

Citizen's Oversight Committee

Agenda Item 4 – General Manager's Report

August 14, 2024



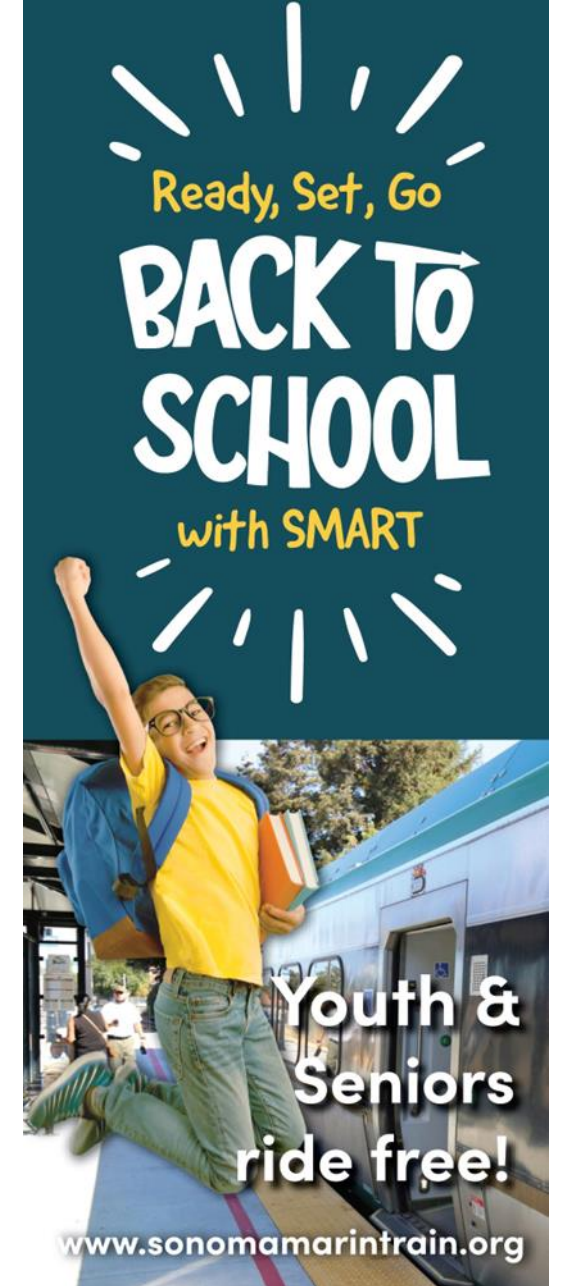
General Manager's Report

- August Service Changes
- Ridership Update
- Pathway Trips Update
- Recent Media Campaign
- Transit Month (September)
- Highlight of the Month
- Questions



August Service Changes

- Added two weekday round trips starting August 12th
 - 5:34am Southbound / 7:12am Northbound
 - 10:54am Southbound / 12:47pm Northbound
- Trips are designed to:
 - Connect with the busiest morning ferry into SF (7:20am)
 - Provide a convenient option for students traveling northbound to school in the morning
 - Offer additional midday service, responding to community request for more midday service
- Golden Gate Transit and Marin Transit are also making coordinated service changes to better connect with SMART, particularly from the Route 101 and 580.



