

General Manager's Report

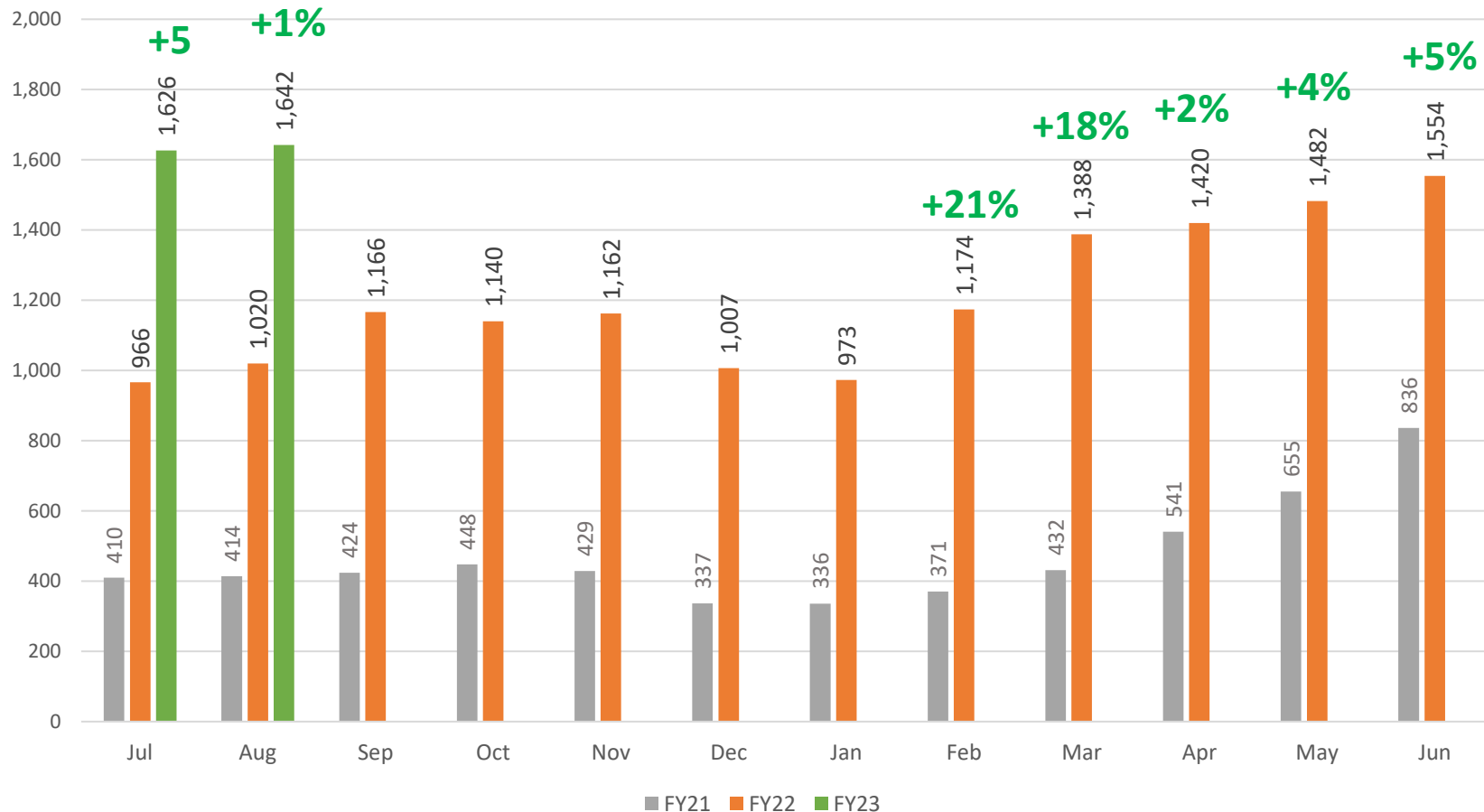
August 17, 2022



General Manager's Report

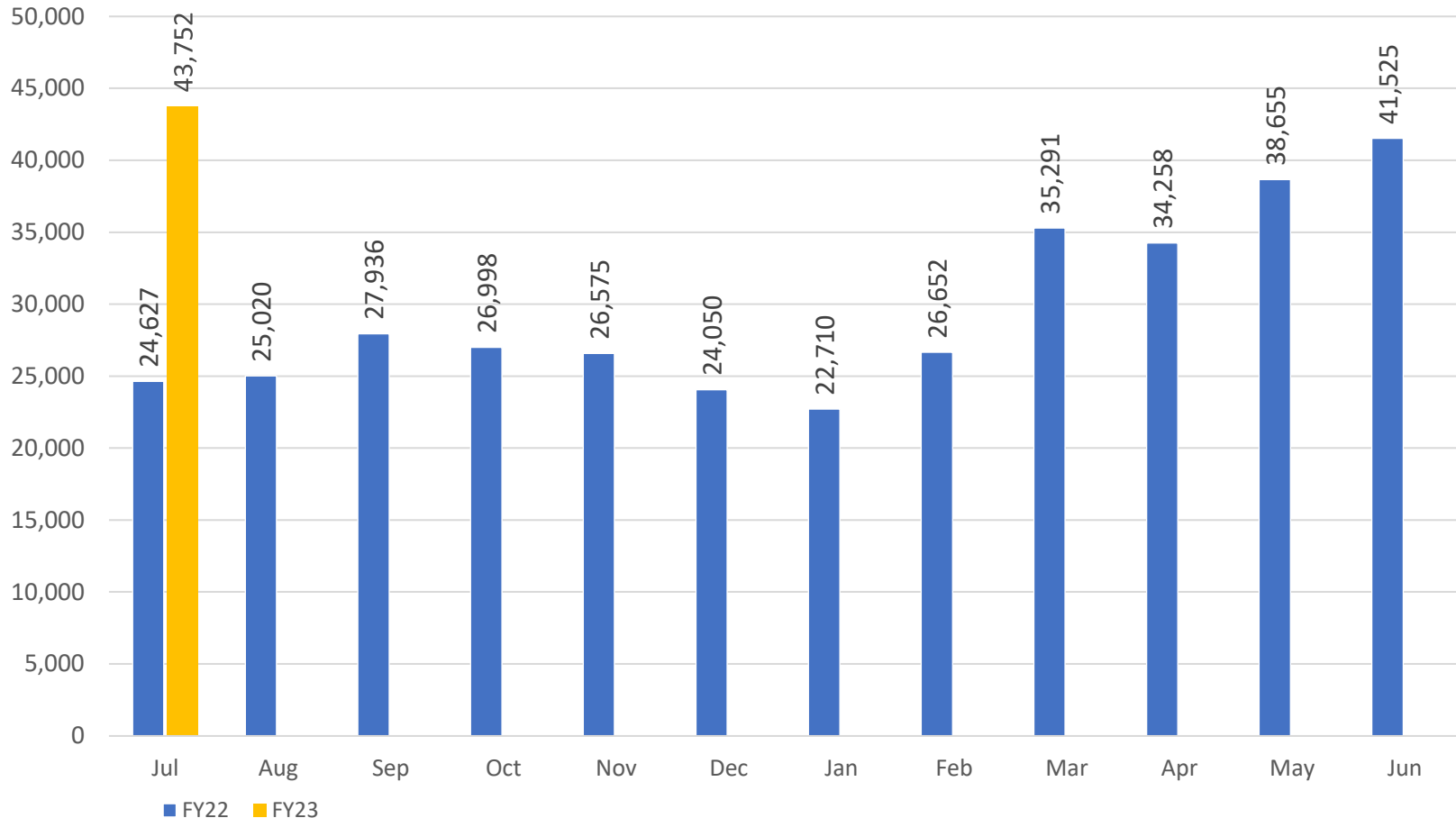
- Updates
 - Ridership
 - New Freight Customer
 - Bay Area Council Employer Survey
 - Clipper Bay Pass
 - Santa Rosa Scooter Program
 - Public Outreach
- Questions

Average Weekday Ridership



- Average weekday ridership continues to grow.

