General Manager’s Report
May 4, 2022
General Manager’s Report

Updates

• Listening Session
• Ridership
• Butter & Eggs Day
• Sunday Service
• Park & Ride Utilization
• Trip Planning Improvements

Questions
Listening Sessions

Completed

• Ridership (April 6\textsuperscript{th})
  o 45 participants (excluding SMART Staff)
  o 553 survey responses
  o 35 emails

• Pathways (April 13\textsuperscript{th})
  o 60 participants (excluding SMART Staff)
  o 183 survey responses
  o 11 emails

• Extensions (April 20\textsuperscript{th})
  o 54 participants (excluding SMART Staff)
  o 203 surveys
  o 13 emails

• Freight (April 27\textsuperscript{th})
  o 34 participants (excluding SMART Staff)
  o 65 survey responses
  o 1 email
April vs March

- Two less weekdays
- One additional Saturday
Ridership Update

Currently 53% of Pre-COVID average
Ridership Update

MTD April vs. January – Ridership up 46%
Petaluma Butter & Eggs Day

Ridership

- 1,371 Riders
  - 118% vs previous Saturday
  - 94% above following Saturday
Sunday Service

Ridership

- 633 Riders
  - 60% of pre pandemic average
Park & Ride Update

FREE PARKING
FOR SMART CUSTOMERS
NO OVERNIGHT PARKING
Rohnert Park Station

Before

After
Sonoma County Airport Station

Before

After
Park & Ride Update

- Sonoma County Airport: 267% increase
- Rohnert Park: 554% increase
- Petaluma: 827% increase
- Novato San Marin: -20% decrease
- Novato Hamilton: -10% decrease
- Larkspur: 48% increase

Legend:
- Gray: Pre-COVID 2020
- Orange: Paid Parking 2022
- Blue: Free Parking 2022
Trip Planning Improvements

Staff is working with Google Transit to improve the quality of SMART information.
Trip Planning Improvements
Questions?
Connect with us:
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