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February 18, 2026

Sonoma- Marin Area Rail Transit Board of Directors
5401 Old Redwood Highway, Suite 200
Petaluma, CA 94954

SUBJECT: Monthly Ridership Report – January 2026

Dear Board Members:

RECOMMENDATIONS:
Receive Monthly Ridership Report – January 2026

SUMMARY:
We are presenting the monthly ridership report for activity for the month of January 2026. This report shows trends in ridership for SMART by tracking Total riders, Average Weekday riders, and Average Saturday riders, Average Sunday/Holiday riders, as well as bicycles and mobility devices on board the trains. The report also includes total users counted on the SMART Pathway for the month, and total riders on the SMART Connect shuttles.

With the transition to the Automatic Passenger Counter (APC) in October 2022, SMART has a highly accurate method of tracking boardings and alightings at stations that does not depend on manual counts by the conductors. The APC system has been tested and validated at a 99% accuracy level and has been certified for passenger count use by the Federal Transit Administration (FTA); the system was revalidated and recertified by FTA in June 2025. Both APC-based ridership and fare-based collection rider counts are shown in the attached report to give a full picture of ridership. APC-based ridership captures all riders, including riders with passes who neglect to tag on or off, riders who fail to activate their mobile app tickets, as well as free-fare riders.

This report compares the most recent month to the same month during the prior year, as is standard industry practice for tracking trends over time. These reports also note relevant details associated with fare program discount usage and trends in riders bringing bicycles onboard as well as riders who use mobility devices.

SMART's ridership data through January 2026 is posted on the SMART website (https://sonomamarintrain.org/RidershipReports).

FISCAL IMPACT:
None.

REVIEWED BY: [x] Finance ___/s/_____   [x] Counsel ___/s/_____

Respectfully,

  /s/
Zoe Unruh
Planning Manager

Attachment: 1.) Monthly Ridership Report – January 2026

JANUARY 2026 SMART RIDERSHIP REPORT

January 2026 saw ridership hold steady from the previous month, with average weekday ridership at 4,326, down 1% from December and up 23% over January 2025. Average Saturday and Sunday ridership decreased by 5% and by 0.4%, respectively, from the previous month, and increased 14% and 7%, respectively, over January 2025. Total monthly ridership was 110,730, up 19% over January 2025 and 54% over January 2020 (pre-COVID).

As background, SMART modified services in March 2020 due to the COVID-19 pandemic, with weekend service annulled and weekday service reduced to 16 trips. In May 2021, SMART added back 10 weekday trips. Saturday service was restored in May 2021, and Sunday service in May 2022. In June 2022, SMART added 10 additional weekday trips, and in November 2022, SMART added 2 additional midday trips, for a schedule of 38 trips per weekday. In May 2023, SMART added two evening trips on Friday and Saturday, known as the Starlighter. In November 2023, SMART suspended the Starlighter service but increased weekend service, running 16 trips total on both Saturday and Sunday. In August 2024, SMART added two additional round trips for a total of 42 trips each weekday. In late May 2025, SMART began running service to Windsor Station.

The tables below present data for January 2025 and 2026 year-over-year, and the Fiscal Year to date (July-January). Ridership for the fiscal year to date is tracking 32% over the same time period in FY25.

MONTHLY TOTALS YEAR-OVER-YEAR	JANUARY 2025	JANUARY 2026	% Change
Ridership	92,907	110,730	19%
Fare-based Ridership (Clipper + App Only)	48,231	50,598	5%
Average Weekday Ridership	3,505	4,326	23%
Average Saturday Ridership	2,133	2,429	14%
Average Sunday Ridership	1,814	1,934	7%
Bicycles	11,722	12,266	5%
Mobility Devices	198	230	16%

FISCAL YEAR (Jul - Jan)	Fiscal Year 2025	Fiscal Year 2026	% Change
Ridership	617,430	817,136	32%
Fare-based Ridership (Clipper + App Only)	329,507	403,529	22%
Average Weekday Ridership	3,430	4,512	32%
Average Saturday Ridership	1,963	2,618	33%
Average Sunday Ridership	1,757	2,270	29%
Bicycles	82,977	100,324	21%
Mobility Devices	1,489	2,268	52%

