

Agenda Item 4 - General Manager's Report



February 1, 2023

General Manager's Report

- Emergency Bridge Repair (Update)
- COC Member Selection (Update)
- Ridership
- Pathway Funding
- Windsor / Healdsburg Funding
- Marin Marauders Ride
- Marketing
- Questions

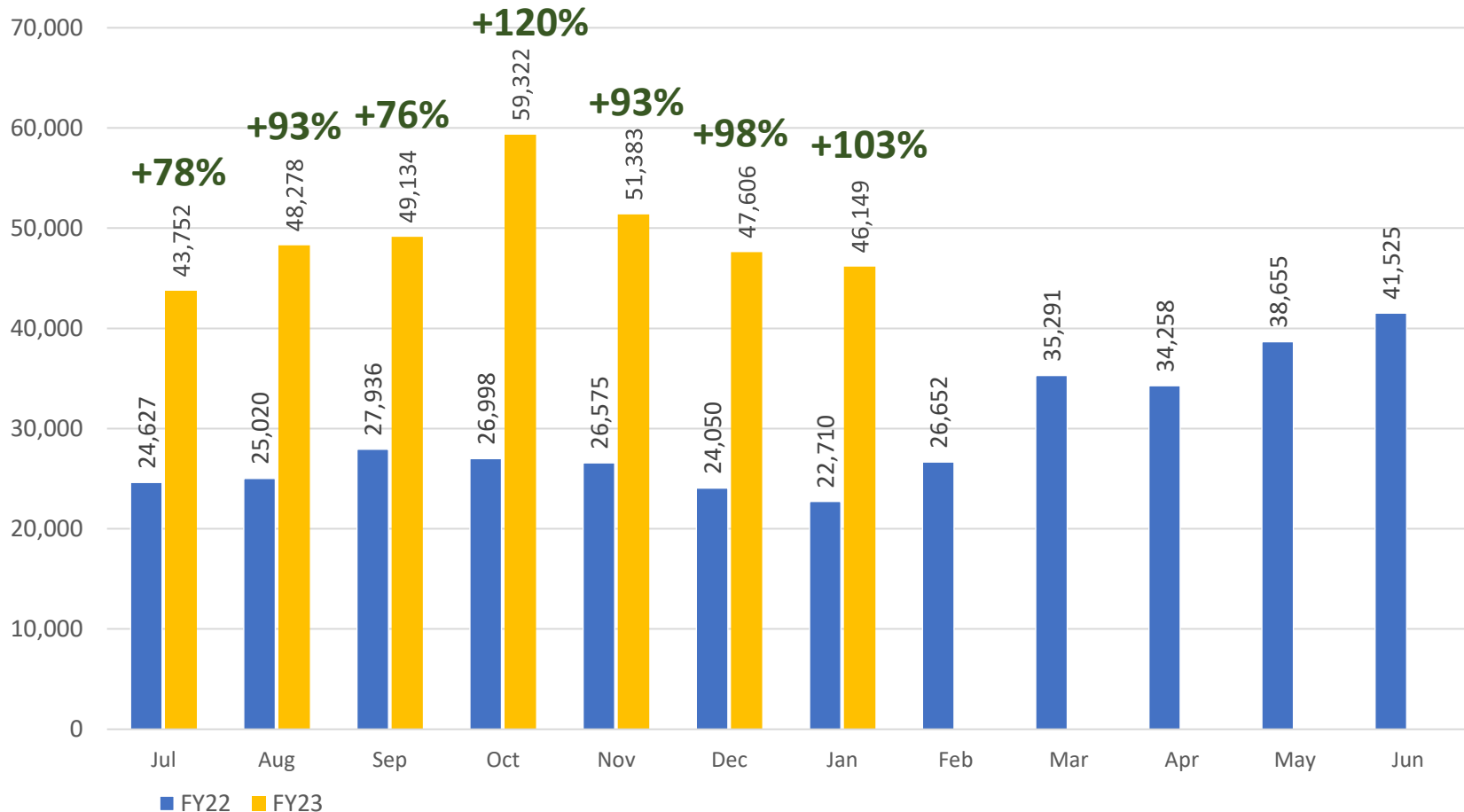
Emergency Bridge Repair (Brazos Branch)

