

Vision to Value: Building Connected Transit Systems Through Partnerships, Technology, and Customer-Centered Innovation

October 29, 2026

Innovation is taking things that already exist and putting them together in a new way.





MST Mission, Vision, and Values

- **Mission: What we do?**

  Advocating and delivering quality public transportation as a leader within our community and within our industry.

- **Vision: Why we exist?**

  Connecting communities. Creating opportunity. Being kind to our planet.

- **Values: What we believe?**

  - **Safety: Caring for others, in all we do.**
  - **Friendliness: Welcoming, helpful, and understanding.**
  - **Dependability: Earning your trust, every day.**
  - **Diversity: Valuing our differences.**
  - **Achievement: Aspiring to be better.**





About MST



3.1M Annual Passenger boardings

$64M Annual Operating Budget

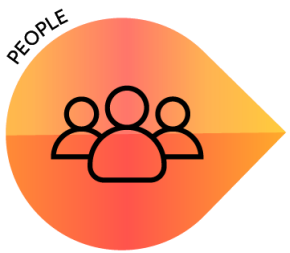
267 Direct Employees, 100 Contractors (Transdev)

Serving 5 small urban areas, and numerous rural communities in 4 counties

With 83 heavy duty buses and trolleys, 73 minibuses

Providing 283K annual service hours:
53% MST operated fixed route, 24% contractor fixed route, 23% contractor ADA paratransit

Monterey-Salinas Transit in 2026



79% are minority and non-white

77% annual household income under $40k.

66% lack a valid drivers license

62% use MST 4 days per week or more

28% of trips start within a disadvantaged community

20% have a disability that makes them dependent on others for mobility

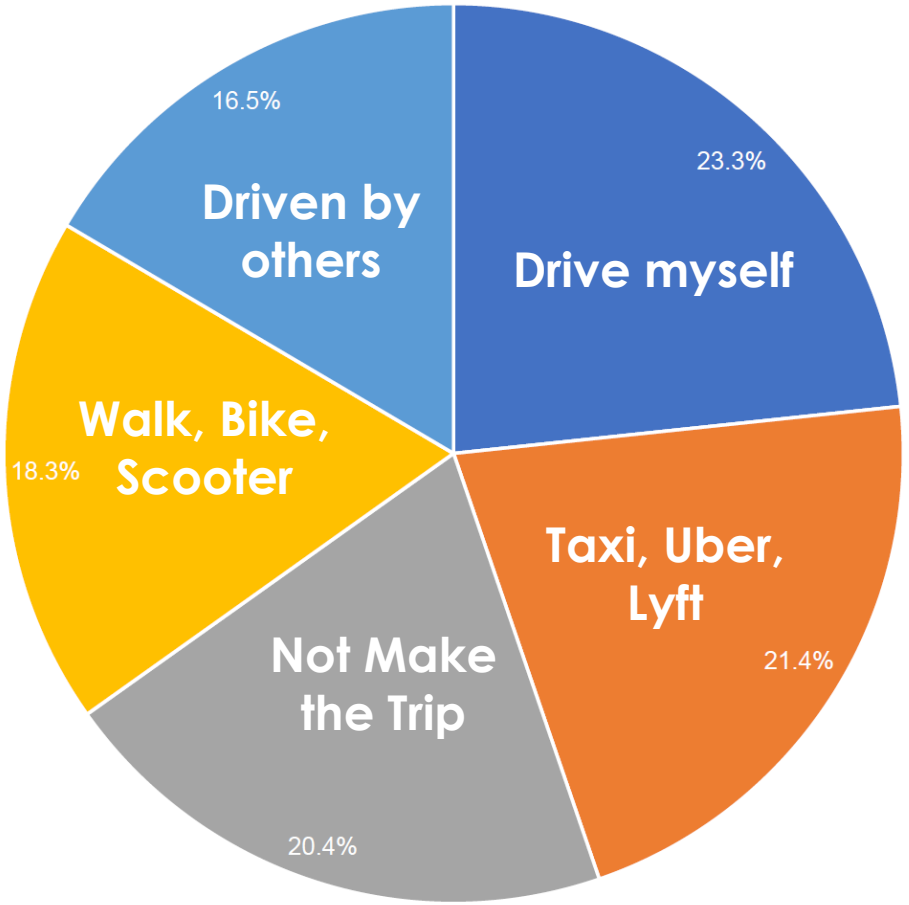
Most common trip destinations are work, grocery, school, medical, and recreation