Total Monthly Ridership



- Total July Ridership was up 78% over last July

Freight Update

- New Storage Agreement
 - Non-hazmat rail cars
 - Up to 50 cars
 - Revenue Potential
 - \$100K annually
 - Additional revenue generated by switching fees
 - Currently 8 hopper cars in-route to Schellville
 - Working with other storage brokers to increase business
 - Storage capacity = 200 rail cars

Bay Area Council Employer Network: Return to Transit Tracking Poll

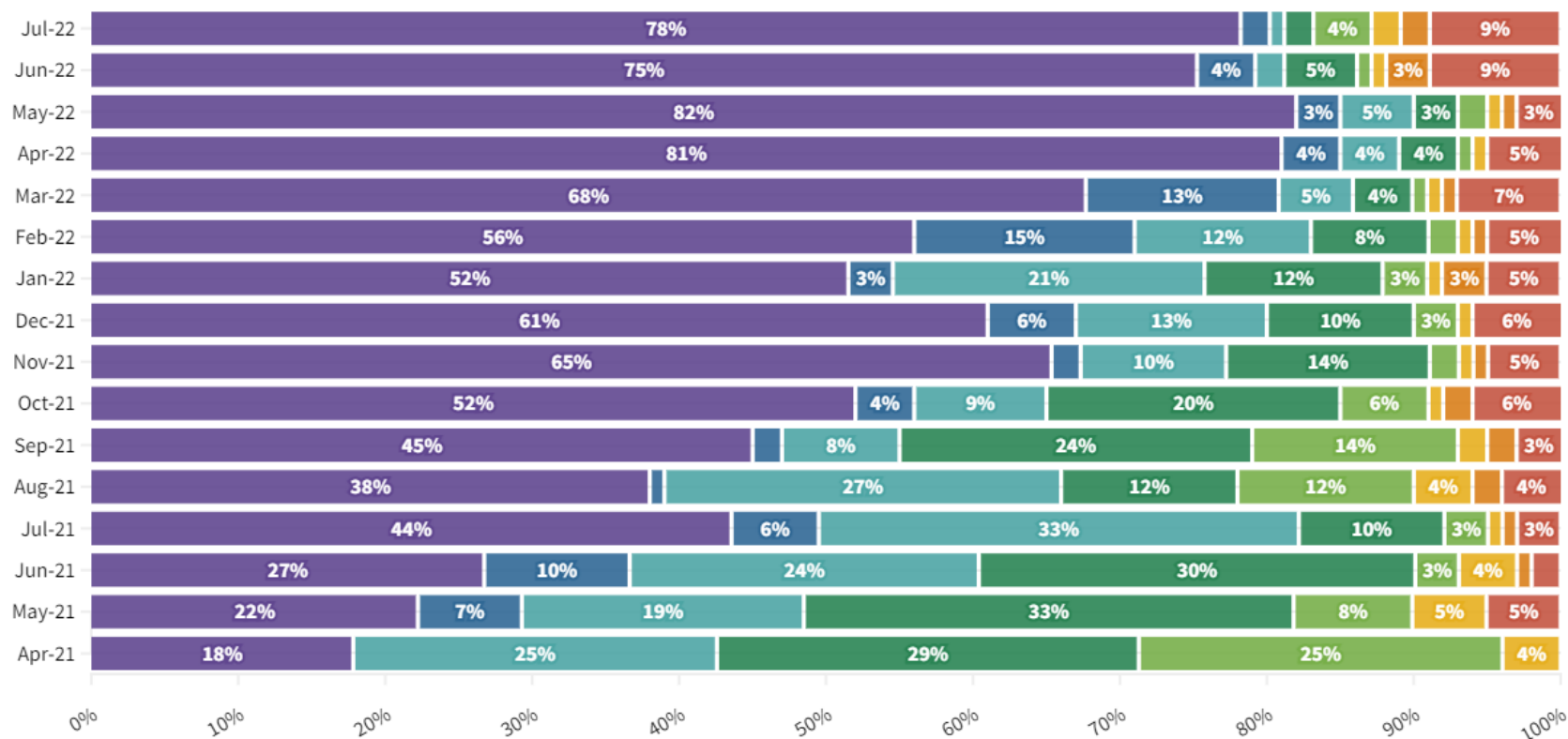
The following survey results reflect information on Bay Area employers' return to work plans to assist transit agencies in planning for the future. All information collected is anonymous.



