

Sonoma-Marín Area Rail Transit District

Agenda Item 4 – General Manager's Report



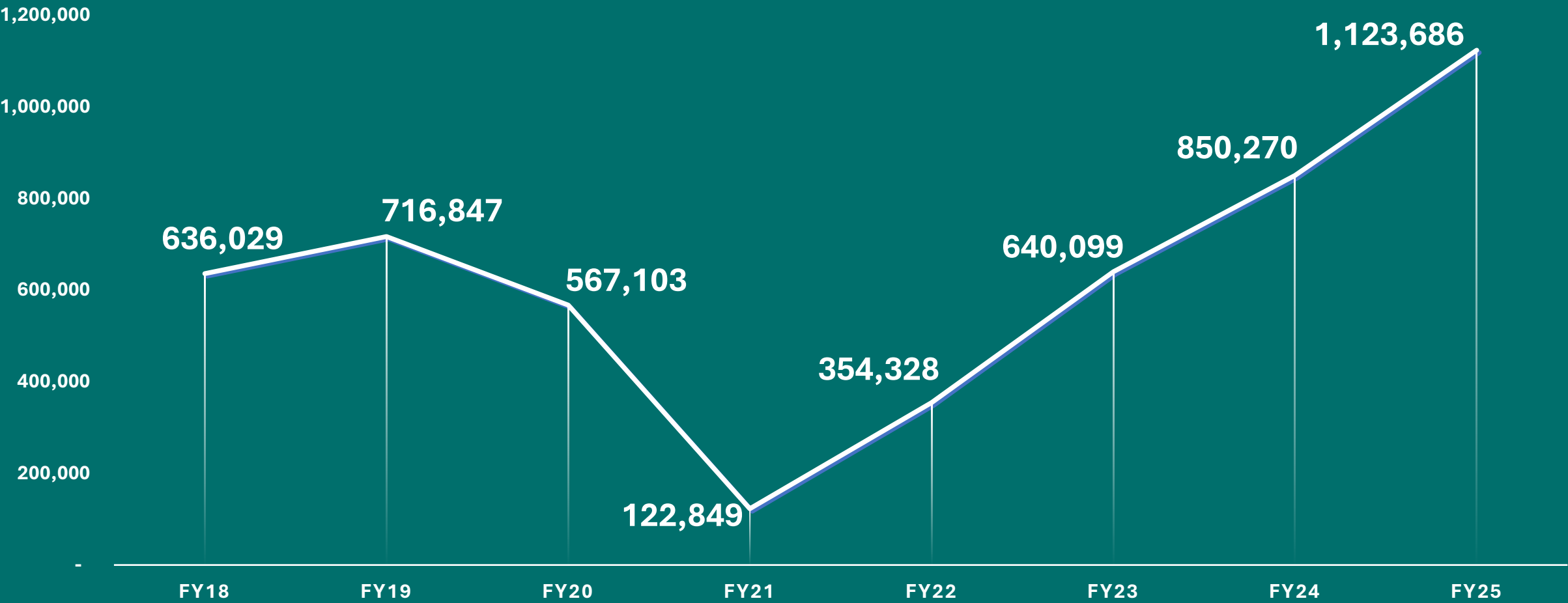
General Manager's Report

- Ridership Report
- MASCOTS Update
- Employees of the Month
- Farewell to Tom Lyons
- Questions