Monterey-Salinas Transit 2026
A Day Without Transit

PEOPLE



20% would not make trip

18% would walk, bike, scooter

62% would take a vehicle

OUTSTANDING PUBLIC TRANSPORTATION SYSTEM 2025 MST MONTEREY-SALINAS TRANSIT APTA

SAFE, EFFECTIVE & CLEAN GOLD AWARD 2026 MST MONTEREY-SALINAS TRANSIT APTA

Recent MST Innovations

Innovations Covered Today:

Safety Improvements

Service Delivery (Better Bus Network)

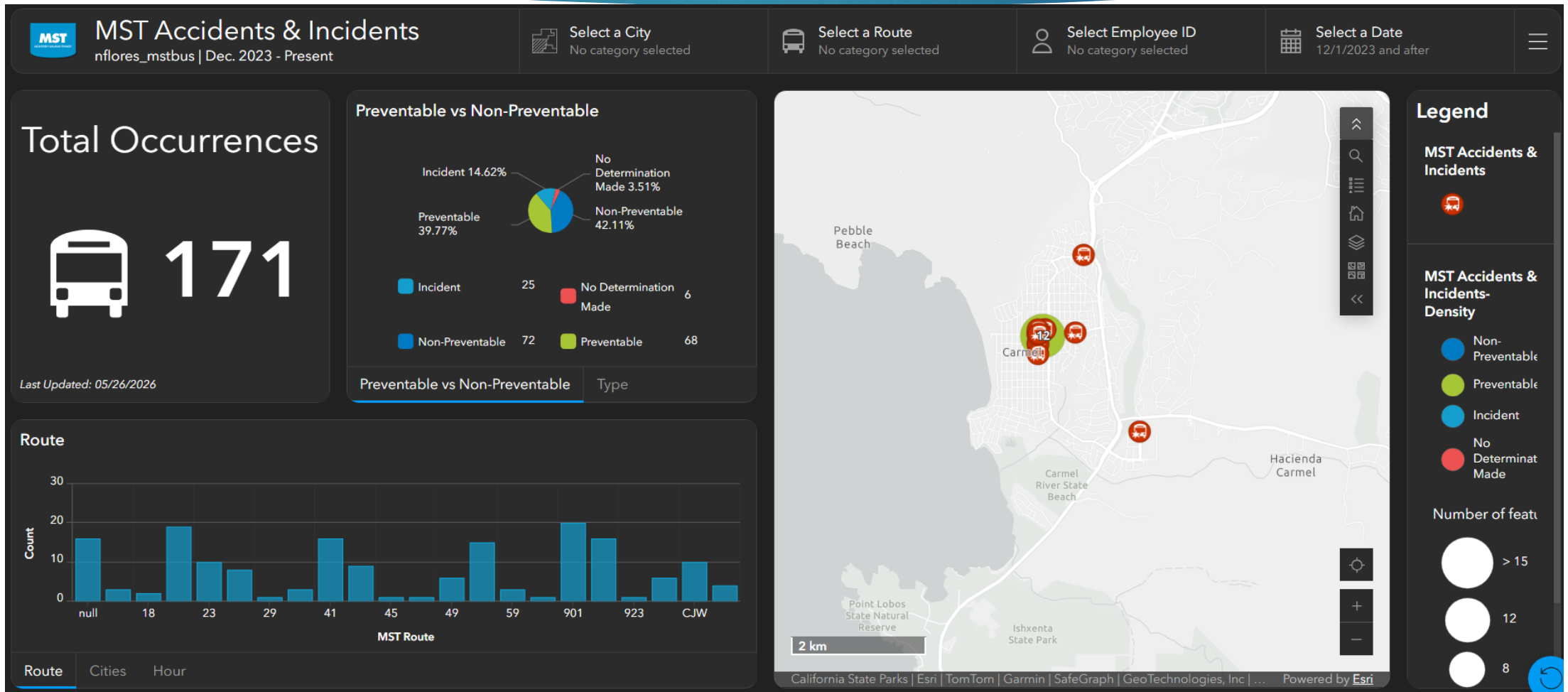
Contactless Payments

Other innovations at MST:

Recruitment and Workforce Development Programs

Alternate Project Delivery / Financing Methods

Safety Innovation – GIS Hot Spots



SAFETY INNOVATION: Ramp Safety Illumination Kit

Designed in-house by MST employees— a low-cost kit that makes front-door ramp deployments safer for passengers and operators



Amber safety flasher

An amber-yellow flasher mounted at the driver barrier illuminates whenever the ramp is deployed, alerting boarding passengers.



