

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



January,

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 Rabinowitsh
Julia Violich
Steve Birdlebough
Dennis Harter
David Oster
Tanya Narath



Ridership Report



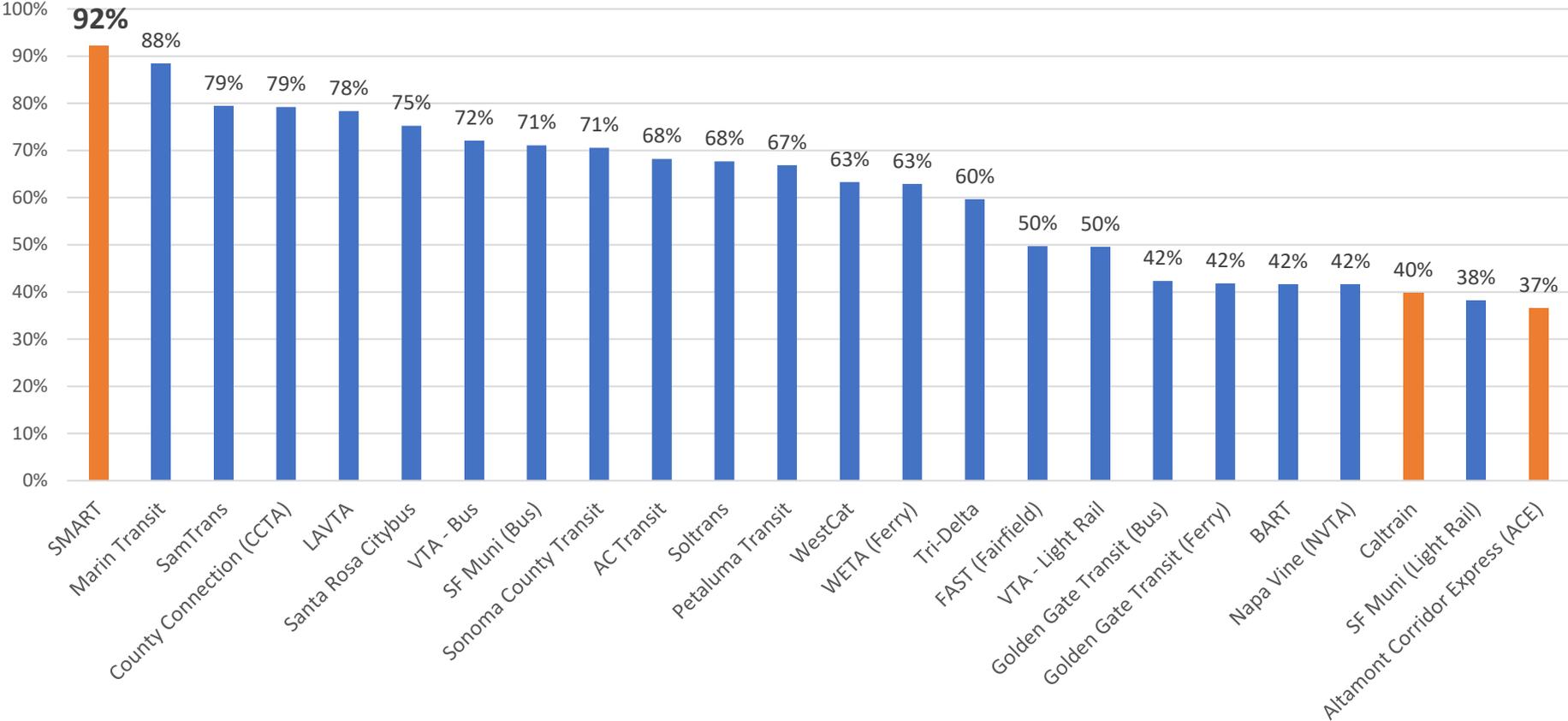
Downtown Petaluma



Butter & Eggs Day



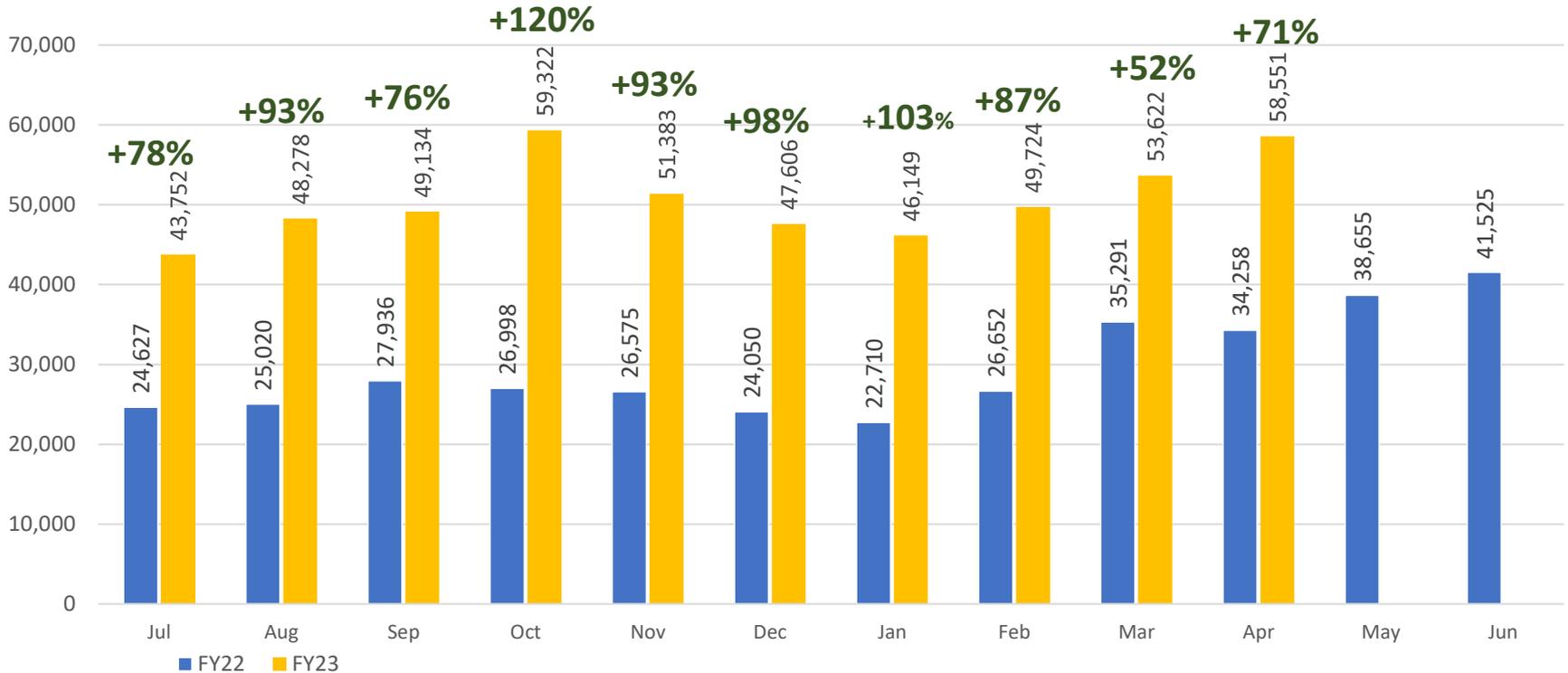
Ridership Recovery (Mar 2023 v Mar 2019)



March 2023: SMART had highest ridership recovery rate in the Bay Area.



