

Sonoma-Marin Area Rail Transit District

Healdsburg Station Location Consideration Outreach

September 23, 2026



Overview

- Project Update
- SMART Board Direction
- Station Location Background
- What has changed since early 2024?
- Station Location Considerations
- Staff Recommendation
- Next Steps

Project Update

- Progressive Design-Build Contract award: September 2025
- October – December 2025: Project definition
- Environmental Studies for permit applications
- Securing Environmental Permits



Project Update

- Collected field data:
 - topographical survey
 - locating underground utilities
 - geotechnical information
- Prepared 50% Design documents



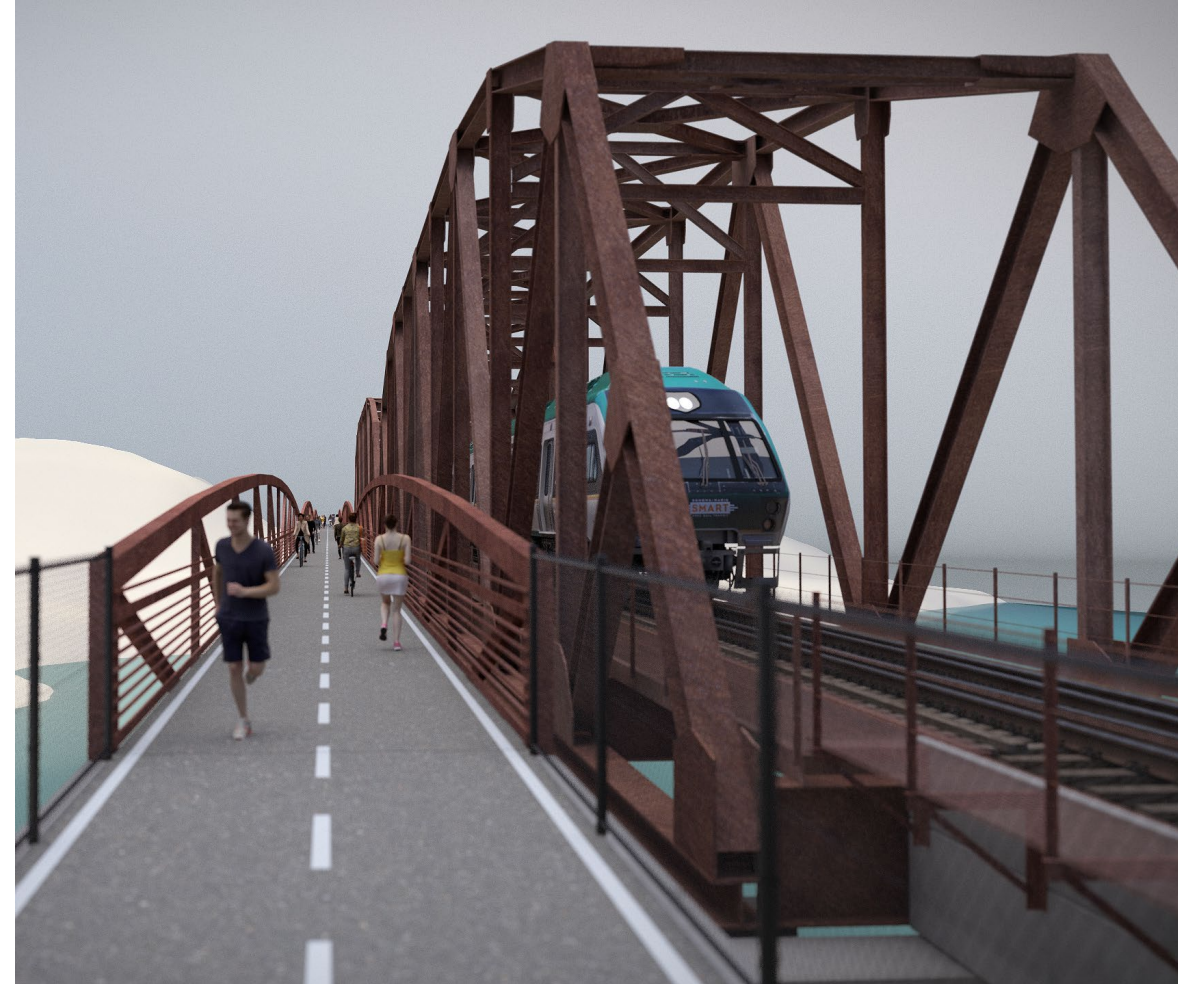
Project Update

- Bridge Evaluations
- Grade Crossing Evaluations
- Municipalities Coordination



Project Update

- **Cost Estimating/Evaluation**
- **First Construction Package:**
Phase 2A: Windsor Station to Front Street
- **Phase 2A Construction Package Award:**
October 2026
- **Phase 2A Construction Start:** Spring 2027
- **Phase 2B Construction Package:**
Front St. To North St. (includes a station)



