



For Immediate Release
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SMART launches two programs for businesses and individuals impacted by the Sonoma County fires

The Sonoma-Marin Area Rail Transit (SMART) District will launch two programs designed to help individuals and businesses impacted by the Sonoma County fires. SMART's Individual Relief Pass Program and its Business Relief Pass Program were both approved by SMART's Board of Directors today and will take effect immediately. SMART is partnering with more than a dozen community groups and agencies in Sonoma and Marin counties to implement the programs.

"Our community is still recovering and we want to do our part to help," said Debora Fudge, chairwoman of the SMART Board of Directors. "Our goal is to provide some relief for both individuals and families who have lost their homes or their jobs due to the Sonoma County fires, and to help businesses that are struggling to survive in the wake of the fires."

SMART is providing 5,000 Individual Relief Passes for those who have lost their home, rental unit, or place of employment due to the Sonoma County fires. The passes will be loaded onto Clipper cards and will be good for unlimited rides on the SMART train, at no cost to the user, and will be valid through December 31, 2017.

SMART is partnering with several organizations to publicize the program and to distribute the Individual Relief Passes, including: the County of Marin; County of Sonoma; Kaiser Permanente; Marin County Office of Education; Marin Independent Journal; North Bay Business Journal; North Bay Leadership Council; Santa Rosa Metro Chamber of Commerce; Santa Rosa Press Democrat; Sonoma County Office of Education; and Sutter Santa Rosa Regional Hospital.

SMART is also launching a second program to help local businesses. SMART is providing 5,000 Business Relief Passes to the Santa Rosa Metro Chamber of Commerce for distribution to businesses in the greater Santa Rosa Area. Businesses will offer customers a SMART Business Relief Pass for every \$25 spent during the weekends of November 25 and 26, and December 2 and 3. Each Business Relief Pass is good for a free one-way trip onboard the SMART train, and can be used through December 31, 2017.

“SMART’s Business Relief Program is an excellent way to help our local businesses during this difficult time,” said Judy James, chairwoman of the Santa Rosa Metro Chamber of Commerce’s Board of Directors. “Many of our businesses have seen a dramatic drop in business, and many of their employees have also lost their homes. This program will help us turn things around and help businesses get back on track through the holidays, which is a critically important time for businesses who rely heavily on that revenue.”

For more information about both programs visit SonomaMarinTrain.org.

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