

Agenda Item 4 - General Manager's Report May 17, 2023



January,

General Manager's Report

- Contracts/Procurements over \$100K
- Hwy 37 Closure
- Parking Utilization
- Ridership
- Pathway Wayfinding
- Starlighter Service
- Community Events
- SMART Connect
- Highlight of the Month
- Questions

Contracts/Procurement over \$100K

CONTRACTS / PURCHASE ORDERS				
CONTRACT # / PO #	COMPANY NAME	ACTION	DESCRIPTION	AWARD AMOUNT
PL-PS-23-001	TDG Engineering, Inc.	Awarded Contract	Wayfinding System Planning & Design	\$167,577.00

- Planning and design of SMART's new wayfinding system
 - Supports first and last mile connections
- Competitive RFP resulted in contract award to TDG Engineering Inc.
 - \$167,577

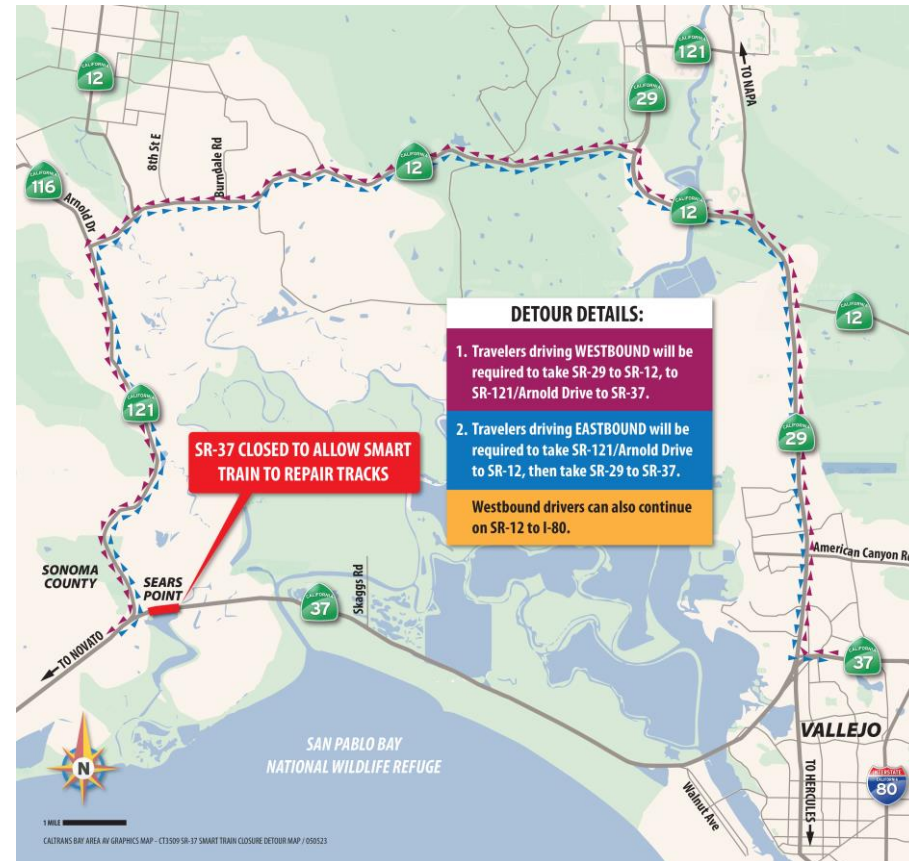
Contracts/Procurement over \$100K

AMENDMENTS / CHANGE ORDERS					
CONTRACT # / PO #	COMPANY NAME	ACTION	DESCRIPTION	AMOUNT INCREASED	NEW AMOUNT
OP-SV-20-001	West Coast Arborists, Inc.	Executed Amendment No. 2	On-Call Tree Trimming, Tree Removal, Arborist Services	\$30,000.00	\$130,000.00

- Contract for tree trimming, tree removal, and arborist services
- Amendment extends terms of agreement one year
 - Amendment Amount = \$30,000
 - New Contract Amount = \$130,000