Magnetic barrier seal

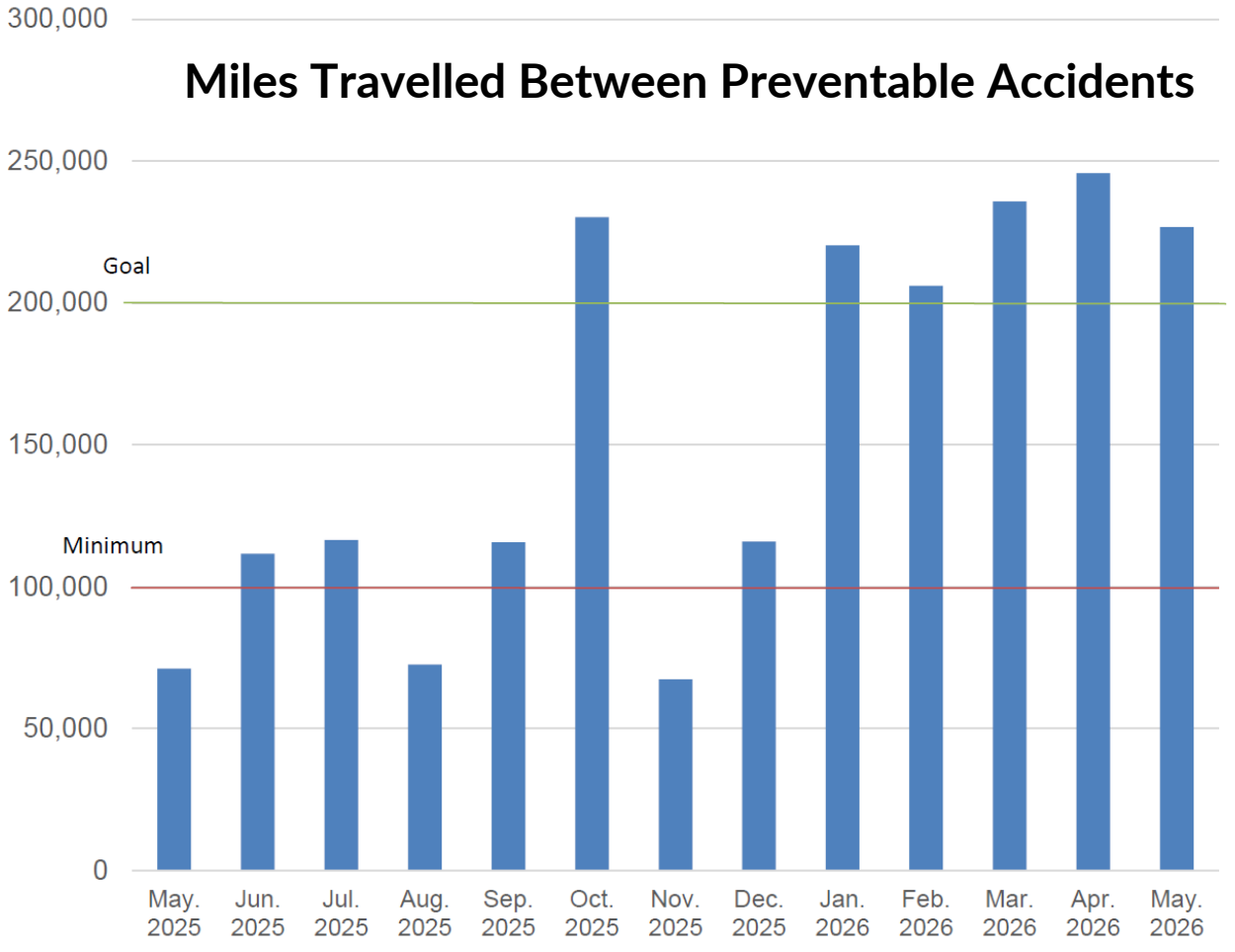
A magnet seals the driver barrier to the curbside wheel well, closing the front aisle while the ramp is in use.



Clear passenger cues

Stop signage directs waiting passengers to the other door, preventing front-door boarding during ramp deployment.

Safety Innovation Results



Eliminated Wheelchair lift trips/pinches

87 days and over 850,000 miles without a chargeable preventable collision

- **34 trips around Earth's equator.**
- **1.7 round trips to the Moon and back.**
- **Crossing the United States coast to coast roughly 300 times.**

Service Innovation

As a result of COVID – partnerships with local military, educational institutions, cities, and non profits accounting for 25% of total ridership disappeared overnight – and no all returned

At the height of COVID there were still over 1M passenger boardings

Existential crisis – Is who we serve as important as how many we serve?

