

Agenda Item 4 - General Manager's Report



General Manager's Report

- Ridership Report
- Free Fare Analysis
- Pathway Trips Analysis
- Construction Update
- SMART Connect Update
- Bike Locker Update
- Transit Month (September)
- Rail Safety Month (September)
- Employee Recognition
- Questions



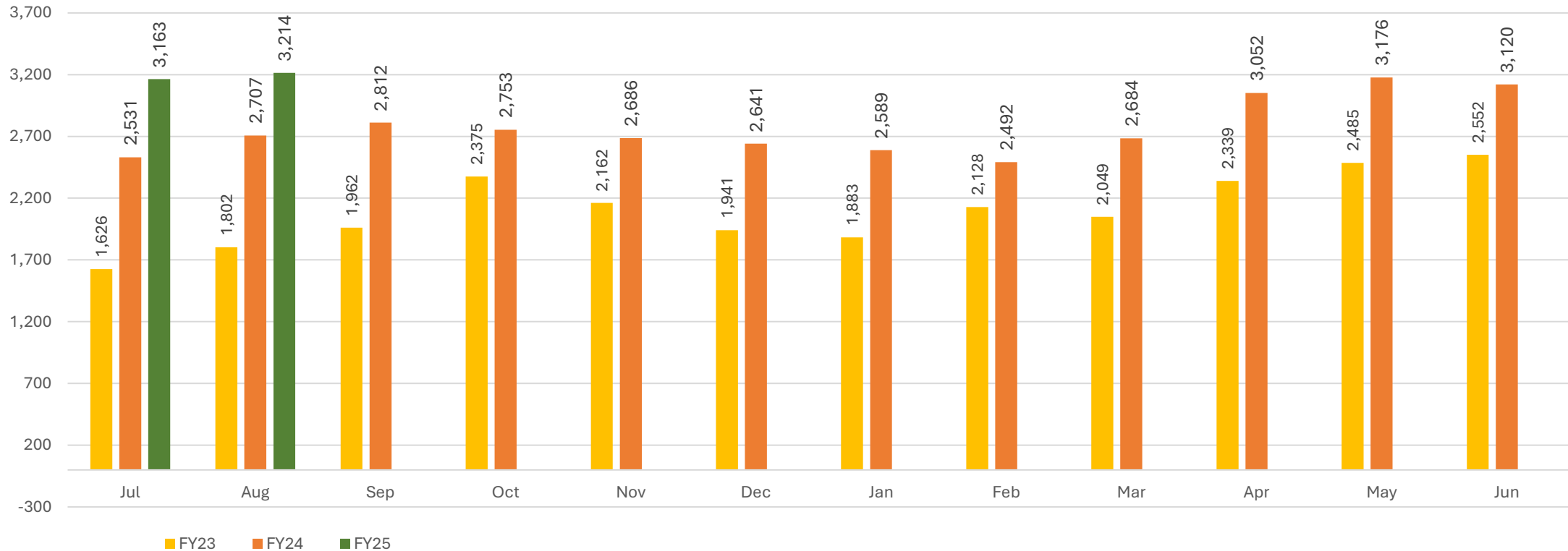
Average Weekday Ridership

July Average Weekday ridership: 3,163

- 25% over July 2023

August Average Weekday ridership to date: 3,214

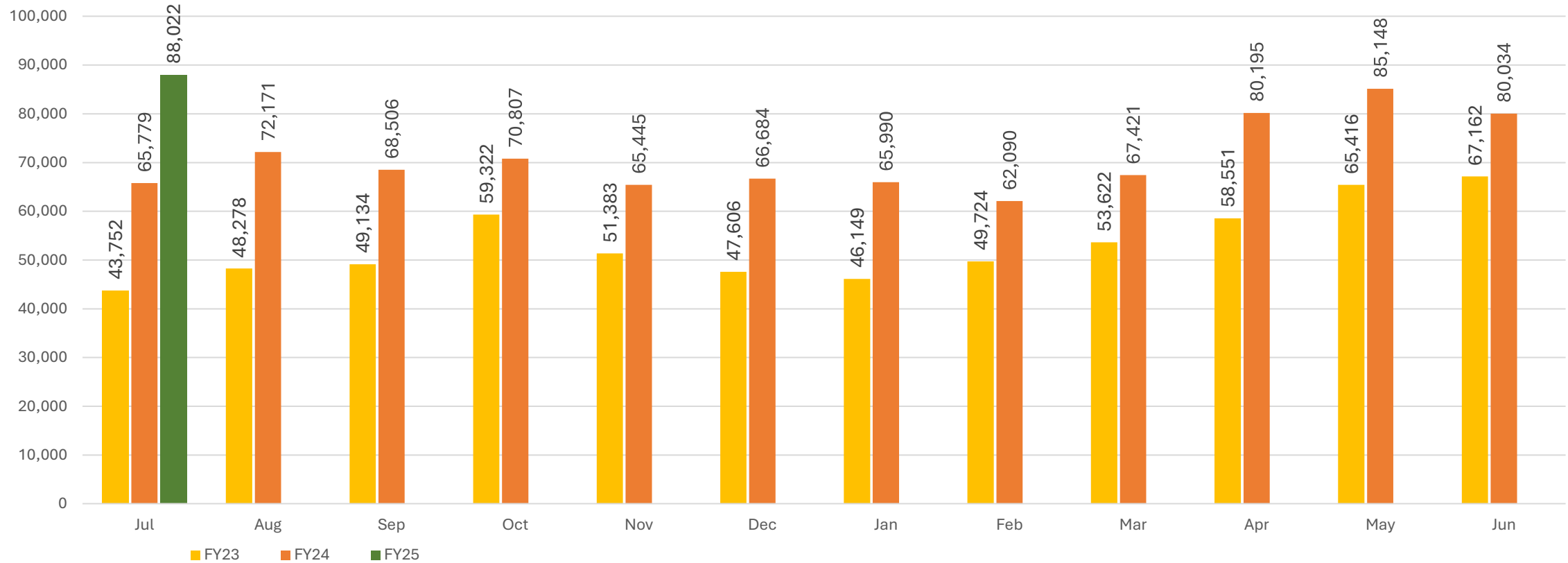
- 19% over August 2023



