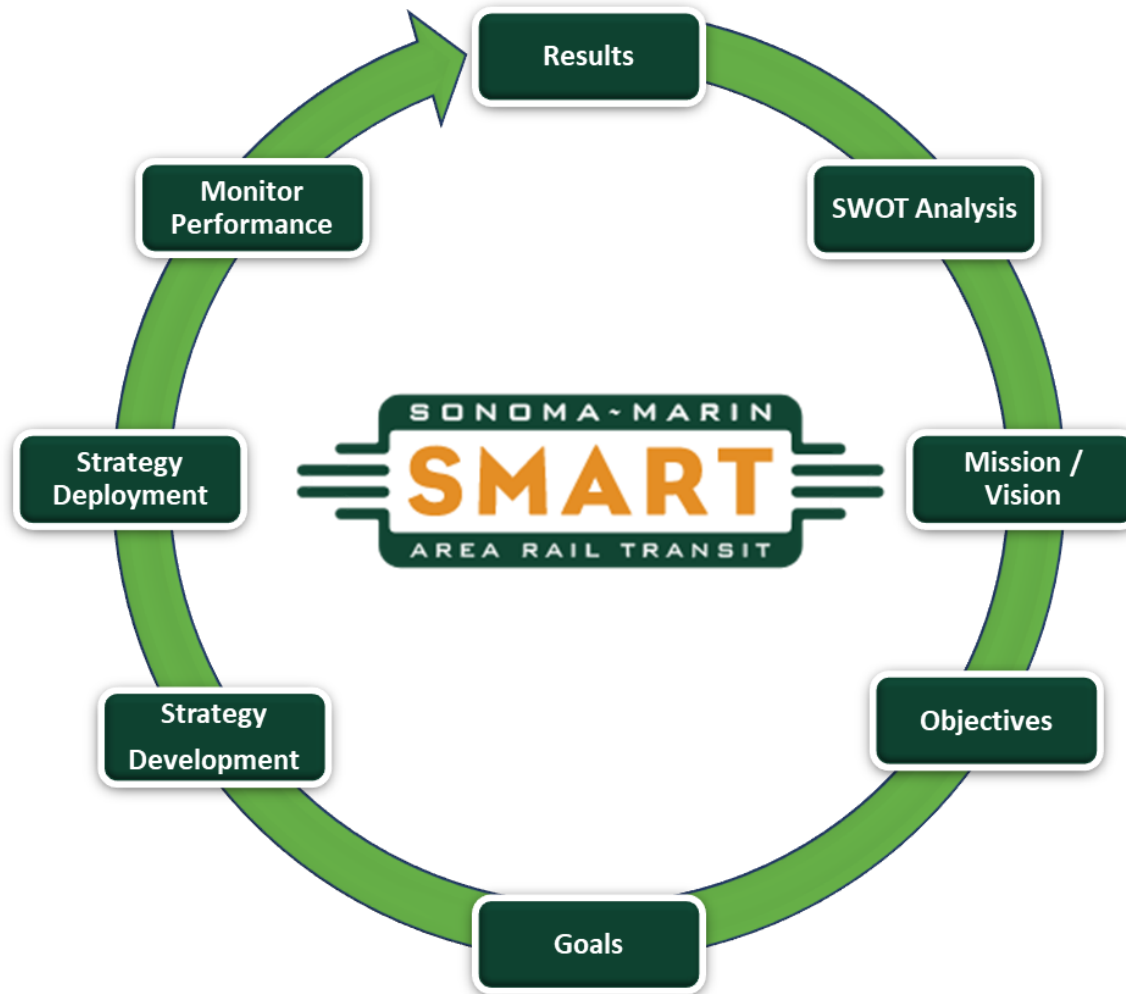


Planning for the Future – Ridership

July 20, 2022



Planning for the Future



SMART House

Vision:

Smarter Transportation for a Smarter Future

SMART envisions an innovative transportation system that provides integrated mobility solutions, promotes sustainable growth, and enhances quality of life.

Mission: We Connect Communities

SMART provides safe, reliable, and environmentally responsible transportation options.

Ridership

Pathways

Extensions

Freight

Values: * Safety * Integrity * Stewardship * Continuous Improvement



Listening Sessions

Completed

- Ridership (April 6th)
 - 45 participants (excluding SMART Staff)
 - 553 survey responses
 - 35 emails
- Pathways (April 13th)
 - 60 participants (excluding SMART Staff)
 - 183 survey responses
 - 11 emails
- Extensions (April 20th)
 - 54 participants (excluding SMART Staff)
 - 203 surveys
 - 13 emails
- Freight (April 27th)
 - 34 participants (excluding SMART Staff)
 - 65 survey responses
 - 1 email

Ridership

What Do Riders Want?

Reasonable Fares

More Service
(Frequency, Late Night,
Mid-Day, Events)

First & Last Mile
Connections

Reliability

Alignment with
other Transit
Providers

Safety

Station/Train
Comfort

On-Board
Amenities
(Snack Bar / WiFi)

Overnight Parking

Clear Information

Recent Improvements

- Extended 40% discount on fares (\$1.50 per zone)
- Suspended parking fees at SMART owned Park and Rides
- Added Sunday service May 1st (12 Trips)
- Improved weekend connections to Larkspur Ferry (25 Min)
- Added 10 additional weekday trips June 13th
 - 36 total trips
 - More/better ferry connections
 - Improved bus connections in San Rafael
 - Routes 130, 132, 101, and 580
- Muir Woods Shuttle connection
 - Shuttle Stop moved to Larkspur
- Improved Trip Planning
 - Worked with Google to improve SMART Pathway information quality
 - SMART real-time service data now live on Google Maps



Improvements/Achievements

- Giants Game Service
 - Service to/from Sunday 1:05 PM games
 - 3-car train on 9:31 AM Trip
 - Added special NB train after the game
- Expanded Capacity for Marin County Fair
 - 3-car trains (Saturday, Sunday, and Monday)
- Tips for Trips
 - Rivertown Revival 2022 (Petaluma) July 23rd and 24th
 - Giants vs Cubs July 31st
 - Day Trips
 - Muir Woods National Monument
 - Marin County Mart
 - Marin Farmers Market
 - Petaluma Sunday Afternoon Jazz
 - Charles M. Schultz Museum – Santa Rosa
 - Children’s Museum of Sonoma County – Santa Rosa

Ridership

What Do Riders Want?

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Comfort

**On-Board
Amenities**
(Snack Bar/WiFi)

Overnight Parking

Clear Information

Ridership

What Do Riders Want?

- 1 **First & Last Mile Connections**
- 2 **More Service**
(Frequency, Late Night, Mid-Day, Events)
- 3 **Alignment with other Transit Providers**
- 4 **On-Board Amenities**
(Snack Bar / WiFi)
- 5 **Overnight Parking**

Potential Goals/Strategies

- Facilitate bike share at 10 of 12 stations
- Extend Giants special service pilot through 2022 season
- Implement Microtransit pilot program at Airport Station
- Consider additional service
 - Late night service on Friday and Saturday Nights
 - Additional event service based on anticipated demand
 - Microtransit expansion
- Work with transit providers to improve bus/ferry connections
- Model rail system to determine requirements to maintain 30/60 headways
- Look for innovative methods to restore snack bar and WiFi
- Allow overnight parking at SMART Park and Ride lots
- Closely monitor system/ridership and adjust as necessary
 - Monitor impacts of hybrid work schedules
- Implement aggressive marketing plan

Questions?

Connect with us:

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