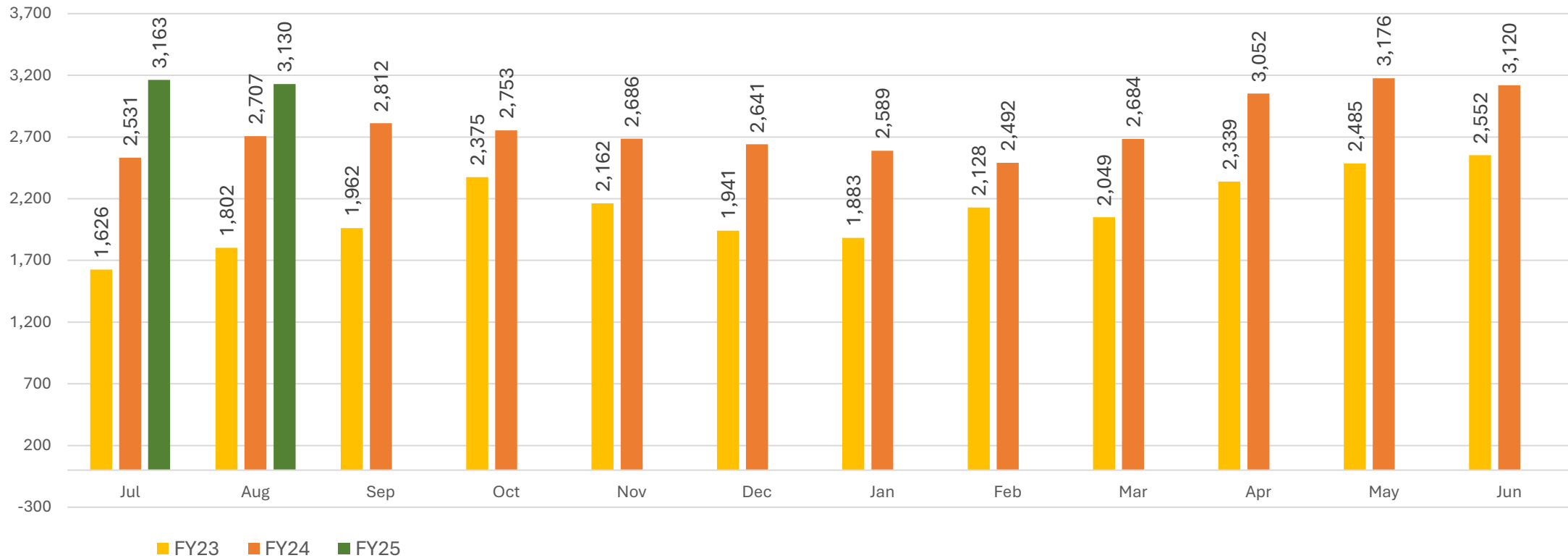
Average Weekday Ridership

July Average Weekday ridership: 3,163

- 25% over July 2023

August Average Weekday ridership to date: 3,130

