



SMART

Your train has arrived.

Sonoma-Marin Area Rail Transit District

General Manager's Report - January 2018

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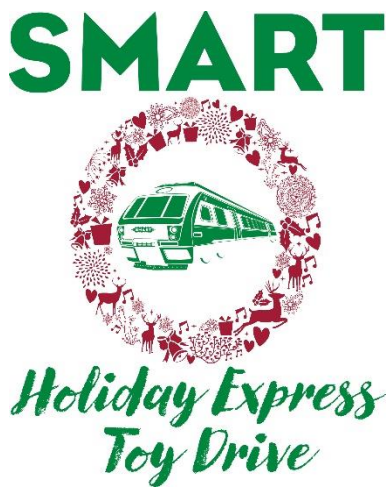
SMART

|| SONOMA-MARIN AREA RAIL TRANSIT

COMMUNITY OUTREACH

Community Outreach | Holiday Express Toy Drive

SMART's Communications and Marketing Team kicked off the Holiday season with its signature Holiday Express Toy Drive on December 9. In the wake of the wildfires, the demand for donations this holiday season had grown. To meet that demand, SMART expanded its toy drive this year: The Holiday Express Train served as the toy collection point at the Novato San Marin and the Santa Rosa Downtown stations; and SMART staff also accepted donations at three additional drop-off sites at the Cotati, Petaluma, and San Rafael stations. SMART's Communication and Marketing Team decorated the Holiday Express train, which was kept in service through the holiday season. SMART also had several community partners, including staff from Clover Sonoma who provided free eggnog for the public on board the train.



Sonoma and Marin county residents came through—donating literally hundreds of toys and gift cards for children in need! Donations were distributed to SMART's nonprofit partners: Toys for Tots of Sonoma County; the Novato Human Needs Center; the Novato Youth Center; Community Action Partnership of Sonoma County; and Santa Rosa-based Social Advocates for Youth. Thanks to the generosity of our community, and the hard work of our SMART staff, hundreds of children were able to have a brighter holiday season.



SMART's Holiday Express Toy Drive brings the community together to help Sonoma and Marin children in need. This year, hundreds of toys and gift cards were donated marking our most successful toy drive to date.



*Sharing the Spirit
of the Season*





Community Outreach | Rail Safety Education

With SMART's passenger service in full swing, our Communication and Marketing team has sponsored several events with a strong focus on rail safety education. In addition to regular social media posts, community events and presentations, and our rail safety education in local schools, SMART has developed "pop-up safety events" targeting children and millennials. The events are publicized through social media and our other digital platforms, and include booths at various stations with safety information and giveaways. These events are designed to engage our younger audiences, and keep the community conversation about rail safety going. Our outreach team engages children, enlisting them as "safety monitors" and encouraging them to share our safety messages at home and at school. These events also provide life-saving information about safe behavior near all tracks and trains for children and adults alike.

Safety is an essential part of all of our outreach programs. In addition to the Safety Spot pop-up events, SMART's outreach team participated in senior outreach and onboard outreach with our passengers. Since the last General Managers Report, SMART has participated in several presentations and events, including:

- January 12 | Senior Clipper Card Distribution (Sebastopol Senior Center)
- January 10 | SMART Onboard Rail Safety Canvassing (SMART train)
- December 28 | SMART Rail Safety Pop-up (Santa Rosa Downtown Station)
- December 27 | SMART Rail Safety Pop-up (Petaluma Downtown Station)
- December 9 | SMART Holiday Express Toy Drive (Novato, Santa Rosa)
- November 29 | Santa Rosa Sunrise Breakfast Group (Santa Rosa)
- November 29 | Rotary Club of Santa Rosa (Santa Rosa)
- November 8 | Rotary Club of Petaluma (Petaluma)



Safety is our top priority: SMART's pop-up safety events provide a new way to engage our youth in important conversations about railroad safety. This group of young men connected with our outreach team at the Santa Rosa Downtown Station.

MARKETING

Marketing Programs | SMART Advertising

SMART's marketing programs continue to grow. Connecting with passengers on board and at events —sharing information, SMART giveaways, and building excitement behind our brand—is a key element of marketing for SMART. Flanked with positive media coverage, exceptional levels of customer satisfaction, and excellent service, SMART's marketing programs continue to thrive. Advertising sales are strong, with most of our current advertisers extending their ads and new advertisers coming on board. Since opening our doors just a few months ago, we have sold just under \$300,000 in advertising—an excellent start.



