



FIRST & LAST MILE ACCESS

APRIL 3, 2019

FIRST AND LAST MILE

What is it?

First and Last-mile connection describes the beginning or end of an individual trip made primarily by public transportation, in our case by commuter rail.

Walking, bus/ferry transit, private cars, ridesharing, taxis, private bicycles, bicycle sharing, scooters, etc.

Support programs: signage and wayfinding, Emergency Ride Home programs, pre-tax transit benefits, employer subsidies, etc.

FIRST AND LAST-MILE

- SMART is a 19 month old commuter rail-only transit agency
- First and Last-Mile solutions require
 - multiple partners,
 - dedicated fund sources,
 - transit-supportive land uses, and
 - time for successful implementation

FIRST AND LAST MILE

What do Other Commuter Rail Agencies Do?

5 Commuter Rail Agencies in California (year established)

Metrolink (1991)

Caltrain (1863/1985)

Altamont Corridor Express (ACE - 1998)

Coaster (Northern San Diego County - 1995)

SMART (2017)

FIRST AND LAST MILE

- **Standard Commuter Rail Practices Include**
 - Shared Marketing Opportunities between Rail/Bus
 - Bicycles on Board
 - Bike Parking at Stations
 - Bike Share - hosted by outside agencies
 - Ride Share – hosted by outside agencies

FIRST AND LAST MILE

Commuter Rail-Bus Coordination

- Negotiated transit transfer arrangements when Agency **NOT** also a Bus Transit Operator
 - Metrolink, Altamont Corridor Express, SMART – Rail Only
- Blended Arrangements for Bus Connections
 - Coaster part of North County Transit District (Bus/Rail)
 - Caltrain, managed by SamTrans (partner agency)

FIRST AND LAST MILE

- **What SMART Board Policies Support First & Last-Mile Choice?**
 - Rail Car - Designed to carry Bicycles on board
 - Fare Policy
 - Most progressive transfer credit in region
 - Clipper regional fare collection to simplify multi-transit operator access for riders
 - Bike Parking
 - Board invested in Bike Racks and Lockers at every station
 - Marketing Efforts – Social Media Cross Agency Marketing
 - SMART Pathway construction

FIRST AND LAST MILE

How have SMART and Partner Agencies been supporting SMART riders?

FIRST AND LAST MILE

- **Public Transit Partnerships**
- **Other Public Agency Support Programs**
 - Emergency Ride Home
 - Rideshare
 - Car Share
 - Bike Share
- **SMART Access Programs**
 - SMART Fares –Eco Pass & Transfer Credits with Transit Partners
 - Bicycle Parking
 - SMART Pathway
 - Construction of Station Connections Prioritized

SMART - PUBLIC TRANSIT PARTNERSHIPS

- GGT Route 31 – Larkspur Ferry
- SCT Route 56 – North County Connector
- SCT Route 55 – Airport Business Park Shuttle
- Santa Rosa CityBus service modifications
- Petaluma Transit Route 11/Route 24 modifications

All operators provide Transfer Credits for Clipper card users.

All operators include SMART information in maps/timetables.

