



SMART

Your train has arrived.

Sonoma-Marín Area Rail Transit District

General Manager's Report – March 2018

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www.SonomaMarinTrain.org





100%

On-Time Performance

February 2018



Larkspur Extension Project

- Design work is almost complete.
- Work continued with in the Larkspur Station site in preparation of retaining wall and station platform foundation.
- Workers have installed abutment at the south ends of Unnamed Channel Bridge.
- Andersen Drive at grade crossing work started on February with demolition of the old track, clean and grub.
- Ductbank Installation from Andersen Drive to Unnamed Bridge is completed.



Andersen Drive Crossing Demolition



Unnamed Channel Bridge to Andersen Drive Ductbak Installation.



Unmaed Channel South Abutment is complete.



The Platform at the Larkspur Station is under construction.



Retaining wall construction at the station site.

Track Construction in the City of Healdsburg Roundabout



Track only reconstruction through the Healdsburg 5-way roundabout consisting of new ballast, ties, rail, and crossing panels was completed March 14, 2018

PATHWAY

- Pathway construction for (North San Pedro to SMART Civic Center Station), (Grant Ave to Franklin) and (Novato San Marin to Rush Creek Place) is complete.
- Payran to Southpoint pathway design is on track to be completed in 2018.



Completed riparian mitigation near the Civic Center Station to offset impacts from the pathway construction



Pathway from Novato San Marin station to Rush Creek Place is complete.



Pathway from Grant to Franklin in Novato is complete.

COMMUNITY OUTREACH

Community Outreach | Presentations and Community Events

SMART's Communications and Marketing team continues to focus on building community awareness of the benefits of taking the SMART train, and of the importance of being safe around trains and tracks. SMART's outreach staff participates in community events, conducts presentations for organizations, and provides safety education programs to schools. SMART also organizes safety pop-ups at train stations, providing information and safety tips for children. Since the last SMART Board meeting, outreach staff has participated in the following community events and presentations:

- March 20 | Safety Presentation at Hahn Elementary School (Rohnert Park)
- March 20 | Day Trippers Senior Group Platform Safety Briefing (Airport)
- March 16 | Sons in Retirement (Santa Rosa)
- March 14 | Group Safety Briefing (Petaluma)
- March 3 | Sonoma County Office of Education Job Fair (Santa Rosa)
- February 26 | Safety Presentation at Abraham Lincoln Elementary School (Santa Rosa)
- February 22 | Safety Pop-up at Santa Rosa Downtown Station (Santa Rosa)

Community Outreach | Safety Education and Awareness

SMART's Communications and Marketing team remains focused on providing railroad safety information at all community presentations, outreach events, and on all major social media platforms.

School and community groups continue to show strong interest in taking the train for field trips and group outings. SMART's outreach staff works with schools and groups to coordinate their trips and meets with groups at station platforms to provide on-site safety briefings, and to provide information about SMART. Safety briefings have been well received and SMART currently has briefings scheduled through the month of April, with several more expected during peak summer months.

SMART continues to work with Operation Lifesaver, a national non-profit railroad safety education organization, to help reinforce the safety message. Each member of SMART's Communications and Marketing team is an authorized Operation Lifesaver presenter. SMART's outreach team continues to provide age-appropriate safety programs to Sonoma and Marin county schools. SMART safety presentations can be arranged by contacting SMART's communications team via email at info@SonomaMarinTrain.org or by calling the SMART outreach hotline at (707) 794-3077.



SMART Outreach Assistant Isabella Clegg provides an on-site safety briefing for a group of high school students at the Petaluma Station. SMART helps schools and organizations plan their group trips, with safety as a top priority.

MARKETING

Marketing Programs | SMART Advertising

Ad sales remain strong, with most of SMART’s advertisers renewing their ads in 2018. We also continue to bring new advertisers into the mix, with San Francisco-based Faraday Cortland, an electric bicycle manufacture, among the most recent companies to join SMART’s portfolio of advertisers.



