

Sonoma-Marín Area Rail Transit District



General Manager's Report – September 2021

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SMART

|| SONOMA-MARIN AREA RAIL TRANSIT

OPERATIONS

VEHICLE MAINTENANCE:

- Performed annual maintenance on 3 Diesel Multiple Units.
- Performed mid-year maintenance on 1 Diesel Multiple Unit.
- Performed 500 hour oil change on 5 Diesel Multiple Units.
- Replaced vestibule curtain on Diesel Multiple Unit 114 due to curtain being ripped.
- Performed data downloads on the fleet. The Diesel Multiple Units have many subsystems that are integrated. Downloading the systems data provides SMART an opportunity to investigate different occurrences that may not show during our normal inspections.
- Replaced Passenger Emergency Intercom on Diesel Multiple Unit 107 due to system not working properly.

TRANSPORTATION:

- Training new Dispatcher.
- Hired one Conductor and a part-time Bridge Tender.
- Continue to interview Engineer-Conductors.

MAINTENANCE OF WAY:

- Track team along with West Coast Arborist completed the removal of three dead pine trees just south of Civic Center.
- Track team responded to a vehicle on fire next to the tracks South of Hanna Ranch in Novato.
- Track team completed tree pruning and vegetation removal in Geyserville.
- Train Control manager instructed a class for the entire signal department for proper protocol for various signal issues.
- Signal team has completed shift bidding and bids will go into effect early October. This will help provide better coverage for the current schedule.
- Signal department is rebuilding uninterrupted power supplies that the signal department has in use. The rebuilding process is a cost savings of over 50% and helps reduce environmental impacts.
- Facilities team is working on the multi-use pathways repairing cracks in the blacktop and removing all graffiti.
- Facilities team completed security repairs to the fence, gates and building at SMART's Cloverdale property.



Vehicle on fire on SMART Tracks - Hanna Ranch, Novato



Track damage from vehicle on fire - Hanna Ranch, Novato



Pine tree removal between Civic Center Station- Las Gallinas Ped crossing in San Rafael



Vegetation Clearing in Geyserville between Mile Post 75.6 and 75.9





COMMUNITY OUTREACH AND MARKETING

Community Outreach | Events and Presentations

As the region recovers from the COVID-19 pandemic, SMART is beginning to make presentations to the community and leadership organizations.

- September 29 | Marin Convention and Visitor Bureau (Matt Stevens)
- September 30 | North Bay Leadership Council

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President & CEO

KATE MURRAY
CAD



September 30, 2021

Farhad Mansourian
Sent Via Email

Re: Appreciation for Meeting with North Bay Leadership Council

Dear Mr. Mansourian:

North Bay Leadership Council thanks you for meeting with us on September 30, 2021. Our members truly appreciated you sharing your knowledge on the SMART Train. It was very informative to hear all of the ways SMART is improving their services to welcome people back to public transportation.

We look forward to working with you and building relationships that can lead to positive results and partnerships. Again, please do not hesitate to call upon us if there is a way that we can be of assistance in helping you achieve the goals that will improve the economic vitality of the North Bay.

Sincerely,

Cynthia Murray
President and CEO

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707.283.0028 • Fax: 707.763.3028 • www.northbayleadership.org



SMART || SONOMA~MARIN AREA RAIL TRANSIT

Marketing | Digital Media

Civic Edge Consulting has been supporting SMART's Welcome Back marketing campaign launched in the May/June timeframe. The performance of the Paid Media portion of the campaign is described below with web and digital ad analytics through the end of September.

Paid Media Schedule:



- SMART Website Visits: 120,626
- Digital Ad Impressions: 6,633,747
- Radio Ad Impressions: 6,414,200
- Gross Ad Impressions: 13,047,947

SMART website analytics:

- Since the Welcome Back Campaign launch in May, there have been **120,626 visitors** to the SMART website, **55.5 percent or 66,947** of which are new visitors.
- The average number of pages visited was a little more than 2 pages per session.
- The average session duration remains a little over two minutes, which is a very good average and tells us the visit is intentional.
- As expected, schedules and fares continue to be the top pages visited.
- Computer devices used:
 - Mobile phones – 60.3%
 - Desktop Computers – 36.4%
 - Tablets – 3.7%

