

# SMART Board of Directors

## Agenda Item 9: Marin-Sonoma Coordinated Transit Service Plan (MASCOTS) Introduction & Key Findings



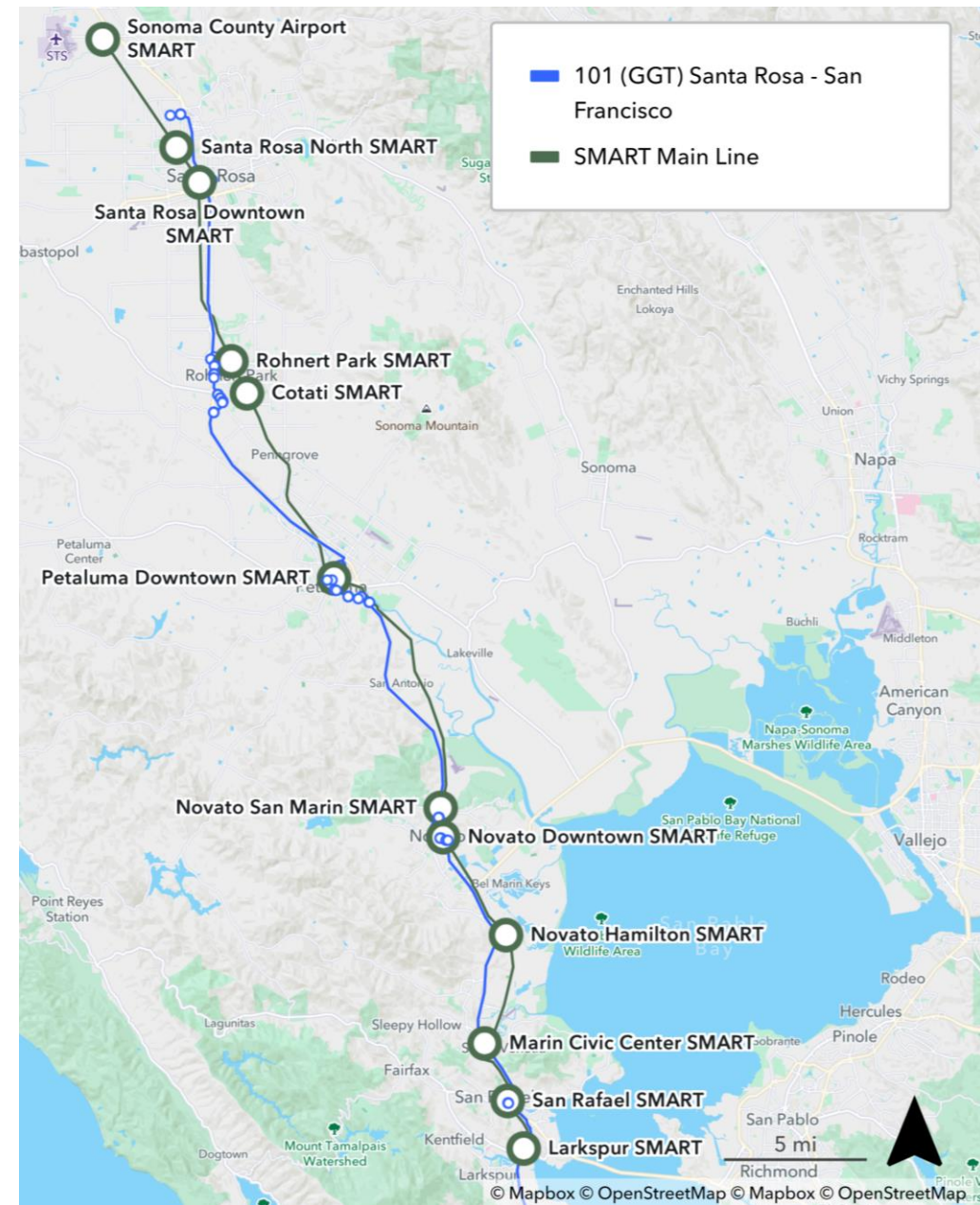
# Outline

- Introduction
- Key Existing Conditions Findings
- Next Steps



# Why MASCOTS?

- 1. SMART began service:** The operators in Marin and Sonoma Counties have not reconsidered the regional service structure comprehensively since SMART came into service
  - 2. Travel Patterns have Changed:** The pandemic changed regional travel demand and service levels/options to/from San Francisco and East Bay
- It is an opportune moment to conduct a comprehensive structural analysis of transit in the Highway 101 corridor.