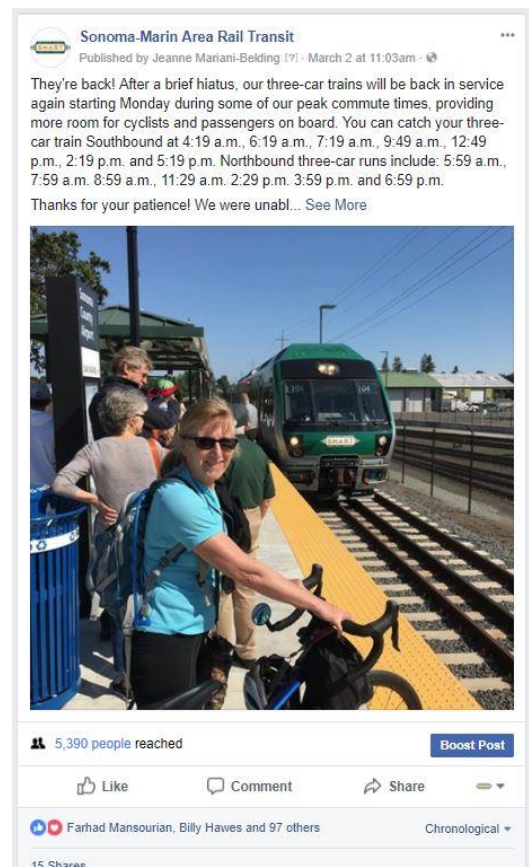
SMART’s advertising sales continue to be strong, with new advertisers coming on board regularly. SMART space is now at a premium, with spaces booked through early 2019.

Marketing Programs | Digital Media

Social media is a central component of SMART’s marketing and public outreach efforts. Facebook and Twitter are SMART’s top social media platforms in terms of reach and engagement. Key topics include safety; SMART’s Larkspur Extension; connections to other public transit partners, and promoting SMART’s mobile ticketing app.

SMART’s most popular Facebook post for this period was the announcement of the return of our three-car trains.

SMART’s e-newsletter continues to attract new subscribers. In addition to safety and sharing the monthly General Manager’s Reports, our e-newsletter featured news on our Larkspur construction progress and job opportunities at SMART. SMART regularly invites people to subscribe to the e-newsletter through social media posts and by using our website link.



SMART's website continues to draw high volumes of traffic. During the last 30 days, SMART's website drew 33,544 hits. SMART's homepage changes regularly, with fresh content to keep the site engaging. Some recently featured topics included making connections to other transit agencies, planning group trips, and purchasing fares using SMART's mobile app and Clipper cards.

Media | News Coverage

- March 11, *SMART says ridership. Revenues on target* (Marin Independent Journal)
- March 10, *What other bay Area transit agencies are doing about Wi-Fi* (San Francisco Chronicle)
- March 08, *San Rafael SMART work aggravating neighbors* (Marin Independent Journal)
- March 2, *30 Firearms, Including 12 Assault Weapons, Uncovered at Arrested SF Firefighter's Properties* (KNTV, NBC Channel 11)
- March 2, *San Francisco Firefighter arrested on weapons charges, making threats to kill* (KPIX, CBS Channel 5)
- February 26, *Editorial: Investing in a public project that's ready to go* (Marin Independent Journal)
- February 24, *Andersen Drive section in San Rafael closing for SMART work* (Marin Independent Journal)
- February 23, *CA: Downtown San Rafael Work Starts for SMART Larkspur Extension* (Mass Transit Magazine)
- February 22, *Downtown San Rafael work starts for SMART Larkspur Extension* (Marin Independent Journal)
- February 22, *SMART deal leaves the station* (Petaluma Argus)



OPERATIONS

MAINTENANCE OF WAY:

- Maintenance of Way Signal Supervisor conducted training for Vehicle Maintenance on proper slide testing of vital relays that are part of the Ultra Cab II onboard Positive Train Control System.
- Conducted three Track Maintainer interviews and moved one candidate to the background stage.
- Participated in two Bridge Inspection review and earthquake preparedness sessions with SMART Engineering Department.
- Held Roadway Worker Protection Training for Stacy and Witbeck/Herzog employees in San Rafael in preparation for the ADA grade crossing panel replacements.
- Reviewed and provided comments on two sets of plans for the Larkspur Extension Project.

