



# SMART

Your train has arrived.

## Sonoma-Marín Area Rail Transit District

### General Manager's Report – April 2018

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MARCH 2018

# 100%

## On-Time Performance



## Larkspur Extension Project

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- Civil Design work is almost complete and the systems design is in progress.
- Work continues at the Larkspur Station with site preparation and the construction of the retaining walls and the station platform foundation.
- Workers have constructed abutment at the north ends of Unnamed Channel Bridge.
- Andersen Drive construction is ongoing.
- Ductbank Installation from Auburn Street to Andersen Drive is ongoing.
- Cal Park Tunnel grading and tunnel lighting installation is underway.



Aerial view of Andersen Drive Construction



Andersen Drive construction



Ductbak Installation between Auburn Street and Andersen Drive



Concrete placement for the north bridge abutment at the Unnamed Channel



Larkspur station Platform construction



Cal Park Tunnel grading work

## COMMUNITY OUTREACH

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### **Community Outreach | Presentations and Community Events**

Spring has arrived in Marin and Sonoma counties, bringing beautiful weather and many opportunities for SMART's community outreach team to connect with the public through events and presentations. April marks the beginning of the energetic fair and event season that continues on into the warm summer months. This month, SMART's outreach staff has participated in a number of events celebrating Earth Day, providing an opportunity to share with our community the benefits of alternative modes of transportation provided by the SMART train and multi-use pathway.

Since the last SMART Board meeting, outreach staff has participated in the following community events and presentations:

- April 18 | Sonoma State University Student Activity Center Earth Day (Rohnert Park)
- April 16 | Sonoma State University Earth Day Fair (Rohnert Park)
- April 14 | Community SAIF Event (Rohnert Park)
- April 13 | Safety Presentation at Meadow View Elementary School (Santa Rosa)
- April 13 | Sonoma Family Life Expo (Santa Rosa)
- April 12 | Safety Pop-up at Petaluma Downtown Station (Petaluma)
- April 9 | Safety Presentation at Morrice Schaefer Charter School (Santa Rosa)
- April 7 | Safety Presentation for Boy Scout Troop (Rohnert Park)
- April 3 | CalRTA Presentation (Santa Rosa)
- March 30 | Group Trip Platform Safety Briefing, Loma Vista Immersion Academy (Petaluma Platform)

### **Community Outreach | Safety Education and Awareness**

SMART's Communications and Marketing team operates with safety always at the forefront of our outreach efforts. Safety cards given out at community events contain short messages that encourage the public to "think safety first" on platforms and near all tracks and trains. Social media allows SMART to share posts that create conversations with our followers encouraging safe practices.

With many students enjoying time off from school for Spring Break, families are taking the opportunity to explore Marin and Sonoma on the SMART train. SMART's community outreach team has hosted multiple safety pop-ups to share safety information on station platforms in a fun and refreshing way. In addition to safety tips, children receive SMART safety activity books and safety-themed giveaways, such as reflective slapstick bracelets. Safety pop-ups occur each month, alternating between different stations.

SMART remains active in school communities, providing free rail safety presentations to schools in Marin and Sonoma Counties. Students learn about safety on SMART trains and platforms, signs and signals near railroads and crossings, and where you can cross the tracks safely and legally. SMART's safety outreach also includes presentations to community groups, with presentations tailored to specific audiences.





*SMART's Outreach Assistant Isabella Clegg talks about rail safety with Boy Scouts this month. Presentations to community groups is part of SMART's safety outreach program.*

SMART's outreach team also helps with large group trips, such as school field trips. In addition to assisting with planning trips and using the mobile app to purchase multiple e-tickets, our outreach team also provides on-site platform safety briefings. These safety briefings have been well received and are now a popular pit stop for those taking group trips, from seniors to students. In addition to safety tips, our team answers questions about the system and provides SMART-branded giveaways, making the trips both enjoyable and informative.

SMART's community outreach team also conducted a wave of safety canvassing in advance of the start of overnight testing for freight operator Northwestern Pacific Railroad Company's Positive Train Control system. This included the Sheraton Hotel in Petaluma, located near areas where the train horn would frequently sound during testing times.