- November 2, 2022 - Board approved emergency contract (Agenda item A) and its companion, Resolution No. 2022-37
- As required by Public Contract Code, the Board of Directors must review the emergency action at its next regularly scheduled meeting and thereafter.... at every regularly scheduled meeting until the emergency action is terminated.
- This item is on today's consent calendar
- Update
 - Long-lead bridge timbers are currently in transit to Schellville
 - Contractor will return to make permanent repairs the week of February 13th

COC Member Selection

- On January 4th, SMART Board of Directors discussed COC selection process
 - Extended application deadline to January 20th
 - Established Ad Hoc Committee to review and recommend COC Candidates
 - Director Colin
 - Director Bagby
 - Director Rogers
 - Director Lucan
 - Director Garbarino
- Ad Hoc Committee met Thursday January 26th
- Reviewed and discussed 43 applications
- Ad Hoc Committee recommended 9 individuals for appointment
 - Sonoma County – 5
 - Marin County – 4
- Staff will bring list of recommended COC Members to the full board on February 15th for approval

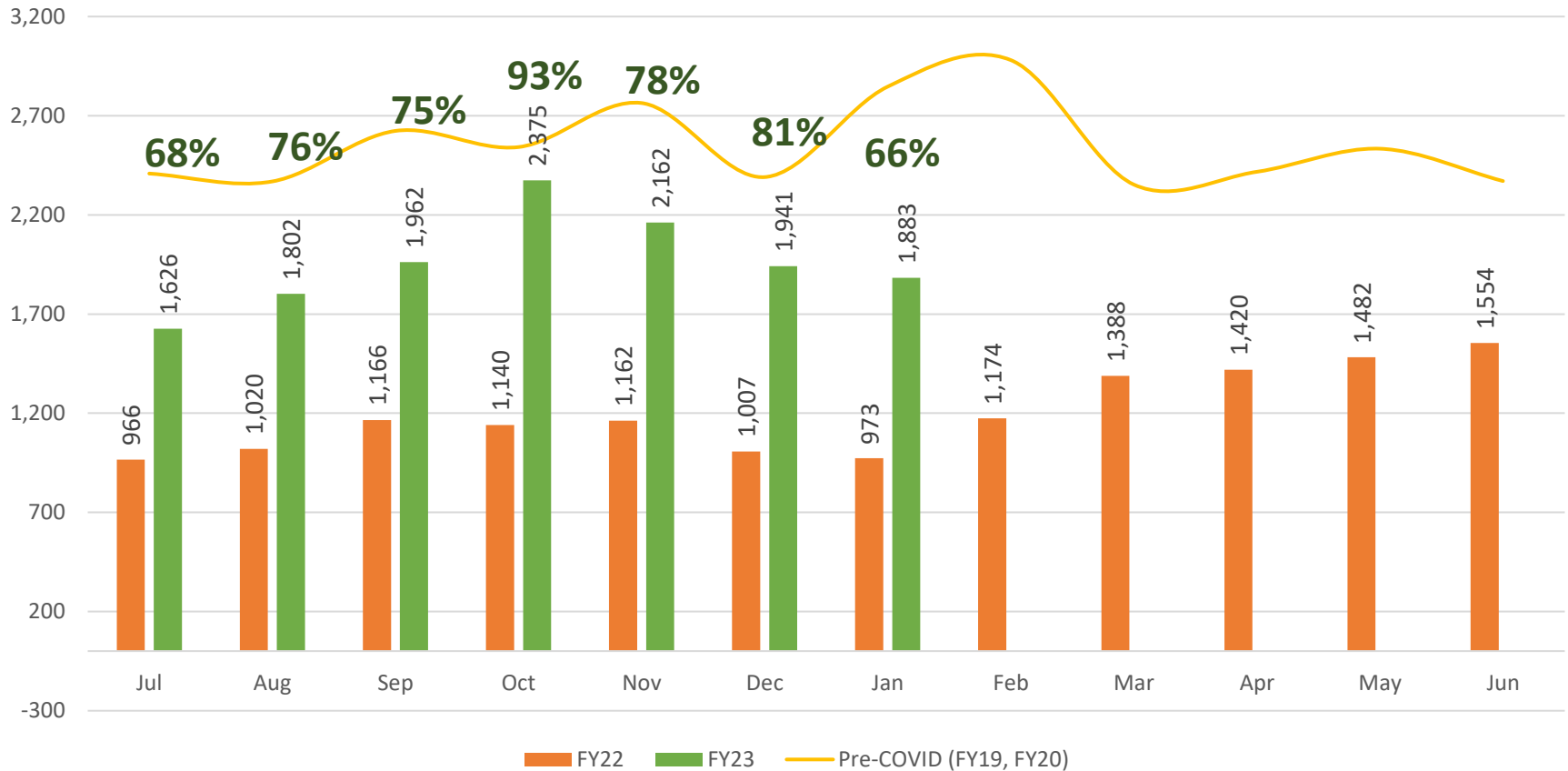
Monthly Ridership (FY22 vs FY23)



