General Manager’s Report

- Emergency Bridge Repair (Update)
- Ridership
- Pathway Wayfinding
- 3-Day Commute Monthly Pass
- Speaking Engagements
- Transit Employee Appreciation Day
- Questions
Emergency Bridge Repair (Brazos Branch)

Update:

- Work is complete
- No further updates required in the future
Monthly Ridership

- February ridership: 49,724
  - Up 87% over February 2022
  - FY23 up 93% versus FY22
March Average Weekday ridership to date: 2,030

- Down 5% from February
- Up 46% over March 2022
- At 86% of pre-COVID (March 2019)
Pathway Wayfinding

• Issued RFP for design of wayfinding system plan

• Goals include:
  • Facilitate connections between pathway, SMART stations, and surrounding communities
  • Support first and last mile connections
  • Establish branding and placemaking
    • SMART Pathway / Great Redwood Trail

• Award contract in April 2023

• Complete planning phase in Fall 2023

• Install wayfinding signage FY24
3-Day Commute Monthly Pass

- Current monthly pass rates based on riders traveling **5 days** per week
- Post-pandemic, many employees only commute **2-4 days** per week
- Current monthly pass rate: **$135 ($67.50 Y/S/D)**
3-Day Commute Monthly Pass

- Rate based on **3 days per week**, for 3 zones ($9 x 13 days): **$117** ($58.50 Y/S/D)

- Goals:
  - Price the monthly pass to more accurately reflect post-pandemic rider behavior
  - Offer better value product for riders
  - Incentivize riders to use SMART for more trips
  - Boost ridership

- Fiscal impact:
  - Zero increase in pass sales: $40,000 revenue loss
Speaking Engagements

• San Rafael Rotary Club (Feb 27)
• Friends of SMART (March 1)
• League of Women Voters (March 6)
• San Rafael Chamber Governmental Affairs Committee (March 21)
• North Bay Leadership Council (March 23)
• Good Morning Healdsburg (April 6)
Transit Employee Appreciation Day

2023
Questions?