SMART'S BIG DAY!

Marin-Sonoma rail line begins service with cheers, praise

Passengers jampacked the train for the inaugural trip of official SMART rail service at the downtown station in Santa Rosa on Friday.

PHOTO BY ALANDER — MARIN INDEPENDENT JOURNAL
ONE YEAR LATER

- Who are SMART riders?
- At a high level, what are their travel patterns?
- At each station, what are the travel patterns?
WHAT DO OUR RIDERS SAY

Three onboard surveys were conducted:

- **Survey One**: August 2017 to Feb 2018: 2,391 Wi-Fi respondents.
- **Survey Two**: Feb 2018 to Current: 2,244 Wi-Fi respondents.
- **Survey Three**: Spring 2018: MTC conducted in person onboard survey, MTC collected 330 weekday and 80 weekend surveys, for a total of 410 completed surveys.
EXECUTIVE SUMMARY: TRAVEL/USAGE PATTERNS

The most popular boarding stations were:

- San Rafael (29%),
- Petaluma Downtown (15%),
- and Sonoma County Airport (11%).

The most popular alighting stations were:

- San Rafael (26%),
- Petaluma Downtown (15%),
- and Santa Rosa Downtown (13%).

Nearly half (40%) of riders say they will use two or more transit vehicles (buses, trains, ferries) on their one-way trip. This is most commonly another Golden Gate Transit Bus, Golden Gate Ferry, a Marin Transit Bus, or BART.

Most SMART riders who also use transit, walk for at least a portion of their trip:

- Eight of every ten (83%) of these riders walked to their first transit stop
- Three-quarters (76%) of these riders walked to their destination from their last transit stop
STATION SPECIFIC INFORMATION
How did you get to the Sonoma County Airport?

1. Drove my car (63%)
2. Got dropped off (Ex: Lyft, Uber, friend dropped you off, etc.) (25%)
3. Walked (5%)
4. Biked (5%)
5. Rode a bus (2%)
SONOMA COUNTY AIRPORT STATION DATA

What City was your starting point?

1. Other (45%)
2. Windsor (31%)
3. Healdsburg (16%)
4. Cloverdale (8%)
SONOMA COUNTY AIRPORT STATION DATA

Did you arrive on the SMART Express Bus (Sonoma County Transit Route 56)?

1. Yes (50%)
2. No (50%)
Where did you board the SMART Express Bus (Sonoma County Transit Route 56)?

1. Healdsburg (60%)
2. Cloverdale (20%)
3. Windsor (20%)
Did you know Sonoma County Transit has a shuttle connecting SMART’s Sonoma County Airport with major businesses and the airport?

1. No (52%)
2. Yes (48%)
How are you getting to your final destination from the Sonoma County Airport Station? (Select all that apply)

1. Walking (29%)
2. Driving my car (28%)
3. Getting dropped off (Ex: Lyft, Uber, friend will drop you off, etc.) (26%)
4. Biking (10%)
5. Sonoma County Transit Shuttle (4%)
6. Taking a bus (3%)
How did you get to the Santa Rosa North Station?

1. Drove my car (36%)
2. Walked (26%)
3. Dropped off at the station (Ex: Lyft, Uber, friend dropped you off, etc.) (22%)
4. Biked (13%)
5. Rode the bus (3%)

How are you getting to your final destination from the Santa Rosa North Station? (Select all that apply)

1. Walking (42%)
2. Getting dropped off (Ex: Lyft, Uber, friend will drop you off, etc.) (25%)
3. Driving my car (15%)
4. Taking a bus (9%)
5. Biking (9%)
SANTA ROSA DOWNTOWN STATION DATA

How did you get to the Santa Rosa Downtown Station?

1. Dropped off at the station (Ex: Lyft, Uber, friend dropped you off, etc.)(36%)
2. Drove my car (26%)
3. Biked (16%)
4. Walked (16%)
5. Rode the bus (5%)
6. Santa Rosa’s ParkSMART Shuttle (1%)

How are you getting to your final destination from the Santa Rosa Downtown Station? (Select all that apply)

1. Walking (38%)
2. Getting dropped off (Ex: Lyft, Uber, friend will drop you off, etc.) (33%)
3. Biking (18%)
4. Taking a bus (8%)
5. Driving my car (8%)
6. Taking the Santa Rosa ParkSMART Shuttle (3%)
### ROHNERT PARK STATION DATA

