



SMART

Your train has arrived.

Sonoma-Marín Area Rail Transit District

General Manager's Report – February 2018

5401 Old Redwood Highway, Suite 200
Petaluma, CA 94954

Tel: (707) 794-3330 Fax: (707) 794-3037

www.SonomaMarinTrain.org



Construction of the Larkspur Extension Project

- Design is continuing to advance for the Larkspur Extension Project.
- Work on the Larkspur Station platform is underway.
- Workers have installed bridge protection slabs at the north and south ends of Unnamed Channel Bridge.
- Rail welding and stockpiling is complete.
- Tie removal from Andersen to Rice Drive is complete.



Rail welding to prepare long “strings” of rail.



Bridge abutment construction near Rice Drive.



Tie removal north of Andersen Drive



Work for the Larkspur Station platform is underway.

PATHWAY

- Paving, striping, and signage are complete at the pathway from North San Pedro to the Civic Center Station. Work on the bike ramp is underway.
- Drainage measures are being added to the pathway from Franklin to Grant Avenue.
- The construction of the pathway from the North Novato Station to Rush Creek Pathway is complete, with fencing installation underway.



Signage and striping have been completed at the pathway from the SMART Civic Center Station to North San Pedro Road.



Completed signage and striping along Los Ranchitos Road, San Rafael



Drainage features being installed for the pathway from Franklin to Grant Avenue, Novato



The pathway from Franklin to Grant is ready for paving, Novato

COMMUNITY OUTREACH

Community Outreach | Presentations and Community Events

With SMART's participation at the 2018 Cloverdale Citrus Fair, SMART's Communications and Marketing team is ramping up for the 2018 community event and fair season. Maintaining a strong presence at North Bay community events and fairs provides SMART an opportunity to increase rail safety awareness, and to provide information and answer questions about SMART's passenger rail service.

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

- February 20 | Sons in Retirement (Petaluma)
- February 16-19 | Cloverdale Citrus Fair (Cloverdale)
- February 16 | Sheppard Accelerated Elementary School (Santa Rosa)
- February 2 | Cinnabar School (Petaluma)
- February 1 | Group Trip Safety Briefing (Santa Rosa)
- January 31 | Group Trip Safety Briefing (Santa Rosa)
- January 25 | Villa Marin Town Hall Presentation (San Rafael)
- January 23 | Spring Lake Village (Santa Rosa)
- January 23 | Senior Citizens Advisory Commission (Town of Windsor)



The SMART information booth was a popular stop at the Cloverdale Citrus Fair



A family finds something for all ages when learning about SMART

Community Outreach | Safety Education and Awareness

Rail safety education and awareness remains a top priority for SMART's outreach staff. Providing railroad safety information is a primary focus at all community presentations, outreach events, and on all major social media platforms, as well as paid media.

With school and community groups taking the train, SMART began a new rail safety outreach program, providing safety briefings at station platforms to groups preparing to ride the train as part of a field trip or outing. The safety briefings have been well received and SMART currently has briefings scheduled through April.

SMART also provides age-appropriate presentations to Sonoma and Marin county schools and to North Bay civic organizations, increasing the public's awareness of the importance of rail safety. SMART also continues to work with Operation Lifesaver, a national non-profit railroad safety education organization, to help reinforce the safety message. Each member of SMART's Communications and Marketing team is an authorized Operation Lifesaver presenter.

SMART safety presentations can be arranged by contacting SMART's communications team via email at info@SonomaMarinTrain.org or by calling the SMART outreach hotline at (707) 794-3077.



MARKETING

Marketing Programs | SMART Advertising

Advertising space on SMART trains continue to be popular with businesses. Ad sales are strong and most of SMART's advertisers tend to renew their ads. We are also continuing to bring new advertisers into the mix, with advertising space booked well into 2018.



Professional installers placing a new ad on a rail car

Digital Programs | Social Media

SMART's social media platforms, e-blasts, and customer-focused website are essential communication channels for SMART. Railroad safety continues to be a key and consistent focus on SMART's social media platforms, and our audiences on Facebook, Twitter, Instagram and Snapchat continue to share their positive feedback regarding SMART's passenger service. Progress on the Larkspur extension, SMART's bicycle-pedestrian pathway, and the train schedule generated high levels of engagement this month.

SMART's most popular Facebook post for this period was our post showing progress on the Larkspur Extension Project.

Sonoma-Marin Area Rail Transit added 3 new photos. Published by Demetrius Handelih [?] · January 18 at 7:49am ·

Work on our extension to Larkspur is underway.