SMART Ridership (Monthly)

July ridership = 88,022
 34% higher than July 2023

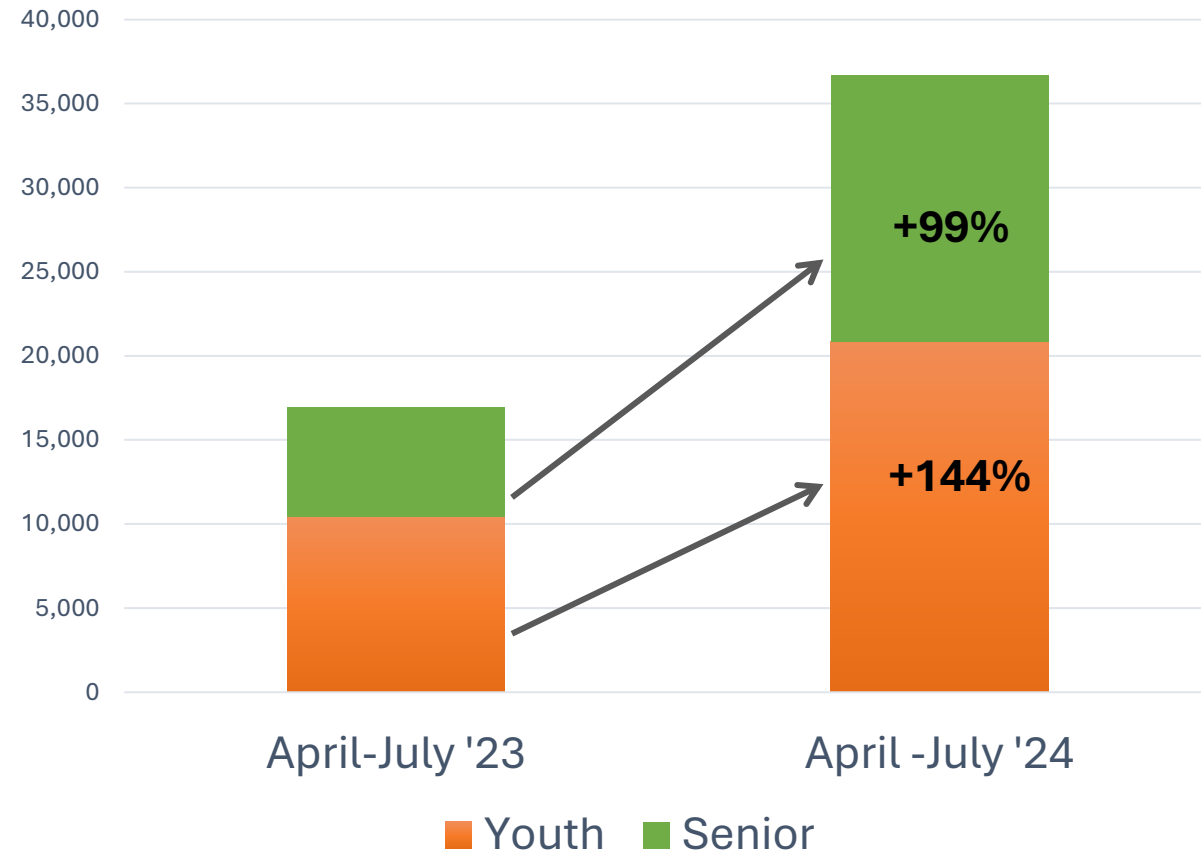
New SMART Monthly Record!



Free Fare Program

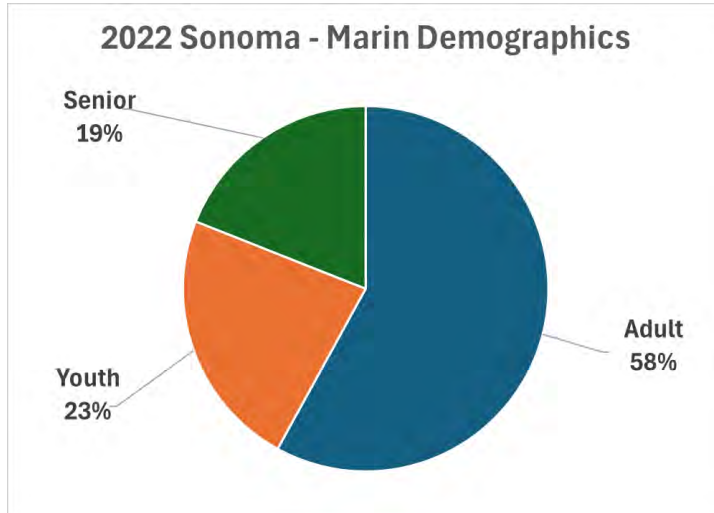
- Free Fares program for youth and seniors began April 1st
- Incomplete data for detailed analysis
 - Youth and seniors not required to tap on/off
 - Staff conducted random sampling of trips
 - Manually counted to produce estimate
- 30% ridership increase Apr-Jul '23 vs '24
 - Adults +12%
 - Youth +99%
 - Senior +144%
 - Large increase during off-peak hours