#### How did you get to the Rohnert Park Station?
1. Drove my car (49%)
2. Walked (29%)
3. Dropped off at the station (Ex: Lyft, Uber, friend dropped you off, etc.) (13%)
4. Biked (7%)
5. Rode the bus (2%)

#### How are you getting to your final destination from the Rohnert Park Station? (Select all that apply)
1. Getting dropped off (Ex: Lyft, Uber, friend will drop you off, etc.) (31%)
2. Biking (25%)
3. Walking (21%)
4. Driving my car (20%)
5. Taking a bus (3%)
COTATI STATION DATA

How did you get to the Cotati Station?
1. Drove my car (64%)
2. Walked (18%)
3. Dropped off at the station (Ex: Lyft, Uber, friend dropped you off, etc.) (10%)
4. Biked (6%)
5. Rode the bus (2%)

How are you getting to your final destination from the Cotati Station? (Select all that apply)
1. Walking (34%)
2. Driving my car (30%)
3. Getting dropped off (Ex: Lyft, Uber, friend will drop you off, etc.) (21%)
4. Biking (11%)
5. Taking a bus (4%)
Petaluma Downtown Station Data

How did you get to the Petaluma Downtown Station?

1. Drove my car (41%)
2. Walked (23%)
3. Biked (19%)
4. Dropped off at the station (Ex: Lyft, Uber, friend dropped you off, etc.) (14%)
5. Rode the bus (3%)

From what part of Petaluma did you travel from prior to coming to the station?

1. West Petaluma (41%)
2. East Petaluma (37%)
3. Downtown Petaluma (13%)
4. Outside of Petaluma (9%)
PETALUMA DOWNTOWN STATION DATA

How are you getting to your final destination from the Petaluma Downtown Station?

1. Walking (34%)
2. Biking (20%)
3. Getting dropped off (Ex: Lyft, Uber, friend will drop you off, etc.) (19%)
4. Driving my car (17%)
5. Taking a bus (10%)

Where in Petaluma is your final destination?

1. Downtown Petaluma (38%)
2. West Petaluma (26%)
3. East Petaluma (25%)
4. My final destination is outside of Petaluma (11%)
How did you get to the Novato San Marin Station?

1. Drove my car (46%)
2. Dropped off at the station (Ex: Lyft, Uber, friend dropped you off, etc.) (23%)
3. Biked (17%)
4. Walked (12%)
5. Rode the bus (2%)

How are you getting to your final destination from the Novato San Marin Station? (Select all that apply)

1. Walking (56%)
2. Getting dropped off (Ex: Lyft, Uber, friend will drop you off, etc.) (19%)
3. Driving my car (12%)
4. Biking (9%)
5. Taking a bus (4%)
NOVATO HAMILTON STATION DATA

How did you get to the Novato Hamilton Station?
1. Drove my car (32%)
2. Biked (23%)
3. Walked (22%)
4. Dropped off at the station (Ex: Lyft, Uber, friend dropped you off, etc.) (20%)
5. Rode the bus (3%)

How are you getting to your final destination from the Novato Hamilton Station? (Select all that apply)
1. Walking (46%)
2. Biking (26%)
3. Getting dropped off (Ex: Lyft, Uber, friend will drop you off, etc.) (20%)
4. Driving my car (5%)
5. Taking a bus (3%)
QUESTIONS ABOUT THE MARIN CIVIC CENTER STATION

How did you get to the Marin Civic Center Station?

1. Drove my car (52%)
2. Walked (24%)
3. Dropped off at the station (Ex: Lyft, Uber, friend dropped you off, etc.) (14%)
4. Biked (7%)
5. Rode the bus (3%)

How are you getting to your final destination from the Marin Civic Center Station? (Select all that apply)

1. Walking (44%)
2. County of Marin Employee Shuttle (26%)
3. Getting dropped off (Ex: Lyft, Uber, friend will drop you off, etc.) (13%)
4. Driving my car (8%)
5. Biking (5%)
6. Taking a bus (4%)
SAN RAFAEL STATION DATA

How did you get to the San Rafael Station?

