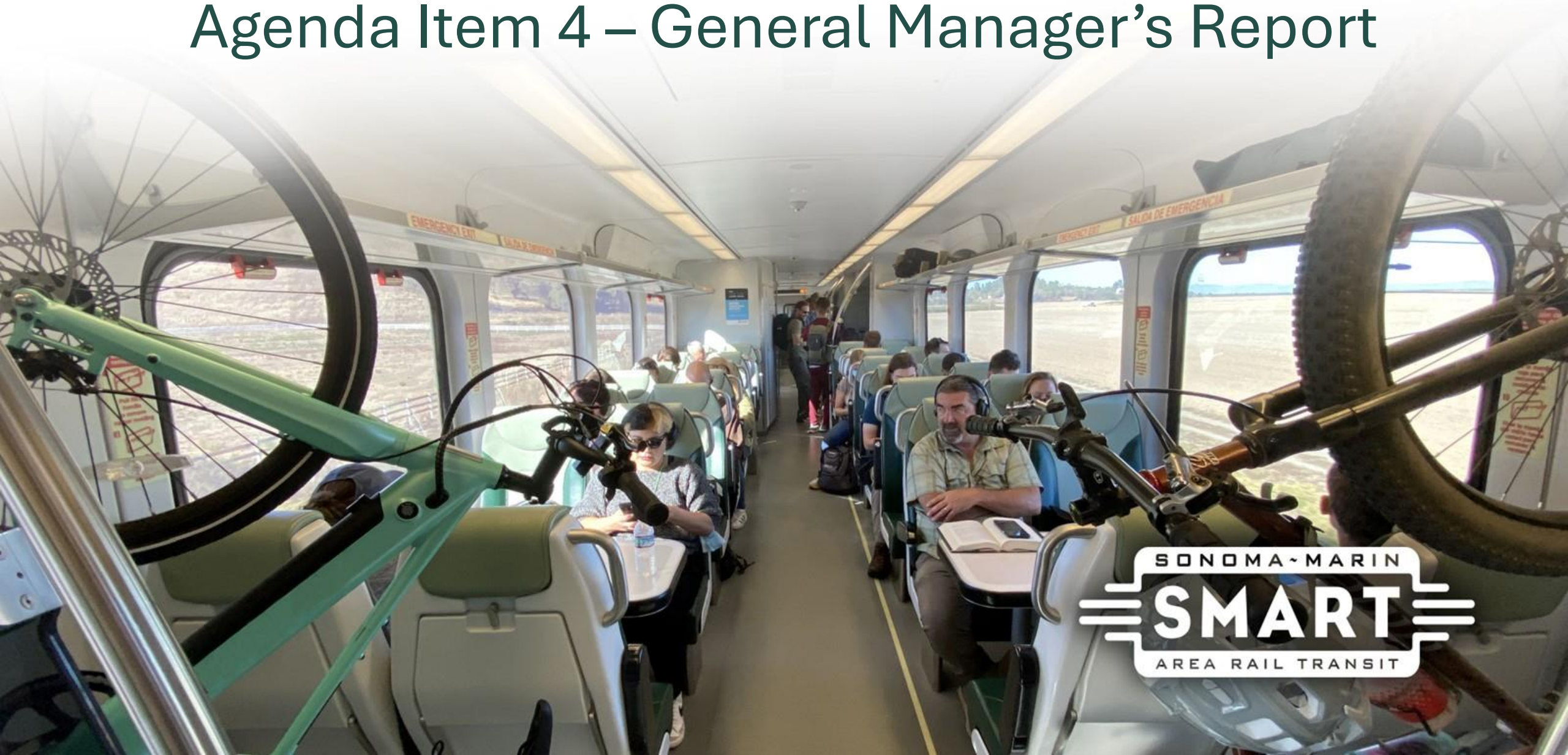


SMART Board of Directors Meeting

Agenda Item 4 – General Manager's Report



General Manager's Report

- Ridership Report
- Real-Time Information
- Pathway Litigation
- Farewell to Leti Rosas
- Highlight of the Month
 - Marin County Fair
 - Winsor Kaboom!
- Questions



