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
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)

Federal Appropriation, State Funds & Measure M
$44 M
Windsor / Healdsburg Funding (Secured + Restored)

- RM3
  - $40 M

- Federal Appropriation, State Funds & Measure M
  - $44 M
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

RM3
$40 M

TIRCP
Round 1
$34 M

Federal Appropriation, State Funds, & Measure M
$44 M

$118 M

TIRCP
Round 2
$55 M
(April 2023)

SCCP
$30 M
(June 2023)

CRISI
$28 M
(June 2023)

$113 M
Windsor / Healdsburg Funding

- RM3: $40 M
- TIRCP Round 1: $34 M
- TIRCP Round 2: $55 M
- SCCP: $30 M
- CRISI: $28 M
- Federal Appropriation, State Funds & Measure M: $44 M

- Total Funding: $231M
Windsor / Healdsburg Funding

Full Funding For

Windsor AND Healdsburg
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

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

BEER SHUTTLE SCHEDULE

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<td>Santa Rosa Welcome Center &amp;</td>
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<td>Santa Rosa Downtown SMART station</td>
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<td>Santa Rosa North SMART station</td>
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<td>at Guerneville Road</td>
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<tr>
<td>Santa Rosa Welcome Center &amp;</td>
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<tr>
<td>Iron Ox Brewing Co.</td>
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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.
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:
CustomerService@SonomaMarinTrain.org
(707) 794-3330