1. Rode a bus (38%)
2. Got dropped off (Ex: Lyft, Uber, friend dropped you off, etc.) (21%)
3. Walked (15%)
4. Drove my car (13%)
5. Biked (13%)

How are you getting to your final destination from the San Rafael Station? (Select all that apply)

1. Walking (30%)
2. Taking a bus (23%)
3. Taking the ferry (21%)
4. Getting picked up (Ex: Lyft, Uber, friend will pick you up, etc.) (12%)
5. Biking (9)
6. Driving my car (3%)
7. I’m already at my final destination (2%)
QUESTIONS AND COMMENTS
» Channel Crossing options/ fencing
» Ground stencils
ENHANCEMENT SUMMARY

- 20 of 62 crossings have NO pedestrian path (dirt)
- 30 of 62 have a pedestrian path of travel

- For roughly $300,000
  - Enhance 30 of the 62 crossings that have a pedestrian path of travel with added concrete, fencing, stencils
    - 13 within SMART’s property
    - 17 outside SMART’s property requiring outside jurisdiction
CHANNELIZATION OPTIONS
On November 1\textsuperscript{st}, SMART Chief Engineer wrote to the affected jurisdictions with at-grade crossings and briefed them about our Pedestrian Enhancement efforts.

SMART asked each Public Works Director.

SMART intends to implement these enhancements very soon and will fund the installation of these additional enhanced safety measures, some of which will be installed entirely within SMART’s right of way and some of which will be installed on sidewalks located just outside of SMART’s right of way. SMART is closely coordinating with the California Public Utilities Commission (CPUC) to make sure these enhancements meet with their approval. We have developed proposed safety enhancements (see attachments) to be installed at the identified sidewalk crossings in your jurisdiction.

Please provide your concurrence for the improvements in your right-of-way. SMART will continue to work with the CPUC to expedite the installation of these important enhancements. Your prompt response and concurrence to these additional pedestrian safety enhancements is greatly appreciated.
STATUS

- Since November 1\textsuperscript{st}, San Rafael, Santa Rosa, Petaluma, County of Sonoma and Novato have acknowledged receiving our proposal and will review and respond back.
SOME OF OUR CHALLENGING EVENTS IN THE LAST 12 MONTHS
A child was left behind on the train as it departed Petaluma WHILE THE PARENTS GOT OFF! Once the train got to Cotati, the SMART Field Supervisor picked up the child from the train in Cotati and returned the child to their parents back in Petaluma.

Southbound train departing Petaluma: an individual left his cell phone on the platform and then pulled the EMERGENCY BRAKE so he could get his cell phone!

The use of the EMERGENCY BRAKE brings the train to an immediate stop, and in this case a passenger has claimed they sustained a minor injury.
EMERGENCY BRAKE
EMERGENCY BRAKE INCIDENTS

- Man traveling with his child got on the train. After the doors closed and train began to pull out of the Petaluma station, he realized he left his cell phone on the platform bench.

- He pulled the emergency brake wanting to get his phone and the train abruptly stopped.

- A woman standing waiting for restroom fell and was injured as a result of the quick stop/brake pull.

- Resulted in 40+ minute system delay
EMERGENCY BRAKE INCIDENTS

- Woman left her wallet on a train earlier in the day.
- She boarded a different train in Santa Rosa. As the train began to depart, another train approached the station.
- In an effort to look for her wallet on the approaching train, she pulled the emergency brake.
- Her wallet had already been taken to lost and found.
- Resulted in 10 minute delay.
ON FRIDAY, OCTOBER 19 @ 0518. A DRIVER SAID HE WAS TRYING TO TURN ONTO SOUTHPOINT TO GET TO THE DMV. HE SAID GPS TOLD HIM TO TURN THERE.
QUESTIONS AND COMMENTS
FARE COLLECTION CHALLENGES
FARE COLLECTION CHALLENGE

- We currently have 12 Clipper vending machines on our platforms.
- Clipper machine processes $220,000 in credit card transactions monthly.
- In October, we received notice that our credit card processor was cancelling our contract on December 31st.
- Our ability to switch vendors is limited by the specific equipment in the machine. Limitations include our need to be:
  - ADA compliant
  - EMV ready ("chip card")
  - Title 6 compliant with Spanish language
FARE COLLECTION CHALLENGE

▪ Our local contractor, Ventek Transit, is working with SMART to find a solution.

▪ Now working on an limited timeframe to convert processors but have only identified one firm, Transaction Services Inc, who can configure the equipment in the timeframe available.