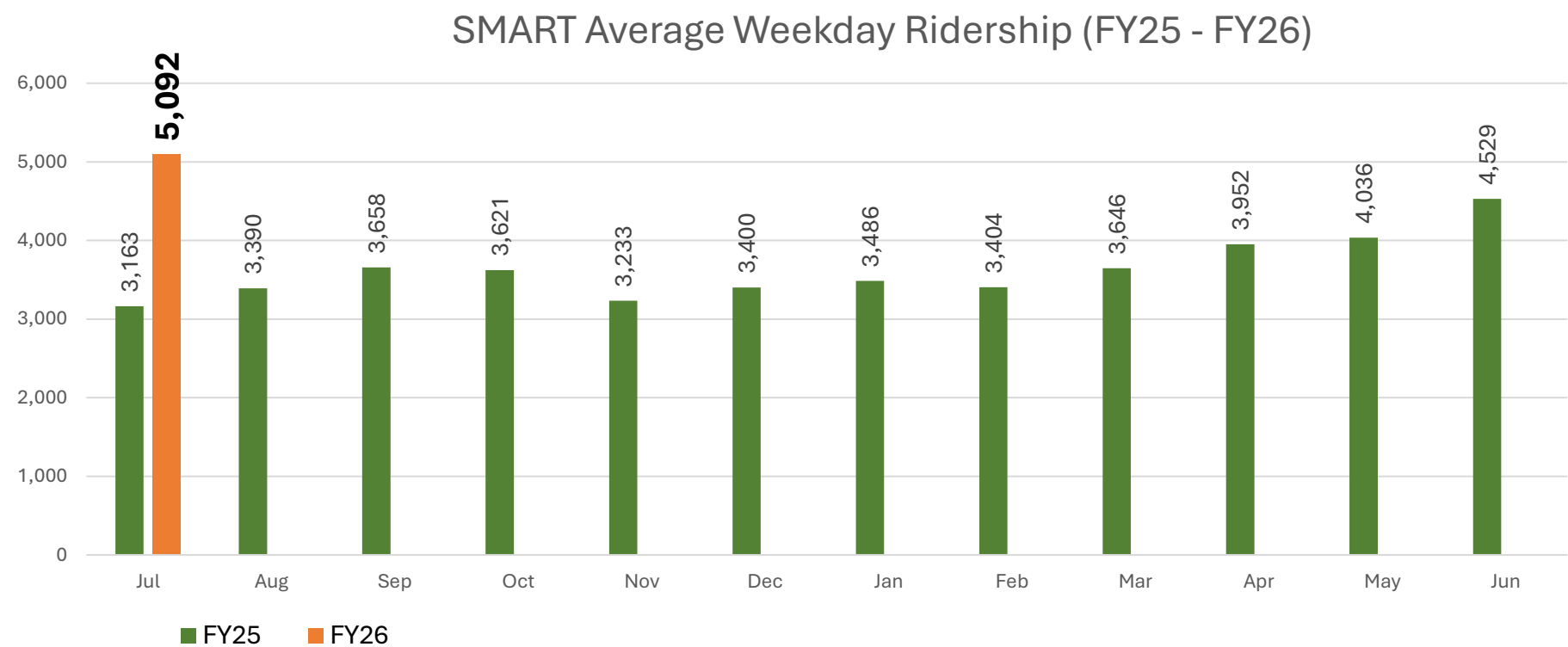
Average Weekday Ridership

June Average Weekday ridership: 4,529

- 45% over June 2024

July Average Weekday ridership to date: 5,092

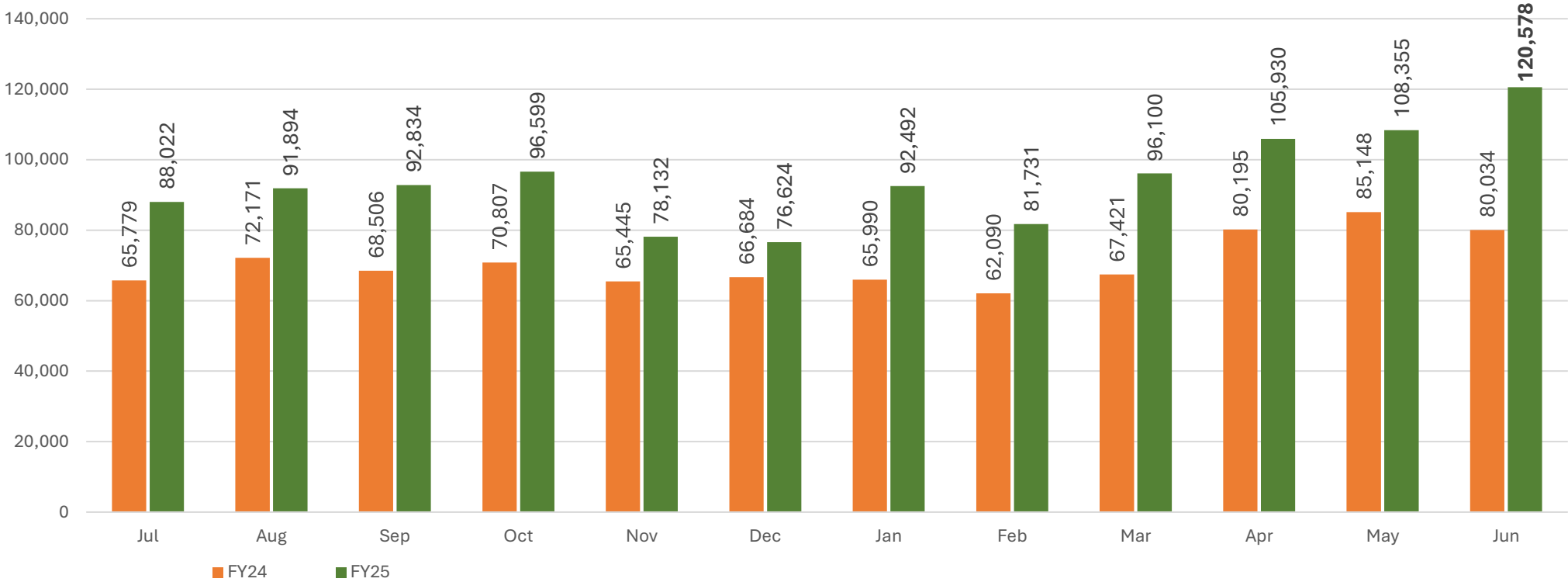
- 61% over July 2024



SMART Ridership (Monthly)

June ridership = 120,578

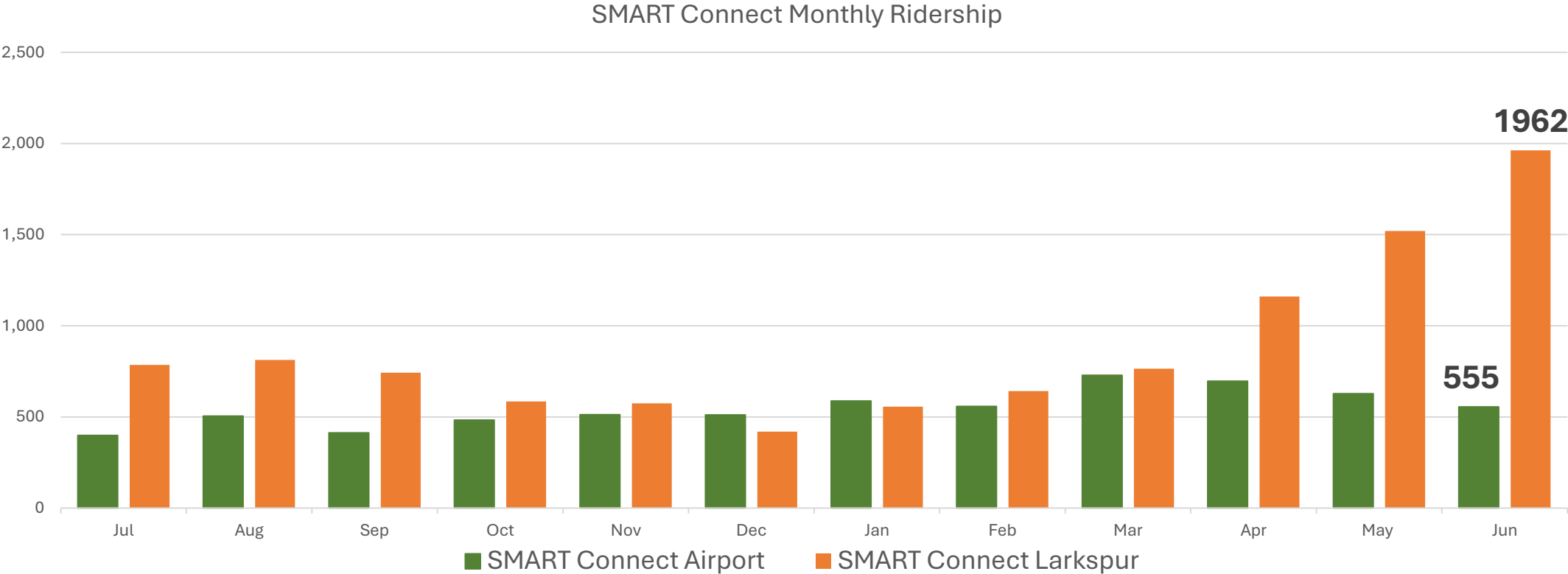
- 51% higher than June 2024
- 116% higher than June 2019 (double pre-COVID)
- New monthly record!
- 3rd straight month over 100K



