AGENDA ITEM 06a

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November 18, 2026

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

SUBJECT: October 2026 Monthly Ridership Report

Dear Board Members:

RECOMMENDATIONS: Receive the October 2026 Monthly Ridership Report

SUMMARY:

We are presenting the monthly ridership report for activity for the month of October 2026. 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 2026 is posted on the SMART website (https://sonomamarintrain.org/RidershipReports).

FISCAL IMPACT:
None.

Sincerely,

/s/
Zoe Unruh
Planning Manager

Attachment: 1.) Monthly Ridership Report – October 2026

OCTOBER 2026 SMART RIDERSHIP REPORT

SMART Ridership Report
Board of Directors
November 18, 2026

October 2026 saw a slight increase in ridership from the previous month. Average weekday ridership was 5,699, down 1% from September and up 28% over October 2025. Compared to the prior month, average Saturday ridership decreased by 11% and average Sunday ridership decreased by 14%. However, average Saturday and Sunday ridership increased 45% and 64%, respectively, compared to October 2025. Total monthly ridership was 155,575 up 30% over October 2025 and 172% 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 November 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 November 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. On April 12, 2026 SMART increased service as part of the implementation of the Marin and Sonoma Coordinated Transit Service Plan (MASCOTS), and added three additional weekday round trips and four additional weekend roundtrips for a total of 48 trips each weekday and 24 trips on both Saturday and Sunday.

The tables below present data for October 2025 and 2026 year-over-year.

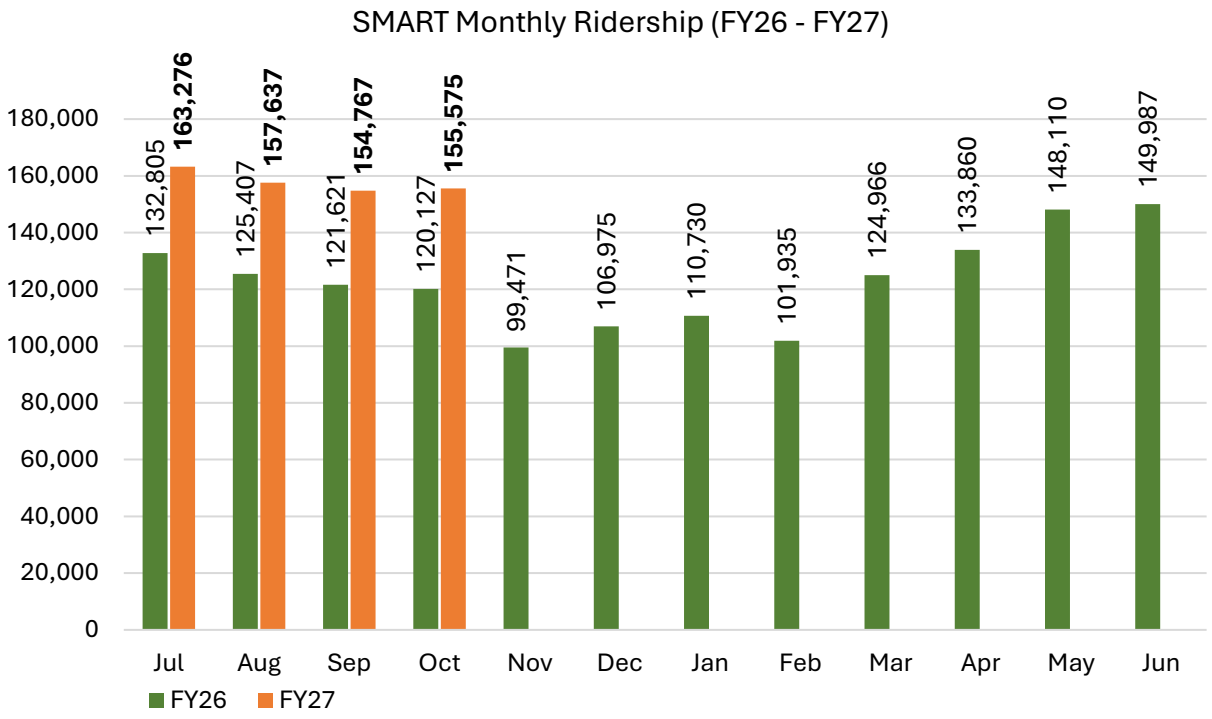
MONTHLY TOTALS YEAR-OVER-YEAR	OCTOBER 2025	OCTOBER 2026	% Change
Ridership	120,127	155,575	30%
Fare-based Ridership (Clipper + App Only)	61,828	74,071	20%
Average Weekday Ridership	4,466	5,699	28%
Average Saturday Ridership	2,451	3,550	45%
Average Sunday Ridership	1,899	3,110	64%
Bicycles	16,518	21,019	27%
Mobility Devices	337	512	52%

