

# SMART BOARD OF DIRECTORS

## Fares & Parking

### March 16, 2022



# Promotional Fares - Current

One-Way						
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Daily Max
	Promotional Fare	Promotional Fare	Promotional Fare	Promotional Fare	Promotional Fare	
Adult Fare	\$ 1.50	\$ 3.00	\$ 4.50	\$ 6.00	\$ 7.50	\$ 15.00
Seniors, youth, low-income, and passengers with disabilities (50%)	\$ 0.75	\$ 1.50	\$ 2.25	\$ 3.00	\$ 3.75	\$ 7.50

- Individual Fares
  - Adults
    - \$1.50 base fare for 1 zone
    - \$1.50 for each additional zone
    - \$15.00 daily maximum
  - Discounted Fares
    - Senior, youth, low-income, and passengers with disabilities
    - 50% discount from adult fare
    - \$0.75 base fare for 1 zone
    - \$0.75 for each additional zone
    - \$7.50 daily maximum

# Promotional Fares

- 31-Day Pass
  - \$135.00 for adults
  - \$67.50 for seniors, youth, and passengers with disabilities
- Weekend Day Pass
  - Currently only available on Saturday
  - Flat rate pass good for unlimited trips for the day regardless of distance traveled
    - \$10 for each adult
    - \$5 for each senior, youth, and passenger with disabilities

# Benefits of Implementation of Promotional Fares

- Easy to Understand
  - \$1.50 base fare
  - \$1.50 each additional zone
- Easy to implement
- Consistent with local transit transfer agreements and makes transfers simple
  - \$1.50
- Significant discount (over 40%)
- Weekday - Keeps distance-based cost differential in place – pay more for longer trips
- Keeps the daily accumulator in place (Now \$15 max per day vs \$23 max per day)



# Implementation

- Two methods of payment currently
  - Clipper card
    - Individual trips
    - Daily accumulator
    - Monthly passes
  - Masabi app
    - Individual trips
    - Special Promotions
      - Rail & Sail
      - Weekend Day Pass



# Fares

- Pre-Pandemic Revenue
  - \$4,094,540
- FY 22 Revenue through January
  - \$692,220
- Estimated Foregone Revenue – through August 2022
  - \$110,000
  - 28,423 additional riders

# Parking

## SMART Park-n-Rides that Charge for Parking

- Sonoma County Airport
- Rohnert Park
- Petaluma Downtown
- Novato San Marin
- Novato Hamilton
- Larkspur

# Park-n-Rides

Rohnert Park P-n-R (\$2/day)



Petaluma Downtown P-n-R (\$2/day)



Cotati Downtown P-n-R (No charge)





# Parking

- Cost
  - \$2/day or \$20/month
- Pre-Pandemic Revenue
  - \$74,763
- FY 22 Revenue through January
  - \$8,566
- Estimated Foregone Revenue – through August 2020
  - \$6,600
  - 1,705 additional riders

# Connect with us:

[www.SonomaMarinTrain.org](http://www.SonomaMarinTrain.org)



## Customer Service:

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