SMART Connect Ridership

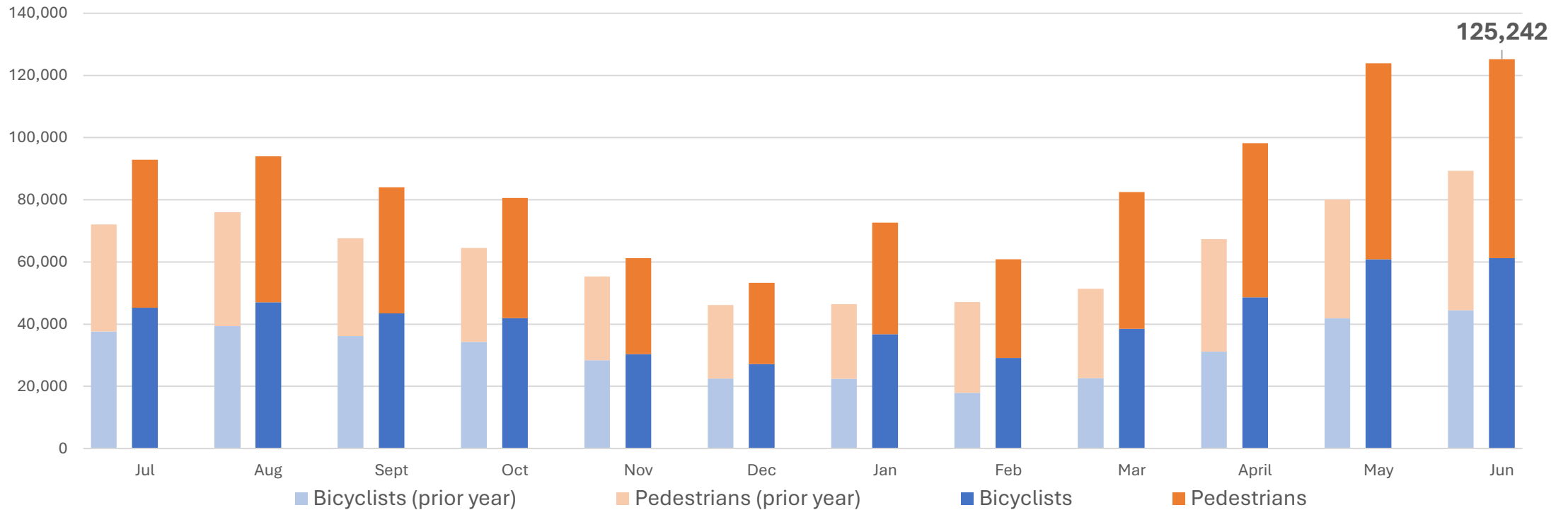
June Total Connect Ridership: 2,517

- Large increase in Larkspur Connect ridership due to service expansion to 7 days