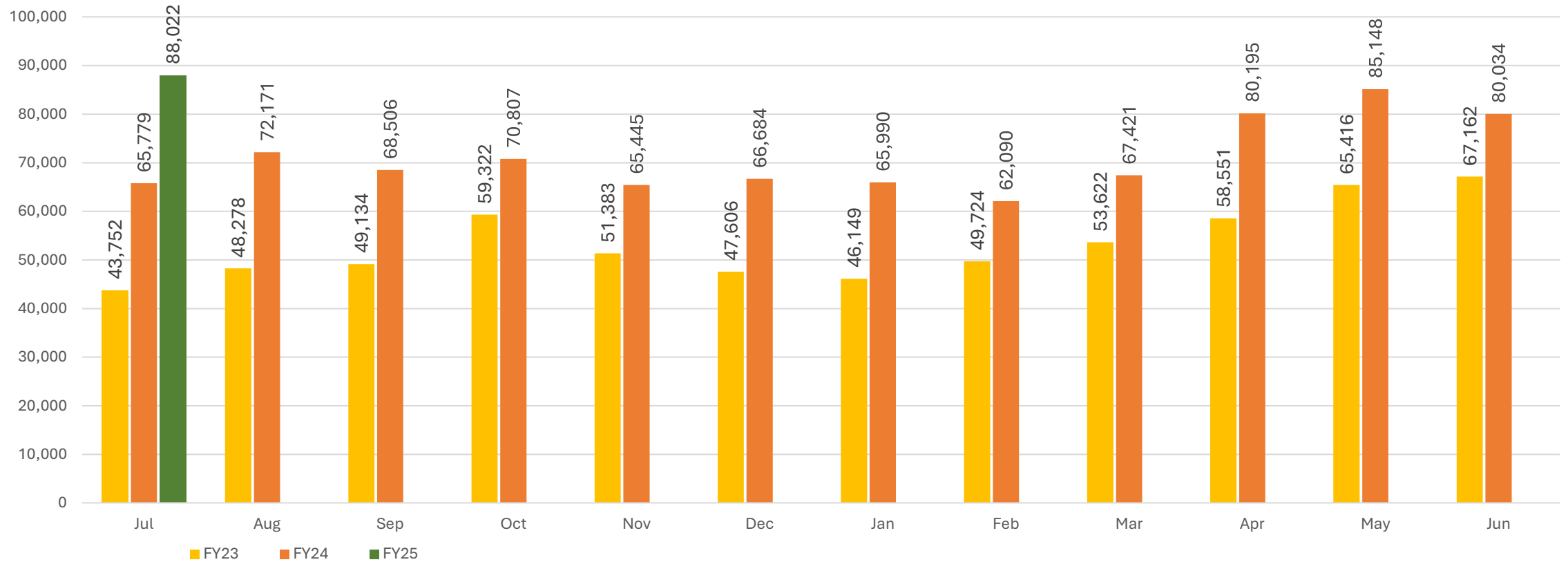
- 16% over August 2023



SMART Ridership (Monthly)

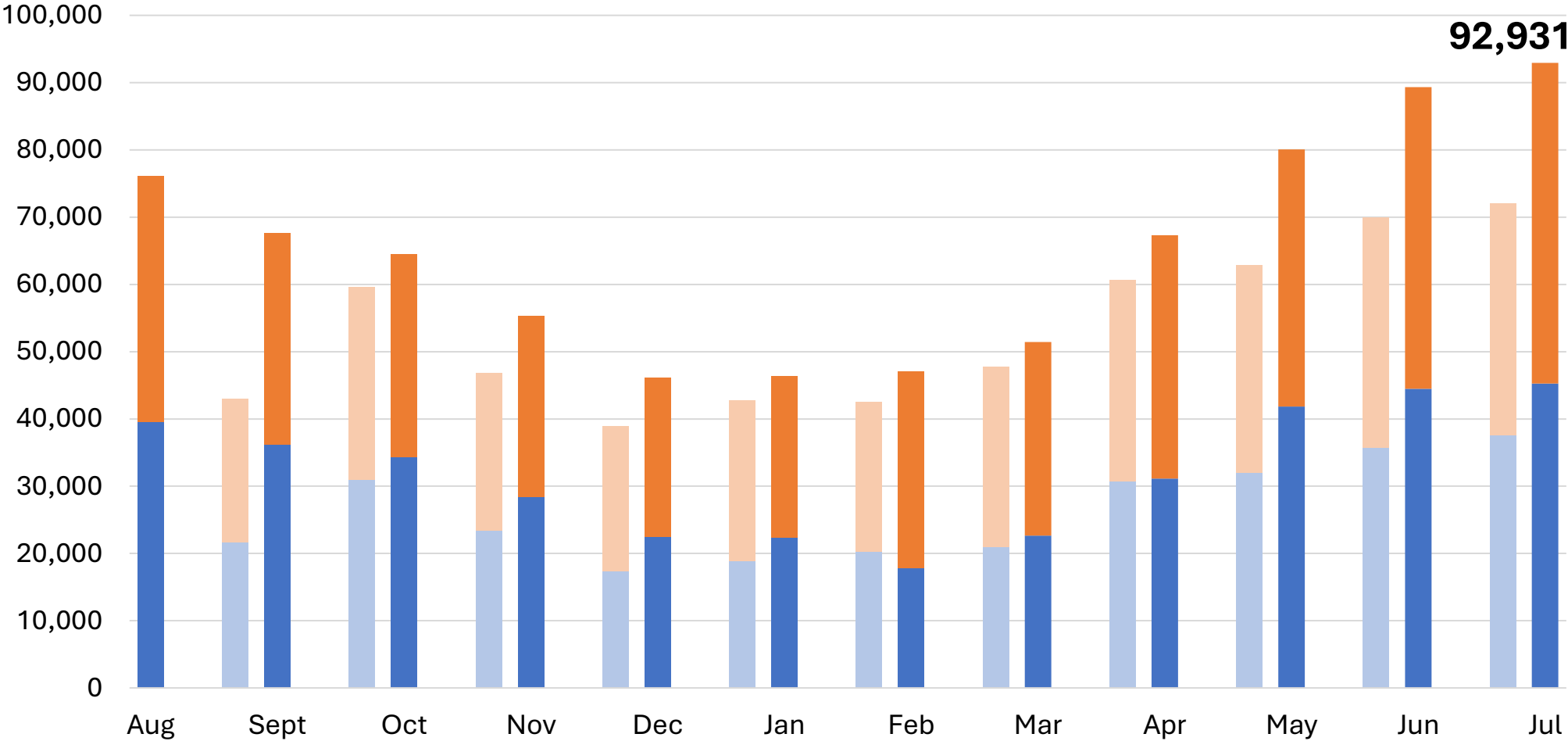
July ridership = 88,022
34% higher than July 2023

New SMART Monthly Record!