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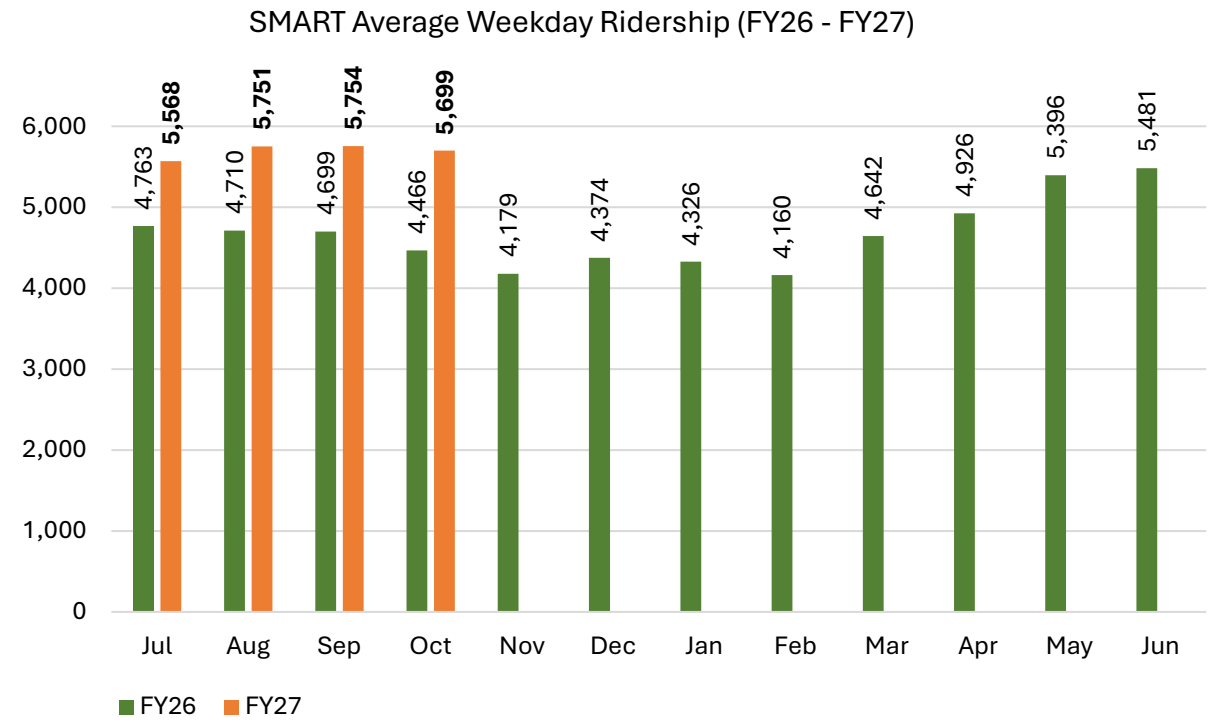
FISCAL YEAR (Jul -Oct)	Fiscal Year 2026	Fiscal Year 2027	% Change
Ridership	499,960	631,255	26%
Fare-based Ridership (Clipper + App Only)	250,207	300,551	20%
Average Weekday Ridership	4,660	5,691	22%
Average Saturday Ridership	2,750	4,030	47%
Average Sunday Ridership	2,503	3,645	46%
Bicycles	65,504	80,346	23%
Mobility Devices	1,537	1,982	29%