THINK SAFETY FIRST.

- Never walk on the railroad tracks.
Walking on the tracks is illegal and dangerous.
- Stay behind the yellow strip on the platform before boarding and after exiting the train.
- Drivers should never stop on the tracks.

Visit BeTrackSMART.org



Safety is an important part of everything we do, and marketing is no exception. SMART continues to run safety ads at key junctures, including the start of 2018. Look for our safety ads in English and Spanish online, on the radio and in other prime spots. Be sure to share SMART's important safety messages with your family and friends.



**Distractions can be dangerous.
Be alert near all tracks and trains.**

**CLICK
HERE**



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Marketing Programs | Digital Platforms

SMART continues to build a strong online following. Facebook, Twitter, Instagram and Snapchat (our newest platform) all continue to grow monthly. Social media and our high levels of audience engagement continue to be an important part of our marketing program.

Following the wildfires, SMART searched for ways to enhance our communication with passengers to convey service alerts in real time. We have added Nixle to our digital platforms and now provide text alerts to more than 900 of our regular riders.

SMART's most popular Facebook post for this period was our post on the addition of a third car to some of our busiest commute runs.



Media | News Coverage

- January 5, *Sonoma-Marin Area Rail Transit to add third car on more commuter trains* (North Bay Business Journal)
- January 5, *Bicycles change SMART's function and the RP demonstration garden* (Community Voice)
- January 2, *North Bay community is up to housing-construction challenge* (North Bay Business Journal)
- January 1, *CA: Fires, rain, SMART among Marin's top stories of 2017* (Mass Transit Magazine)
- December 30, *Fires, rain, SMART among Marin's top stories of 2017* (Marin Independent Journal)
- December 29, *Top 10 news stories of 2017 led by Sonoma County wildfires* (Santa Rosa Press Democrat)
- December 29, *We've built up Sonoma County before, and we'll do it again* (Santa Rosa Press Democrat)
- December 29, *Top 10 news stories of 2017 led by Sonoma County wildfires* (Petaluma Argus Courier)
- December 27, *Suspected Drunk Driver Drives Onto SMART Train Tracks* (Novato Patch)
- December 26, *Dick Spotswood: Safety measure a good investment for SMART* (Marin Independent Journal)
- December 25, *Sonoma-Marin Area Rail Transit service starts after years in the works* (North Bay Business Journal)
- December 25, *10 stories that changed North Bay business in 2017 and likely beyond* (North Bay Business Journal)
- December 23, *Train group holding forum on North Bay rail service* (Daily Republic)
- December 22, *North Coast freight rail agency cited for financial losses, clouding future* (Santa Rosa Press Democrat)
- December 21, *Bay Area commuter rail lines on track to employ high-tech lifesaver in 2018* (San Francisco Chronicle)
- December 22, *SMART's successful toy drive* (Community Voice)
- December 20, *Rail Gauge: A Transit Adventure on SMART* (SFWeekly.com)
- December 19, *Safety Technology On SMART Trains Could Have Prevented Amtrak Disaster* (KPIX/CBS Channel 5)

- December 14, *SMART train braces for sales tax revenue drop after Sonoma County fires* (Santa Rosa Press Democrat)
- December 12, *'Urban center' developer buys 32 acres in Rohnert Park's nascent downtown* (Marin Independent Journal)
- December 11, *SMART passenger rail system wins 'Top Real Estate Projects' award* (North Bay Business Journal)
- December 10, *SMART warns of possible fire-related revenue dip* (Marin Independent Journal)
- December 8, *Proposed Sonoma-Marin program envisions 200-bike fleet at SMART train stations* (Santa Rosa Press Democrat)
- December 8, *In Your Town for Dec. 9, 2017: SMART schedules holiday toy drive* (Marin Independent Journal)
- December 7, *SMART seeks \$148,000 from FEMA for storm damage* (Marin Independent Journal)
- December 4, *Marin transportation officials pounce for gas tax matching funds* (Marin Independent Journal)
- December 2, *Tech advances in Marin's 25-year transportation plan* (Marin Independent Journal)
- November 30, *SMART to add third car to most popular round trips* (KSRO 1350 AM)
- November 29, *SMART expands capacity with a three-car train running four round trips daily* (Santa Rosa Press Democrat)
- November 28, *SMART Offers Free Passes For Riders Affected By Sonoma Co. Fires* (Rohnert Park Patch)
- November 26, *Free smart cards for those affected by Sonoma County wildfires* (KTVU Fox 2)
- November 24, *Free SMART passes offered to downtown Santa Rosa shoppers* (Petaluma Argus Courier)
- November 23, *Free SMART passes offered to downtown Santa Rosa shoppers* (Santa Rosa Press Democrat)
- November 22, *SMART Operating On Weekend Schedule On Thanksgiving* (San Rafael Patch)
- November 21, *San Rafael street work to help unclog downtown traffic* (Marin Independent Journal)