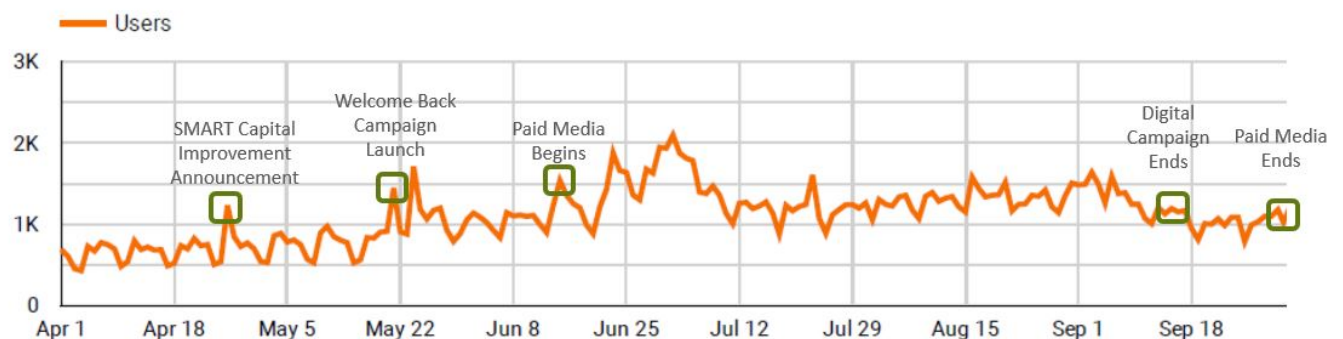
Paid radio/audio ads:

- Radio ads ran through September on:
 - KCBS
 - KLLC (Alice FM radio) continued through September 30
 - KSRO
- Audio ads ran on:
 - Spotify
 - Podcasts
 - Programmatic audio (iHeartradio, Audacy, Cumulus/KNBR, etc.)

Paid digital ads update:

- All ads trended similarly in click-through-rates, and response to the Spanish language ads were extremely high.
- Click-through-rates from LinkedIn, High Impact Display and Instagram ads were the highest performing of the digital ads.
- Digital ads served up 6,443,453 impressions.
- Spotify audio ads were underperforming, so media buy dollars were shifted higher performance spaces.
- The digital ad campaign was delivered in full on Thursday, September 17.

Trends from Google Analytics:



High Performing Ads:



SONOMA-MARIN
SMART
AREA RAIL TRANSIT

TO SOMEWHERE

Fun

Saturday All-day passes only \$10 or \$5

LEARN MORE



SONOMA-MARIN
SMART
AREA RAIL TRANSIT

TO
SOMEWHERE

Family-Friendly

Saturday All-day passes only \$10 or \$5

LEARN MORE

Media | News Coverage

- October 3, *PD Editorial: Getting beyond the coal train smoke* (The Press Democrat)
- September 30, *Memo shows involvement of Utah agency and 2 tribes in North Coast coal export proposal Vandals knock railroad crossing post into Petaluma road* (The Press Democrat)
- September 28, *Memo shows involvement of Utah agency and 2 tribes in North Coast coal export proposal* (The Press Democrat)
- September 28, *Dick Spotswood: Ideas from reader would make life better in Marin* (Marin Independent Journal)
- September 25, *Vandals knock railroad crossing into Petaluma road* (The Press Democrat)
- September 22, *Marin leaders intensify coal freight counteroffensive* (Marin Independent Journal)
- September 22, *State Senator Mike McGuire introduces bill to help stop 'toxic' coal train proposal on California's North Coast* (Sierra Sun Times)
- September 21, *Amazon proposes distribution center near Sonoma County airport* (The Press Democrat)
- September 21, *Sen. Mike McGuire introduces legislation meant to derail proposed Humboldt Bay coal train route* (KRCR TV)
- September 21, *Sen. McGuire pushes new legislation against coal train* (KRCR TV)
- September 21, *North Coast senator, Mike McGuire, introduces bill to stop coal train* (Redheaded Blackbelt)
- September 21, *900 homes evacuated, at least 1 damaged as firefighters stop blaze near Petaluma* (The Press Democrat)
- September 9, *Editorial: Keep coal trains away from the North Coast* (The Press Democrat)
- September 8, *Editorial: Still waiting for west Santa Rosa rail crossing* (The Press Democrat)
- September 7, *North Coast lawmakers rally against plan to ship coal out of Humboldt Bay via rail* (Times Standard)
- September 7, *Vaccine requirements approved for new SMART employees* (KSRO Radio)
- September 7, *California's SMART to restore full commuter-train schedule* (Mass Transit Magazine)
- September 7, *CA: SMART to restore full train service with \$3M stimulus funds* (Mass Transit Magazine)