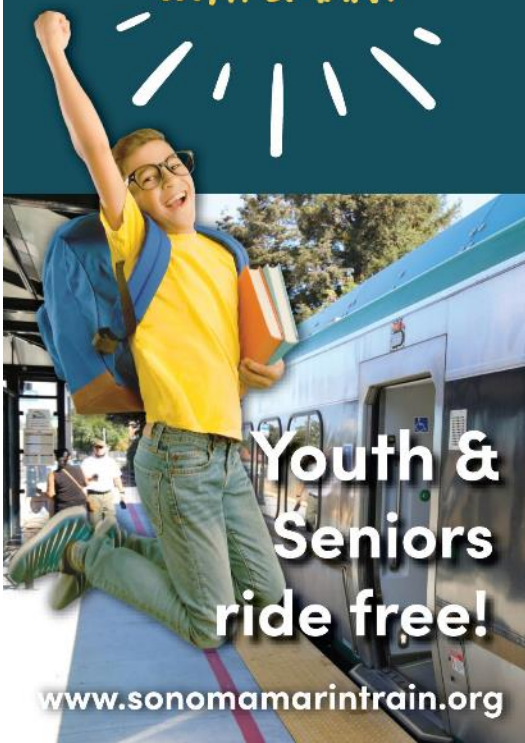


Monthly Pathway Counts

September 2022-July 2024



Ready, Set, Go
BACK TO SCHOOL
 with SMART



Youth & Seniors ride free!

www.sonomamarintrain.org



More trains!



New train schedule effective August 12, 2024 - January 12, 2025

More options for **SCHOOL** and work commutes!

SOUTHBOUND WEEKDAYS - Sonoma County Airport to Larkspur

TRAIN TRIP NUMBER	1	3	5	7	9	11	13	15	17	19	21	23	25	27	29	31	33	35	37	39	41	
Sonoma County Airport	4:39	5:02	5:34	6:06	6:38	7:10	7:42	8:14	8:46	9:18	9:50	10:22	10:54	11:26	11:58	12:30	13:02	13:34	14:06	14:38	15:10	15:42
Santa Rosa North	4:46	5:09	5:41	6:13	6:45	7:17	7:49	8:21	8:53	9:25	9:57	10:29	11:01	11:33	12:05	12:37	13:09	13:41	14:13	14:45	15:17	15:49
Santa Rosa Downtown	4:50	5:13	5:45	6:17	6:49	7:21	7:53	8:25	8:57	9:29	10:01	10:33	11:05	11:37	12:09	12:41	13:13	13:45	14:17	14:49	15:21	15:53
Rohnert Park	4:58	5:21	5:53	6:25	6:57	7:29	8:01	8:33	9:05	9:37	10:09	10:41	11:13	11:45	12:17	12:49	13:21	13:53	14:25	14:57	15:29	16:01
Colati	5:01	5:24	5:56	6:28	7:00	7:32	8:04	8:36	9:08	9:40	10:12	10:44	11:16	11:48	12:20	12:52	13:24	13:56	14:28	15:00	15:32	16:04
Petaluma Downtown	5:16	5:39	6:11	6:43	7:15	7:47	8:19	8:51	9:23	9:55	10:27	10:59	11:31	12:03	12:35	13:07	13:39	14:11	14:43	15:15	15:47	16:19
Novato San Marin	5:28	5:51	6:23	6:55	7:27	7:59	8:31	9:03	9:35	10:07	10:39	11:11	11:43	12:15	12:47	13:19	13:51	14:23	14:55	15:27	15:59	16:31
Novato Downtown	5:31	5:54	6:26	6:58	7:30	8:02	8:34	9:06	9:38	10:10	10:42	11:14	11:46	12:18	12:50	13:22	13:54	14:26	14:58	15:30	16:02	16:34
Novato Hamilton	5:39	6:02	6:34	7:06	7:38	8:10	8:42	9:14	9:46	10:18	10:50	11:22	11:54	12:26	12:58	13:30	14:02	14:34	15:06	15:38	16:10	16:42
Marin Civic Center	5:45	6:08	6:40	7:12	7:44	8:16	8:48	9:20	9:52	10:24	10:56	11:28	12:00	12:32	13:04	13:36	14:08	14:40	15:12	15:44	16:16	16:48
San Rafael	5:51	6:14	6:46	7:18	7:50	8:22	8:54	9:26	9:58	10:30	11:02	11:34	12:06	12:38	13:10	13:42	14:14	14:46	15:18	15:50	16:22	16:54
Larkspur	5:58	6:21	6:53	7:25	7:57	8:29	9:01	9:33	10:05	10:37	11:09	11:41	12:13	12:45	13:17	13:49	14:21	14:53	15:25	15:57	16:29	17:01