# MASCOTS Purpose and Key Questions

**Purpose:** Improve service efficiency, effectiveness, and legibility along Highway 101 corridor to better serve existing and future transit customers.

## ***Key Questions to be Addressed:***

- What are the regional markets where transit can be successful?
- How well is current service meeting those markets?
- How well are equity priority communities served?
- What should future service look like?
- What is the right mix of, and relationship between, regional rail, regional bus, ferry, commuter service, and local service in the Highway 101 corridor?

# MASCOTS Approach & Outcomes

- Focus on “regional service,” along Hwy 101 corridor
  - Will not repeat past work
  - Will not engage in local transit planning and integration
- Operator-neutral service planning exercise
- Grounded in “new normal” travel behavior and work patterns



→ **Final Report:** “Sub-Regional Strategic Operations Plan” that is intended to directly inform future service planning activities at each agency along the Highway 101 corridor; plan will consider costs, facilities, and funding.

# MASCOTS Process

**June – August 2024**

**PHASE 1: Understand Current Conditions**

**Deliverables: Corridor Findings, Needs, and Opportunities**

**September – December 2024**

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

**Deliverables: Initial Alternatives, Refined Alternatives**

**December 2024 – February 2025**

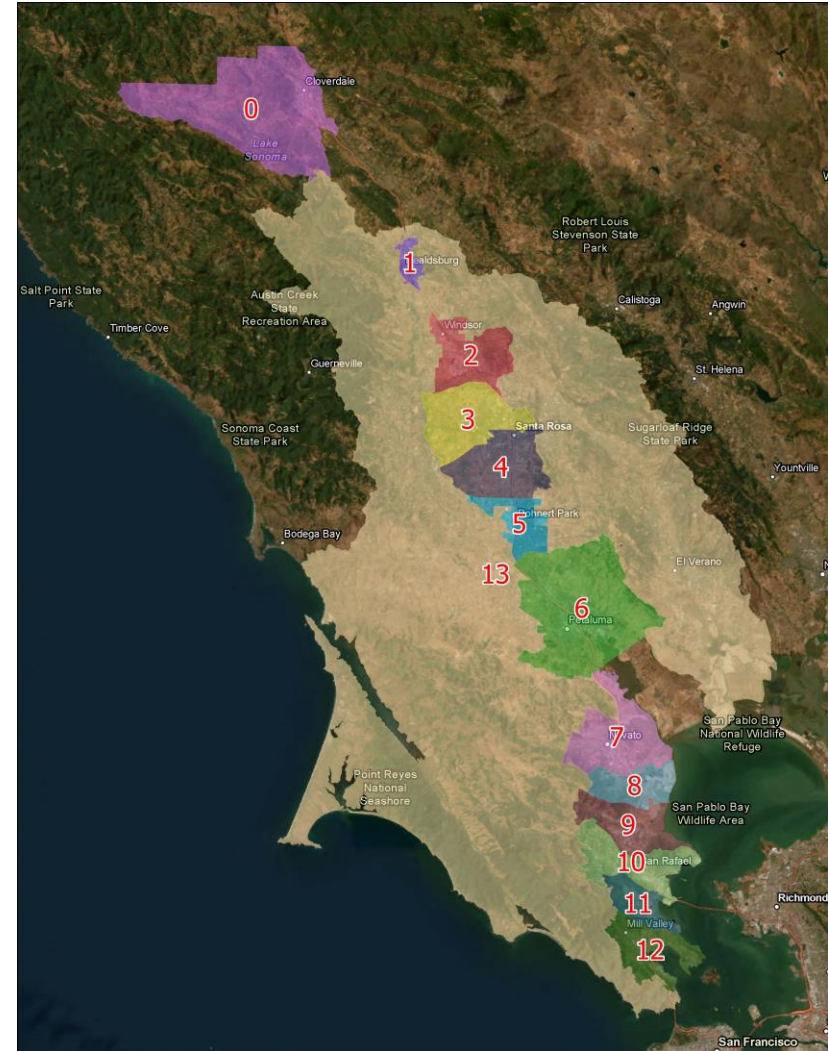
**PHASE 3: Document Impacts of Alternatives**

