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July 19, 2023

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

SUBJECT: Monthly Ridership Report – June 2023

Dear Board Members:

RECOMMENDATIONS: Accept Monthly Ridership Report

SUMMARY:

We are presenting the monthly ridership report for activity for the month of June 2023. This report shows trends in ridership for SMART by tracking Totals, Average Weekday riders, and Average Saturday riders, Average Sunday/Holiday riders, as well as bicycles and mobility devices.

With the transition to the Automatic Passenger Counter (APC) in October 2022, SMART now 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). 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 categories of riders such as children under five years old.

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. The report also shows progress so far in the Fiscal Year compared to the same time in the last Fiscal Year, to enable tracking of riders relative to budget expectations. These reports also note relevant details associated with fare program discount usage and trends in riders bringing bicycles onboard.

REVISED

SMART Board of Directors

July 19, 2023

Page 2 of 2

SMART's ridership data through May 2023 is posted on the SMART Ridership website and June will be posted once validated (<http://sonomamarintrain.org/RidershipReports>).

FISCAL IMPACT: None

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

Respectfully,

/s/

Emily Betts
Principal Planner

Attachment(s): Monthly Ridership Report – June 2023 (Revised)

JUNE 2023 SMART RIDERSHIP REPORT

REVISED

SMART Ridership Report
Board of Directors
Page 1 of 2

June 2023 saw a continued increase in ridership, with average weekday ridership at 2,551, up 3% from the previous month, and total monthly ridership at 67,162, a 62% increase over last June. Total monthly ridership for June was 21% higher than June 2019 (pre-COVID). FY23 has seen 85% ridership recovery, compared with the year pre-COVID.

As a reminder, 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 the current schedule of 38 trips per weekday. In May 2023, SMART added two evening trips on Friday and Saturday, known as the Starlighter. In June 2023, SMART began offering free rides for K-12 youth along with other North Bay transit agencies, which will continue through the month of August.

The tables below present data for June 2022 and 2023, monthly and year-over-year. Since June is the end of the fiscal year, the information presented is for the entire fiscal year 2023. Total ridership for FY23 is up 81% over FY22, with average weekday ridership up 80% over FY22.

FISCAL YEAR (JUL - JUN)	Fiscal Year 2022	Fiscal Year 2023	% Change
Ridership	354,328	640,099	81%
Fare Payments (Clipper + App Only)	325,474	520,804	60%
Average Weekday Ridership	1,174	2,110	80%
Average Saturday Ridership	703	1,071	52%
Average Sunday Ridership	644	856	33%
Bicycles	54,396	92,741	70%
Mobility Devices	1,536	1,654	8%

Bicycles on board were up 38% over last June and passengers boarding with mobility devices were up 2%. In June, 14% of riders brought bikes on the train, with a total of 9,428 bikes on board. SMART has carried more bikes on board this fiscal year than any year prior.

MONTHLY TOTALS YEAR-OVER-YEAR	JUNE 2022	JUNE 2023	% Change
Ridership	41,525	67,162	62%
Fare Payments (Clipper + App Only)	37,952	48,809	29%
Average Weekday Ridership	1,556	2,551	64%
Average Saturday Ridership	1,000	1,479	48%
Average Sunday Ridership	825	1,213	47%
Bicycles	6,831	9,428	38%
Mobility Devices	143	146	2%

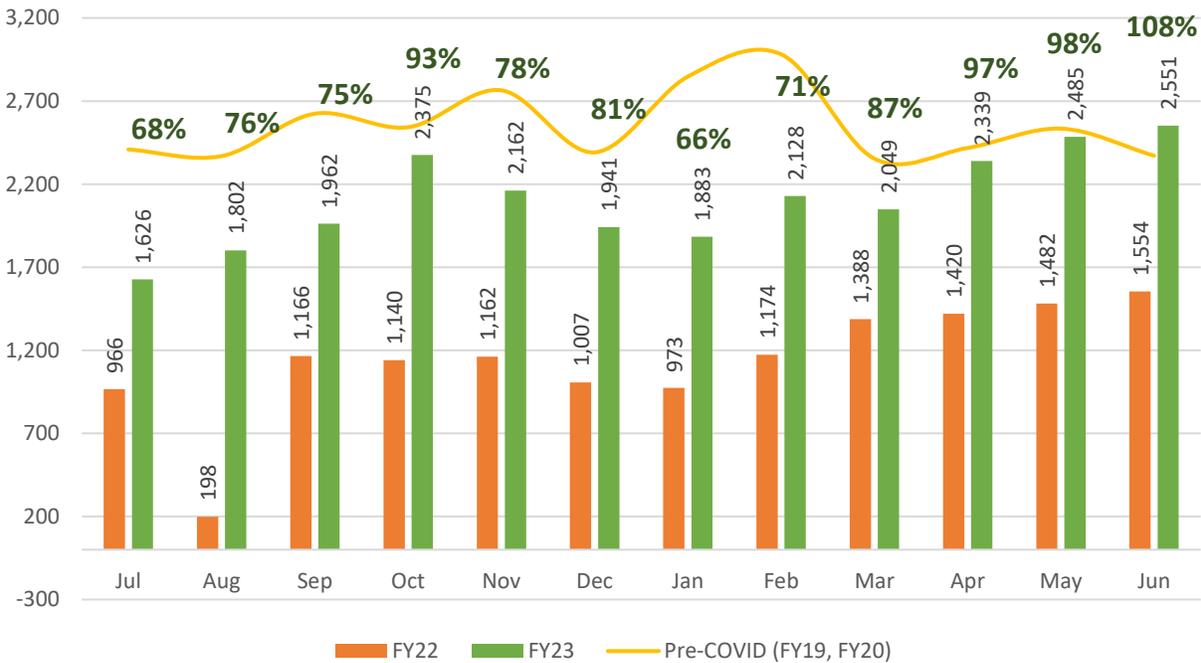
JUNE 2023 SMART RIDERSHIP REPORT

REVISED

SMART Ridership Report
Board of Directors
Page 2 of 2

The following charts compare the average weekday ridership and monthly totals for FY22-FY23.

SMART Average Weekday Ridership (FY22 v FY23)



SMART Monthly Ridership (FY22 v FY23)

