

# WELCOME BACK

## SMART's 10-Step Plan to Welcome Back Riders

May 19, 2021



# Welcome Back Campaign

## Step-1: Increase Weekday Train Trips

SMART will add two new morning trips and three new afternoon trips to the weekday schedule. These additional trips address SMART commuters' requests for later morning trips and later afternoon trips.

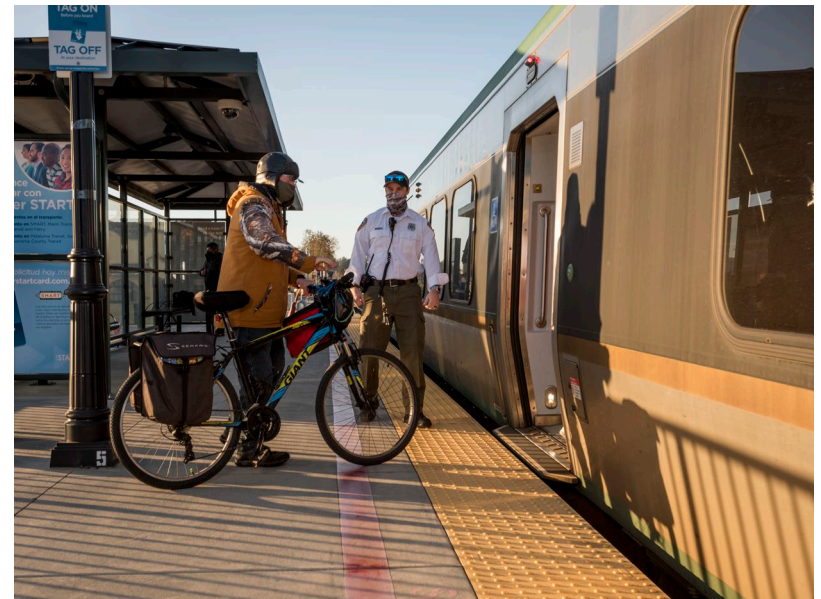
Additionally, SMART now offers the last Northbound train departing the Larkspur Station at 8:29 PM to enable riders visiting Marin County to enjoy dinner and travel back by train.



# Welcome Back Campaign

## Step-2: Resume Saturday Train Service

Beginning on Saturday, May 29, 2021, SMART will resume Saturday weekend service with an enhanced schedule. SMART now offers 6 Southbound trips and 6 Northbound trips – providing train service every two hours.



# Welcome Back Campaign

## Step-3: Introduce Promotional Reduced Fares

Some highlights from the new fare structure:

- The promotional fare will run through May 31, 2022 and offers our riders over 40% off the price of fares.
- SMART will reduce its weekday fares to a \$1.50 base for travelling within 1 zone and \$1.50 for each additional zone travelled.
- Seniors, youth, low-income, and passengers with disabilities will receive a 50% discount rate of 75 cents for the first zone and 75 cents for each additional zone.
- Weekend Day Pass offering unlimited rides for the entire day – a fantastic deal for families with children or grandparents. The Weekend Day Pass is \$10.00 for adults & 5.00 for youth, seniors, passengers with disabilities and low-income passengers.



# Welcome Back Campaign

## Step-4: COVID Preventative Measures

SMART has implemented multiple measures to limit the spread of COVID-19:

- Installed 2 hand sanitizer stations on each train car
- Perform a thorough cleaning of the train cars twice daily
- Introduced the use of electrostatic sanitizers to vehicle cleaning procedures
- Upgraded to MERV -13 air filters following CDC recommendations
- Installed UV sterilizers to the HVAC systems aboard SMART trains to keep pathogens from growing, effectively killing them



# Welcome Back Campaign

## Step-5: Require Masks – Following TSA Guidelines

The Centers for Disease Control and Prevention (CDC), Transportation Security Administration (TSA), require the traveling public to wear a mask on planes, buses, trains, and other forms of public transportation.

SMART requires all staff and train passengers to follow all CDC and TSA COVID-19 guidelines.

### Face masks required.



TSA requires proper wearing of face masks, per federal law. Face masks are to be worn at all times. Failure to comply will result in denial of entry to the screening area, and may result in penalties.



Stay Healthy. Stay Secure.  
[tsa.gov/coronavirus](https://www.tsa.gov/coronavirus)



# Welcome Back Campaign

## Step-6: Contactless Payment

SMART offers contactless payment through Clipper and the SMART eTicket mobile app.

The SMART eTicket mobile app is available on the iOS or Android devices.



# Welcome Back Campaign

## Step-7: Healthy Workforce

SMART's greatest asset is its workers, and they must stay healthy in order to provide service to SMART's riders.

SMART makes it easy for employees to get vaccinated and supplies staff with personal protective equipment (PPE) and accessible COVID-19 testing.





# Welcome Back Campaign

## Step-8: Safety Signage

Large decals and signs are being displayed on station platforms and on-board trains to reinforce safety standards, social distancing expectations and facial covering requirements.



# Welcome Back Campaign

## Step-9: Community Outreach

SMART is implementing a multimedia approach to reaching people where they are and promote safety & comfort of traveling by train, through:

- Targeted digital advertising
- Social media platforms
- Advertising
- Increase focus on Latin-X social media channels



# Welcome Back Campaign

## Step-10: Customer Service

SMART Customer Service staff has been trained to provide information to our train riders regarding the new weekday and weekend schedule, how to ride the train safely, and to provide travel tips to people who want to know more about places to visit by train.

