

Agenda Item 5 - General Manager's Report



March 15, 2023

General Manager's Report

- Emergency Bridge Repair (Update)
- Ridership
- Pathway Wayfinding
- 3-Day Commute Monthly Pass
- Speaking Engagements
- Transit Employee Appreciation Day
- Questions

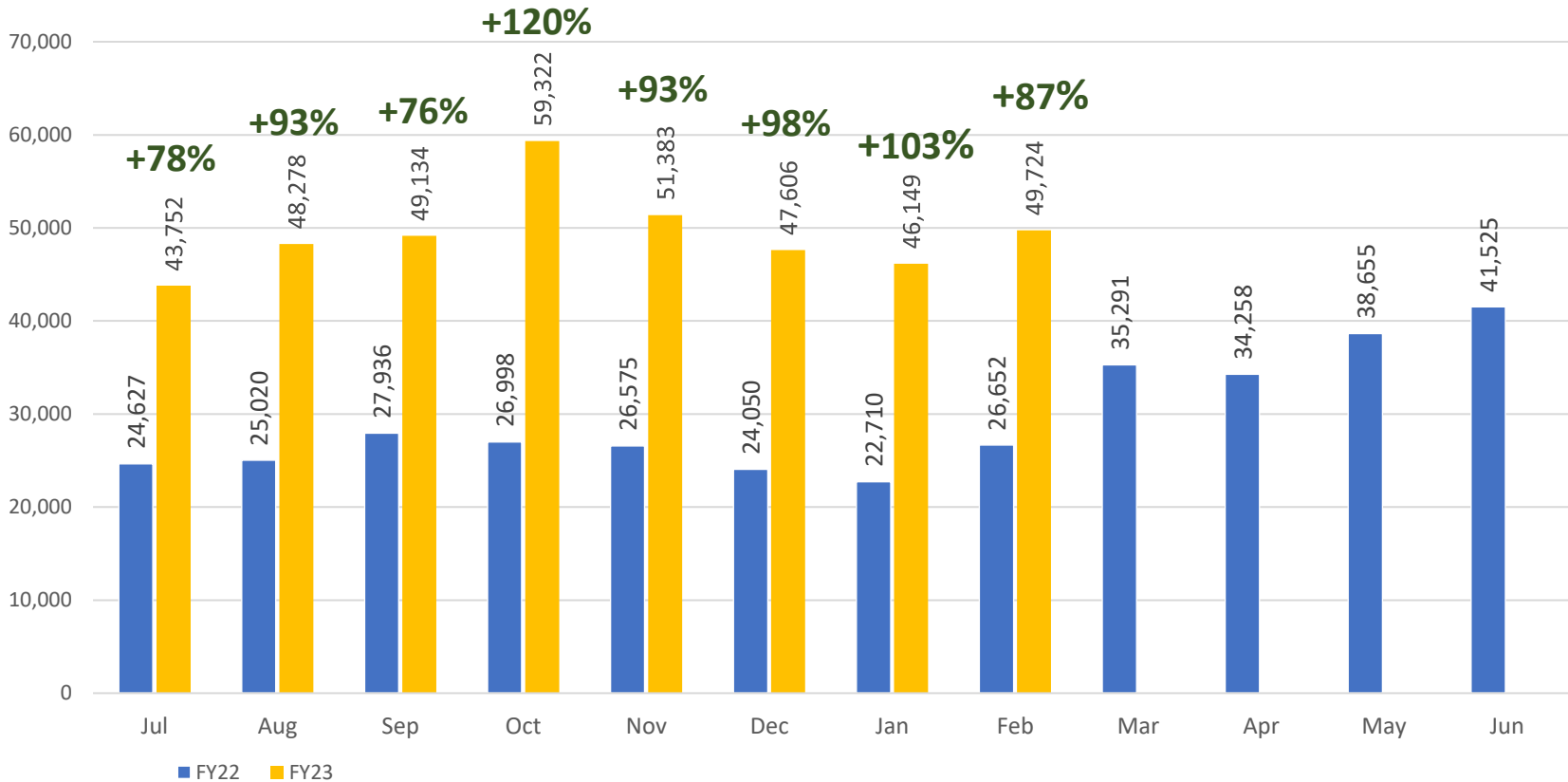
Emergency Bridge Repair (Brazos Branch)