- November 17, *CA: Bicycle Sharing for SMART Users Gets \$824,000 Boost* (Mass Transit Magazine)
- November 16, *Sonoma, Napa fire victims to get SMART passes* (Napa Valley Register)
- November 16, *Editorial: East-west connector is a SMART idea* (Sonoma Index-Tribune)
- November 15, *Sonoma, Napa fire victims to get SMART passes* (Marin Independent Journal)
- November 15, *SMART rolls out relief programs for fire victims* (North Bay Business Journal)
- November 14, *Dick Spotswood: Extending SMART to Solano could answer traffic need* (Marin Independent Journal)
- November 13, *Novato still seeking grants for downtown SMART stop* (Marin Independent Journal)
- November 13, *North Bay leaders to tackle fire-recovery strategies* (North Bay Business Journal)
- November 10, *SMART eyes eastbound rail extension toward Solano County* (Santa Rosa Press Democrat)
- November 8, *SMART Larkspur extension costs rise as feds demand more money* (Marin Independent Journal)
- November 8, *Marin will be polled on Bay Area bridge toll hike* (Marin Independent Journal)
- November 8, *SMART Train Schedule Change 'Not Smart,' Some Riders Say* (San Rafael Patch)

COMMUNICATIONS & MARKETING | 2017 HIGHLIGHTS

For all of us here at SMART, 2017 was a remarkable year with the launch of our new passenger train service. Our Communications and Marketing team also had a busy year with some key projects and programs throughout the year. Here is a snapshot of our 2017 highlights:

- SMART's Communications & Marketing team participated in **91 presentations and events**, raising awareness and building a solid foundation for rail safety.
- SMART launched a **new full service website** and in just six months we had 243,714 unique hits, and 504,891 sessions.
- SMART's **Grand Opening Ceremony** was a huge success, with more than 500 attendees and positive coverage carrying over for several weeks in print, television, radio, online and in trade publications, both locally and nationally.
- SMART developed a **major marketing program** from scratch, including building high-quality branding materials, collateral, and advertising programs.
- Approaching the start of service, SMART launched a major advertising campaign to build awareness and affinity through a **series of ads pre-launch and post-launch** that carried through to our launch of service for eight weeks.
- SMART launched a successful, revenue-generating advertising sales program. In less than six months, SMART booked **advertising sales totaling \$298,000**, exceeding all of our internal goals
- SMART's **digital and social media audiences continue to grow**. We added new platforms,

including Snapchat and the launched Nixle to communicate service alerts in real-time. Facebook grew to 12,602 (29%); Twitter grew to 3,031 (49%); e-newsletter grew to 9,635 (9%). Our Facebook reach on a single post set a record this year: 104,227.



SONOMA-MARIN
SMART
AREA RAIL TRANSIT

2017 IN REVIEW













CONSTRUCTION

PATHWAY:

- The construction of the pathway from North San Pedro to Merrydale is wrapping up, with striping remaining.
- Drainage measures have been installed at the pathway from Franklin to Grant. The pathway is ready for paving.
- The construction of the Atherton to Rush Creek Pathway is complete, with fencing installation and signage remaining.



Fencing has been installed at the pathway from North San Pedro to Merrydale in San Rafael



The pathway from Franklin to Grant Avenue is ready for paving in Novato



Paving is complete at the pathway from Atherton to Rush Creek in Novato

LARKSPUR EXTENSION:

- Design is continuing to advance for the Larkspur Extension Project.
- Tie removal and backfill at the Larkspur Station site has been completed.
- Rail delivery at Andersen Drive is complete.
- Rail welding at Andersen Drive is underway.



Ties have been removed at the Larkspur Station and are ready for off-haul



The crews have removed ties and backfilled at the site of the Larkspur Station foundation.



