

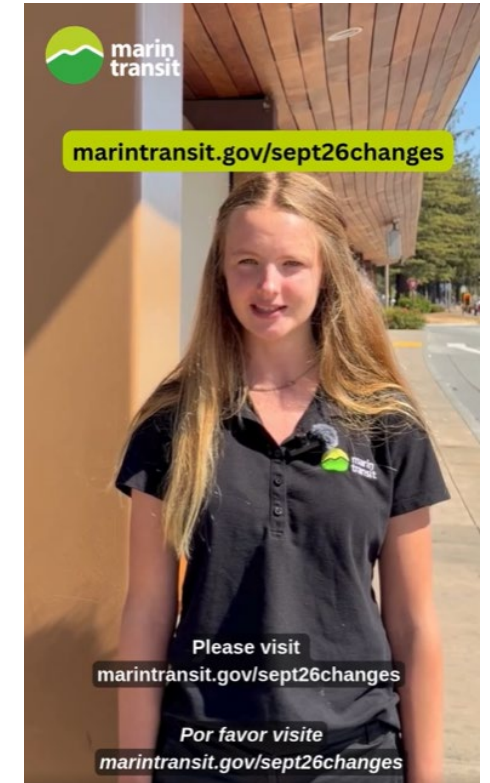
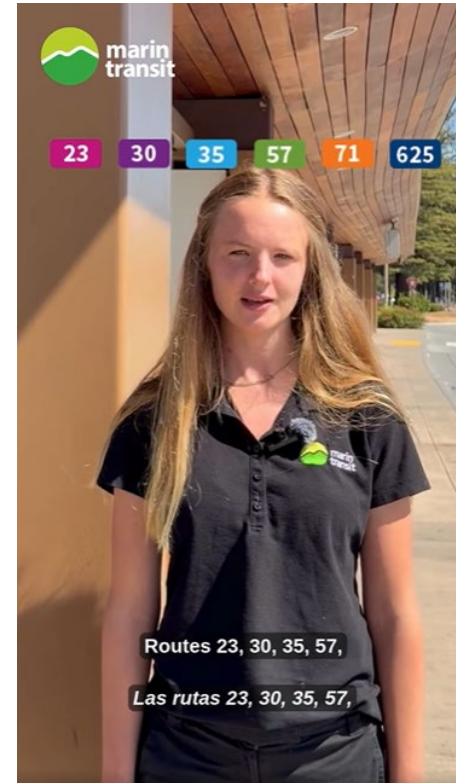


General Manager's Report

ITEM 3

September 2026 Service Changes

- On Sunday, September 13, 2026, Marin Transit will be making **minor schedule changes** to Routes 23, 30, 35, 57, 71, and 625.
- These changes are largely in **response to outcomes of MASCOTS implementation** and are designed to improve service reliability and account for changes in roadway traffic patterns.
- **More Info:**
marintransit.gov/sept26changes



Staff created a video to post on social media to share information about the upcoming service changes.

Partnering with the Community

Public Safety Power Shutoffs (PSPS)

- In July, the District responded to a Marin County OEM notice of a PG&E PSPS event in Southern Marin due to extreme weather & wildfire conditions.
- To support vulnerable populations the District offered flexibility on fares to those that requested transport to a cooling center.

Streets to Creeks Bus Stop Graphics

- The goal of the campaign is to build awareness around our watersheds and educate the community on the impact of trash and other pollutants that enter the storm drain system.
- The District partnered with the Streets to Creeks team to coordinate install of graphics at select bus stops across the County.
- Graphics are up in Novato, San Rafael, Sausalito, and Marin City. Cleanup events will occur at locations where graphics are installed.

