



General Manager's Report

ITEM 3

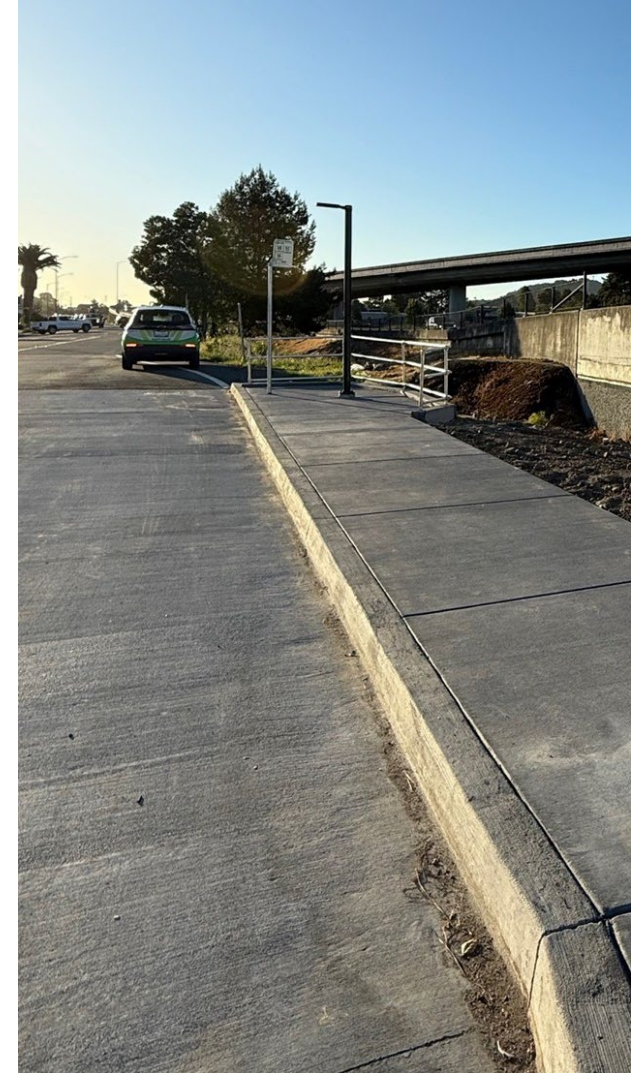
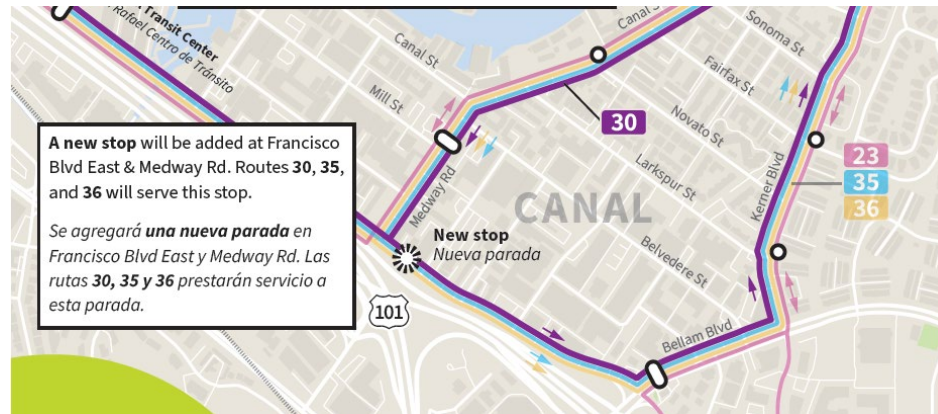
Marin-Sonoma Coordinated Transit Service (MASCOTS) Plan Launches April 12, 2026

- MASCOTS will provide **more service & better connections** along the Highway 101 Corridor
- Marin Transit will make schedule changes to routes: 17, 22, 23, 29, 35, 36, 49, 57, 71, 219, 613, and 619
 - These changes are designed to **support regional improvements** and adjust service to **meet the needs of the community**
- Changes include addition of **new stops** at MCC Novato and **additional service** to the San Marin SMART station
- Final changes being implemented were **scaled back & reflect input from riders**
- More info can be found at marintransit.gov/april2026changes



NEW CANAL BUS STOP! E. Francisco / Medway

- New stop within the Canal opened for service March 8th
- Offers a new opportunity for Canal riders to alight the bus sooner than riding the full loop
- Weekday average passenger alightings = **90**
- Weekend average passenger alightings = **75**



Transit Employee Appreciation Day



Images (L to R):

Image 1: Image of driver with NTEAD logo


Image 2: Graphic detailing the number of staff that help keep Marin Transit moving.

Images 3-4: Graphics generated from comments received in the Transit App.



Today is National Transit Employee Appreciation Day!


