

General Manager's Report

September 7, 2022



Joanne Parker



12 Year Anniversary!



General Manager's Report

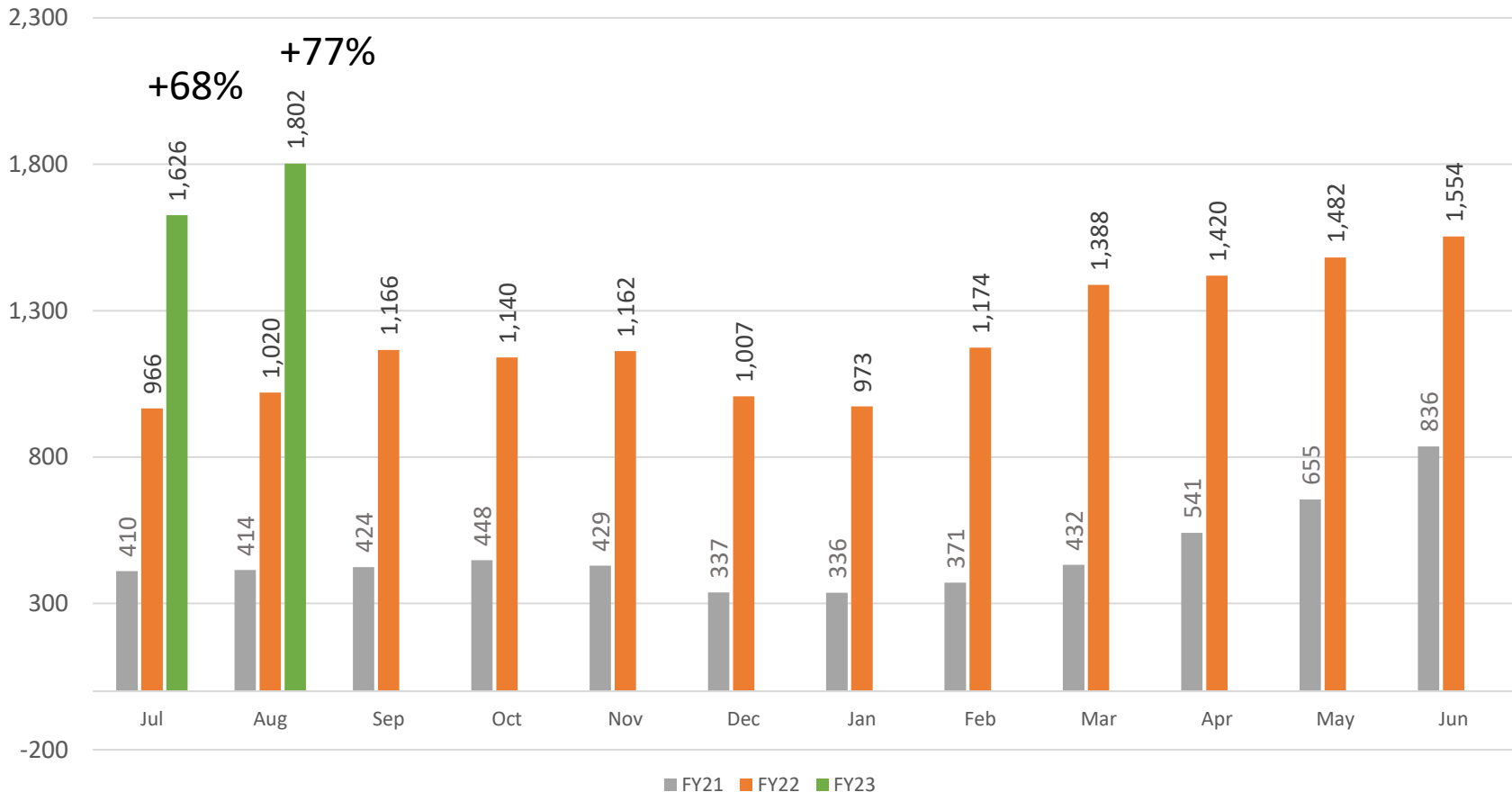
- New Communications & Marketing Manager
- Ridership
- Real-Time Train Location
- Questions