Bay Area Council Employer Survey

What is your best guess at when you will start bringing non-essential employees back to the workplace?

■ We have already begun bringing non-essential employees back ■ Within a month ■ 1-2 months ■ 3-4 months ■ 5-6 months ■ 7-11 months ■ At least one year
■ We do not plan on bringing non-essential employees back to the workplace



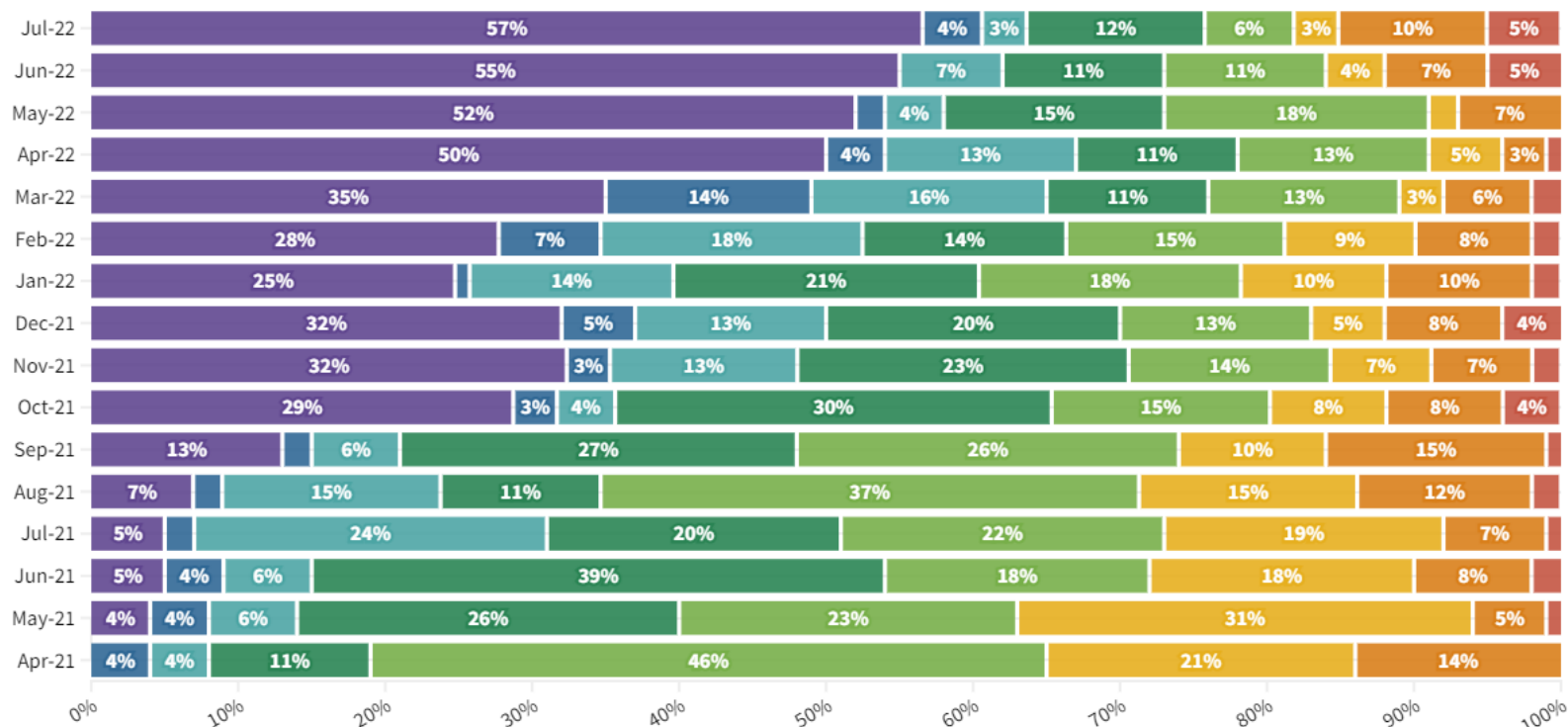
- 78% have already begun bringing non-essential employees back to office



