



Sonoma-Marín Area Rail Transit District

General Manager's Report – June 2017

5401 Old Redwood Highway, Suite 200
Petaluma, CA 94954
Tel: (707) 794-3330
Fax: (707) 794-3037

www.SonomaMarinTrain.org



SMART ride.

More time for “me time.”



Reasons to ride.
SonomaMarinTrain.org



CONSTRUCTION

STATIONS:

- The first round of bike lockers were installed the week of June 5th. The second round of installations began June 19th. All 68 lockers approved by the board will be installed this month.
- Grading for the Airport Station parking lot was completed on June 14th. The entrance to the Airport Station Parking Lot was paved on June 5th.
- On May 23, 2017, City of Novato Council approved Phase 2 work for Novato Downtown Station. SMART will continue to work with City staff to construct a complete station in the coming months. This portion of work includes station amenities, system and signals infrastructure and implementation.

HAMILTON STATION



Electric Bike locker installed at Hamilton Station

COTATI STATION



View looking inside the bike locker installed at the Cotati Station



A worker from Bike Link, the locker manufacturer, installs the electric bike locker at the Cotati Station

SONOMA COUNTY AIRPORT STATION



Signage, Recycle Trash Can, and Clipper Card Machine is installed and ready for Opening Day



Concrete area for the bike parking lot and the bike lockers was poured at Airport Station



The Airport Station parking lot entrance is paved

LARKSPUR EXTENSION:

- SMART is planning to award a Design-Build Contract to construct the track, station, bridges, and grade crossings.
- Construction for the Larkspur Extension will begin Summer of 2017.

SYSTEMS AND ENGINEERING



SMART Train Performing Station Stop Tests at Petaluma Station

OPERATIONS

VEHICLE MAINTENANCE:

- Transferring material from the Rail Operation Center (ROC) to Healdsburg
- Removal of wheels from Diesel Multiple Unit to send to Utah for wheel truing
- Removal of trucks to change out transmission and gear box
- Flush coolant out of Diesel Multiple Units to investigate coolant system

TRANSPORTATION:

- Windsor Static Display was held on May 6, 2017
- Timothy Dulin, our newest Engineer/Conductor, started on May 15, 2017
- Transportation participated in the Clipper Training on May 24th and/or 25th, 2017
- Flagger training for the Ambassadors were held on May 30, 2017
- Marin Civic Center Static Display was held on May 30, 2017
- Participated in a Table Top Exercise May 31, 2017

MAINTENANCE OF WAY (MOW):

- All MOW employees attended Clipper training
- 2 Signal Techs started in May
- Piloted Ensco Track Geometry car and assisted in various other field investigations associated with DMU vibration issue
- Conducted 2 interviews for Signal Techs, one moved to background and passed
- Participated in tabletop exercise in Petaluma

HUMAN RESOURCES

Current Open Recruitments:

- Engineer-Conductor – Until Filled
- Signal Technician – Continuous
- Procurement Coordinator
- Storeroom Parts Clerk

Interviews:

- Engineer-Conductor
- Signal Technician
- Controller Supervisor
- Student Intern (Community Outreach and Finance)

REAL ESTATE

Property Acquisitions

Larkspur Extension Project - An offer package to purchase land from Golden Gate Bridge and Highway Transportation District for property at the Bettini Transit Center in downtown San Rafael was sent to the agency. Staff is working to complete the purchase.

An appraisal has been completed for property north of the Calpark Tunnel that is owned by Golden Gate Bridge and Highway Transportation District, a review appraisal will need to be completed as well as Federal Transit Administration review before the offer package is sent.

Staff is continuing to work on the details for the property to be transferred between SMART and the City of San Rafael for the Land Exchange Agreement with the City of San Rafael.

Staff is finalizing the offer packages for the two private property owners for the needed real estate.

Staff is continuing to work on legal descriptions and maps for the offers.

Staff is continuing to determine the property rights of the utility companies and the new location of the utilities.

Property Management

Lease – SMART has entered into a lease with the City of Cotati for the City facility at the Cotati Station. Attached are the pictures of the leased facility at the Cotati Station. Keys have been delivered to the appropriate SMART staff. The facility will be used primarily for customer service activities. The lease start date is May 15, 2017.