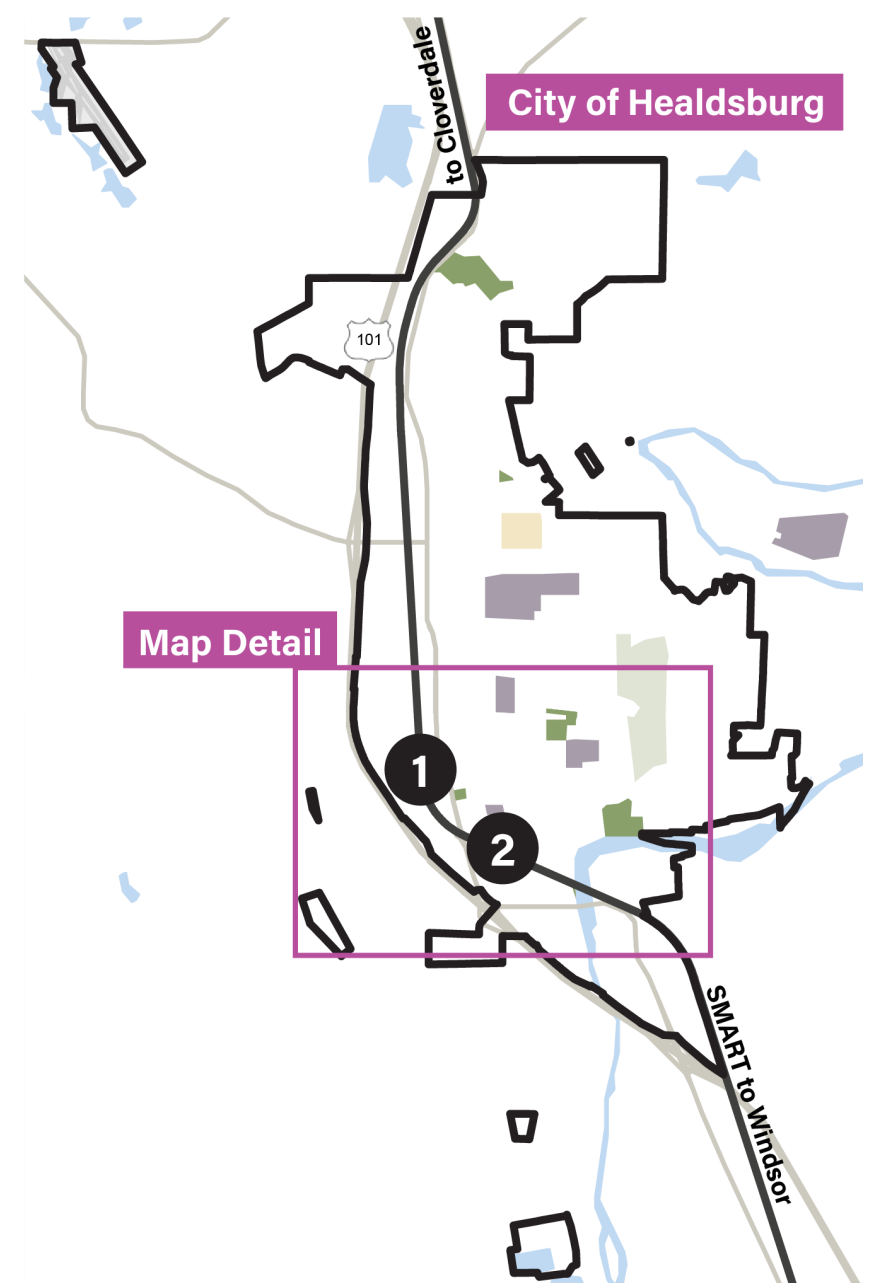
SMART Board Direction

- On September 16, 2026, the SMART Board directed staff to initiate public engagement around the SMART station location in Healdsburg, including engaging Healdsburg's City Council and the public through a survey and community meeting