The rail is being prepared for welding from Andersen Drive to Unnamed Channel.



Rail welding operations are underway.

OPERATIONS

MAINTENANCE OF WAY:

- Annual bridge inspections were completed with Engineering and Maintenance of Way.
- Conducted 1 Signal Technician interview and moved the candidate to the background stage.
- Oriented a new Signal Supervisor.

TRANSPORTATION:

- SMART offered Special Christmas Train to collect toys for the kids in the Sonoma and Marin counties.
- Transportation continues daily train service for the North Bay riders with a 99% on Time Performance!

VEHICLE MAINTENANCE:

- Vehicle Maintenance Manager went to Chicago to have a meeting with seat vendor, Kustom Seating Unlimited and car builder, Nippon Sharyo to discuss the reliability of the passenger and operator seats.
- Received new sanding machine. This machine will allow us to refill the Diesel Multiple Units with sand safely and improve on the time it takes to refill the sand boxes.
- Continued servicing the vehicles providing a quality product for the customers to enjoy their commute to work and home.

HUMAN RESOURCES

CURRENT OPEN RECRUITMENTS:

- Engineer-Conductor
- Information Technology Technician
- Signal Technician
- Safety and Compliance Officer
- Senior Planner

INTERVIEWS CONDUCTED:

- Engineer-Conductor
- Signal Technician
- Information Technology Technician
- Accountant

HIRING:

SMART has hired the following new staff: Signal Supervisor; 2 Laborers; Conductor; Train Control Manager.

MISCELLANEOUS:

- Teamsters Technicians Unit contract goes to the Board of Directors for approval on January 17, 2018
- Union negotiations are on-going with the Teamsters Supervisors Unit.

REAL ESTATE

PROPERTY ACQUISITIONS

Larkspur Extension Project - Staff has completed the acquisition of property from the Golden Gate Bridge and Highway Transportation District (GGB) for a small portion of property at the Bettini Transit Center in downtown San Rafael. The purchase has been recorded by the county.

Staff has completed the acquisition of property from the Golden Gate Bridge and Highway Transportation District (GGB) for property north of the CalPark Tunnel. The purchase has been recorded by the county. The tenant was given a 30-day Notice to Vacate by GGB and the property has been cleared and the vegetation has been trimmed.

A license agreement with the Golden Gate Bridge and Highway Transportation District for access to the new Larkspur Station has been activated and SMART's contractors are using the license agreement to access the property for the construction of the station.

Staff is continuing to work with the City of San Rafael to immediately transfer two small parcels of land to SMART which are needed as part of the land exchange per the June 2017 Memorandum Of Understanding between SMART and the City of San Rafael. The property is needed for the realignment of Francisco Boulevard West and new alignment of the tracks. Staff is continuing to work on the remaining properties that will be in the Land Exchange Agreement with the City of San Rafael.

Staff is continuing to work with a private property owner who was given an offer to purchase their property in September. Staff will continue to work toward the completion of the acquisitions. Staff has completed the survey work on legal descriptions and maps for the offer.

Staff completed the purchase of property from a private property owner and has recorded the property purchase with the county of Marin and the property has been paid.

Staff is continuing weekly coordination meetings with Pacific Gas & Electric Company and American Telephone and Telegraph Company (AT&T) for all their utility work that is a part of the project.

Staff is continuing to determine the property rights of the utility companies and the new location of the utilities.

Track work – Research continues on property rights for both SMART and property owners regarding the location of track.

Pathway - Coordinating with the local municipalities regarding securing any necessary land rights to accommodate the construction of the pathways and interim access and laydown area needs.

Received Requests for:

Windsor Day Parade – May 5, 2018 Application has been received.

Right of Entry Permits Issued:

PG&E – Replacement of poles and installation of new electrical lines across the tracks – Rohnert Park.

PG&E – Replacement of poles, replace insulators and installation of new electrical lines across the tracks – Railroad Avenue, Penngrove.

EXARO Technologies – Vacuum excavating for RR crossing quad gates in Penngrove.

Guide Dogs for the Blind – Installation of new fencing on property line.

Staff is continuing working on issuing Right of Entry Permits/License with:

COMCAST – Fiber Optic installation verifications in 7 locations. Agreements to be revised.