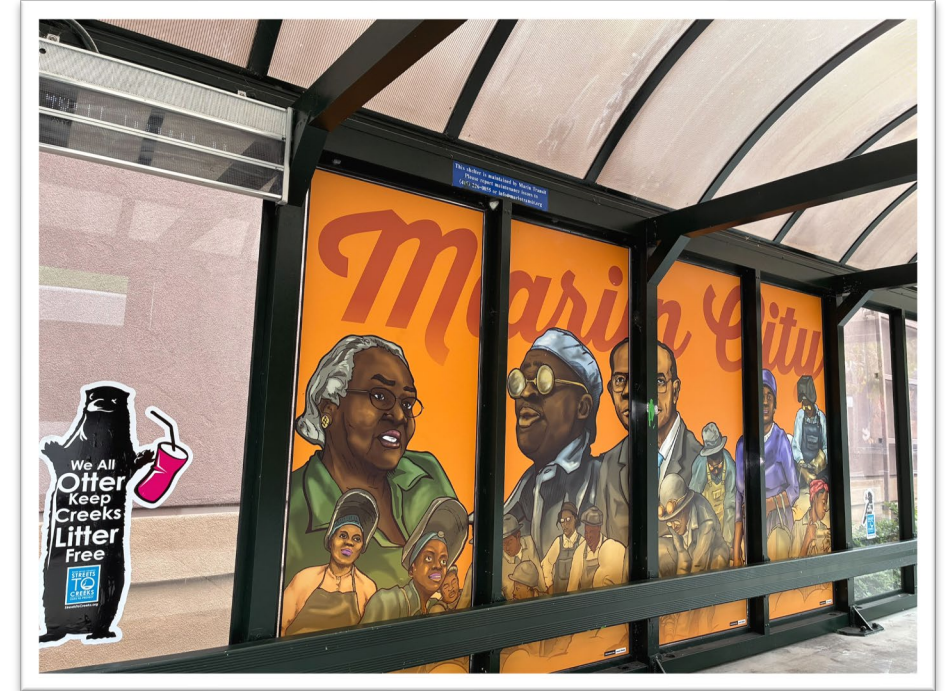
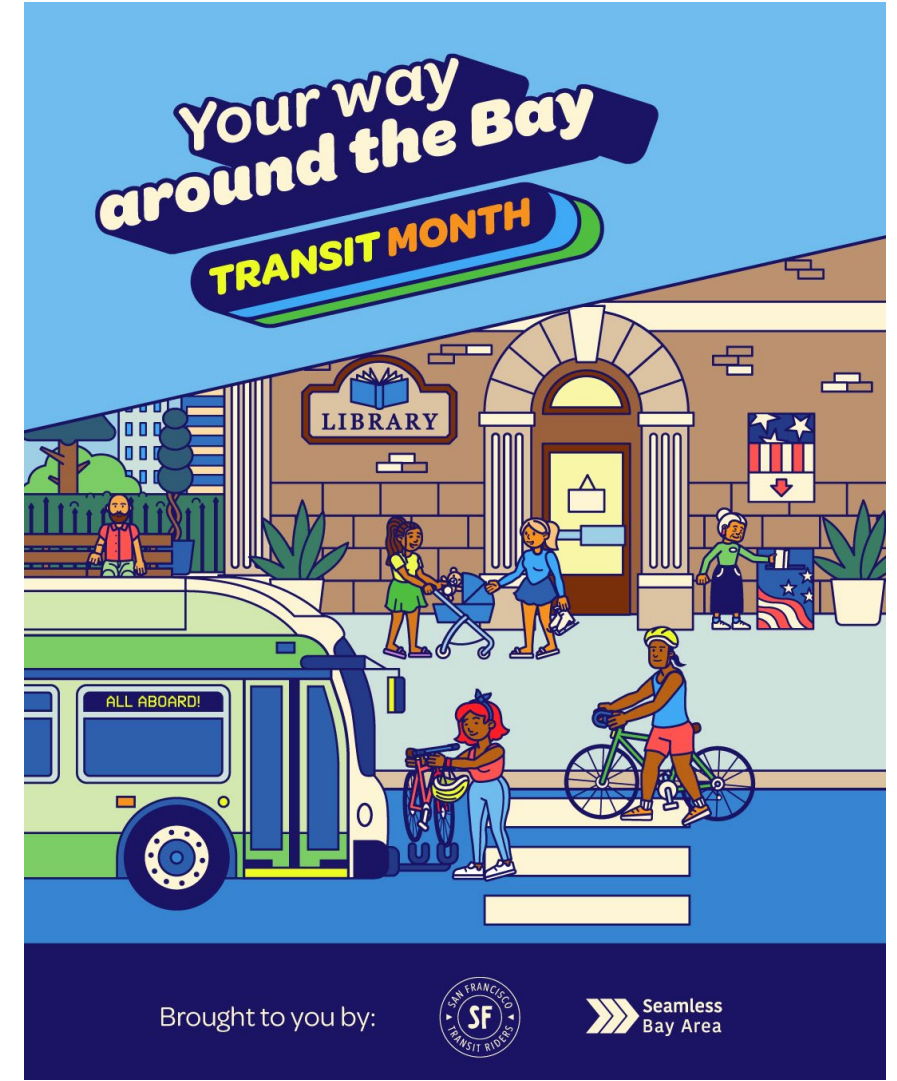


Photo Credit: Streets to Creeks team

September is Transit Month!