13,265 people reached [Boost Post](#)

[Like](#) [Comment](#) [Share](#)

[Rich Taylor, ZeroCarbon Mobility and 370 others](#) [Chronological](#)

52 Shares

Media | News Coverage

- February 19, *SMART scores gas tax funds for extra trips* (Marin Independent Journal)
- February 18, *Central Marin bikeway funding rerouted to SMART spur* (Marin Independent Journal)
- February 15, *SMART Train To Run On Holiday Schedule Monday* (San Rafael Patch)
- February 15, *Deal for second Petaluma SMART station falls apart* (North Bay Business Journal)
- February 15, *Deal for second Petaluma SMART station falls apart* (Petaluma Argus Courier)
- February 14, *Makerspace planned for remake of former Petaluma lumber yard* (North Bay Business Journal)
- February 14, *Makerspace planned for remake of former Petaluma lumber yard* (Petaluma Argus Courier)
- February 11, *Hot-air balloon makes sudden landing near SMART train station* (Santa Rosa Press Democrat)
- February 11, *Hot-air balloon narrowly misses SMART depot* (Marin Independent Journal)
- February 9, *CTC awards \$96M to 11 rail projects* (Railway Age)
- February 6, *Downtown San Rafael taxi stand moved to accommodate SMART* (Marin Independent Journal)
- February 5, *Market for electric, folding bicycles surges in Sonoma, Marin counties* (Sonoma Index-Tribune)
- February 5, *Marin road projects listed for gas tax funds* (Marin Independent Journal)
- February 3, *North Bay's SMART rail service exceeds expectations in first 6 months* (San Francisco Chronicle)
- February 1, *California agency slots \$51.9 million for passenger-rail upgrades* (Progressive Railroading)
- February 1, *Is North Bay's \$400 million SMART train living up to its promise?* (San Francisco Business Times)
- February 1, *CalSTA awards funding to rebuild California rail services* (Railway Technology)

- February 1, CA: *Pedestrian hit by train in Santa Rosa becomes SMART system's first fatality* (Mass Transit Magazine)
- January 31, *Police call death of Santa Rosa woman struck and killed by SMART train a suicide* (Santa Rosa Press Democrat)
- January 31, *SMART reviews train fatality in Santa Rosa* (Marin Independent Journal)
- January 31, *Pedestrian hit by train in Santa Rosa becomes SMART system's first fatality* (SFGate)
- January 31, *Female killed in collision with SMART Train* (SFGate)
- January 31, *Woman Killed In Collision With SMART Train in Santa Rosa* (KPIX/CBS 5)
- January 31, *1 struck, killed by SMART Train in Santa Rosa* (KRON 4 TV)
- January 31, *Woman fatally struck by SMART Train in Santa Rosa* (KGO/ABC 7)
- January 31, *Woman hit, killed by SMART Train in Santa Rosa* (KTVU/FOX 2)
- January 31, *SMART Train Strikes, Kills Pedestrian in Santa Rosa: FD* (KNTV/NBC 11)
- January 31, *California rail providers receive \$52M in state funding* (Rail, Track & Structures)
- January 30, *State dollars roll to SMART Train* (North Bay Business Journal)
- January 29, *SMART Receives \$10.5M In Rail Assistance Funding* (San Rafael Patch)
- January 29, *Golden Gate Ferry deploys Twitter for Larkspur parking pinch* (Marin Independent Journal)
- January 27, *Dick Spotswood: Bridge toll hike was written to win* (Marin Independent Journal)
- January 22, *San Rafael cabbies face ouster from transit hub* (Marin Independent Journal)
- January 21, *Editorial: Clear process needed to determine conflicts* (Marin Independent Journal)
- January 18, *Petaluma mom wants SMART safety action after daughter's fall* (Marin Independent Journal)
- January 18, *Mishap on SMART Train* (KTVU/FOX 2)
- January 18, *Frightening Experience* (KRON 4 TV)
- January 17, *Smith: A Petaluma mom warns of danger alongside SMART Trains* (Santa Rosa Press Democrat)
- January 16, *5-Year-Old Girl Slips Through Gap At Petaluma Train Station* (KPIX/CBS 5)

- January 16, *SMART's Larkspur extension awaits \$20M federal grant* (Marin Independent Journal)
- January 11, *Sale of key Santa Rosa housing development site collapses* (Santa Rosa Press Democrat)
- January 9, *Dick Spotswood: SMART Train needs to avoid runaway costs* (Marin Independent Journal)
- January 8, *SMART adds more 3-car runs to increase rider capacity* (Santa Rosa Press Democrat)
- January 8, *Bay Area toll hike measure likely for June ballot* (Marin Independent Journal)



OPERATIONS

MAINTENANCE OF WAY:

- Bobcat ToolCat machine received with mower and broom attachments to facilitate right of way and Pathway maintenance.
- Conducted 3 Signal Tech interviews and moved 1 candidate to the background stage.
- Completed Red Stripe and “Stand Back” painting project at all station platforms.
- Completed a rail flaw detection test of all passenger routes (mainline, sidings, Petaluma gauntlet) with not defects detected.
- A Signal Tech began his first session of offsite apprentice training in January.