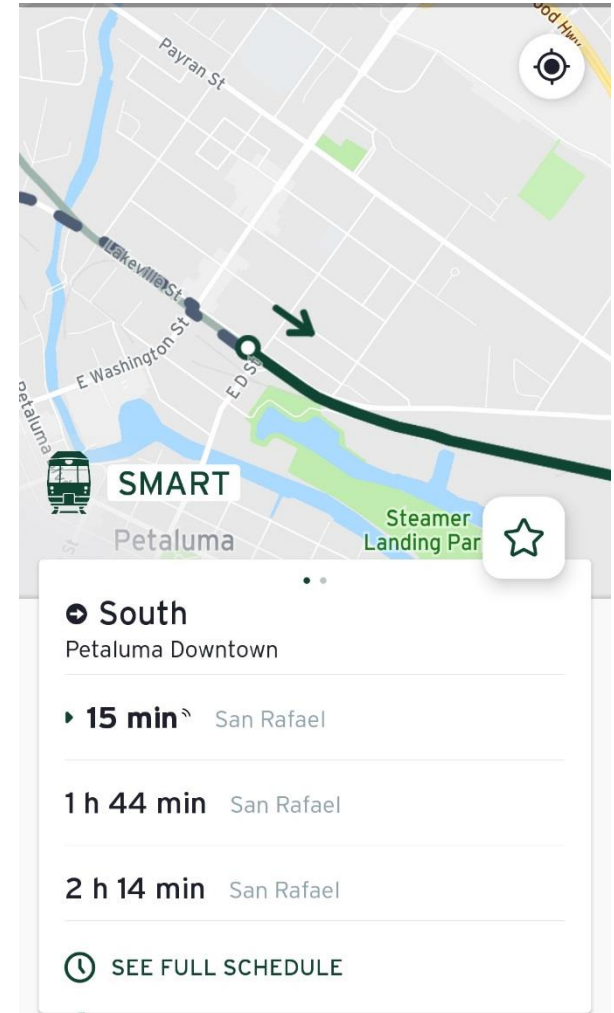
SMART - PUBLIC TRANSIT PARTNERSHIPS

- Customer Service Support (GGT Contract)
- Clipper card sales (Senior/Youth) at All Transit Operators
- Transit Wayfinding Signs
- Joint social media messaging
- Mutual cross-promotion at Outreach Events
- Shared Technology Information Platforms (ie 511.org)

THE TRANSIT APP



- Mobile application designed for aggregating and mapping real-time public transit data, functional in over 125 metropolitan areas around the world
- “Trip Planning” button in the SMART eTicket app directs users to this app
- Gives users upcoming departure times for nearby transit lines



GOOGLE MAPS



- Google Maps vision is to assist people as they explore the world, no matter where they are
- Google Maps provides route planning for traveling by foot, car, bicycle, public transportation, or a combination of those
- All of our SMART stations and train routes display on Google Maps
- Google is looking to push service alerts and delay information in real-time to users of Google Maps on their app

← from Railroad Square Historic District, 9 4th St, Santa Rosa, CA 95401 to San Rafael Transit Center, San Rafael, CA 94901

5:31 PM - 6:26 PM (55 min)