- Marin Transit joins the region in celebrating the buses, trains, and people that make the wonderful transit system we all know and ride!
- Transit Month is a great opportunity to **build community, explore the Bay Area**, and **raise awareness** about the importance of keeping our region moving through transit.
- **Key Events**
 - 9/11 - CEO Ride Along
 - 9/15 – All Aboard Transit Day
 - All month long – Ride Contest
- **More info:** ca.transitmonth.org



Upcoming Events & Fare Promotions

Community Events

- **September 16, 2026:** Marin Senior Fair
- **September 24, 2026:** Clipper on Marin Transit: Virtual Info Session
- **September 26, 2026:** Canal Community Fair hosted by Canal Alliance
- **Ongoing:** Clipper outreach at transit hubs, stops, and other locations across the County staffed by our partners at Canal Alliance and the MTC / Caribou

Fare Free Promotions

- **October 7, 2026:** Clean Air Day
- **November 3, 2026:** Election Day



Youth Ride Free for Summer campaign ended on 8/31.

Preliminary data shows that there were ~150k trips taken by youth during the promotional period.

The Future of Fares on Marin Transit is Clipper!

- Clipper is the Bay Area's all-in-one transit card
- Riders using Clipper can **save money** in a variety of ways!
 - Reduced Adult Fares
 - Free and Discounted Transfers
 - Frequent-Rider Maximums
 - 31-Day Passes
 - Clipper Discount Card Programs
- **More Info:** marintransit.gov/clipper



Clipper Outreach & Rider Education

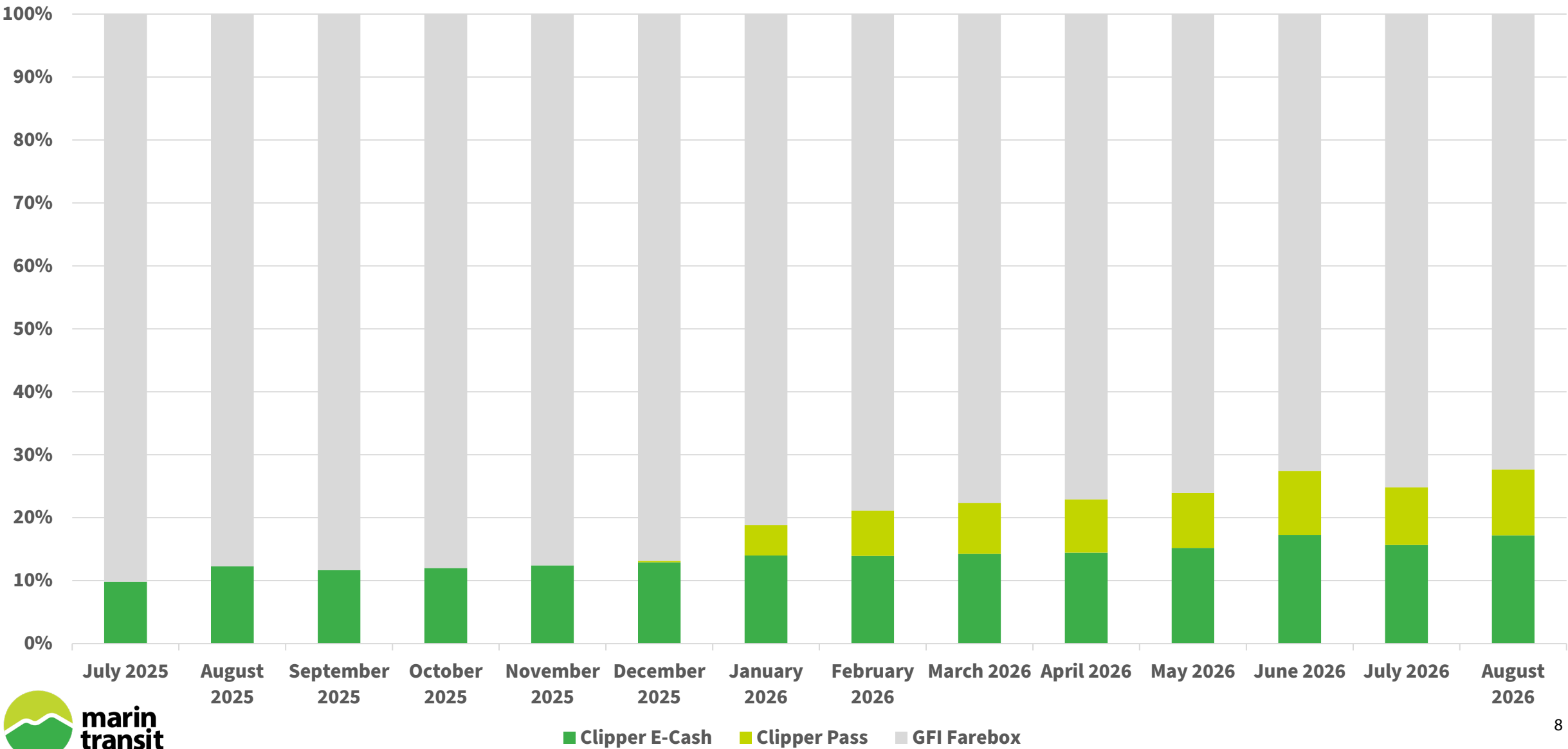
- The District is partnering with Canal Alliance & Caribou (via the MTC) for outreach support
- Outreach staff will educate riders on the benefits of shifting from cash to Clipper at transit hubs, stops, and other locations to reach riders in the community
- Outreach completed at San Rafael Transit Center & the North Marin Community Services Food Pantry indicate there is interest in shifting to Clipper and riders are happy about discounts available