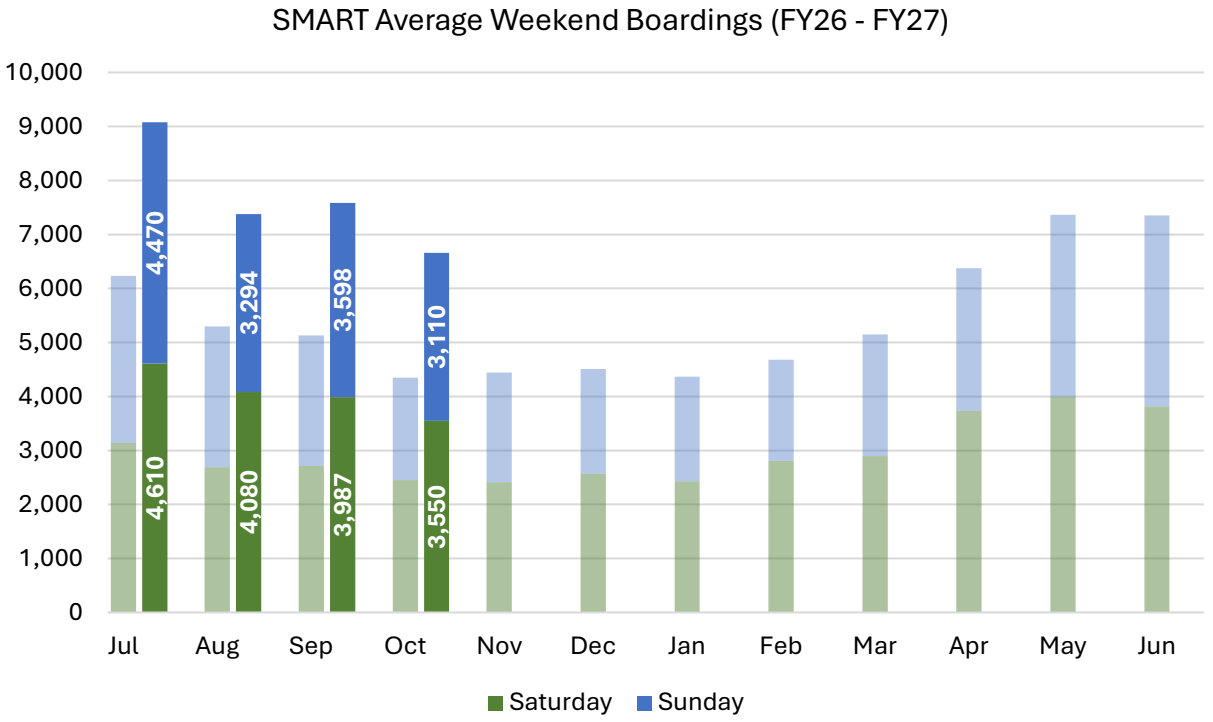
The following charts compare the average weekday ridership, average weekend ridership, and monthly totals for FY26-FY27.