Marin County Flood Control/City of San Rafael – Clearing of vegetation – Drainage Channel

PG&E – Vegetation trimming/removal

On-Going Property Management Activities:

Working on access protocols with Sonoma County Water Agency.

Staff is continuing to work with Pacific Gas & Electric Company to refine access issues.

Refinement of maintenance and insurance issues.

Research of title issues regarding property rights.

Consulting with Engineering on costs.

Consulting with Permitting Agencies on mitigation issues.

Continue to handle property management issues from adjacent landowners.

Continue to support construction by doing property research for discovered property issues.

Research on title issues to clarify property ownerships.

Continue working with property owners to remove encroachments.

Continue to define property ownership issues.

Title reports ordered and being reviewed.

Meetings held with private property owners

SAFETY AND SECURITY

- Staff attended several FBI meetings regarding industry trends and areas of focus. Many of the meetings involve rail liaison partners from across the North Bay.
- Monthly Sonoma and Marin County Chiefs meetings were attended to discuss County specific issues, crime trends and statistics.
- In the last two months Code Compliance has responded to over fifty reports of trespassers along the right of way. The trespassers vary from homeless camps to subjects using the rail as a pathway.
- Sonoma County Fire representatives were provided a tour of the Rail Operations Center in an effort to create safety plans for fire response. Many aspects were discussed including access points, power connections, communications and evacuation plans.
- One trespasser was contacted in Rohnert Park and was found to have a large knife in his pocket. Rohnert Park PD responded to assist with the trespasser.



- Trespassers were spotted near the Corda Ranch in Petaluma area on SMARTs right of way. Upon the arrival of code compliance, they fled in kayaks.



- During bike path patrol near Colgan Creek Bridge in Santa Rosa, a trespasser was located under the bridge. He was asked to move along and complied with Code Compliance.



- Code Compliance responded to a report from Operations regarding an angry fare evader. The subject was contacted and advised on process of obtaining a Clipper card.
- During patrols under Cinnebar Bridge in Petaluma, a large encampment was located. The camp had propane tanks for fire and a cooking stove. The camp was removed with the California Highway Patrol.



GRANTS AND FEDERAL/STATE AND REGIONAL ACTIVITIES

UPCOMING GRANTS AND AWARD ANNOUNCEMENTS:

Transit and Intercity Rail Capital Program (TIRCP): The California State Transportation Agency (CalSTA) is issuing the TIRCP final program guidelines on October 13, along with a Call for Projects. Applications were due January 12, 2018 and CalSTA intends to publish a 5-year allocation plan for TIRCP funds by April 30, 2018. SMART submitted a request for \$75 million for the SMART Larkspur to Windsor Corridor Project for consideration

Bike Share Capital Program: The Transportation Authority of Marin (TAM) and the Sonoma County Transportation Authority (SCTA) submitted a joint application to the Metropolitan Transportation Commission (MTC) requesting funding for a two hundred bicycle system focused around SMART Phase 1 Stations in Sonoma and Marin counties. In November, the Metropolitan Transportation Commission programmed \$824,000 in capital start-up costs for the project. The SCTA and TAM are working to develop further specific details on the project, including ongoing operations funding and bike share station siting, with the project implementation scheduled for late 2018 or early 2019.

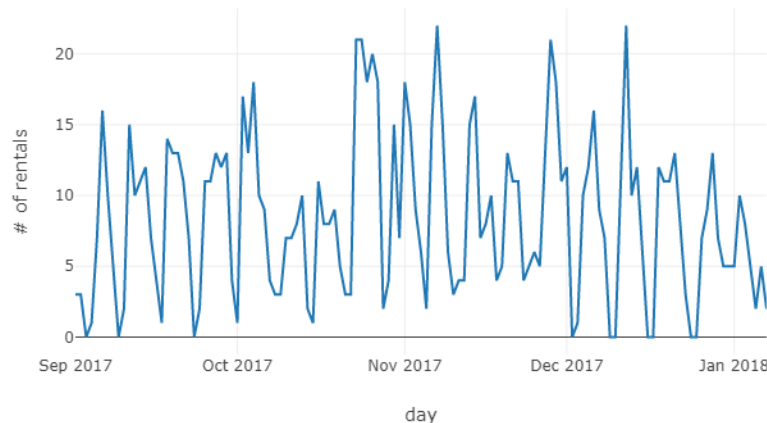
OTHER REGIONAL ACTIVITIES

BikeLink™ Lockers: SMART has installed 34 electronic lockers accommodating 68 bicycles at SMART Stations.