* Ferry departs Larkspur 6:45 6:45 7:20 8:00 8:35 9:25 10:00 10:55 12:10 2:40 3:20 4:00 4:40 5:20 6:05 6:50 7:20
 * Ferry arrives San Francisco 7:15 7:15 7:50 8:30 9:05 9:55 10:30 11:25 12:40 3:10 3:50 4:30 5:10 5:50 6:35 7:20 7:50

SOUTHBOUND WEEKENDS & HOLIDAYS - Sonoma County Airport to Larkspur

TRAIN TRIP NUMBER	1	3	5	7	9	11	13	15
Sonoma County Airport	7:16	8:21	9:32	11:31	12:27	2:45	4:22	6:00
Santa Rosa North	7:23	8:28	9:39	11:38	12:34	2:52	4:29	6:07
Santa Rosa Downtown	7:27	8:32	9:43	11:42	12:38	2:56	4:33	6:11
Rohnert Park	7:35	8:40	9:51	11:50	12:46	3:04	4:41	6:19
Colati	7:38	8:43	9:54	11:53	12:49	3:07	4:44	6:22
Petaluma Downtown	7:53	8:58	10:09	12:08	1:04	3:22	4:59	6:37
Novato San Marin	8:05	9:10	10:21	12:20	1:16	3:34	5:11	6:49
Novato Downtown	8:08	9:13	10:24	12:23	1:19	3:37	5:14	6:52
Novato Hamilton	8:16	9:21	10:32	12:31	1:27	3:45	5:22	7:00
Marin Civic Center	8:22	9:27	10:38	12:37	1:33	3:51	5:28	7:06
San Rafael	8:28	9:33	10:44	12:43	1:39	3:57	5:34	7:12
Larkspur	8:35	9:40	10:51	12:50	1:46	4:04	5:41	7:19

* Ferry departs Larkspur 6:45 6:45 7:20 8:00 8:35 9:25 10:00
 * Ferry arrives San Francisco 7:15 7:15 7:50 8:30 9:05 9:55 10:30