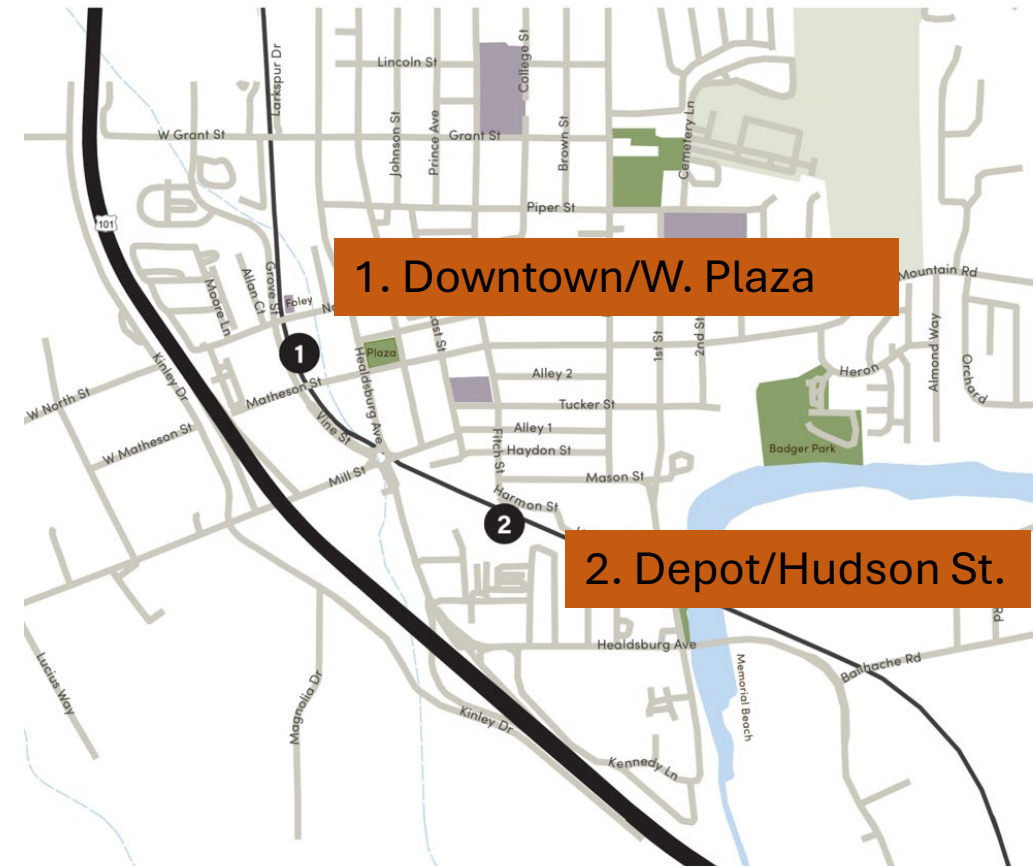
Station Location Options

- SMART owns enough right-of-way (ROW) to construct the Healdsburg Station at either one of these two locations:
 - Location #1—Downtown/W. Plaza
 - Location #2—Depot/Hudson St.
 - Locations are .45 mile apart
- SMART has adopted the naming conventions for these stations consistent with how SMART and the City have historically referred to them



Station Location Background

- In February 2024, Healdsburg City Council directed city staff to proceed with the station location at Hudson Street site absent any new information
- Significant changes have occurred since February 2024 that justify conducting additional public outreach before making final location decision



What has changed since early 2024?

SMART has secured its future

- SMART secured funding through 2059
 - 3 out of 4 voters saying “yes”

Anatomy of a landslide: How SMART went from existential crisis to lopsided victory in its quest for long-term tax funding



Source: Press Democrat/Darryl Bush

Extension north is within reach

- Healdsburg Extension funded
 - Project was less than ½ funded in February 2024
- Pending and in-development grant applications to complete system to Cloverdale
- SMART Board adopted a Geyserville Station
 - Enables segmentation and phasing of the northern extension
- The region and state have included the Cloverdale Extension in financially constrained plans:
 - MTC's Plan Bay Area 2050+ Regional Transportation Plan
 - SCTCA's Countywide Transportation Plan
 - California State Rail Plan



SMART is a different system today

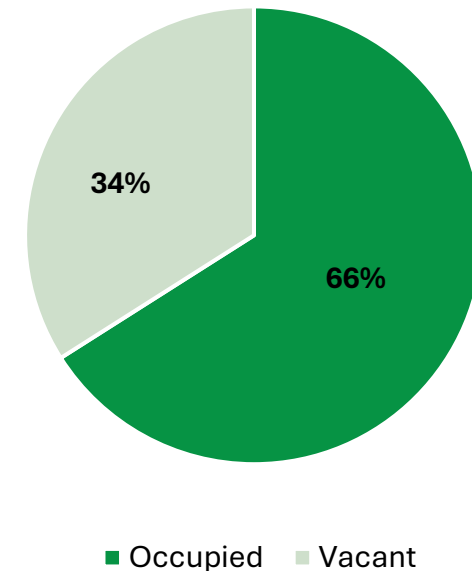
- Continued record ridership growth
 - August 2026 ridership 123% higher than FY24 average monthly ridership
 - Average weekday ridership today is over 5,600, more than double what it was in FY24 (2,772 average weekday ridership)
 - 25% Youth ridership, many traveling to and from schools along the corridor
- SMART constructed and opened the Windsor and Petaluma North Stations and 10 new miles of pathway/Great Redwood Trail in 2025
- SMART has become the spine for regional transit service between Sonoma and Marin counties



We know more today and believe more can be learned

- SMART has more detailed information today including:
 - Renderings
 - Parking impact
 - Updated jobs data
 - Trip generation data
- SMART now anticipates that providing a crossing between the Ward St. neighborhood and the Depot area is not dependent upon a station at the Depot/Hudson St. site
- We also believe that through the additional outreach proposed, we will be more informed about the public's travel needs and what location will best support them

SMART's current parking utilization

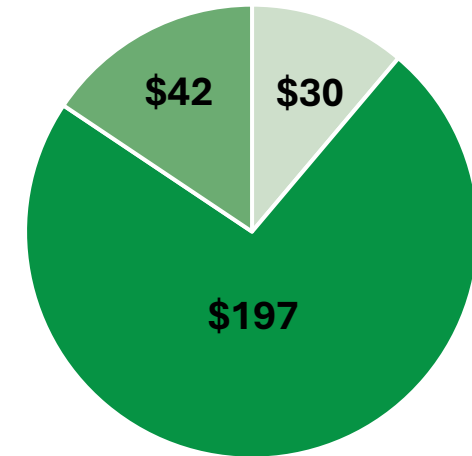


Why station location consideration is necessary?

