

Appendix C: Recent Outreach Efforts

The table below summarizes Marin Transit outreach efforts for the period of May 1, 2020 through March 31, 2023.

Campaign	Topic	Method	Timeframe
Marin Transit General Outreach	Navigating Transit: Understanding Your Transportation Options - Marin Transit Program Overview	Virtual or In-Person Presentations	May 1, 2020 - March 31, 2023
Marin Access General Outreach	Navigating Transit: Understanding Your Transportation Options - Marin Access Program Overview	Virtual or In-Person Presentations	May 1, 2020 - March 31, 2023
Advisory Committees	Marin Mobility Consortium - Various Topics related to mobility in Marin County	Virtual or In-Person Presentations	Quarterly, ongoing
Advisory Committees	Marin Paratransit Coordinating Council - Topics related to paratransit service	Virtual or In-Person Presentations	Bi-monthly, ongoing
Advisory Committees	Golden Gate Bridge Highway and Transportation District Advisory Committee on Accessibility - Topics related to paratransit service	Virtual or In-Person Presentations	Quarterly, ongoing
Advisory Committees	Golden Gate Bridge Highway and Transportation District Bus Passenger Advisory Committee	Virtual or In-Person Presentations	Quarterly, ongoing
General Rider Education	Information and service-related updates about holiday service	E-blasts	May 1, 2020 - March 31, 2023
General Rider Education	Outreach related to COVID-19 protocols	E-blasts, Marketing Collateral	March 2020 - March 2022

Campaign	Topic	Method	Timeframe
Community Partner Education	General Updates for Marin County Commission on Aging Housing & Transportation Committee	Virtual and In-person Meeting Participation	Bi-monthly, ongoing
Community Partner Education	Navigating Transit: Understanding Your Transportation Options - Marin Access Program Overview	Virtual or In-Person Presentations	May 1, 2020 - March 31, 2023
Promotional	Marin County Fair	E-blasts, Marketing Collateral, and Coordinated Marketing with the County of Marin & Fair Organizers	May - July 2020 May - July 2021 May - July 2022 Annual Effort
Promotional	Fare promotion offering free fixed route fares for seniors (65+) / people with disabilities	E-blasts and Marketing Collateral	October 2021 - March 2022
Promotional	Fare promotion offering a free youth summer pass for fixed route	E-blasts and Marketing Collateral	June 2022 - August 2022
Promotional	Fare promotion offering a free monthly pass for family of low-income students or those who qualify for free & reduced lunch program	E-blasts and Marketing Collateral	December 2021 - January 2022
Fares	Clipper START Pilot Program	E-blasts, Marketing Collateral, and Coordinated Marketing with Clipper	November 2020 - January 2021
Public Hearing	Clipper START Pilot Program	MCTD website	October 5, 2020
Public Hearing	Proposed Major Service Changes	MCTD website	March 6, 2023

Campaign	Topic	Method	Timeframe
Service Changes	Connect 2.0 - Connect service changes & partnership with TAM	E-blasts, Marketing Collateral, and Coordinated Marketing with Transportation Authority of Marin	Summer 2020
Service Changes	Minor services changes for fixed route	E-blasts and Marketing Collateral	Ongoing efforts leading up to and following sign-up periods