TRANSPORTATION:

- Transportation continues daily train service for the North Bay riders with a 100% On-Time Performance! In case you missed that sentence... **100% ON TIME PERFORMANCE!**
- Interviews are underway and continued search to fill positions for transportation.
- Three car sets are in service again!

VEHICLE MAINTENANCE:

- Water tank sensors were removed.
- Discussion with Change board about Engineer Display Unit modification.
- Diesel Multiple Unit(s) detailed cleanings.
- Continued with wheel tru' campaign (6 Diesel Multiple Units remaining).
- Capped off dump hoses to prevent rocks from getting into hose and prevent contaminants from getting out.
- Repaired all damaged frontend skirts on Diesel Multiple Units that were damaged during main line debris strikes.

HUMAN RESOURCES

CURRENT OPEN RECRUITMENTS:

- Engineer-Conductor
- Track Maintainer
- Signal Technician
- Safety and Compliance Officer
- Senior Planner
- Vehicle Maintenance Technician
- Real Estate Officer

INTERVIEWS CONDUCTED:

- Engineer-Conductor
- Signal Technician
- Vehicle Maintenance Technician

HIRING:

SMART has hired the following new staff: 1 Laborer and 1 Signal Technician.

MISCELLANEOUS:

Sexual Harassment training for Managers and Supervisors was held on March 5, 2018.

REAL ESTATE

PROPERTY ACQUISITIONS

Downtown Petaluma Station Property - Staff is continuing to work to cancel the escrow with a developer for the property.

Downtown Santa Rosa Station Property - Staff is working to present information to any interested party who would like to submit a proposal to develop the property. All of the information on the property will be available for anyone to review through SMART's webpage.

Larkspur Extension Project - In June 2017, a Memorandum of Understanding was executed between SMART and the City of San Rafael for the Larkspur Extension Project which included a Land Exchange. The Land Exchange is needed for the realignment of Francisco Boulevard West and new alignment of the tracks. The first two properties have been transferred to SMART and were recorded on March 16, 2018.

Staff is continuing to work on the remaining properties that will be in the Land Exchange Agreement with the City of San Rafael.

Staff continues to work on the details of the offer to a private property owner who was given an offer to purchase their property in September. Staff is working with the owner on a lease agreement to secure early access to a portion of the property prior to closing escrow. All the survey work for the land purchase has been completed. Utility legal descriptions and plats are being developed.

Staff is continuing weekly coordination meetings with Pacific Gas & Electric Company and American Telephone and Telegraph Company (AT&T) for all their utility work that is a part of the project.

Staff is continuing to work on the legal descriptions and plats that are needed for the transfer of the proper property rights to the utility companies and the new location of the utilities.

Track work – Research continues on property rights for both SMART and property owners regarding the location of track.

Pathway - Coordinating with the local municipalities regarding securing any necessary land rights to accommodate the construction of the pathways and interim access and laydown area needs.

PROPERTY MANAGEMENT

Executed a Right-of-Way Agreement with Caltrans for \$10,000 for reimbursement of staff time working on a Bridge Reconstruction Project over highway 101 and the tracks in Petaluma. Staff time will be spent on the review of the designs, approval and coordination of work.

Special Event Received Requests for:

Windsor Day Parade – May 5, 2018 Application has been received.

Right of Entry Permits Issued:

PG&E – Replacement of poles, replace insulators and installation of new electrical lines across the tracks – Bel Marin Keys, Novato.

City of San Rafael – Paving at Pacheco Street, San Rafael.

PG&E – Relocation of poles and new electrical lines at Francisco Blvd. West, San Rafael.

Staff is continuing working on issuing Right of Entry Permits/License with:

COMCAST – Staff is working to finalize outstanding license agreement fees. Fiber Optic installation verifications in 7 locations. Agreements to be revised

Marin County Flood Control/City of San Rafael – Clearing of vegetation – Drainage Channel

PG&E – Vegetation trimming/removal

On-Going Property Management Activities:

Working on access protocols with Sonoma County Water Agency.

