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November 19, 2025

Sonoma-Marin Area Rail Transit Board of Directors
5401 Old Redwood Highway, Suite 200
Petaluma, CA 94954

SUBJECT: Monthly Ridership Report – October 2025

Dear Board Members:

RECOMMENDATIONS: Accept Ridership Report for October 2025

SUMMARY:

We are presenting the monthly ridership report for activity for the month of October 2025. This report shows trends in ridership for SMART by tracking Total riders, Average Weekday riders, and Average Saturday riders, Average Sunday/Holiday riders, as well as bicycles and mobility devices on board the trains. The report also includes total users counted on the SMART Pathway for the month, and total riders on the SMART Connect shuttles.

With the transition to the Automatic Passenger Counter (APC) in October 2022, SMART has a highly accurate method of tracking boardings and alightings at stations that does not depend on manual counts by the conductors. The APC system has been tested and validated at a 99% accuracy level and has been certified for passenger count use by the Federal Transit Administration (FTA); the system was revalidated and recertified by FTA in June 2025. Both APC-based ridership and fare-based collection rider counts are shown in the attached report to give a full picture of ridership. APC-based ridership captures all riders, including riders with passes who neglect to tag on or off, riders who fail to activate their mobile app tickets, as well as free-fare riders.

This report compares the most recent month to the same month during the prior year, as is standard industry practice for tracking trends over time. These reports also note relevant details associated with fare program discount usage and trends in riders bringing bicycles onboard as well as riders who use mobility devices.

SMART's ridership data through October 2025 is posted on the SMART website (<https://sonomamarintrain.org/RidershipReports>).

FISCAL IMPACT: None

REVIEWED BY: [X] Finance /s/ [X] Counsel /s/

Respectfully,

/s/

Emily Betts
Planning Manager

Attachment(s):

- 1) Monthly Ridership Report – October 2025

OCTOBER 2025 SMART RIDERSHIP REPORT

SMART Ridership Report
Board of Directors,
November 19, 2025

October 2025 saw a slight decline in ridership from the previous month, with average weekday ridership at 4,466, down 5% from September and up 23% over October 2024. Average Saturday and Sunday ridership decreased by 10% and by 21%, respectively, from the previous month, and increased 38% and 22%, respectively, over October 2024. Total monthly ridership was 120,127, up 24% over October 2024 and 110% over October 2019 (pre-COVID).

As background, SMART modified services in March 2020 due to the COVID-19 pandemic, with weekend service annulled and weekday service reduced to 16 trips. In May 2021, SMART added back 10 weekday trips. Saturday service was restored in May 2021, and Sunday service in May 2022. In June 2022, SMART added 10 additional weekday trips, and in October 2022, SMART added 2 additional midday trips, for a schedule of 38 trips per weekday. In May 2023, SMART added two evening trips on Friday and Saturday, known as the Starlighter. In October 2023, SMART suspended the Starlighter service but increased weekend service, running 16 trips total on both Saturday and Sunday. In August 2024, SMART added two additional round trips for a total of 42 trips each weekday. In late May 2025, SMART began running service to Windsor Station.

The tables below present data for October 2024 and 2025 year-over-year, and the Fiscal Year to date (July-October). Ridership for the fiscal year to date is tracking 35% over the same time period in FY25.

MONTHLY TOTALS YEAR-OVER-YEAR	OCTOBER 2024	OCTOBER 2025	% Change
Ridership	96,599	120,127	24%
Fare-based Ridership (Clipper + App Only)	53,336	61,828	16%
Average Weekday Ridership	3,621	4,466	23%
Average Saturday Ridership	1,771	2,451	38%
Average Sunday Ridership	1,560	1,899	22%
Bicycles	15,381	16,518	7%
Mobility Devices	233	337	45%