- Since 2024, SMART has heard repeated public interest in considering a location in Downtown
- Significant changes since 2024 warrant consideration and vetting of the two possible locations by the public, the City of Healdsburg, and the Board
- Depot/Hudson may have been the “historic” site, but is it the right location for today?
- Station location critical to achieving maximum regional benefit for this major regional investment

The project is a significant state and regional investment towards mobility for Marin and Sonoma

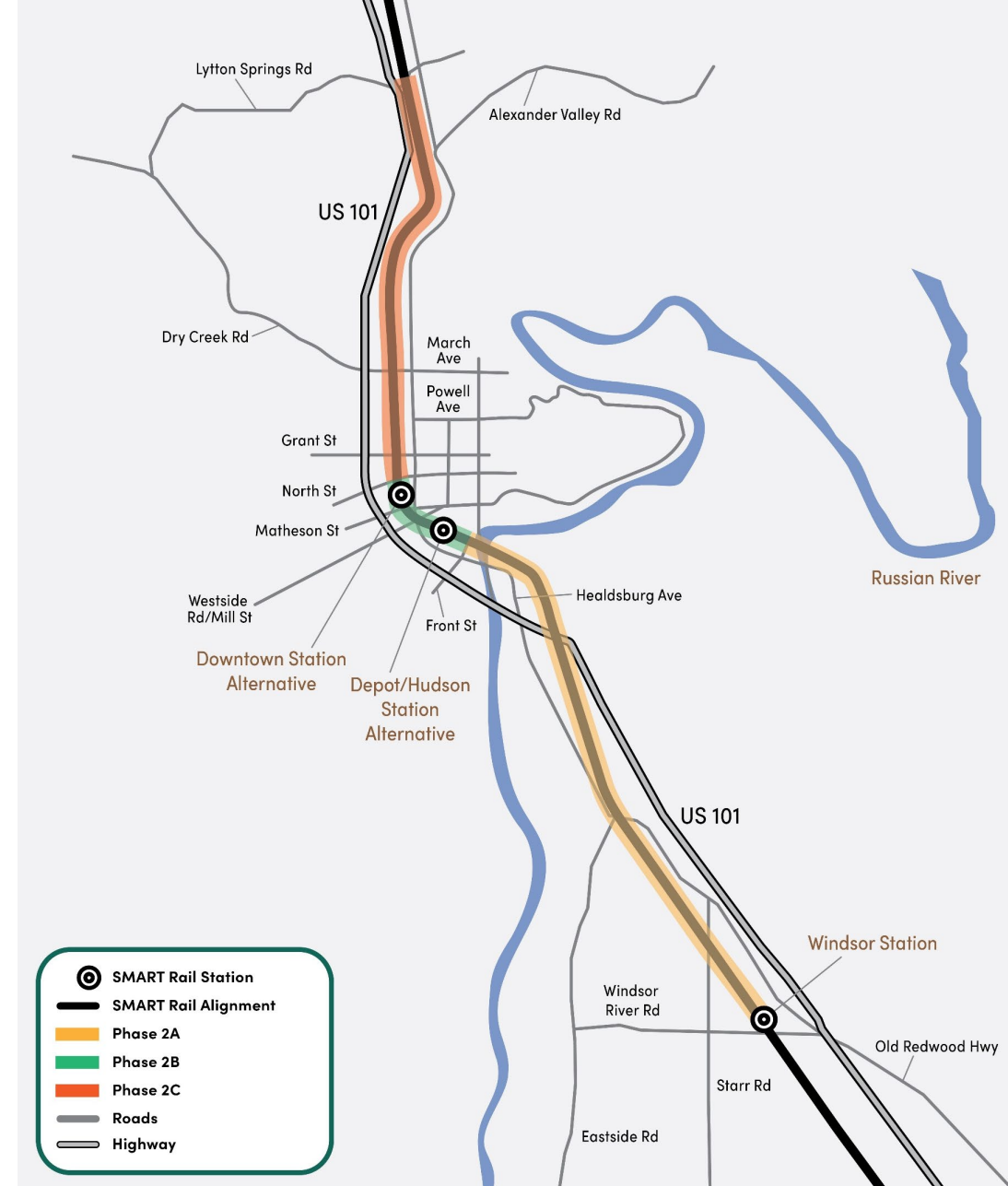
Project funding (\$s in millions)



■ Federal
■ State (SCCP, LPP-C, and TIRCP)
■ Regional (RM3 and Measure M)

Why now?

- Utilizing Progressive Design Build delivery method
- The following phase of work will be between Front St. to North St., where a station will be located
- Recent Geyserville Station outreach showed the public is engaged in weighing in on the SMART system more than in 2023/2024 and the opportunity now exists to gather robust public feedback
- SMART was already planning to do outreach around travel and schedule needs to Healdsburg, thus providing an opportunity to ask the station location question



What to consider about a station's location

The role of a station

- Residents' access point to the broader region
- A city's gateway for workers, customers, students, visitors and recreators



A station provides Healdsburg residents with an access point to the broader region

- Jobs
- Education
- Healthcare
- More

2025 on-board survey responses from SMART riders

Keith · ❤️ BY SMART

The ability to take the train to a Giants baseball game or just to another town for breakfast, lunch, or dinner. All while helping the environment.

