

Sonoma-Marín Area Rail Transit District



General Manager's Report –December 2021

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SMART

|| SONOMA-MARIN AREA RAIL TRANSIT

COMMUNITY OUTREACH AND MARKETING

Community Outreach | 6th Annual Holiday Express Toy Drive

SMART held its 6th annual Holiday Express Toy Drive on **Saturday, December 4**. SMART hosted two drive-thru drop-off events – the first at the Santa Rosa Downtown train station at 10:00 AM – 1:00 PM, and the second at the Novato Hamilton train station at 2:00 PM – 4:00 PM. This year, SMART partnered with organizations in Marin and Sonoma counties to collect unwrapped toys to help local families in need. Community organizations included: Toys For Tots, Sutter Health, Secret Santa, Novato Fire District, Novato Fire Foundation, KZST, Bank of Marin, Santa Rosa Firefighters, Santa Rosa Police, The Salvation Army, Fast Signs, Courtyard by Marriott, Stanley Steemer, and Friedmans.

People who donated a new, unwrapped toy at one of our events received a ticket for a free ride on the SMART train!





A3 LOCAL NEWS

Sunday, December 5, 2021 • MORE AT [FACEBOOK.COM/MARINIJFN](https://www.facebook.com/MARINIJFN) AND [TWITTER.COM/MARINIJ](https://twitter.com/MARINIJ)

HOLIDAY DONATIONS

TIME FOR TOYS



Top, Jennifer Gonzalez, left, and Nicole Master with SMART load donated toys into a Novato Fire Department van during a toy drive at the Hamilton SMART station in Novato on Saturday. Below, Novato fire department captains Owen Valuch, left, and Eli Peck accept bags full of brand new teddy bears from Jeffrey Athias of Novato.

PHOTOS BY SHERRY LAVARS — MARIN INDEPENDENT JOURNAL



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Marketing | Digital Media

The SMART Communications and Marketing Department conducted a mini campaign in November/December timeframe to follow up on this past summer's Welcome Back marketing campaign. The purpose of the mini campaign was to amplify key messaging around SMART-Larkspur ferry connections, weekend service and reduced fares.

SMART website analytics:

- As of the November 10 mini campaign launch, there have been 31,381 users to the SMART website, **54 percent of which are new visitors**.
- The average session duration remains consistent at a little **over two minutes, and users visit 2.25 pages on average**, which is good and tells us the visits are intentional.
- As previously, **schedules and fares are the top pages** visited.
- **Mobile devices are used 61.9 percent of the time** to access the site, and this number continues to trend upward.

Paid digital ads update:

- Ads have served up 796,752 digital impressions.
- All Spanish and English language ads are performing well.
- LinkedIn and Instagram ads continue to have the highest CTR (clickthrough rate).

Media | News Coverage

- December 21, *Dick Spotswood: Elected officials need to remember to act promptly, deliver results* (Marin Independent Journal)
- December 16, *22 to watch in 2022: SMART General Manager Eddy Cumins* (The Press Democrat)
- December 16, *Can ferries connect Bay Area rail?* (STREETSBLOG SF)
- December 15, *In Your Town: SMART work planned along Second Street* (Marin Independent Journal)
- December 10, *Marin Voice: This could be perfect place for intelligent, timely infrastructure* (Marin Independent Journal)
- December 6, *Bay Area's stat-owned bridges set to raise tolls* (Marin Independent Journal)
- December 4, *North Bay organizations unite for Holiday Toy Drive* (KPIX/Channel 5)
- December 4, *SMART collects donations at sixth annual holiday toy drive in* (The Press Democrat)
- December 4, *George Russell: SMART leadership leans in for heavy lift on freight service* (Marin Independent Journal)
- December 3, *Rare green-and-white chimera redwood tree surviving after SMART move, but needs caretakers* (The Press Democrat)
- December 2, *In Your Town: SMART toy drive planned at SMART station* (Marin Independent Journal)
- December 2, *SMART Holiday Express Toy Drive set for Saturday* (The Press Democrat)
- November 30, *Dick Spotswood: SMART already at risk of fumbling freight service* (Marin Independent Journal)
- November 28, *SMART leans toward in-house control of freight service* (Marin Independent Journal)
- November 26, *Answers to your Bay Area transit project questions* (San Francisco Chronicle)
- November 23, *SMART Projected to lose at least \$400,000 per year hauling freight* (The Bohemian)
- November 22, *Editorial: Novato has family-friendly opportunity at train station* (Marin Independent Journal)
- November 15, *SMART to regain authority over LPG tankers* (The North Bay Business Journal)
- November 15, *CA: Marin transit services could face big federal funding cuts* (Mass Transit)
- November 15, *Labor Department pensions ruling stalls funding for SMART, other transit agencies, imperiling infrastructure projects* (The Press Democrat)
- November 15, *Northern California leaders cheer funding infusion for infrastructure, but Huffman calls bill short of 'transformative'* (The Press Democrat)