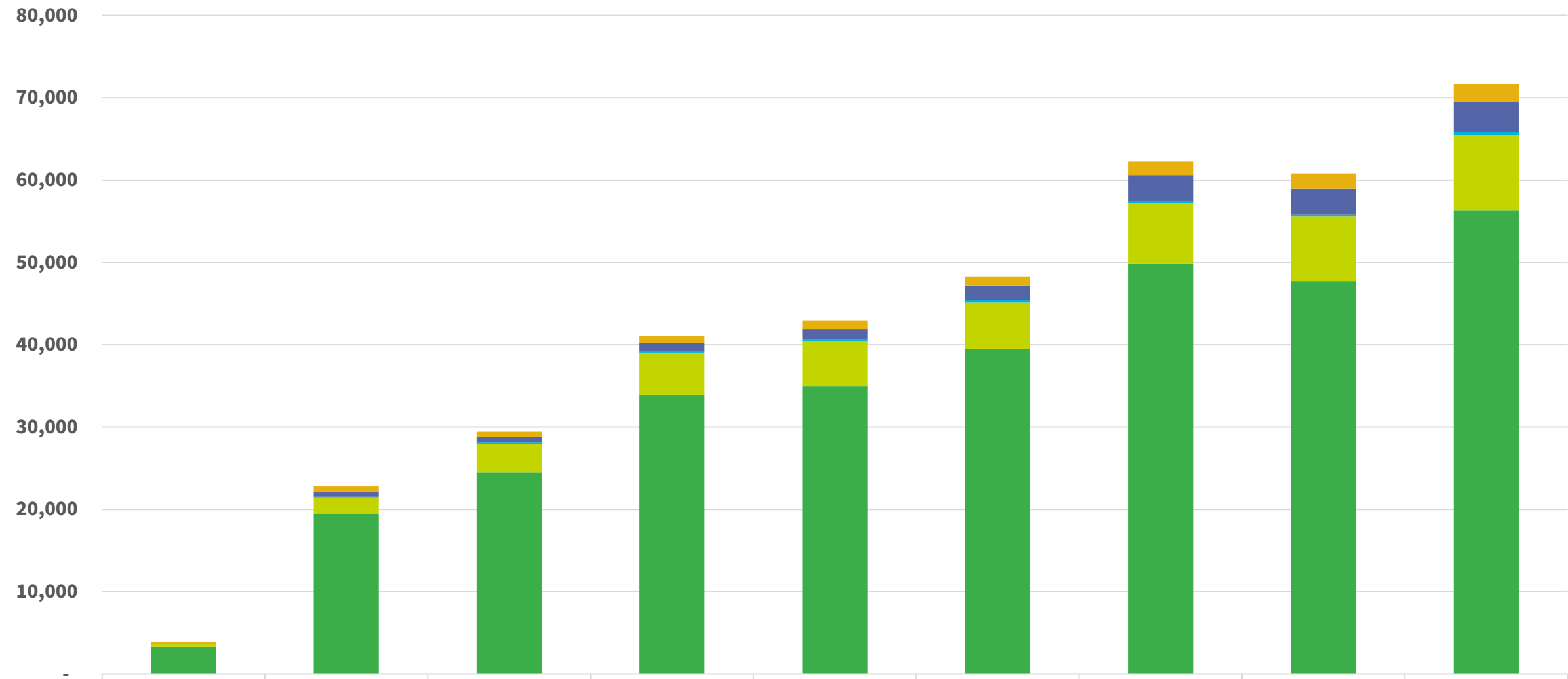
Clipper outreach at San Rafael Transit Center & North Marin Community Services Food Pantry
Photo Credit: Caribou Outreach Team