Bay Area Council Employer Survey

From today, when do you think your new long-term “normal” will be fully implemented in your organization? (i.e., all employees who you would like to return to the workplace have returned with consistency)

■ Not applicable/we are already operating under our new normal
 ■ Within one month
 ■ 1-2 months
 ■ 3-4 months
 ■ 5-6 months
 ■ 7-11 months
 ■ At least one year
 ■ We do not plan on bringing employees back to the workplace



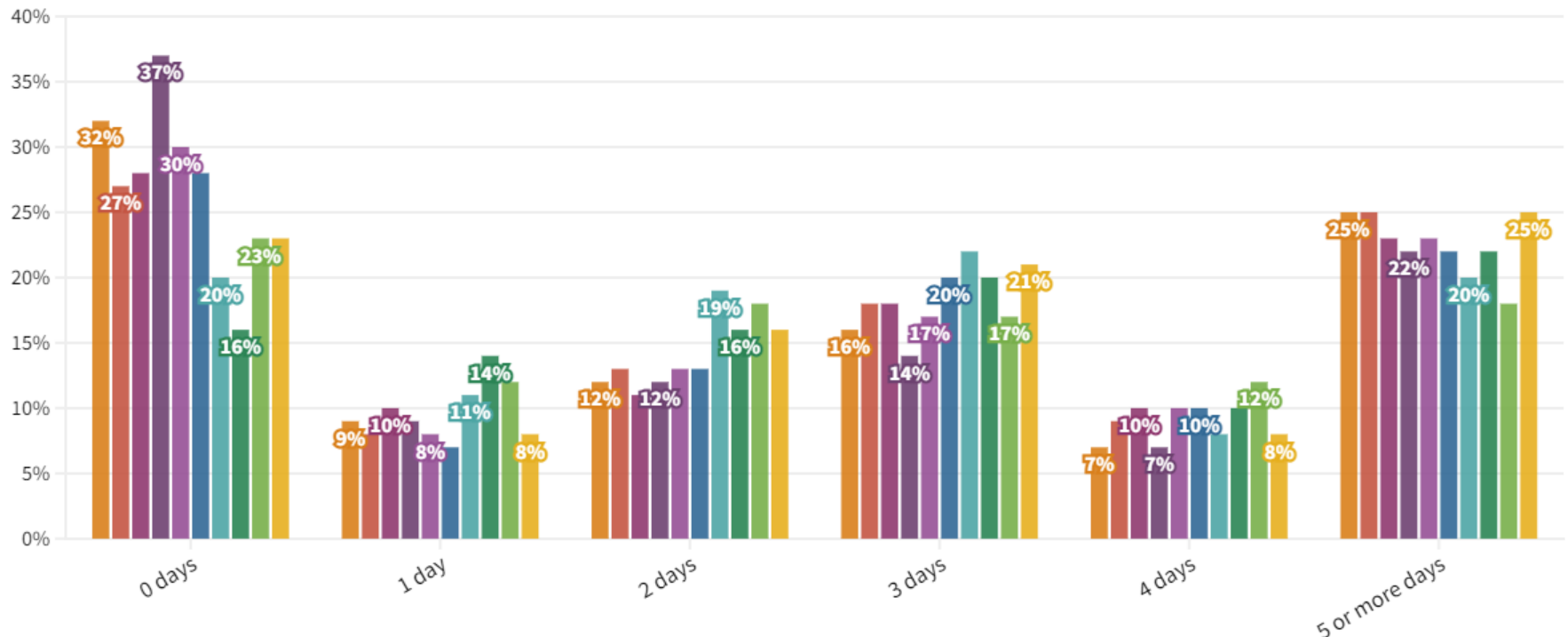
- 76% of employers expect new normal within 3-4 months

Bay Area Council Employer Survey

Right now, what is your best estimate at the frequency your Bay Area workforce comes to the workplace each week?

Percentages are averaged across responses.