*Students from Loma Vista Immersion Academy (pictured at left) recently made the SMART train part of their field trip from Petaluma to downtown Santa Rosa. The group received a safety briefing before starting their trip.*



# MARKETING

## Marketing Programs | SMART Advertising

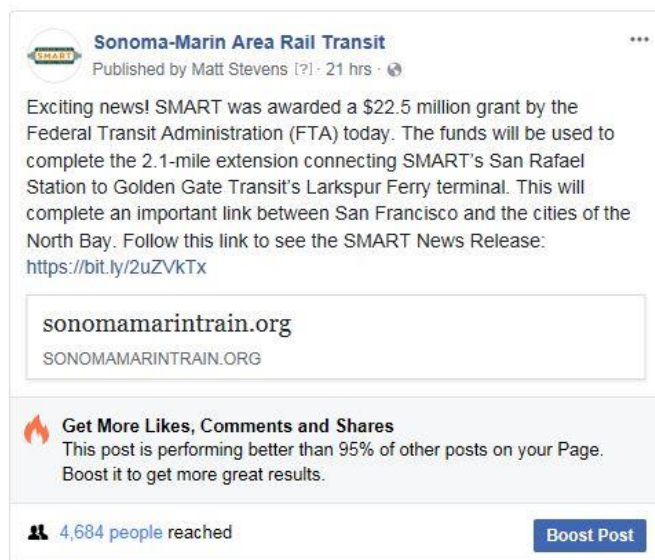
SMART’s Communications and Marketing team is gearing up for the next wave of marketing programs, including events and campaigns focused on expanding ridership and preparing for the Larkspur extension.

SMART’s Reasons to Ride campaign will kick off as the agency approaches its half-million passenger mark, a major milestone in the successful launch of our passenger service. SMART’s ridership campaign kickoff begins with testimonials from our biggest fans: our riders. Our riders tell us how the arrival of SMART train service has truly changed their quality of life for the better. Reasons to Ride will share those stories with our community.

Advertising sales on SMART trains and at stations remain strong, with high demand for our available spaces. This month included several advertising message changes, with advertisers gearing up for the summer.

## Digital Programs | Social Media

On social media, SMART regularly posts content that prepares riders to get on board the SMART train. Clipper and the SMART eTickets app, our two fare payment options, are often promoted on Facebook and Twitter.



SMART’s most popular post since the last board meeting was the news regarding our \$22.5 million grant for the Larkspur extension, with a reach of more than 4,600. The news generated drew overwhelmingly positive comments.

In April, SMART also regularly featured transit connections to highlight first- and last-mile connections, including Santa Rosa CityBus’s connections at SMART’s Santa Rosa Downtown and Santa Rosa North stations. SMART’s post regarding the freight operator’s

PTC testing also had a significant reach of more than 3,000. The link to SMART’s advisory in that FB post was clicked about 400 times. A few commenters asked general questions about the testing. Comments were largely neutral in tone, with no noise complaints during the initial phase or freight’s night testing that began at the end of March.



## Media | News Coverage

- April 10, *SMART Gets Grant For Rail Service To Larkspur* (KPIX/CBS Channel 5)
- April 10, *SMART gets \$22.5M federal grant for Larkspur rail extension* (North Bay Business Journal)
- April 10, *SMART Larkspur extension secures FTA funding* (International Railway Journal)
- April 9, *SMART gets \$22.5 million federal grant for Larkspur rail extension* (Santa Rosa Press Democrat)
- April 9, *SMART railroad wins funding to extend to Larkspur ferry terminal* (SF Chronicle/SF Gate)
- April 9, *SMART Gets Grant To Connect Train Service From San Rafael To Larkspur* (SF Gate)
- April 9, *Federal funds released for SMART's Larkspur link* (Marin Independent Journal)
- April 9, *Larkspur SMART extension funded, due open by 2019* (Bay City News/SFBay.ca)
- April 9, *SMART Gets Grant For Larkspur Extension* (Larkspur Patch)
- April 9, *CA: Lyft discount extended for Marin train riders* (Mass Transit Magazine)
- April 8, *Lyft discount extended for Marin train riders* (Marin Independent Journal)
- March 28, *Freight locomotives to sound horns in Sonoma, Marin counties during safety equipment tests* (Santa Rosa Press Democrat)
- March 26, *SMART train concession times, offerings adjusted by ridership* (Santa Rosa Press Democrat)
- March 25, *SMART shuttle route modified between San Rafael and Larkspur* (Marin Independent Journal)
- March 23, *SMART service has not hurt buses, but riders down* (Marin Independent Journal)
- March 23, *US Supreme Court denies railroad authority's petition* (Eureka Times Standard)
- March 22, *North Bay business briefs: Summit State Bank, Drums & Crumbs, Hennessy Funds, SMART* (North Bay Business Journal)
- March 19, *San Rafael forum set on transit hub project* (KNTV/NBC Channel 11)
- March 17, *Public Hearing on New San Rafael Transit Center Tuesday* (Marin Independent Journal)
- March 16, *Proposed rail plan envisions 'world class' North Coast hiking trail* (Petaluma Argus Courier)
- March 17, *Editorial: Public Hearing Tuesday On New San Rafael Transit Center* (San Francisco Chronicle)
- March 16, *Editorial: To ease traffic, the Bay Area should vote yes on Measure 3* (San Francisco Chronicle)

