Updated September 21th, 2017

SMART IS ABOUT 3 WEEKS OLD NOW

Projected Ridership	**15,600 per week**
Projected 3 Weeks Ridership	**46,800**
Actual passengers Carried in 3 weeks	**52,975**

FARE BOX REVENUE OVER LAST 3 WEEKS

- 12 months budgeted $3,900,000
- 3 Weeks budgeted $225,000
- 3 weeks Actual $242,098

SURVEY OF 648 RIDERS

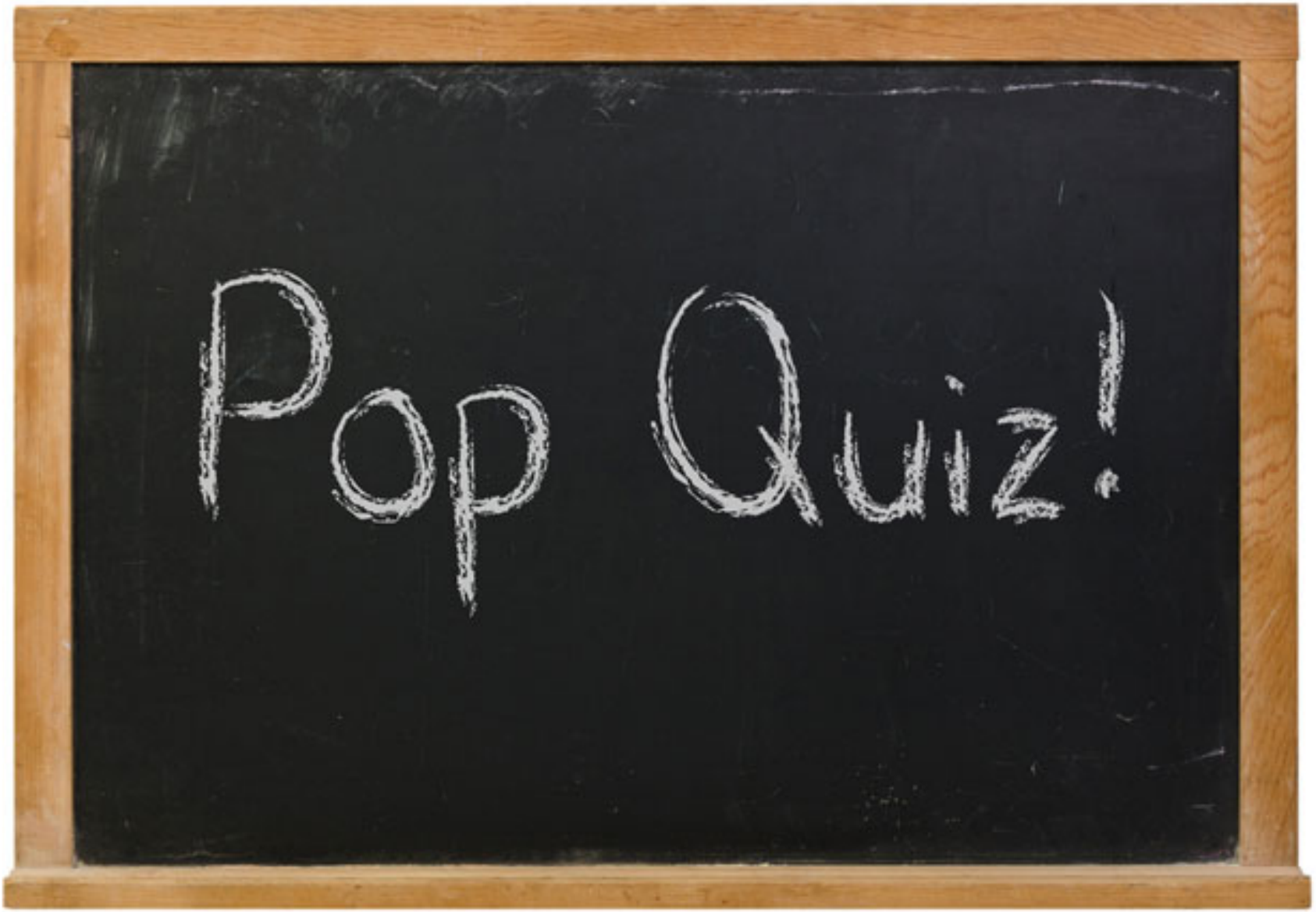
- Where do you begin your trip?