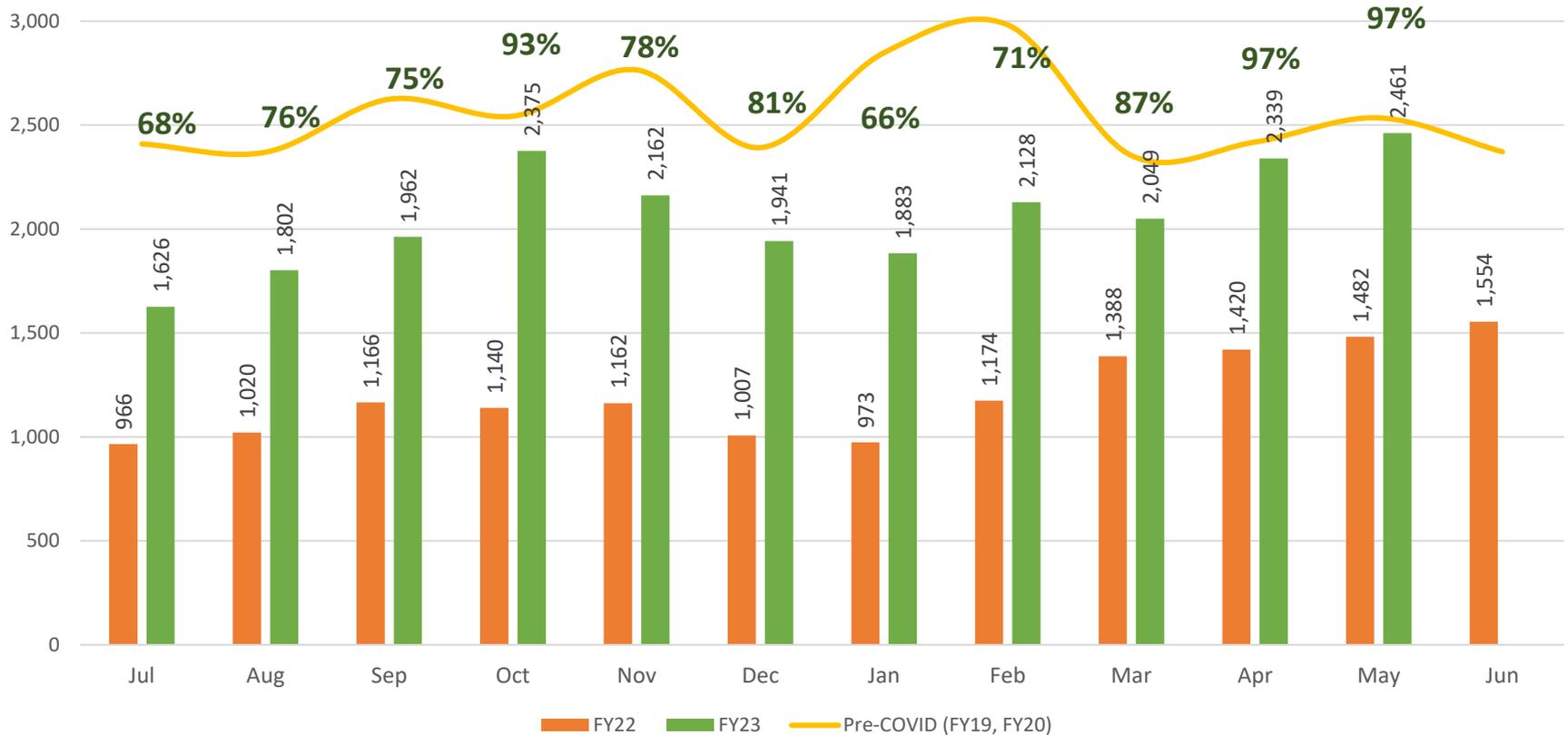
Monthly Ridership



- April ridership = 58,551
 - Up 71% over April 22
- FY23 ridership through April = 507,521
 - Ridership to date up 85% over FY22