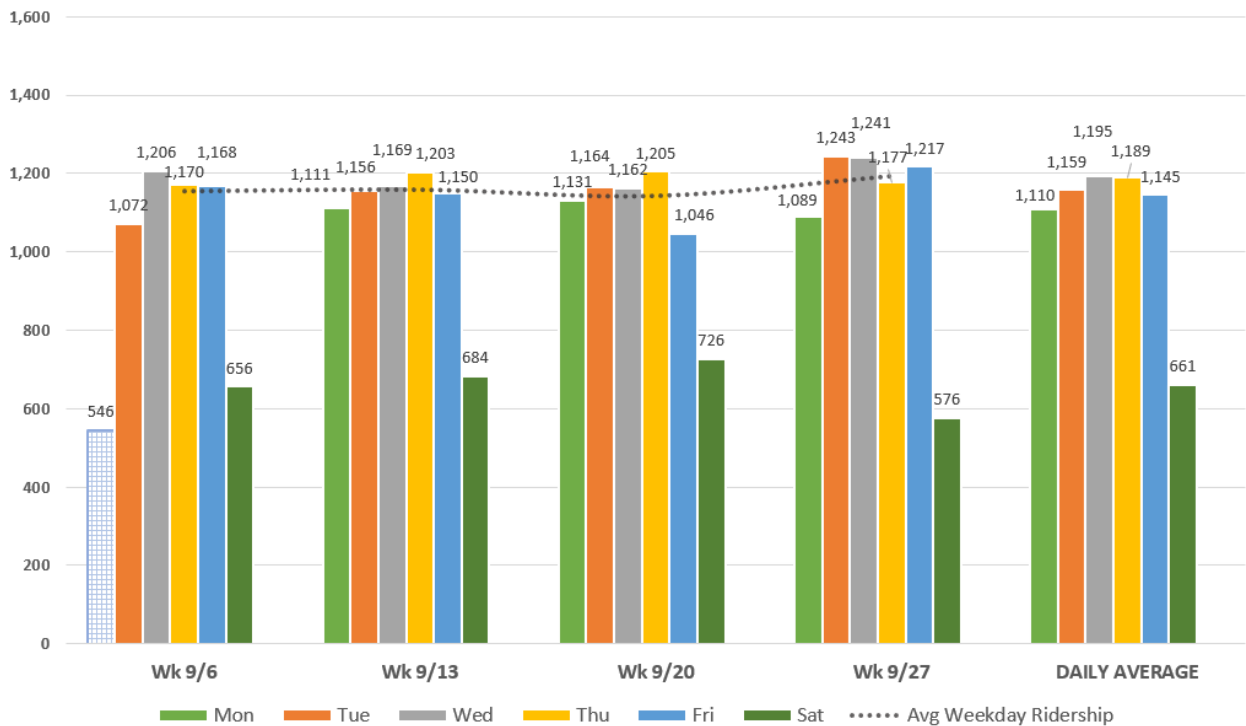
- September 6, *SMART tightening coronavirus inoculation policies for staff* (The Press Democrat)
- September 6, *Controversial Santa Rosa pedestrian crossing may get extension after years in limbo* (The Press Democrat)
- September 3, *SMART to restore full train service with \$3M stimulus funds* (The Press Democrat)
- September 3, *North Coast lawmakers gearing up to battle coal export proposal tied to Humboldt* (The Press Democrat)
- September 3, *McGuire warns of 'toxic coal train' plan* (North Coast Journal of Politics, People & Art)
- September 2, *Aiming to ship coal out of Humboldt Bay, shadowy corporation makes bid to take over NCRA line* (Lost Coast Outpost)