January monthly ridership was 46,194, up 103% over last year



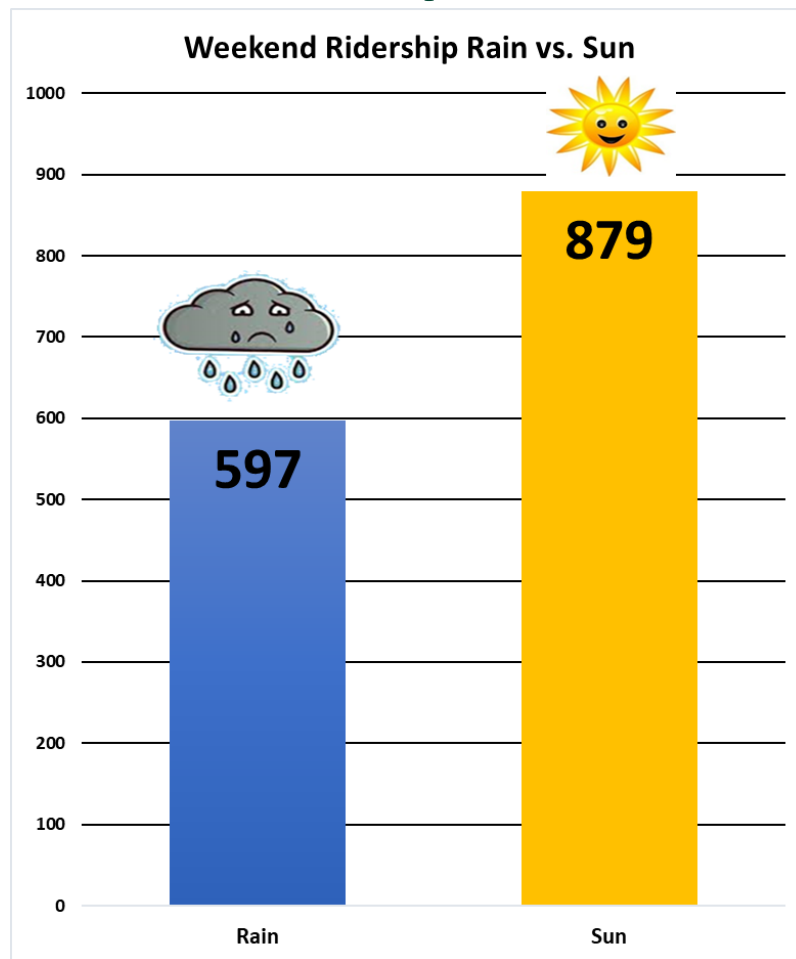
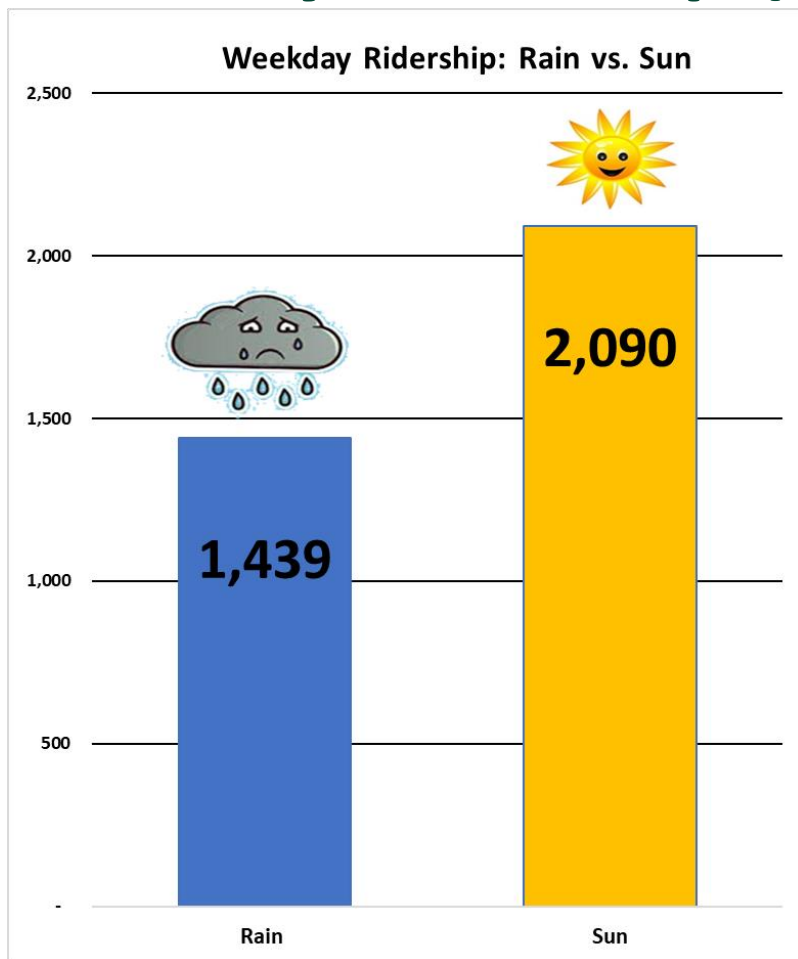
Average Weekday Ridership