Marin Transit thanks the nearly 450 employees who keep our communities moving all year long

-  **41** Administrative Employees
-  **23** Customer Service Agents
-  **275** Vehicle Operators
-  **26** Safety/Road Supervisors
-  **81** Mechanics & Maintenance Staff




My favorite driver Lou!! He's who most students know as the "cool" driver because of his cool vibe and willing to compromise around alternatives when it comes to people who get on. He's a very sweet guy and i'm very lucky to have gotten to know him and you guys are lucky to have him as a driver!!

— Rider #1



You have provided a dependable and essential service to the community, and it does not go unnoticed. Please extend my thanks to the drivers for their courtesy, patience, and commitment to safety.

— Rider #7



Upcoming Fare Promotion: April 22, 2026 - Earth Day

- On April 22, 2026, the District will offer a fare promotion in honor of Earth Day allowing all Marin Transit local bus riders to travel for free!
- Public transit is the cleanest, greenest way to get around and the benefits of public transit help everyone.
- More info on Fare Free Promos can be found at marintransit.gov/fare-free-promotions



We work for transit and transit works for us! Social Media Campaign Recap


We work for transit, and transit works for us!



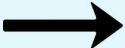

Swipe to learn about how and why our staff use transit




We work for transit, and transit works for us!



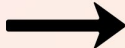

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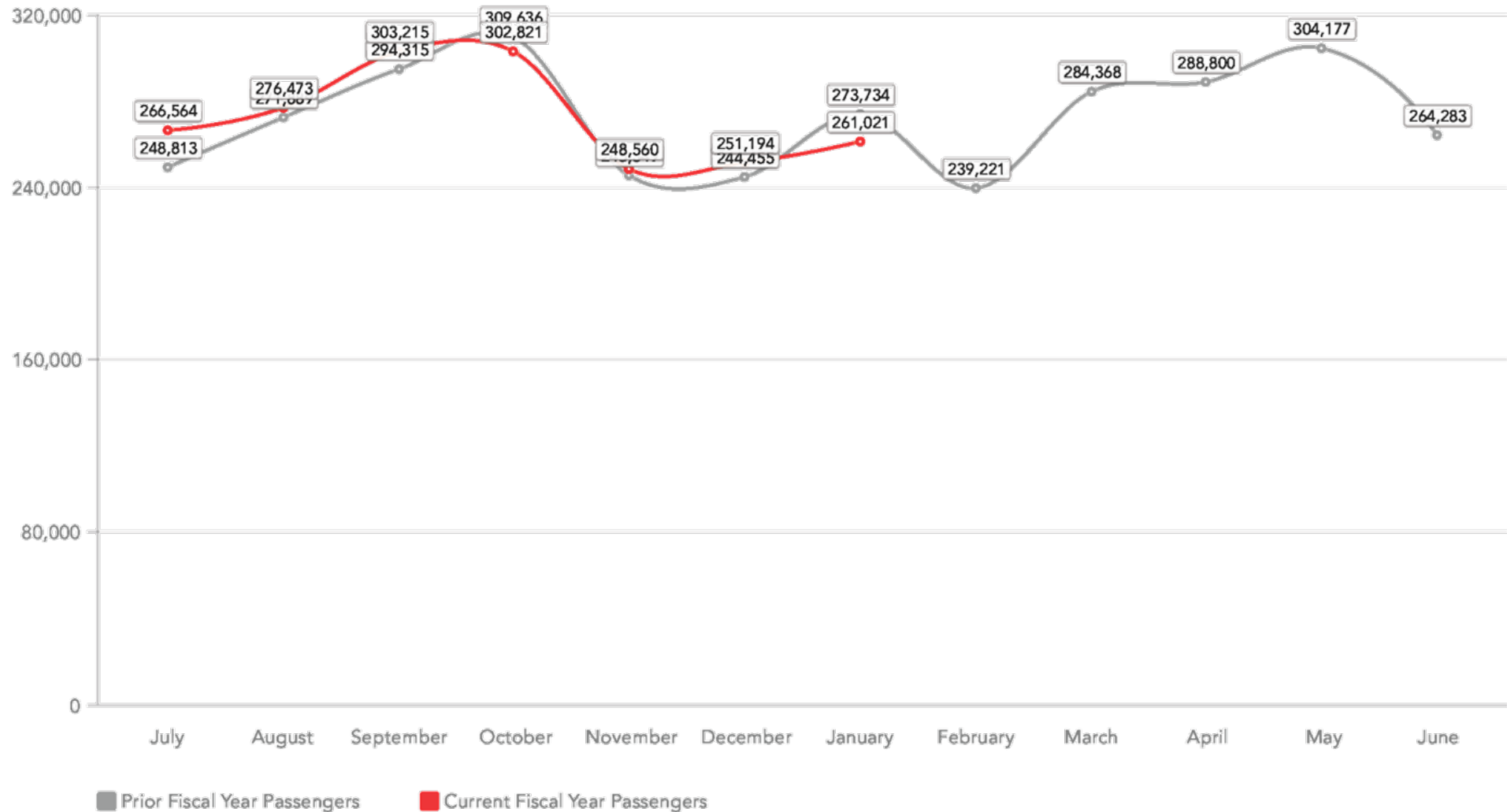
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Images (L to R): Cover images for posts related to the social media campaign