OPERATIONS

VEHICLE MAINTENANCE:

- Performed emergency exit window pull test on 2 of the Diesel Multiple Units. The test is to establish confidence per the Code of Federal Regulations that the emergency exit windows will react as designed during an emergency.
- Replaced vestibule curtains on Diesel Multiple Unit 111 due to excessive wear.
- Performed inspection on Diesel Multiple Units 107 and 115 due to faults not allowing the Diesel Multiple Units to increase to proper speeds. Upon further investigation it was determined that the master controllers had drifted out of range. The master controllers were changed out and the Diesel Multiple Units were placed back into service.
- Performed mid-year maintenance on 2 Diesel Multiple Units.
- Performed 500-hour oil change on 8 Diesel Multiple Units.
- Automatic Train Control maintenance performed on 14 Diesel Multiple Units. This maintenance keeps us compliant with Federal Regulatory Association regulations with regards to positive train control. We also performed Automatic Train Control maintenance on Northwest Pacific locomotive NWP 2009.
- 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.

TRANSPORTATION:

- Training one Controller Supervisor and one Conductor
- Two Conductors have been certified.

MAINTENANCE OF WAY:

- The Maintenance of Way team completed FRA required annual Employee in Charge training in December.
- A walking track inspection was completed north of Petaluma in December. The south half will be completed in January.
- The Signal team replaced gates damaged by automobiles at Olive Avenue in Novato and Southwest Boulevard in Rohnert Park.
- The Facilities team completed the annual inspection of the fire suppression system at the Operations Maintenance Facility.

The Track Team abated graffiti on the maintenance building and cleaned up an abandoned homeless camp in Cloverdale.



Cloverdale Maintenance Building (before)