RIDERSHIP INFORMATION

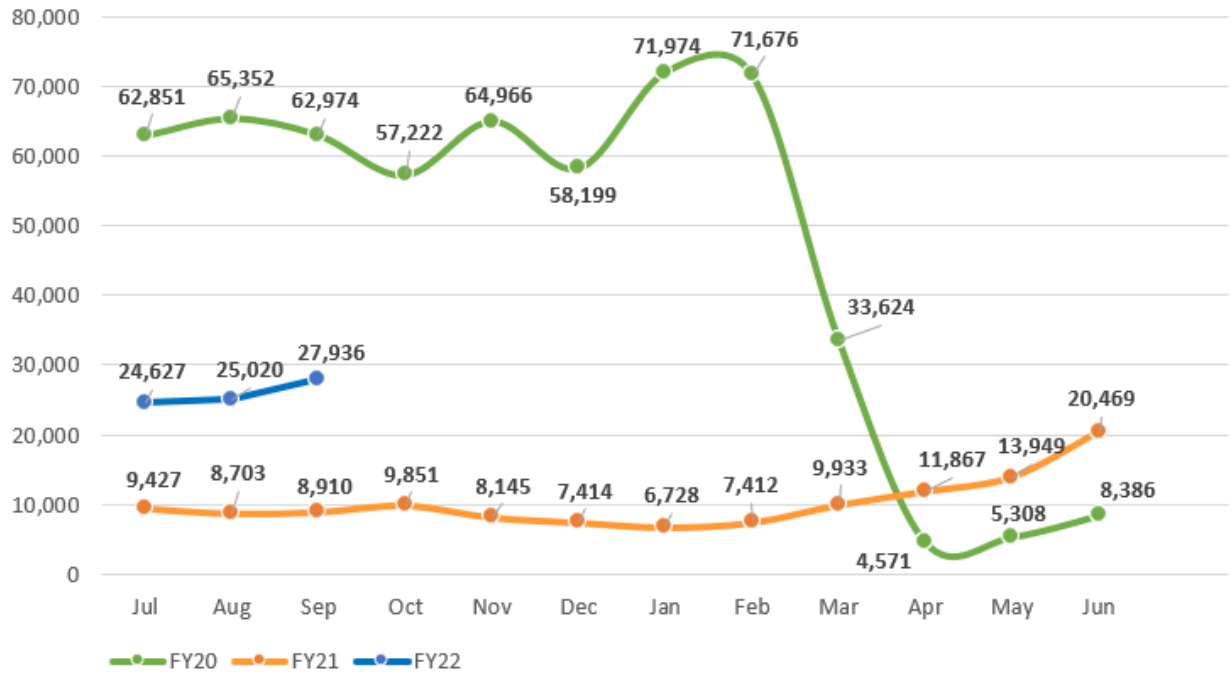
FY22 SMART Ridership Weekly Report (DRAFT; COVID-19)

Week of	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total (Onboard Counts)	Avg Weekday Ridership	Bikes	Wheelchairs
6/7/2021	698	812	813	774	814	544		4,455	782	832	44
6/14/2021	742	856	851	856	885	465		4,655	838	760	30
6/21/2021	802	931	1,026	958	1,052	569		5,338	954	928	45
6/28/2021	668	837	910	957	967	718	265	5,057	868	810	39
7/5/2021	599	868	1,037	905	923	596		4,928	933	769	39
7/12/2021	922	913	978	967	996	831		5,607	955	930	12
7/19/2021	871	994	1,023	1,010	1,013	631		5,542	982	879	41
7/26/2021	837	982	970	1,152	996	706		5,643	987	937	23
8/2/2021	849	947	975	931	962	683		5,347	933	842	36
8/9/2021	884	1,037	943	1,005	893	641		5,403	952	1,026	39
8/16/2021	995	1,051	1,075	1,112	1,173	731		6,137	1,081	1,016	31
8/23/2021	1,002	1,083	1,052	1,163	1,070	522		5,892	1,074	1,021	18
8/30/2021	1,110	1,131	1,158	1,265	1,230	808		6,702	1,179	968	35
9/6/2021	546	1,072	1,206	1,170	1,168	656		5,818	1,154	928	53
9/13/2021	1,111	1,156	1,169	1,203	1,150	684		6,473	1,158	982	31
9/20/2021	1,131	1,164	1,162	1,205	1,046	726		6,434	1,142	1,093	35
9/27/2021	1,089	1,243	1,241	1,177	1,217	576		6,543	1,193	1,100	20
Average (4 week)	1,110	1,159	1,195	1,189	1,145	661		6,317	1,162		
Fiscal Year (FY22) began on Thursday, July 1st (line indicates new fiscal year)											
Blue indicates holiday service											
Daily Avg does not include holidays											

