General Manager’s Report

- Freight Update
- Ridership Update
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Freight Update

• Ran Freight for the first time on 3/1/22
• Moved 16 cars
• Served 3 customers
  • Lagunitas Brewing Company
  • Hunt and Behrens
  • Dairyman’s Feed
Freight Update
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February ridership showed signs of recovery as the Omicron variant receded and workplaces began to re-open.
• February Average Weekday Ridership (1,174) was the highest since COVID began, despite Marin schools being closed for one week.
February Average Weekday Ridership was at 39% of Pre-COVID numbers; last 6 months are averaging 40% of Pre-COVID.
The 12-month average continues to climb, despite monthly ridership fluctuations.
Despite some flattening of travel peaks, SMART generally still sees peak travel at 7am and 5pm.
• Data based on Clipper + Masabi Fare App, and is comparing 5-month periods: Sept 2019-Jan 2020 and Sept 2021 – Jan 2022

• Fare data indicates that adult riders are still traveling at peak periods (7am and 5pm), but without a large differential between peak and non-peak.
Youth boardings are showing consistent patterns pre- and post-COVID, with 7am and 3:30pm peaks.
Senior boardings show less peak post-COVID, with boardings mainly between 6am and 5pm.
• The Regional Transit Connection (RTC) Discount ID Card is available to persons with qualifying disabilities.
• Pre-COVID, RTC boardings peaked at 8am and 5pm, indicating more of a commute pattern; post-COVID, the peaks are 6am and 3pm.
SMART Highlight of the Month

Click on the arrow to play the video
Questions?