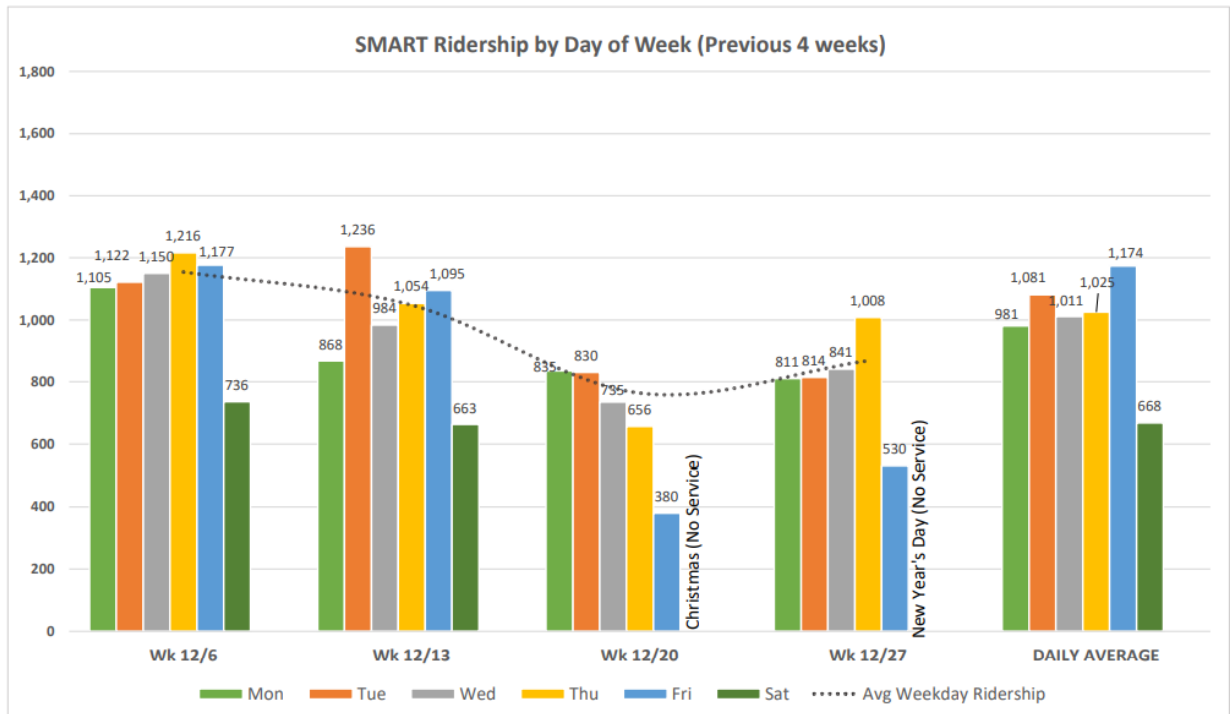
Cloverdale Maintenance Building (after)