TRANSPORTATION:

- Transportation continues daily train service for the North Bay riders with a 98% on Time Performance!
- Interviews are underway and continued search to fill positions (Engineer-Conductor/Conductors) for transportation.

VEHICLE MAINTENANCE:

- Received our sanding machine that will allow us to apply sand to the Diesel Multiple Units more efficiently.
- Started our wheel truing maintenance via Utah Transit Authority.
- Met with Nippon Sharyo on the update with our four option vehicles.



HUMAN RESOURCES

CURRENT OPEN RECRUITMENTS:

- Engineer-Conductor
- Track Maintainer
- Bridge Tender
- Signal Technician
- Safety and Compliance Officer
- Senior Planner
- Vehicle Maintenance Technician

INTERVIEWS CONDUCTED:

- Engineer-Conductor
- Senior Planner
- Signal Technician
- Vehicle Maintenance Technician

HIRING:

SMART has hired the following new staff: Vehicle Maintenance Technician; 2 Laborers; and Vehicle Maintenance Supervisor.

MISCELLANEOUS:

Union negotiations are on-going with the Teamsters Supervisors Unit.



REAL ESTATE

PROPERTY ACQUISITIONS

Larkspur Extension Project - Staff is continuing to work with the City of San Rafael on the transfer of two small parcels of land to SMART which are needed as part of the land exchange per the June 2017 Memorandum of Understanding between SMART and the City of San Rafael. The property 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 on a lease agreement with the property owner to secure early access to a portion of the property prior to closing escrow. All the survey work for the land purchase has been completed. Utility legal descriptions and plats are being developed.

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

Staff is working 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.

Track work – Research continues on property rights for both SMART and property owners regarding the location of track.

Pathway - Coordinating with the local municipalities regarding securing any necessary land rights to accommodate the construction of the pathways and interim access and laydown area needs.

Received Requests for:

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

Right of Entry Permits Issued:

PG&E – Electrical work at the San Rafael Transit Center, San Rafael

City of San Rafael – Surveying and geotechnical boring for the City bike path project, San Rafael

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

PG&E – Electrical work at Francisco Blvd. West, San Rafael

PG&E – Extension of time for work at Smith Ranch Road, San Rafael



PG&E – Replacement of poles, replace insulators and installation of new electrical lines across the tracks – Railroad Avenue, Penngrove

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

COMCAST – 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

On-Going Property Management Activities:

Working on access protocols with Sonoma County Water Agency.

Staff is continuing to work with Pacific Gas & Electric Company to refine access issues.

Refinement of maintenance and insurance issues.

Research of title issues regarding property rights.

Consulting with Engineering on costs.

Consulting with Permitting Agencies on mitigation issues.

Continue to handle property management issues from adjacent landowners.

Continue to support construction by doing property research for discovered property issues.

Research on title issues to clarify property ownerships.

Continue working with property owners to remove encroachments.

Continue to define property ownership issues.

Title reports ordered and being reviewed.

Meetings held with private property owners

SAFETY AND SECURITY

After several days of issuing warning notices in SMART owned parking lots, Code Compliance Officers began issuing parking citations for violations. The majority of violations written were for not paying for parking.

Chief Welch attended both Marin and Sonoma County Chiefs meetings to discuss trends and current issues facing both counties.

After SMART's first death involving the train, many follow up items to evaluate policies, procedures and investigative techniques. Debriefings were held with SMART internal staff followed by a review with Santa Rosa Police Department personnel. Additional meetings are set with California Highway Patrol, San Rafael Police Department and Central Marin Police Authority.

SMART continues to see trespassing from all angles, a man was contacted riding his horse across the tracks in Rohnert Park.



As the weather has become clear, we have seen an increase in youth trespassing and hanging around the railroad tracks. This photo was in Santa Rosa.