Gail · ❤️ BY SMART

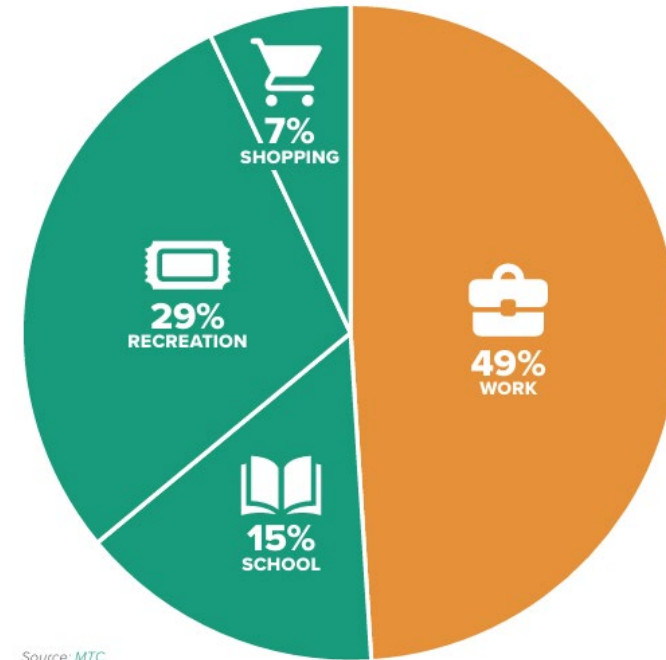
My husband and I use [SMART] instead of driving, and can take our bikes on it. Less traffic, less carbon, more exercise.

Sam · ❤️ BY SMART

I was able to explore new employment opportunities further away from my home without relying on my car. I live in Santa Rosa and took a great job in Novato because I knew the SMART train could get me there reliably.

A station serves as the gateway for workers, customers, students, and visitors

- 84% (5,500) of Healdsburg's workforce lives outside of city limits
 - Largest business sector in Healdsburg is manufacturing (\$409m/year)
 - 42% (2,800) live in places currently served/to be served by SMART
 - 49% of SMART riders are commuting to work
- Many future customers will look to SMART to reach Healdsburg's dining, retail and recreational attractions
 - Today, 29% of riders are traveling for recreation and leisure and 7% are traveling specifically for shopping