RIDERSHIP INFORMATION

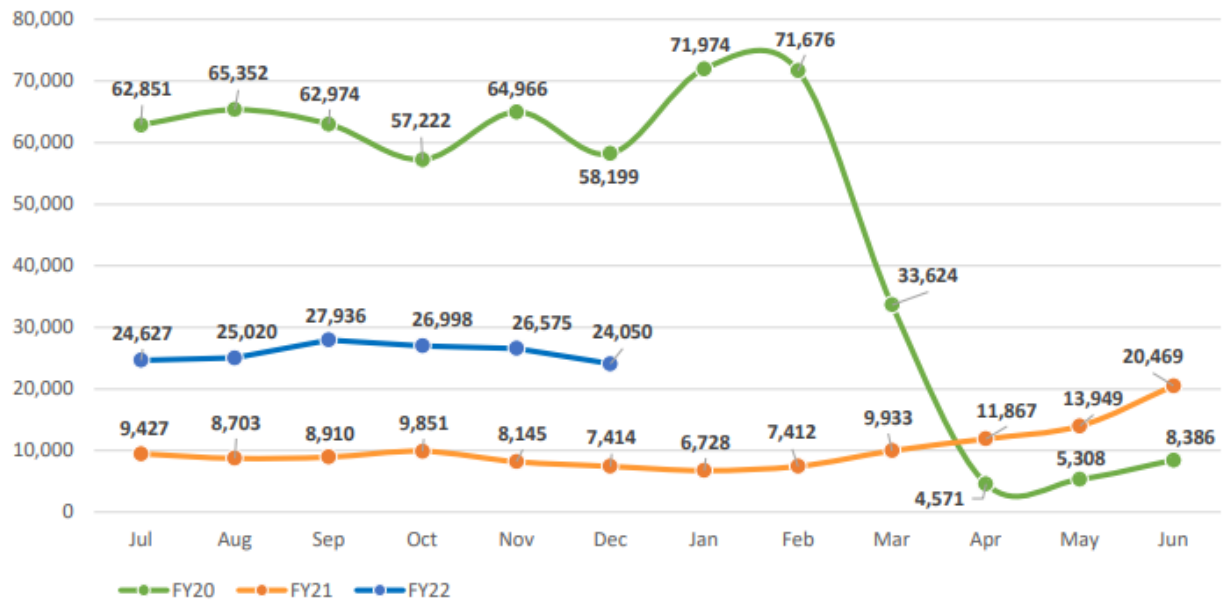
Week of	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total (Onboard Counts)	Avg Weekday Ridership	Bikes	Wheelchairs
6/28/2021	668	837	910	957	967	718	265	5,057	868	810	39
7/5/2021	599	868	1,037	905	923	596		4,928	933	769	39
7/12/2021	922	913	978	967	996	831		5,607	955	930	12
7/19/2021	871	994	1,023	1,010	1,013	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	1,137	1,265	1,230	808		6,681	1,175	968	36
9/6/2021	581	1,072	1,206	1,170	1,168	673		5,870	1,154	967	53
9/13/2021	1,111	1,156	1,169	1,203	1,150	684		6,473	1,158	1,069	31
9/20/2021	1,131	1,164	1,162	1,205	1,046	726		6,434	1,142	1,164	35
9/27/2021	1,089	1,243	1,241	1,177	1,217	576		6,543	1,193	1,192	20
10/4/2021	1,026	1,180	1,111	1,200	1,180	751		6,448	1,139	1,072	31
10/11/2021	1,056	1,177	1,096	1,207	1,344	737		6,617	1,176	1,047	39
