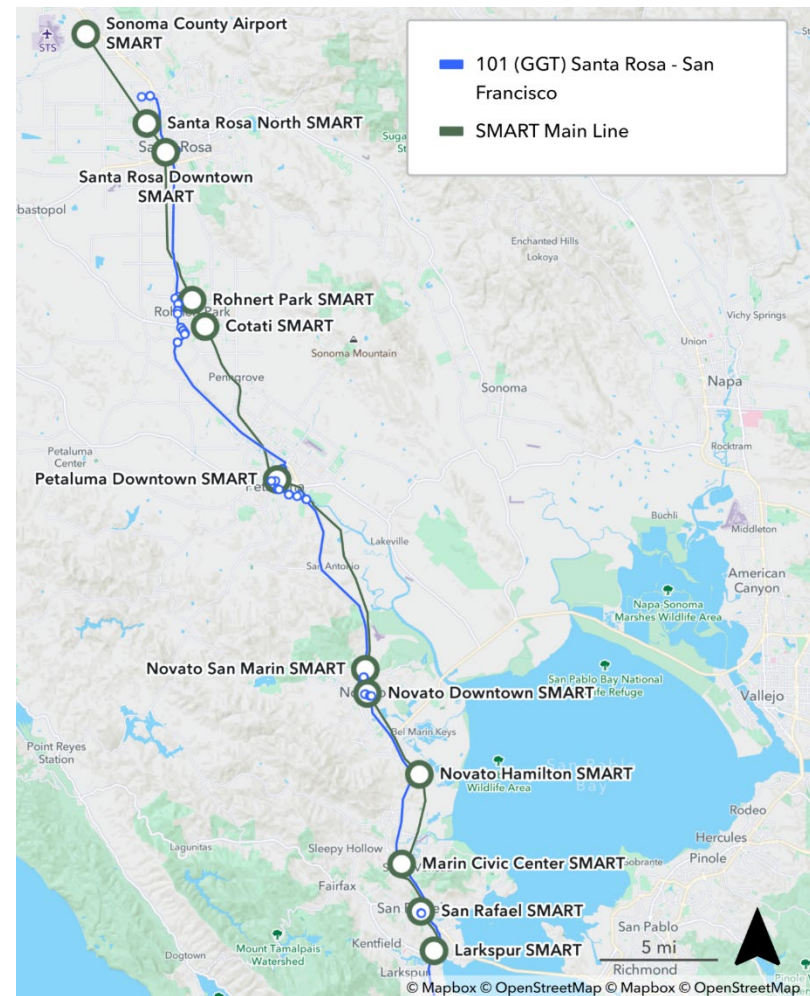
# MTC's Transit 2050+ Data Illustrated Marin and Sonoma County Travel Patterns

Plan Bay Area 2050 location-based data analysis (cell phone origin/destinations) key findings included:

- About 2/3 of all trips from Marin and Sonoma Counties to San Francisco originate in San Rafael or points further south
- More than 3/4 of trips between Sonoma County and Marin County have origins and destinations within the SMART travelshed
- About 2/3 of trips from Sonoma and Marin Counties to San Francisco end at Downtown, Fisherman's Wharf, and Civic Center areas

# SMART Implementation Has Changed Mobility between Marin and Sonoma Counties

- More people are using transit in the U.S. Highway 101 Corridor since SMART came into service
- SMART is faster, more reliable, and more frequent than the paralleling bus service during core hours of the day
- SMART carries a larger share of the travel market than paralleling GGT and Sonoma County Transit service
- San Rafael to Santa Rosa trips (RT boardings)
  - SMART : ~2,400; GGT 101: ~620