Hwy 37 Closure

- Saturday May 20th at 3 AM to Sunday May 21st at 11 AM
 - 32-hour closure
- Grade crossing repair near Sears Point (Sonoma Raceway)
- Press release posted and multiple detour signs placed throughout area
 - Hwy 29
 - Hwy 12
 - Hwy 121/Arnold Drive
 - Hwy 37



Parking Utilization

5 Day Average Apr 24 – Apr 28

Station	Available	2019	2021	2023
Larkspur	41		4.9%	13%
Hamilton	115	1.4%	0.9%	4.5%
San Marin	43	8.4%	3.0%	19.5%
Petaluma	49	49.6%	10.8%	73.1%
Rohnert Park	113	8.8%	1.2%	30.3%
Airport	53	49.1%	20.8%	50.6%
Total	373	17.6%	5.3%	29.6%

Parking Utilization

Peak Utilization Apr 24 – Apr 28

Station	Available	2019	2021	2023
Larkspur	41		4.9%	22%
Hamilton	115	1.4%	0.9%	6.1%
San Marin	43	8.4%	3.0%	25.6%
Petaluma	49	49.6%	10.8%	83.7%
Rohnert Park	113	8.8%	1.2%	35.4%
Airport	53	49.1%	20.8%	67.9%
Total	373	17.6%	5.3%	36.2%

