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Marin County Transit District Selects New Brand Name

Marin, CA – In 1964, the Marin County Transit District (Marin Transit) was formed by a vote of the people of Marin County and was given the responsibility for providing local transit service within Marin County. Starting in 2003, the District began taking financial and planning responsibilities for local bus service in Marin County. The November 2004 passage of Measure A, the local half-cent transportation sales tax, allowed the District to maintain current local bus service levels and begin planning for future service. In March 2006, the District adopted its first Short Range Transit Plan, and in September 2006, it implemented a new local service plan including three new Community Shuttles.

On May 21, 2007, the Marin County Transit District Board of Directors selected a new brand name and logo. Marin County's local transit services will now be driving under the name "Marin Transit".

"The goal of our rebranding is to establish a clear name and image for our County transit system," commented Transit Planning Manager, Amy Van Doren.

"We are confident that our new public name will elevate awareness of Marin

Transit as a public service available to residents and visitors. Marin Transit provides a convenient and affordable alternative to a second or third family car and lifeline services for seniors, youth, and transit dependent residents of our County.”

The new “green” logo is designed to convey a fresh and clean image, positioning transit as an environmentally-friendly transportation option. By creating a unified service identity, Marin Transit hopes to broaden the community’s awareness and knowledge of the local transit system. The inclusion of Mt. Tamalpais within the image allows for easy recognition as a Marin County system, as Mt. Tam is one of Marin County’s most widely recognized icons.

Marin Transit staff expects riders and residents alike to take pride in recognizing the many benefits their local public transportation system has to offer, such as convenience, affordability, decreased traffic congestion and better air quality.

Marin Transit operates local bus service through a contract with Golden Gate Transit, as well as contracts with other operators for the West Marin Stagecoach, and three local Community Shuttles. For more information including routes and schedules, please call (415) 499-6099 or visit www.marintransit.org.

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