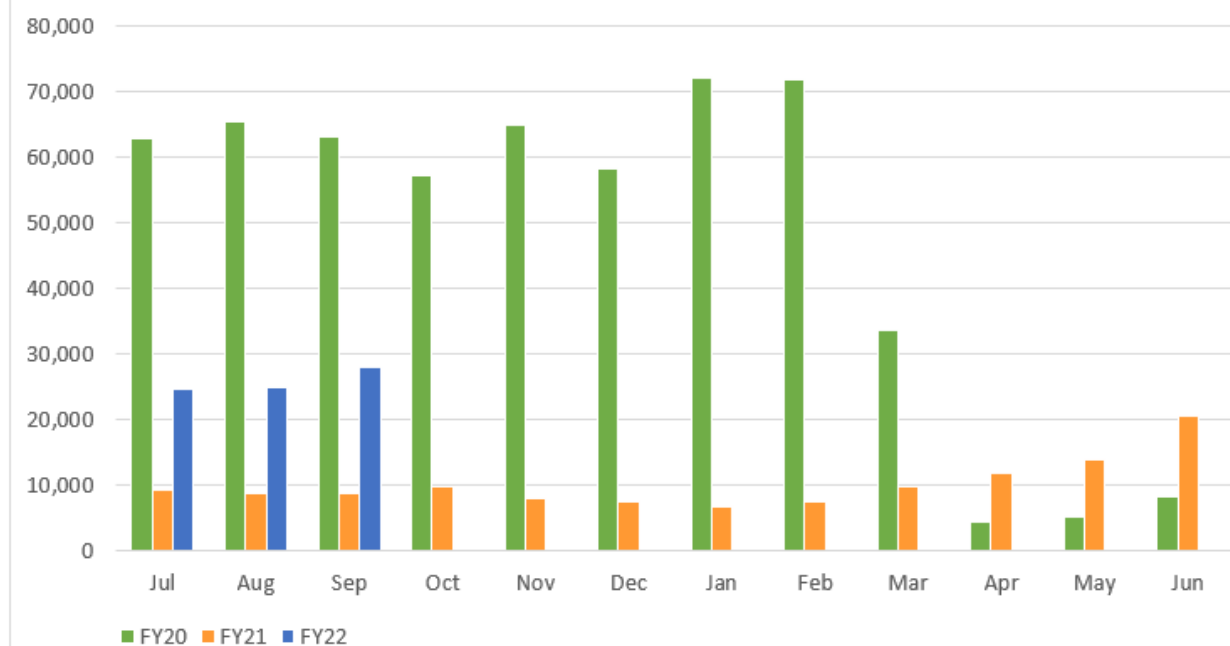
SMART Ridership by Day of Week (Previous 4 weeks)