Staff is continuing to work with Pacific Gas & Electric Company to refine access issues.

Refinement of maintenance and insurance issues.

Research of title issues regarding property rights.

Consulting with Engineering on costs.

Consulting with Permitting Agencies on mitigation issues.

Continue to handle property management issues from adjacent landowners.

Continue to support construction by doing property research for discovered property issues.

Research on title issues to clarify property ownerships.

Continue working with property owners to remove encroachments.

Continue to define property ownership issues.

Title reports ordered and being reviewed.

Meetings held with private property owners.

SAFETY AND SECURITY

Chief Welch was a presenter at the Petaluma Rotary monthly meeting. Topics included project overview, operations and safety.

SMART hosted Marin County Division Commanders from the California Highway Patrol. The group was provided with a debrief of SMART's fatality in Santa Rosa. Lessons learned and best practices were discussed.

San Rafael Police Department requested a debriefing of the SMART's fatality in Santa Rosa. Chief Welch attended a meeting with ten officers from San Rafael Police Department's traffic response team, patrol and detectives. An overview of the incident was provided as well as lessons learned and best practices for future events.

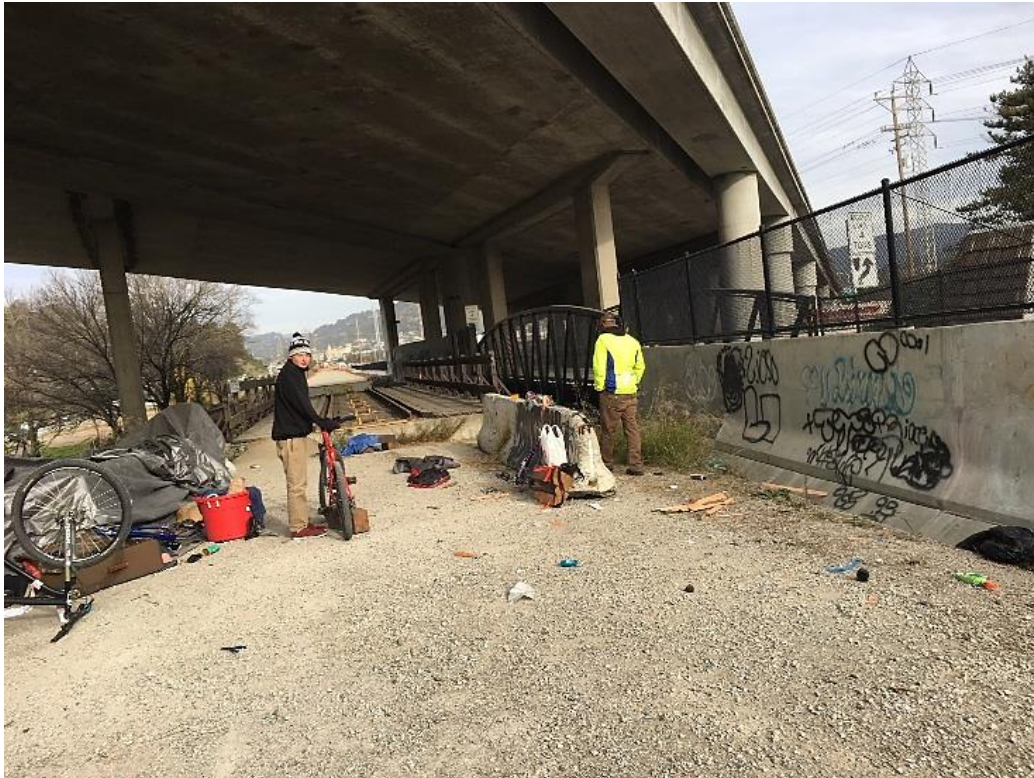
SMART hosted a Safety and Security meeting specific to the Larkspur Extension. Representatives from safety, engineering and operations were in attendance as well as representatives from San Rafael Police Department and Central Marin Police Authority. This will be a regular meeting until Larkspur Extension Project is complete.

