

Agenda Item 4 - General Manager's Report September 20, 2023



General Manager's Report

- Contracts/Procurements over \$100K
- Ridership
- Pathway Counts
- Three-Car Train Threshold
- Free Youth Summer Program
- Pathway Wayfinding Update
- Caltrans Planning Grant
- SMART Rider Alerts
- SMART Connect
- Questions

Contract/Procurements over \$100K

AMENDMENTS / CHANGE ORDERS

CONTRACT # / PO #	COMPANY NAME	ACTION	DESCRIPTION	AMOUNT INCREASED	NEW AMOUNT
OP-SV-21-019	DeAngelo Contracting Services, Inc.	Amendment No. 2	Vegetation Control Services along SMART Right-of-Way	\$72,000.00	\$175,000.00

- Amendment No. 2 to Contract No. OP-SV-21-019 – DeAngelo Contracting Services, Inc. – Contract is for vegetation control services along SMART’s right-of-way
- This amendment increases the not-to-exceed amount by \$72,000 for a new total contract not-to-exceed amount of \$175,000
- This amendment utilizes the final option to extend the contract for an additional year and increases the not-to-exceed amount to cover the final year of service
- SMART will be re-procuring this service following this final year



Contract/Procurements over \$100K

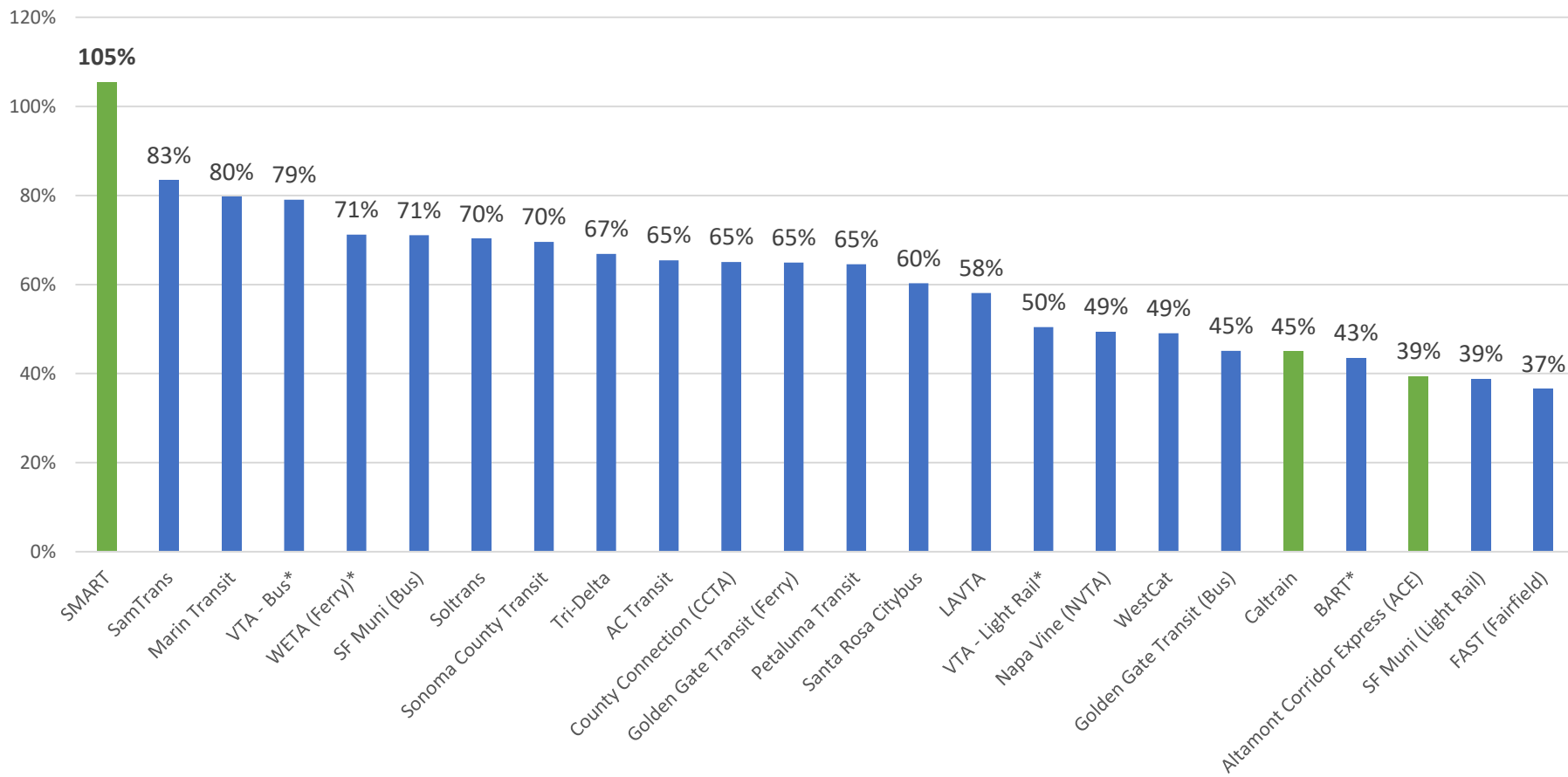
AMENDMENTS / CHANGE ORDERS

CONTRACT # / PO #	COMPANY NAME	ACTION	DESCRIPTION	AMOUNT INCREASED	NEW AMOUNT
CV-BB-23-002	Ghilotti Bros., Inc.	Change Order No. 001	Construction of Non-Motorized Pathway from McInnis Parkway to Smith Ranch Rd.	\$53,475.00	\$3,490,399.00