SMART

5:31 PM from Santa Rosa Downtown
\$9.50 2 min every 30 min

SCHEDULE EXPLORER

5:31 PM Railroad Square Historic District
9 4th St, Santa Rosa, CA 95401

Go to Santa Rosa Downtown
About 1 min, 125 ft

5:31 PM Santa Rosa Downtown

SMART 14 San Rafael
✓ 55 min (7 stops) · Stop ID: 7111

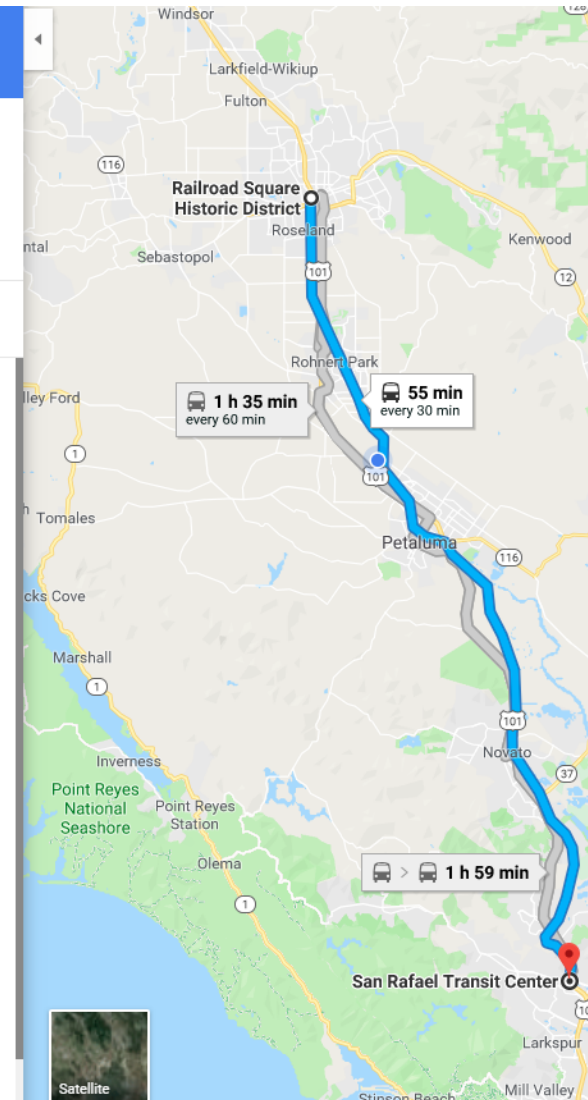
6:26 PM San Rafael

Walk
✓ About 1 min, 164 ft

6:26 PM San Rafael Transit Center
San Rafael, CA 94901

Cost: \$9.50

Tickets and information
[Sonoma Marin Area Rail Transit - 1 \(707\) 794-3330](#)



OTHER PUBLIC AGENCY SUPPORT PROGRAMS: EMERGENCY RIDE HOME

Commuters using alternative transportation are eligible to be reimbursed for an emergency ride home:

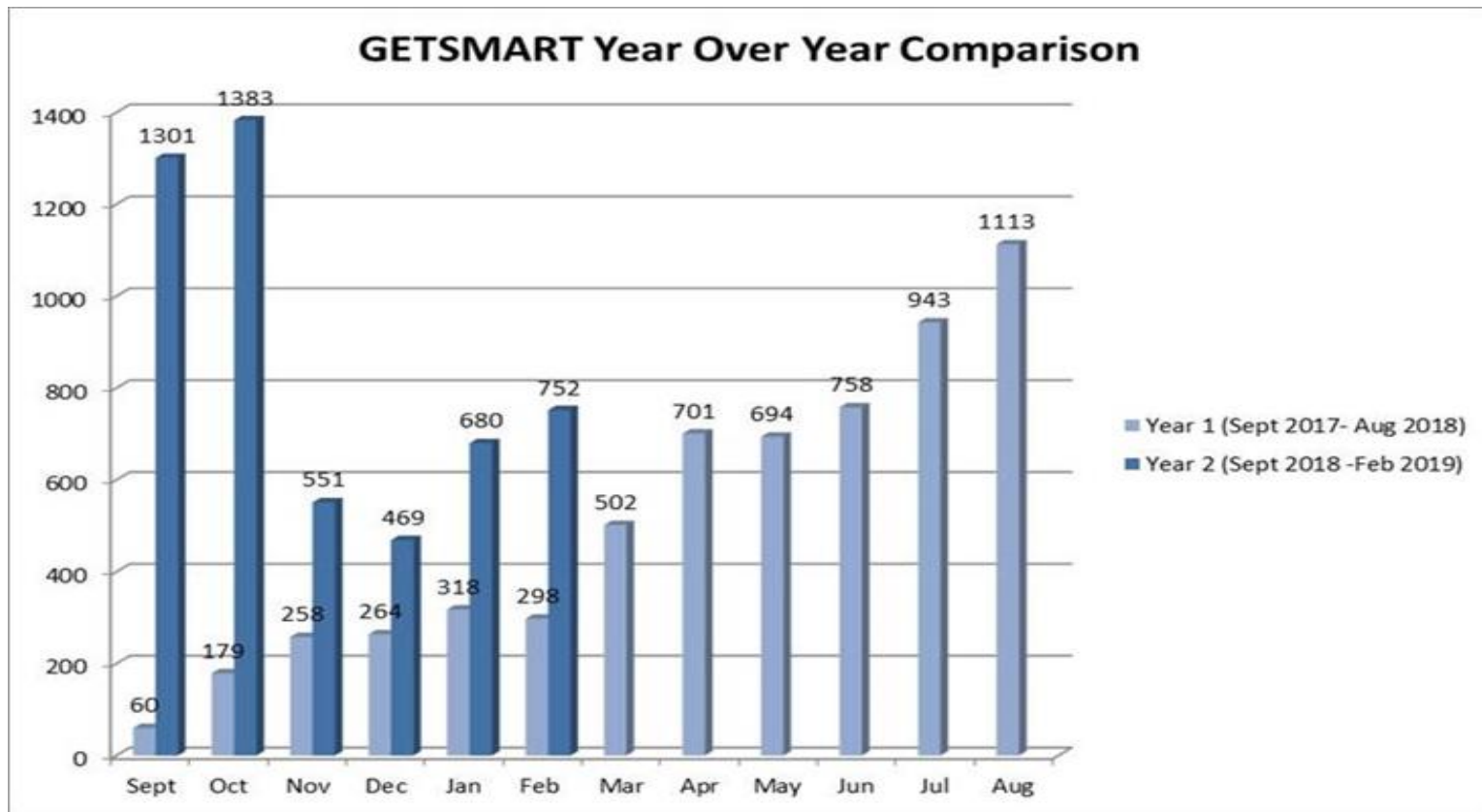
- Emergency examples - sick child, bicycle flat tire, SMART train not operating on schedule, etc.
- Can use taxi, rideshare (Lyft/Uber), car share, or rental car.
- Can use for up to 4 rides home per year, up to \$125 each.
- Based on employment location –
 - Marin work site – submit to **Transportation Authority of Marin**
 - <https://www.tam.ca.gov/erh/>
 - Sonoma work site – submit to **Sonoma County Transportation Authority**
 - <http://scta.ca.gov/projects/emergency-ride/>