**Deliverables: Financial Impacts, Draft and Final Reports**

# Key Findings: Travel Patterns

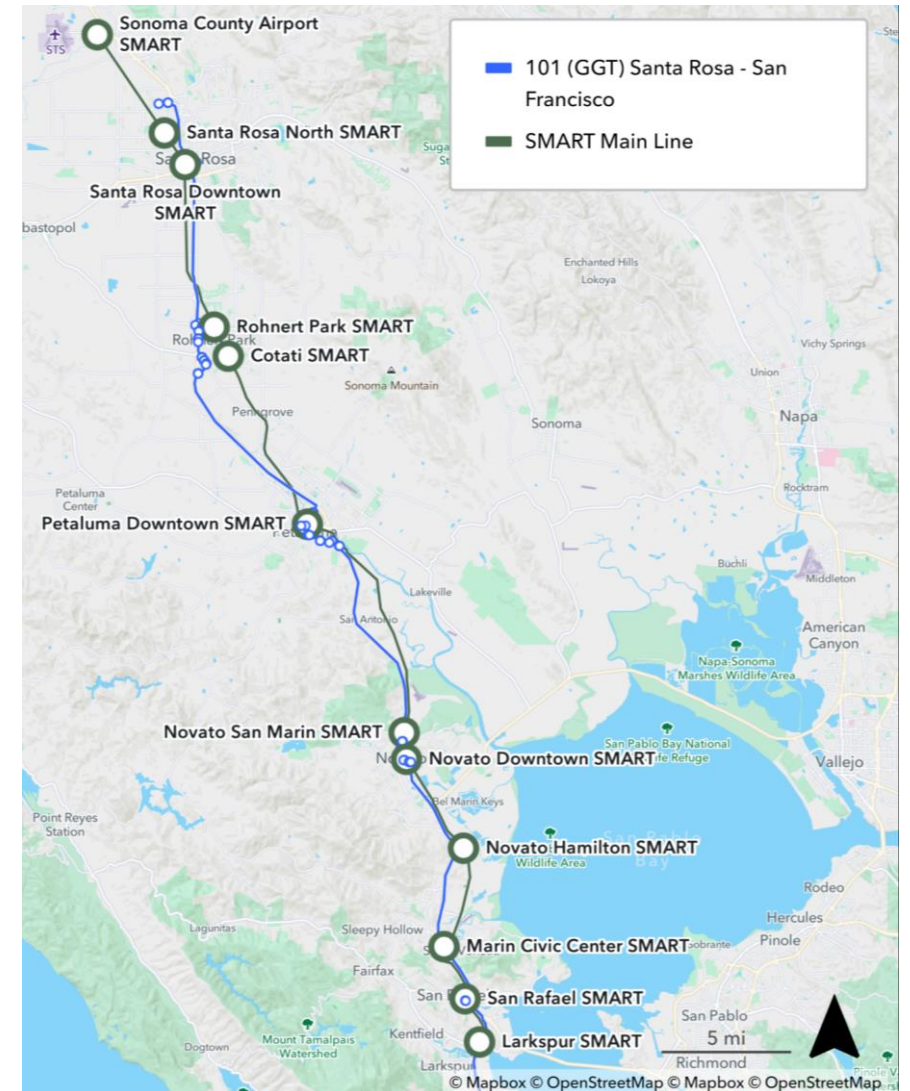
- About 2/3 of all trips from Marin and Sonoma Counties to San Francisco originate in San Rafael or points further south
- More than 3/4 of trips between Sonoma County and Marin County have origins and destinations within the SMART travel shed
- About 2/3 of trips from Sonoma and Marin Counties to San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

*Source: Fall 2023 data from Replica*



# SMART has changed mobility between Marin and Sonoma Counties

- More people are using transit in the Highway 101 Corridor since SMART came into service
- SMART is faster, more reliable, and more frequent than the parallel bus service during core hours of the day
- SMART carries a larger share of the travel market than parallel GGT and Sonoma County Transit services
  - E.g., San Rafael to Santa Rosa trips (RT boardings estimate fall 2024)
  - Approx. SMART : 3,600; GGT 101: 680





# GGT Service Effectiveness Across GG Bridge

- For GGT Routes to SF, 40-60% of ridership is *not regional* – it is within a single county
- The average GGT 130 and 150 bus is less than 1/3 full crossing GG Bridge
- A significant portion of GGT’s ridership derives from something other than its original mission – carrying people to/from San Francisco

Percentage of Route Ridership	GGT Routes						
	101	114	130	132	150	154	172
% SF-SF Ridership	18%	55%	20%	33%	32%	36%	33%
% Marin-Marin Ridership	12%	4%	33%	11%	21%	3%	0%
% Sonoma-Sonoma Ridership	11%						4%
% Intercounty Ridership	59%	41%	47%	57%	47%	61%	63%
<b>TOTAL</b>	100%	100%	100%	100%	100%	100%	100%