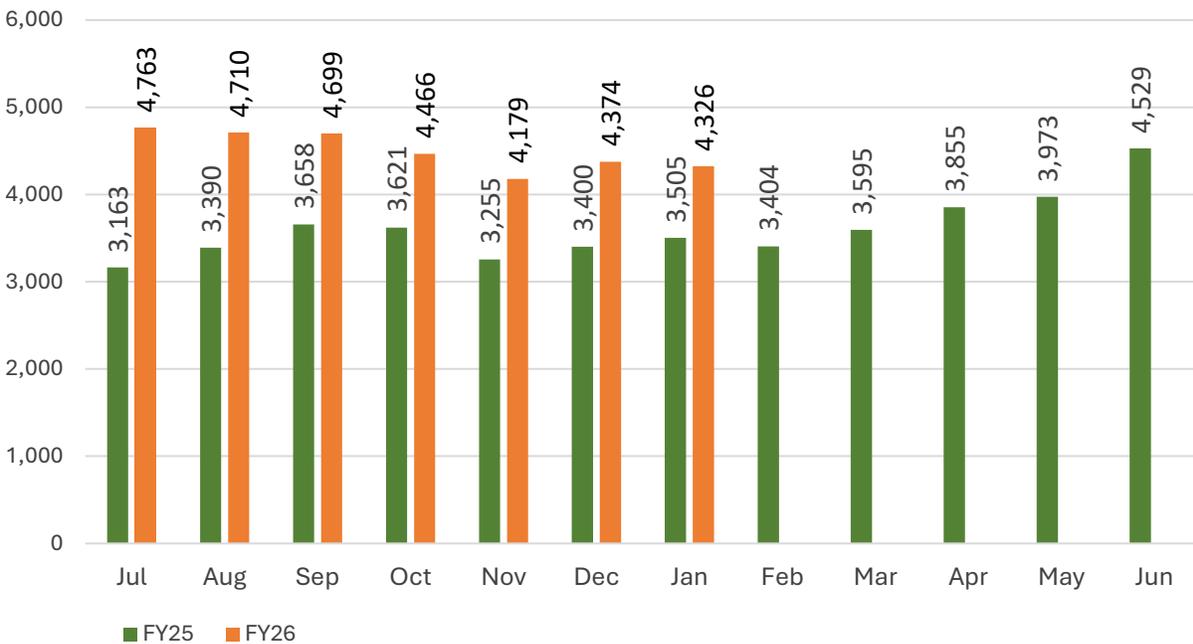## JANUARY 2026 SMART RIDERSHIP REPORT

The following charts compare the average weekday ridership, average weekend ridership, and monthly totals for FY25-FY26.
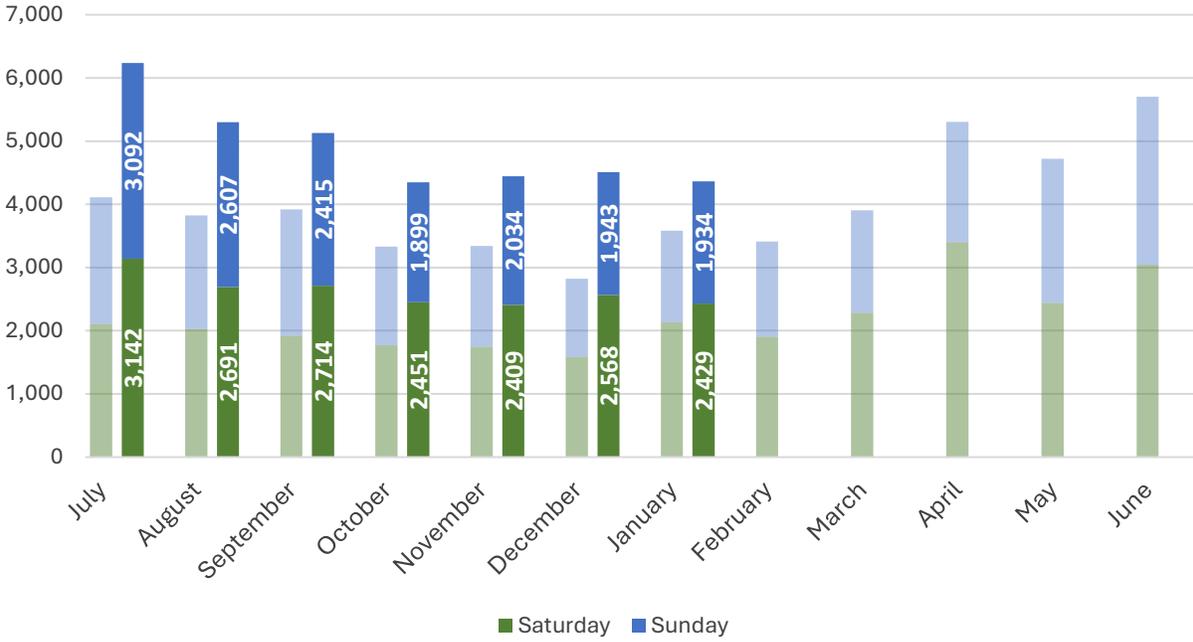
SMART Monthly Ridership (FY25 - FY26)