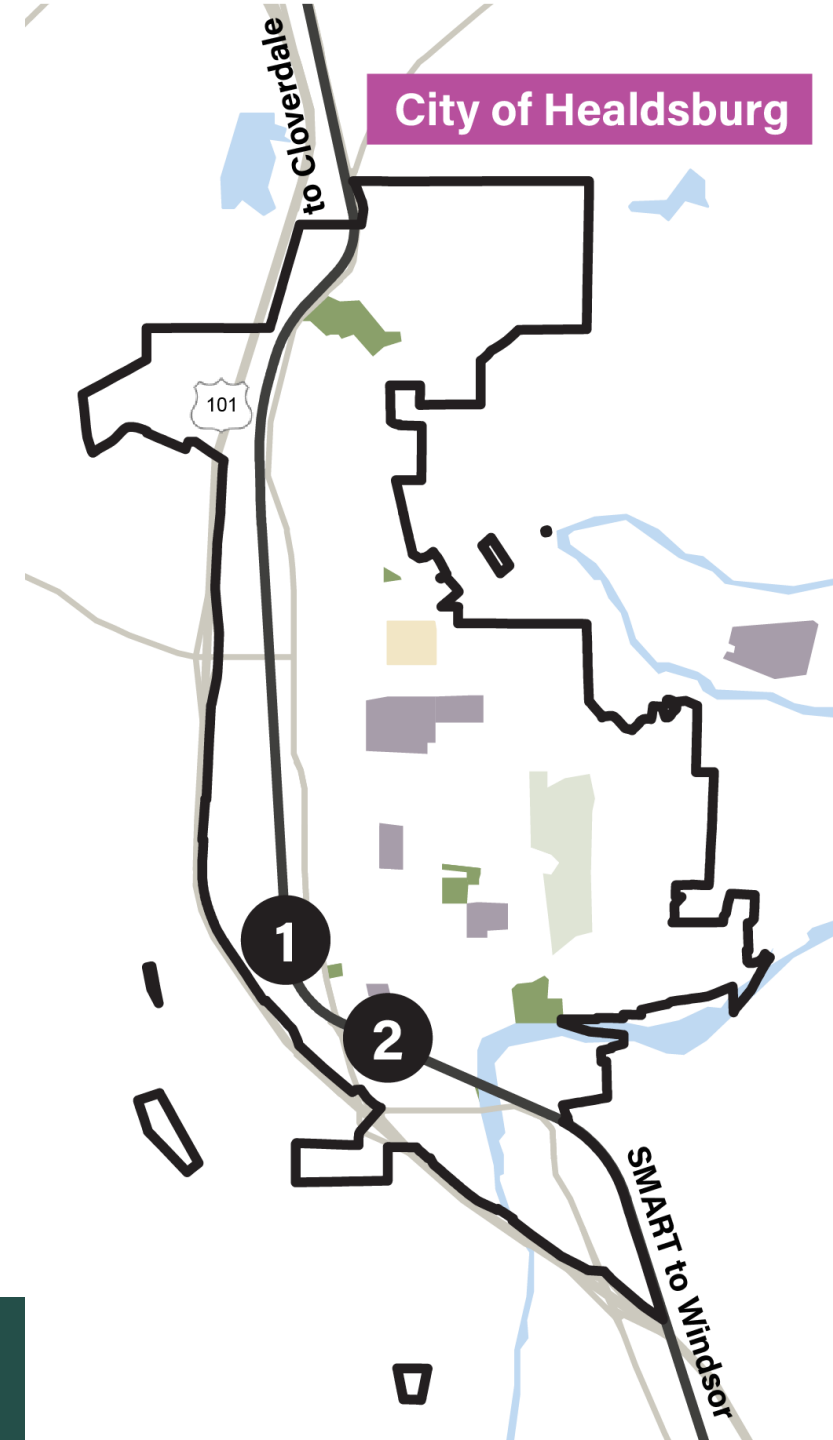


Source: MTC

Paige ❤️ BY SMART
Outside of commuting hours, I take the train on weekends to spend time in different towns, and it's so easy to get to my destinations.

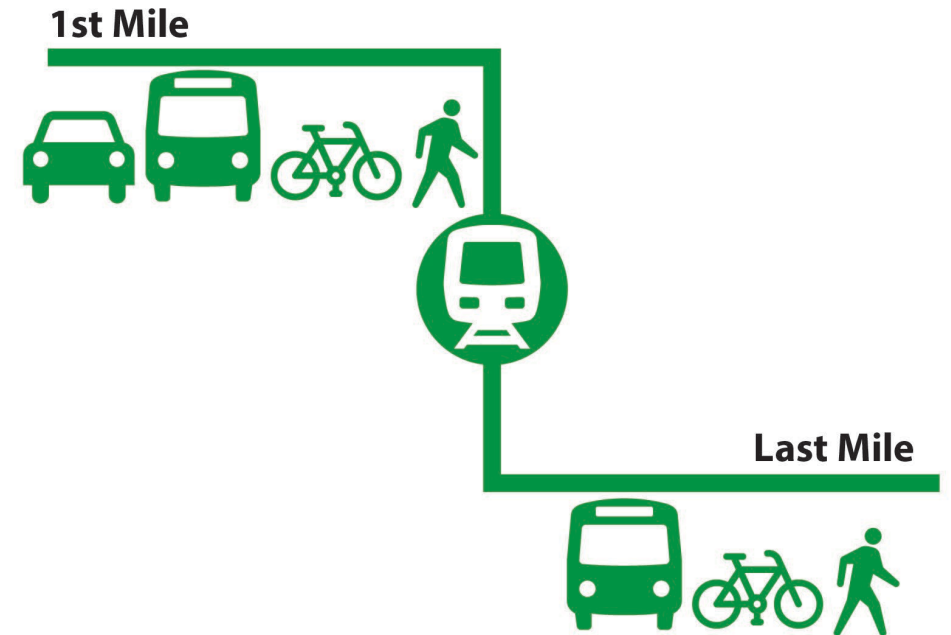
Station location considerations

- The Healdsburg station is anticipated to be a destination station given the high proportion of Healdsburg's workforce that SMART is well situated to serve, and the City's strong draw for visitors and tourists
- In order for the station to meet its full potential it should:
 - Be in close proximity to the highest concentration of jobs, people and trip making
 - Be well connected through the roadway and bike/pedestrian transportation network
 - Be able to connect to local and regional transit services



Station access

- The industry standard for walking distance to transit is $\frac{1}{4}$ -mile to $\frac{1}{2}$ -mile according to the Transit Capacity and Quality of Service Manual¹
- The distance between an origin and the transit stop, and a transit stop and the destination is referred to as the 1st/last mile
- The last-mile is more important than the 1st-mile to transit
 - Why?: The passenger is dependent on accessing their final destination by foot, bike, or connecting transit, where they may complete their first-mile by car

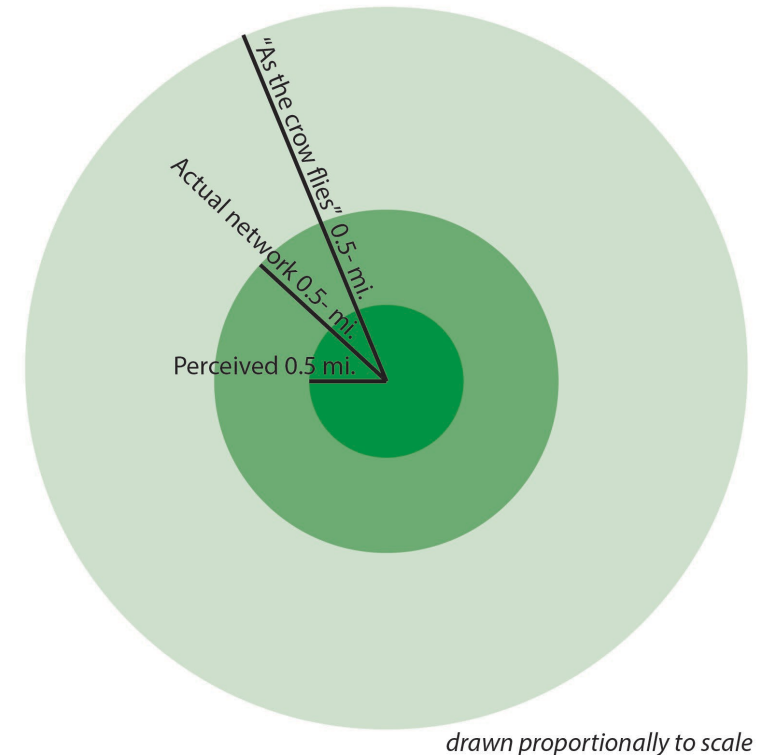


¹Published by the Transportation Research Board and National Academies of Sciences, Engineering and Medicine