10/18/2021	1,156	1,177	1,044	1,122	1,037	536		6,072	1,107	761	21
10/25/2021	918	1,169	1,222	1,135	1,161	463		6,068	1,121	856	11
11/1/2021	911	1,198	1,240	1,161	1,228	586		6,324	1,148	887	18
11/8/2021	1,132	1,000	1,142	1,289	1,331	735		6,629	1,179	843	13
11/15/2021	1,088	1,231	1,266	1,200	1,251	743		6,779	1,207	923	48
11/22/2021	1,074	1,086	1,157		586	688		4,591	1,106	520	26
11/29/2021	1,117	1,135	1,175	1,175	1,250	604		6,456	1,170	898	20
12/6/2021	1,105	1,122	1,150	1,216	1,177	736		6,506	1,154	899	22
12/13/2021	868	1,236	984	1,054	1,095	663		5,900	1,047	676	11
12/20/2021	835	830	735	656	380			3,436	764	373	20
12/27/2021	811	814	841	1,008	530			4,004	869	401	10
Average (4 week)	981	1,081	1,011	1,025	1,174	668		5,575	1,034	712	18

Daily Average does not include holidays

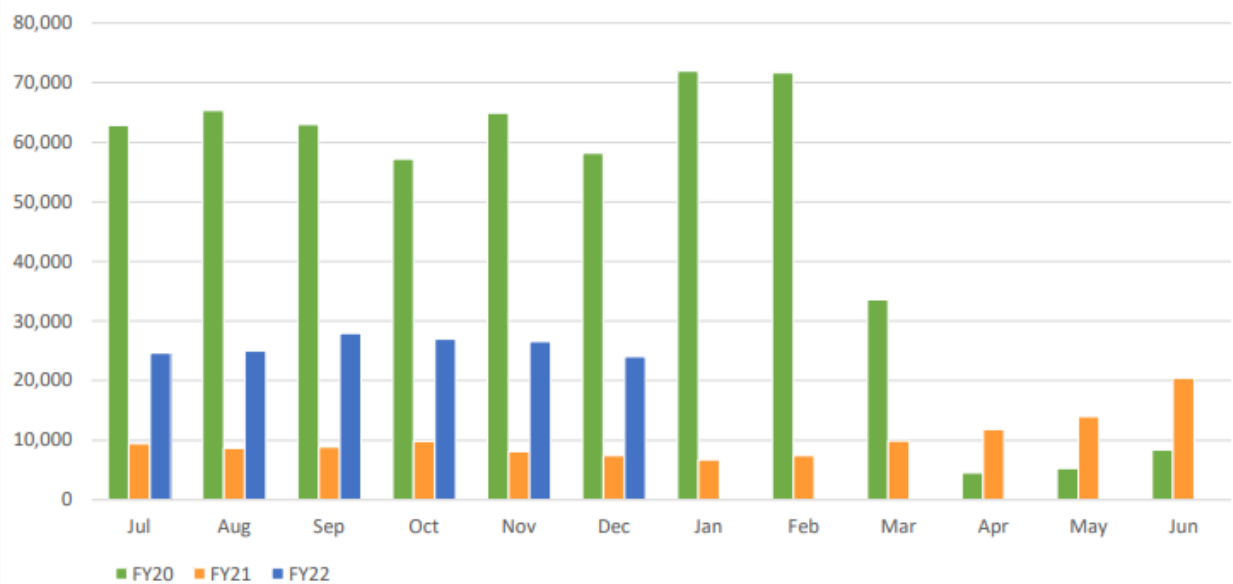
Blue indicates holiday (Saturday) service