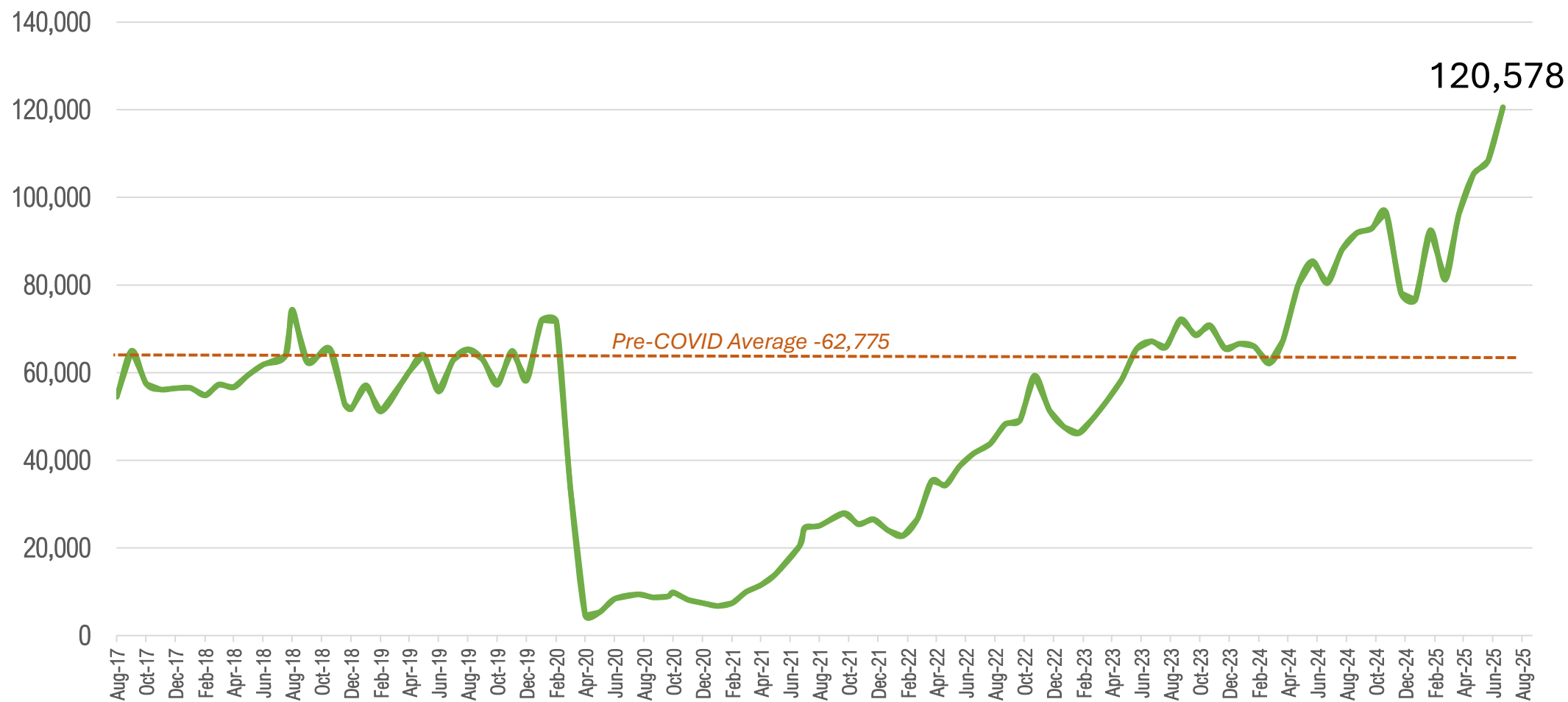


SMART Pathway Counts

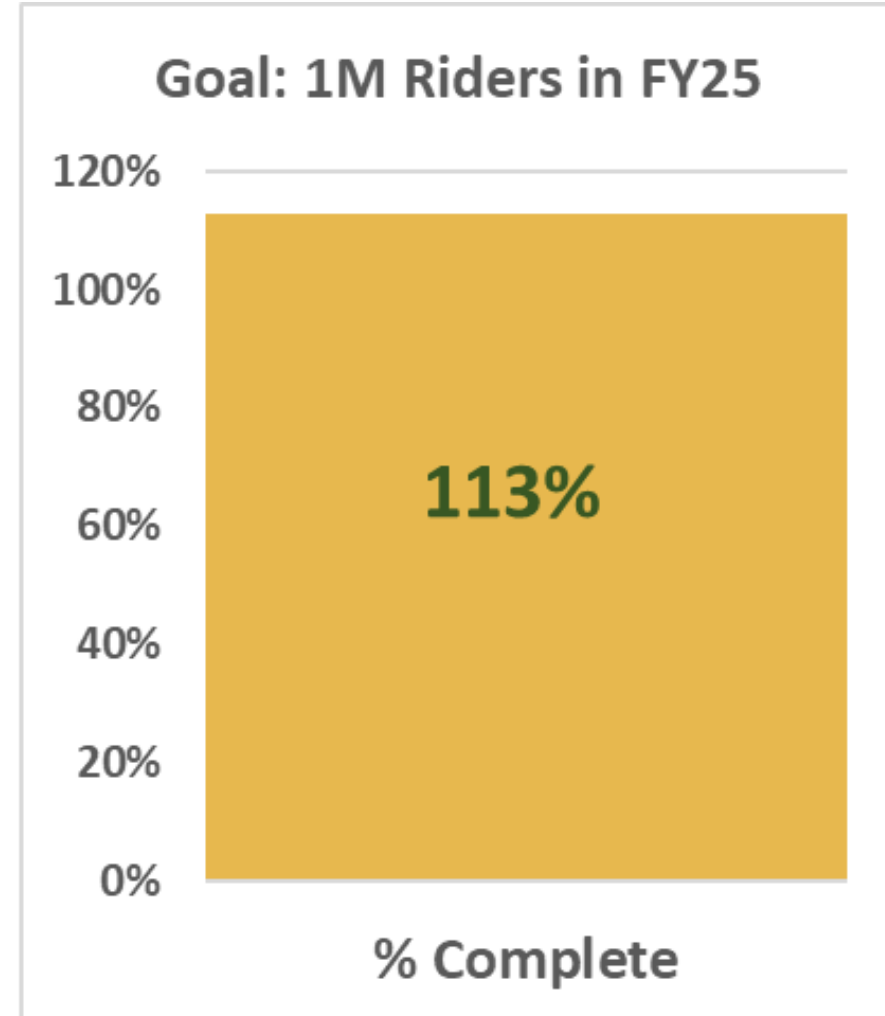
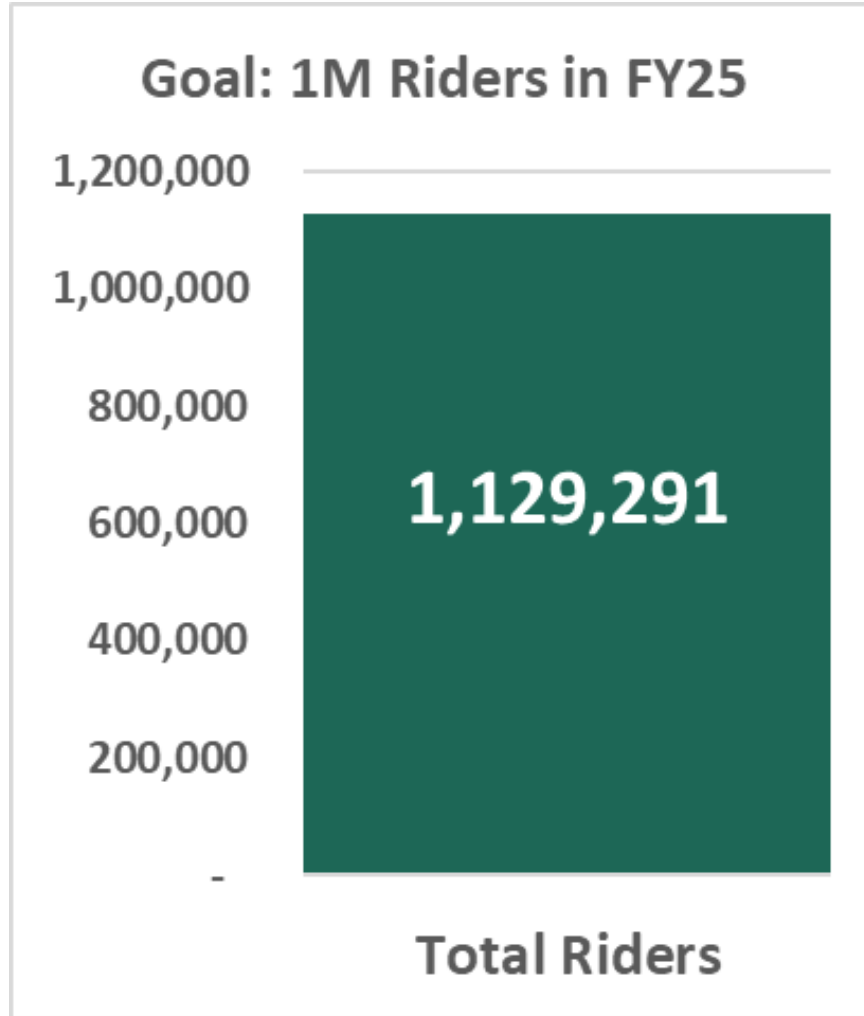
- June pathway trips = 125,242
- New record for highest monthly trip count
- Over 1 million pathway trips in FY25!



