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.

+68%
+77%
Average Weekday Ridership

August Average Weekday Ridership

- August 2019: 2,369
- August 2022: 1,802

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
• 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.
Sonoma Marin Area Rail Transit

Route
SMART - Main Line

Direction
To Larkspur

Stop
select a stop...

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Questions?
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