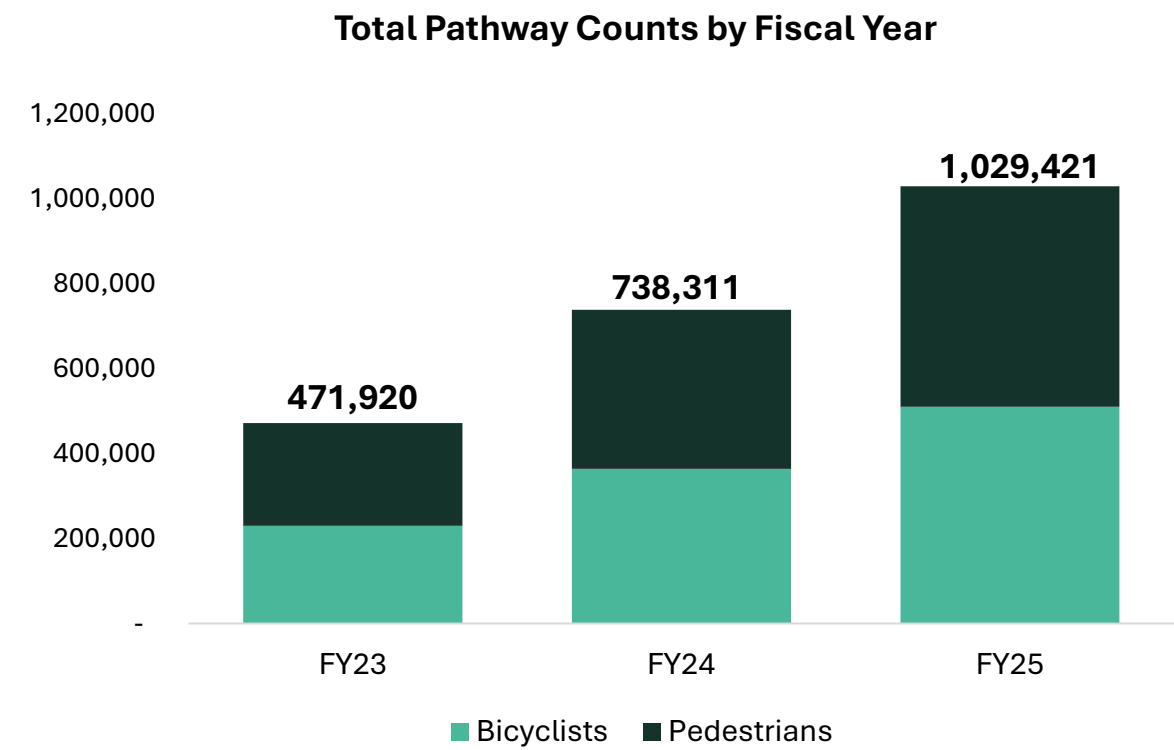
ANNUAL RIDERSHIP



SMART Pathway Counts

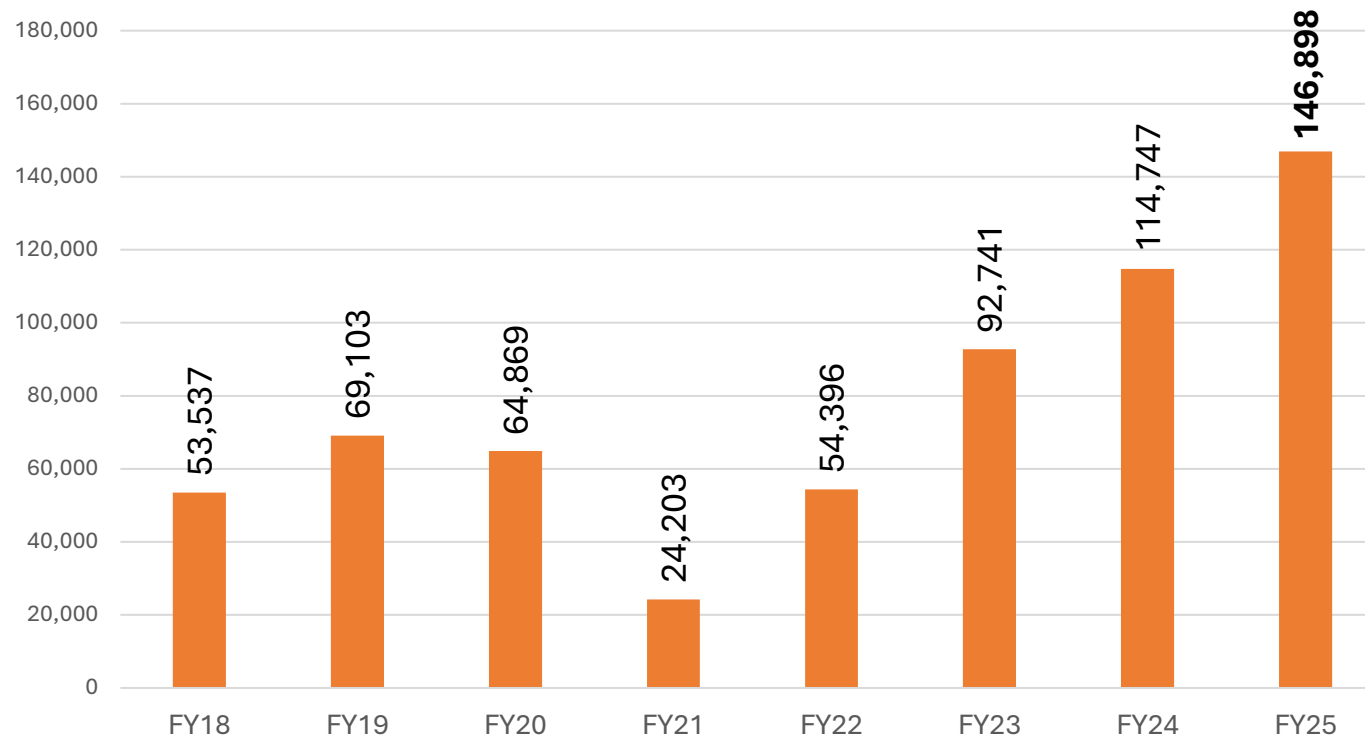
FY25 Pathway Counts: 1,029,421

- 39% higher than FY24



Bikes on Board

- SMART carried 146,898 bikes on board in FY25, a new record and 28% higher than FY24