Ridership Report



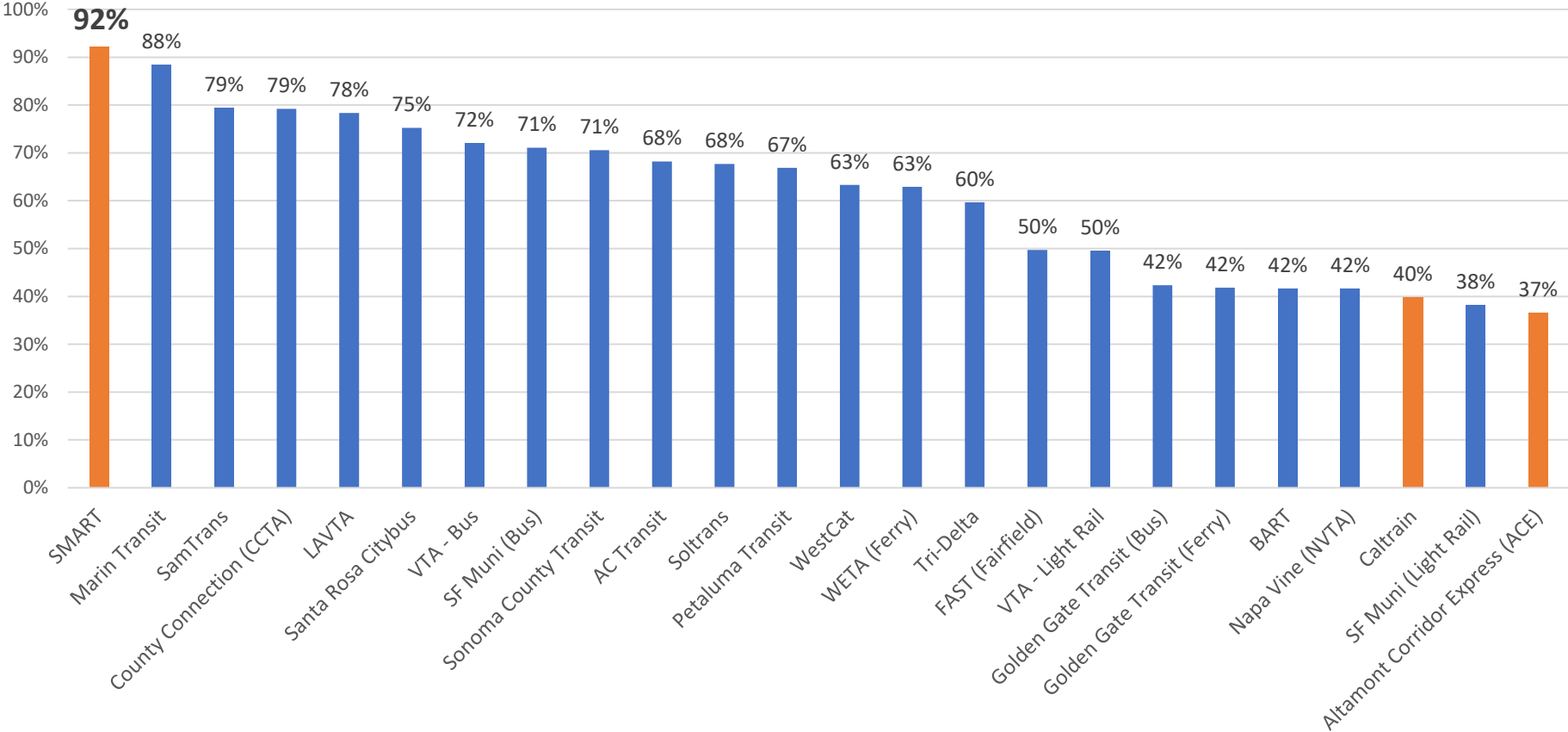
Downtown Petaluma



Butter & Eggs Day



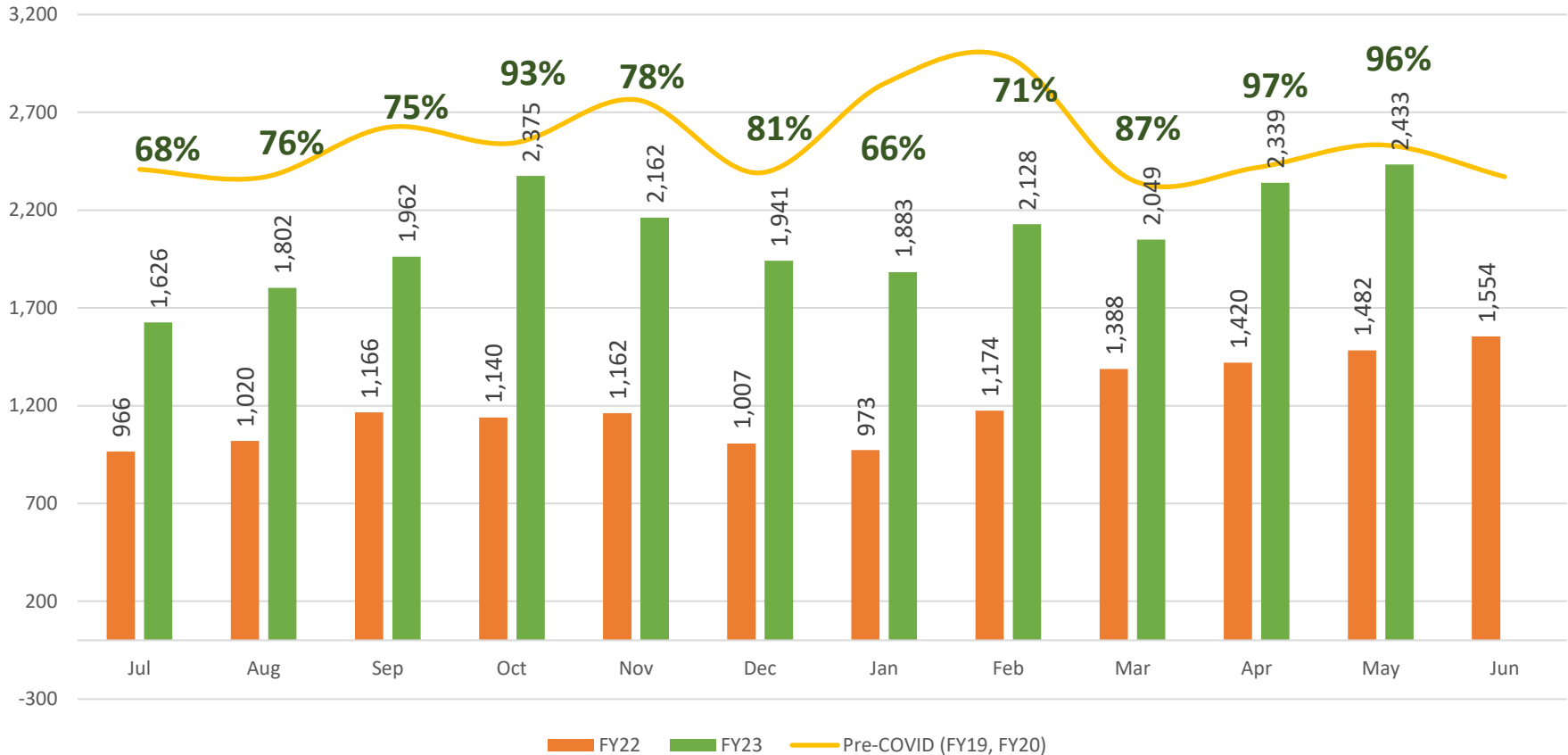
Ridership Recovery (Mar 2023 v Mar 2019)