Clipper Adoption: Cash to Clipper



Clipper Adoption: Clipper Usage by Rider Type



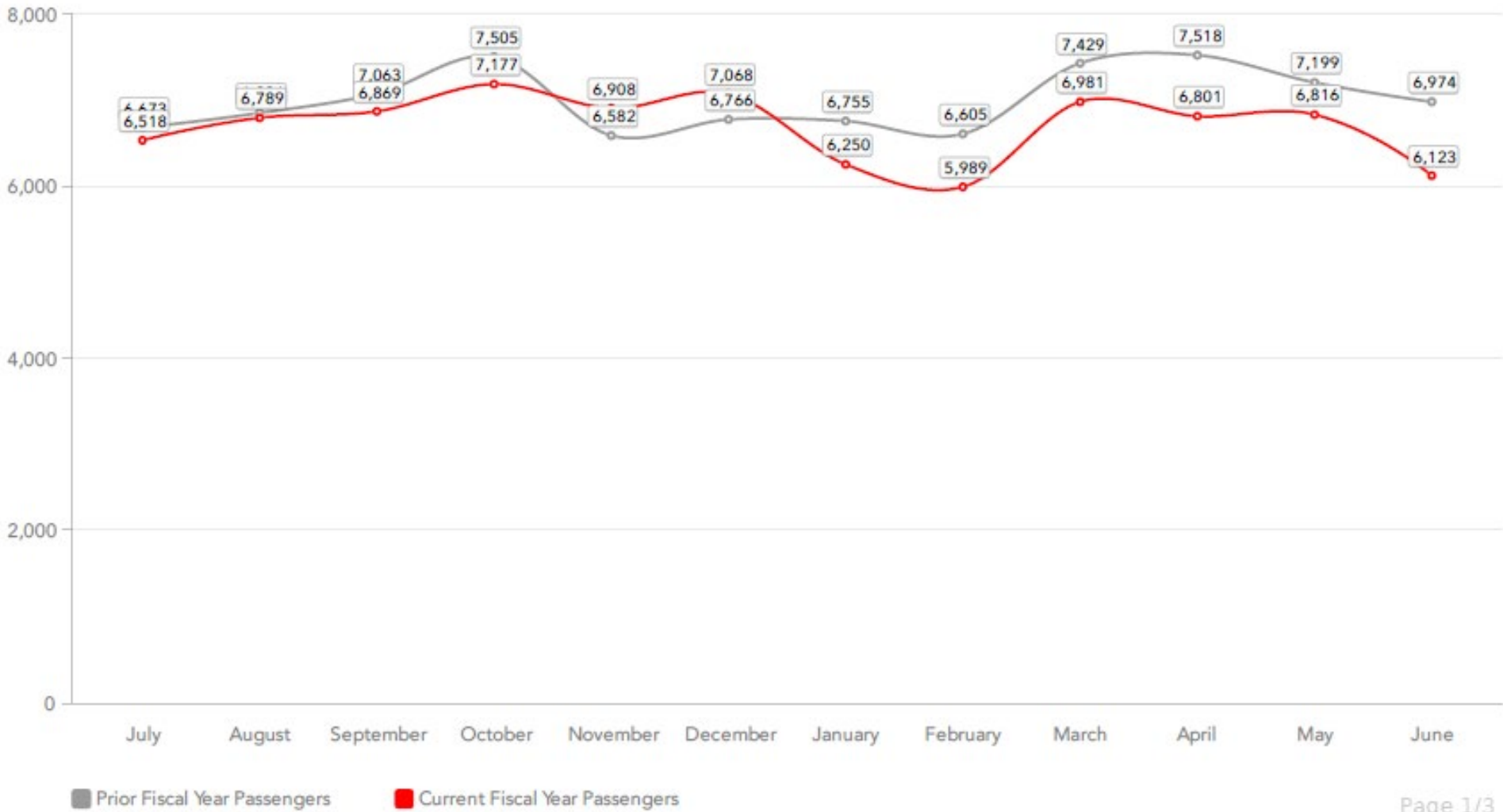
Fixed Route Ridership – May/June 2026

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



Demand Response Ridership – May/June 2026

Demand Response Passengers by Month



Thank you

CONTACT

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