- Santa Rosa Downtown 18%
- Petaluma 18%
- Airport 16%
- San Rafael Downtown 12%

SURVEY OF 648 RIDERS

- Where is your destination?

- San Rafael Downtown 48%
- Marin Civic Center 12%
- Petaluma 9%
- Sonoma County Airport 7%


Pop Quiz!

QUESTION #1…

WHICH DAY OF THE WEEK HAVE WE CARRIED THE MOST PASSENGERS SO FAR?

1. Monday – 9,236
2. Saturday – 8,038
3. Sunday – 7,581

QUESTION #2…

WHICH HOURS OF THE DAY ARE THE BUSIEST ON WEEKDAYS?

Southbound

1. 7:19 am Train (2,391 passengers carried to date)
2. 6:19 am Train (2,235 passengers carried to date)
3. 12:49 pm Train (1,514 passengers carried to date)

Northbound

1. 3:59 pm Train (2,604 passengers carried to date)
2. 2:29 pm Train (2,291 passengers carried to date)
3. 5:29 pm Train (1,775 passengers carried to date)

WHICH HOUR OF THE DAY IS THE BUSIEST ON WEEKENDS?

Southbound

1. 3:16pm Train (2,556 passengers carried to date)

Northbound

1. 11:52am Train (2,727 passengers carried to date)

QUESTION #3…

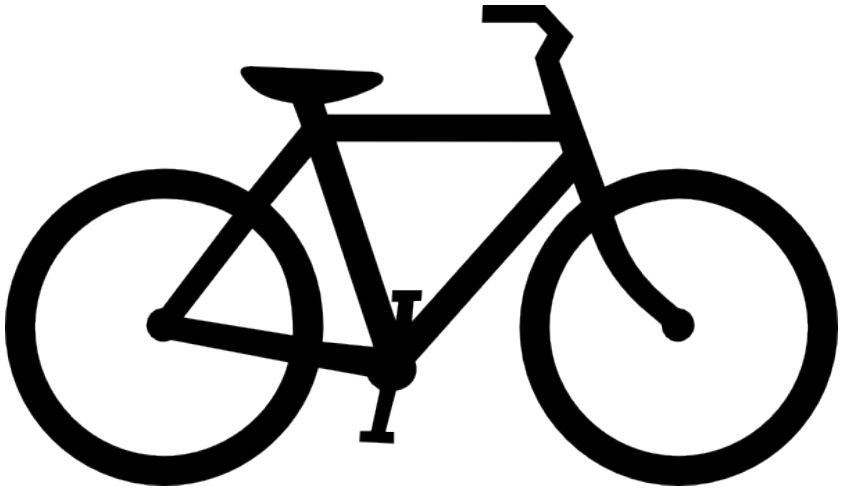
HOW MANY TOTAL BICYCLES HAVE WE CARRIED ON BOARD?

a) 1,000 – 2,000

b) 2,000 – 3,000

c) 3,000 – 4,000

d) 4,000 – 5,000



THE ANSWER IS…

a) 1,000 – 2,000

b) 2,000 – 3,000

c) 3,000 – 4,000

d) 4,000 – 5,000

TOTAL BIKES
3,787

QUESTION #4…

WHICH DAYS OF THE WEEK ARE THE MOST POPULAR FOR CARRYING BICYCLES?

Monday

Tuesday

Wednesday ← #3

Thursday ← #1

Friday ← #2

Saturday

Sunday

Total Bikes To Date By Day

Monday	624
Tuesday	535
Wednesday	720
Thursday	818
Friday	779
Saturday	195
Sunday	116
TOTAL	3787

LAST QUESTION…

WHICH TRAIN TRIPS CARRY THE MOST BIKES?