- March 15, *Proposed rail plan envisions 'world class' North Coast hiking trail* (Santa Rosa Press Democrat)
- March 14, *All the Fight Has Gone Out of the North Coast Railroad Authority* (Marin Independent Journal)
- March 13, *Novato envisions new life for an old depot* (Marin Independent Journal)
- March 12, *CA: SMART Says Ridership, Revenues on Target* (Marin Independent Journal)
- March 12, *Capitol Tracker: McGuire proposal would kill North Coast Railroad Authority* (Times Standard News)
- March 12, *END OF THE LINE? State Senator Mike McGuire Drafting Legislation to Dissolve North Coast Railroad Authority, Form 'Great Redwood Trail Agency' to Manage Humboldt, Mendocino Assets* (Lost Coast Outpost)

## VEHICLE ENGINEERING

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- The 4 Option Cars are still on track in Japan for November delivery to SMART.
- All 4 cars have entered final inspection and testing phases.
- Daily reports are submitted to SMART from the Resident Inspector onsite in Japan to ensure quality of the vehicles construction.



Car 115: Final Components of Cab being installed



Car 116: All seats have been installed throughout the vehicle



Car 117: Service Bar nearing completion

# OPERATIONS

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## MAINTENANCE OF WAY:

- Completed training for signal employees on electronic Hours of Service input using the new SafeTrack system. Signal employees will keep electronic and paper Hours of Service records for 4 weeks while transitioning to the new system.
- Hosted the Federal Railroad Administration Regional Signal Specialist for an inspection of the interlocking system at Haystack Bridge.
- Facility Maintenance team performed installation of all supporting hardware and infrastructure for the new Diesel Multiple Unit wash camera.
- Held Roadway Worker Protection Training for Modern Railway Systems employees in preparation for freight Positive Train Control testing.
- Provided flagging protection for Stacy and Witbeck/Herzog (SWH) employees for grade crossing panel replacements at 29 locations as part of an Americans with Disabilities Act (ADA) upgrade project.
- Maintenance of Way received our gas powered utility vehicle that will allow better access for pathway maintenance and fence repairs.
- Performed cleanup and vegetation control around the old Healdsburg Depot.

## TRANSPORTATION:

- Transportation continues daily train service for the North Bay riders with a 100% On-Time Performance! In case you missed that sentence... **100% ON TIME PERFORMANCE for two months in a row!**
- Interviews are underway and continued search to fill positions for transportation.
- Promoted (Certified) two Conductors to Engineers.
- Superintendent and Control Supervisors attend harassment training.

## VEHICLE MAINTENANCE:

- Water tank sensors were removed.
- Discussion with Change board about Engineer Display Unit modification.
- Diesel Multiple Unit(s) detailed cleanings.
- Continued with wheel tru' campaign (6 Diesel Multiple Units remaining).
- Capped off dump hoses to prevent rocks from getting into hose and prevent contaminants from getting out.
- Repaired all damaged frontend skirts on Diesel Multiple Units that were damaged during main line debris strikes.

# HUMAN RESOURCES

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## CURRENT OPEN RECRUITMENTS:

- Engineer-Conductor
- Track Maintainer
- Signal Technician
- Safety and Compliance Officer
- Vehicle Maintenance Technician
- Real Estate Officer
- Controller Supervisor
- Engineering Intern

## INTERVIEWS CONDUCTED:

- Engineer-Conductor
- Signal Technician
- Vehicle Maintenance Technician
- Safety and Compliance Officer
- Assistant of Superintendent of Transportation

## HIRING:

SMART has hired the following staff: 1-Accountant, 1-Code Compliance Officer, 1-Engineer-Conductor, 1-Information Systems Technician, and 1-Signal Technician.



## REAL ESTATE

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### PROPERTY ACQUISITIONS

*Downtown Santa Rosa Station Property* - Staff posted a District Solicitation for a Transit Oriented Development at Railroad Square on March 30, 2018. The submittals are due on May 28, 2018. The tentative date for the Board to review the finalists is July 18, 2018. All of the information on the property is available through SMART's webpage.