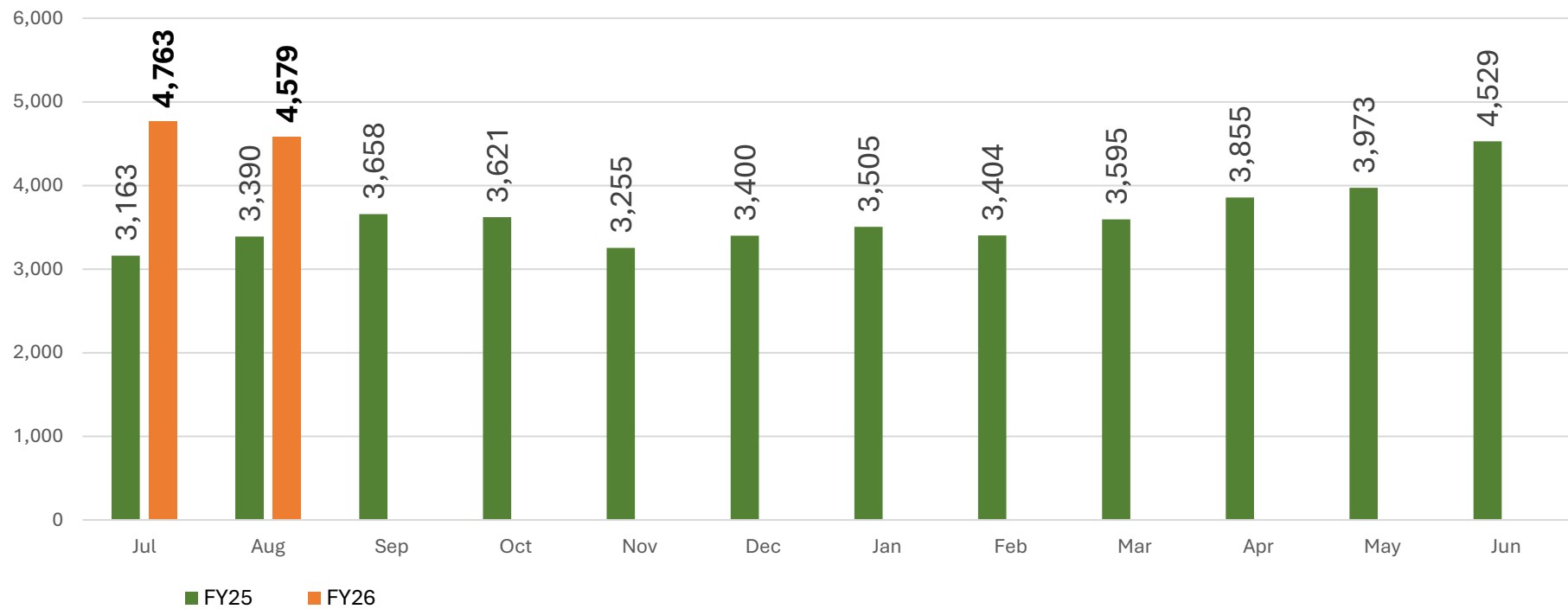
Average Weekday Ridership

July Average Weekday ridership: 4,763

- 51% over July 2024

August Average Weekday ridership to date: 4,579

- 35% over August 2024



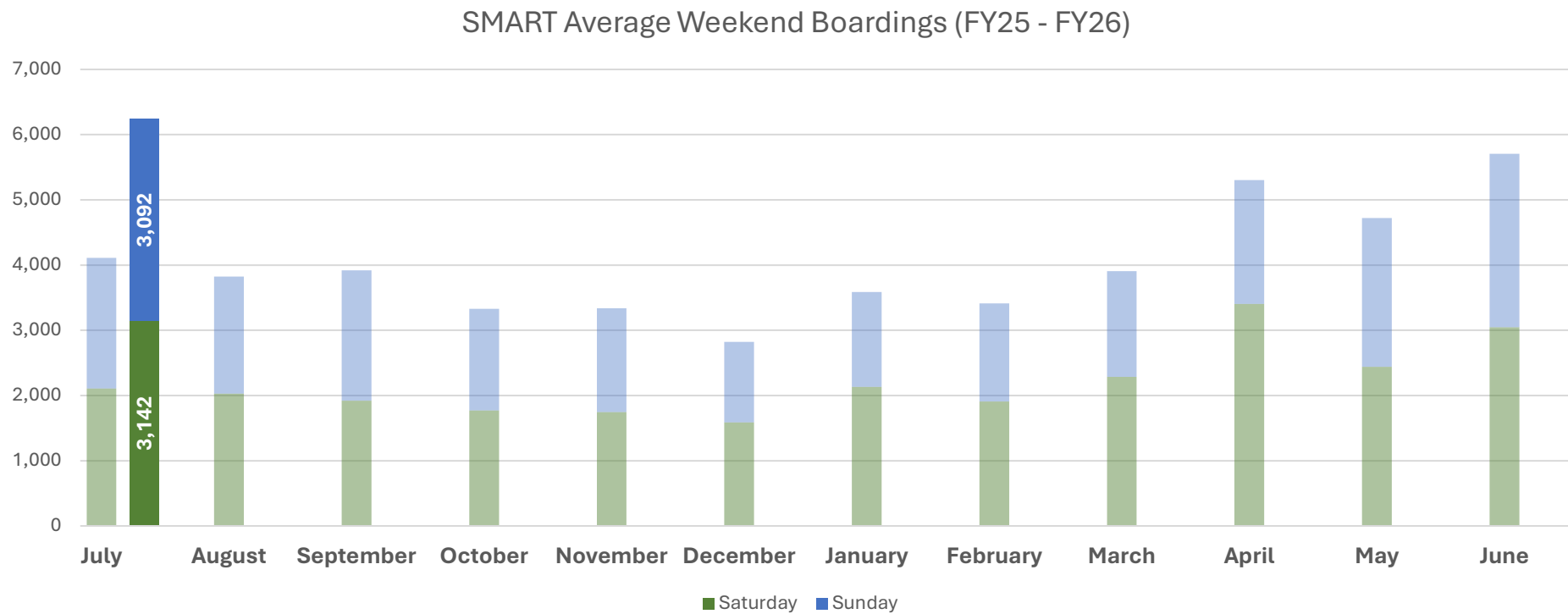