March 2023: SMART had highest ridership recovery rate in the Bay Area.



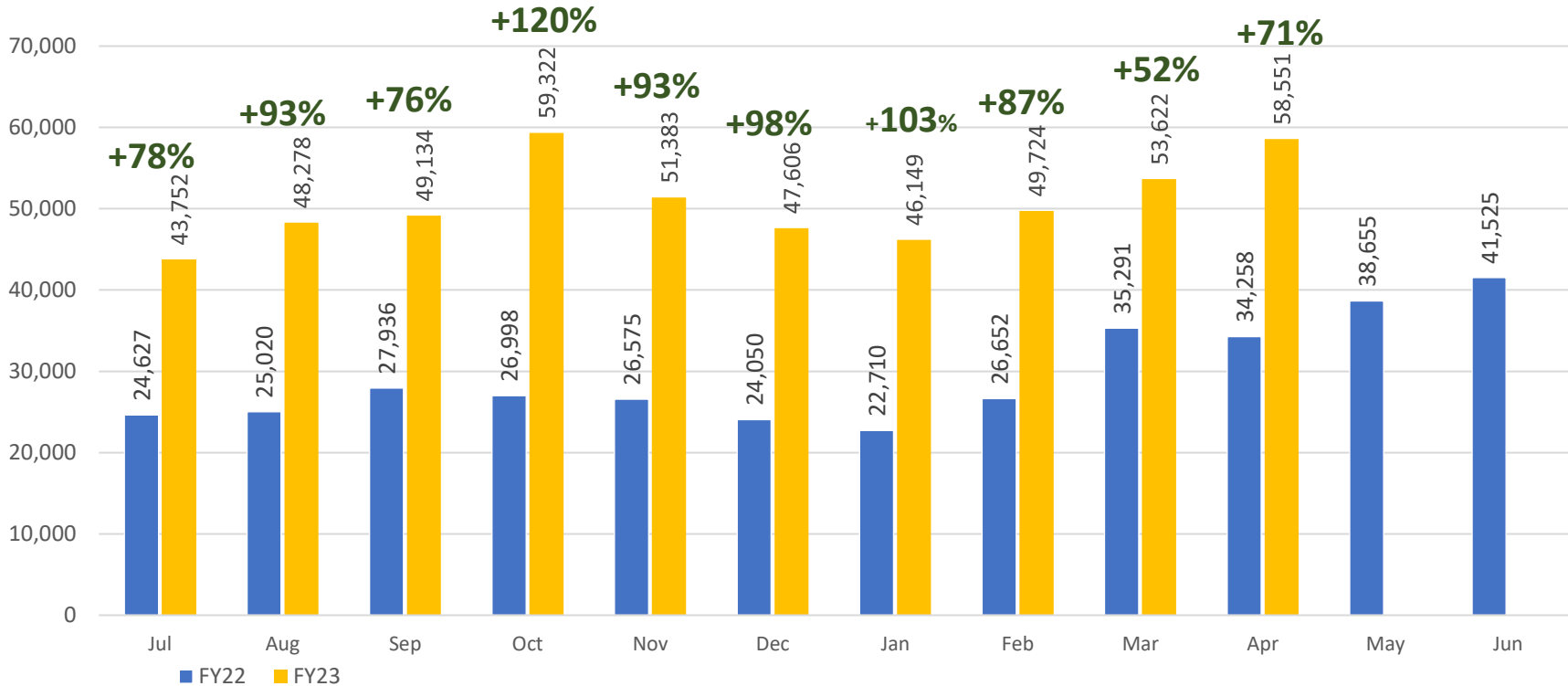
Average Weekday Ridership



- April Average Weekday ridership: 2,339
 - 97% of pre-COVID (April 2019)
- May Average Weekday ridership (to date): 2,433