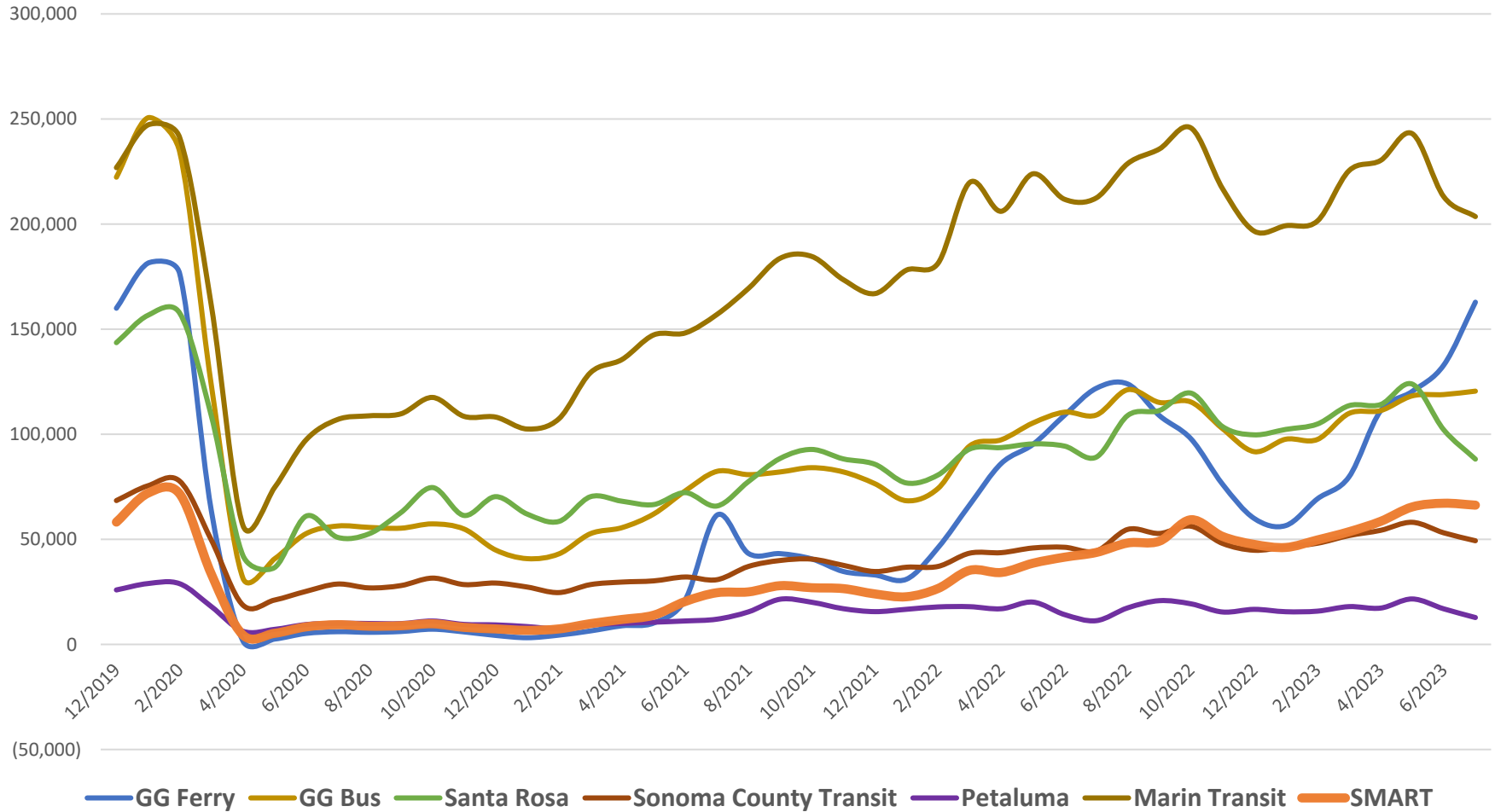
- Change Order No. 001 – Agreement No. CV-BB-23-002 – Ghilotti Bros, Inc.
- This work is related to the construction of the non-motorized pathway from McInnis Parkway to Smith Ranch Rd project
- This change order modifies the scope to install additional fencing and vegetation removal required by the California Fish and Wildlife Salt Marsh Harvest Mouse permit
- This action increases the contract not-to-exceed amount by \$53,475 for a new total contract not-to-exceed amount of \$3,490,399

Ridership Recovery (July 2019 v July 2023)