Source: Fall 2023 (164 not available); updated 2024 data underway

# 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)

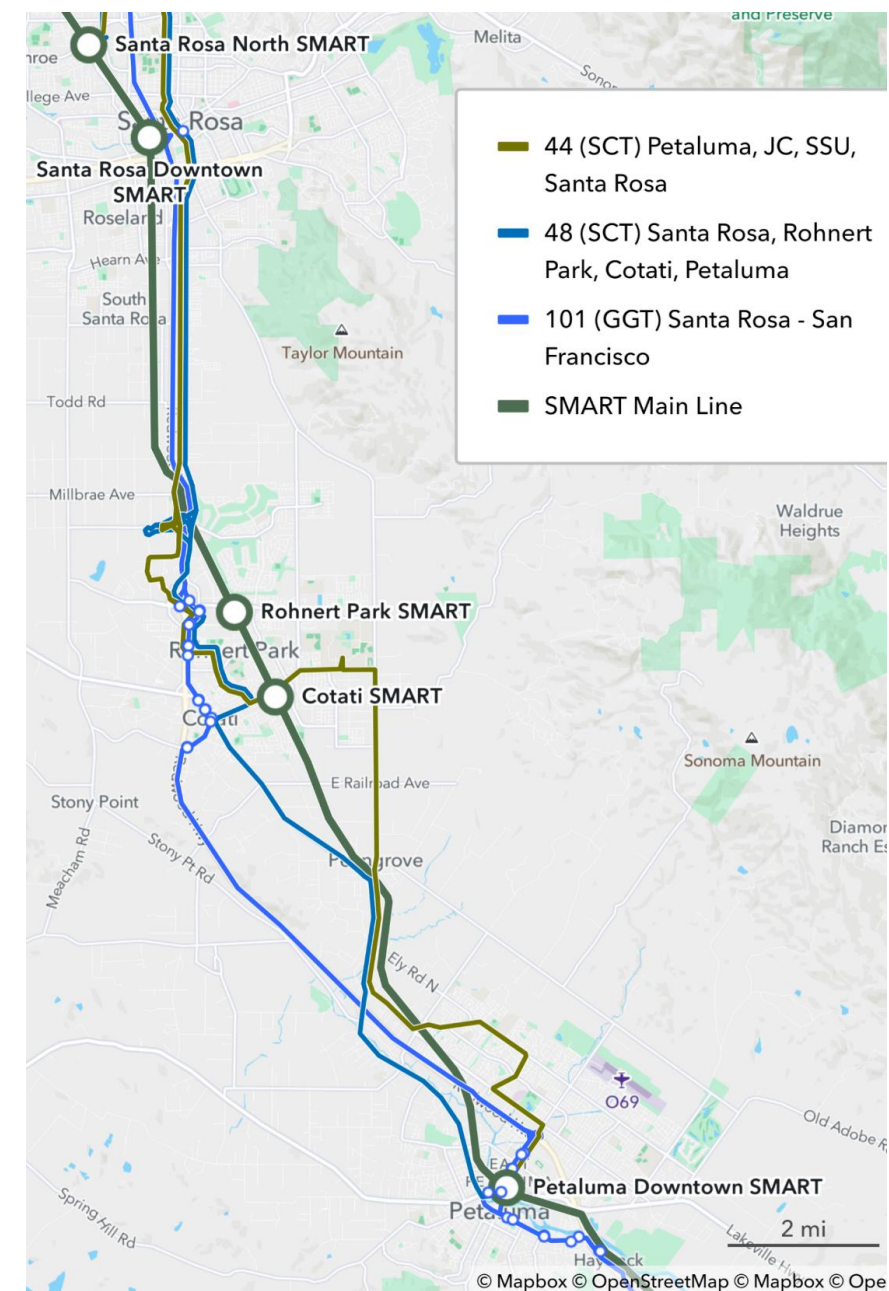
**There are significant differences in fare and frequency between ferries and buses depending on origin.**