Ridership Recovery

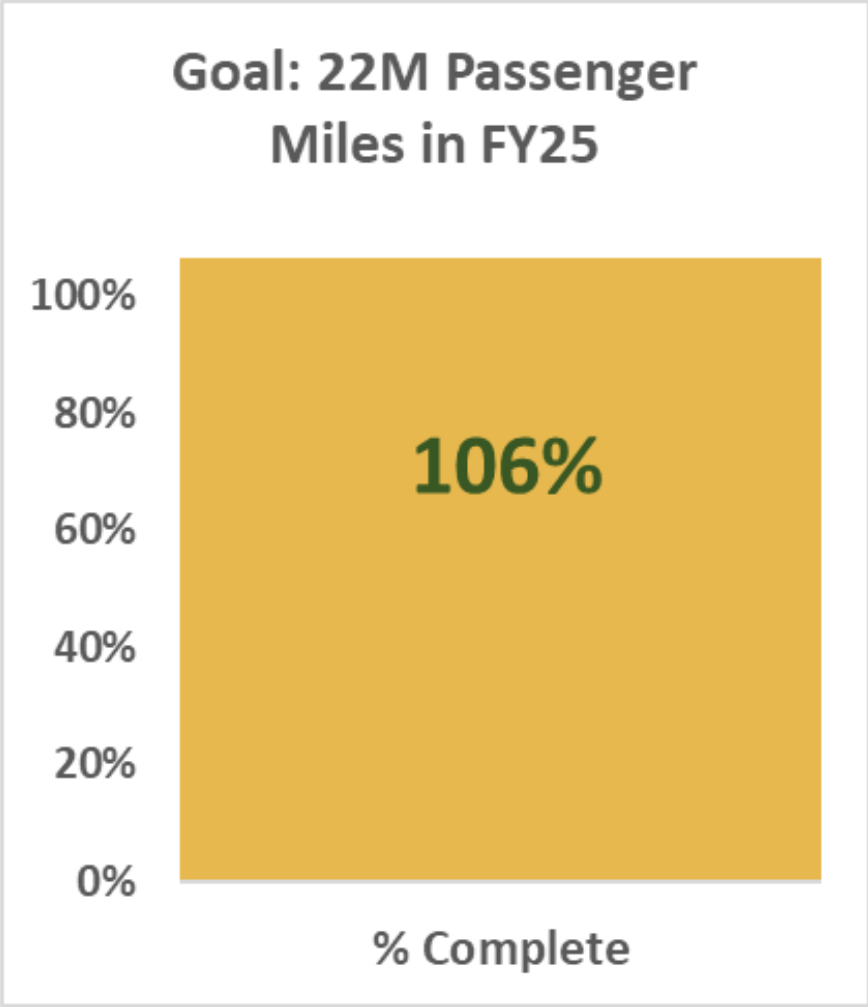
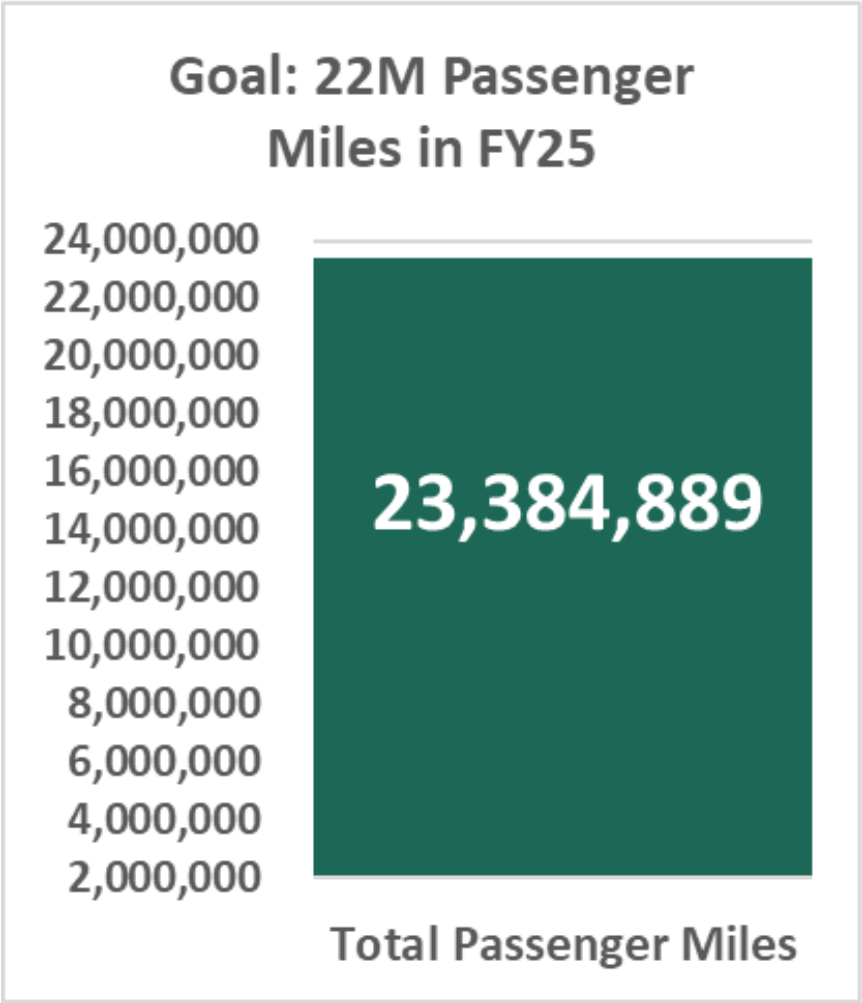


SMART to 1 Million Riders (FY25)



SMART to 22 Million PMT (FY25)