¼ mile walkshed is a more inclusive travelshed compared to ½ mile

- A ¼ mile walkshed is a better measure
 - it accounts for human perception and behavior
 - It is a more realistic station area walkshed for all ages and abilities
- An MIT Report found that perceived half-mile walkshed to and from transit differs greatly from the actual network half-mile walkshed distance, and the Euclidean/circular walkshed (aka “as the crow flies”)
 - Perceived walkshed is 50% of the network area walkshed
 - Perceived walkshed is 1/5th of the area of the circular station area

Difference between the square mile areas around transit between the circular, network, or perceived at the 0.5-mile



Source: MIT City Form Lab, “Transit Access Report”

¼ mile and ½ mile around the station locations

- The ¼ mile walkshed is based on the street network and the area reachable within a ¼ mile walk (green area with yellow streets)
- The ½ mile station areas are the ½ mile around the station “as the crow flies” (shown in blue)
- The Downtown/W. Plaza location has a stronger street network grid, and as such the square mile area of the walkshed is larger



Trip activity and travel demand

- Healdsburg has one of the highest vehicle miles traveled (VMT) rates per capita in the region
 - Since 2017, the share of local trips in Healdsburg has declined while the share of intercity trips have increased
 - VMT per capita declined between 2017 and 2022, but not in proportion to the rate change in total trips because more intercity trips are occurring and these trips are longer
- To have the most impact on reducing GHG emissions and parking demand will depend on SMART's ability to serve where travel demand is highest
- Travel demand is made up from shorter, local trips and longer distance intercity or regional trips
- Intercity trips are the types of trips regional rail is designed to serve

By taking SMART,
riders produce...

