



SMART

Your train has arrived.

PASSENGER AND REVENUE REPORT

November 1, 2017

ONBOARD SURVEY OF 1,271 RIDERS

Where do you typically begin your trip:

- Petaluma Downtown 19%
- Santa Rosa Downtown 18%
- Sonoma County Airport 14%
- San Rafael Downtown 13%

WHERE IS YOUR DESTINATION?

- San Rafael Downtown 49%
- Marin Civic Center 10%
- Petaluma Downtown 8%
- Santa Rosa Downtown 8%
- Sonoma County Airport 7%
- Novato San Marin 6%

WHICH DAYS OF THE WEEK DO YOU TRAVEL?

- Thursday 62%
- Friday 60%
- Tuesday 60%
- Monday 59%
- Wednesday 58%
- Saturday 22%
- Sunday 20%

WHICH TIME(S) OF THE DAY DO YOU TRAVEL ON SMART?

MORNING Top Answers:

- 7-8 a.m. 32%
- 6-7 a.m. 26%
- 8-9 a.m. 24%
- 9-10 a.m. 14%

AFTERNOON Top Answers:

- 5-6 p.m. 43%
- 4-5 p.m. 36%
- 6-7 p.m. 26%
- 3-4 p.m. 21%

TOTALS

Total Number of Passengers Carried Since August 25th: 137,702

- Fridays: 25,329
- Thursdays: 20,798
- Wednesdays: 20,291
- Mondays: 19,670
- Tuesdays: 19,090
- Saturdays: 16,893
- Sundays: 15,631

Average Weekly Passengers Projected: 15,600

Actual Weekly Passengers: 15,300 (*including the No Service and limited Fire days*)

Total Number of Bikes Carried Since August 25th: 11,644

Total Number of Wheelchairs Carried Since August 25th: 619

FINANCIAL

- Total Revenue Received Since August 25th: \$690,691
- Actual Average Weekly Fares Since Start: \$74,362
(including free, fire & limited service days)
- Average Weekly Fares Required to Meet Budget: \$68,023

TWO HAPPY SMART SUPPORTERS!