Marin Municipal Water District – SMART has been delayed on the Right-of-Entry Permit to allow staff to remove items from old truck trailers and temporarily store them at the Roblar Road Facility. The truck trailers are currently scheduled to be removed from SMART property during the week of June 19th.

Special Event Permits Issued:

Windsor Day Parade – May 6th

IRONMAN – Santa Rosa – May 14th

Windsor Green Half Marathon - May 21st

Received Requests for:

Penngrove Parade – Penngrove - July 2nd

IRONMAN – Santa Rosa July 29th

Kasier Wellness Run – Novato, September 16th

Water to Vine Half Marathon – Santa Rosa - August 6th



Right of Entry Permits Issued:

PG&E – 346 Trees to be removed in Fulton and Windsor. The Right Of Entry was extended by 90 days because PG&E is working with the City of Windsor to complete the tree permits before work can commence.

PG&E – Overhead and underground power connections for new substation in Windsor

COMCAST – Fiber Optic installation at Airport Boulevard and Aviation Boulevard

Roblar/Nave Pole Replacement with PG&E - Novato

AT&T – New telecommunications line to be installed in Petaluma

Ranger Pipelines – City of San Rafael – Contractor laydown

Staff is continuing working on issuing Right of Entry Permits/License with:

COMCAST – Fiber Optic installation at Airport Boulevard and Aviation Boulevard has been completed and staff is working to issue a License

Marin County Flood Control/City of San Rafael – Clearing of vegetation – Drainage Channel

County of Sonoma – Queue Cutter Project – Signal work at intersections

Healdsburg- Round-About Project – laydown area for contractor

PG&E – overhead line replacements

PG&E – Vegetation trimming/removal

Lagunitas – West Coast Solar Panel Project

SAFETY AND SECURITY

The Transportation Security Administration's (TSA) Intermodal Security Training and Exercise Program (I-STEP) provides exercise, training, and security planning tools and services to the transportation community. TSA's I-STEP teamed with Sonoma-Marine Area Rail Transit (SMART) to discuss operational plans and roles and responsibilities among SMART, other mass transit, public safety, and federal, state, and local partners in response to a security incident. The exercise scenario was an improvised explosive device (IED) threat, explosion, and manhunt surrounding an urban rail station. This scenario drove discussions around operational coordination, planning, and intelligence and information sharing within the transit and public safety community in the North San Francisco Bay Area.

Over 60 participants from the following agencies:

<ul style="list-style-type: none">• <i>Federal Bureau of Investigation (FBI)</i>• <i>TSA</i>
<ul style="list-style-type: none">• <i>Bay Area Rapid Transit (BART)</i>• <i>California Department of Transportation (CalTrans)</i>• <i>California Highway Patrol (CHP)</i>• <i>Metropolitan Transportation Commission (MTC)</i>• <i>Northern California Regional Intelligence Center (NCRIC)</i>• <i>SMART</i>
<ul style="list-style-type: none">• <i>Central Marin Police Authority</i>• <i>City of Cotati Police Department</i>• <i>Marin County Fire Department</i>• <i>Marin County Emergency Medical Services Agency</i>• <i>Marin County Office of the Sheriff</i>• <i>Marin County Office of Emergency Services</i>• <i>Marin County Office of Education</i>• <i>Marin Transit</i>• <i>City of Novato Police Department</i>• <i>City of Petaluma Police Department</i>• <i>San Francisco Ferry Building</i>• <i>City of San Rafael Fire Department</i>• <i>City of San Rafael Police Department</i>• <i>City of Santa Rosa Police Department</i>• <i>City of Santa Rosa Fire Department</i>• <i>City of Santa Rosa Office of Emergency Services</i>• <i>Sonoma County Office of Emergency Services</i>• <i>Sonoma County Fire Department</i>
<ul style="list-style-type: none">• <i>Golden Gate Transit (GGT) (bus and ferry operations)</i>