ACHIEVED

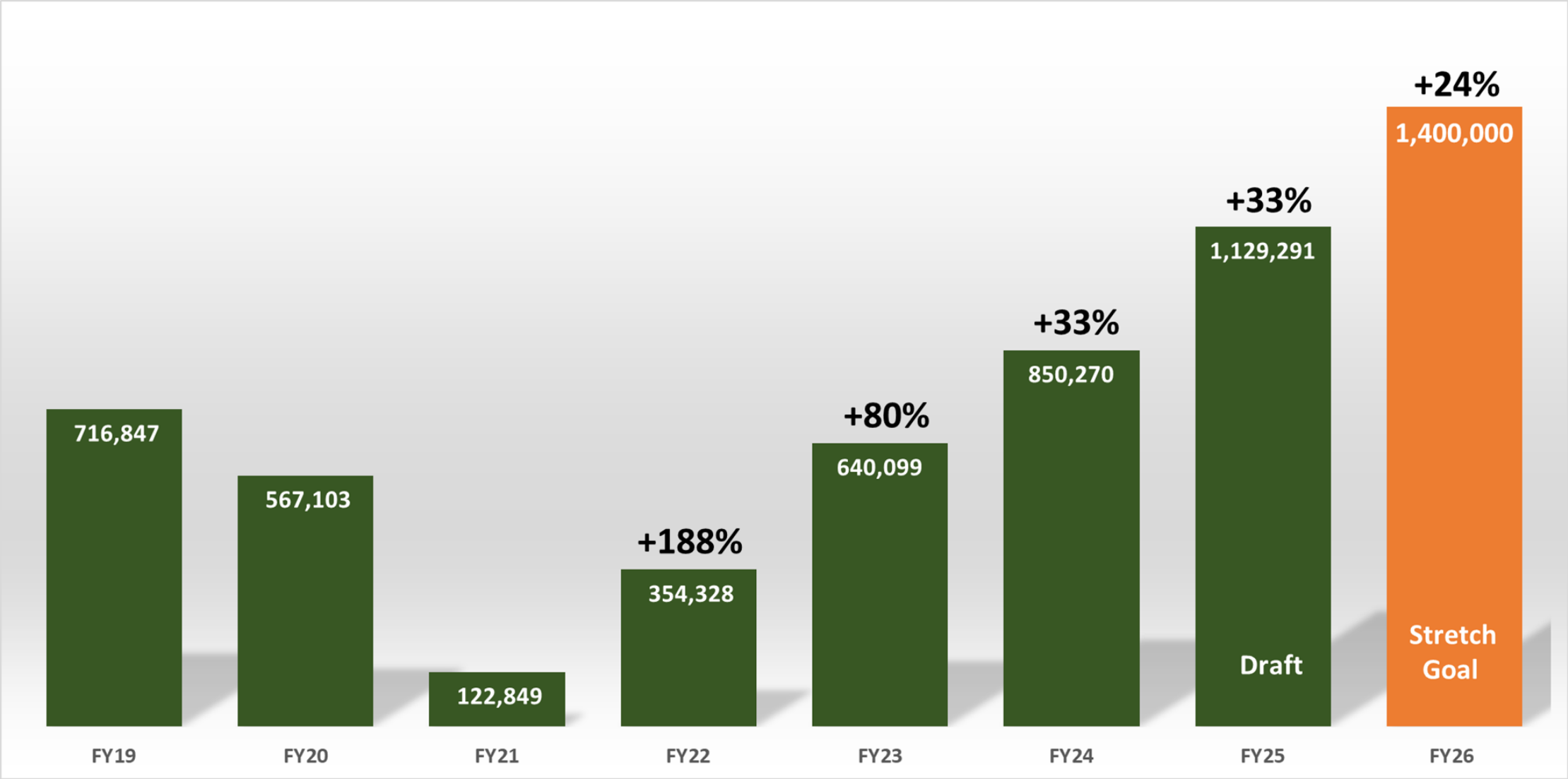


Windsor Ridership

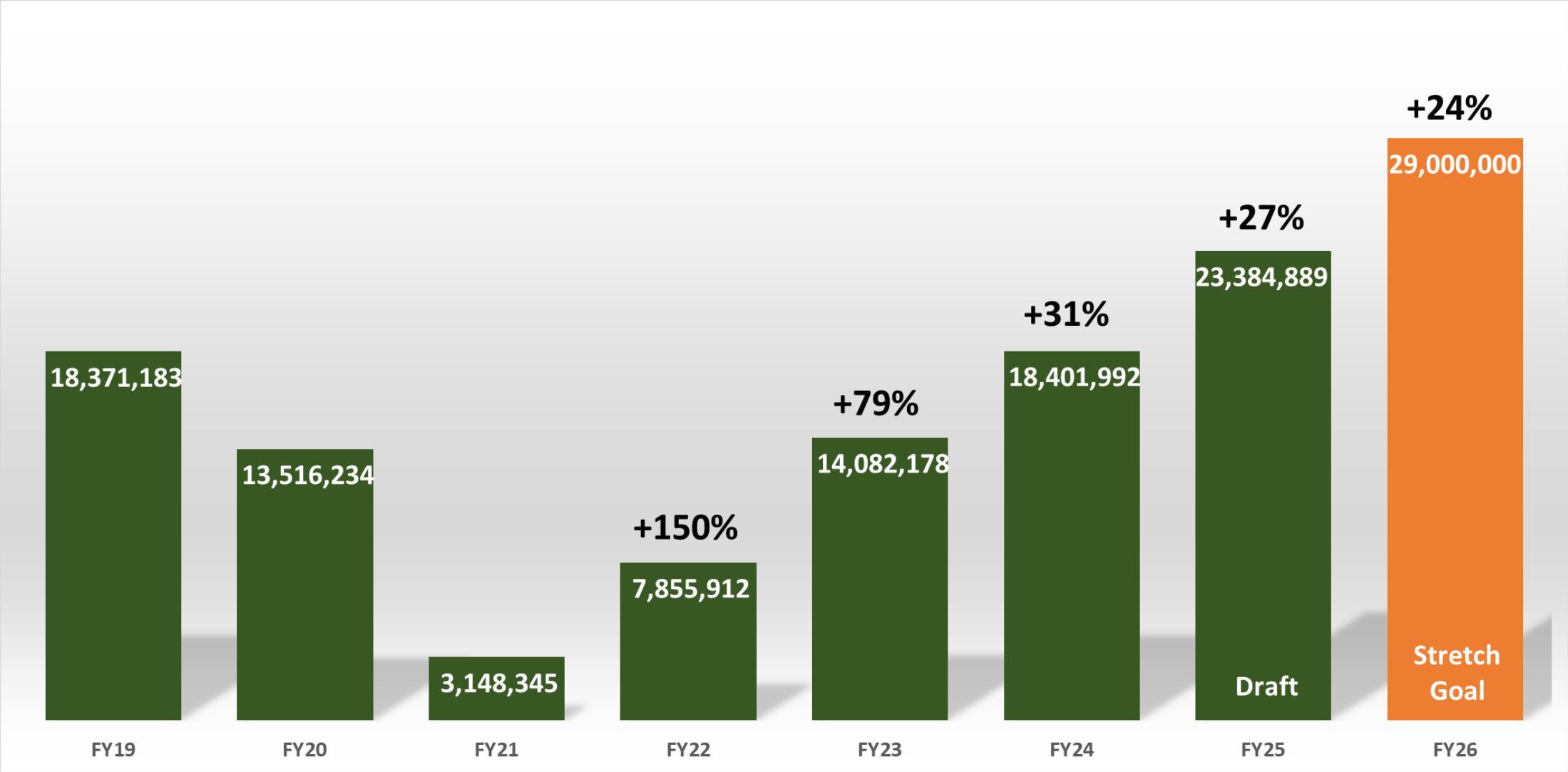
- Windsor ridership increasing steadily since opening on May 30
 - Average weekday boardings: 366 (total activity 750)
 - Average weekend trips: 317 (total activity 700)
- Busiest trips are early afternoon:
 - 2:17pm SB & 3:43pm NB on weekdays
 - 2:51pm SB & 2:32pm NB on weekends
- Windsor currently the 5th busiest station on weekdays and 4th busiest on weekends of our 14 stations
- Since Windsor opening, Santa Rosa Downtown has become the busiest station on weekdays, with 558 average weekday boardings (total activity = 1,155)