Many reports of trespassers along SMART's right-of-way requiring code compliance officers to respond.



This female had shopping carts full of her belongings spread out on the Downtown San Rafael platform. She had no fare and no intention of riding the train.

A major clean up in the south end of San Rafael was conducted with Marin County Parks and California Highway Patrol.



GRANTS AND FEDERAL/STATE AND REGIONAL ACTIVITIES

UPCOMING GRANTS AND AWARD ANNOUNCEMENTS:

Urban Greening Program (UGP) - The California Natural Resources Agency has issued a Call for Projects for the second round of the Urban Greening Program, with funding provided by the California Climate Initiatives/Greenhouse Gas Reductions Cap and Trade monies. The agency hosted eight workshops Statewide through early March on the program. Eligible projects must have one of the following components: building non-motorized paths of travel and/or planting trees. The program has \$24.7 million available statewide and applications are due April 11, 2018. SMART submitted a proposal for the first round of UGP funds, for construction of the SMART Pathway between Golf Course Drive and Todd Road connecting Rohnert Park to Southwest Santa Rosa. That proposal was one of 143 applications statewide and was one of less than 50 selected for a site visit, conducted on October 17, 2017. Only 39 projects were awarded grants totaling \$75 million. SMART's project was not selected for funding in the first round but was encouraged to re-submit the project.

Active Transportation Program (ATP) - The California Transportation Commission (CTC) is in the process of adopting guidelines for the 2019 ATP funding cycle. The CTC anticipates adopting final guidelines and issuing a Call for Projects for ATP funds on May 16, 2018, with project applications due July 31, 2018. This programming cycle will cover funding for Fiscal Years 2019-20 through 2022-23. The program will have \$100 million annually, with 50% programmed by the regions and 50% decided by the CTC on a statewide basis. In the Metropolitan Transportation Commission-covered region, MTC will program their share of the ATP funds after the state, with the MTC decision due to the CTC by February 2019.

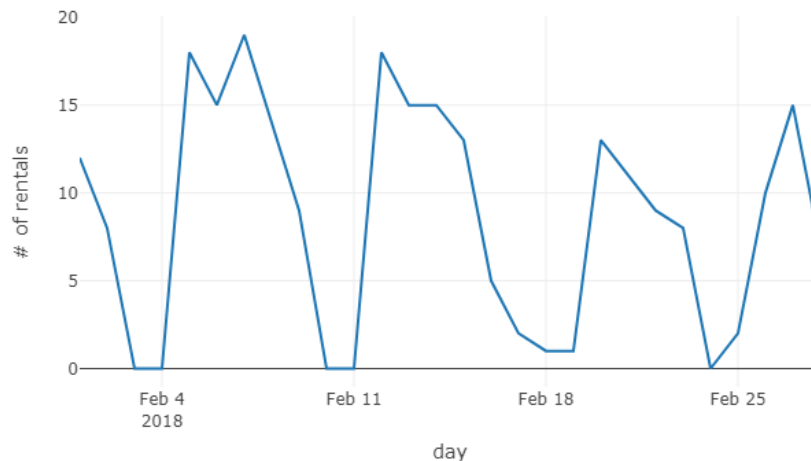
OTHER REGIONAL ACTIVITIES

BikeLink™ Lockers: SMART has installed 34 electronic lockers accommodating 68 bicycles at SMART Stations.

STATION	RACKS	LOCKERS
Downtown San Rafael	10	4
Civic Center	10	4
Hamilton	10	4
North Novato	10	8
Petaluma	10	12
Cotati	10	8
Rohnert Park	10	8
Downtown Santa Rosa	10	12
North Santa Rosa	10	4
Airport	10	4

The locker vendor, BikeLink™, has locker locations throughout the Bay Area and more information on how to use the system can be found here: <https://www.bikelink.org/>. BikeLink has recently completed a successful pilot program with BART testing Clipper card use on BikeLink lockers. BikeLink is beta testing several features of Clipper card implementation before conducting a General Release of Clipper on BikeLink, currently anticipated for late Spring or early Summer. SMART's BikeLink lockers will be one of the first Clipper-enabled bicycle locker systems in the Bay Area.