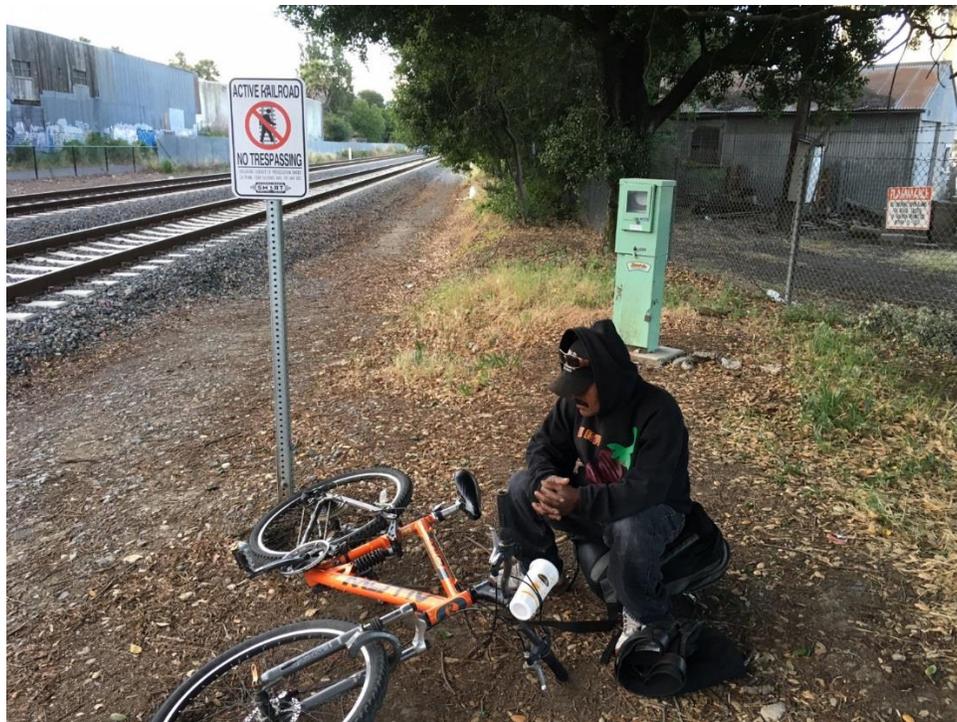




Ongoing coordination with Becoming Independent to for concession area to get up and running! Menu selection, equipment installation and testing of point of sale software have taken place.



Ongoing right of way patrols from our Code Enforcement, daily contacts addressing trespassers and safety issues. Below pathway (Hearn Ave)



Trespasser/W. College

GRANTS AND FEDERAL/STATE AND REGIONAL ACTIVITIES

UPCOMING GRANTS/AWARD ANNOUNCEMENTS:

Bike Share Capital Program: The Metropolitan Transportation Commission (MTC) has invited select applicants to submit grant requests by June 30, 2017, to fund Bike Share Program capital costs. There is \$2 million available region-wide and the agencies invited to apply are the Cities of Alameda, Fremont, Palo Alto, Richmond and the Transportation Authority of Marin (TAM), on behalf of the Sonoma-Marín Area Rail Transit jurisdictions. TAM and SCTA staff has convened meetings with participating jurisdictions in preparation for submitting the final application for capital funds and developing proposals for coverage of operating costs. SMART has been requested to submit a letter of support for the TAM-SCTA application. Recommended projects are expected to be presented to MTC's Commission in September 2017 with construction completed by Spring 2020.

Urban Greening Program: On May 1, SMART submitted a grant request to the California Natural Resources Agency's Urban Greening Grant Program for construction funds for the SMART Pathway between Golf Course Drive in Rohnert Park and Todd Road in Santa Rosa. The agency is conducting application reviews and site visits through the summer and anticipates announcing final recommendations in October 2017. Project receiving funds will have until May 2020 to complete construction.

OTHER REGIONAL ACTIVITIES:

Clipper® Update: As of May 8, all Clipper-related equipment has been installed throughout the SMART system, including VenTek's Clipper®-enabled card vending machines at each SMART station platform and Cubic's fare collection card validators on SMART platforms.