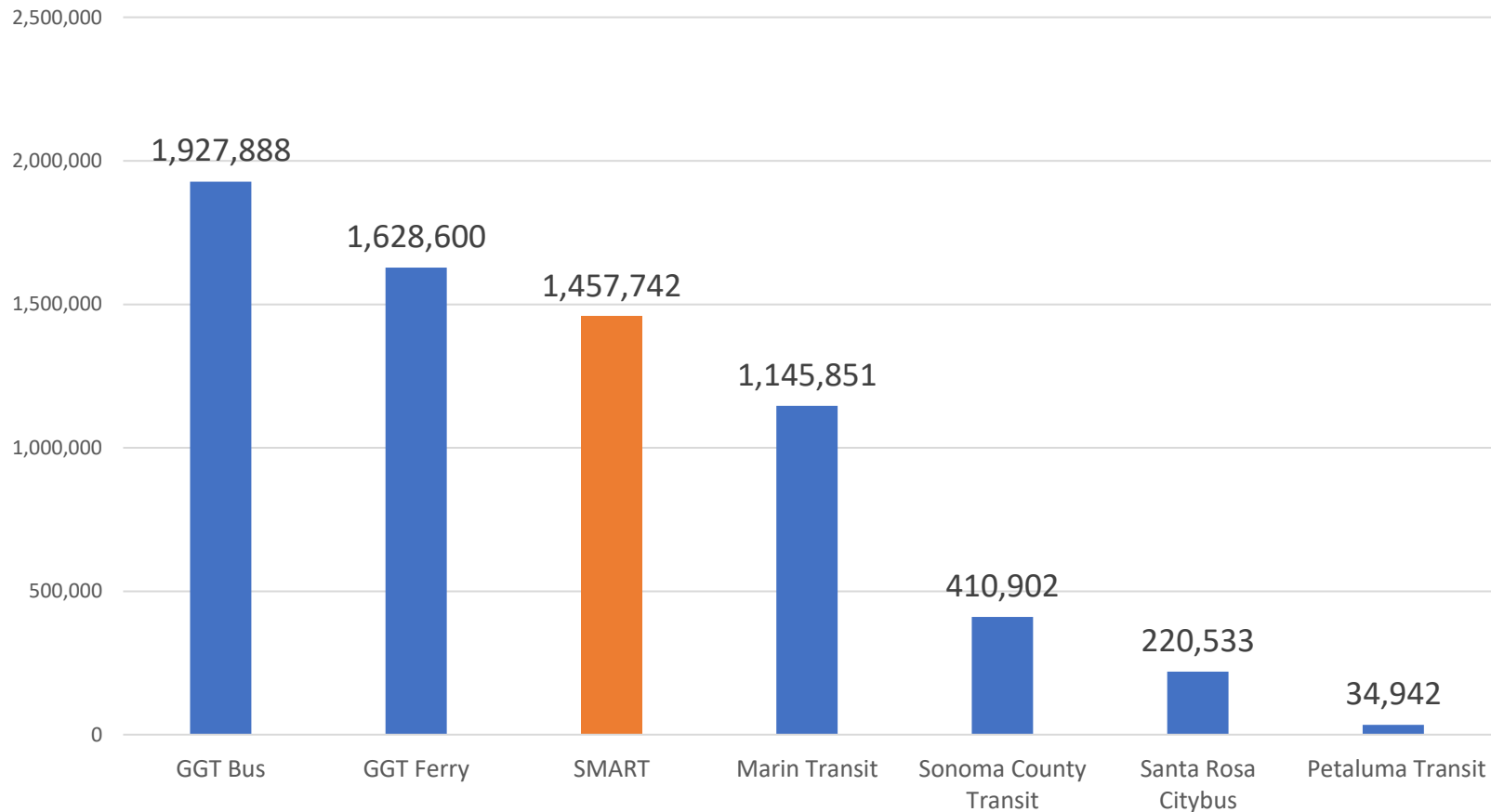
SMART had the highest ridership recovery ratio in the Bay Area for the fifth month in a row.



North Bay Monthly Ridership (July 23)



July North Bay Passenger Miles (Estimate)



- Note: 2022 avg trip length used to calculate passenger miles
 - Ridership * Trip Length = Passenger Miles