January Average Weekday ridership

- down 3% from December
- Up 94% over January 2022
- 66% of pre-COVID January 2020 (Larkspur Opening)

January Ridership (Rain vs Sun)



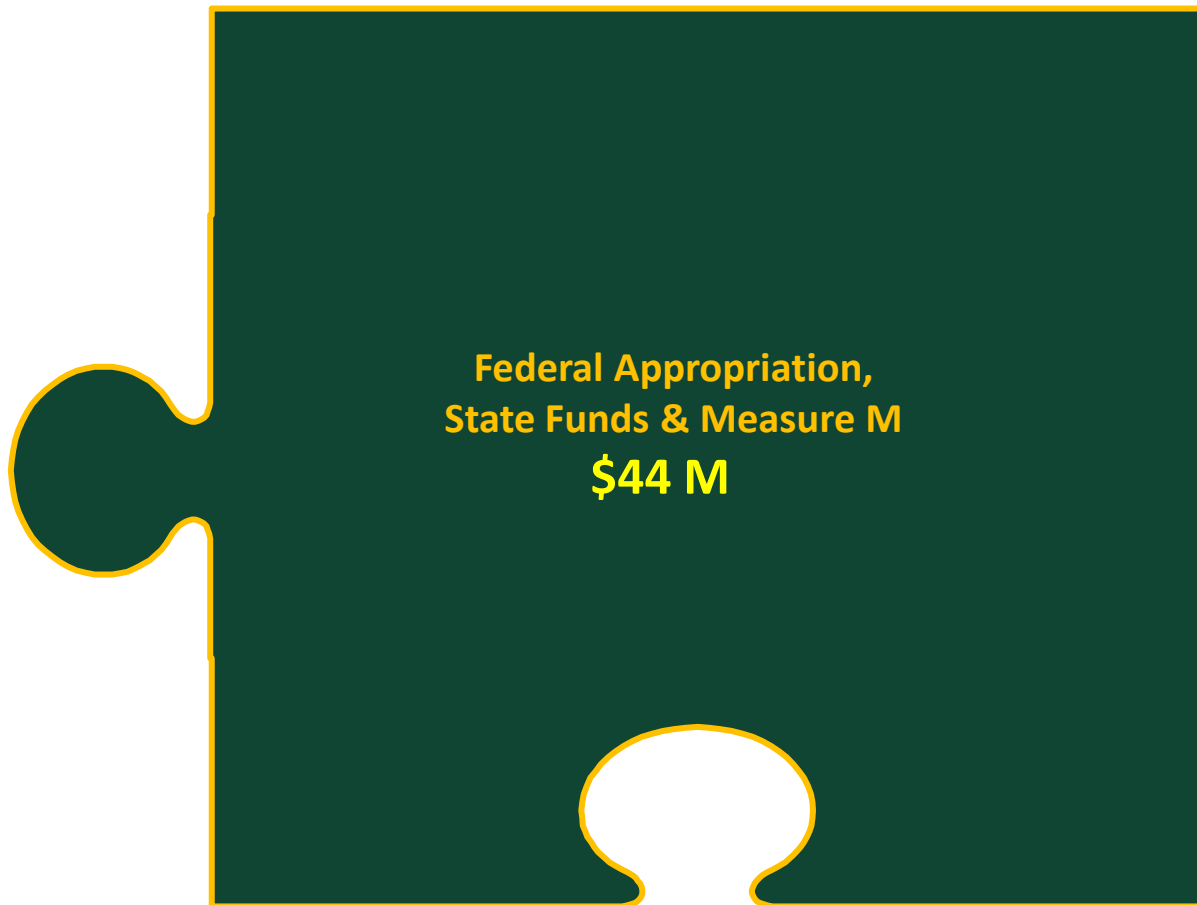
- Sunny Weekdays – Ridership +45% / Bikes +106%
- Sunny Weekends – Ridership +47% / Bikes +186%

