Planning for the Future

- Results
- SWOT Analysis
- Mission / Vision
- Objectives
- Goals
- Strategy Development
- Monitor Performance
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 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
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
  o 36 total trips
  o More/better ferry connections
  o Improved bus connections in San Rafael
    ➢ Routes 130, 132, 101, and 580

• Muir Woods Shuttle connection
  o Shuttle Stop moved to Larkspur

• Improved Trip Planning
  o Worked with Google to improve SMART Pathway information quality
  o SMART real-time service data now live on Google Maps
Improvements/Achievements

• Giants Game Service
  o 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
  o 3-car trains (Saturday, Sunday, and Monday)

• Tips for Trips
  o Rivertown Revival 2022 (Petaluma) July 23rd and 24th
  o Giants vs Cubs July 31st
  o 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?

- Reasonable Fares
- First & Last Mile Connections
- Alignment with other Transit Providers
- Station/Train Comfort
- Overnight Parking
- More Service (Frequency, Late Night, Mid-Day, Events)
- Reliability
- Safety
- On-Board Amenities (Snack Bar/WIFI)
- 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
  o Late night service on Friday and Saturday Nights
  o Additional event service based on anticipated demand
  o 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
  o Monitor impacts of hybrid work schedules
• Implement aggressive marketing plan
Questions?