Julia Gonzalez

Communications & Marketing Manager



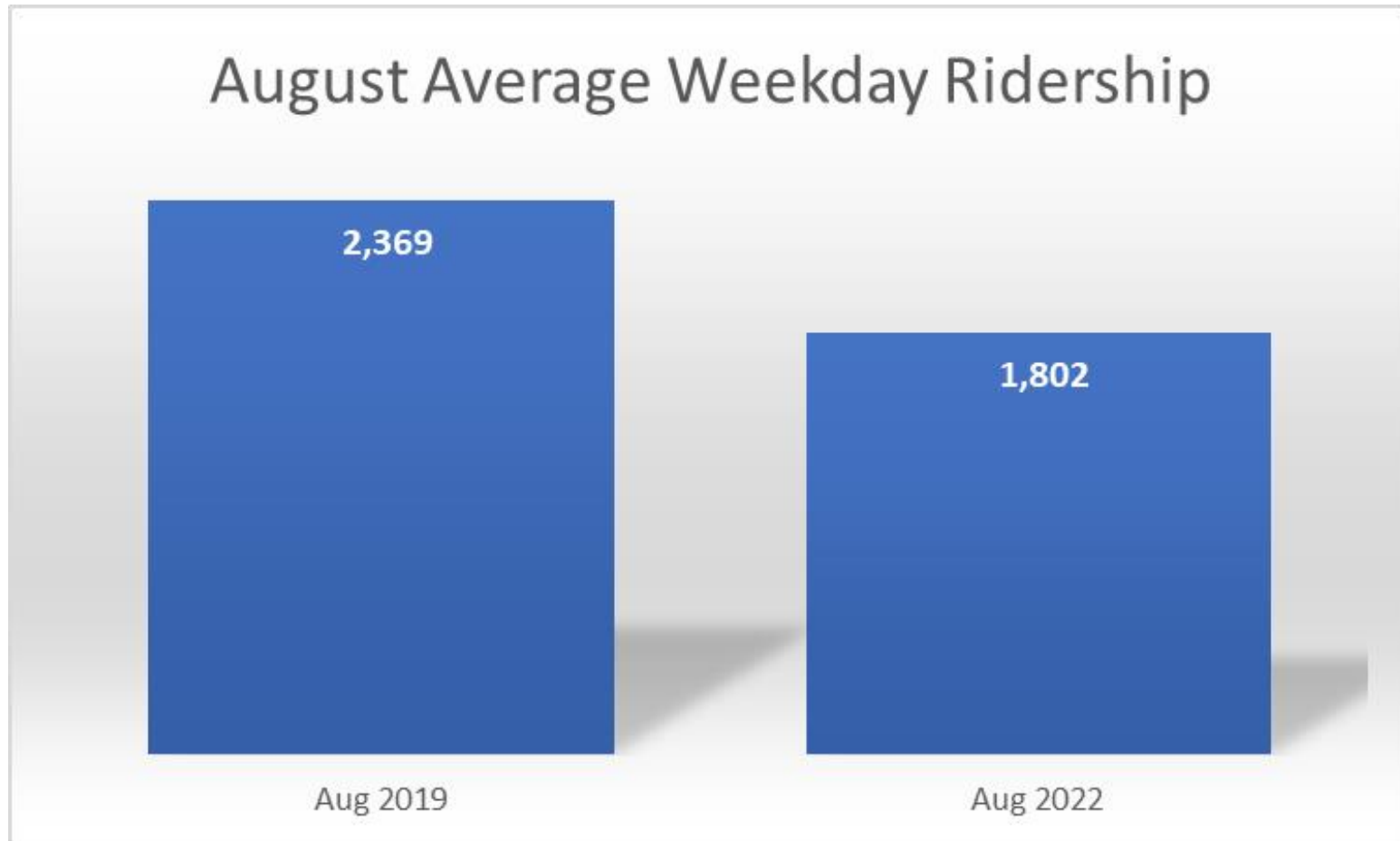
Average Weekday Ridership



- Average weekday ridership continues to grow.