Pathway Funding

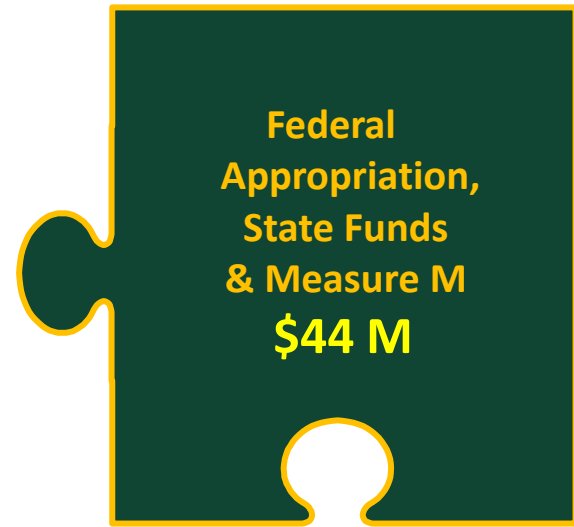
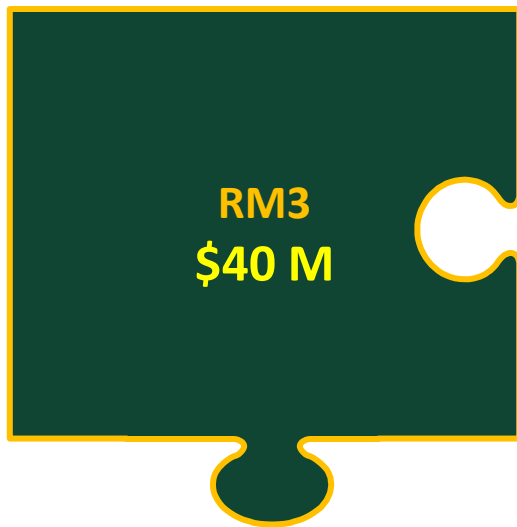


- \$3M awarded to SMART Pathway Projects
Source: One Bay Area Grant (OBAG3)
- Construction funding for Marin and Sonoma Segments
 - Marin County - Hanna Ranch Rd. to South Rowland Ave. in Novato (\$1 million)
 - Sonoma County - San Miguel Ave. to Airport Blvd. in Santa Rosa (\$2 million)

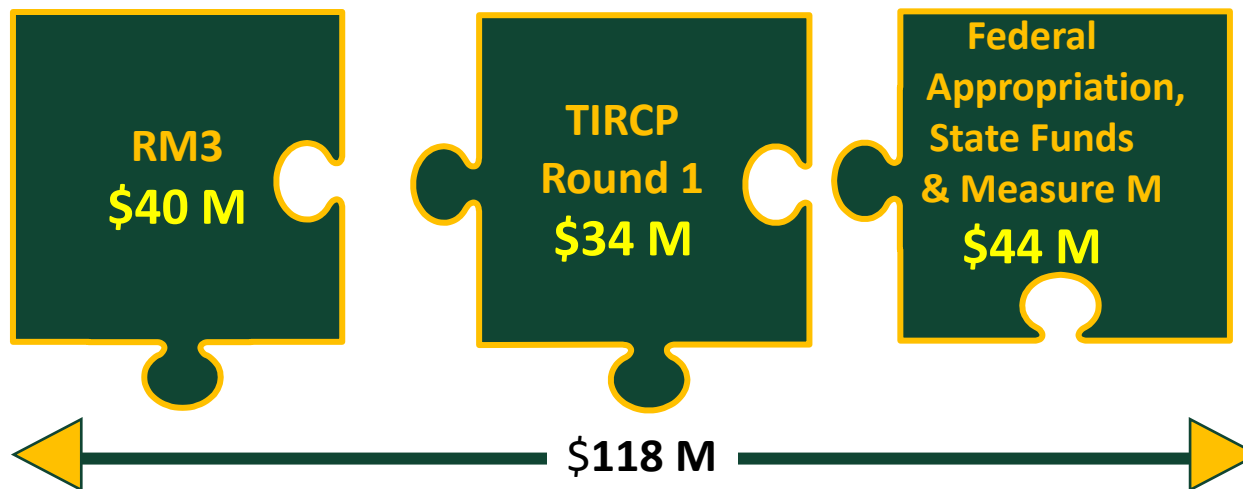
Windsor / Healdsburg Funding (Secured)