Update:

- Work is complete
- No further updates required in the future



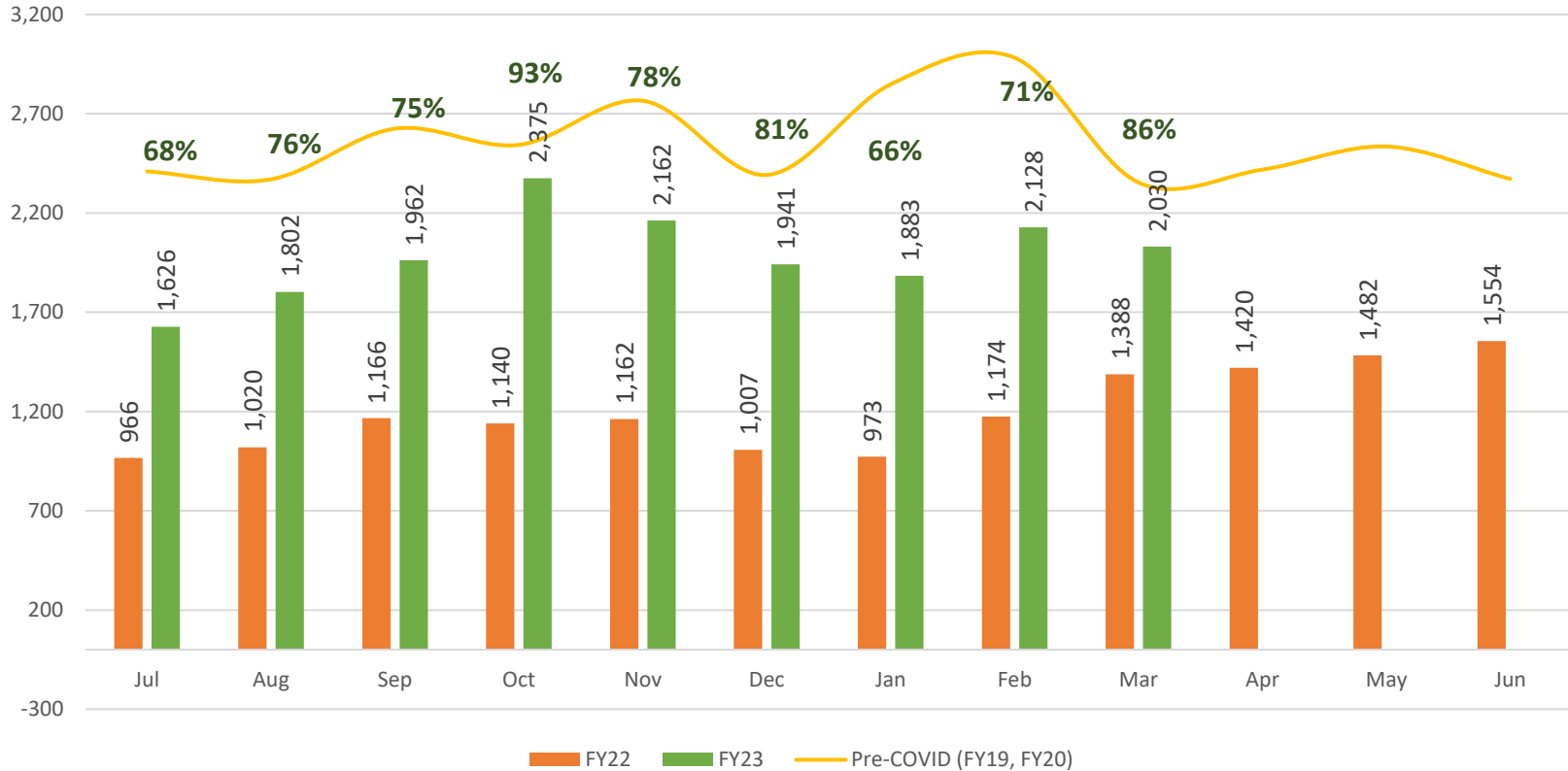
Monthly Ridership



- February ridership: 49,724
 - Up 87% over February 2022
 - FY23 up 93% versus FY22



Average Weekday Ridership



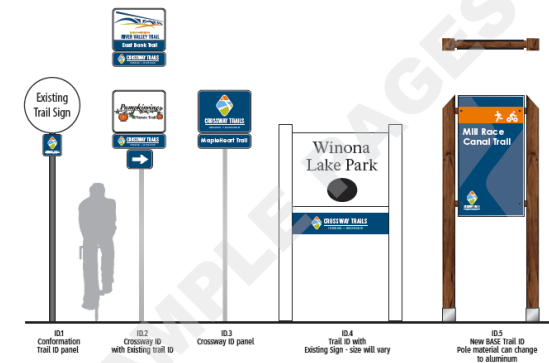
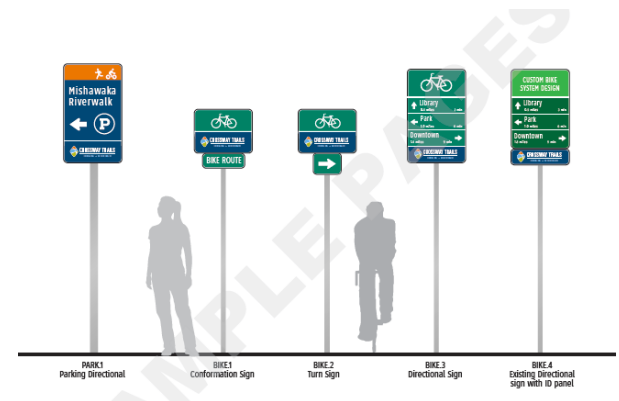
March Average Weekday ridership to date: 2,030

- Down 5% from February
- Up 46% over March 2022
- At 86% of pre-COVID (March 2019)



Pathway Wayfinding

- Issued RFP for design of wayfinding system plan
- Goals include:
 - Facilitate connections between pathway, SMART stations, and surrounding communities
 - Support first and last mile connections
 - Establish branding and placemaking
 - SMART Pathway / Great Redwood Trail
- Award contract in April 2023
- Complete planning phase in Fall 2023
- Install wayfinding signage FY24



3-Day Commute Monthly Pass

- Current monthly pass rates based on riders traveling **5 days** per week
- Post-pandemic, many employees only commute **2-4 days** per week
- Current monthly pass rate: **\$135** (\$67.50 Y/S/D)



3-Day Commute Monthly Pass

- Rate based on **3 days per week**, for 3 zones (\$9 x 13 days): **\$117** (\$58.50 Y/S/D)
- Goals:
 - Price the monthly pass to more accurately reflect post-pandemic rider behavior
 - Offer better value product for riders
 - Incentivize riders to use SMART for more trips
 - Boost ridership
- Fiscal impact:
 - Zero increase in pass sales:
\$40,000 revenue loss



Speaking Engagements

- San Rafael Rotary Club (Feb 27)
- Friends of SMART (March 1)
- League of Women Voters (March 6)
- San Rafael Chamber Governmental Affairs Committee (March 21)
- North Bay Leadership Council (March 23)
- Good Morning Healdsburg (April 6)

Transit Employee Appreciation Day



2023



Questions?

Connect with us:

www.SonomaMarinTrain.org



Customer Service:

CustomerService@SonomaMarinTrain.org

(707) 794- 3330