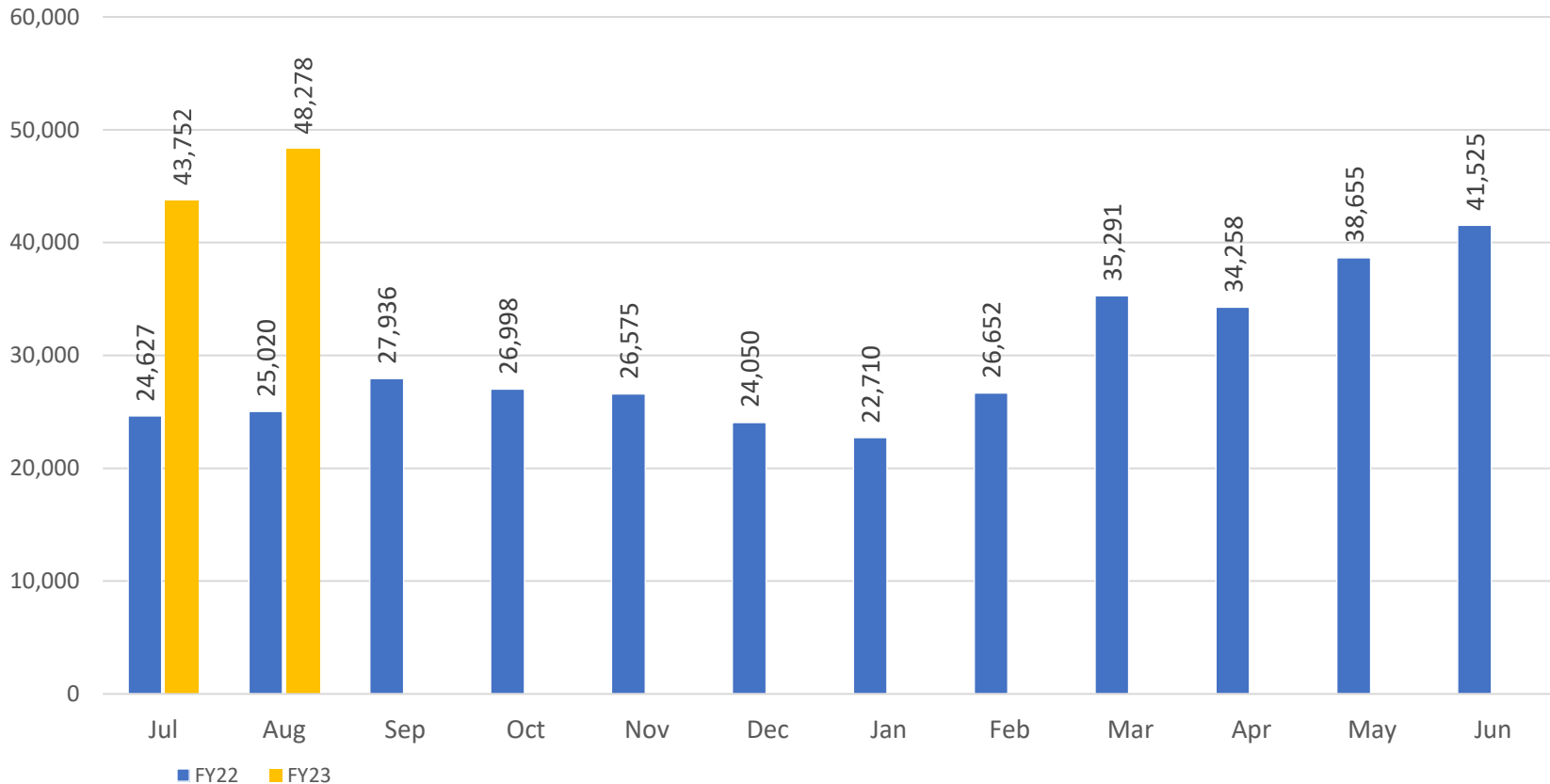


Average Weekday Ridership



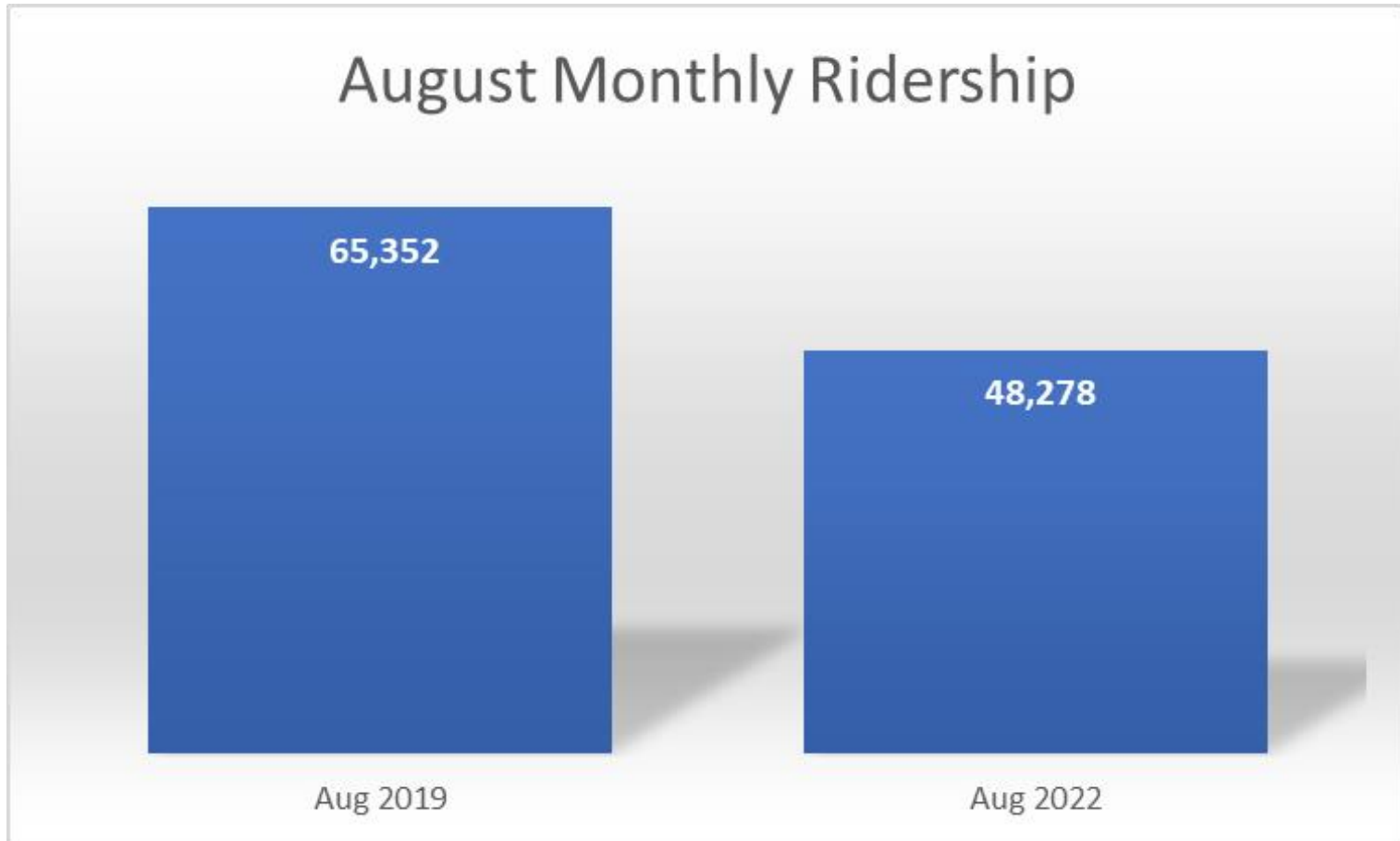
- August 2022 = 76% of 2019 ridership

Total Monthly Ridership



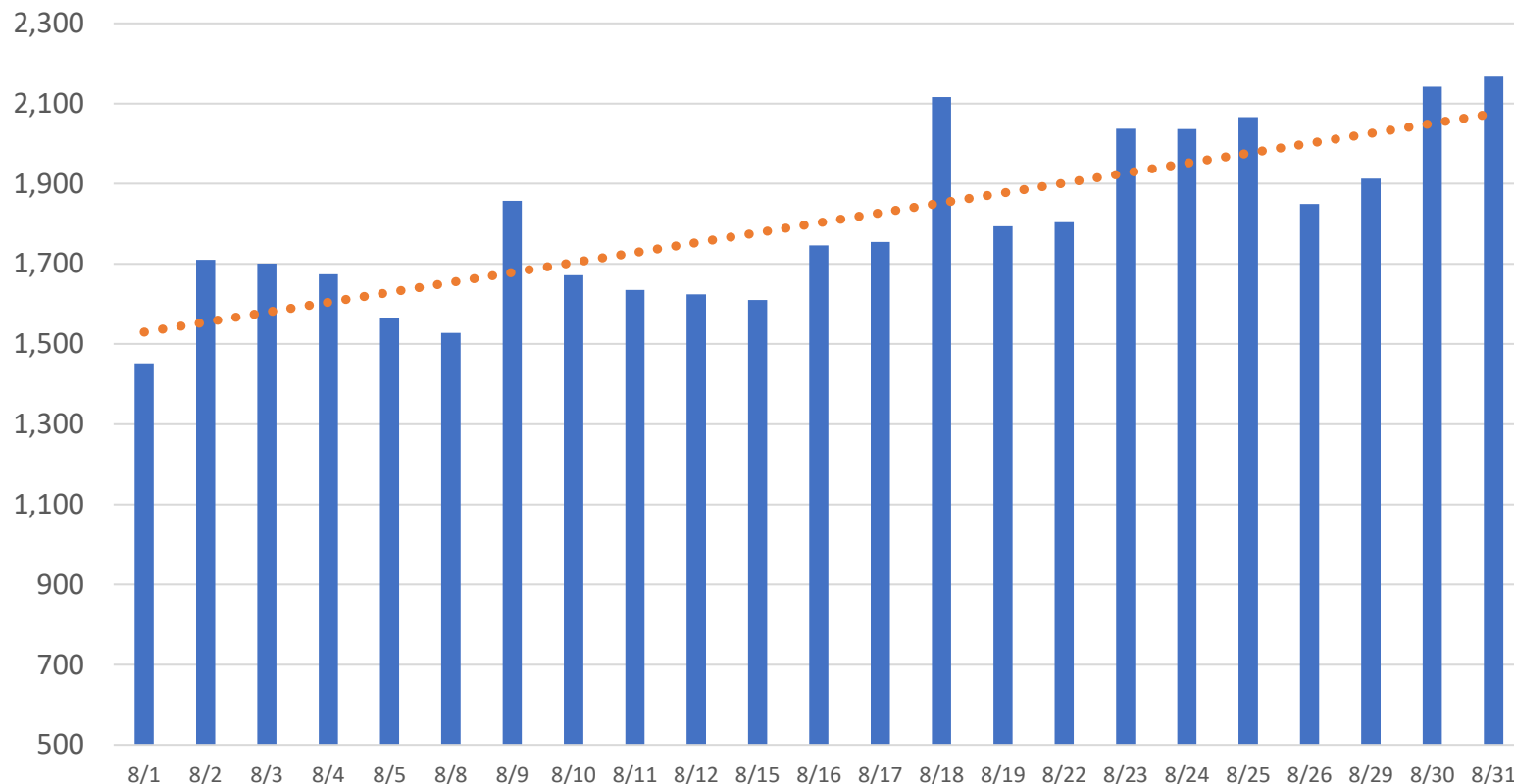
- Total August Ridership was up 93% over last August

Average Weekday Ridership



- August 2022 = 74% of 2019 ridership

August Weekday Ridership



- SMART saw a 17% increase in average weekday ridership with the start of school in mid-August



New Real-Time Train Location Info

- SMART now features a real-time map and arrival prediction tool on our website.
- Clicking the link on the main site takes you to a live map, where riders can select their travel direction and stop to see an arrival prediction.