Ridership Growth

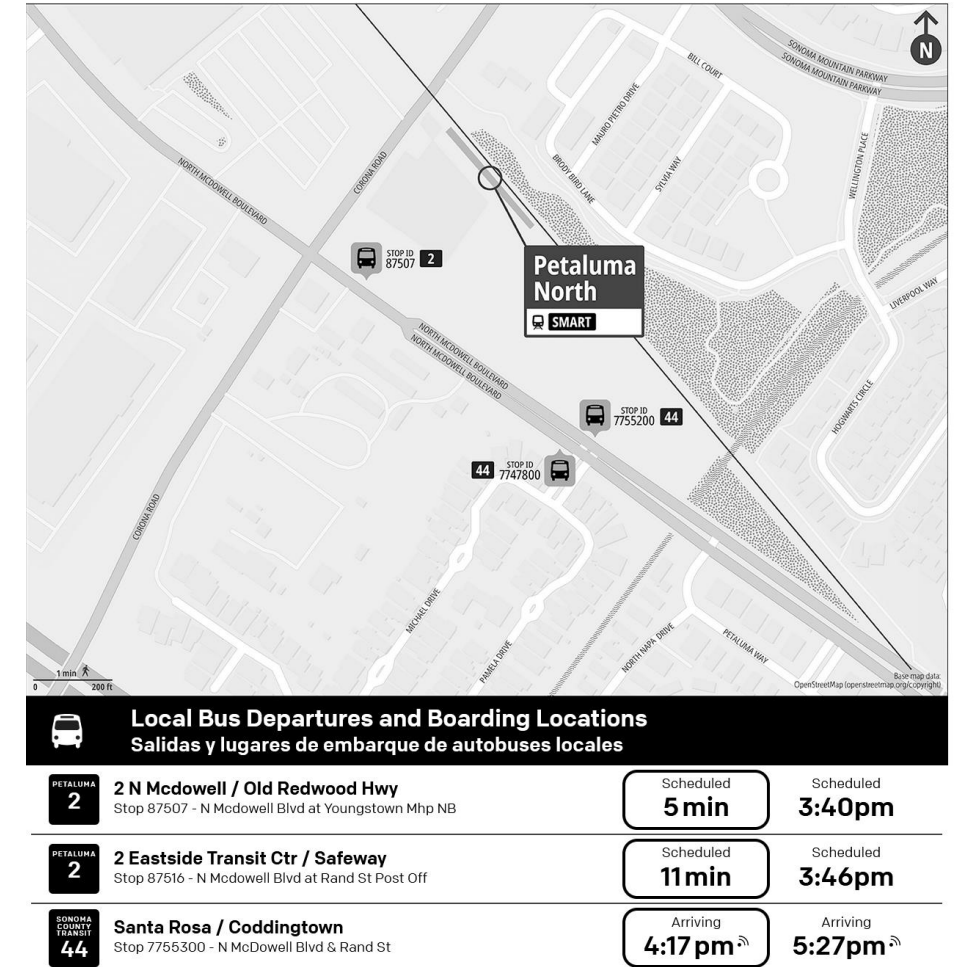


Passenger Miles Growth



Real-time Transit Connection Information

- SMART installed real-time information signs at all of our stations in Spring 2025
- In June, we added information to the signs showing real-time connecting information for local bus and ferry
- SMART is the first transit agency in the region to show real-time connecting transit service info systemwide
- This supports the ongoing work to improve system integration and will complement the new regional wayfinding standards

