General Manager’s Report
January 5, 2022
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• Ridership Report
• Transit App
 SMART Ridership

August 2017
Start of service: 34 trips per weekday; 10 trips on weekends.

October 2017
Tubbs Fire

August 2018
One Year of Service

February 2019
Flooding

November 2018
Camp Fire

October 2019
Kincade Fire

January 2020
Service increase to 38 trips. Higher bi-directional frequency. Larkspur & Downtown Novato Stations open.

March 2020
COVID-19 Shelter in Place; schools close. Service reduction to 16 trips per weekday; weekends annulled.

August 2020
LNU Lighting Complex Fires

Dec 2020
COVID-19 SAH Order

May 2021
Service increase to 26 trips; 12 on Saturdays; fare cuts.
- FY22 ridership reflects a gradual return to transit as restrictions lift.
- December generally sees a seasonal dip in weekday ridership due to the holidays; this change was 27% in FY21 and 15% in FY22.
Average Weekday Ridership is at 42% of Pre-COVID numbers for December 2021 and FY22 year to date.
- 12-month average continues to climb, despite monthly ridership fluctuations.
Transit App

SMART utilizes three mobile apps for enhancing the use of the SMART train for our riders:

- **SMART E-Ticket** for purchasing fares
- **Parkmobile** for parking fees
- **Transit App** for trip planning & real time vehicle location
Transit App

- Transit App is a mobile phone-based **trip planning** and **real time transit vehicle locator** application
- The Transit App shows the **location of SMART trains in real-time** and predicts **arrival times** at the next station
- Download Transit App at the **Apple App Store** or **Google Play Store**
- Links can be found on the **SMART website Riders Guide** page
Questions?