Windsor / Healdsburg Funding (Secured + Restored)

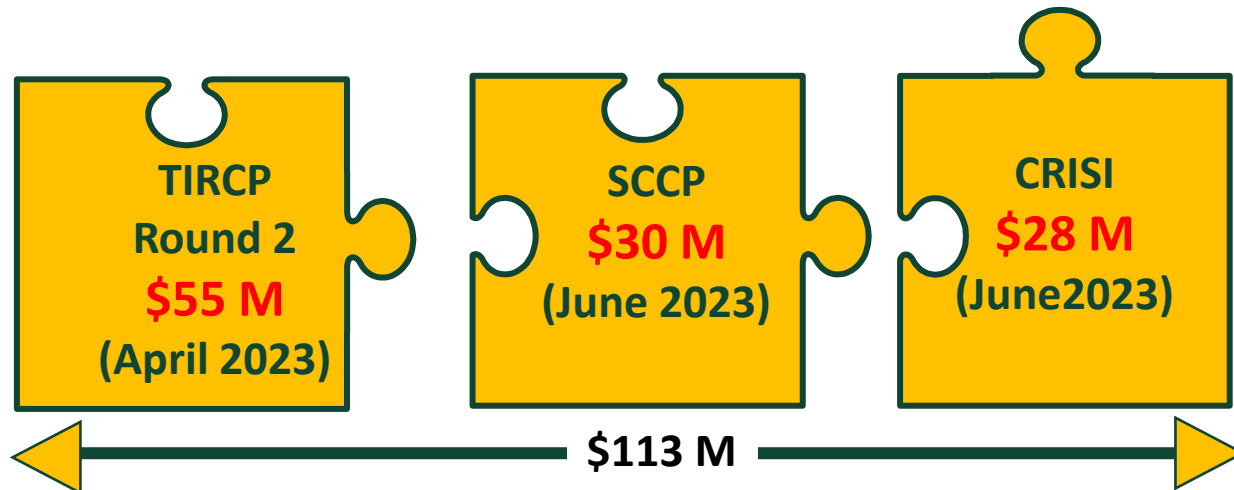
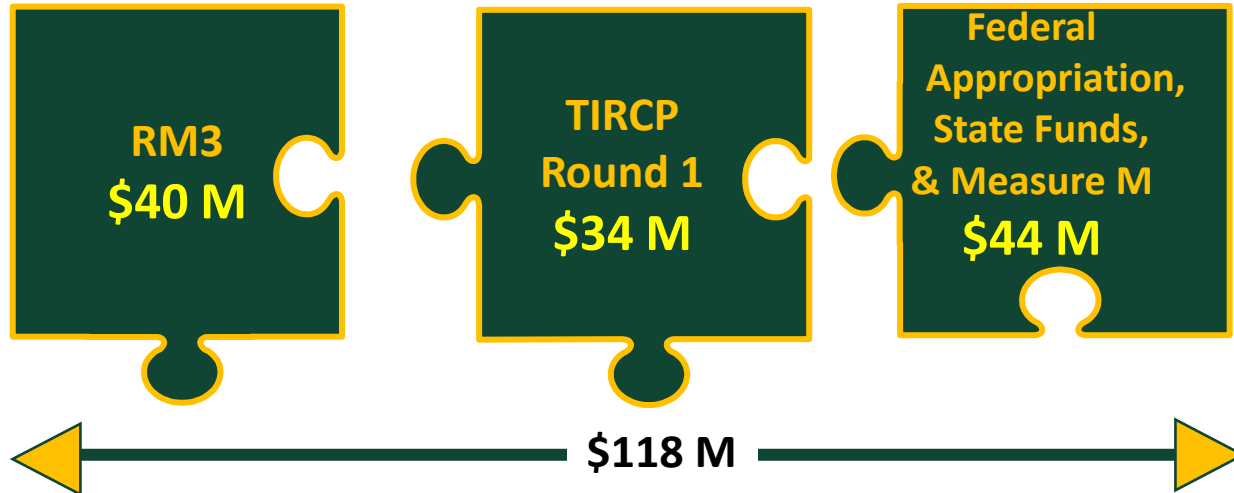