The launch of Clipper® services associated with SMART is scheduled for June 17. On that date, the sale of SMART's 31-day pass will be made available through all Clipper® channels, including retail sales, web site, at transit operator office sales terminals and through the machines on SMART platforms. The card vending machines on the platform will sell new Adult Clipper® cards and will allow patrons to add value to any full fare or discount fare Clipper® cards (Adult, Youth, Senior or Regional Transit Connection for persons under 65 years old with a disability). Patrons can also purchase SMART's full fare and discount fare 31-day pass on any Clipper® card using the machines on the platform.

Efforts are underway to encourage the public to acquire early any discount cards for Youth (5-18), Senior (65+) and RTC riders. Riders will need these discount cards to be eligible to receive the discount fares adopted by the SMART Board. Clipper® marketing teams have been conducting specific outreach events to seniors in an effort to get Senior discount cards distributed as widely as possible. Clipper® marketing teams are also scheduling a series of outreach events at SMART platforms starting in June, with a specific schedule not yet released as of the writing of this report.



TRANSIT OPERATOR COORDINATION:

Transit Technical Advisory Groups - SMART staff continues to participate in additional monthly transit coordination meetings above and beyond coordination directly related to the start of SMART services. The Metropolitan Transportation Commission (MTC) hosts several monthly meetings related to transit attended by SMART staff:

- Transit Finance Working Group;
- Transit Wayfinding (Regional Wayfinding-Regional Hub Signage Program);
- Real-Time Transit information working group;
- Regional 511.org Transit Information; and,
- Clipper Staff Liaison Committee.

In addition, the Sonoma County Transportation Authority (SCTA) hosts a Transit Technical Advisory Committee attended by SMART staff (June 14th most recent meeting).



PLANNING

Regional Transit/Planning Coordination Activities

National Transit Database (NTD) Reporting – FTA grant recipients – those receiving funding from the Urbanized Area Formula Program (5307) or Rural Formula Program (5311) – are required to submit data to the NTD on a monthly and annual basis. Staff submitted final revisions of the FY16 forms to the NTD.

Regional Transit Maps Project – Staff met with a representative from the San Francisco Bay Area Planning and Urban Research Association (SPUR) to learn about their regional transit maps project. This is a two-year project, in partnership with MTC and the Silicon Valley Community Foundation, to rethink the region’s transit maps and develop a new regional transit map. The project is still in Phase I: The discover and research phase.

Local Coordination

Local Coordination Tracking - The Planning department tracks all notices sent by local jurisdictions for projects occurring adjacent to or nearby the railroad. In April and May, SMART received 14 notices regarding development and use changes in the vicinity of the SMART right-of-way.

Signage/Wayfinding – Staff assisted in the placement of maps inside the pylons at all station platforms. In addition, staff met with the following local transit agencies to coordinate placing their signage at or near our platforms:

- Petaluma Transit (6/8)
- Santa Rosa City Bus (6/13)

Rider Guides/Information

Mobile Ticketing – Staff is currently setting up the SMART mobile ticketing app to appear in Apple iTunes and Google Play Store.

Real-Time Information – Staff updated the General Transit Feed Specification (GTFS) files to reflect the changes to the SMART schedule. Those files are necessary to show real-time train arrivals, departures, cost, distance traveled etc.

How to Use Fare Machines – Staff participated in filming a guide on how to use the fare machines located on SMART platforms.



COMMUNITY OUTREACH

Community Outreach | Presentations and Community Events

SMART's Communications and Marketing team has been focused on preparing for the start of SMART's passenger service. By hosting informational booths at community events, making presentations to a variety of organizations, hosting static train displays, maximizing social media posts and platforms, and engaging the public through phone calls, email, and SMART's customer service department, SMART's outreach team continues to enhance public awareness of the SMART train. As SMART prepares to launch service in the coming weeks, safety education remains a central topic in all of the outreach team's presentations and activities.

At the June 7 Board of Directors meeting, a "soft launch" with free Preview Rides for the public. Public response has been overwhelmingly supportive: SMART received more than 1,000 responses, through emails, social media and phone calls from people requesting to participate in a Preview Ride. With rides expected to ramp up in the coming weeks, SMART's outreach team will be providing information about how to safely ride the system, key railroad safety tips, schedules, fares and more.