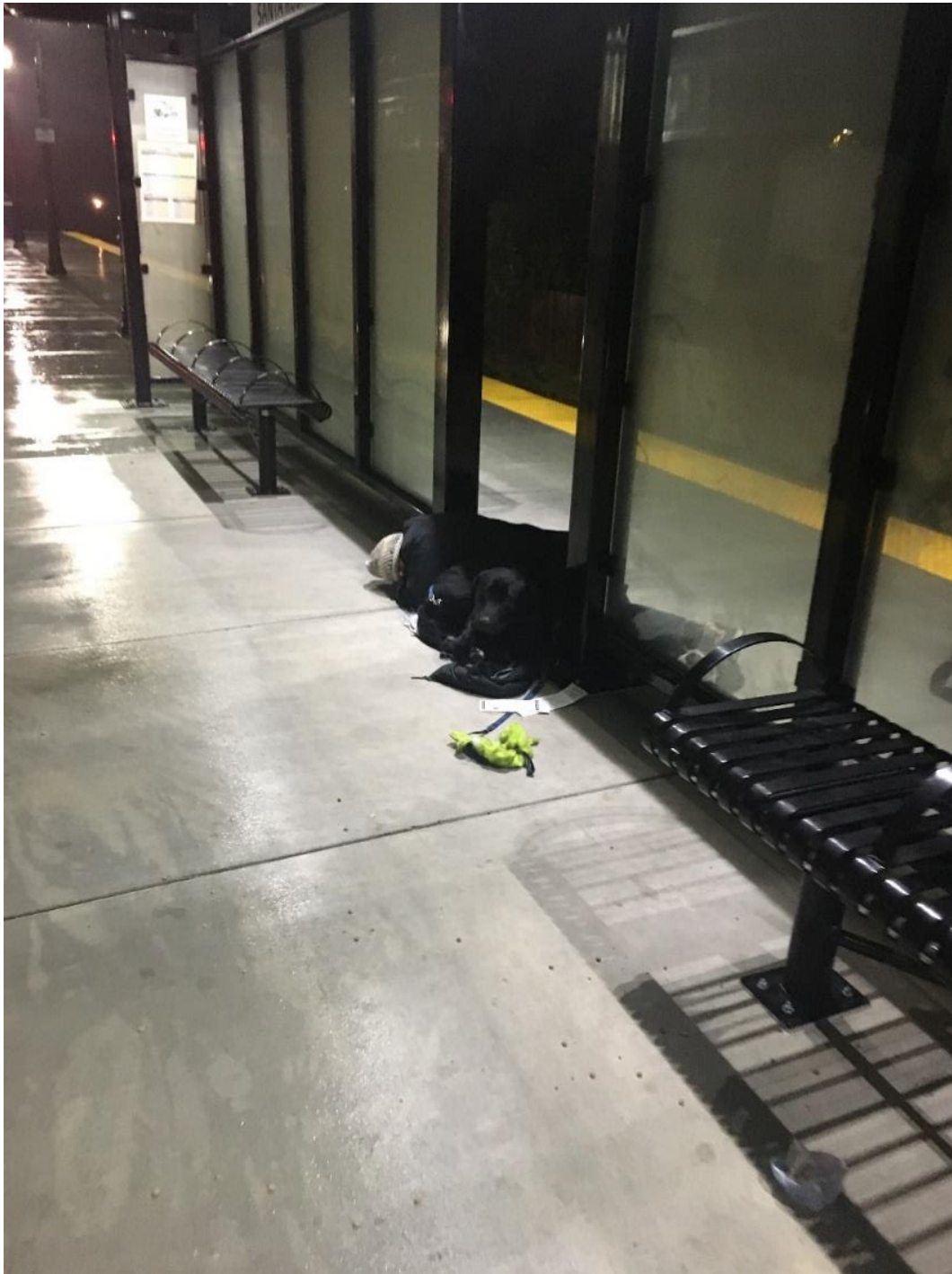


The pathway continues to be an attractive area for homeless camps. Code compliance continues to contact those that occupy the pathway.



Trespasser riding right past the no trespassing signs in Rohnert Park.

In the early morning hours, a male was contacted at the Santa Rosa North platform sleeping. He was moved along.