NORTHBOUND WEEKDAYS - Larkspur to Sonoma County Airport

TRAIN TRIP NUMBER	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40	42
Larkspur	6:08	6:40	7:12	7:44	8:16	8:48	9:20	9:52	10:24	10:56	11:28	12:00	12:32	13:04	13:36	14:08	14:40	15:12	15:44	16:16	16:48
San Rafael	6:15	6:47	7:19	7:51	8:23	8:55	9:27	9:59	10:31	11:03	11:35	12:07	12:39	13:11	13:43	14:15	14:47	15:19	15:51	16:23	16:55
Marin Civic Center	6:20	6:52	7:24	7:56	8:28	9:00	9:32	10:04	10:36	11:08	11:40	12:12	12:44	13:16	13:48	14:20	14:52	15:24	15:56	16:28	17:00
Novato Hamilton	6:26	6:58	7:30	8:02	8:34	9:06	9:38	10:10	10:42	11:14	11:46	12:18	12:50	13:22	13:54	14:26	14:58	15:30	16:02	16:34	17:06
Novato Downtown	6:32	7:04	7:36	8:08	8:40	9:12	9:44	10:16	10:48	11:20	11:52	12:24	12:56	13:28	14:00	14:32	15:04	15:36	16:08	16:40	17:12
Novato San Marin	6:35	7:07	7:39	8:11	8:43	9:15	9:47	10:19	10:51	11:23	11:55	12:27	12:59	13:31	14:03	14:35	15:07	15:39	16:11	16:43	17:15
Petaluma Downtown	6:48	7:20	7:52	8:24	8:56	9:28	10:00	10:32	11:04	11:36	12:08	12:40	13:12	13:44	14:16	14:48	15:20	15:52	16:24	16:56	17:28
Colati	7:01	7:33	8:05	8:37	9:09	9:41	10:13	10:45	11:17	11:49	12:21	12:53	13:25	13:57	14:29	15:01	15:33	16:05	16:37	17:09	17:41
Rohnert Park	7:05	7:37	8:09	8:41	9:13	9:45	10:17	10:49	11:21	11:53	12:25	12:57	13:29	14:01	14:33	15:05	15:37	16:09	16:41	17:13	17:45
Santa Rosa Downtown	7:13	7:45	8:17	8:49	9:21	9:53	10:25	10:57	11:29	12:01	12:33	13:05	13:37	14:09	14:41	15:13	15:45	16:17	16:49	17:21	17:53
Santa Rosa North	7:17	7:49	8:21	8:53	9:25	9:57	10:29	11:01	11:33	12:05	12:37	13:09	13:41	14:13	14:45	15:17	15:49	16:21	16:53	17:25	17:57
Sonoma County Airport	7:23	7:55	8:27	8:59	9:31	10:03	10:35	11:07	11:39	12:11	12:43	13:15	13:47	14:19	14:51	15:23	15:55	16:27	16:59	17:31	18:03

* Ferry departs San Francisco 6:35 7:20 7:55 8:40 10:05 11:30 1:20 2:40 2:40 3:20 4:00 4:40 5:25 6:00 6:45 8:00
 * Ferry arrives Larkspur 7:05 7:50 8:25 9:10 10:35 12:00 1:50 3:10 3:10 3:50 4:30 5:10 5:55 6:30 7:15 8:30

NORTHBOUND WEEKENDS & HOLIDAYS - Larkspur to Sonoma County Airport

TRAIN TRIP NUMBER	2	4	6	8	10	12	14	16
Larkspur	9:30	10:36	11:30	1:00	2:45	4:25	6:00	7:40
San Rafael	9:38	10:44	11:38	1:08	2:53	4:33	6:08	7:48
Marin Civic Center	9:43	10:49	11:43	1:13	2:58	4:38	6:13	7:53
Novato Hamilton	9:50	10:56	11:50	1:20	3:05	4:45	6:20	8:00
Novato Downtown	9:56	11:02	11:56	1:26	3:11	4:51	6:26	8:06
Novato San Marin	9:59	11:05	11:59	1:29	3:14	4:54	6:29	8:09
Petaluma Downtown	10:12	11:18	12:12	1:42	3:27	5:07	6:42	8:22
Colati	10:25	11:31	12:25	1:55	3:40	5:20	6:55	8:35
Rohnert Park	10:29	11:35	12:29	1:59	3:44	5:24	6:59	8:39
Santa Rosa Downtown	10:37	11:43	12:37	2:07	3:52	5:32	7:07	8:47
Santa Rosa North	10:41	11:47	12:41	2:11	3:56	5:36	7:11	8:51
Sonoma County Airport	10:47	11:53	12:47	2:17	4:02	5:42	7:17	8:57

* Ferry departs San Francisco 10:40 12:00 1:50 3:30 5:05 6:45
 * Ferry arrives Larkspur 11:10 12:30 2:20 4:00 5:35 7:15

Back-to-School commutes just got easier with new expanded train service and **free fares for youth!** No Clipper card or eTickets are needed—just board the train. The train Conductor may request proof of age such as a state ID, license, or student ID. If a Clipper Card is used, the fare charged is \$0 (zero).