Since the last SMART Board meeting, outreach staff has participated in the following community events and presentations:

- May 09 | Cotati Rotary Club (Cotati)
- May 10 | Marin Chapter of the Chevron Retirees Association (San Rafael)
- May 16 | Roseland Elementary School (Santa Rosa)
- May 20 | Santa Rosa Rose Parade & Festival (Santa Rosa)
- May 20 | Performing Stars Enlighten (Marin City)
- May 23 | San Rafael High School (San Rafael)
- May 24 | Marin County Office of Education (San Rafael)
- May 25 | San Rafael High School (San Rafael)
- May 25 | San Rafael Boy Scouts Troop 38 (San Rafael)
- May 30 | San Rafael High School (San Rafael)
- May 30 | County of Marin Ride Green – Static Train Display (San Rafael)
- June 01 | San Rafael High School (San Rafael)
- June 02 | Coleman Elementary (San Rafael)
- June 02 | Sonoma Access Coordinated Transportation Services Consortium (Santa Rosa)
- June 10 | Driver Operation Lifesaver Training - Petaluma Transit (Petaluma)
- June 12 | Santa Rosa Multiple Sclerosis Support and Self-Help Group (Santa Rosa)





SMART staff presents information to students at Performing Stars Enlighten program in Marin City



SMART staff answers questions at the Santa Rosa Rose Parade and Festival



Community Outreach | Rail Safety Education

Rail safety education remains a top priority for the SMART outreach team as the agency readies for the opening of passenger service. SMART recently partnered with the cities of San Rafael and Novato to educate Marin County audiences around the need for caution and safe behaviors around railroad crossings as those jurisdictions established quiet zones.

SMART has a dedicated rail safety website that provides information on rail safety strategies for all ages at www.BeTrackSmart.org. SMART also continues to partner with Operation Lifesaver, a national non-profit railroad safety education organization, to help reinforce safety messages throughout the North Bay.

To date, more than 30,000 students in both Marin and Sonoma counties received railroad safety presentations at more than 75 schools.

SMART safety presentations can be arranged by contacting SMART’s communications team via email at info@sonomamarintrain.org or by calling the SMART outreach hotline at (707) 794-3077.

SCHOOL SAFETY PRESENTATIONS

	SCHOOLS			PRESENTATIONS			ATTENDEES		
Year	SONOMA	MARIN	TOTAL	SONOMA	MARIN	TOTALS	SONOMA	MARIN	TOTAL
2015	8	15	23	8	15	23	2,292	7,361	9,653
2016	17	26	43	38	60	98	7,270	10,309	17,579
2017	8	3	11	17	6	23	3,259	1,978	5,237
			77			144			32,469

MARKETING

Marketing Programs | SMART Advertising

SMART has officially launched its pre-launch and post launch advertising campaign, designed to raise public awareness and build ridership in preparation for the start of our passenger rail service.

SMART’s marketing campaign is staggered to produce a continuous, seamless presence over the course of several weeks. SMART’s advertising, which runs in both English and Spanish, will include digital, digital/audio, print, outdoor venues, and a wide range of broadcast outlets.

SMART ads will be featured now through early August. You can expect to see SMART’s message on Golden Gate bus backs; on digital sites; at the Sonoma County Airport; on the Rohnert Park digital board off Highway 101; and in daily, weekly and monthly print publications. SMART advertising will also run on a variety of radio stations; on Spotify; SoundCloud; and a variety of local audio streaming programs.