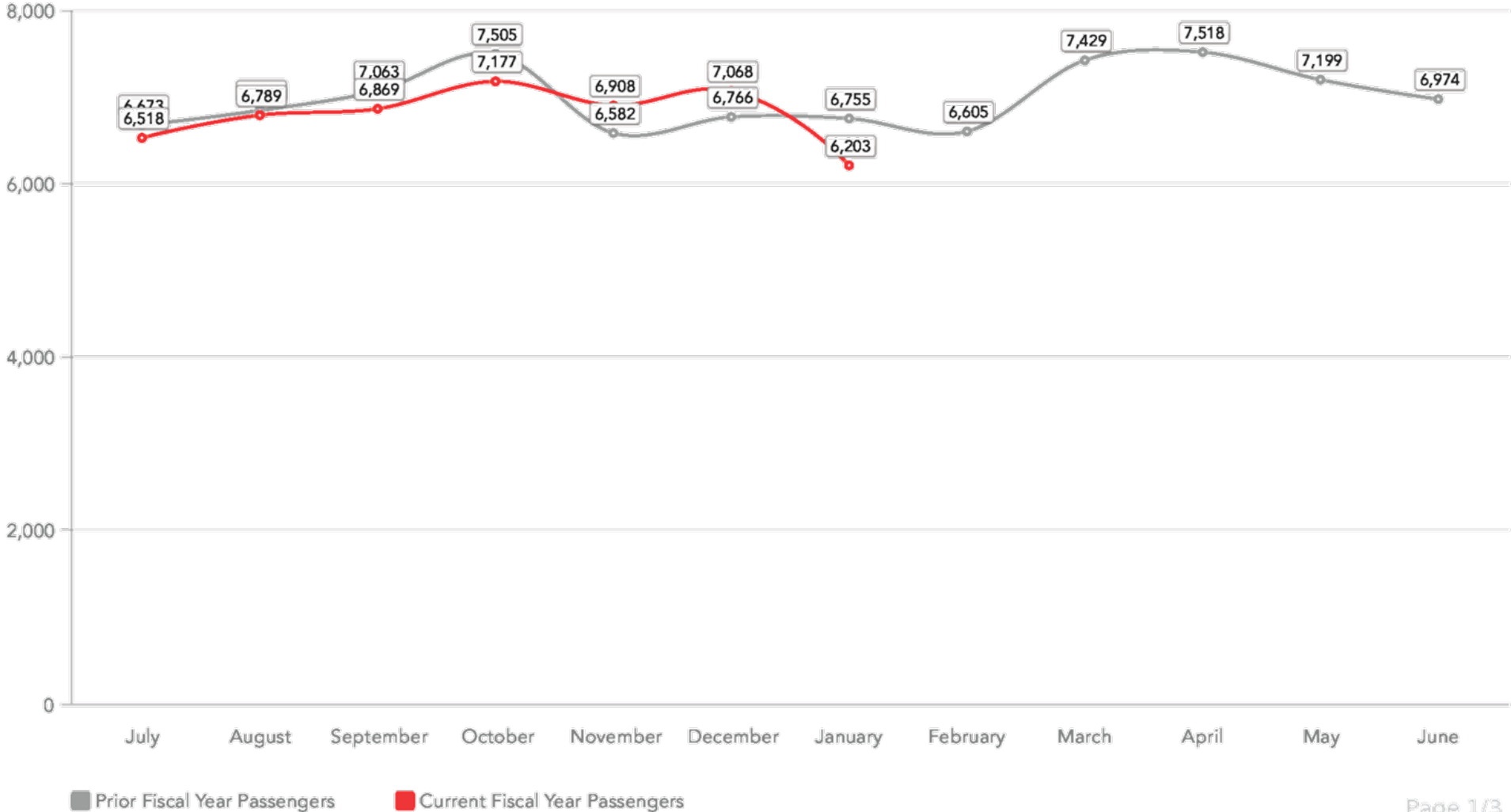
Fixed Route Ridership – Dec 2025/Jan 2026

Fixed-Route Passengers (incl. Yellow Bus & MWS) by Month



Demand Response Ridership – Dec 2025/Jan 2026

Demand Response Passengers by Month



Thank you

CONTACT

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