Agenda Item 6 - General Manager’s Report
May 24, 2023
General Manager’s Report

• Former COC Members Acknowledgment
• Ridership
• Starlighter Service
• SMART Connect
• Questions
Citizens Oversight Committee
Acknowledgement

Russ Colombo, Chair
Peter Breen
Patricia Kendall
Steve Rabinowitz
Julia Violich
Steve Birdlebough
Dennis Harter
David Oster
Tanya Narath
Ridership Report

Downtown Petaluma

Butter & Eggs Day
March 2023: SMART had highest ridership recovery rate in the Bay Area.
• April ridership = 58,551
  • Up 71% over April 22
• FY23 ridership through April = 507,521
  • Ridership to date up 85% over FY22
### Average Weekday Ridership

- **April Average Weekday ridership**: 2,339
  - 97% of pre-COVID (April 2019)
- **May Average Weekday ridership (to date)**: 2,461

<table>
<thead>
<tr>
<th>Month</th>
<th>FY22</th>
<th>FY23</th>
<th>Pre-COVID (FY19, FY20)</th>
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<tbody>
<tr>
<td>Jul</td>
<td>966</td>
<td>1,626</td>
<td>2,553</td>
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<tr>
<td>Aug</td>
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<td>1,802</td>
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<td>Sep</td>
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<tr>
<td>Oct</td>
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<td>Nov</td>
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<tr>
<td>Dec</td>
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<tr>
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<tr>
<td>Apr</td>
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<tr>
<td>May</td>
<td>1,626</td>
<td>1,566</td>
<td>2,461</td>
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FY 23 Annual Ridership Goal

- SMART forecasted a 68% ridership increase for FY23 (594,000 riders)
- Trending 3.7% above goal year-to-date
- FY23 ridership through April = 507,521
Bikes on Board

- FY23 bike boardings = 74,235
  - Previous record (FY19) = 69,103
  - FY23 bike boardings 7.4% higher than FY19

- Projected to carry over 90,000 bikes in FY23
  - 30% higher than previous record
Starlighter Service

• Starlighter service began on Friday, May 4th
• Averaging 67 riders per night
• Added service should tap new market and boost ridership on earlier trips
• Continue marketing Friday and Saturday evening destinations
SMART Connect

• Soft launch begins Monday June 12th
• Ribbon Cutting Ceremony Friday, June 16th, at 3 PM
Questions?