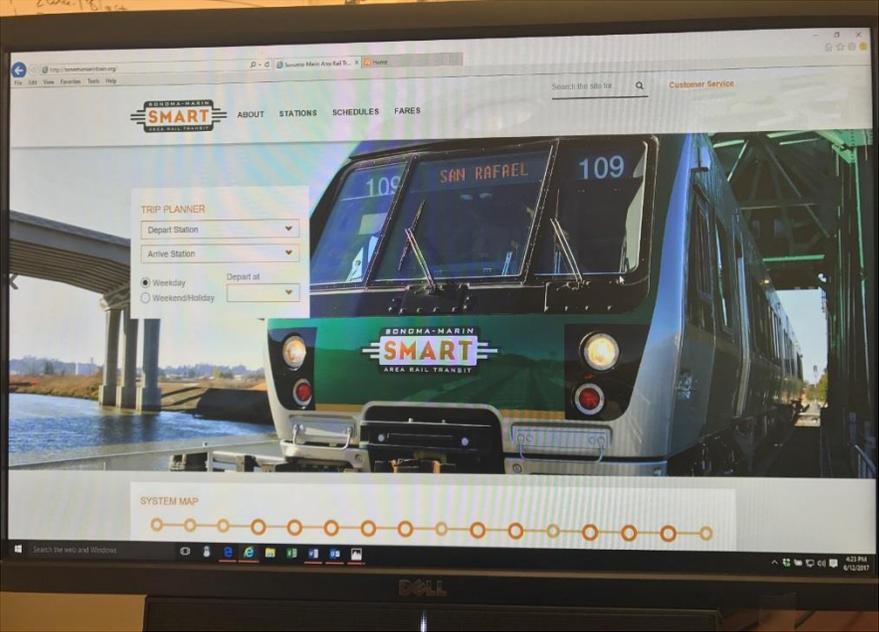
Our advertisements are designed to direct people to visit our new website: www.SonomaMarinTrain.org so they can find all the information they need, from schedules to fares to transit connections.

Marketing | New Website

SMART launched its new customer-focused website this month, and we have received excellent reviews. The new website provides information on: fares; schedules; stations location and amenities; customer service; and information on connecting with SMART’s public transportation partners to help passengers make smooth and seamless connections.

The new website also includes a trip planner, and provides the latest information on SMART – including news about upcoming events such as SMART Preview Rides, Board of Director’s meetings, and the launch of SMART’s passenger service.

Visit our new website at www.SonomaMarinTrain.org



Digital Programs | Social Media

SMART's social media programs continue to increase in reach. Social media portals include: Facebook, Twitter Instagram and Snapchat. Safety continues to be our primary message on our social media portals. With the jurisdictions adopting Quiet Zones, social media plays an important role in providing real-time safety information.

SMART's most popular Facebook post for this period: SMART Update: SMART will begin a "soft launch" with free Preview Rides for the public. This post reached more than 24,900 people with more than 200 comments. A subsequent post on the Preview Rides also reached more than 18,000, with more than 200 comments.

Sonoma-Marin Area Rail Transit
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SMART Update: SMART will begin a "soft launch" with free Preview Rides for the public. While we wait for the final green light from federal regulators, let us know which days of the week are best for you, and which stations you will use to ride SMART. We plan to announce the special Preview schedule and stations next week. Share your preferred days by using #SMARTPreview or email us at SMARTPreview@SonomaMarinTrain.org.

Thank you for your support, and see you on board!