Average Weekend Ridership

July Average Saturday ridership: 3,142

- 49% over July 2024

July Average Sunday ridership: 3,092

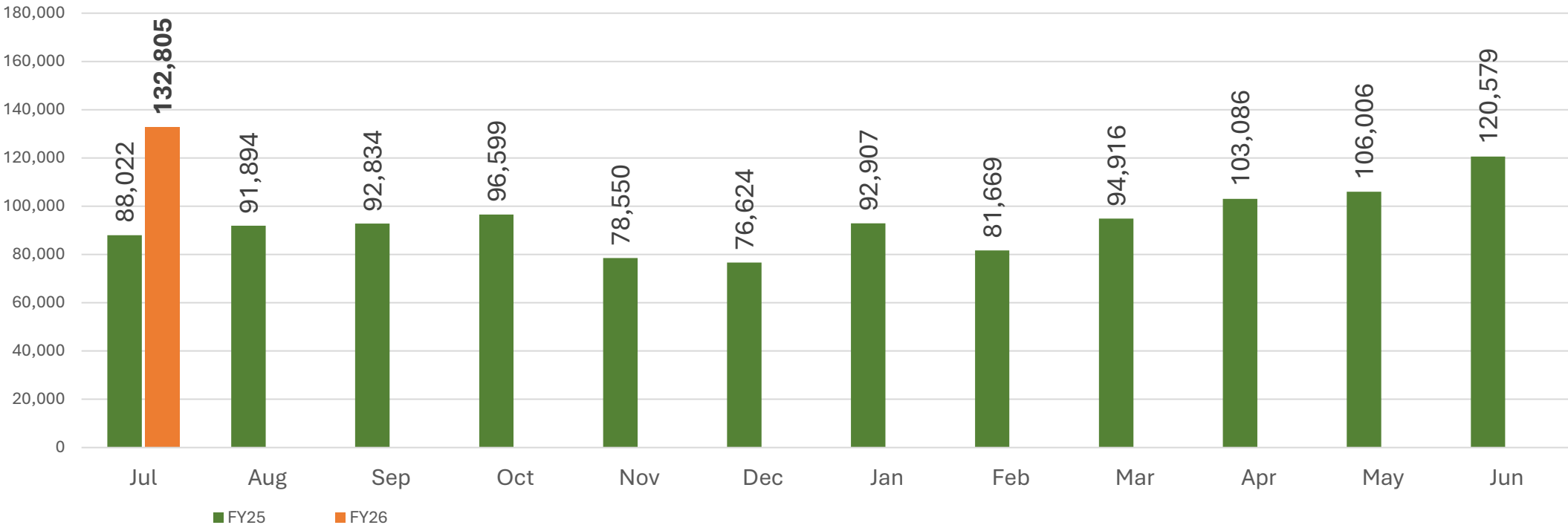
- 54% over July 2024



SMART Ridership (Monthly)