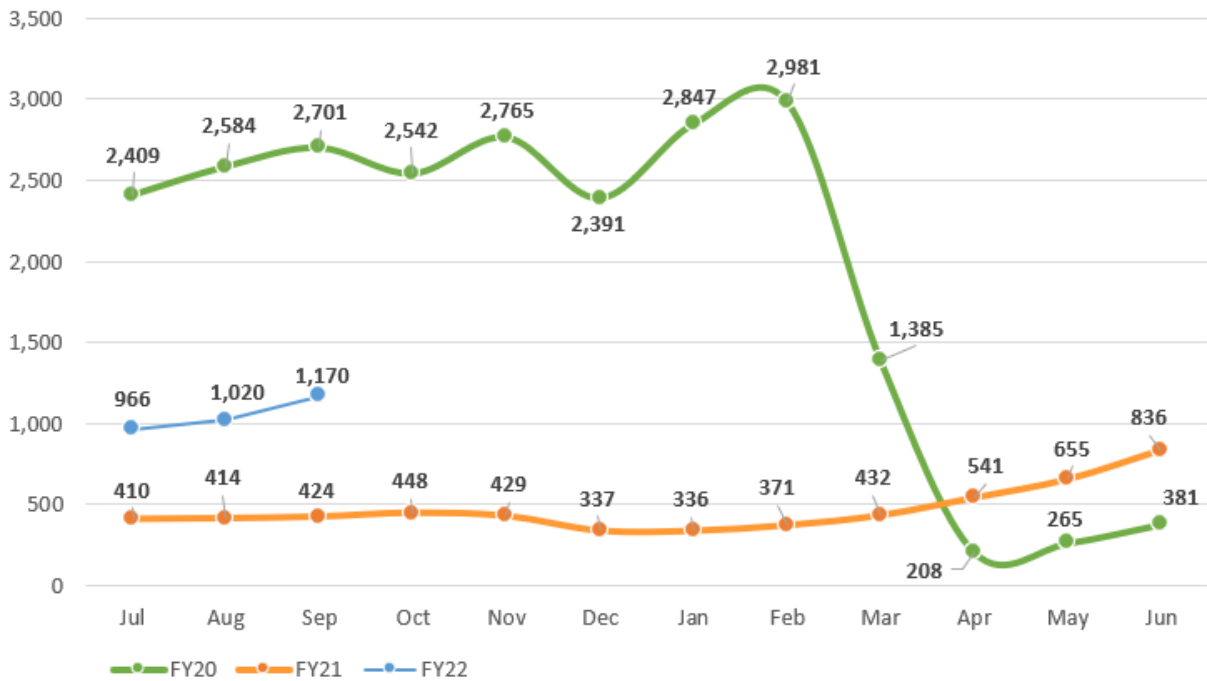
SMART FY20 - FY22 Monthly Ridership



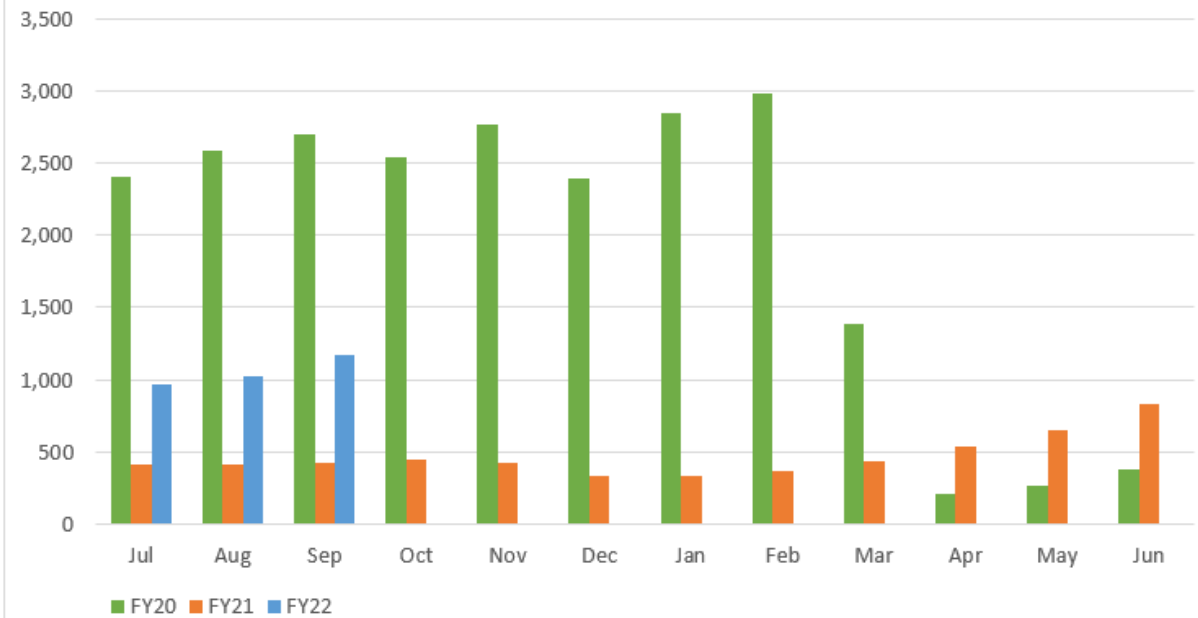
SMART FY20 - FY22 Monthly Ridership



SMART FY20 - FY22 Average Weekday Ridership



SMART FY20 - FY22 Average Weekday Ridership



MULTI-USE PATHWAY PROJECT - CONNECTING OUR STATIONS

Sonoma County Pathway Gap Closure Project- \$13.5M

- South Point Boulevard in Petaluma to Main Street in Penngrove (2.9 mi)
- Golf Course Drive in Rohnert Park to Bellevue Avenue in Santa Rosa (2.8 mi)

The design team is focusing on:

- Submitted at-grade crossing applications to the local jurisdictions to review before submission to the California Public Utilities Commission (CPUC).
- SMART is in the final stage of submitting the environmental applications permit package to the regulatory agencies.
- The consultant design team is preparing the final construction documents.
- SMART and the City of Petaluma are coordinating elements of the North McDowell Boulevard to reconstruct the street and construct the SMART Pathway.



Future Pathway Location along North McDowell Blvd – Petaluma

Marin - Sonoma County Pathway Design and Permitting: \$10.8M

- McInnis Parkway to Smith Ranch Road in San Rafael: 0.7 Miles
- Smith Ranch Road to Main Gate Road in San Rafael: 2.65 Miles
- State Access Road to Bay Trail Road in Novato: 1.4 Miles
- Hannah Ranch Road to South Side Novato Creek in Novato: 1.09 Miles
- Grant Avenue to Olive Avenue in Novato: 0.26 Miles
- Olive Avenue to Rush Creek Place in Novato: 0.38 Miles
- Main Street to E. Railroad Avenue in Santa Rosa: 1.48 Miles
- Santa Rosa Downtown Station to 6th Street, Santa Rosa: 0.4 Miles
- Guerneville Road to Airport Boulevard in Santa Rosa: 4.6 Miles

The pathway segments are currently in the preliminary design phase and the SMART team is focusing on:

- Finalizing alignment and grade crossing concepts.
- Reviewing one of the two draft requests for proposals to hire a designer.