OCTOBER 2026 SMART RIDERSHIP REPORT

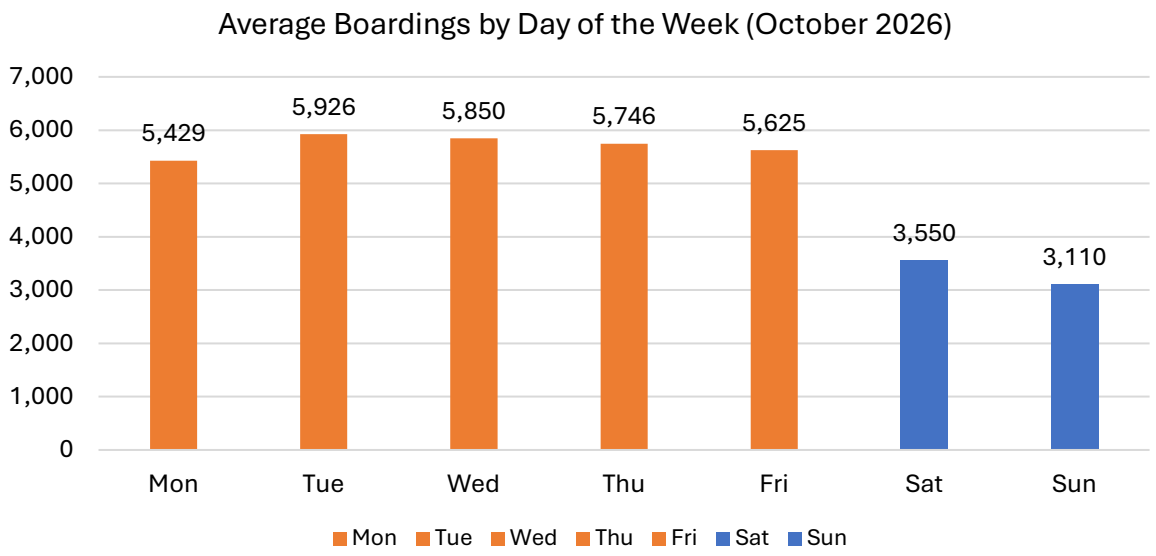
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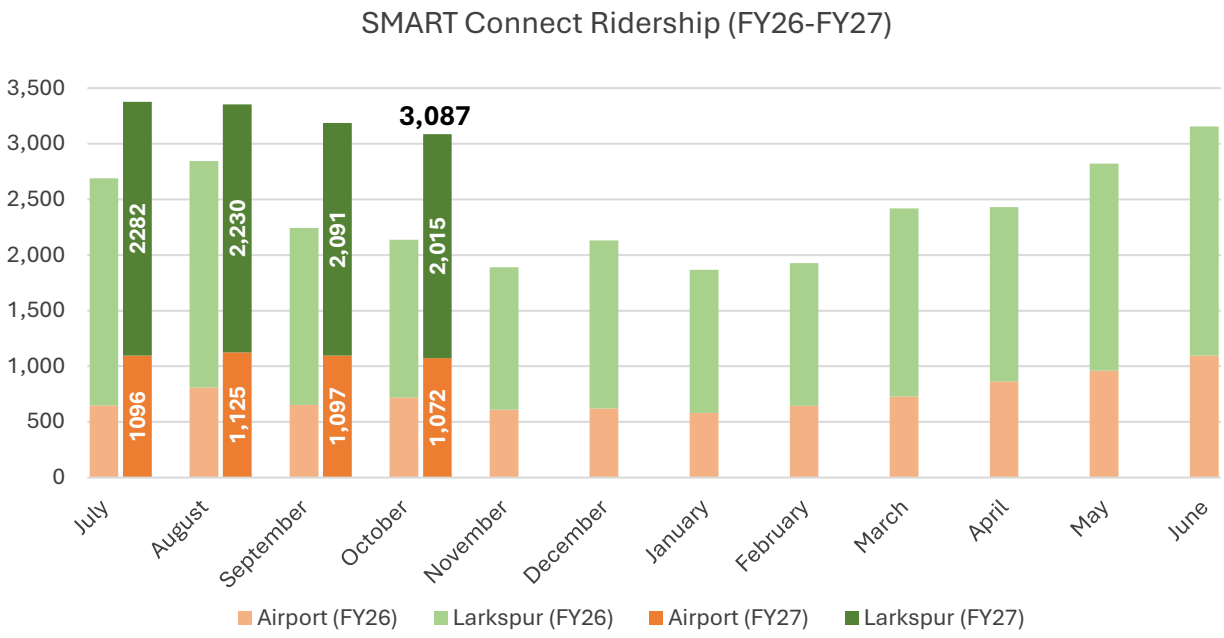


OCTOBER 2026 SMART RIDERSHIP REPORT

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 3,087 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 2026, SMART counted 110,731 users on the pathway.