Windsor / Healdsburg Funding (Secured + Restored + Expanded)

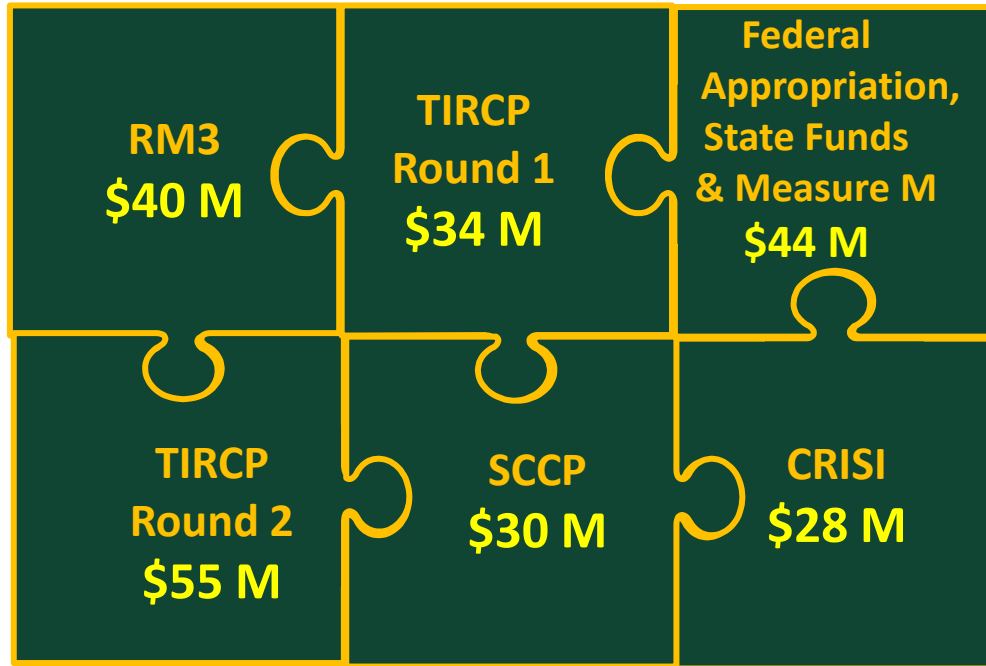


- Current Funding Available: \$118 M
- Windsor/Healdsburg Funding Required: \$231 M
- Remaining Funds Required: \$113 M