Oct-21 Nov-21 Dec-21 Jan-22 Feb-22 Mar-22 Apr-22 May-22 Jun-22 Jul-22



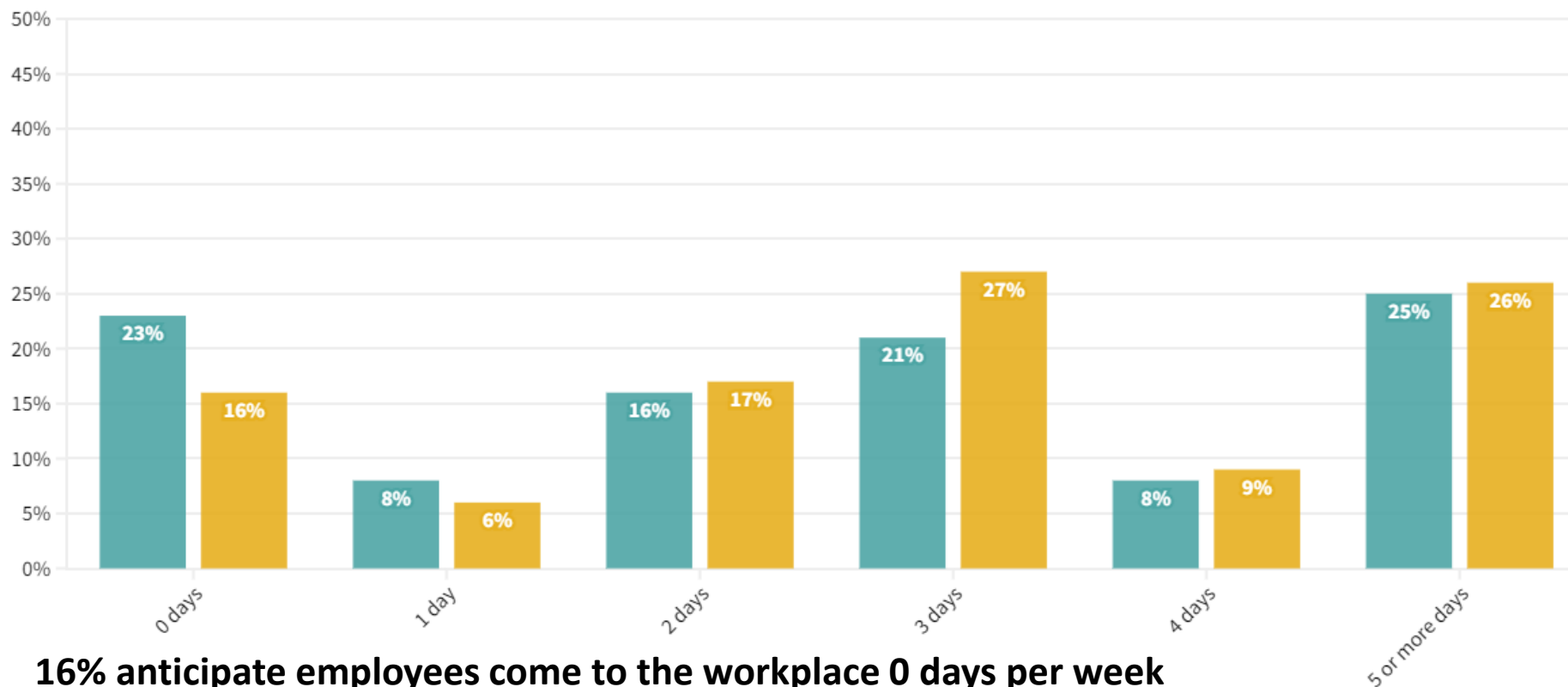
- 21% employees coming to workplace 0 days per week
- 54% employees coming to workplace at least 3 days per week



Bay Area Council Employer Survey

In six months, what is your best estimate at the frequency your Bay Area workforce comes to the workplace each week?