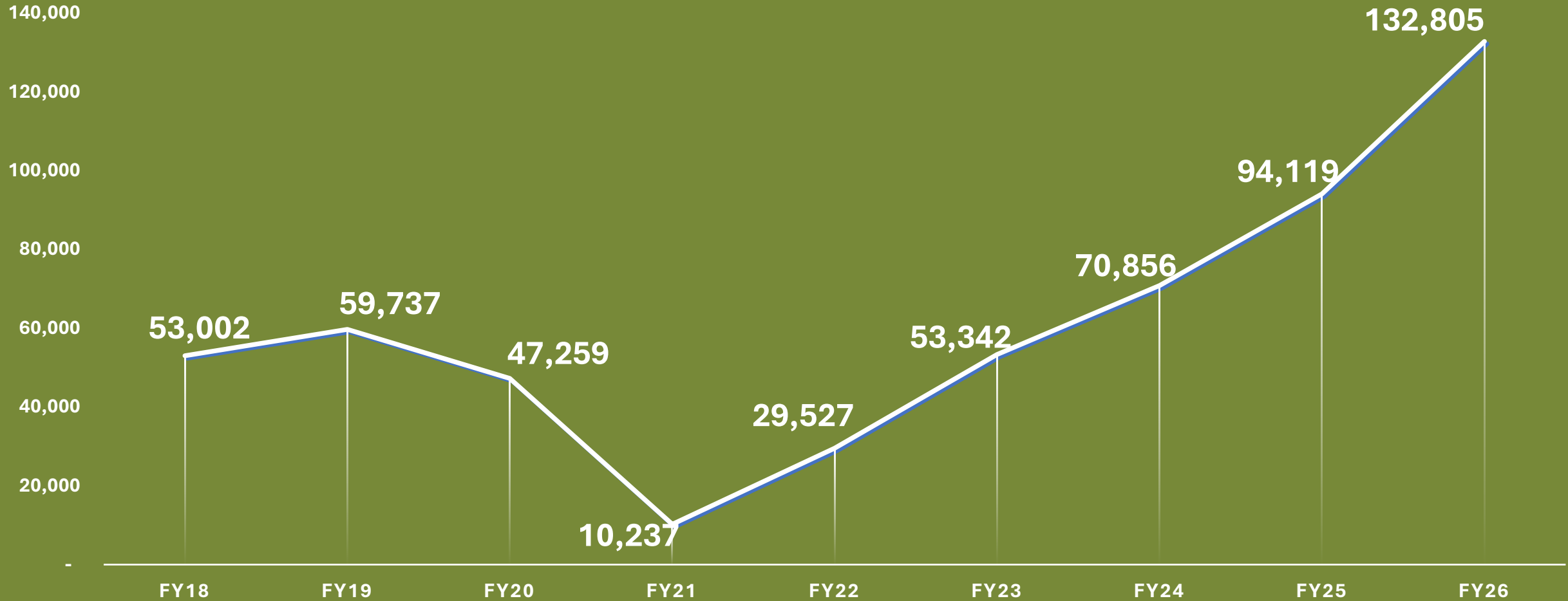
July ridership = 132,805

- 34% higher than July 2024
- 137% higher than July 2019
- New monthly record!
- 4th straight month over 100k