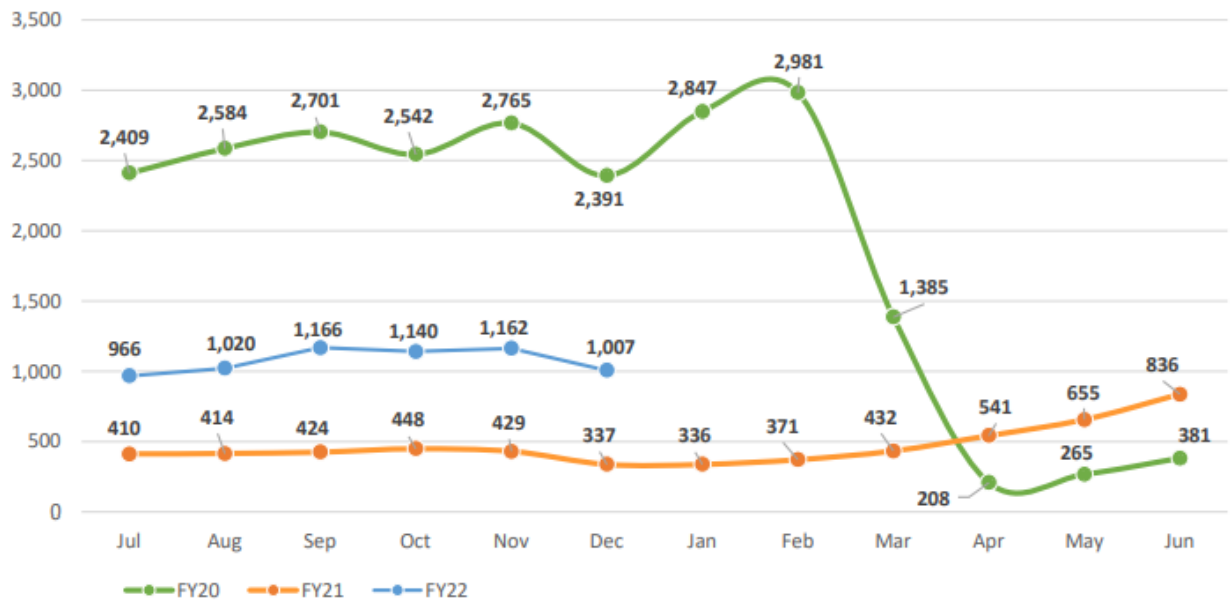
SMART FY20 - FY22 Monthly Ridership



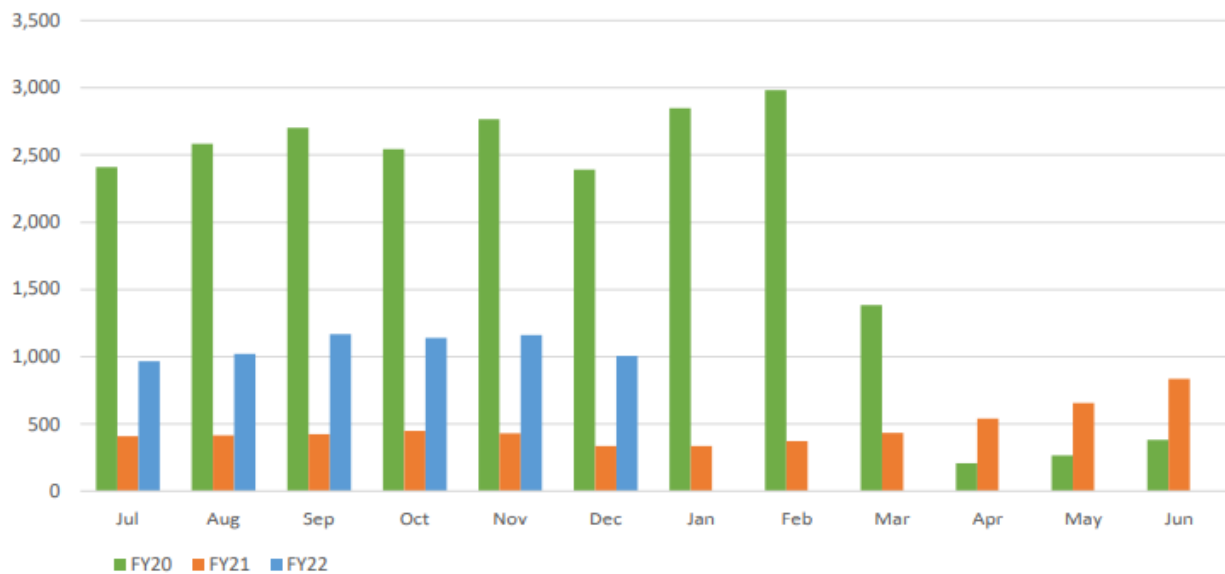
SMART FY20 - FY22 Monthly Ridership



SMART FY20 - FY22 Average Weekday Ridership



SMART FY20 - FY22 Average Weekday Ridership



MULTI-USE PATHWAY PROJECT

Sonoma County Pathway Gap Closure Project- \$15.6M

- 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:

- SMART shared at-grade crossing applications to the local jurisdictions to review before submission to the California Public Utilities Commission (CPUC).
- SMART has submitted environmental permit application packages to the regulatory agencies
- SMART is contacting third party utility owners to resolve any utilities in conflict with the pathway.
- SMART and City of Petaluma are coordinating elements of the North McDowell Boulevard to reconstruct the street and construct the SMART Pathway.



Future Pathway at North McDowell Boulevard

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 have been split into two separate projects. The first project, Marin – Sonoma Pathway Design and Permitting, Permitting, has received proposals and currently in negotiation with a designer. The second project, Marin Pathway Design and Permitting, the SMART team has released a Request for Proposal (RFP) to hire a designer



Future Pathway Crossing Location at Smith Ranch Road in San Rafael

SAN RAFAEL CREEK RIPERIAN ENCHANCEMENT 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 environmental permits.

The SMART team is focusing on:

- SMART hired Hanford Applied Restoration and Conservation (ARC) to implement and monitoring the work.
- Site Preparation and planting started in December with site cleanup and preparation for planting.



Contractor Conducting Site Clean Up before Start Excavating



Site Excavating and Grading Ready for Planting along the San Rafael Creek

HUMAN RESOURCE

CURRENT OPEN RECRUITMENTS:

- Engineer Conductor
- Signal Technician
- Signal Supervisor

INTERVIEWS CONDUCTED

- Superintendent of Signal and Way
- Facilities Maintenance Supervisor
- Engineer Conductor
- Signal Technician

NEW PROMOTIONS/HIRES

- Hired one Conductor Trainee on December 13, 2021
- Promoted one Signal Supervisor to Superintendent of Signal and Way on December 27, 2021.