OTHER PUBLIC AGENCY SUPPORT PROGRAMS: TAM'S LYFT PROGRAM

- Transportation Authority of Marin managed
- Launched September 12, 2017
- \$5 off Shared Rides to and from SMART Stations
- Complimentary Whistlestop ADA services
- Funded using Measure B \$10 Vehicle Registration Fee

TAM'S LYFT PROGRAM - RIDERSHIP

- August 2018 - 1,100 rides a month/48 rides a day
- 1-year total – Feb 2018 – Feb 2019 = 11,000



OTHER PUBLIC AGENCY SUPPORT PROGRAMS: CHALLENGES - CAR SHARE/SHUTTLES

- ZipCar service launched by Sonoma County Transportation Authority and City of Santa Rosa the same day as SMART
- Santa Rosa launched Park SMART Shuttle December 2017
- Neither service has had sufficient number of users to make the services sustainable for further investment
 - Santa Rosa Park SMART Shuttle ended March 1, 2019
 - ZipCar plans to remove their vehicles by August 2019

OTHER PUBLIC AGENCY SUPPORT PROGRAMS

- Santa Rosa refocusing efforts on the CityBus routes around Downtown:

“10 Ten (10) buses per hour travel between the Transit Mall and the SMART Station on weekdays. There are three bus stops near the train station, all accessible via a pedestrian path next to the tracks.”

- Santa Rosa providing discounted parking permit for transit commuters at Garage 12 (Transit Mall)

<https://srcity.org/3023/Commuter-Parking-Permit>

OTHER PUBLIC AGENCY SUPPORT PROGRAMS

MICROTRANSIT

2018 Marin Transit launched Marin Transit Connect

- Entirely on-demand transit service
- North San Rafael (Marin Civic Center Station) service area
- Partnership with Via ridesharing company
- App based

More information at
marintransit.org/routes/connect



OTHER PUBLIC AGENCY SUPPORT PROGRAMS: WAYFINDING SIGNAGE



Examples:

- Partner with local transit providers to install signage at our stations
- Caltrans installed SMART Station directional signage on Highway 101

OTHER PUBLIC AGENCY SUPPORT PROGRAMS: BIKE SHARE

- Project Managers TAM & SCTA
- Focus for Pilot Program
 - SMART Phase 1 stations
 - Key destinations
- 160+ bicycles
- Partners – Local Cities and SMART
- Vendor selection underway
- Public outreach on siting after vendor selection



SMART PROGRAMS

BICYCLE PARKING AT SMART STATIONS

SMART installed 100 bicycle racks and 34 electronic lockers accommodating 68 bicycles at SMART Stations

Station	Racks	eLockers
San Rafael Downtown	10	4
Marin Civic Center	10	4
Novato Hamilton	10	4
Novato San Marin	10	8
Petaluma Downtown	10	12
Cotati	10	8
Rohnert Park	10	8
Santa Rosa Downtown	10	12
Santa Rosa North	10	4
Sonoma County Airport	10	4

SMART PROGRAMS

BIKE LOCKER USAGE

Where are the most hours of rentals occurring?

- #1: Santa Rosa Downtown, 12 spaces - 22,631
- #2: Novato Hamilton, 4 spaces – 18,371
- #3: Novato San Marin, 4 spaces - 9,837

BICYCLES ON BOARD TRAINS

SMART PATHWAY

AUTO PARKING

TRANSIT TRANSFER CREDITS

ECO PASS – MARIN & SONOMA COUNTY PARTICIPATES



HOW DID YOU GET FROM YOUR STARTING POINT TO THE SMART STATION WHERE YOU BOARDED THIS TRAIN?

	WEEKDAY TOTAL	WEEKEND TOTAL
Walked (Including skateboard, scooter, wheelchair)	38%	42%
Dropped off by someone (NOT a service)	20%	23%
Drove alone and parked	16%	8%
Bike	14%	9%
Bus, ferry, or other public transit	11%	4%
Drove or rode with others and parked	9%	14%
Dropped off by Uber, Lyft or a similar service	4%	6%

Metropolitan Transportation Commission Onboard Survey – Spring 2018

HOW WILL YOU GET FROM THE SMART STATION WHERE YOU GET OFF THIS TRAIN TO YOUR FINAL DESTINATION?

	WEEKDAY TOTAL	WEEKEND TOTAL
Walked (Including skateboard, scooter, wheelchair)	38%	28%
Drove alone and parked	17%	5%
Dropped off by someone (NOT a service)	16%	18%
Bike	14%	13%
Bus, ferry, or other public transit	11%	6%
Drove or rode with others and parked	9%	25%
Dropped off by Uber, Lyft or a similar service	7%	14%

Metropolitan Transportation Commission Onboard Survey – Spring 2018

WHICH CONNECTING TRANSIT SYSTEMS ARE SMART RIDERS USING?

	WEEKDAY TOTAL	WEEKEND TOTAL
Golden Gate Transit	66%	88%
Golden Gate Ferry	23%	25%
Marin Transit	19%	
BART	12%	25%
Santa Rosa CityBus	10%	13%
San Francisco Muni	8%	13%
Sonoma County Transit	7%	-
Petaluma Transit	3%	-
AC Transit	3%	-
FAST (Fairfield - Suisun Transit)	1%	-
Amtrak	1%	-
Emery Go Round	1%	-

NOTES: Estimated 11% of Weekday and 4-6% of Weekend SMART Riders use Public Transit for First/Last Mile. Connections can include multiple agencies.

FIRST AND LAST-MILE - THE WAY FORWARD

- SMART is a 19 month old commuter rail-only transit agency
- First and Last-Mile solutions require
 - multiple partners,
 - dedicated fund sources by others,
 - transit-supportive land uses, and
 - time for successful implementation
- No shortage of ideas, however, most improvements require additional revenues that SMART does not have
- Other more established systems have a high percentage of local revenues dedicated to transit/supportive programs