A holistic comprehensive operational analysis was conducted:

Coverage vs Demand
Rural vs Urban
Faster Travel vs Less Walking



The Better Bus Network

Save Time

Save Money

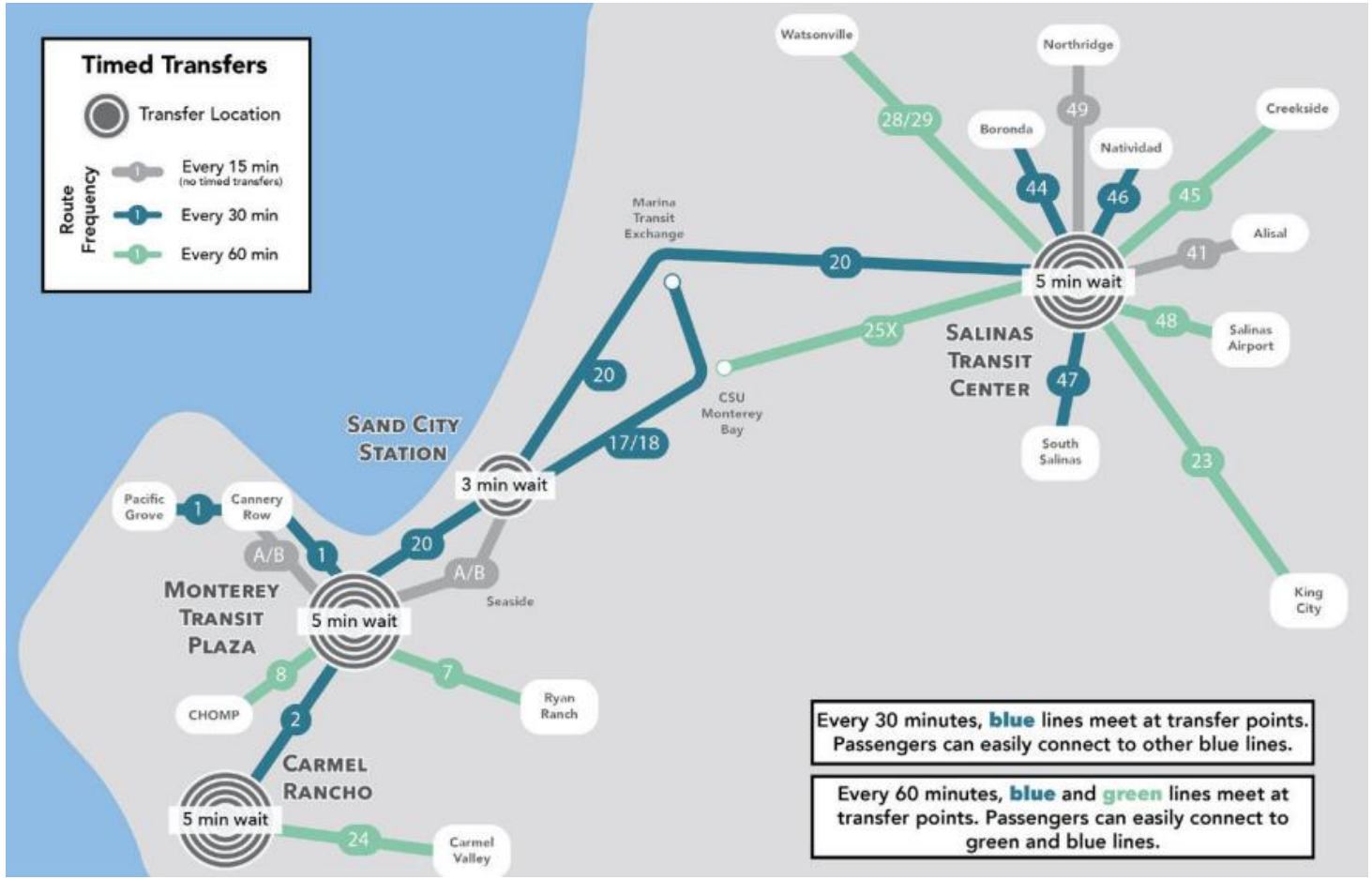
Save Our Planet

DEC 10 2022

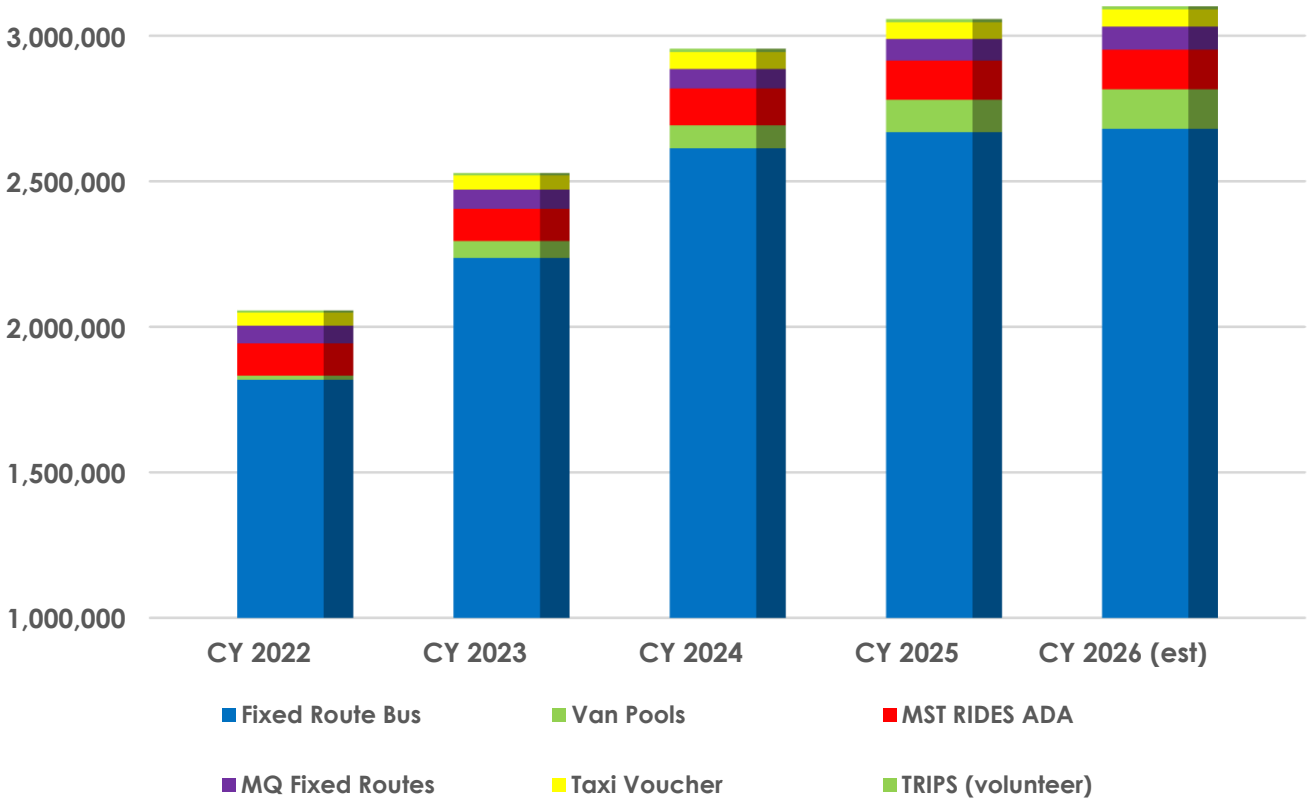
More information mst.org

MST MONTEREY-SALINAS TRANSIT

- ✓ **Service location:**
  - 40% Monterey-Seaside
  - 40% Greater Salinas
  - 20% Regional
- ✓ **Focus on high demand areas**
- ✓ **Focus on high need areas**
- ✓ **More direct routes**
- ✓ **Avg. 30 min. decrease in travel time**
- ✓ **20% increase in residents and jobs near service with 30 min frequency or better**
- ✓ **Lower fares ($2/2 hours) – daily, weekly, monthly fare capping**
- ✓ **Replaced microtransit for fixed routes in rural communities**
- ✓ **Subsidized vanpools**



Better Bus Network Results



3.1M passengers in 2026– a 51% increase in passengers since 2022

68% of passengers stated the service was better, 24% had no opinion, and 8% thought service was worse

Salinas Ridership 110% of pre-COVID

Vanpool boardings increased by 132% and currently accounts for most ridership growth.