*Larkspur Extension Project* - In June 2017, a Memorandum of Understanding was executed between SMART and the City of San Rafael for the Larkspur Extension Project which included a Land Exchange. The land exchange is needed for the realignment of Francisco Boulevard West and new alignment of the tracks. Staff is continuing to work on the remaining properties that will be in the Land Exchange Agreement with the City of San Rafael.

Staff is continuing to work on the details of the offer to a private property owner who was given an offer to purchase their property in September. Staff is working with the City of San Rafael to make a minor zoning change on the recently acquired property from the City. Staff is continuing to work with the owner on a lease agreement to secure early access to a portion of the property prior to closing escrow. Final utility legal descriptions and plats are being developed.

Staff is continuing weekly coordination meetings with Pacific Gas and Electric Company (PG&E) and American Telephone and Telegraph Company (AT&T) for all their utility work that is a part of the project.

Staff is continuing to work on the legal descriptions and plats that are needed for the transfer of the proper property rights to the utility companies and the new location of the utilities.

### PROPERTY MANAGEMENT

#### Special Event Received Requests for:

Run Wine Country/Fit For Equality (Formerly known as: Windsor Half Marathon) – May 20, 2018

#### Special Event Issued:

Windsor Day Parade – May 5, 2018 Application has been received.





Right of Entry Permits Issued:

Caltrans – Overhead Bridge Replacement Project in Petaluma – Soil Borings for Engineering Design work.

PG&E – Replacement of poles, replace insulators and installation of new electrical lines across the tracks – Bel Marin Keys, Novato.

City of San Rafael – Paving at Pacheco Street, San Rafael.

PG&E – Relocation of poles and new electrical lines at Francisco Blvd. West, San Rafael.

Staff is continuing working on issuing Right of Entry Permits/License with:

PG&E – Gas Line Repair work at Rush Creek Place in Novato.

City of Santa Rosa – Sanitary Sewer Line Rehab Project at Standish Avenue.

COMCAST – Staff is still working to finalize outstanding license agreement fees. Fiber Optic installation verifications in 7 locations. Agreements to be revised.

Marin County Flood Control/City of San Rafael – Clearing of vegetation – Drainage Channel

PG&E – Vegetation trimming/removal

## SAFETY AND SECURITY

SMART filled the ½ time Code Compliance position.

Staff continues to contact trespassers on a daily basis along the right of way. The photo below is at Civic Center station, the subject was contacted at 9am and appeared to have planned on sleeping on the platform.



Suspects etched in the glass at Downtown San Rafael station, the tagging



A transient was contacted on the bike path and asked to move along in Santa Rosa

Staff participated in the monthly Transportation Security Administration Surface Transportation call. SMART was provided with a security intelligence briefing regarding surface transportation trends and a technology update on available systems for surface transportation.

## GRANTS AND FEDERAL/STATE AND REGIONAL ACTIVITIES

### UPCOMING GRANTS AND AWARD ANNOUNCEMENTS:

*Urban Greening Program (UGP)* - The California Natural Resources Agency requested grant proposals for the Urban Greening Program, with funding provided by the California Climate Initiatives/Greenhouse Gas Reductions Cap and Trade monies. The program has \$24.7 million available statewide and applications were due April 11, 2018. SMART re-submitted a proposal for construction of the SMART Pathway between Golf Course Drive and Todd Road connecting Rohnert Park to Southwest Santa Rosa.

*Active Transportation Program (ATP)* - The California Transportation Commission (CTC) is in the process of adopting guidelines for the 2019 ATP funding cycle. The CTC anticipates adopting final guidelines and issuing a Call for Projects for ATP funds on May 16, 2018, with project applications due July 31, 2018. This programming cycle will cover funding for Fiscal Years 2019-20 through 2022-23. The program will have \$100 million annually, with 50% programmed by the regions and 50% decided by the CTC on a statewide basis. In the Metropolitan Transportation Commission-covered region, MTC will program their share of the ATP funds after the state, with the MTC decision due to the CTC by February 2019.