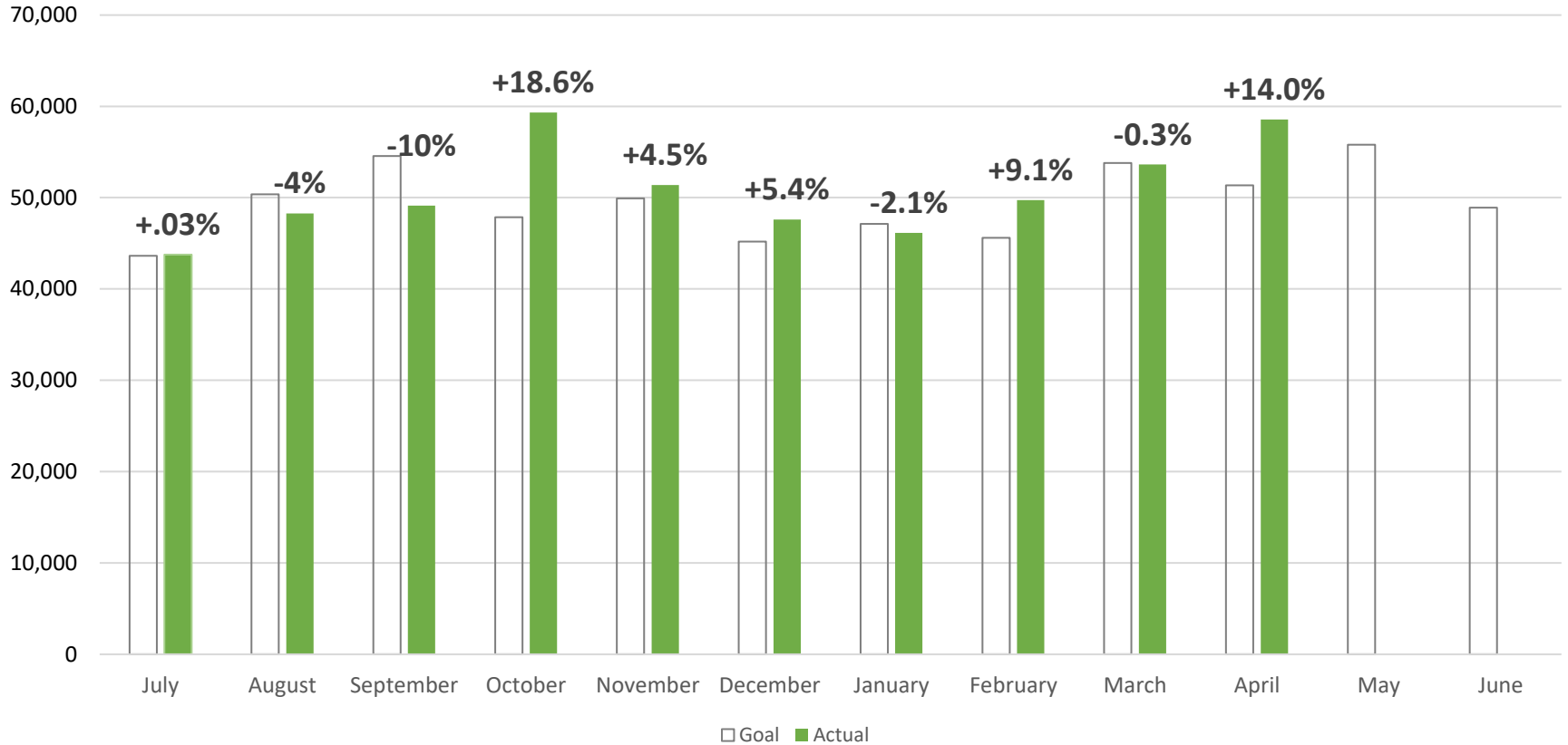
Monthly Ridership



- April ridership = 58,551
 - Up 71% over April 22
- FY23 ridership through April = 507,521
 - Ridership to date up 85% over FY22