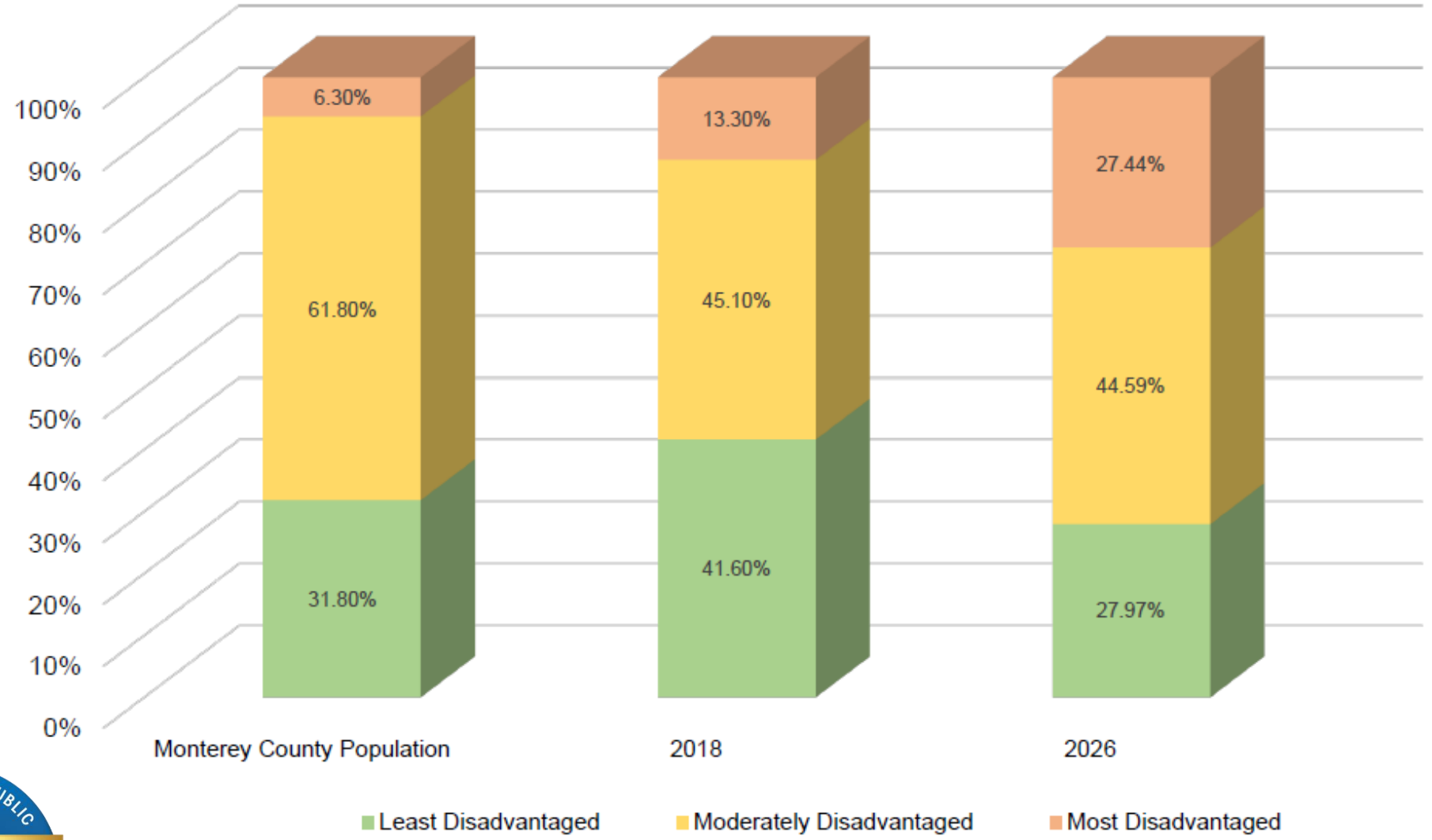
200% - 300% increase in fixed route boardings in rural communities versus micro transit

Identified an unmet need for on-demand services for seniors, and person with disabilities in rural communities

28% of trips start in the most disadvantaged areas as defined by the State.

Departures in Disadvantaged Communities

FY 2018 vs. FY 2026



Based on CalEnviroScreen Percentiles; 0-30th = Least; 31st-70th = Moderate; 71st-100th = Most

CalEnviroScreen was designed to help CalEPA identify disadvantaged communities based on geographic, socioeconomic, public health, and environmental hazard criteria as required by SB 535. CalEnviroScreen percentiles are based on Pollution Score multiplied by Population Characteristics Score.

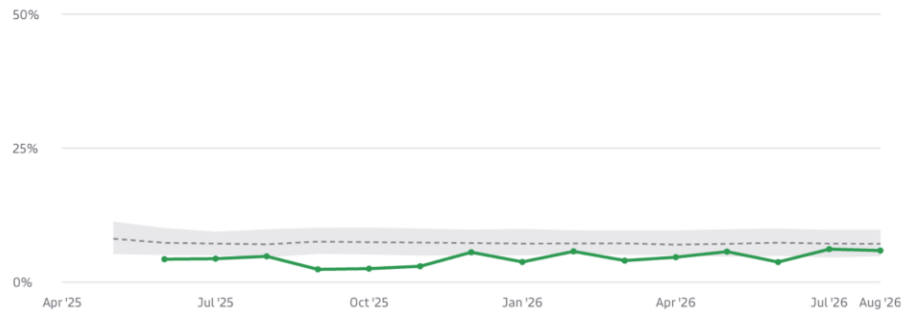
TransitApp Rate-My-Ride Results

In-vehicle safety

5.9% Monterey-Salinas Transit · A bit worried or Very concerned
7.1% peer middle
0.0%–50.0% best to worst peer