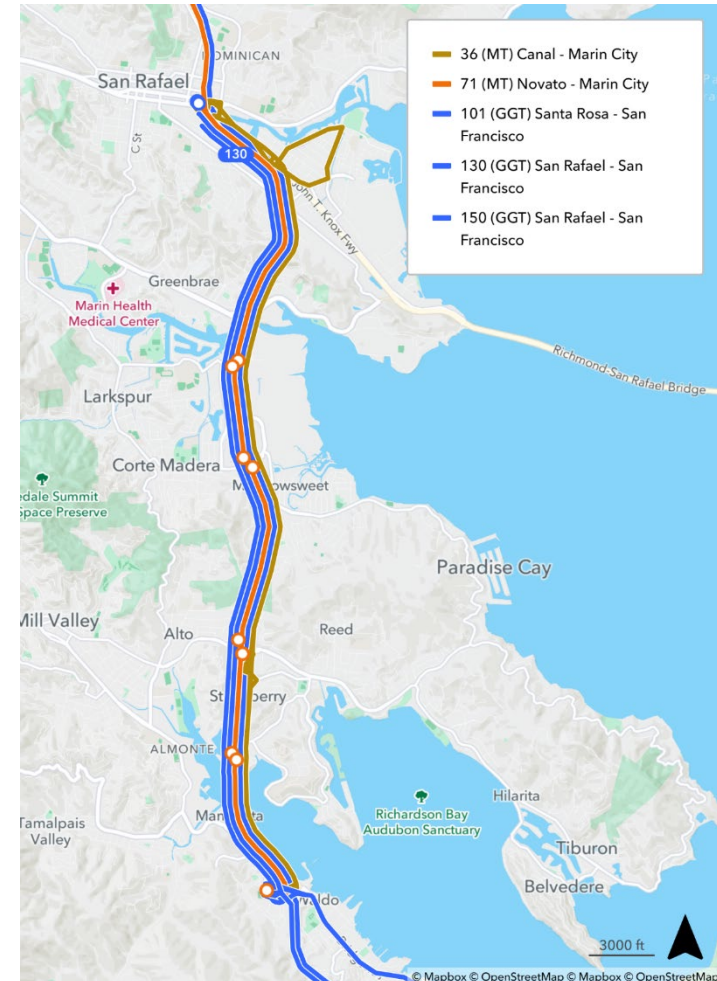
# Highway 101 between San Rafael and Marin City is overserved with local service

Two GGT and two Marin Transit routes serve the same stops on Highway 101 between Marin City and San Rafael

All four routes have low ridership between San Rafael and Marin City

The schedules are not well coordinated with each other

Six buses per hour is too much service

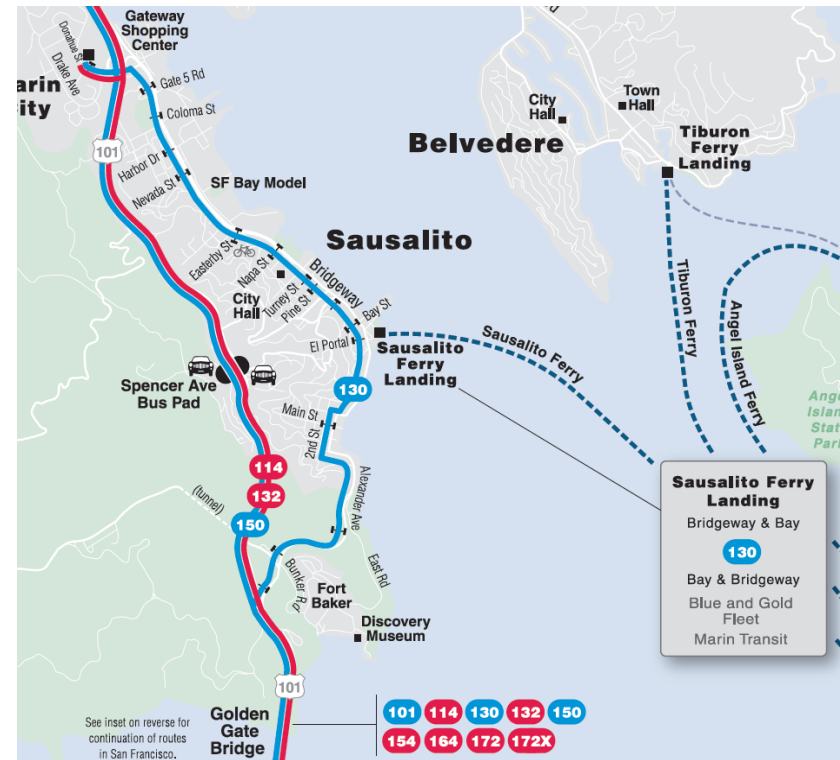


# Ferries Carry the Majority of Riders between Marin County and San Francisco

## Ferries carry ~60% more riders than regional bus

- Sausalito Ferry: ~900 weekday riders
- Larkspur Ferry: ~2,400 weekday riders
- Tiburon Ferry: ~390 weekday riders
- Total Ferries: ~3,690 weekday riders
- All GGT buses on the GG Bridge carry ~2,300 weekday riders (<2/3 of all ferries)

There are significant differences in fare and frequency between ferries and buses depending on where you start from



# Deliverables and Future Actions (Fall 2024)

- Service Recommendations
  - Intended to reduce overlap and duplication
  - Looks at putting service where riders are
  - These are only recommendations
- Will be presented to District staff for evaluation
  - Detailed review to assess what works for GGT Bus and GG Ferry
  - Fiscal impacts will also be evaluated
  - Concepts that are deemed workable will be brought to the Board for review and consideration of a setting a public process to make changes
  - No changes before August 2025 at the earliest