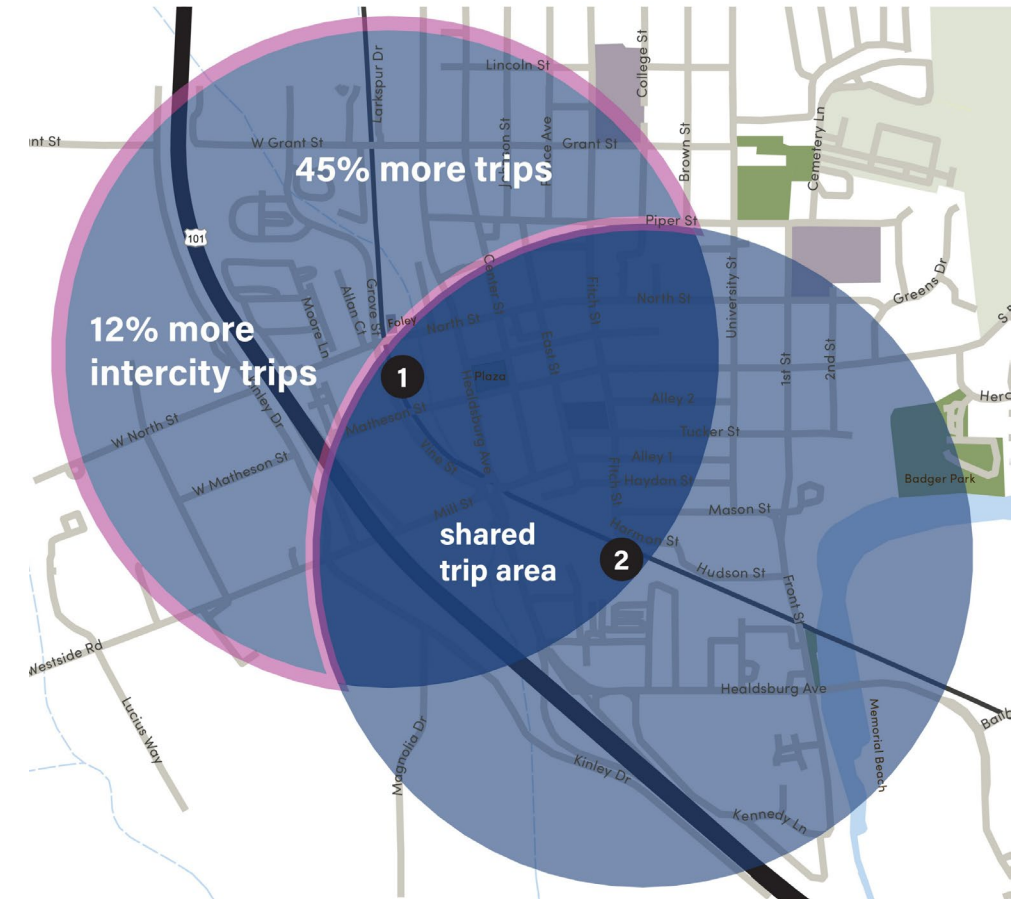


36%

LESS POLLUTION PER
TRIP THAN DRIVING

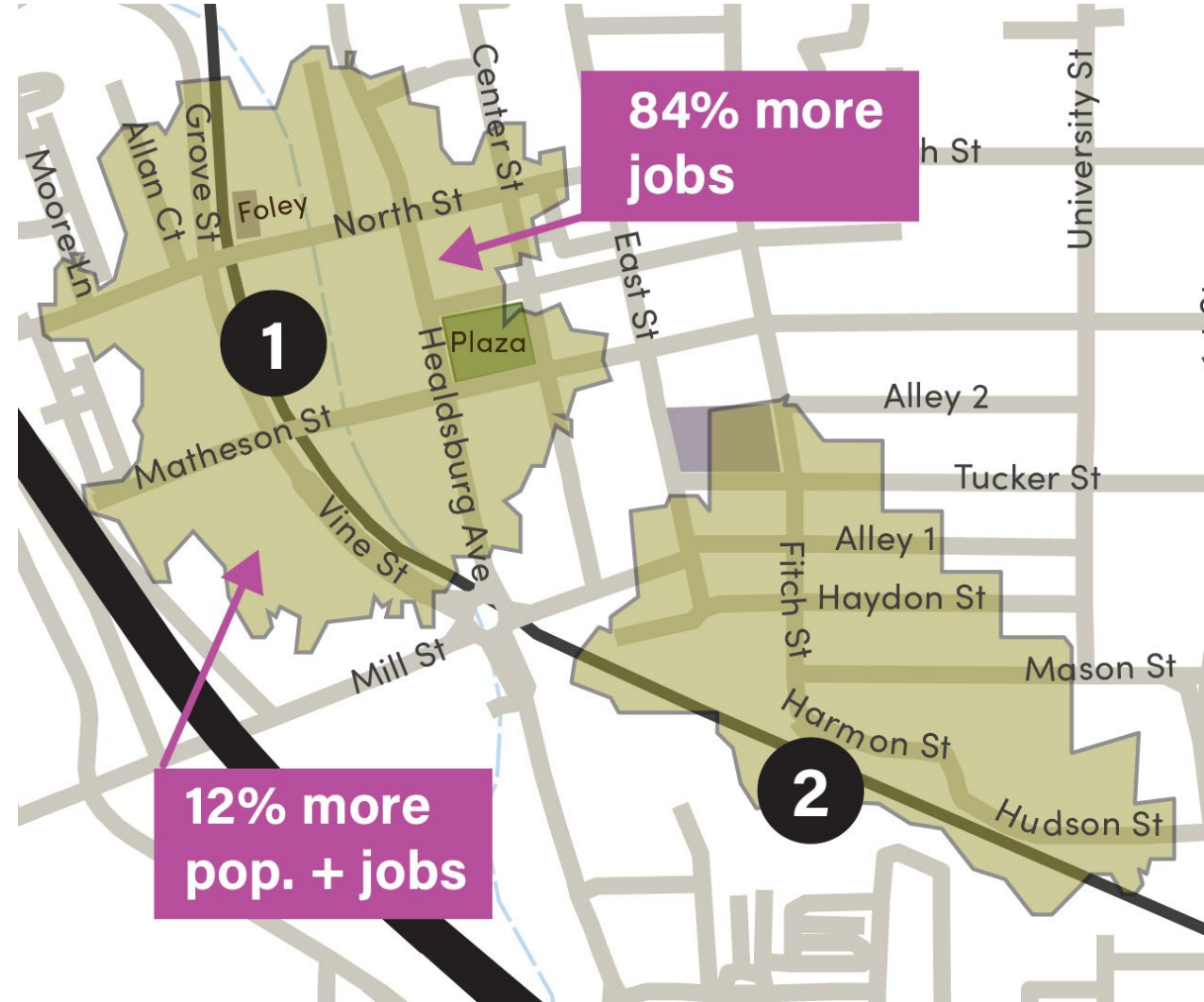
Trip activity in the station areas

- Downtown/W. Plaza has a higher concentration of travel activity than the Depot/Hudson St. today
 - **45% more “non-shared” trips within ½ mile**
 - **12% more intercity trips within ½ mile**
- Where the station areas overlap, shared trips are occurring, and these are trips that either station could serve
- Downtown/W. Plaza provides greater 1st/ last mile connectivity due to the density of pedestrian infrastructure and bus transit access



Combined employment and population density

- Today, the Downtown/ W. Plaza station area has a higher concentration of combined population and employment than the Depot/Hudson St. station area
 - 12% more combined population and jobs in ¼ mile walkshed
 - 84% more jobs within ¼ mile walkshed



Why the location matters

- The Healdsburg extension project is a significant federal, state, and regional investment. For the project to reach its full potential and deliver the maximum regional benefit, the station location should be considered

Proposed Engagement

- September Healdsburg City Council Meeting
- A webpage
- A public survey to run through November 30
- A community meeting for October
- The advertisement and distribution of the survey and community meeting information via SMART's website and social media, the City, and other community stakeholders
- On-going updates to the Board monthly
- Return to the Healdsburg City Council in December with detailed analysis of the feedback
- Detailed analysis of the feedback targeted for SMART's December Board meeting

Questions?