Estimated Average Monthly Boardings



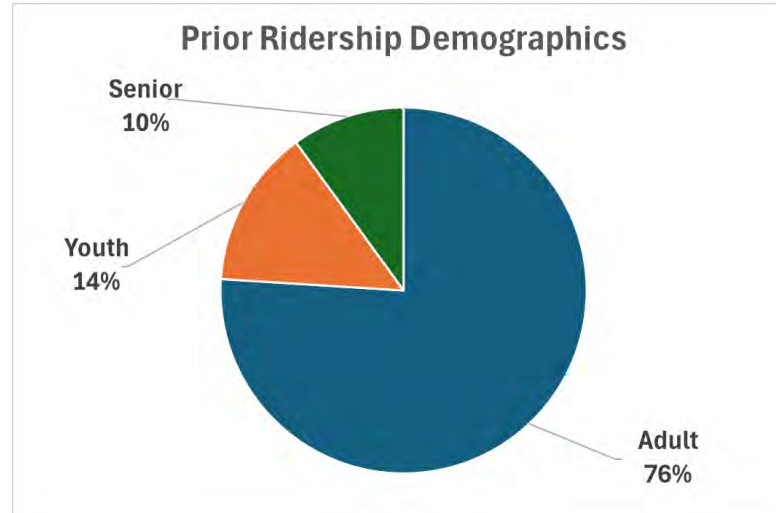
Free Fare Program

Demographics



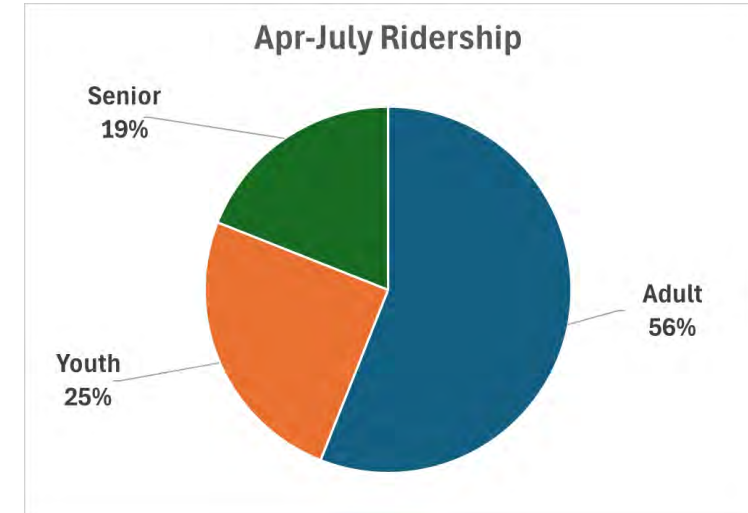
42% Senior/Youth

Prior to Free Fare



24% Senior/Youth

Current Ridership