SMART trains are reliable, clean, and safe, and our friendly on-board Conductors are available to answer questions about our services. **Bicycles and scooters are welcome aboard the trains**—and local city and county buses are equipped with bike racks. Use tools like the Transit App and Google Maps for trip planning or call SMART Customer Service at 707-794-3330.



SMART CONNECT

The SMART way to fly from STS ✈️ 🚆

Learn more



You can now take SMART to the Sonoma County Airport (STS). Say goodbye to Hwy 101 traffic and parking woes! The SMART Connect Airport shuttle provides a direct connection between SMART's Sonoma County Airport train station and the Charles M. Shulz Sonoma County Airport. Luggage may be brought aboard the train and the shuttle.

Public transit is a convenient, economical, and climate-friendly way to travel. The SMART Connect Airport shuttle meets every northbound train at the SMART Sonoma County Airport station. You can find the bright orange shuttle waiting in the station's parking lot. The one-way fare is \$1.50 for adults and \$0.75 for persons with disabilities. **Youth and seniors ride FREE on the shuttle and on the train.**

www.sonomamarintrain.org

| 707-794-3330

| CustomerService@sonomamarintrain.org





SMART CONNECT Larkspur

operating Thursday • Friday • Saturday • Sunday



The SMART Connect Larkspur shuttle serves the Larkspur station, the Larkspur Ferry Terminal, and the surrounding Larkspur Landing area. On weekdays, the shuttle also serves The Village and Town Center shopping malls in Corte Madera.

This shuttle service is especially convenient for passengers who find the walk between the train station and the ferry terminal challenging. Shuttle capacity is limited and priority is given to those with mobility difficulties or those who feel unable to walk from the train station to the ferry terminal.

Visit www.sonomamarintrain.org/Connect for an overview of the SMART Connect Shuttle Program.

Connect Larkspur shuttle hours of service

Thursday – Friday: 7:00 AM – 12:30 PM and 1:30 PM – 6:00 PM
Saturday – Sunday: 8:30 AM – 11:30 AM and 12:30 – 7:30 PM

The shuttle follows the same holiday schedule as the SMART train. All trips must begin and end within the service area. Weekday and weekend service areas are different.

How to ride

There are three ways to book a ride on SMART Connect.

1. Book a trip using the Ride Pingo App
2. Book over the phone by calling customer service 800-727-0279
3. Walk-on to the shuttle and the driver will book your trip, if seating is available. For riders needing wheelchair-accessible ride, please see the section on accessibility below for details.

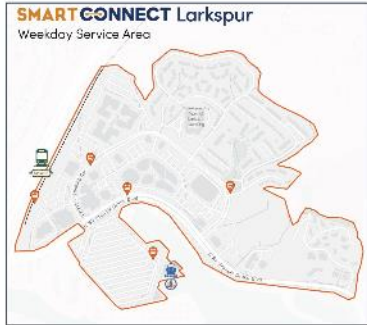
Shuttle fare

One-way fare is \$1.50 for adults and \$0.75 for persons with disabilities. Youth (0-18) and seniors (65+) ride FREE on the shuttle and the train. Fare may be paid in cash (no change given), and with a credit or debit card using the Ride Pingo App, or by calling 800-727-0279.

Accessibility

SMART Connect is wheelchair-accessible, with space for two wheelchairs. Riders needing wheelchair accommodation can use the Ride Pingo app to select a wheelchair seat after entering their origin and destination. Wheelchair users do not need to select a standard seat for themselves in addition to the wheelchair seat.

Riders requiring assistance from the driver are encouraged to book by calling 800-727-0279 and letting the dispatcher know what assistance you require. The SMART Connect vehicle has two steps that ambulatory passengers must ascend to board, or the wheelchair lift can be utilized.



On Saturday and Sunday, the Connect Larkspur shuttle can take you shopping to The Village and Town Center in Corte Madera! Book your trip now using the Ride Pingo App!



Learn more



Train + Ferry Connections to San Francisco Giants Games 2024

Giants fans can enjoy convenient and car-free travel to Oracle Park,

avoiding traffic and parking hassles. Simply head to your nearest SMART station and take the train to the Larkspur station, then catch the Giants Ferry at the Larkspur Ferry Terminal. The Giants Ferry takes you directly to Oracle Park where you disembark just steps from the Park entrance. Purchase Giants Ferry tickets here: <https://tinyurl.com/SFGiantsFerry>.