STATION	RACKS	LOCKERS
Downtown San Rafael	10	4
Civic Center	10	4
Hamilton	10	4
North Novato	10	8
Petaluma	10	12
Cotati	10	8
Rohnert Park	10	8
Downtown Santa Rosa	10	12
North Santa Rosa	10	4
Airport	10	4

The locker vendor, BikeLink™, has locker locations throughout the Bay Area and more information on how to use the system can be found here: <https://www.bikelink.org/>. Cards to use the system can be obtained directly through BikeLink™ or at retail vendors. Any retailers wishing to vend Bike Link cards should contact them via their website. BikeLink is currently conducting a pilot program with BART testing Clipper card use on BikeLink lockers. Once that pilot is successfully completed, BikeLink hopes to be able to launch Clipper card use on SMART's electronic lockers in 2018.

BikeLink locker usage reports through January 8, 2018, indicate that every station has had rentals, Santa Rosa Downtown location has had the most number of rentals, and system-wide locker usage through January 8 is shown here:



TRANSIT OPERATOR COORDINATION

Transit Technical Advisory Groups: Staff from SMART and each of the five bus agencies operating out of Marin and Sonoma Counties continues to meet approximately quarterly to coordinate operational and planning activities between our agencies. SMART staff continues to participate in additional monthly transit coordination meetings above and beyond coordination directly related to the start of SMART services. The Metropolitan Transportation Commission (MTC) hosts several monthly meetings related to transit attended by SMART staff:

- Transit Finance Working Group;
- Transit Wayfinding (Regional Wayfinding-Regional Hub Signage Program);
- Real-Time Transit information working group;
- Regional 511.org Transit Information; and,
- Clipper Staff Liaison Committee.

In addition, the Sonoma County Transportation Authority (SCTA) hosts a Transit Technical Advisory Committee attended by SMART staff (January 10, most recent meeting).

PLANNING

REGIONAL TRANSIT/PLANNING COORDINATION ACTIVITIES:

National Transit Database (NTD) Reporting – Federal Transportation Authority (FTA) FTA grant recipients – those receiving funding from the Urbanized Area Formula Program (5307) or Rural Formula Program (5311) – are required to submit data to the NTD on a monthly and annual basis. Staff recently submitted the final revisions of the annual NTD report and continues to submit monthly ridership reports.

State Route 37 Project, MOU between TAM, SCTA, NCTPA, and STA - The Transportation Authority of Marin (TAM), Sonoma County Transportation Authority (SCTA), Napa County Transportation Planning Agency (NCTPA) and Solano Transportation Authority (STA) have entered into a memorandum of understanding (MOU) to continue to jointly study needed improvements to State Route (SR) 37. At the previous meeting on Thursday January 4th, committee members received informational presentations from the San Francisco Bay Conservation and Development District, Bay Area Resilient by Design, State Water Resources Control Board, and Caltrans. The next meeting is scheduled for Thursday March 1st, where the main topic of discussion will be transit options for Highway 37.

Metropolitan Transportation Commission/SMART Transit Hub Signage Project – MTC is seeking funding sources for wayfinding kiosks and transit information displays at SMART stations. Planning staff is working to finalize the funding agreement and attachment with Scope details so once SMART receives the funding the project will be ready to quickly deploy.

LOCAL COORDINATION

Local Coordination Tracking – The Planning department tracks all notices sent by local jurisdictions for projects occurring adjacent to or nearby the railroad tracks. Staff reviewed **26** notices in the months of November & December

Downtown Rohnert Park – The City of Rohnert Park hosted a public charrette to solicit feedback from various community members and stakeholders on crafting a Form-Based Code for Rohnert Park's emerging downtown from November 6th – 9th, 2017. Staff attended a meeting on Monday November 6th to learn about the downtown development and how it affects SMART.

RIDER GUIDES/INFORMATION

Surveys – Staff continues to monitor and analyze the on-board survey that has been in place via the Wi-Fi login on the train since opening day. Staff is beginning to research if making changes to the survey questions will be feasible since the original survey has been deployed for over four months now and has already received many responses.

Google Maps – Staff continues to monitor SMART's stations on Google Maps and make improvements whenever necessary.

Ridership – Staff continues to monitor and analyze SMART ridership on a daily basis