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REALTIME MAPPING



Sonoma Marin Area Rail Transit

Route

SMART - Main Line

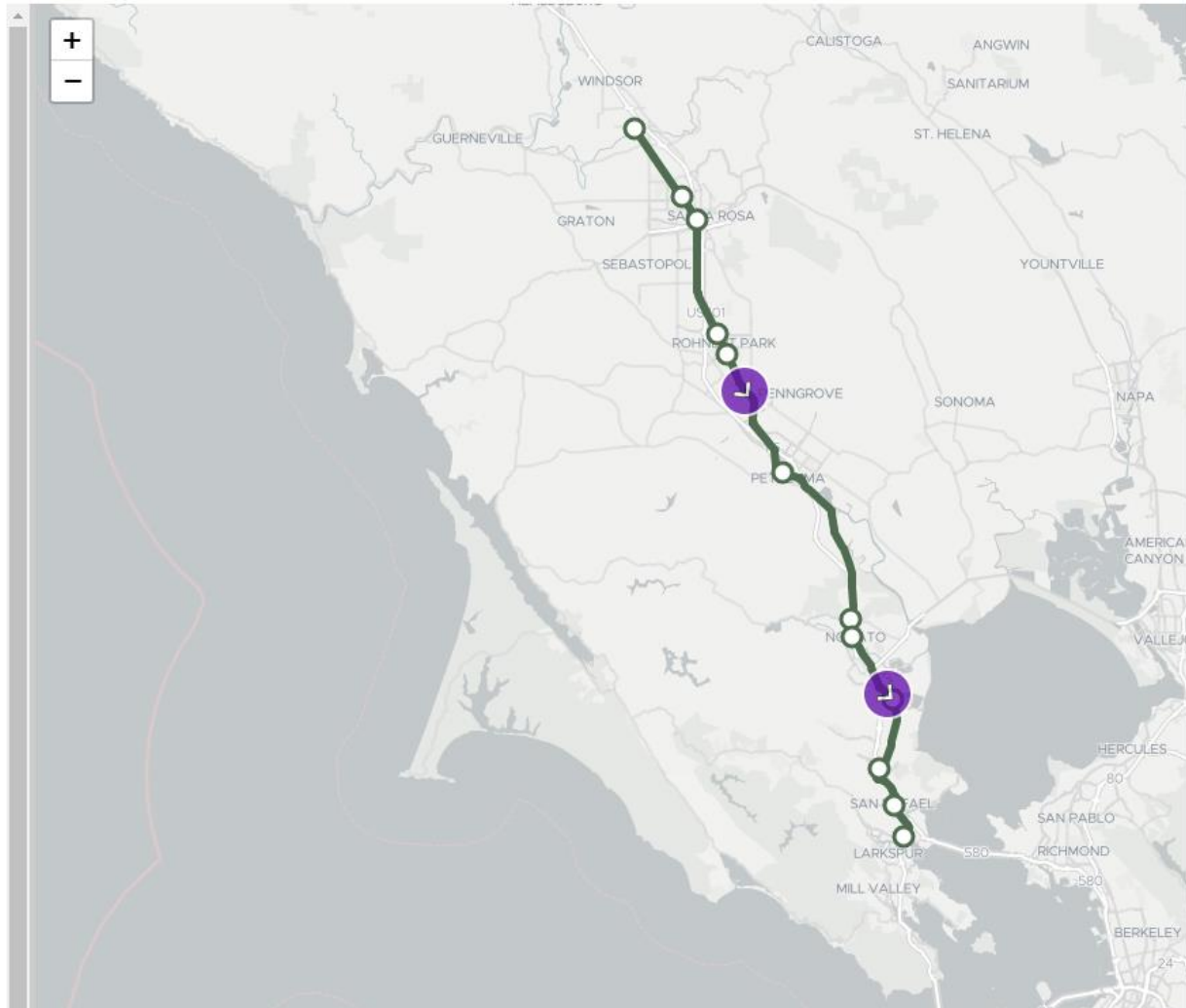
Direction

To Larkspur

Stop

Select a stop...