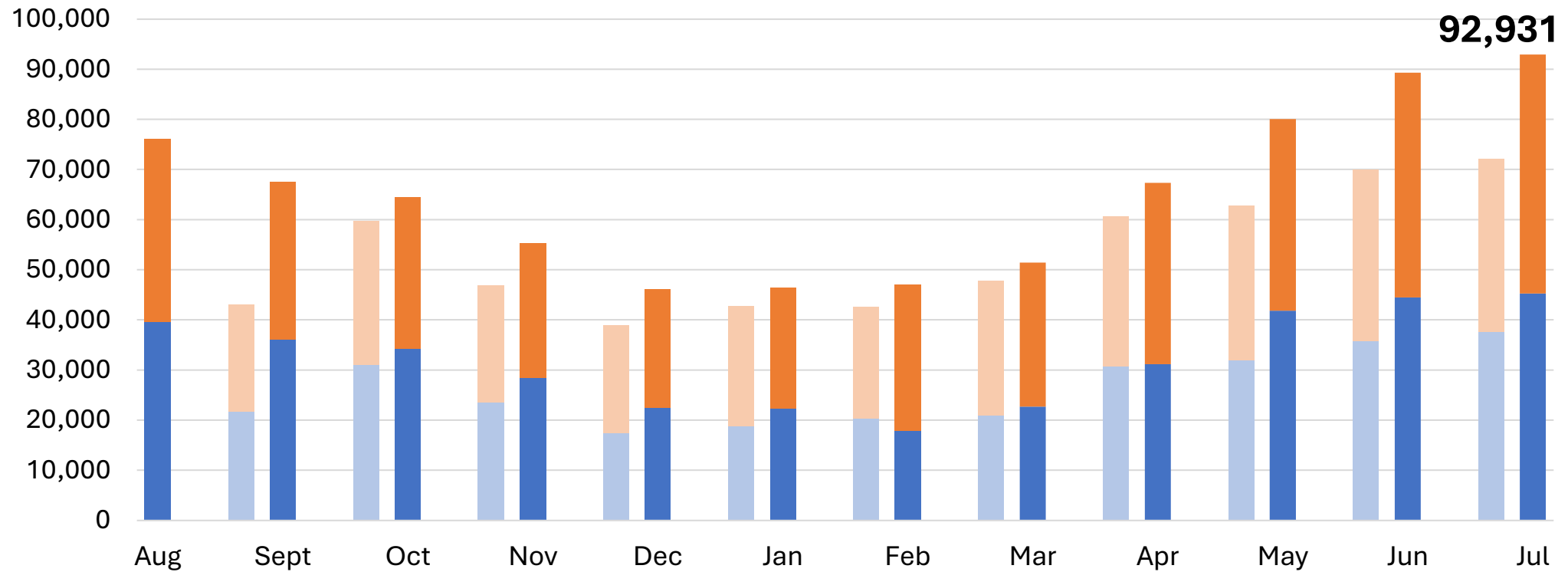
44% Senior/Youth

Monthly Pathway Counts

September 2022-July 2024

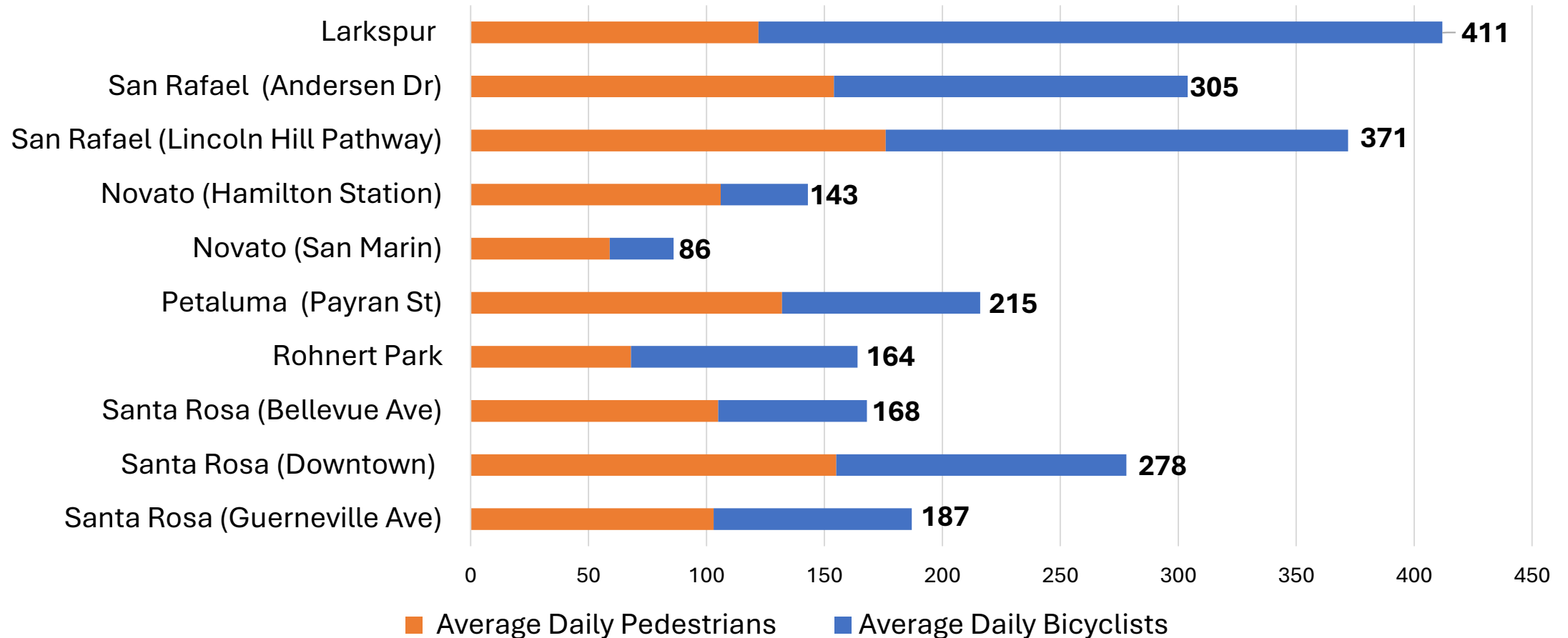
July pathway trips = 92,931
29% higher than July 2023

New SMART Monthly Record!