594 resp. · 95% confidence 4.1–8.1% · 78% sure it differs from the peer middle

All good | A bit worried | Very concerned



Monterey-Salinas Transit | middle half of peers | peer middle

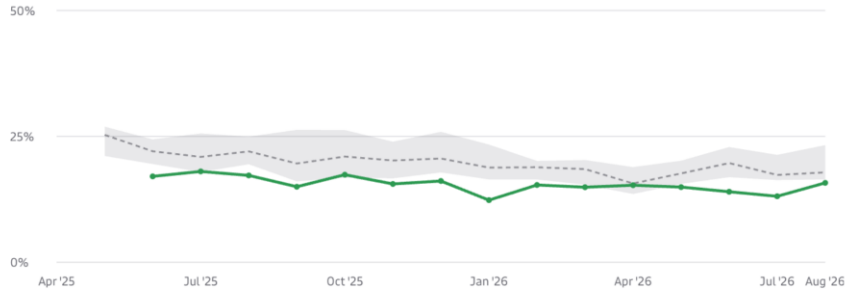
Against: Comparable agencies | All agencies | Near you | Your size | Same modes

At-stop safety

15.8% Monterey-Salinas Transit · A bit worried or Very concerned
17.9% peer middle
14.5%–30.9% best to worst peer

742 resp. · 95% confidence 13–19% · 87% sure it differs from the peer middle

All good | A bit worried | Very concerned



Monterey-Salinas Transit | middle half of peers | peer middle

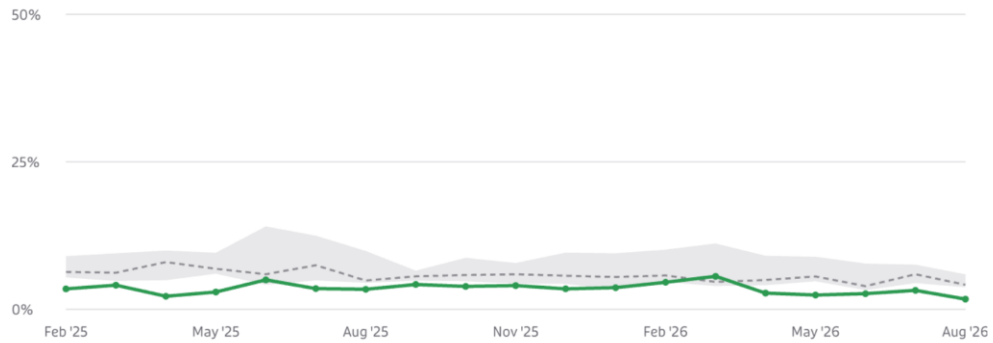
Against: Comparable agencies | All agencies | Near you | Your size | Same modes

Vehicle cleanliness

1.7% Monterey-Salinas Transit · Needs cleaning
4.2% peer middle
2.6%–20.9% best to worst peer

231 resp. · 95% confidence 0.5–4.4% · 99% sure it differs from the peer middle

Spotless | Not bad | Needs cleaning



Monterey-Salinas Transit | middle half of peers | peer middle

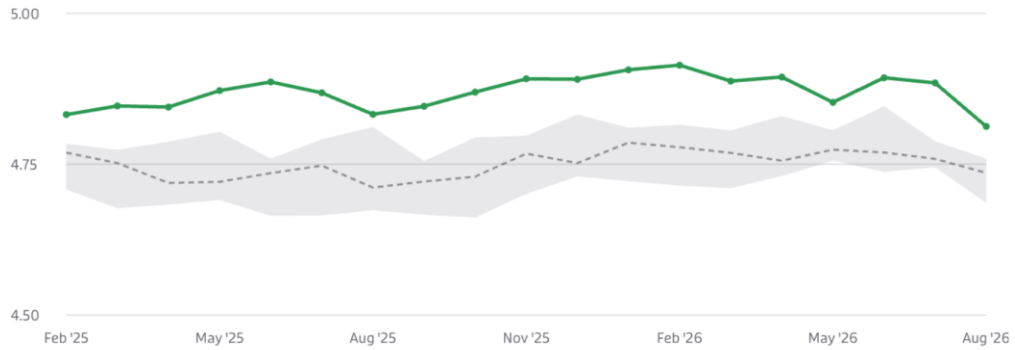
Against: Comparable agencies | All agencies | Near you | Your size | Same modes

Overall rating

4.81★ Monterey-Salinas Transit · average rating
4.74★ peer middle
4.82★–4.54★ best to worst peer

1,745 resp.