GRANTS AND FEDERAL/STATE AND REGIONAL ACTIVITIES

UPCOMING GRANTS AND AWARD ANNOUNCEMENTS:

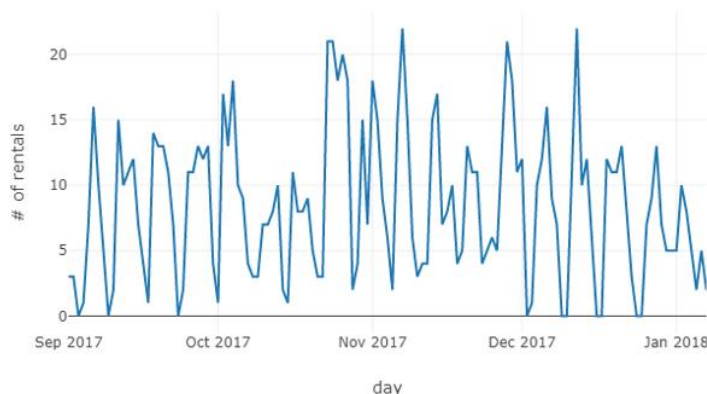
Transit and Intercity Rail Capital Program (TIRCP): The California State Transportation Agency (CalSTA) received 47 applications from 40 entities statewide requesting \$10.9 billion worth of funding. The applications will be evaluated and selected for awards as part of a \$2.4 billion five year TIRCP program. Recipients will be announced by April 30, 2018. SMART submitted a request for \$75 million for the SMART Larkspur to Windsor Corridor Project for consideration.

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 currently 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. BikeLink anticipates launching this feature on throughout the SMART system with the first General Release. BikeLink locker usage reports from January 1 through February 12, 2018, indicate that Santa Rosa Downtown location continues to have the most rentals and Sonoma County Airport was the only station reporting no rentals for the month. System-wide locker usage from January 1 to February 12, 2018, is shown here:



TRANSIT OPERATOR COORDINATION

Northern California Mega-Regional Rail Partners: Staff from SMART attended the second of three quarterly coordination meetings between Inter City and Commuter Rail operators located in Northern California, with California Division of Rail and California State Transit Agency staff. Future meetings and the creation of a State-led task force are under consideration.

Caltrans Division of Rail/High Speed Rail Staff Tour of SMART: On January 24, SMART staff led a system wide tour of Caltrans Division of Rail and High Speed Rail staff. The tour included on board, station area (at Cotati) and Rail Operations Center.

Transit Technical Advisory Groups: Staff from SMART and each of the five bus agencies operating out of Marin and Sonoma Counties continues to meet approximately quarterly to coordinate operational and planning activities between our agencies. SMART staff continues to participate in additional monthly transit coordination meetings above and beyond coordination directly related to the start of SMART services. The Metropolitan Transportation Commission (MTC) hosts several monthly meetings related to transit attended by SMART staff:

- Transit Finance Working Group;
- Transit Wayfinding (Regional Wayfinding-Regional Hub Signage Program);
- Real-Time Transit information working group;
- Regional 511.org Transit Information; and,
- Clipper Staff Liaison Committee.

In addition, the Sonoma County Transportation Authority (SCTA) hosts a Transit Technical Advisory Committee attended by SMART staff (February 14, most recent meeting).



PLANNING

REGIONAL TRANSIT/PLANNING COORDINATION ACTIVITIES:

National Transit Database (NTD) Reporting – Federal Transportation Administration grant recipients, those receiving funding from the Urbanized Area Formula Program (5307) or Rural Formula Program (5311) – are required to submit data to the NTD on a monthly and annual basis. Staff recently submitted the final revisions of the annual NTD report and continues to submit monthly ridership reports.

State Route 37 Project, Memorandum of Understanding between TAM, SCTA, NCTPA, and STA - The Transportation Authority of Marin (TAM), Sonoma County Transportation Authority (SCTA), Napa County Transportation Planning Agency (NCTPA) and Solano Transportation Authority (STA) have entered into a memorandum of understanding (MOU) to continue to jointly study needed improvements to State Route (SR) 37. The next meeting is scheduled for Thursday March 1st, where the main topic of discussion will be transit options for Highway 37.

LOCAL COORDINATION

MTC Regional Onboard Survey Program – The Metropolitan Transportation Commission 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. MTC has tentatively scheduled the survey of SMART riders for this Spring (sometime between Mid-March and Mid-May). Planning staff is working with MTC, the surveying consultant, and other SMART staff to coordinate the deployment and logistics of the survey.

511 Transit Advisory Committee (TAC) - On February 21st, staff attended the 511 TAC meeting which focused on 511 transit data guidelines. These comprehensive guidelines were created to help MTC’s partner agencies to fulfil data requirements for the regional traveler information system, the 511 SF Bay.

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 will monitor the survey to ensure that it works properly and is receiving adequate responses.

Google Maps – Staff continues to monitor SMART’s stations and schedules on Google Maps and make improvements whenever necessary.

Ridership – Staff continues to track, monitor and analyze SMART ridership on a daily basis