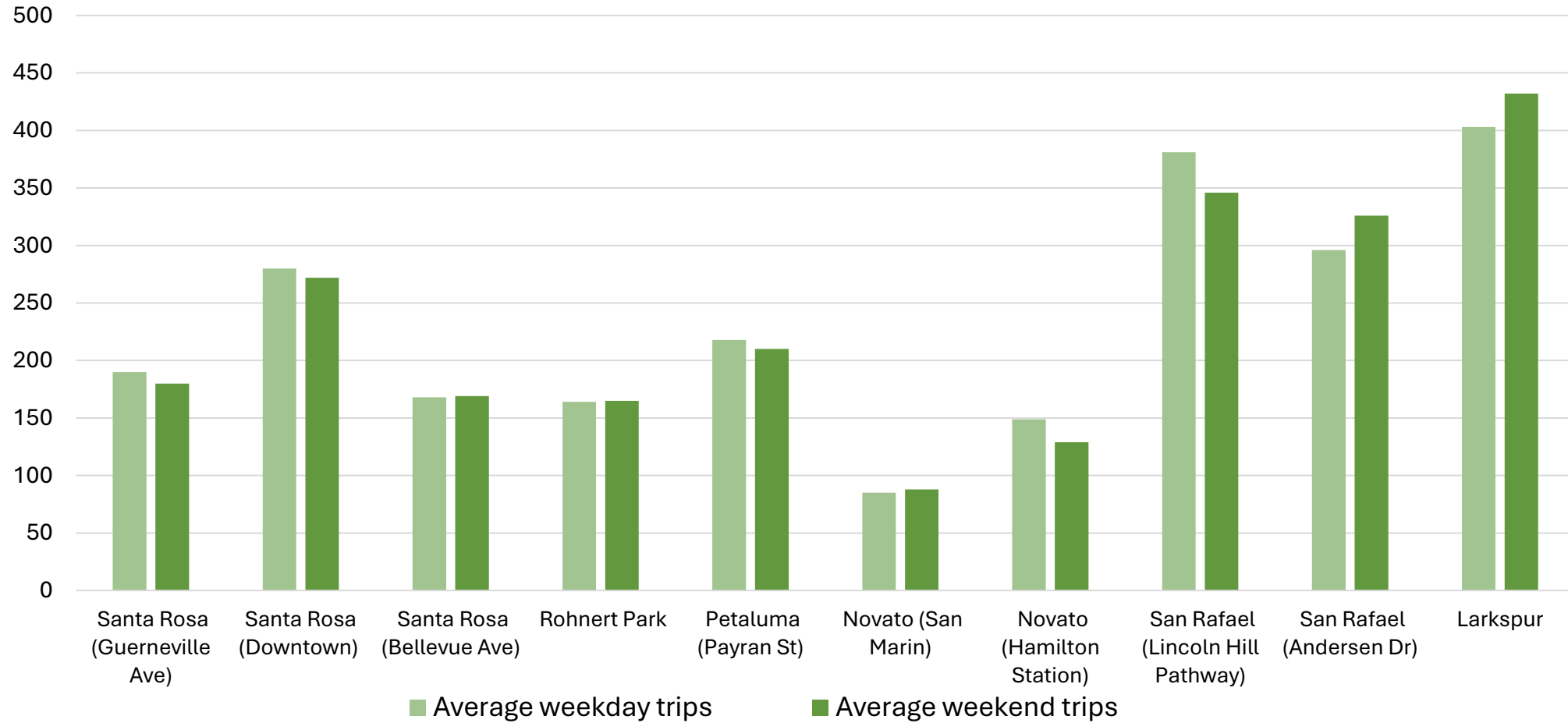


92,931

Average Daily Pathway Counts by location and mode



Pathway Average Weekday to Weekend Trip Comparison



Petaluma – Penngrove Pathway removing poor soil



Petaluma North Station platform ramp construction



Rohnert Park – Santa Rosa Pathway – Grading



Windsor Extension

Installing Pedestrian Undercrossing Box



SMART Connect Expansion

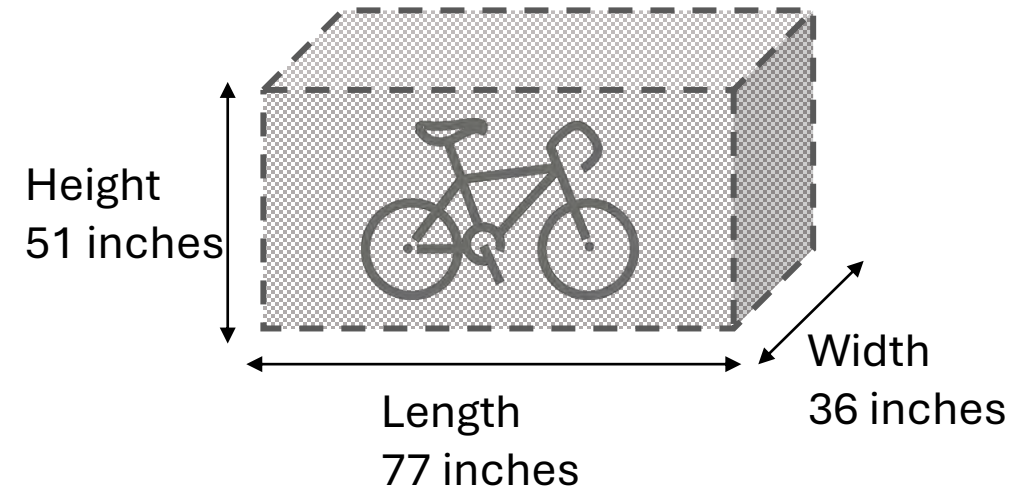
- Ridership for the SMART Connect Airport shuttle has been low but steady throughout the first year
- July 2024 total ridership has doubled over July 2023
- July average daily shuttle ridership:
 - Airport: 13 passengers/day
 - Larkspur: 46 passengers/day
- SMART will make the following changes to the SMART Connect Airport service, effective 8/25:
 1. **Expanding shuttle service hours** to include the 7:25 AM northbound train arrival, facilitating more commute hour ridership
 2. **Expanding shuttle service area** to include the residential neighborhood of Larkfield-Wikiup, Sutter Regional Hospital and the Luther Burbank Center for the Arts