Month	FY25	FY26
Jul	88,022	132,805
Aug	91,894	125,407
Sep	92,834	121,621
Oct	96,599	120,127
Nov	78,550	99,471
Dec	76,624	106,975
Jan	92,907	110,730
Feb	81,669	
Mar	94,916	
Apr	103,086	
May	106,006	
Jun	120,579	
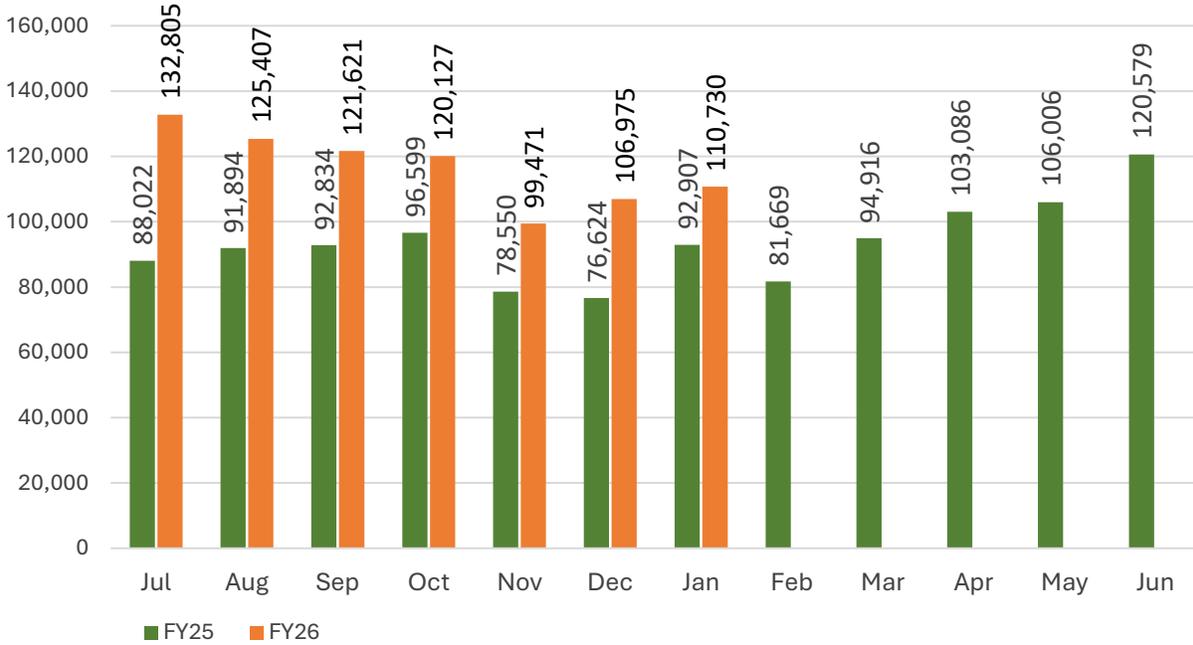
SMART Average Weekday Ridership (FY25 - FY26)