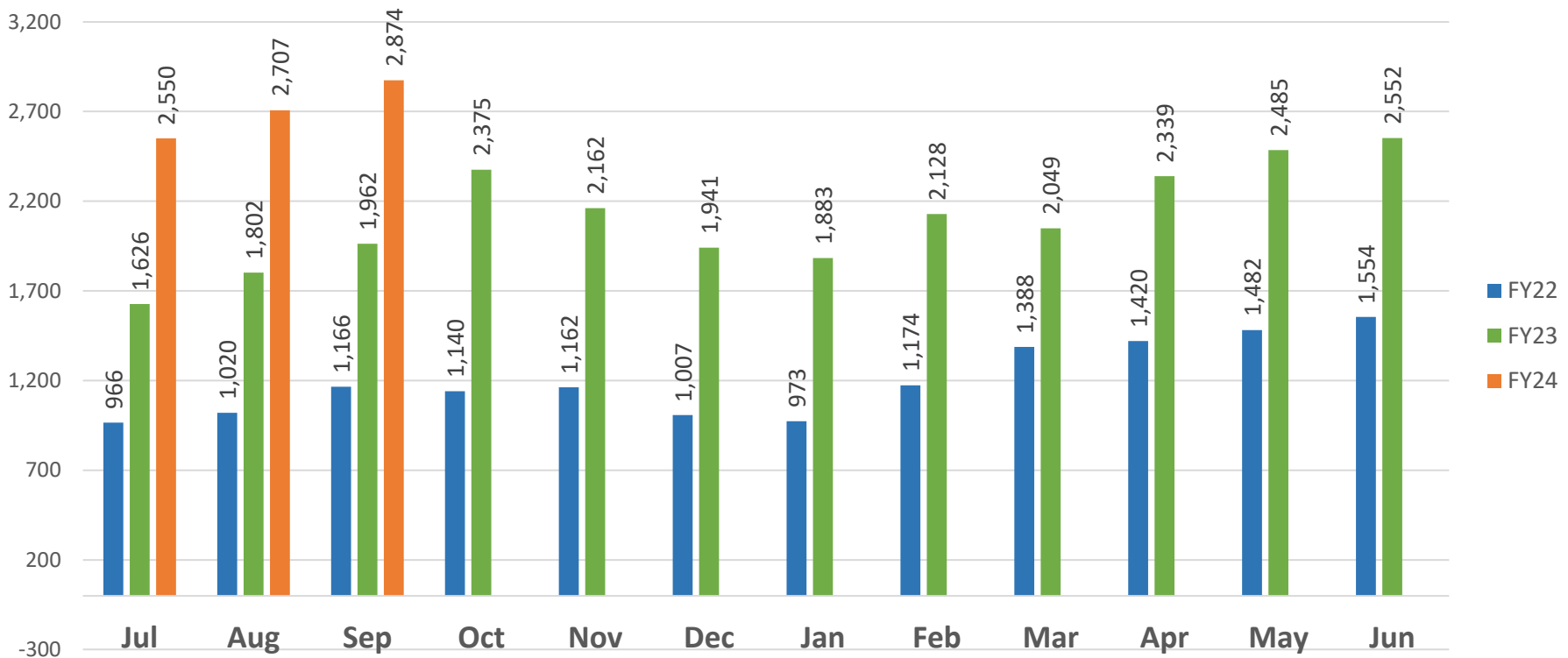
Average Weekday Ridership

August Average Weekday ridership: 2,707

- 14% higher than August 2019

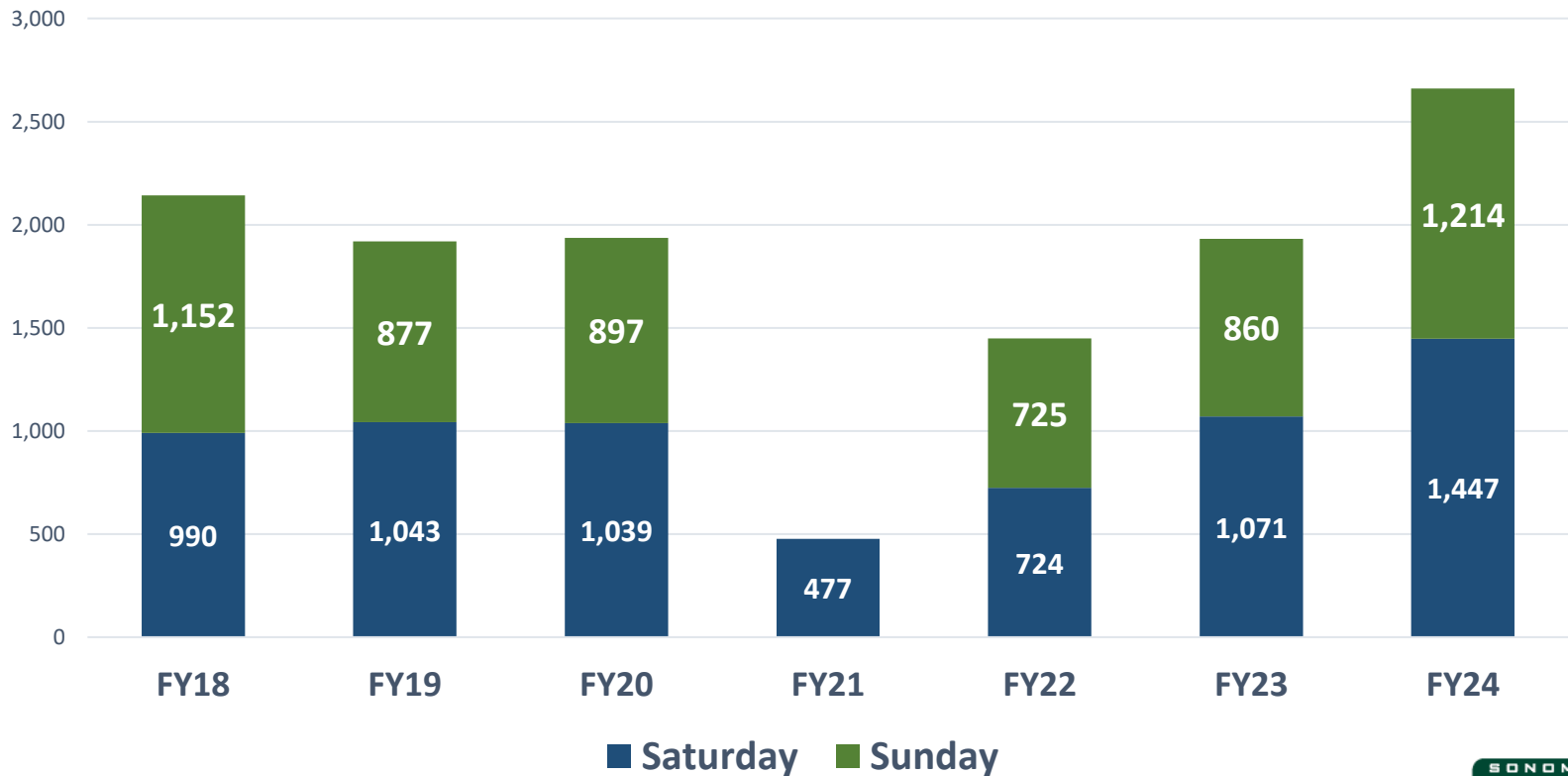
September Avg Weekday ridership to date: 2,874