Bike Locker Update

- Based on customer feedback, SMART retrofitted a locker at each station to provide larger locker spaces
- Large lockers can accommodate larger bikes and some cargo bikes
- As part of this retrofit, one locker space was removed at each station to make room for a larger locker
- SMART now has 80 bike lockers across all stations

Large Locker storage dimensions



Bike Locker Update

- The new larger lockers are labeled and cost \$0.08 an hour, compared to the \$0.05 an hour for standard bike lockers
- With a BikeLink account, individuals can store value and rent a locker three ways:
 - 1) Through the BikeLink app,
 - 2) With an activated BikeLink Card available for purchase through BikeLink's website; or
 - 3) With a Clipper Card
- BikeLink is also making improvements to the App to allow customers to view real-time locker availability



Transit Month

- September is Transit Month!
 - Established to raise awareness of the critical role transit services play in our region
- Organizers are hosting several activities
 - Full calendar of events www.sftransitriders.org/transitmonth
- SMART contributions
 - Provide branded items for prizes
 - Promotion through the On Track Newsletter and social media
- Video Sneak Peak



September is Rail Safety Month

- Conducting a social media campaign in September focused on rail safety.
- The campaign will emphasize safety and awareness for motorists, pedestrians, and bicyclists.
- Special attention will be given to the Windsor area, where trains will soon begin operating.
- Windsor residents are not accustomed to active railway traffic, so it's important to raise awareness about the new conditions.
- Our outreach plan includes collaboration with schools and community groups in Windsor to disseminate rail safety information.





2024 Employees of the Quarter 2

Administration

Annora Borden
Grants and Budget Analyst



Maintenance of Way

Khan Ngaophasy Facilities Maintenance Technician



Transportation

Dan Hubbell
Bridge Tender



Vehicle Maintenance

Nathan Swanson
Vehicle Maintenance Technician



Capital

Alexandra Majoulet
Associate Engineer



Safety and Security

Kevin Sagar
Code Compliance Officer



Freight

Victor Sandoval Freight Utility Worker



Employee Recognition

- Bryan Crowley
 - Information Systems Manager
- Recently appointed as Vice Chair of APTA Information Technology Subcommittee
- Selected to Moderate discussion on the benefits of cloud-based and hybrid solutions for transit at the recent APTA Tech Conference



SMART's Procurement and Contracts Manager, Ken Hendricks has been recognized by Mass Transit Magazine as one of the transit industries leading 40 professionals under 40.



KEN HENDRICKS
PROCUREMENT & CONTRACTS MANAGER

Celebrating Ken being recognized as one of Mass Transit's 40 Under 40, honored for outstanding innovation and leadership in public transportation.

Join the SMART team at www.sonomamarintrain.org



QUESTIONS

SMART Board of Directors Meeting

Agenda item 4 - General Manager's Report



General Manager's Report

- Ridership Report
- Free Fare Analysis
- Construction Update
- Grant Update
- Strategic Plan Open House
- Highlight of the Month
- Questions