24,919 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

👍❤️😱 159 Chronological ▾

106 shares

[View previous comments](#) 2 of 260



Media | News Coverage

- June 12, *SMART train to launch 'soon' in the North Bay* (KQED)
- June 8, 2017 *No Date Set For SMART Train Service Launch In Marin, Sonoma Counties* (Larkspur Patch)
- June 8, 2017 *SMART delays start of service as rail manager says 'bet on this summer'* (Petaluma Argus Courier)
- June 7, *No date announced for SMART train service to begin in Sonoma, Marin Counties* (KTVU Channel 2/Fox TV)
- June 7, *As North Bay SMART train service nears, police crackdown on drivers* (KTVU Channel 2/Fox TV)
- June 7, 2017 *SMART start date still uncertain* (Marin Independent Journal)
- June 7, 2017 *SMART delays start of service as rail manager says 'bet on this summer'* (Santa Rosa Press Democrat)
- June 7, 2017 *No date announced for SMART train service to begin in Sonoma, Marin counties* (Napa Valley Register)
- June 7, 2017 *Thumbs up: SMART trains silencing their horns* (Santa Rosa Press Democrat)
- June 2, 2017 *Downtown SMART station approved* (Novato Advance)
- June 1, 2017 *Sonoma-Marin Area Rail Transit names concessions operator* (North Bay Business Journal)
- June 1, 2017 *Marin IJ Editorial: Novato right to move ahead with downtown station* (Marin Independent Journal)
- May 31, 2017 *CA: San Rafael Police Target Drivers Stopping on Train Tracks* (Mass Transit Magazine)
- May 30, 2017 *San Rafael police target drivers stopping on train tracks* (Marin Independent Journal)
- May 25, 2017 *CA: Novato Approves Plan for Downtown Rail Stop* (Mass Transit Magazine)
- May 25, 2017 *SMART passengers will have small window to get to Larkspur ferry shuttle* (Marin Independent Journal)
- May 25, 2017 *Sonoma–Marin Area Rail Transit is coming; where's the housing?* (North Bay Business Journal)
- May 25, 2017 *SMART Train is Ready to Roll with their REVISED Passenger Schedule* (North Bay Business Journal)



- May 26, 2017 *SMART riders ponder North Bay-to-San Francisco by train, bus and ferry* (Santa Rosa Press Democrat)
- May 25, 2017 *Tell us: Will SMART's passenger service be part of your Bay Area outings?* (Santa Rosa Press Democrat)
- May 24, 2017 *Novato approves plan for downtown rail stop* (Marin Independent Journal)
- May 24, 2017 *Marin IJ Editorial: SMART train has a promise it should keep* (Marin Independent Journal)
- May 24, 2017 *CA: SMART Revises Passenger Rail Service After Facing Criticism* (Mass Transit Magazine)
- May 24, 2017 *SMART Train Quiet Zones: Sonoma Supes Approve Funding* (Rohnert Park Patch)
- May 23, 2017 *SMART's latest schedule puts more trains into commute* (Marin Independent Journal)
- May 23, 2017 *Dick Spotswood: SMART's mysterious commuter schedule* (Marin Independent Journal)
- May 23, 2017 *SMART revises passenger rail service after facing criticism* (Santa Rosa Press Democrat)
- May 19, 2017 *Quiet zones approved ahead of train service* (Novato Advance)
- May 19, 2017 *Santa Rosa to implement quiet zones for SMART tracks starting June 7* (Santa Rosa Press Democrat)
- May 19, 2017 *Gaps in SMART train schedule pose dilemma for North Bay commuters* (Santa Rosa Press Democrat)
- May 18, 2017 *Sonoma-Marin Area Rail Transit startup schedule draws praise, criticism* (North Bay Business Journal)
- May 18, 2017 *SMART train, soon to launch in North Bay, releases its schedule* (SF Gate)
- May 18, 2017 *Tell us: Does SMART's train schedule work for you?* (Santa Rosa Press Democrat)
- May 17, 2017 *SMART schedule has major service gaps* (Marin Independent Journal)
- May 17, 2017 *Sonoma-Marin Area Rail Transit releases its train schedule* (North Bay Business Journal)
- May 17, 2017 *Marin IJ Editorial: Novato should finish the Old Town train stop* (Marin Independent Journal)
- May 17, 2017 *SMART's train schedule draws praise, criticism* (Santa Rosa Press Democrat)

- May 12, 2017 *San Rafael warnings to youth: 'trains are going, horns are not'* (Marin Independent Journal)
- May 12, 2017 *Police Advise Caution At Crossings During New SMART Train Testing* (KPIX Channel 5/CBS)
- May 12, 2017 *CA: SMART to Start Simulated Passenger Service Friday* (Mass Transit Magazine)
- May 11, 2017 *SMART: Marin train quiet zone starts Friday* (Marin Independent Journal)
- May 11, 2017 *SMART to start simulated passenger service Friday* (Santa Rosa Press Democrat)
- May 10, 2017 *Novato rejects funding plan to make downtown SMART station operational* (Marin Independent Journal)
- May 10, 2017 *Freight Not? SMART poised to roll down the track while planned freight service stumbles along* (Bohemian)