MISCELLANEOUS

Human Resources staff, in coordination with the California Department of Public Health Testing Task Force, began COVID-19 testing on December 13, 2021. Currently, 84.5% of District staff have provided proof of vaccination for COVID-19.

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 **38** different notices while in 2020 through December SMART received **108** notices. In 2019 through December SMART received **170** 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).

The **SR37 Planning and Environmental Linkages (SR37 PEL) Study** meetings are scheduled quarterly, and SMART participated in November in the evaluation of design alternatives as part of the process.

Federal Transit Administration – Sustainable Transit for a Healthy Planet Challenge: On June 15, 2021, FTA launched the **Sustainable Transit for a Healthy Planet Challenge** to encourage transit agencies to build on progress already made and to further reduce GHG emissions from public transportation in support of greenhouse gas (GHG) reduction goals set by President Biden on April 21, 2021, Earth Day. The goal for the United States is to achieve a 50-52 percent reduction from 2005 levels in economy-wide net GHG pollution in 2030. The State of California’s current goal is to reduce its GHG emissions by 40% below 1990 levels by 2030.

The FTA’s **Sustainable Transit for a Healthy Planet Challenge** encourages transit agencies to take bold actions and investments to cut GHG emissions. The challenge calls on transit agencies to develop climate action strategies with measurable goals to achieve GHG emission targets. All transit agencies nationwide, regardless of size or service area, are encouraged to develop climate action or sustainability plans that detail GHG reduction strategies, such as converting fleets to lower emissions and making facilities more energy efficient.

Area transit agencies who have signed up to participate in this FTA challenge include: SMART, BART, SF Bay Ferry (WETA), San Francisco Municipal Transit Agency (MTA), Alameda-Contra Costa (AC) Transit, Santa Clara Valley Transportation Authority (VTA), Napa Valley Transportation Authority (Napa VINE), and Mendocino Transit Authority (MTA).

SMART staff will be compiling recommended elements for an FTA-supported Climate Action/Sustainability Plan and present to the results to the SMART Board in the Spring 2022. Deadline for agencies to submit their climate action strategies with measurable goals to achieve GHG emission targets will be April 15, 2022.

Amtrak Thruway Route 7: San Joaquin Joint Powers Authority (SJJPAA) was created in 2012 with the support of local and regional agencies in the San Joaquin Corridor (Bakersfield-Fresno-Modesto-Stockton-Sacramento-Oakland) to protect the existing San Joaquin Rail Service and to promote its improvement. In 2019, SB742 (Allen) modified State law to allow bus services connecting to Intercity Rail (the Amtrak Thruway routes) to be opened up for use as connecting services to other rail or transit services. The SMART Board supported SB742 as the Amtrak Thruway Route 7, which runs through the SMART corridor from Petaluma north to McKinleyville, would create greater access options between SMART and north of the SMART District in Mendocino and Humboldt counties.

The SJJPAA board is now beginning to undertake the policy and technical implementation measures to allow ticketing between non-Amtrak Intercity Rail services and Thruway services like the Route 7. SMART communicated support to the SJJPAA for their efforts and on November 20, the SJJPAA Board approved advancing an open ticketing system for Thruway service connections to other systems. SJJPAA staff will be doing studies over the course of the next year to develop how to fully open up bus-only ticketing for the corridor and will be looking at new potential stops along the corridor if they make sense and maximize the benefits for their passengers.

TRANSIT COORDINATION MEETINGS

- **December 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, upcoming State discretionary grant programs and MTC respective endorsement strategies for each of the funding opportunities.
- **December 8, 2021** - Staff participated in the monthly Sonoma County Transportation Authority Transit TAC.
- **December 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 the appointment of one of the smaller transit operator General Manager’s to represent all the smaller operators on the regional Clipper Executive Board. And interim appointment has been made with a final to be deliberated and designated by July 1, 2022.

SAFETY AND SECURITY



Car stuck on tracks in Petaluma