- 10% higher than September 2019



Average Weekend Ridership

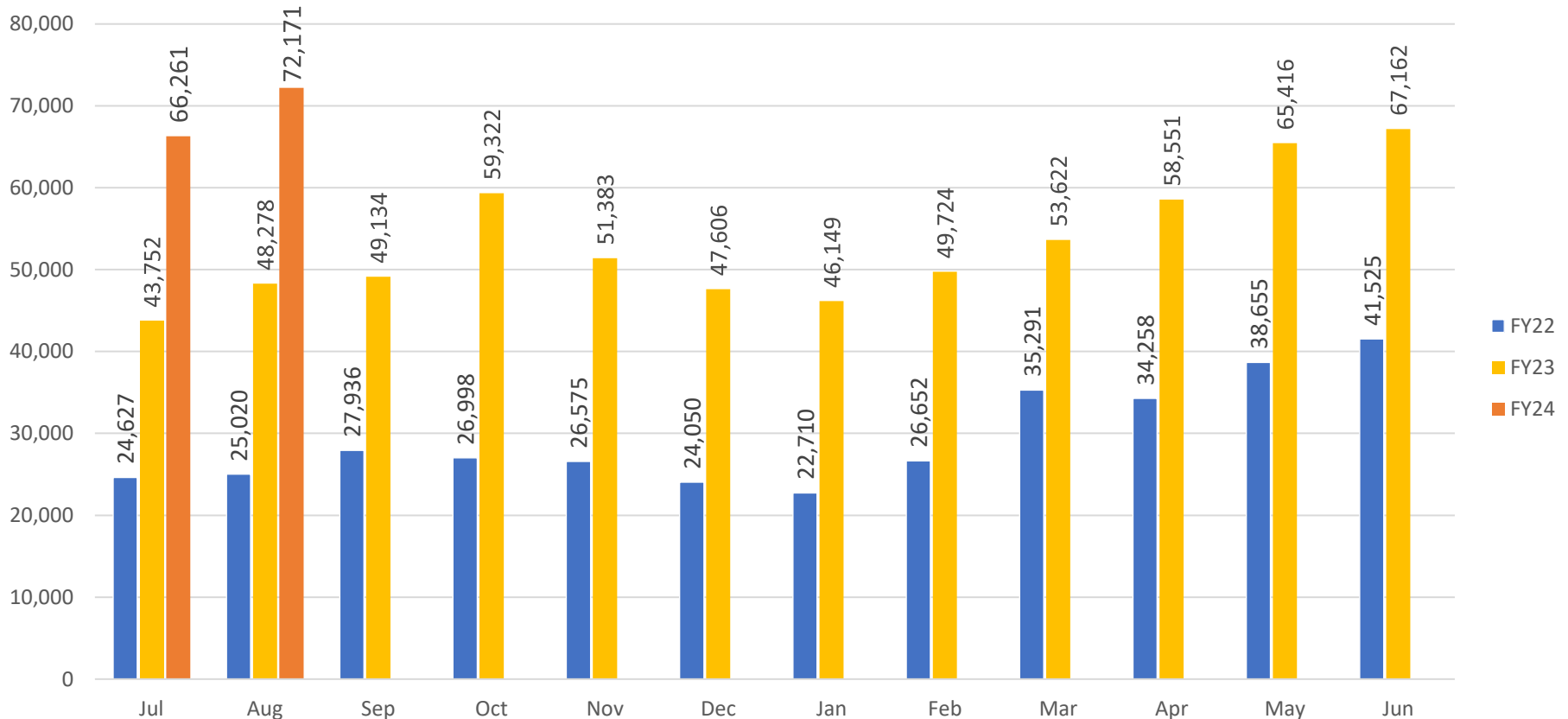
Weekend ridership for FY24 to date exceeding pre-COVID.