BikeLink locker usage reports for the month of February 2018 indicate that Santa Rosa Downtown location continues to have the most rentals, with scattered usage throughout the rest of the system. System-wide locker usage for the month of February 2018 is shown here:



TRANSIT OPERATOR COORDINATION

Transit Technical Advisory Groups: Staff from SMART and each of the five bus agencies operating out of Marin and Sonoma Counties continues to meet approximately quarterly to coordinate operational and planning activities between our agencies. SMART staff continues to participate in additional monthly transit coordination meetings above and beyond coordination directly related to the start of SMART services. The Metropolitan Transportation Commission (MTC) hosts several monthly meetings related to transit attended by SMART staff:

- Transit Finance Working Group;
- Transit Wayfinding (Regional Wayfinding-Regional Hub Signage Program);
- Real-Time Transit information working group;
- Regional 511.org Transit Information; and,
- Clipper Staff Liaison Committee.

In addition, the Sonoma County Transportation Authority (SCTA) hosts a Transit Technical Advisory Committee attended by SMART staff (March 14, most recent meeting).

PLANNING

REGIONAL TRANSIT/PLANNING COORDINATION ACTIVITIES:

National Transit Database (NTD) Reporting – Federal Transportation Administration grant recipients, – those receiving funding from the Urbanized Area Formula Program (5307) or Rural Formula Program (5311) – are required to submit data to the NTD on a monthly and annual basis. Staff continues to submit monthly ridership reports.

State Route 37 Project, Memorandum of Understanding between Transportation Authority of Marin (TAM), Sonoma County Transportation Authority (SCTA), Napa County Transportation Planning Agency (NCTPA), and Solano Transportation Authority (STA) – TAM, SCTA, NCTPA and STA have entered into a Memorandum of Understanding (MOU) to continue to jointly study needed improvements to State Route (SR) 37. The last meeting was held on March 1st, where the committee received presentations about Resiliency by Design, Corridor Segment Updates, and Survey & Focus Group Results. The committee also voted to forward the State Route 37 Corridor Plan to the Transportation Authorities of Marin, Napa, Solano and Sonoma for review and comment. The next meeting is scheduled for Thursday May 3rd, which will include topics such as the State Route 37 Project Initiation Document, Solano Transportation Authority Water Transit Study and an Origin and Destination Ridership Study.

LOCAL COORDINATION

MTC Regional Onboard Survey Program – The Metropolitan Transportation Commission (MTC) has a goal to cooperatively survey the entire region's Transportation Development Act (TDA) funded fixed-route transit ridership over a five to seven year period. Survey goals include supporting operator Title VI reporting requirements, refinement of analytical planning tools, such as MTC's travel demand model; and providing data for regional and operator-specific ridership market and equity analyses. The consultant assigned to SMART begun preliminary survey work in late February. The main survey will be administered from Mid-March to Mid-May. The final results of the survey will be available to viewing by September 1, 2018.

Local Coordination Tracking - The Planning department tracks all notices sent by local jurisdictions for projects occurring adjacent to or nearby the railroad tracks. Staff reviewed 29 notices in the months of January and February 2018.

Solano Transportation Authority Water Transit Plan Development Team– Planning staff attended the first Plan Development Team (PDT) Meeting hosted by the Solano Transportation Authority (STA) on Tuesday March 20th. The goal is for STA to host three to four PDT Meetings to gather input and recommendations to help the agency complete the Solano County Prospective Water Transit Services Analysis and Conceptual Plan by summer 2018.

RIDER GUIDES/INFORMATION

Surveys – Staff created, tested and deployed a new on-board survey that is now available to take on the train via the Wi-Fi login. The new survey questions focus on how SMART riders are making their first and last mile connections at each station. Staff continues monitor the survey to ensure that it works properly and is receiving adequate responses.