▪ Conversion requires removal of equipment and time for recoding by the old and new processors, as well as configuration to new banking system, testing and monitoring.

▪ Will report to the Board if we cannot convert in time for December deadline.
NEW FLEET STATUS
- SMART’s 4 new cars began fabrication in mid-2017 at Nippon Sharyo’s manufacturing plant in Toyokawa Japan
- The cars will increase SMART’s fleet size roughly 30% from 14 to 18 cars
Since Mid 2017, Nippon Sharyo has completed fabrication of the option cars and shipped them to Savannah, Georgia.

The cars were delivered to SMART on October 12 and have begun commissioning.
DAMAGE DURING TRANSIT

While in transit they were part of an incident which damaged the in between car components of all 4 cars.

Nippon Sharyo sent out a team of Engineers to assess the damage and has ordered new components to replace all damaged parts. They estimate 2 cars will become available in Spring and other 2 more damaged cars becoming available in Summer of 2019.
SCHEDULING
SEPTEMBER 2017 TO SEPTEMBER 2018

- 754,694 passengers
- Weekend: 18%
- Weekdays: 82%
  - AM 54% and PM 46%
    - AM COMMUTE: 5-8 am 36%
    - Mid-Day: 9 am to 2:30 pm 18%
    - PM Peak: 2:30 to 6 pm 45%
    - Others: 1%
  Southbound: AM peak: 5-8; Mid-Day: 10-1; PM Peak: 3-6
  Northbound: No real AM peak, Mid-Day: 10-1; PM peak: 3-6
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NEXT STEPS

- We have ideas on how to improve the weekday and weekend service via a new schedule.
- We will conduct **Travel Time & Reliability Analysis**, including Larkspur Extension, Downtown Novato Station, 2nd Petaluma Station and Windsor Extension to verify that our new schedule can be reliably implemented.
- Coordinate with our transit partners who need to review and go through their internal process.
- At our end, we must have the required operations personnel onboard, trained and certified AND have the appropriate number of train sets available.
- Report to SMART’s Board of Directors.
QUESTIONS AND COMMENTS
COMMUNICATIONS AND MARKETING
EVENTS AND PRESENTATIONS

- During our first year of service, SMART has participated in 131 events and presentations in Marin and Sonoma counties.

- Since 2016, SMART has participated in more than 380 presentations and events.

- SMART participates in:
  - Community events
  - Presentations for organizations
  - Fairs and festivals
  - Targeted safety outreach
SAFETY OUTREACH

Rail Safety Presentations
- Since 2016, SMART has presented rail safety information to more than 36,000 students in Marin and Sonoma counties.

- SMART’s Outreach team provides safety education for schools, homeless services centers, community organizations, driving schools, and transit agencies.
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SAFETY OUTREACH

**Safety Pop-Ups**
- Tabling at stations during popular commute times and weekends
- Raising awareness through safety tips and handing out safety themed giveaways

**Platform Safety Briefings**
- In 2018, SMART provided Platform Safety Briefings for 845 passengers from 27 schools, and community groups
- Focuses on how to ride safely, safety at stations, crossings, and near tracks and trains
SAFETY OUTREACH

Quarterly Safety Campaigns
- Refreshes and circulates critical safety information with targeted messaging for pedestrians, motorists, families, and children
- Utilizes SMART’s social media platforms and extensive library of print collateral to distribute safety tips
- Partners with Operation Lifesaver to extend our reach to a national audience

Advertising
- SMART runs rail safety ads in both Spanish and English throughout the year
- Delivered through multiple platforms including print, digital, radio, and Spotify
Stay alert. Stay safe.

- Never walk on the tracks—it’s dangerous and illegal.
- Wait for the gate. Pay attention to signs and signals at railroad crossings.
- Heads up. Don’t be distracted by cell phones, texting and headphones. Stay alert at all railroad crossings.
- Don’t risk it. Drivers should never rush through railroad crossings to avoid waiting. Never stop your car on the tracks—drive through crossings only when you can make it safely through to the other side.

LEARN MORE ABOUT RAILROAD SAFETY AT BeTrackSMART.org

Manténgase alerta. Manténgase seguro.