Giants fans can also ride SMART and connect to the regular Larkspur Ferry service to the Embarcadero Ferry Building, which is a 30-minute (1.2 mile) walk or 15-minute transit ride from Oracle Park.

SMART Train Tickets

SMART train fare is \$1.50 per adult for each zone traveled, and persons with disabilities or with a low income pay a discount fare of \$0.75 per zone traveled. Youth and seniors ride fare free on SMART. A trip from the Sonoma County Airport station to Larkspur is 5 zones traveled.

The Weekend Day Pass is ideal for passengers traveling to Giants games on Saturdays or Sundays. The Weekend Day Pass offers unlimited train rides for one weekend day, and costs \$10 for adults and \$5 for persons with disabilities.

The SMART eTickets Mobile App is ideal when purchasing train tickets for multiple people. Discount fares for persons with disabilities are available on the SMART eTickets App. Download the free app from the Apple App store or Google Play store by searching for SMART eTickets.

The \$10 Sail and Rail Combo Ticket is **not** available for connections to the Giants Ferry but may be used for ferry trips to the San Francisco Embarcadero which is approximately a 30-minute walk (1.2 miles) or a 15-minute transit ride from Oracle Park. Tickets for the Giants Ferry are sold separately at <https://tinyurl.com/SFGiantsFerry>.

Clipper Card is accepted by SMART and other Bay Area public transit providers.



TRAIN + FERRY + GIANTS



Date	Giants vs.	SOUTHBOUND TRIP TO ORACLE PARK				NORTHBOUND RETURN TRIP		
		SMART Train Trip #	SMART train arrives at Larkspur Station	Giants Ferry departs Larkspur Terminal	Giants game begins	Ferry departs Oracle Park	SMART train departures from Larkspur	
Sat., August 10	vs. Tigers	5	10:51 am	11:25 am	1:05 pm	30 min. post game	6:00 pm	7:40 pm
Sun., August 11	vs. Tigers	5	10:51 am	11:25 am	1:05 pm	30 min. post game	6:00 pm	7:40 pm
Thur., August 15	vs. Braves	17	10:37 am	11:00 am	12:45 pm	30 min. post game	5:03 pm	5:35 pm
Wed., August 21	vs. White Sox	17	10:37 am	11:00 am	12:45 pm	30 min. post game	5:03 pm	5:35 pm
Sun., September 1	vs. Marlins	5	10:51 am	11:25 am	1:05 pm	30 min. post game	6:00 pm	7:40 pm
Thur., September 5	vs. D-backs	17	10:37 am	11:00 am	12:45 pm	30 min. post game	5:03 pm	5:35 pm
Sun., September 15	vs. Padres	5	10:51 am	11:25 am	1:05 pm	30 min. post game	6:00 pm	7:40 pm
Sat., September 28	vs. Cardinals	5	10:51 am	11:25 am	1:05 pm	30 min. post game	6:00 pm	7:40 pm
Sun., September 29	vs. Cardinals	3	9:40 am	10:25 am	12:05 pm	30 min. post game	4:23 pm	6:00 pm



Transit Month

- September is Transit Month!
 - Established to raise awareness of the critical role transit services play in our region
- Organizers are hosting several activities
 - Full calendar of events www.sftransitriders.org/transitmonth
- SMART contributions
 - Provide branded items for prizes
 - Promotion through the On Track Newsletter and social media
- Video Sneak Peak



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TRAIN 4

09

SONOMA-MARIN
SMART
AREA RAIL TRANSIT

SONOMA-MARIN
SMART
AREA RAIL TRANSIT

STAND BACK

Recycle

TAKE ON
TRASH

Highlight of the Month

- Bryan Crowley
 - Information Systems Manager
- Recently appointed as Vice Chair of APTA Information Technology Subcommittee
- Selected to Moderate discussion on the benefits of cloud-based and hybrid solutions for transit at last week's APTATech 2024 Conference



Questions?



www.sonomamarintrain.org



Customer Service:

CustomerService@sonomamarintrain.org

(707) 794-3330