Monthly Ridership

August Ridership = 72,171

- 1,587,762 passenger miles
- up 49% over August 2022 and 10% over August 2019





Petaluma



Cotati



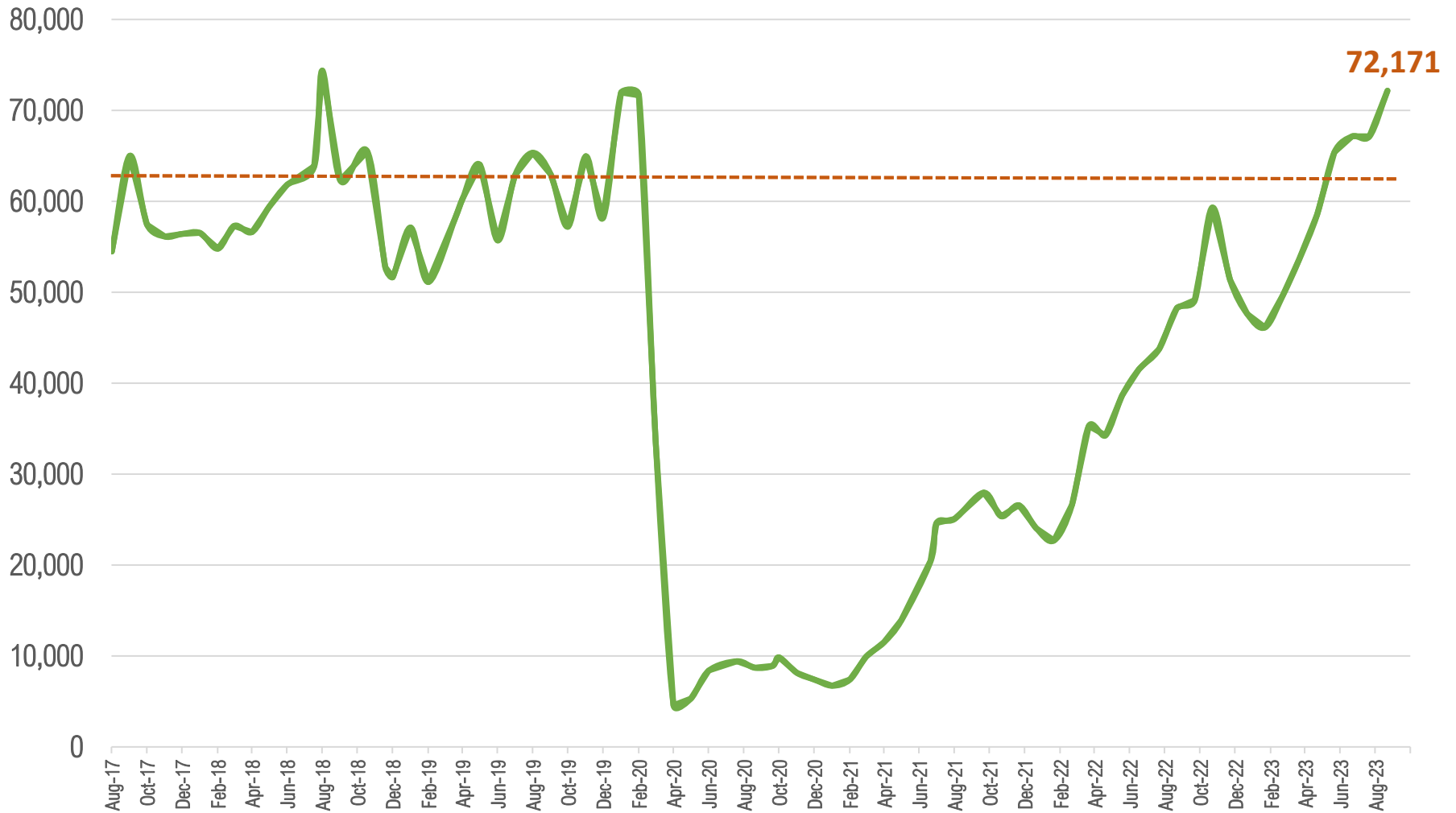
Novato



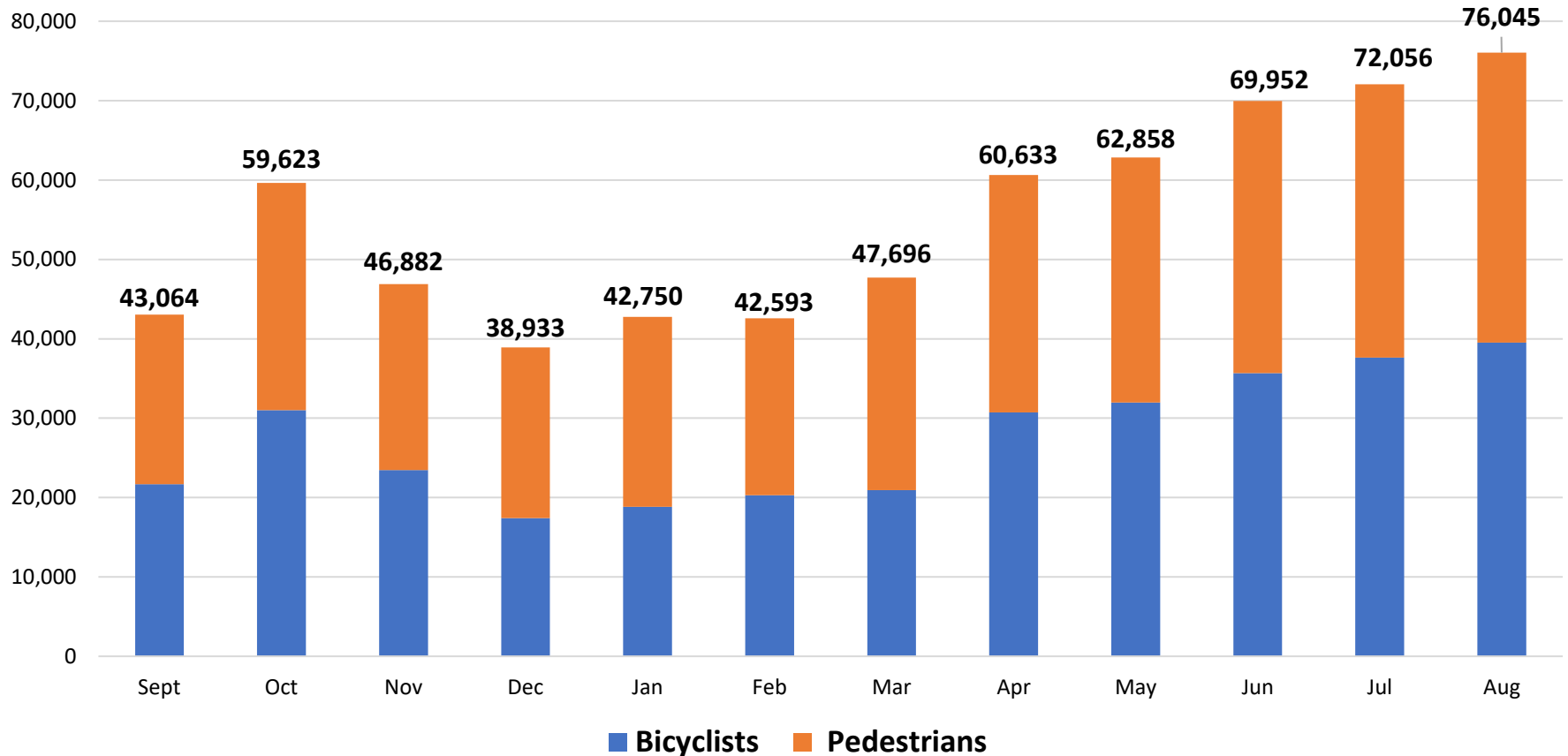
San Rafael



Ridership Recovery



Pathway Counts: September 2022 - August 2023



- August 2023 = 76,045 pathway users
- Over 660,000 counted for the 12-month period.