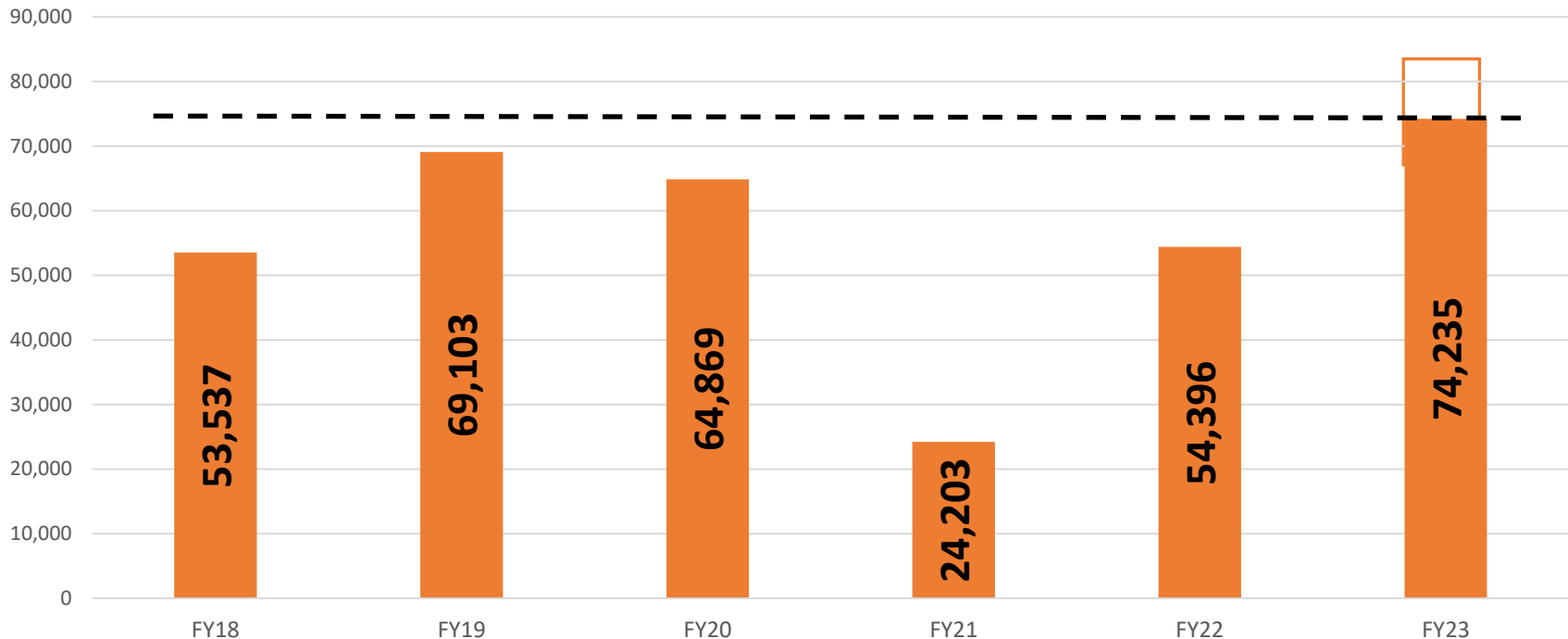
FY 23 Annual Ridership Goal



- SMART forecasted a 68% ridership increase for FY23 (594,000 riders)
- Trending 3.7% above goal year-to-date
- FY23 ridership through April = 507,521



Bikes on Board



- FY23 bike boardings = 74,235
 - Previous record (FY19) = 69,103
 - FY23 bike boardings 7.4% higher than FY19
- Projected to carry over 90,000 bikes in FY23
 - 30% higher than previous record