Windsor / Healdsburg Funding

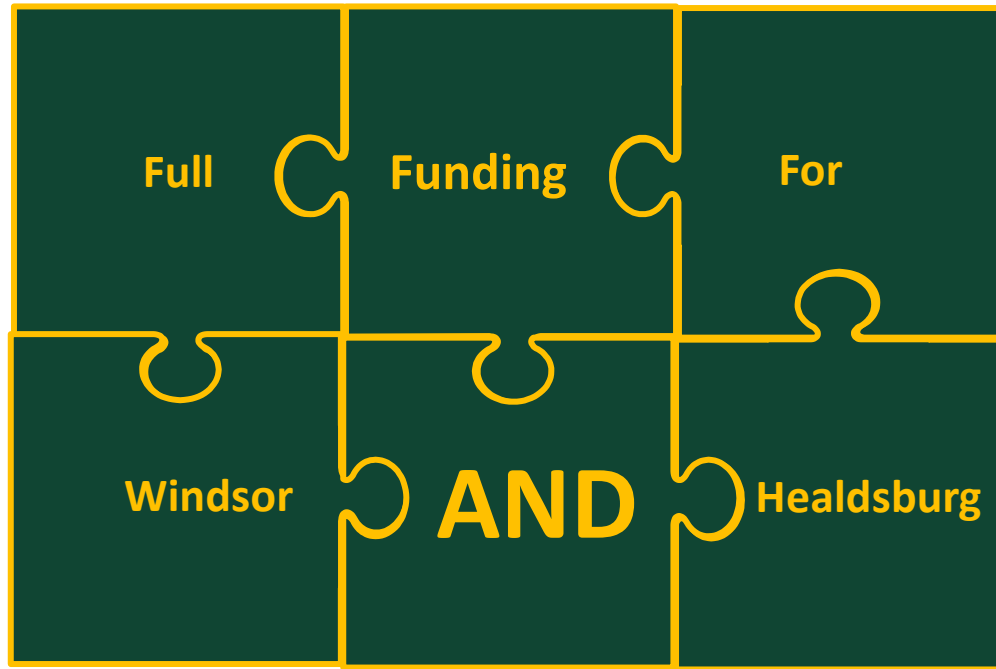


Windsor / Healdsburg Funding



- Total Funding: \$231M

Windsor / Healdsburg Funding



Marin Marauders Ride



FeBREWary 2023

Tracks to Taps



- Launched Tracks to Taps Campaign for FeBREWary
- Promoting riding SMART to visit and explore Marin and Sonoma Counties as part of a Craft-Beer themed trip
 - Campaign focus will be on craft breweries close to SMART Stations



FeBREWary 2023



Operating Saturdays in February

Feb 4 - Feb 11 - Feb 18 - Feb 25

Hop aboard the Santa Rosa Craft Beer Shuttle!

Local brewers, in partnership with Visit Santa Rosa are providing shuttle service to select breweries and two SMART stations. The shuttle will operate Saturdays during February 2023 and shuttle times are approximate. The shuttle meets with some SMART train arrivals.



BEER SHUTTLE SCHEDULE

	Santa Rosa Welcome Center & Santa Rosa Downtown SMART station	12:30	1:55	--	--
	Santa Rosa North SMART station at Guerneville Road	--	--	--	5:00
	Shady Oak Barrel House	12:40	2:15	3:55	5:10
	Henhouse Brewing Co.	1:00	2:35	4:15	5:30
	Santa Rosa Welcome Center & Santa Rosa Downtown SMART station	--	2:50	--	5:45
	Moonlight Brewing Co.	1:20	3:10	4:30	6:05
	Cooperage Brewing Co.	1:30	3:25	4:45	6:20
	Iron Ox Brewing Co.	1:40	3:30	4:50	6:30

Stay and Explore!

With so many craft breweries to choose from, you'll want to stay longer to explore the area. Santa Rosa's miles of hiking and biking trails, sensational dining experiences, and endless entertainment, mean that your trip is just getting started!

See the full SMART schedule at SonomaMarinTrain.org. There is **free parking** at most SMART stations and bikes are welcome aboard the train.

TRAIN WEEKEND SCHEDULE						
Southbound - Sonoma County Airport to Larkspur *						
Santa Rosa Downtown	7:47	9:42	12:02	1:52	3:47	6:05
Northbound - Larkspur to Sonoma County Airport *						
Santa Rosa Downtown	10:37	12:25	2:47	5:14	7:37	8:37
Santa Rosa North	10:41	12:29	2:51	5:18	7:41	8:41

 = trains the Beer Shuttle meets *PM times are shown in bold

- FREE Craft-Beer Shuttle in Santa Rosa
- Shuttle will make stops at select brewery taprooms and SMART Stations
- Shuttle will operate each Saturday in February
- More information available on SMART's website and social media channels



Transit Equity Day



- In honor of Rosa Parks and her historic efforts to keep public transportation equitable for everyone, SMART is celebrating Transit Equity Day on Saturday, February 4th
- Promoting the Clipper START Program and highlighting that our platforms, trains and facilities are fully ADA accessible.
- As always, SMART is committed to offering equitable, reliable, and affordable transportation for all!

Sonoma County Tourism Map



- Communications and Marketing Team purchased advertising space in the Sonoma County Tourism map
 - 200K maps printed annually
 - Provides opportunity to reach leisure travelers actively considering and planning trips to Sonoma County



Questions?

Connect with us:

www.SonomaMarinTrain.org



Customer Service:

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