Get the Transit mobile app





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Route

SMART - Main Line

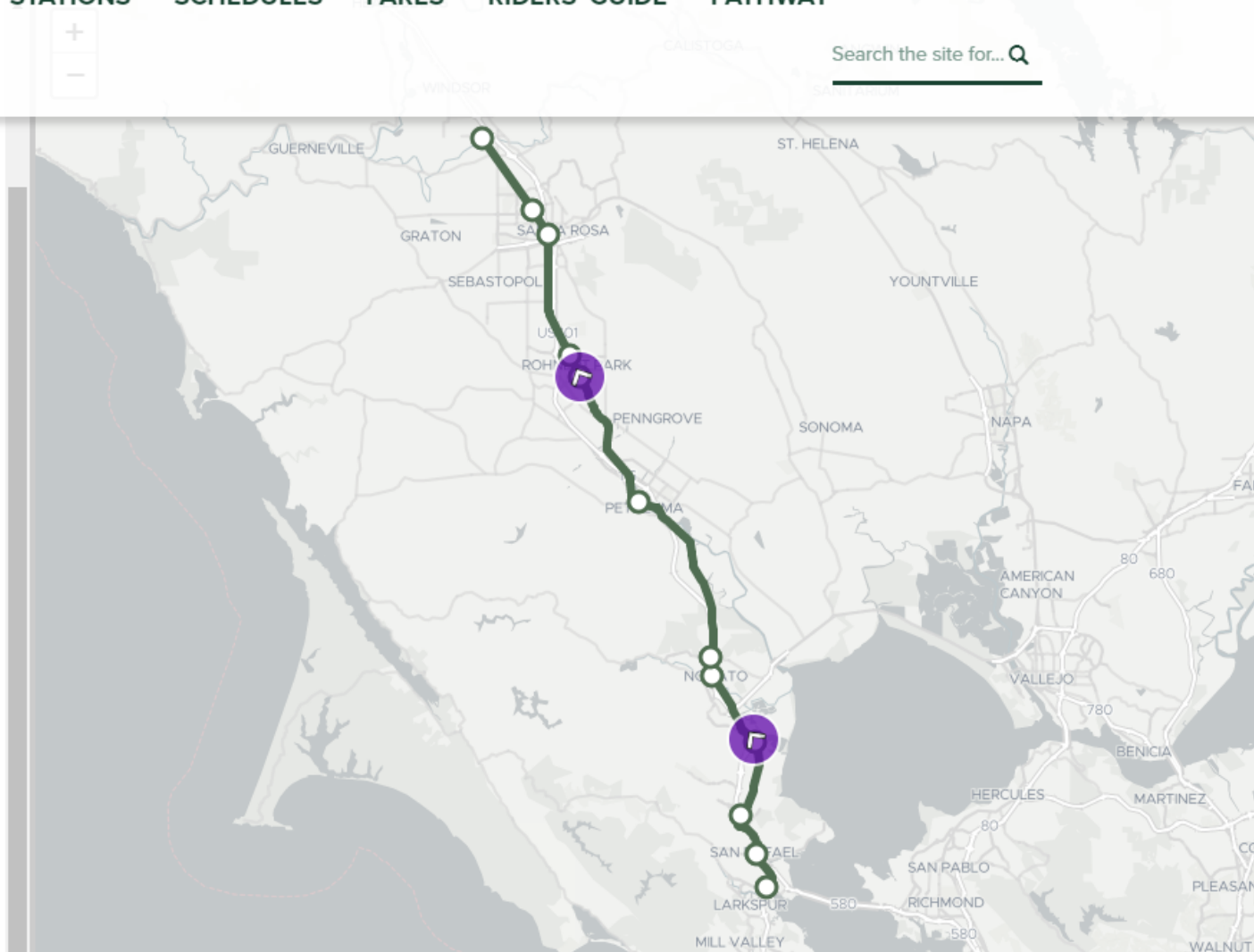
Direction

To Sonoma County Airpor

Stop

Select a stop...