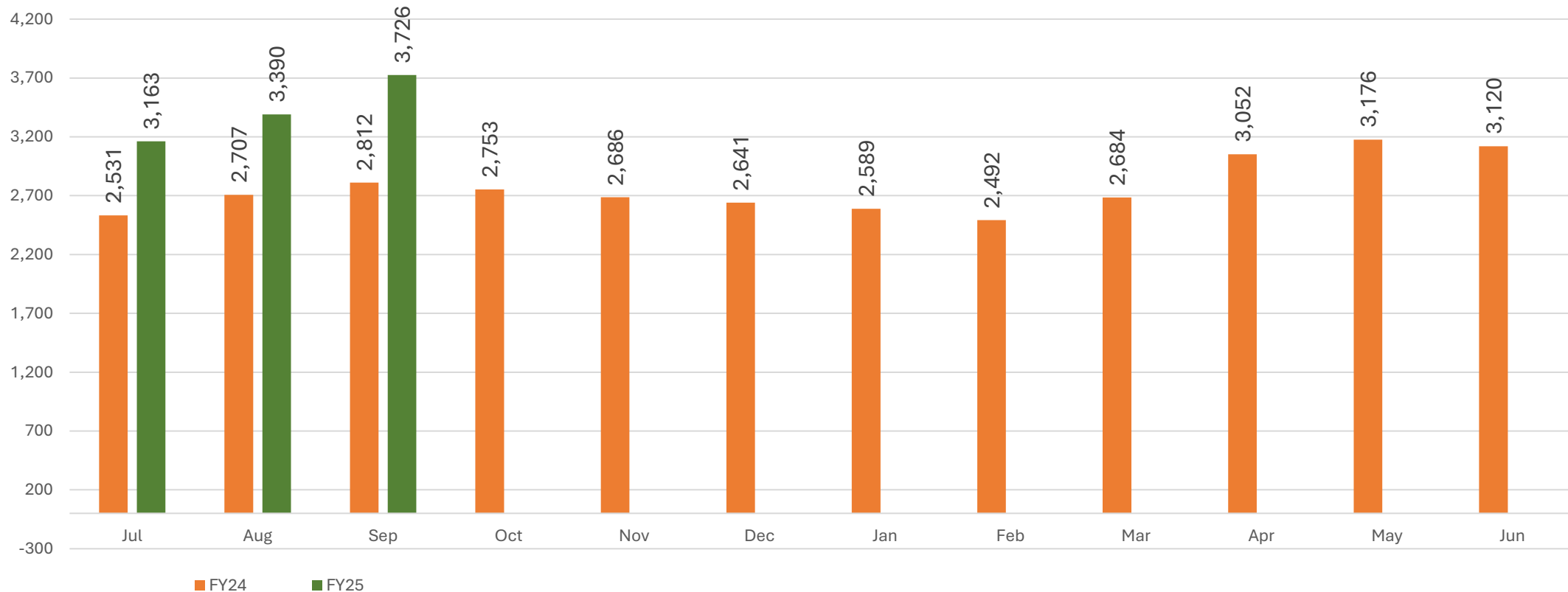
Average Weekday Ridership

August Average Weekday Ridership: 3,390

- 25% over Aug 2023

September Average Weekday Ridership to date: 3,726

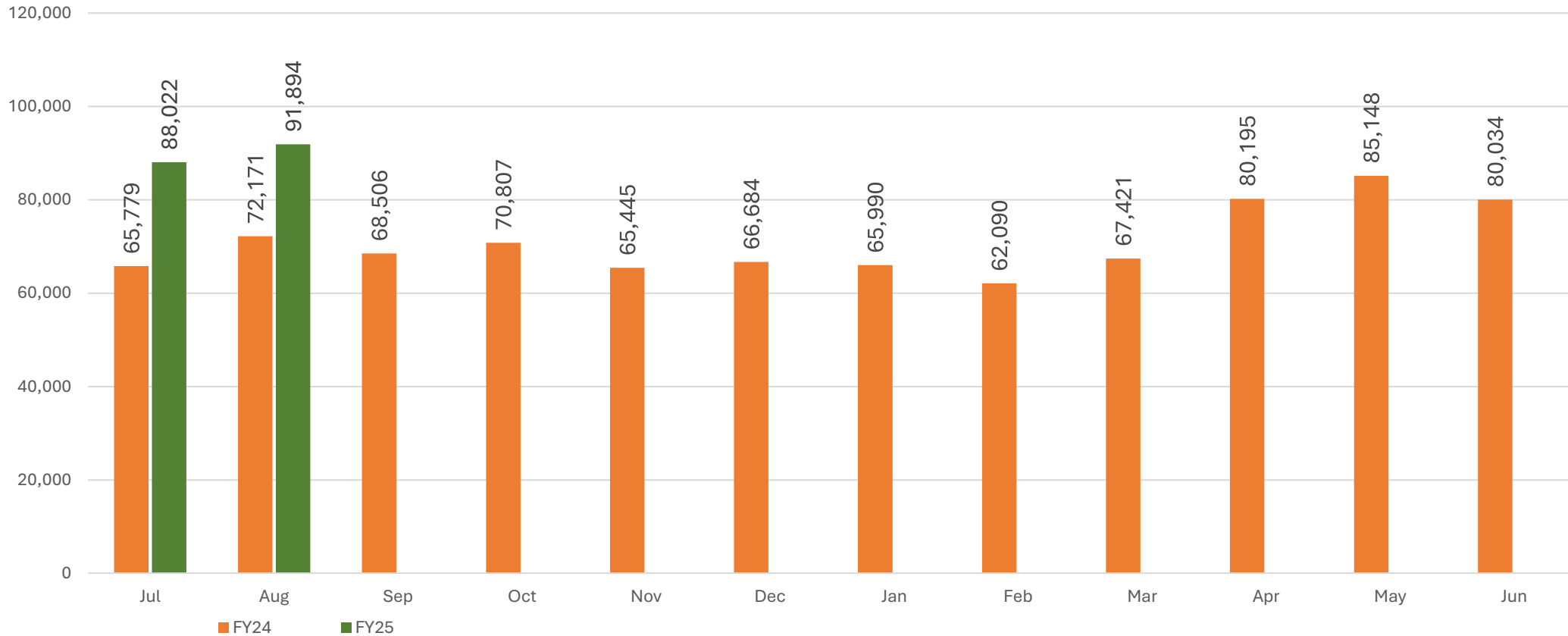
- 33% over Sept 2023



SMART Ridership (Monthly)