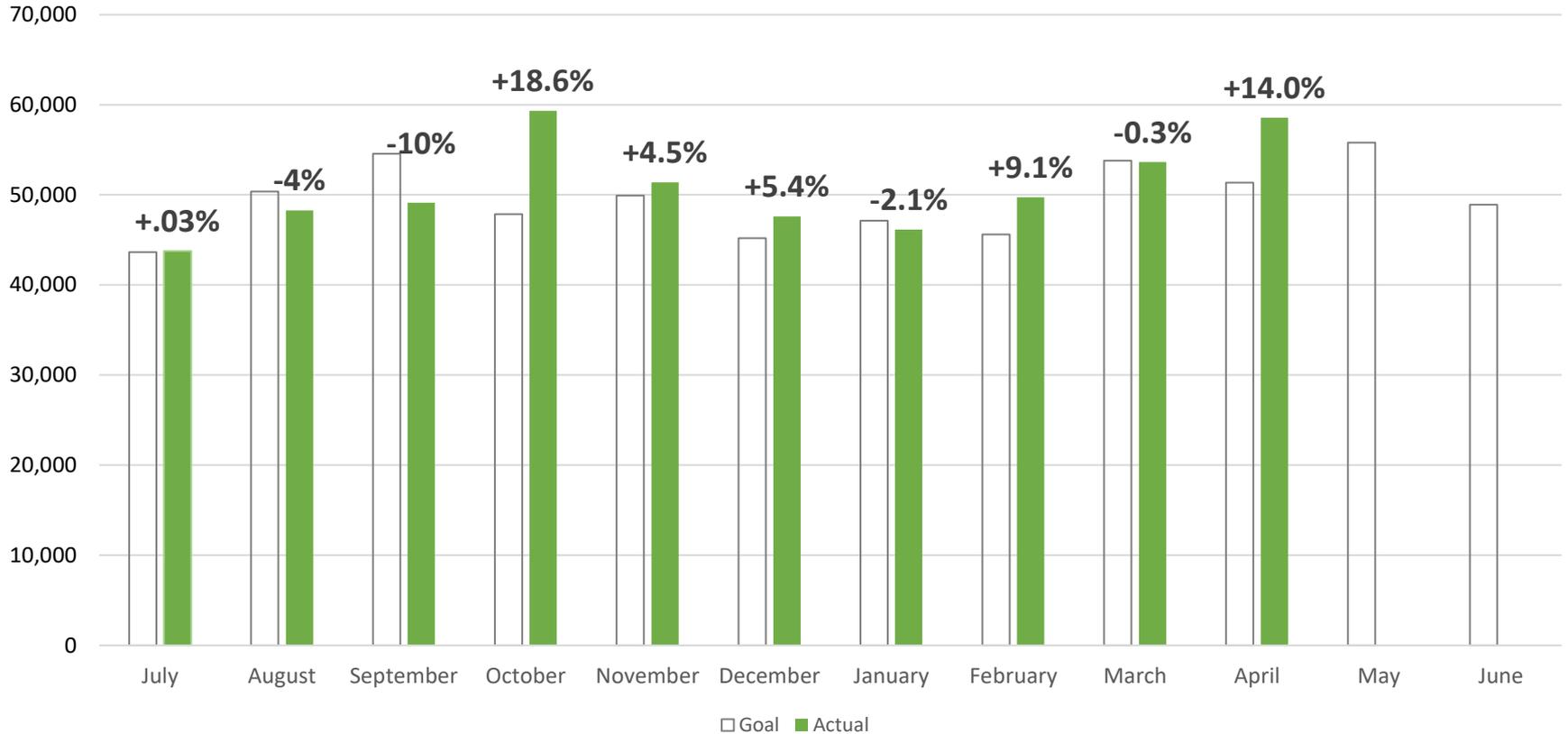
Average Weekday Ridership



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



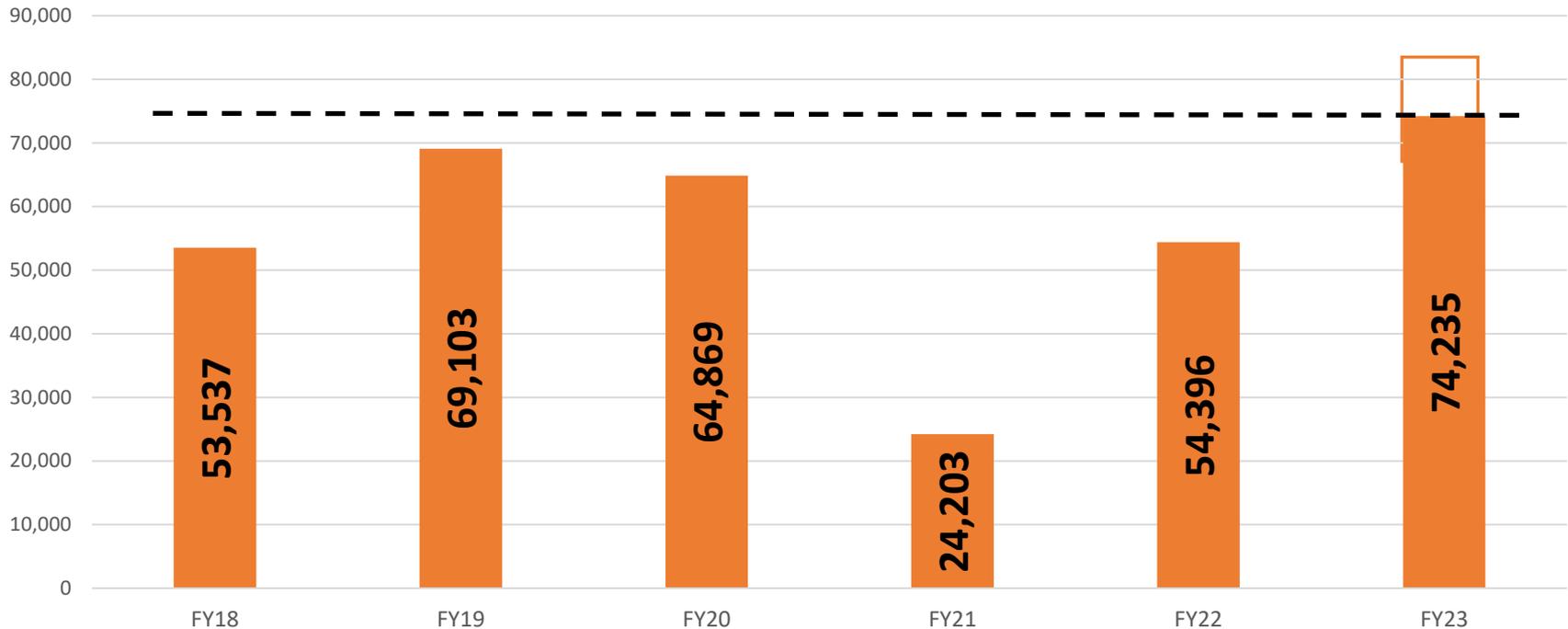
FY 23 Annual Ridership Goal



- 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?

Connect with us:

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