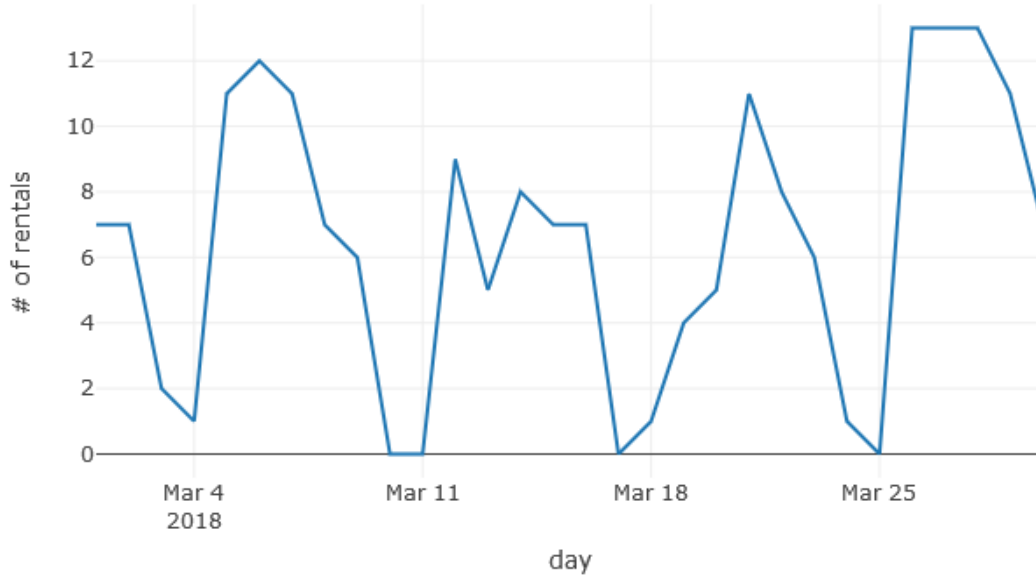
### OTHER REGIONAL ACTIVITIES

*BikeLink™ Lockers:* SMART has installed 34 electronic lockers accommodating 68 bicycles at SMART Stations.

STATION	RACKS	LOCKERS
Downtown San Rafael	10	4
Civic Center	10	4
Hamilton	10	4
North Novato	10	8
Petaluma	10	12
Cotati	10	8
Rohnert Park	10	8
Downtown Santa Rosa	10	12
North Santa Rosa	10	4
Airport	10	4

The locker vendor, BikeLink™, has locker locations throughout the Bay Area and more information on how to use the system can be found here: <https://www.bikelink.org/>. BikeLink has recently completed a successful pilot program with BART testing Clipper card use on BikeLink lockers. BikeLink is beta testing several features of Clipper card implementation before conducting a General Release of Clipper on BikeLink, currently anticipated for late Spring or early Summer. SMART's BikeLink lockers will be one of the first Clipper-enabled bicycle locker systems in the Bay Area.

BikeLink locker usage reports for the month of March 2018 indicate that Santa Rosa Downtown location continues to have the most rentals, with scattered usage throughout the rest of the system. System-wide locker usage for the month of March 2018 is shown here:



## PLANNING

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### REGIONAL TRANSIT/PLANNING COORDINATION ACTIVITIES:

*State Route 37 Project, Memorandum of Understanding between Transportation Authority of Marin (TAM), Sonoma County Transportation Authority (SCTA), Napa County Transportation Planning Agency (NCTPA), and Solano Transportation Authority (STA) – TAM, SCTA, NCTPA and STA have entered into a Memorandum of Understanding (MOU) to continue to jointly study needed improvements to State Route 37 (SR 37). The meeting scheduled for Thursday, May 3<sup>rd</sup> has been cancelled. The Committee will reconvene at its next regularly scheduled meeting on Thursday, July 5<sup>th</sup>, 2018.*

### LOCAL COORDINATION

*Metropolitan Transportation Commission Regional Onboard Survey Program – The Metropolitan Transportation Commission (MTC) has a goal to cooperatively survey the entire region's Transportation Development Act (TDA) funded fixed-route transit ridership over a five to seven year period. Survey goals include supporting operator Title VI reporting requirements, refinement of analytical planning tools, such as MTC's travel demand model; and providing data for regional and operator-specific ridership market and equity analyses. The consultant assigned to SMART began the main survey work on March 20<sup>th</sup> and will continue until Mid-to-Late May. The final results of the survey will be available for viewing by September 1<sup>st</sup>, 2018.*

*Rohnert Park Expressway/Rohnert Park Station Discussion – On Tuesday, April 17<sup>th</sup> SMART Planning staff will be attending a meeting regarding alterations to the Rohnert Park Expressway frontage of the State Farm property, which is located adjacent to the SMART Rohnert Park Station.*

### RIDER GUIDES/INFORMATION

*Surveys – Staff created, tested and deployed a new on-board survey that is now available to take on the train via the Wi-Fi login. The new survey questions focus on how SMART riders are making their first and last mile connections at each station. Staff continues monitor the survey to ensure that it works properly and is receiving adequate responses.*