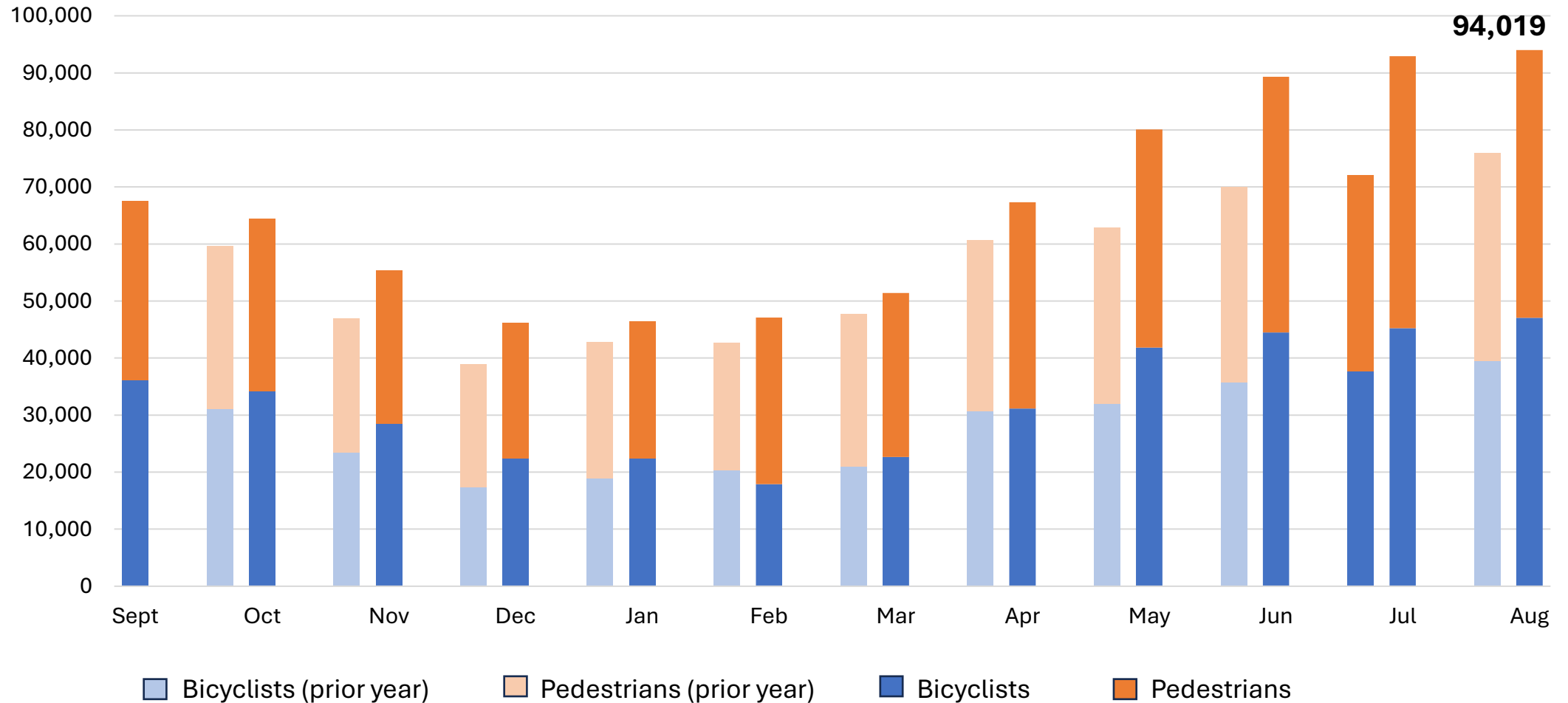
August ridership = 91,894
 27% higher than August 2023

New SMART Monthly Record!



Monthly Pathway Counts

September 2022-August 2024



Free Fare Program

Ridership	
Year	Ridership
Apr-Jul 2023	256,908
Apr-Jul 2024	334,644
%	+ 30%

Significant increase is youth/senior ridership

- Youth +99%
- Senior +144%

Free Fare Program

Fare Revenue	
Year	Revenue
Apr-Jul 2023	\$ 735,004
Apr-Jul 2024	\$ 738,432
%	+ 0.5%

Free Fare Program

Adult Ridership	
Year	Adult Taps
Apr-Jul 2023	147,350
Apr-Jul 2024	164,333
%	+ 12%

Free Fare Program

Fare per Boarding	
Year	Fare/Boarding
Apr-Jul 2023	\$ 2.86
Apr-Jul 2024	\$ 2.21
%	-23%

Free Fare Program

Estimated Investment Per Passenger Miles (IPPM)

Time Period	Op Cost	Ridership	Fares	Passenger Miles	FBX Recovery	IPPM
Apr-Jul 2023	\$ 10,195,022	256,908	\$735,004	5,551,023	7%	1.70
Apr-Jul 2024	\$ 11,822,488	334,644	\$738,432	7,286,222	6%	1.52

Windsor Extension – New Sidewalk @ Aviation Blvd



Windsor Extension – Mitchell Lane Crossing Reconstruction



Petaluma North – Signal House Installation



Petaluma – New Pathway along McDowell Blvd



McInnis – Smith Ranch Pathway: setting the pedestrian bridge



Pathway Grant Award

- Awarded **\$7M grant** from the USDOT/Federal Highway Administration Safe Streets and Roads for All Program
- Grant fully funds **4.73 miles of pathway** from Guerneville Road to Airport Blvd, connecting Santa Rosa and Unincorporated Sonoma County
- Closes a significant gap in the system and connects to the pathway currently under construction to Windsor

Project Map



Strategic Plan Open House

Wednesday, September 25, 2024

4:30 PM – 6:30 PM, drop-in

Petaluma Arts Center

*230 Lakeville Street, Petaluma,
next to the Petaluma Downtown SMART
station*

RSVP at:

<https://www.sonomamarintrain.org/strategic-plan>



Highlight of the Month

David Dominguez

- Received Certificate of Achievement for completing SMART's Signal Technician Training and Qualification Program
- Joined SMART in January 2023 as a Signal Trainee
- Fourth Signal Trainee to complete the program



Questions?



www.sonomamarintrain.org



Customer Service:

CustomerService@sonomamarintrain.org

(707) 794-3330