- Nunca camine sobre las vías del tren, es peligroso e ilegal.
- Espere la barrera. Ponga atención a las señales y los semáforos en el cruce de ferrocarril.
- Esté vigilante. No se distraiga con celulares, textos y audífonos.
- Manténgase alerta en el cruce de ferrocarril.
- No se arriesgue. Los conductores nunca deben apurarse en el cruce de ferrocarril para evitar esperar. Nunca detenga su auto en las vías: maneje por los cruces sólo cuando puede llegar hasta el otro lado de manera segura.

OBTenga más información sobre la seguridad ferroviaria en BeTrackSMART.org
SMART MARKETING OVERVIEW

▪ Building our Brand: Safe; reliable; clean; convenient; comfortable; “cool factor”

▪ Raising Awareness: Public outreach; advertising; social media; community partnerships

▪ Building Affinity: Generating and nurturing community support and ridership
Community Partnerships:

- Relief programs to assist during the fires and the recovery
  - Free rides during the fires
  - Free rides for those who lost their homes, rentals, or place of employment through the end of the year
  - Developed a Business Relief Pass program in partnership with the Santa Rosa Chamber of Commerce to assist local businesses in the recovery
Community Partnerships:

- SMART’s annual Holiday Express Toy Drive to help children in need.
  - Partnerships with nonprofit groups in Sonoma and Marin counties
  - Partnership with local businesses and transit agencies to support the effort
What advertisers want to know before they invest:

- Rider demographics
- Impressions
- How many riders will you have?
- Where are they coming from?
- Where are they going?
- Why should they take a risk with “a start-up”?
SMART MARKETING: ADVERTISING SALES

How did we do?

▪ We opened our doors in 2017 with nearly all onboard spots sold in advance

▪ Our most popular advertising space sold out a year in advance and is booked into 2019

▪ Space is typically pre-sold months in advance

▪ Advertisers typically buy at least 3-month runs
DIGITAL MARKETING AND COMMUNICATIONS

- **SMART’s new website** launched last year now has had more than 378,000 unique hits and more than 863,000 sessions

- **SMART’s e-newsletter** now has 9,888 subscribers

- **SMART’s new Nixle** alert service passed the 2,500 subscriber mark

- **Social media**: Facebook, Twitter, Instagram, and Snapchat posted large audience gains with a total audience reach of nearly 20,000
SOCIAL MEDIA SNAPSHOT

Facebook Followers

- SMART: 13,185 (2017)
- AC Transit: 7,180 (1960)
- BART: 34,231 (1972)
- Caltrain: 9,189 (1985)
- VTA: 8,504 (1973)
- Golden Gate Transit and Ferry: 3,024 (1972/1970)
SMART’s most popular Facebook post reached 104,227 people.
CUSTOMER SERVICE

- Contracted with Golden Gate Bridge, Highway and Transportation District
  - Monday through Friday, from 7 a.m. to 6 p.m.
  - Phone, email and walk-up service
  - Clipper card sales

- SMART Administrative Office
  - Monday through Friday, from 8 a.m. to 5 p.m.
  - Phone, email and walk-up service
  - Clipper card sales

- Service available in Spanish and other languages
CUSTOMER SERVICE STATS

Our First Year of Service

- Customer Service Inquiries (via Golden Gate Transit)
  - 10,818 calls
  - 3,639 emails

- Customer Service Inquiries (Via SMART)
  - 1,739 emails and calls

- Lost and Found: 455
CUSTOMER SERVICE

Customer service issues that require further attention

▪ Top-tier issues such as safety and security trigger immediate notifications and resolution

▪ Key areas requiring more detailed responses
  » Safety and security
  » Operations
  » Community outreach

▪ Reports are sent to the specific department for review and resolution

▪ Once the issue is resolved, it is closed out and logged in our database

▪ Reports are reviewed with the General Manager weekly for any potential issues and service improvements
CUSTOMER SERVICE

- Operations
  - Schedule
  - Train Operations
  - Right-of-way maintenance

- Outreach
  - General information
  - Clipper
  - Mobile app

- Safety and security
  - Parking and ParkMobile
QUESTIONS AND COMMENTS
Connect with us:
www.SonomaMarinTrain.org
www.BeTrackSMART.org

Customer Service:
CustomerService@SonomaMarinTrain.org
(415) 455-2000
MARKETING ASSIGNMENT

Our ridership is expected to reach the 1 million mark sometime in this year. (867,310) and 100,000 Bike onboard mark (82,388)

What are your ideas: How should we celebrate that milestone with our riders and our community?
QUESTIONS AND COMMENTS