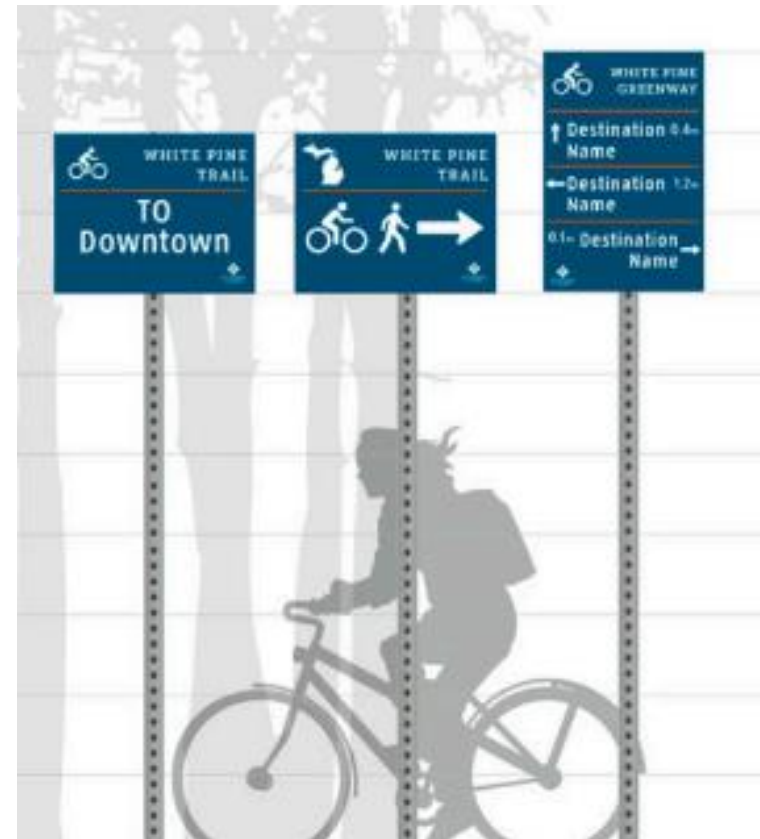
Pathway Wayfinding Update

Project objectives

- Identify wayfinding needs and challenges
- Craft a uniform identity and visual language
- Develop a comprehensive wayfinding plan that SMART can implement

Public Outreach

- Community input through a pathway intercept survey
- Public engagement meetings throughout the process
- First meeting will be in mid-June



Starlighter Service



- Starlighter service began on Friday, May 4th
- Averaging 67 riders per night
- Added service should tap new market and boost ridership on earlier trips
- Continue marketing Friday and Saturday evening destinations



Community Events



- 3 events attended
 - Cloverdale Citrus Fair, Petaluma Butter & Eggs Day, San Rafael May Madness
- 7 upcoming events scheduled
 - Bike to work day, Novato Art, Wine, and Music Festival, Marin County Fair, Santa Rosa Senior Expo, National Night Out, Sonoma County Fair, and Marin Senior Fair

SMART Connect



- Soft launch begins Monday June 12th
- Ribbon Cutting Ceremony Friday, June 16th, at 3 PM



Highlight of the Month

LOCAL GOV'T CHAMPION
JOANNE PARKER
GRANTS & LEGISLATION MANAGER
SONOMA-MARIN AREA RAIL
TRANSIT DISTRICT



JOANNE BUILDS PARTNERSHIPS ACROSS JURISDICTIONS AND AGENCIES SO THAT [THE SONOMA-MARIN TRANSIT DISTRICT] CAN EFFECTIVELY LEVERAGE LOCAL DOLLARS TO QUALIFY FOR STATE AND FEDERAL FUNDS. JOANNE DESERVES RECOGNITION FOR DEDICATING HER CAREER TO PUBLIC SERVICE, HELPING MAKE THE SMART TRAIN AND MULTI-MODAL PATHWAY A REALITY, WORKING TIRELESSLY WITH MULTIPLE CITIES AND AGENCIES, AND HELPING SONOMA AND MARIN COUNTIES MEET OUR TRANSPORTATION AND CLIMATE RESILIENCY GOALS.



Great Work!



Questions?

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