■ Right now (July 2022) ■ In 6 months (January 2023)



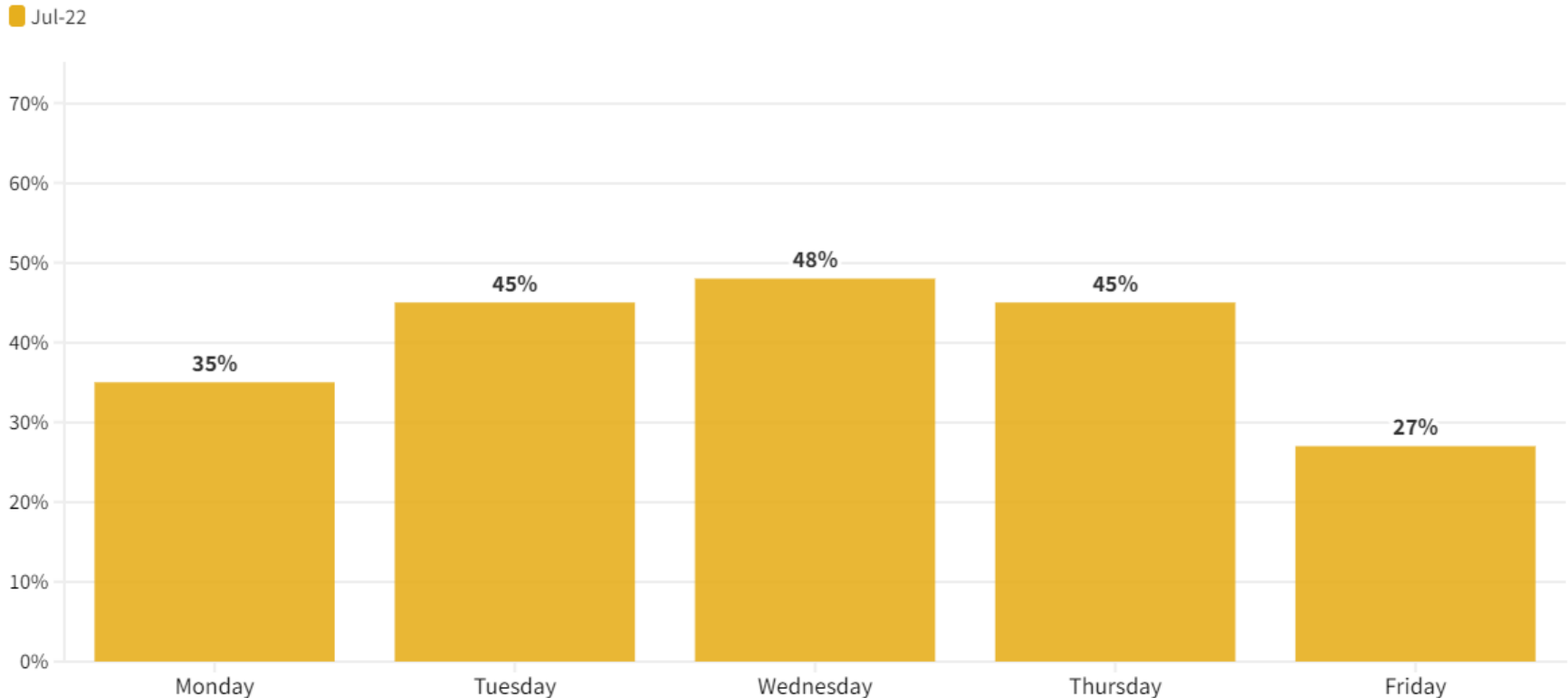
- 16% anticipate employees come to the workplace 0 days per week
- 62% anticipate employees come to the workplace at least 3 days per week



Bay Area Council Employer Survey

In 6 months, what are your best estimates at the days of the week that your Bay Area workforce comes to the workplace each week?