Month	FY25	FY26
Jul	3,163	4,763
Aug	3,390	4,710
Sep	3,658	4,699
Oct	3,621	4,466
Nov	3,255	4,179
Dec	3,400	4,374
Jan	3,505	4,326
Feb	3,404	
Mar	3,595	
Apr	3,855	
May	3,973	
Jun	4,529	

SMART Average Weekend Boardings (FY25 - FY26)

July: Saturday 3,142, Sunday 3,092
August: Saturday 2,691, Sunday 2,607
September: Saturday 2,714, Sunday 2,415
October: Saturday 2,451, Sunday 1,899
November: Saturday 2,409, Sunday 2,034
December: Saturday 2,568, Sunday 1,943
January: Saturday 2,429, Sunday 1,934

■ Saturday ■ Sunday

Average Boardings by Day of Week (January 2026)
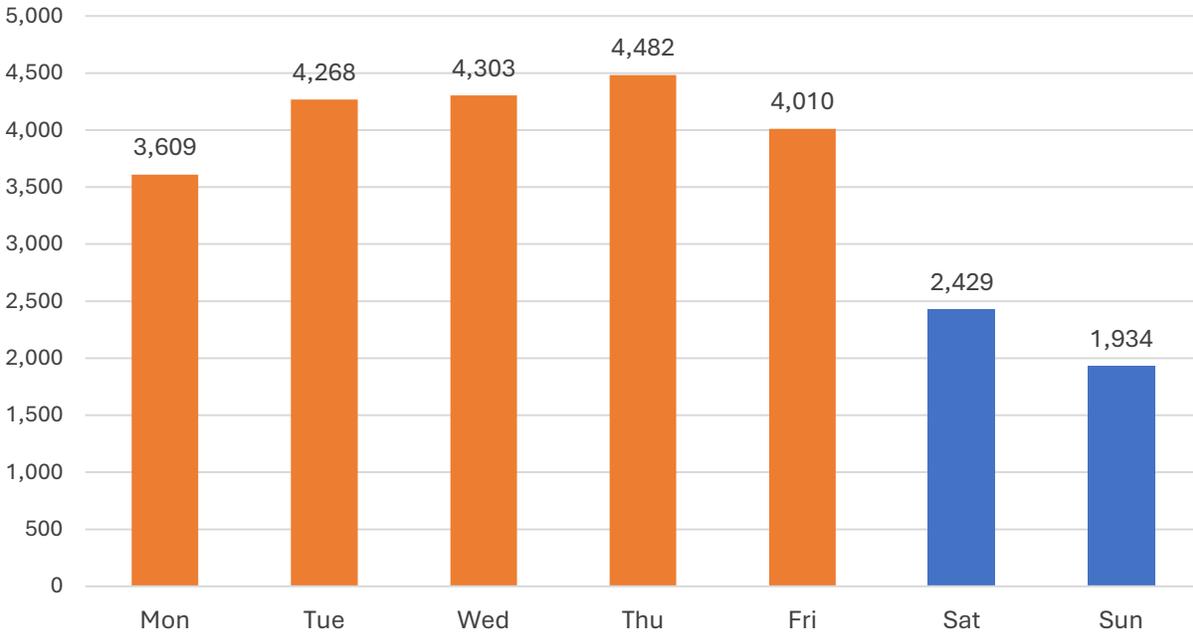
Mon: 3,609
Tue: 4,268
Wed: 4,303
Thu: 4,482
Fri: 4,010
Sat: 2,429
Sun: 1,934