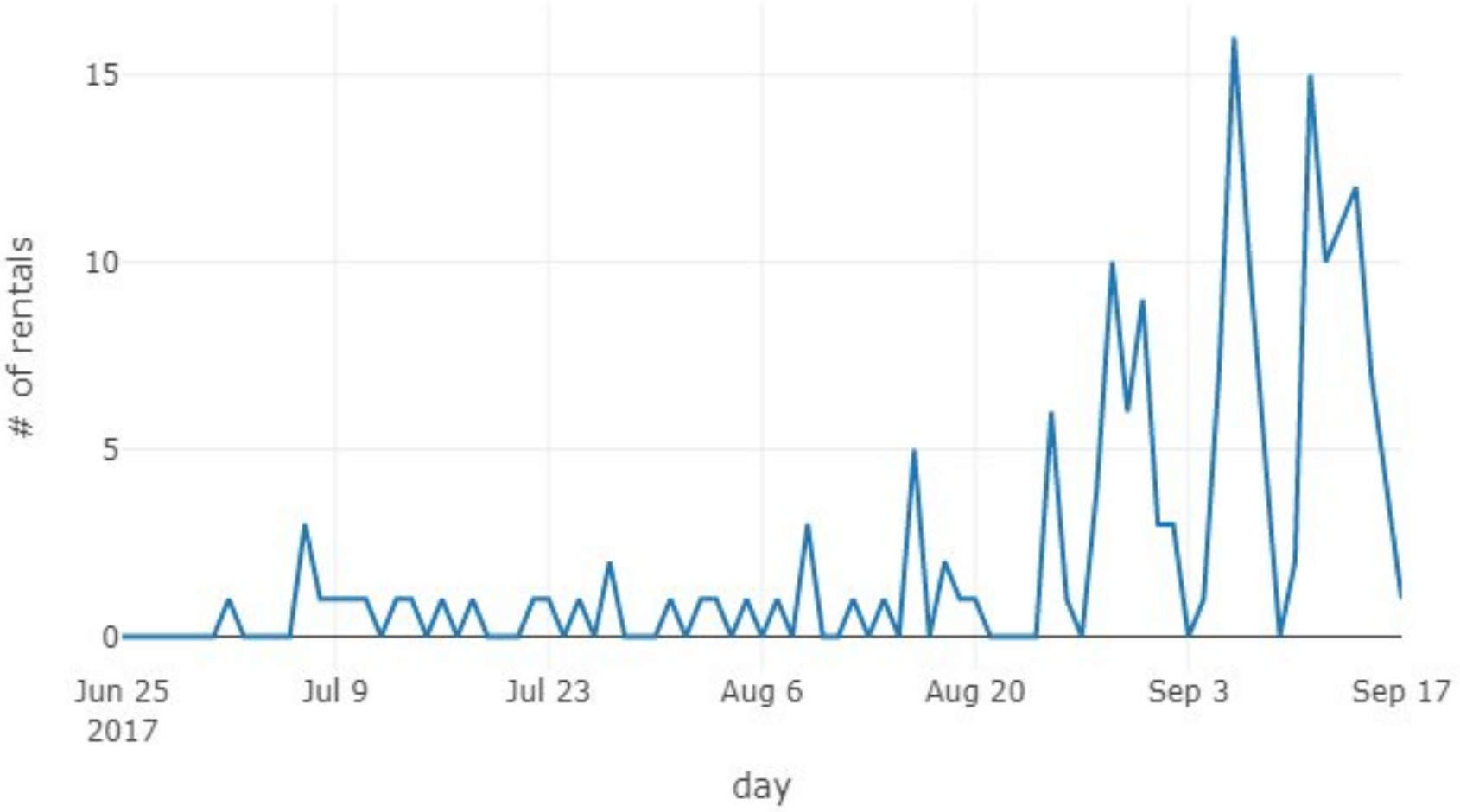
Southbound

1. 7:19am Train (317 bikes carried to date)
2. 6:19am Train (285 bikes carried to date)
3. 7:49am train (175 bikes carried to date)

Northbound

1. 5:29pm Train (258 bikes carried to date)
2. 3:59pm Train (255 bikes carried to date)
3. 4:59pm Train (250 bikes carried to date)

BIKELINK LOCKER USE TO DATE



ANY TRENDS?

- The busiest passenger times are 7-8 a.m., 6-7 a.m., 5-6 p.m. & 4-5 p.m.
- The busiest bicycle onboard times are 7-8 a.m., 6-7 a.m.,

  5-6 p.m. & 4-5 p.m.
- If this trend continues how do we accommodate bicycles as a first/last mile solution while maintaining capacity for passengers?