FISCAL YEAR (Jul - Oct)	Fiscal Year 2025	Fiscal Year 2026	% Change
Ridership	369,349	499,960	35%
Fare-based Ridership (Clipper + App Only)	200,487	250,207	25%
Average Weekday Ridership	3,455	4,656	35%
Average Saturday Ridership	1,960	2,746	40%
Average Sunday Ridership	1,865	2,535	36%
Bicycles	53,714	65,504	22%
Mobility Devices	978	1,537	57%

OCTOBER 2025 SMART RIDERSHIP REPORT

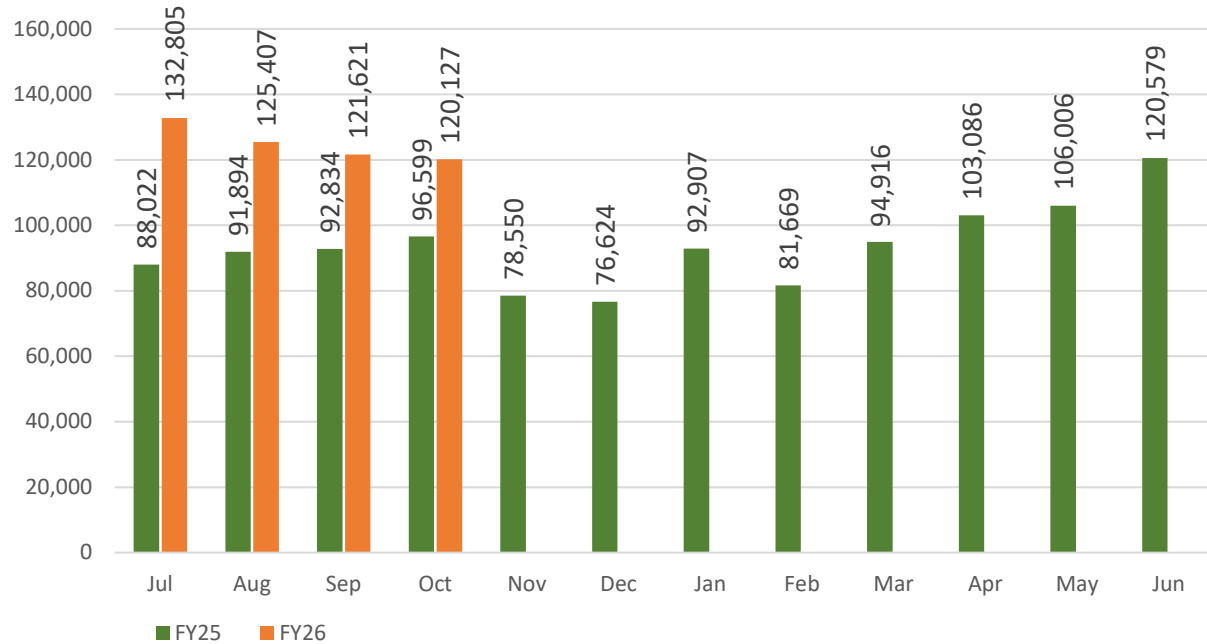
SMART Ridership Report

Board of Directors,

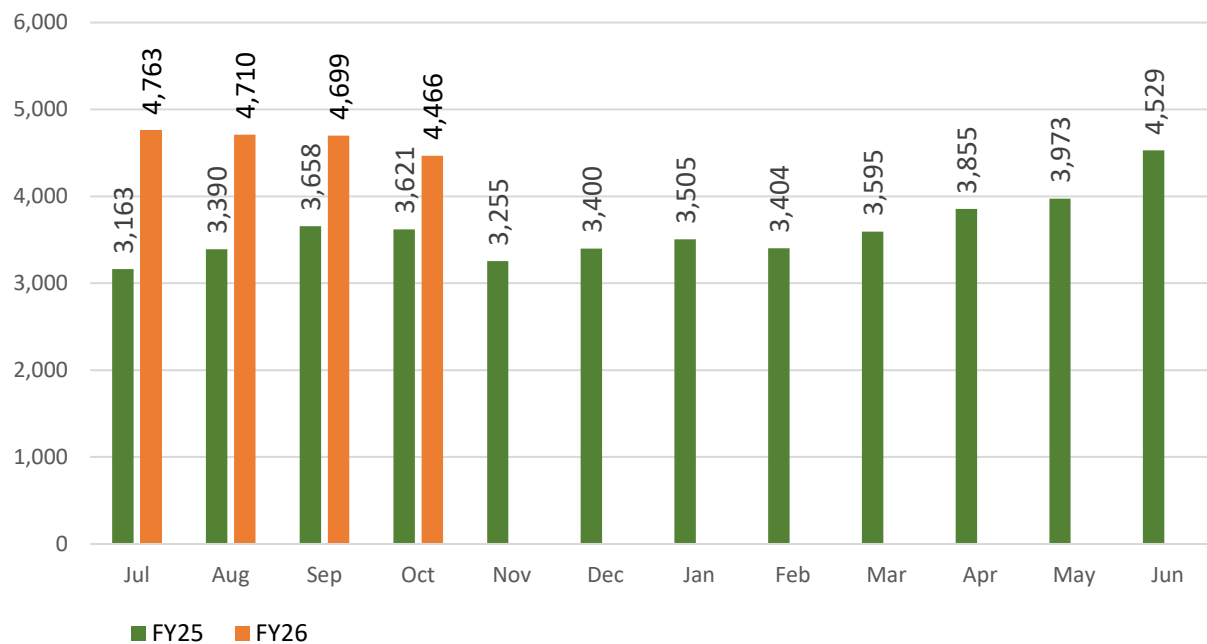
November 19, 2025

The following charts compare the average weekday ridership, average weekend ridership, and monthly totals for FY25-FY26.

SMART Monthly Ridership (FY25 - FY26)



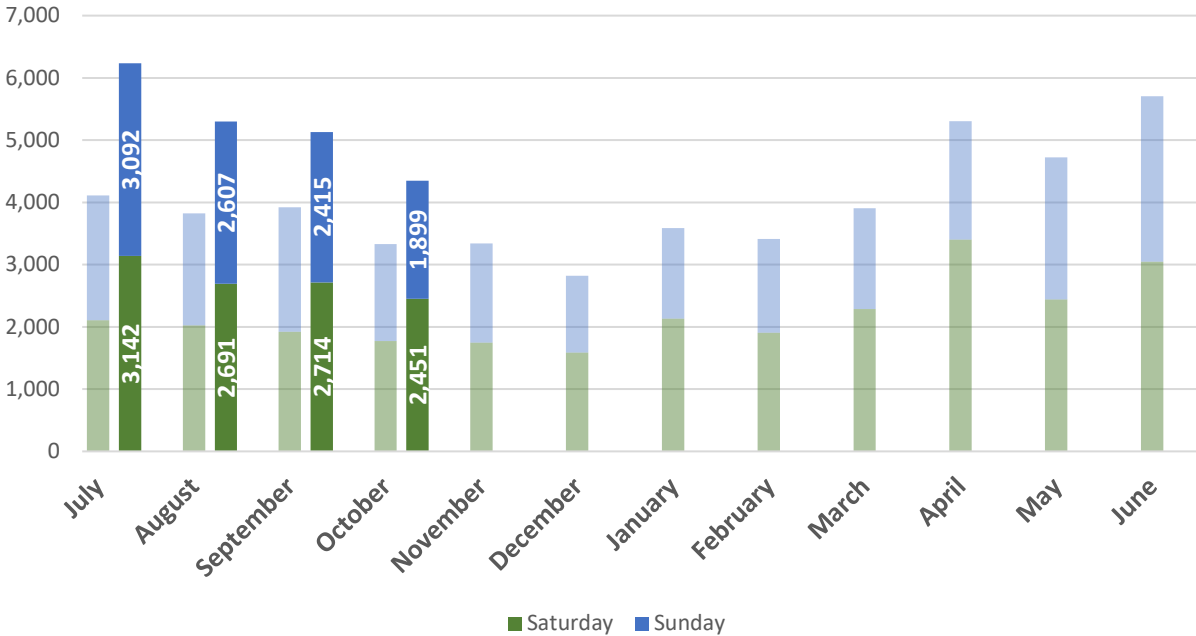
SMART Average Weekday Ridership (FY25 - FY26)



