



For Immediate Release
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SMART announces new Communications and Marketing Manager

Petaluma, CA – Sonoma Marin Area Rail Transit (SMART) announced today that Ms. Julia Gonzalez is joining the district as its new communications and marketing manager. She will oversee SMART’s communications, public outreach programs, marketing, and media relations.

Ms. Gonzalez is a resident of the North Bay with more than 20 years of experience implementing a comprehensive marketing and communications programs to promote public transportation and large-scale infrastructure projects.

Prior to joining SMART, Ms. Gonzalez has been Communications Coordinator for the City of Santa Rosa Transportation and Public Works Department. She brings over of decade of experience in the public sector managing the communications and marketing of notable projects, including the Reunification of Courthouse Square in downtown Santa Rosa and Reimagining CityBus for Santa Rosa Transit.

“Julia’s experience will be instrumental as the district works to increase brand awareness, cultivate new ridership, and enhance public engagement. We are pleased to welcome her on board as part of the SMART team,” said SMART General Manager Farhad Mansourian.

SMART continues to transform commute patterns by expanding transit options for North Bay residents. The district is on track to open its two newest stations in Larkspur and Downtown Novato in December of 2019. The Larkspur station will connect riders to the larger Bay Area via the Golden Gate Ferry, while the station in Downtown Novato will offer riders easy access to the businesses, restaurants and shops in Novato’s core. Learn more at SonomaMarinTrain.org.

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