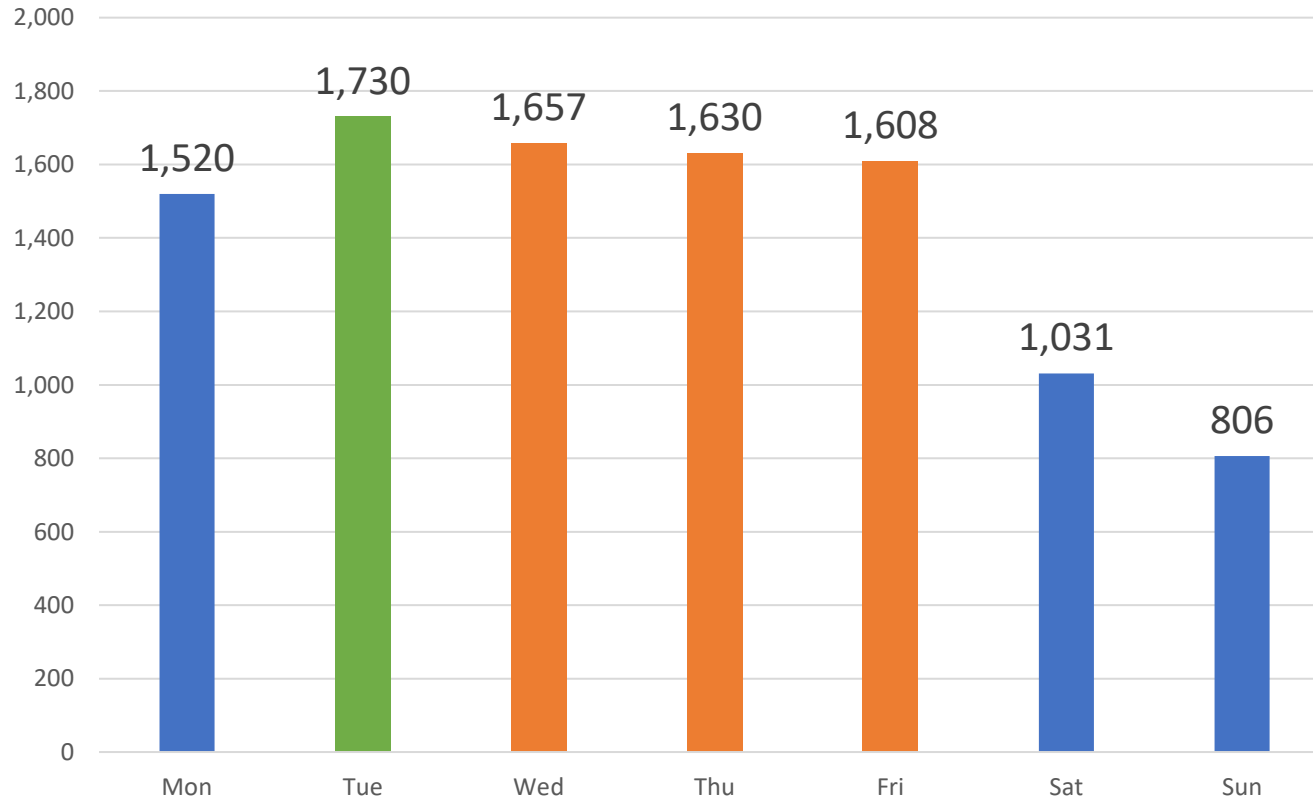
Percentages are averaged across responses.



- Tuesday – Thursday remains most popular days
- Fridays are the least popular



SMART Riders by Day of Week



- Tuesday remains the strongest ridership day, with Monday the lowest weekday.

Bay Area Council Employer Survey

Conclusion

- We are entering the new normal
- 16% of employees may not return to the office
- 62% of employees will go to the office ≥ 3 days per week
- Commuter ridership on Mondays and Fridays will likely continue to lag Tuesday-Thursday
- Future success will depend on SMART's ability to adapt to this "New Normal"

Clipper BayPass

- MTC has launched the Clipper BayPass pilot program, offering **free transit** throughout the Bay Area.
- Clipper BayPass is available to select students at:
 - San Francisco State University
 - San Jose State University
 - **Santa Rosa Junior College**
 - University of California, Berkeley
- SRJC students can sign up during the next 6 months for the pilot, which will be underway through 2024.



Santa Rosa Scooter Program

- The City of Santa Rosa launched their Scooter Share program with Bird on July 1st.
- In July they had 2,600 scooter rides
- 10% of these started or ended at a SMART station
- If the program is successful, it may be a viable model for expansion to other SMART stations as a first-last mile solution.



Public Outreach

Sonoma County Fair

- Saturday Aug 13th
- 11:30 AM – 8:30 PM
- 858 booth visitors
- Employee Support
 - Heather McKillop
 - Troy Arends
 - Glenroy George
 - Nicole Masters
 - Veda Florez
 - Matt Stevens



Questions?

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