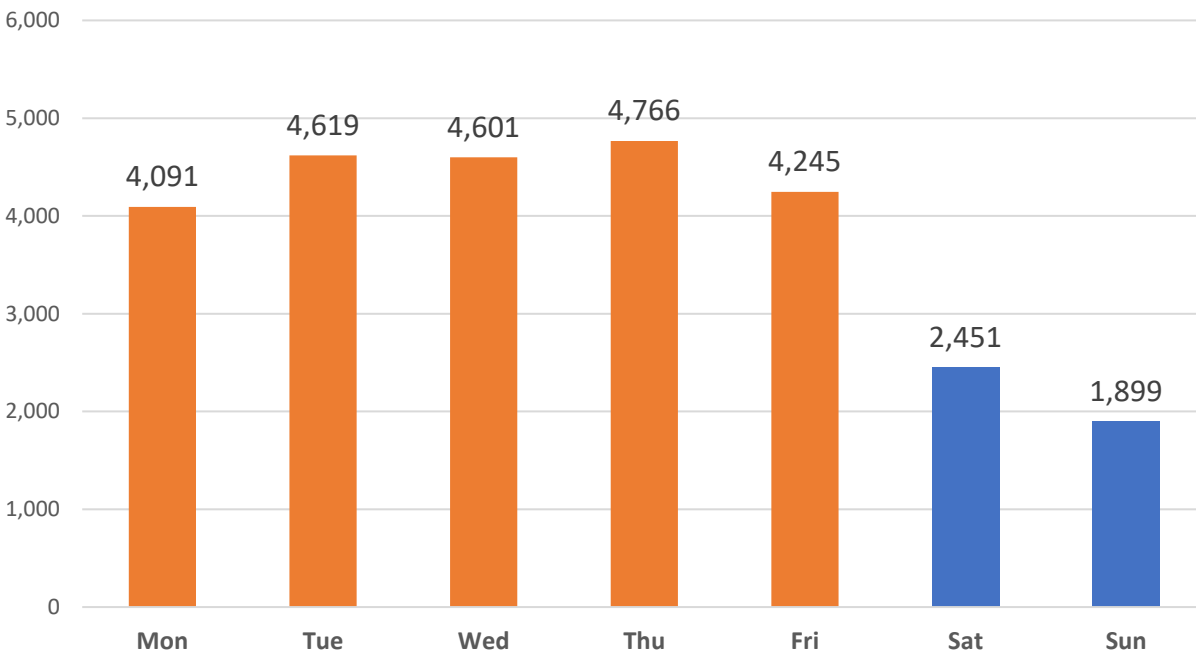
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SMART Average Weekend Boardings (FY25 - FY26)



Average Boardings by Day of Week (October 2025)