Three-car Train Threshold

- SMART monitors train loads daily
- Threshold for adding a 3rd car:
 - 61 seated + 20 standees per car
 - 162 total for 2-car train
 - 12 bikes per car
 - Crowding > 50% of trips in 30 days
- 6:06am Southbound train:
 - Average 13 bikes per car
 - Average 97 passenger peak (2-car)
 - Max load of 123 passengers
 - Does not meet threshold

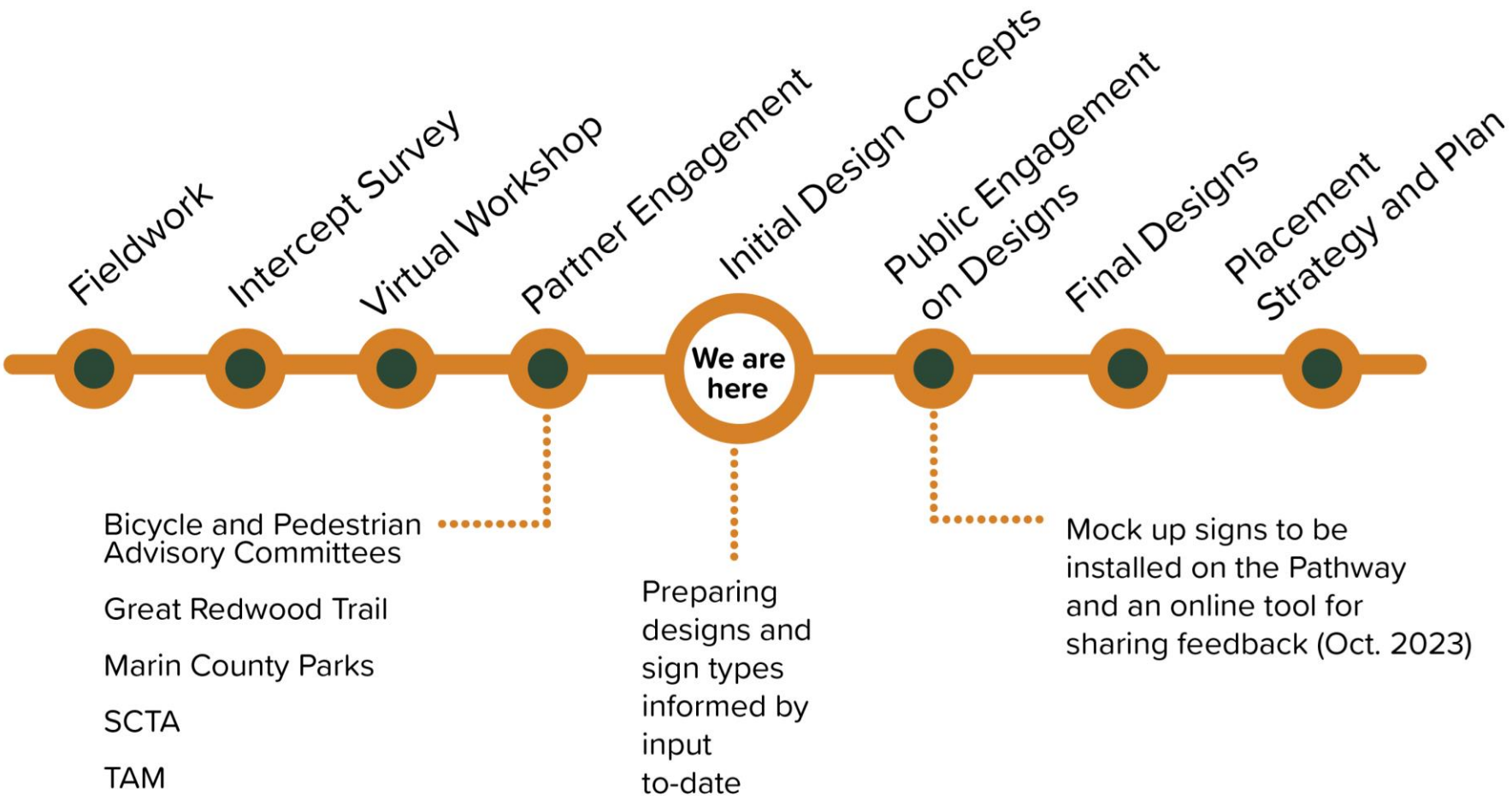


Free Youth Summer Program

- SMART carried 31,573 youth riders on the Free Summer Youth Program, over 150% higher than last summer and the summer pre-COVID
- Summer Youth Ridership for partner agencies:
 - Sonoma County Transit – 24,854 youth riders, up 78% over 2022
 - Santa Rosa CityBus – 82,503 youth riders, up 16% over 2022 (free fares), 49% over 2019
 - Marin Transit – 104,897 youth riders, 5% up over 2022; most youth already ride free