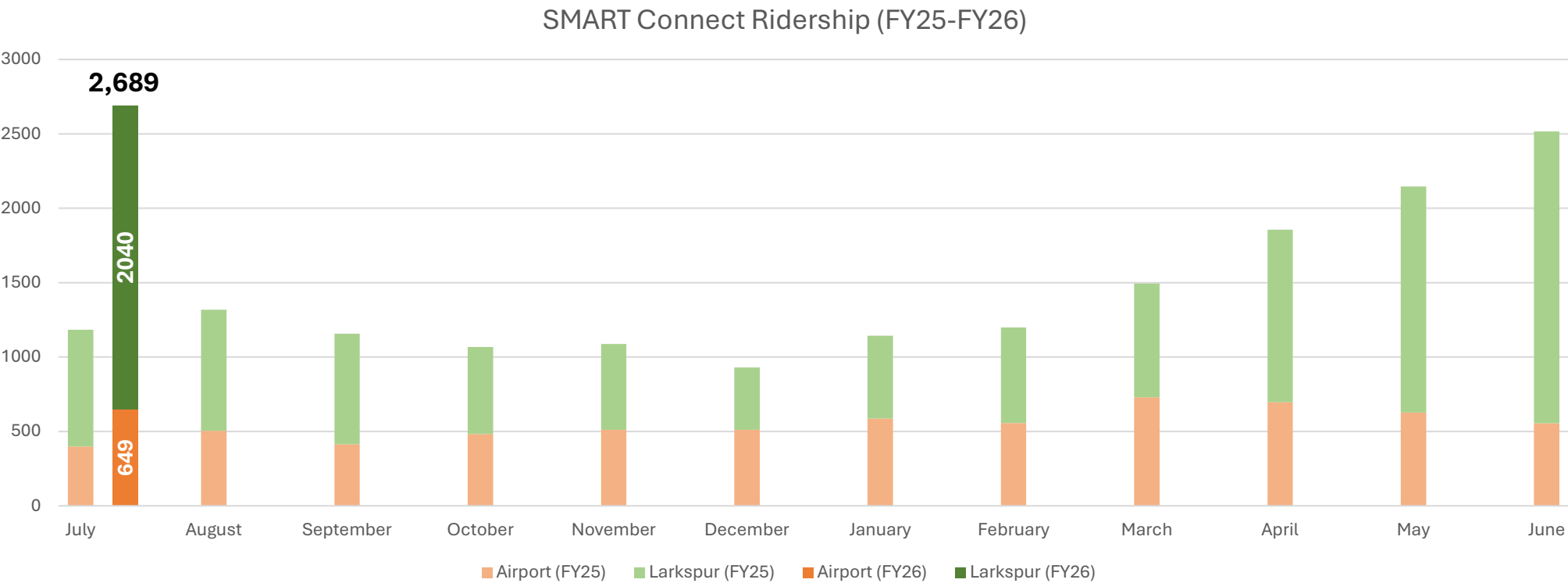
AVERAGE MONTHLY RIDERSHIP



SMART Connect Ridership

July Connect Ridership: 2,689

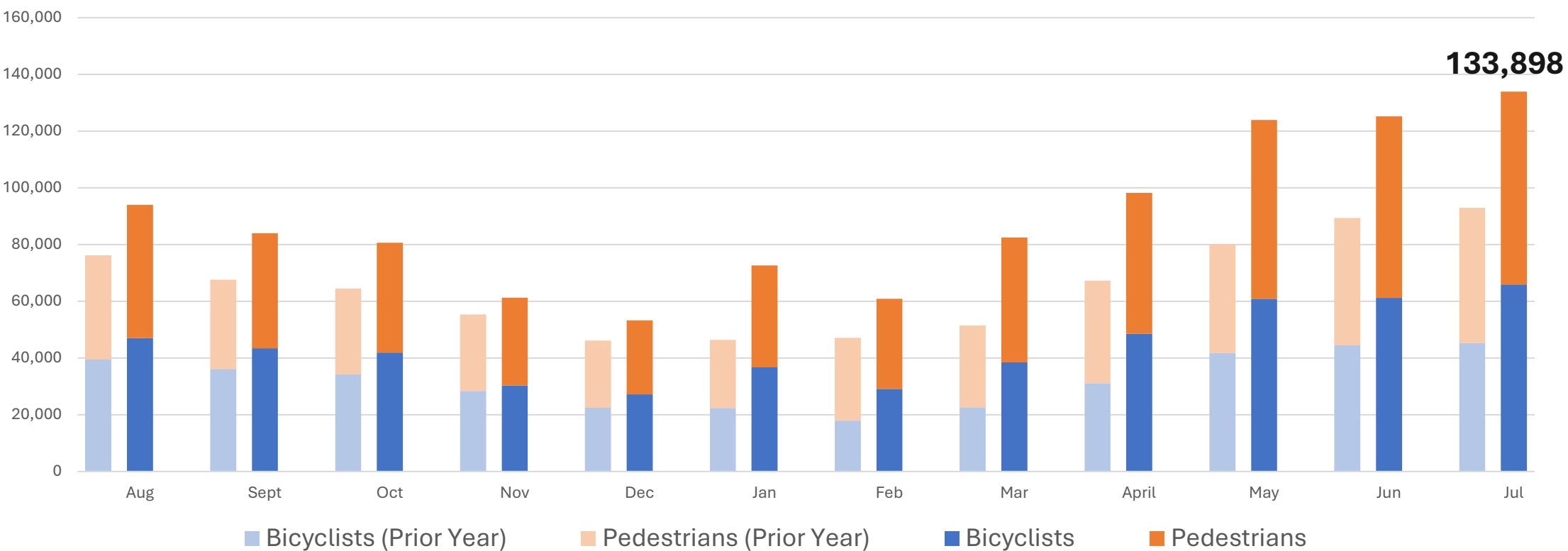
- Large increase in Larkspur Connect ridership due to service expansion to 7 days in April
- New monthly record!