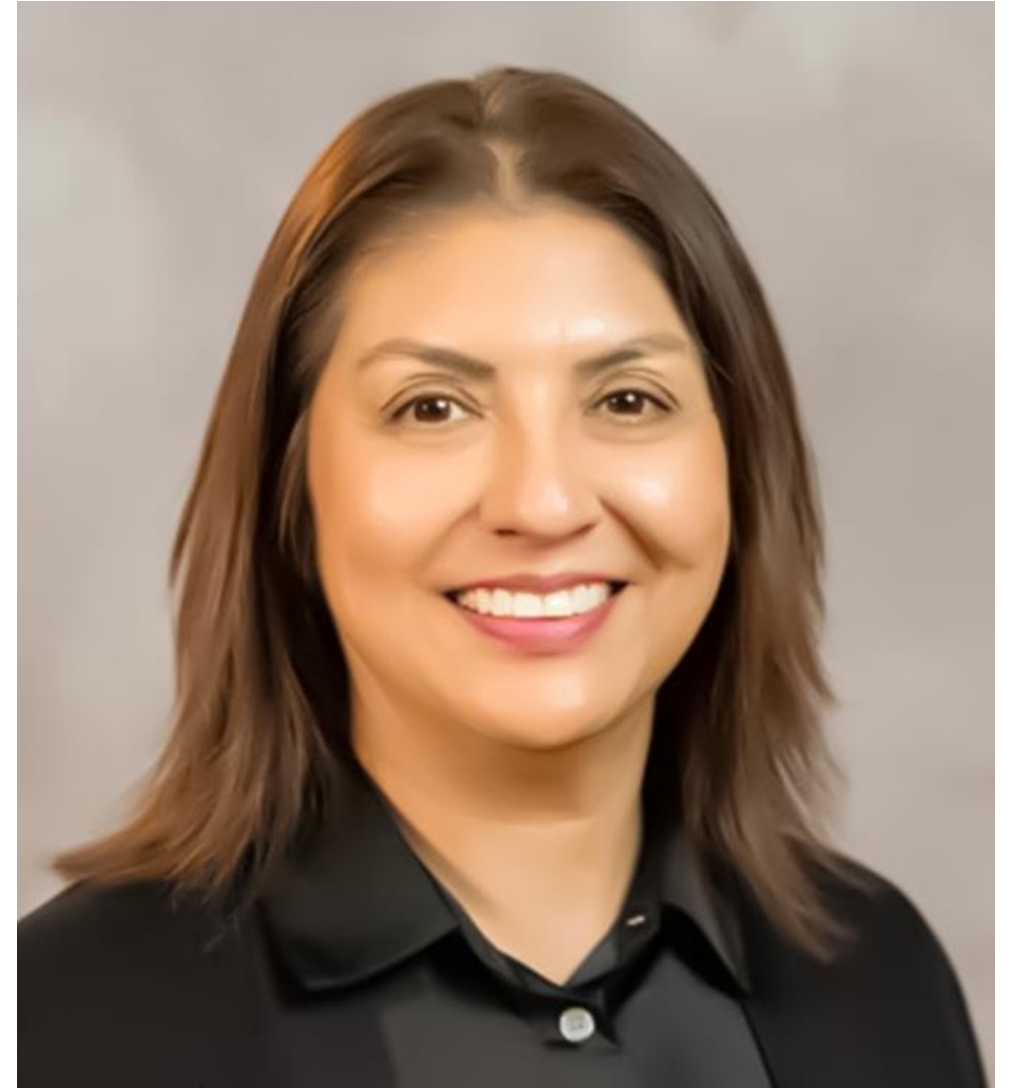


Pathway Litigation

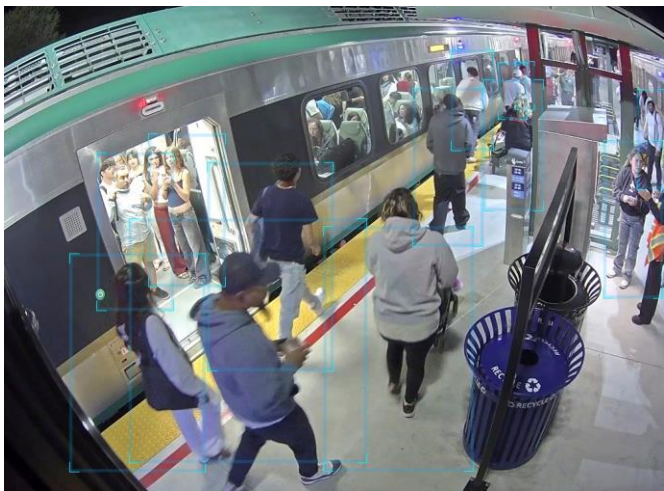


Farewell to Leti Rosas

- Hired: October 25, 2010
 - Administrative Assistant (Santa Rosa Office)
- Promoted: November 15, 2011
 - Senior Administrative Assistant
- Promoted: June 11, 2013
 - Clerk of the Board/Executive Assistant to GM
- Last day: July 23, 2025
- Tenure: 14 years and 9 months
 - Pre-construction
 - Construction
 - DMU procurement
 - Start of service
 - Fires and floods
 - Larkspur extension
 - Pandemic
 - Ridership recovery
 - Windsor extension



Highlight of the Month – Holiday Ridership



Marin County Fair Service

- Partnered with County of Marin to run three additional trips post-fireworks to support the Marin County Fair
- The additional night service carried **2,705** riders
 - **58%** higher than last year.
- Busiest day was Friday, July 4th
 - **837** post-fireworks boardings
- Provided over **6,700** trips to/from Marin Civic Center Station over 5 days



Marin County Fair
July 2-6, 2025

Take SMART to the Fireworks
Viaja a los fuegos artificiales

Special evening trains
Trenes nocturnos especiales

SONOMA-MARIN
SMART
AREA RAIL TRANSIT

sonomamarintrain.org/fireworks

A vibrant illustration featuring various insects including caterpillars, ladybugs, bees, and beetles. They are arranged around a white, curved, ribbon-like shape that resembles a train track or a path. The background is a solid blue color.

SMART Service to Kaboom!

- Partnered with the Town of Windsor to run late night service following the Kaboom! Fireworks celebration on Wednesday, July 3rd
- Due to high demand, SMART ran an overflow train after the initial 3-car train filled
 - **650** boardings
- Provided approximately **1,300** extra trips to/from Windsor Station



Thursday, July 3
Jueves 3 de julio

WINDSOR
KABOOM!

SONOMA-MARIN
SMART
AREA RAIL TRANSIT

Take SMART to the Fireworks
Viaja a los fuegos artificiales
10:50 PM

Southbound Traveling to Downtown Petaluma
Hacia el sur viajando a Petaluma Centro
sonomamarintrain.org/fireworks

Record Ridership Week

- High ridership to the Marin County Fair, Kaboom, combined with the “Windsor Effect” brought a week of record ridership for SMART!
 - Wednesday – exceeded 6,500 boardings **(6,527)**
 - Thursday – exceeded 8,000 boardings **(8,160)**
 - Sunday – highest Sunday ever **(3,593)**
 - Highest week ever for SMART, over 35,000 **(35,134)**



Questions?



www.sonomamarintrain.org



Customer Service:

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(707) 794-3330