Future Crosswalk Location on River Road Which Will Assist in Connecting the Santa Rosa North Station to the Airport Station

SAN RAFAEL CREEK RIPERIAN ENHANCEMENT PROJECT

The project fulfills permit mitigation requirements to restore riparian habitat along the San Rafael Creek in the City of San Rafael. This mitigation was required as part of the Larkspur Extension Project's environmental permits.

The SMART team is focusing on:

- SMART received the proposal end of September and is currently under review by SMART team.
- SMART is planning to award the contract in October.
- SMART anticipates planting in the fourth quarter of the year.



HUMAN RESOURCE

CURRENT OPEN RECRUITMENTS:

- Engineer Conductor
- Conductor
- Track Maintainer II
- Superintendent of Signals and Maintenance of Way

NEW PROMOTIONS/HIRES

- Hired one Controller Supervisor and Vehicle Maintenance Technician
- An Ambassador was promoted to Bridge Tender

INTERVIEWS

Interviews were held for the following positions:

- Accounts Payable Technician
- Engineer-Conductor
- Community Outreach Coordinator
- Purchasing Assistant

REAL ESTATE

PROPERTY ACQUISITIONS

Windsor Extension Project - Staff is working to close out the transfer of property to the County for the redesigned and rebuilt bus pullout on Airport Boulevard in Santa Rosa. Staff is finalizing work with utility companies on a variety of tasks on the new extension property.

North Coast Rail Authority (NCRA) - Staff is cataloguing all NCRA Agreements and has begun the process of tenant outreach.

Track work – Research continues property rights for both SMART and property owners regarding the location of track.

Pathway - Coordinating with the adjacent property owners, tenants, and local municipalities regarding relocation of facilities and/or utilities and securing any necessary land rights to accommodate the construction of the pathways and interim access and laydown area needs. Staff is researching items needed for the San Rafael Airport segment of the Non-Motorized Path.

LEASES

Staff is continuing the process of looking at existing leases to determine what needs to be brought current. We have begun meeting with property owners and are currently having various parcels and leased areas surveyed for lease renewals going forward.

SPECIAL EVENT REQUESTS:

Run Wine Country- Fit for Equality- Windsor Half Marathon- POSTPONED UNTIL MAY 2022
Penngrove Parade of Lights- Penngrove Social Firemen- Holiday Parade of the Lights- Penngrove- December 19, 2021

SPECIAL EVENT COMPLETED:

Multiple Sclerosis Society- Waves to Wine Bike Ride, Rohnert Park/Santa Rosa- September 18/19, 2021- Issued and on schedule

RIGHT OF ENTRY PERMITS ISSUED:

PG&E- Tree removal for electrical- Rohnert Park
PG&E- Traffic Control for Gas Transmission- River Rd/Second St./ Fulton Rd.- Santa Rosa
City of Petaluma- Payran Water project- Petaluma

STAFF IS CONTINUING WORKING ON ISSUING RIGHT OF ENTRY PERMITS/LICENSE WITH:

OUTFRONT MEDIA- PG&E meter and fence relocation- Rohnert Park

Comcast- Aerial crossing at Bellevue, Santa Rosa

Comcast- Aerial crossing at Main Street, Penngrove

Comcast- Aerial crossing at Hopper St., Petaluma

Comcast- Fiber Optics maintenance at Smith Ranch Rd./North Avenue, San Rafael

PG&E- Gas Pipeline Maintenance- Manuel Drive- Novato

PG&E- Gas Regulator/Pipeline Installation/Easement- Fulton Yard- Santa Rosa/Fulton

PG&E- Yearly Vegetation Management for Electrical Division

PG&E- Gas Regulator Installation- Hart Lane- Santa Rosa/Fulton

Fredric C. Divine Associates-/Homeward Bound- 1385 N. Hamilton Pkwy- Novato

County of Marin- Simmons Slough Water Management System

Marin County Flood Control – Installation of 3 pumps – Hwy 37

Sonic – Numerous Access Permits issued for work on fiber optics lines.

Metro-MCI – request to connect to Sonic fiber line

COMCAST – Staff is still working to finalize outstanding license agreement fees. Fiber Optic installation verifications in 7 locations. Legal working on Master Agreement.

AT&T- Staff is working to finalize an update Master Agreement for maintenance of existing license agreements.

ON-GOING PROPERTY MANAGEMENT ACTIVITIES

License agreements for discovered local municipalities facilities on SMART Right of Way.

Annexation of Sewer Lines for 105 Roblar Drive, Novato has been executed.

Quitclaim deed research and request with Caltrans was approved by the CTC at August Meeting.