Average | 1 star | 2 stars | 3 stars | 4 stars | 5 stars



Monterey-Salinas Transit | middle half of peers | peer middle

Against: Comparable agencies | All agencies | Near you | Your size | Same modes

Tap to pay

VISA

DISCOVER

AMEX

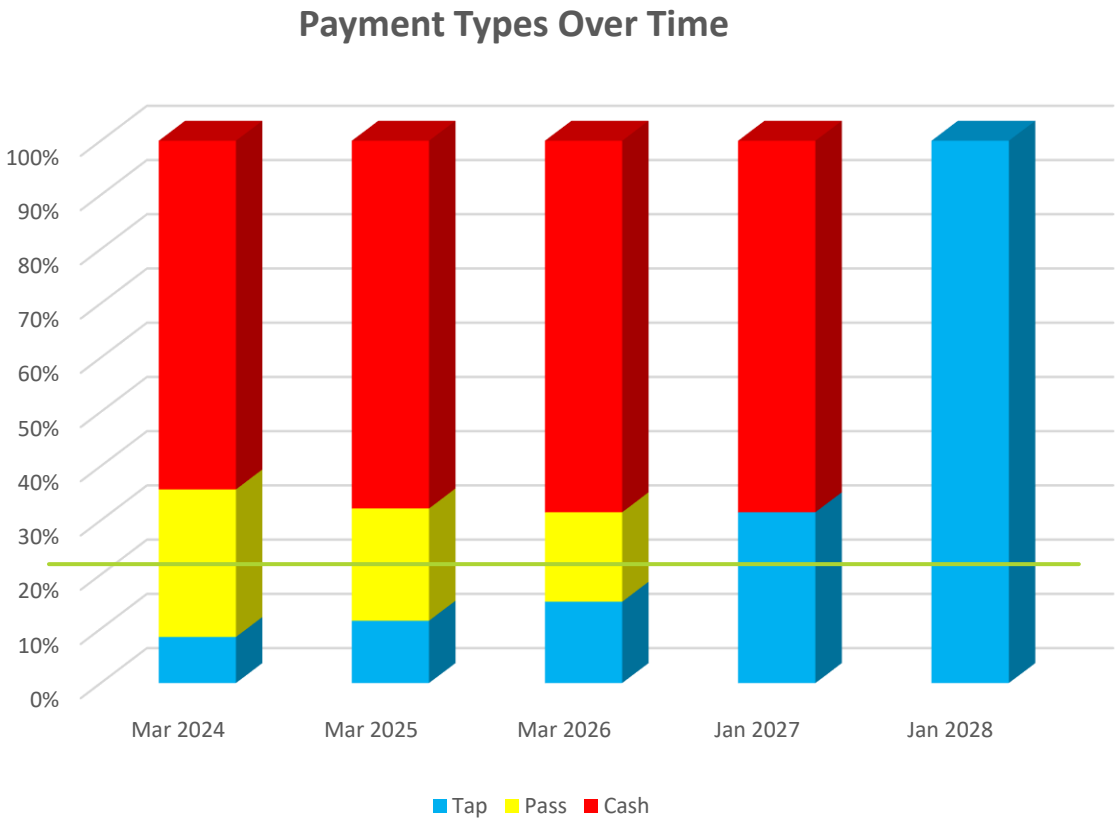
Pay

G Pay

SAMSUNG Pay



Contactless Payments



Daily, weekly, monthly fare cap

Accepts all 4 major cards - no app just tap and cap

Online discount eligibility verification for age, disability, veteran status – and working on eligibility discount for college students and major employers

Cards available to those without a bank account or credit card

Replace all GFI issued pass media with contactless cards Jan 2027

Discontinue collecting cash on board Jan 2028

Tap to pay

VISA

DISCOVER

AMEX

Pay

G Pay

SAMSUNG Pay

CONTACTLESS COUNTIES MAP



Monterey-Salinas Transit
Humboldt Transit
Nevada County Connects
San Luis Obispo Regional Transit
Santa Barbara Metro Transit
Santa Barbara County
Santa Cruz Metro
San Francisco MTA (for Parking)
Stanislaus Regional Transit
Ventura County Transportation
SunLine Transit

TAP2 RIDE

Leading a 10-county collective for a white envelope re loadable mobility card for transit, parking and on demand mobility

Contract Awarded to JAWNT June 2026

Utilizes Incomm retail network for reloadable cards and adding cash directly at the register at retail convenient locations, including CVS, Dollar General, Family Dollar, Walgreens, Walmart, Speedway, Pilot.

Card can be accepted for payment by all participating transit operators

Cards can be expanded to be used on ADA Paratransit, Parking, Microtransit, and other Micromobility (e-bikes, scooters, etc)

Results Get Recognized



Creativity is thinking up new things.
Innovation is doing new things.