*Source: Fall 2023 data*

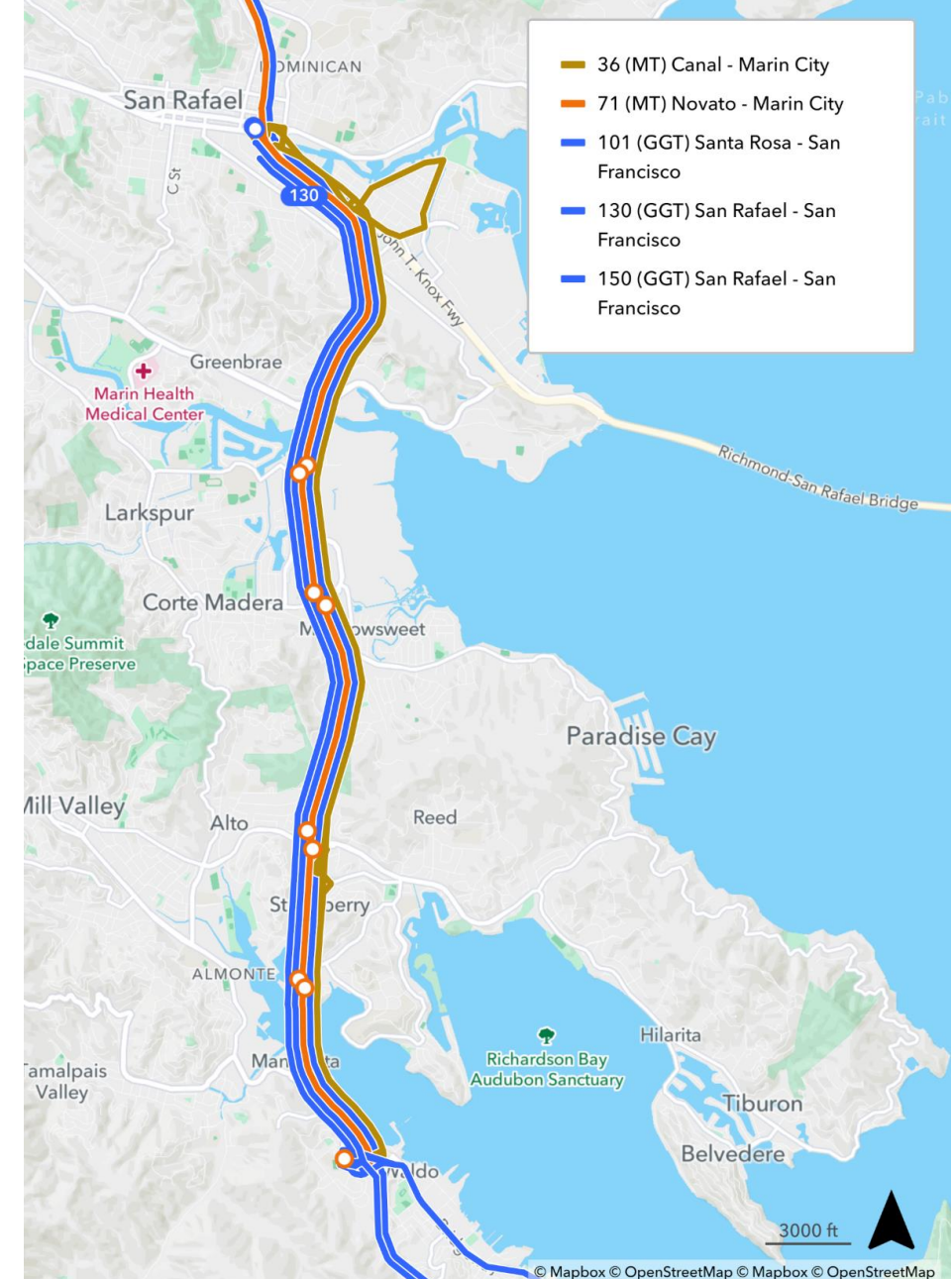
# Sonoma County & Sonoma to Marin

- SMART, GGT, and Sonoma County Transit routes duplicate each other in 101 corridor, schedules are not coordinated, travel times and fares vary
- SMART has replaced GGT Route 101 as predominant rider choice for intra-Sonoma and Sonoma-Marin County trips – when it operates
- Local services are not designed to directly connect to SMART
- Commuter services to San Francisco are productive, but tweaks could improve productivity and rider experience



# Marin County

- Highway 101 is overserved, there are too many all-day bus routes, each of which carries too few riders, too many options can create rider confusion.
  - Especially between San Rafael - Marin City
- Some schedule coordination is in place, but resources are still not optimally deployed to maximize rider benefit
- GGT 101's ridership between San Rafael and San Francisco is strong and demand could support more frequency
- Commute routes and ferries serve peak-directional demand to SF well



# Next Steps

## *Anticipated MASCOTS Timeline:*

### PHASE 1: Understand Current Conditions

September – December 2024

### PHASE 2: Develop Solutions to Address Opportunities

Deliverables: Initial Alternatives, Refined Alternatives

### PHASE 3: Document Impacts of Alternatives

#### Evaluation Process

- Develop Service Proposals
- Evaluate Proposals
- Discuss Proposals
- Refine Proposals

Engagement with Boards and Public on proposals anticipated in 2025

# Questions?



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