SMART Pathway Counts

August 2023-July 2025

- In July we counted 133,898 users on the pathway
- New record for pathway counts!



MASCOTS Outreach Activities

- Online Survey (600 responses to date)
- Distribution to agency mailing lists and partners
- Social media marketing
- Project website hosted by MTC
- Poster / Flyer Distribution
 - Bus stops in Southern Marin
 - San Rafael Transit Center
- In-bus posters on Golden Gate Transit
- Two Pop-up Events: San Rafael & Marin City
- Four Community Meetings
 - 7/22 – Marin City Library (50 attendees)
 - 7/23 – Al Boro Community Center (40 attendees)
 - 7/30 – Petaluma SMART (39 attendees)
 - 8/18 – Santa Rosa (32 attendees)



Tell us what you think!
Share your feedback on MASCOTS' proposed service changes and help improve your transit service.



Upcoming MASCOTS Schedule

- Upcoming Dates:
 - 8/20 – Virtual Events (x2)
 - GGBHTD Public Hearing 8/21
 - Survey closes 8/22
 - Marin Transit Public Hearings 10/15-10/16
 - SMART Board 10/15 (final recommendations)
- Feedback has been largely supportive to date
- Early September: digest comments and make adjustments to recommendations as needed



Employees of the Quarter

- Today we are recognizing employees for the Second Quarter of 2025.
- Employees are nominated by their peers.
- Winners receive a certificate and a day off with pay.

Q2 2025 Winner: Vehicle Maintenance

Kevin Kinzel

*Vehicle Maintenance
Technician*



Q1 2025 Winner: Transportation

Carlos Aroche

Engineer-Conductor



Q1 2025 Winner: Maintenance of Way

Daniel Foster

Signal Supervisor



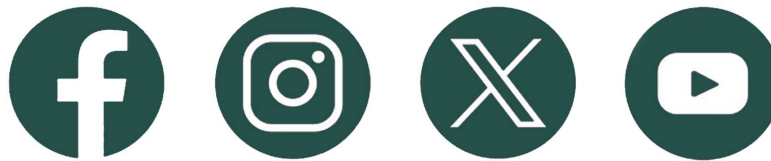
Farewell to Tom Lyons

- Began career in public service with Marin County
 - Deputy County Counsel (14 years)
- Joined SMART October 2013
 - SMART's first General Counsel
 - 1 of only 30 Employees
- Served 12 years at SMART
- Responsibilities included developing overall legal strategies, providing legal advice and support, and managing day-to-day legal operations
- Navigated a myriad of legal challenges and helped SMART transition from a public infrastructure project to a fully functioning rail transit agency

Questions?



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