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Sonoma Marin Area Rail Transit

Route

SMART - Main Line

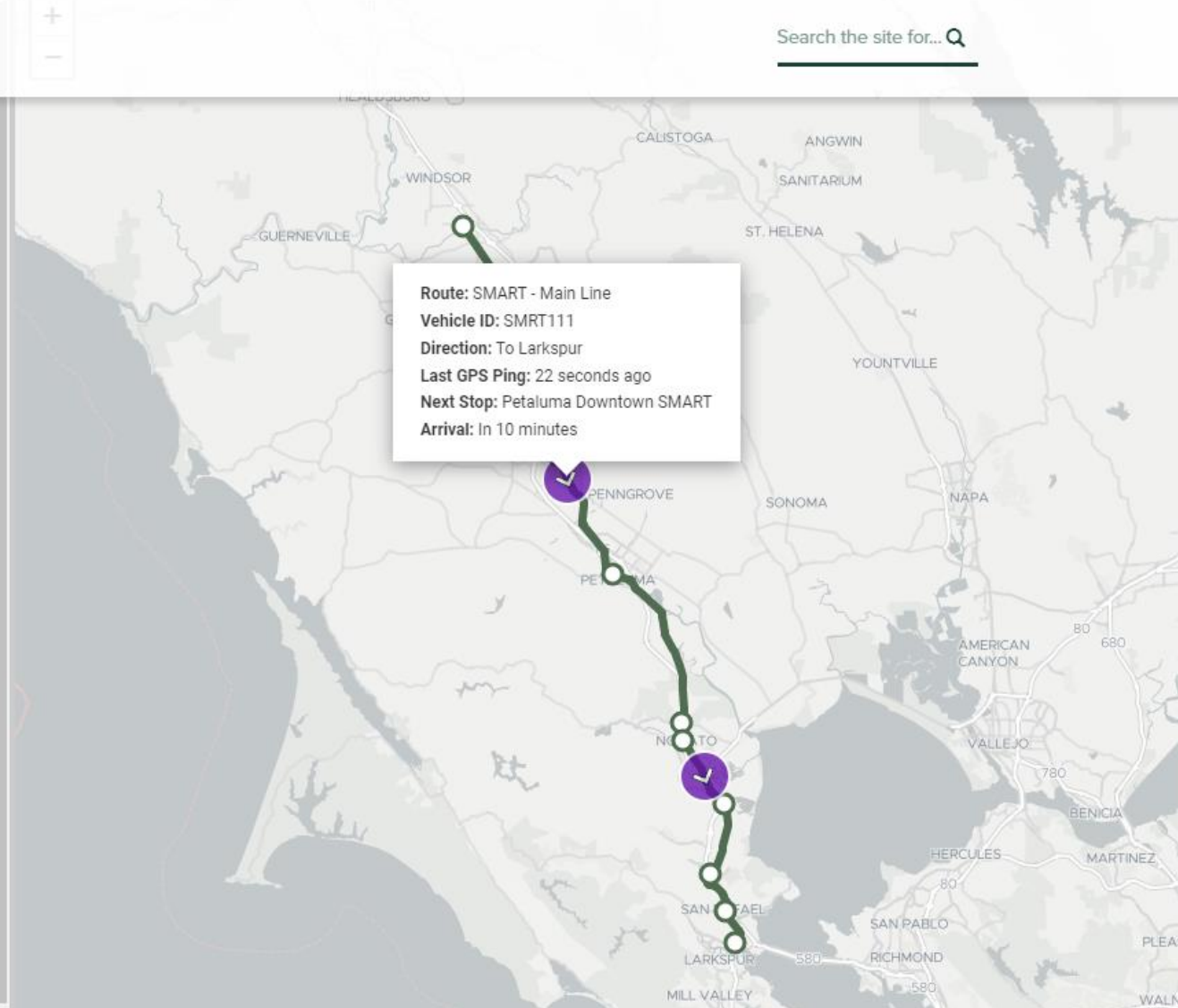
Direction

To Larkspur

Stop

Select a stop...

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Questions?

Connect with us:

www.SonomaMarinTrain.org



Customer Service:

CustomerService@SonomaMarinTrain.org

(707) 794- 3330