Pathway Wayfinding



SMART's Economic Impact and Quality of Life Assessment

Awarded \$400,000 in Caltrans Sustainable Transportation Planning Grant Funds

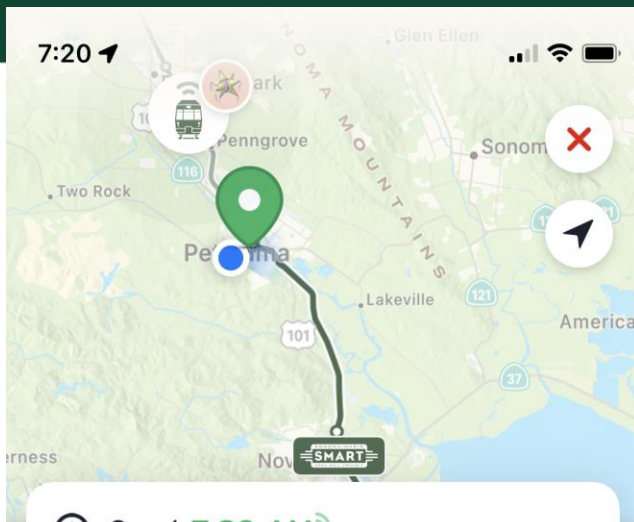
- Will look at SMART's impact on:
 - The Economy
 - Mobility
 - Land Use
 - The Environment
 - Safety and Public Health
 - Accessibility and Equity
- Board resolution to permit SMART to enter into a grant agreement with Caltrans
 - On today's consent agenda
- Starts January 2024




SMART Rider Alerts

- In addition to Nixle, SMART now provides rider alerts regarding incidents or delays on Google Maps, Apple Maps, and the Transit App
- When riders plan a trip on Google/Apple, or select SMART on the Transit App, they can see information about delays, incidents, holidays, schedule changes, etc.
- This information is also posted on Twitter

The screenshot displays a transit trip in the SMART app. The starting point is 'SMART Petaluma Downtown' at 7 AM, with a status of 'Usually a little busy' and an entry point via 'E Washington St'. The selected route is 'SMART 9' to 'Larkspur', scheduled to arrive in 33 minutes at 7:47 AM. A 'What's it like on board?' section shows 'Not too crowded' and 'Accessibility' options. A note indicates the train is also at 8:19 AM and 8:51 AM. A prominent red alert box states 'Significant delays'. The trip duration is 'Ride 5 stops (35 min)'. The destination is 'SMART San Rafael' at 8:22 AM, with a 'Live' status of 'A little busy' and an exit point via '3rd St & Tamalpais Ave'. Below the trip details, an 'Alerts' section shows a 'Significant delays' notification: 'Trips 2/NB and 5/SB delayed. · Trips 2/NB and 5/SB delayed 13 minutes. Thank you for your patience.'





🕒 Go at **7:29 AM** [📶]



You'll arrive at 8:04 AM 35 min

🔄 EVERY 15-30 MINUTES ➔

 **Significant delays**
Posted 9 minutes ago



📍 **➔ South to Larkspur** 7:29 AM [📶]
Petaluma Downtown


▼ 4 more stops before...

📍 **San Rafael** 8:04 AM


📍 **San Rafael** 8:04 AM

7:10 📶 🔋


🔍 Search



➔ **South to Larkspur**

 **Not receiving notifications** ➔
Tap to change notification settings

Alert on this line

 - Trip 2 northbound and Trip 5 southbound are delayed 13 minutes

SMART reports that Trip 2 northbound and Trip 5 southbound are delayed 13 minutes

Posted on Sep 13, 2023 at 7:08 AM
Source: Sonoma Marin Area Rail Transit

Connect Shuttle Marketing

- New Bus Stop signs at the Airport
- Banner Ads on Press Democrat and Marin IJ sites
- New Video Ad for Airport Screens



Thursday, September 14th 2023
e-Edition

Marin Independent Journal

GIVING MARIN
COMMUNITY PARTNERSHIP

News Local Sports Entertainment Zest Obituaries Opinion e-Edition

NG: San Anselmo housing proposal COVID-19 High school sports San Rafael roadwork Complete Giants coverage

SMART CONNECT
on-demand shuttle

\$1.50
one-way fare

Make it a wine weekend

GIVING MARIN
COMMUNITY PARTNERSHIP



Connect Shuttle Marketing

September Harvest Magazine Ad



Legend

- Shuttle weekend service zone
- SMART Station
- Sanoma County Airport
- Winery
- Brewery



SONOMA-MARIN SMART AREA RAIL TRANSIT

sonomamarintrain.org/connect

SMART CONNECT

your ride, on demand

Plan a weekend trip with the SMART train! Ride to the Sanoma County Airport station and then hop aboard the SMART Connect shuttle to visit world-class wineries and breweries. Consult winery and brewery hours as you create your weekend itinerary. The shuttle operates 8 AM - 6 PM, 7 days per week, including some holidays.

Three Ways to Book a Ride

- **Ride Pingo App:** Book a ride now or schedule a trip up to 14 days in advance by selecting the clock icon for advanced booking.
- **Walk-on:** The shuttle meets each northbound train arrival. You may board the shuttle without a reservation, space permitting, and the driver will book your trip.
- **Call Center:** Call 800-727-0279 to book a ride (24/7). The customer service agent will provide the estimated shuttle arrival time and confirm your pick-up and drop-off location. You'll receive an automated phone call when the shuttle is arriving.

How to Pay the Fare

- The one-way fare is \$150 for adults and 75 cents for youth, seniors, and persons with disabilities. Fare may be paid with a credit or debit card on the Ride Pingo app. Riders also can pay with a credit or debit card by calling 800-727-0279.
- Cash payment is accepted onboard the shuttle. However, the driver cannot provide change.

SMART Train Schedule

View the train schedule at www.sonomamarintrain.org



Questions?

Connect with us:

www.SonomaMarinTrain.org



Customer Service:

CustomerService@SonomaMarinTrain.org

(707) 794- 3330