JANUARY 2026 SMART RIDERSHIP REPORT

SMART Connect Program

SMART currently operates two on-demand shuttles, SMART Connect Airport and SMART Connect Larkspur. SMART Connect Airport, launched in June 2023, serves the SMART Sonoma County Airport station, the Charles M. Schultz Sonoma County Airport, and the surrounding area. SMART Connect Larkspur, launched in June 2024, serves the SMART Larkspur station, the Golden Gate Larkspur Ferry Terminal, and the surrounding Larkspur Landing area. The goal of the SMART Connect program is to facilitate first-and-last mile connections from SMART stations through the provision of a reliable on-demand shuttle that SMART riders can use for transit transfers, work and school commutes, and other destinations. SMART Connect uses microtransit software from The Routing Company called Ride Pingo, which allows users to pre-book trips or book a ride on-demand. Riders can also book by phone or walk-on, space available. In April 2025, Connect Shuttle service hours at Larkspur were expanded from 4 to 7 days per week; both shuttle locations now offer daily service.

Total January monthly ridership for the SMART Connect program was 1,868 riders.

SMART Connect Ridership (FY25-FY26)

JANUARY 2026 SMART RIDERSHIP REPORT
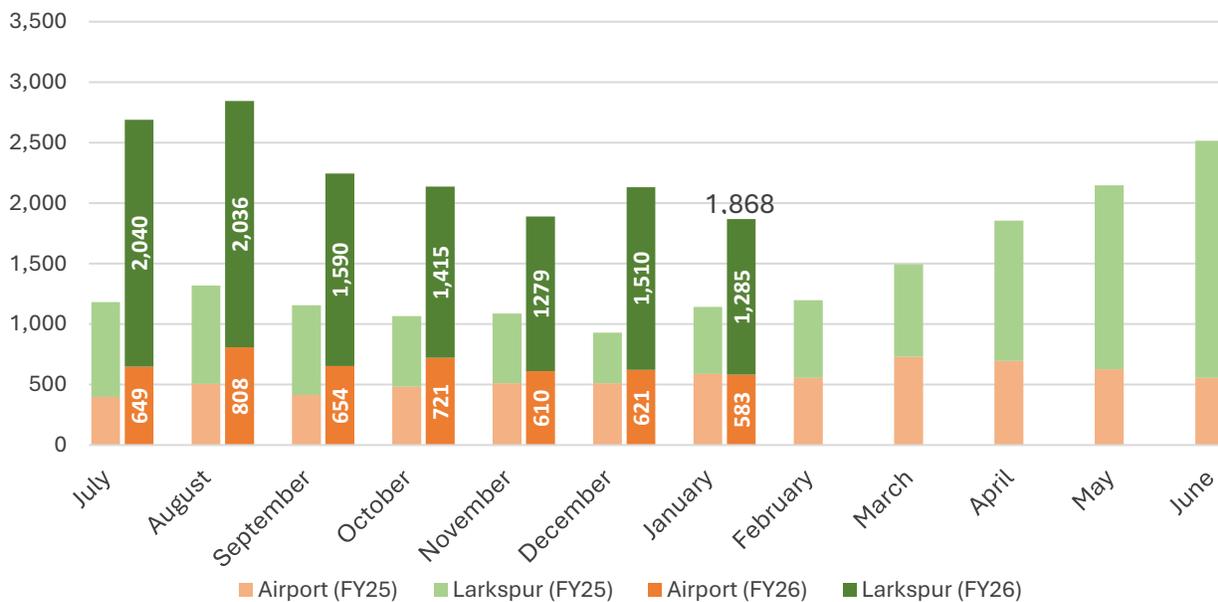
SMART Pathway

As of May 2025, SMART has installed 14 counters on the Pathway, with six in Marin County and eight in Sonoma County. The counters differentiate between bicycles and pedestrians, and track data by time of day and day of the week. The counters cannot distinguish between unique users, but based on the estimated average trip length of 3 miles, and the average spacing between counters of 3.7 miles, the counts are considered an accurate estimate of monthly pathway usage. As additional pathway segments are constructed, counters will be placed on those segments to measure pathway usage. To date, count data has shown a fairly even split between pedestrians and bicyclists.

In January 2026, SMART counted 89,413 users on the pathway, an increase of 23% compared to the same month in the prior year. The increased counts are attributed to higher volumes of users on existing pathway segments as well as counts of users on newly opened pathway segments.

Monthly Pathway Count