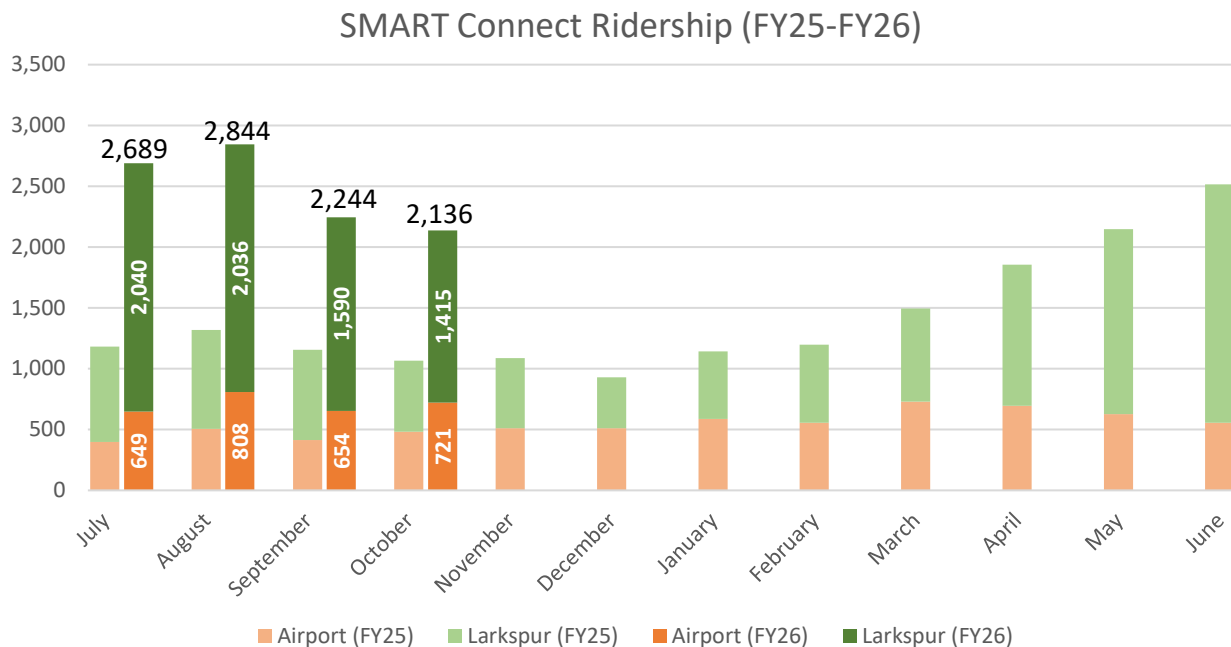
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SMART Connect Program

SMART currently operates two on-demand shuttles, SMART Connect Airport and SMART Connect Larkspur. SMART Connect Airport, launched in June 2023, serves the SMART Sonoma County Airport station, the Charles M. Schultz Sonoma County Airport, and the surrounding area. SMART Connect Larkspur, launched in June 2024, serves the SMART Larkspur station, the Golden Gate Larkspur Ferry Terminal, and the surrounding Larkspur Landing area. The goal of the SMART Connect program is to facilitate first-and-last mile connections from SMART stations through the provision of a reliable on-demand shuttle that SMART riders can use for transit transfers, work and school commutes, and other destinations. SMART Connect uses microtransit software from The Routing Company called Ride Pingo, which allows users to pre-book trips or book a ride on-demand. Riders can also book by phone or walk-on, space available. In April 2025, Connect Shuttle service hours at Larkspur were expanded from 4 to 7 days per week; both shuttle locations now offer daily service.

Total October monthly ridership for the SMART Connect program was 2,136 riders.



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SMART Pathway

As of May 2025, SMART has installed 14 counters on the Pathway, with six in Marin County and eight in Sonoma County. The counters differentiate between bicycles and pedestrians, and track data by time of day and day of the week. The counters cannot distinguish between unique users, but based on the estimated average trip length of 3 miles, and the average spacing between counters of 3.7 miles, the counts are considered an accurate estimate of monthly pathway usage. As additional pathway segments are constructed, counters will be placed on those segments to measure pathway usage. To date, count data has shown a fairly even split between pedestrians and bicyclists.

In October 2025, SMART counted 104,518 users on the pathway, an increase of 29% compared to the same month in the prior year. The increased counts are attributed to higher volumes of users on existing pathway segments as well as counts of users on newly opened pathway segments.