Records research for all Private and Public crossings – continued data base development.

Records research on Brazos Branch (Napa County – real estate records)

Records research for Healdsburg.

Work on Lease comparisons for updating all SMART leases.

Work on Appraisal values for various Healdsburg properties and PG&E easements.

Work with Accounting to get any past due Lessee's accounts up to date.

Research of records for old Petaluma, Santa Rosa Rail line spur in Petaluma – downtown trestle

Research of records for Healdsburg Station – environmental records researched

Staff is continuing to work with Pacific Gas & Electric Company to refine access issues and update Master Agreement with after discovered facilities.

Consulting with Engineering on costs.

Continue to handle property management issues from adjacent landowners.

Continue to support construction by doing property research for discovered property issues.

Research property ownership for homeless encampments on Right of Way.

Research on title issues to clarify property ownerships and survey as necessary to continue working with property owners to remove encroachments.

Field work visiting SMART owned properties.

GRANTS, LEGISLATION, PLANNING AND REGIONAL ACTIVITIES

REGIONAL AND LOCAL PLANNING ACTIVITIES

Local Planning Department Notification and Coordination Tracking: SMART Planning Staff also tracks and reviews all notices sent by local jurisdictions for projects occurring adjacent to or nearby the railroad tracks. In 2021 to date SMART has received and reviewed **32** different notices while in 2020 through August SMART received **84** notices.

State Route 37 – Planning Processes Underway:

- SR37 Policy Committee (Resilient SR37);
- SR37 Caltrans Planning and Environmental Linkages Study (SR37 PEL Study);
- US 101-SR 121 Environmental & Design Alternative Analysis (DAA), now merged with PEL;
- SR37 Caltrans Comprehensive Multi-Modal Corridor Plan (SR37 CMCP);
- Sears Point to Mare Island (Congestion Relief) – Environmental Impact Report Scoping.

The **State Route 37 Policy Committee (Resilient 37)** last met in January 2021. The Joint Baylands Core Team and Resilient 37 Project Leadership Team have been meeting to provide technical support of the Resilient 37 Policy Committee, most recently on July 16, 2021, with SMART staff invited and a discussion of SMART’s future on the corridor scheduled as an agenda item.

The **SR37 Planning and Environmental Linkages (SR37 PEL) Study** meetings are scheduled quarterly with the most recent meeting on September 24, 2021. That meeting included presentations by SMART on the freight rail activity in the corridor today and future possibilities for passenger rail along the corridor, as well as an update on the PEL and the US101 to SR121 Design Alternative Analysis (DAA).

TRANSIT COORDINATION MEETINGS

- **September 7, 14, 21 - 2021** – Bay Area Transit Operator ongoing coordination meetings. SMART staff met with the Bay Area’s smaller transit operators, defined as any except the seven largest transit operators, weekly. This month’s focus was on selection of small transit operator representatives to the Regional Network Manager Advisory Committee.

Sonoma County Transportation Authority’s Executive Director, Suzanne Smith, has been selected by the Metropolitan Transportation Commission (MTC) to represent Small Transit Operators from the North Bay, including SMART, on the MTC Regional Network Manager Advisory Committee.

Additional topics included MTC presentation on their strategy for endorsement on upcoming State funding cycles (Transit and Intercity Rail Capital Program to be addressed Fall 2021), an approach to updating MTC endorsement of any “mega-regional” proposed capital and rail projects, and additional actions upcoming on Federal Transit Administration American Rescue Plan Act formula funds.

- **September 1, 2021** - Staff participated in the Metropolitan Transportation Commission (MTC) monthly **Transit Finance Working Group** meeting. Discussions included several standing item updates including legislative, funding notices, State Transit Assistance fund estimate and Transportation Improvement Program updates.

SAFETY AND SECURITY

On September 25, 2021, the Petaluma Police Department responded to East Washington Street at Lakeville Street on reports the intersection was blocked. Officers arrived on the scene and discovered the railroad crossing separated from the foundation and fell into the roadway blocking eastbound East Washington Street.

Officers spoke with a witness from a nearby business who reported seeing two male adults climbing onto the railroad crossing, which caused the structure to fall. The two subjects responsible for causing the structure to fall fled the area before police arrived.

This act of vandalism is estimated to have caused approximately \$50,000 in damage and there are no suspects at this time. The damage has caused train delays, the need for extra staffing at the crossing to ensure safety and many SMART staff hours. The crossing is expected to be fully repaired in the coming weeks. This investigation is ongoing. Once located, the persons responsible will be prosecuted to the fullest extent.

