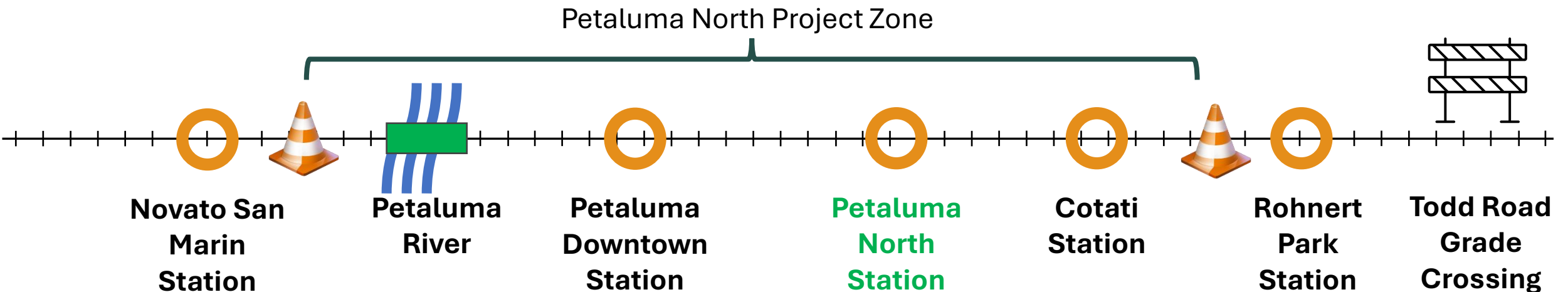


Agenda Item 7 - Petaluma North Station - Preparation for Passenger Service – Planned System Closure



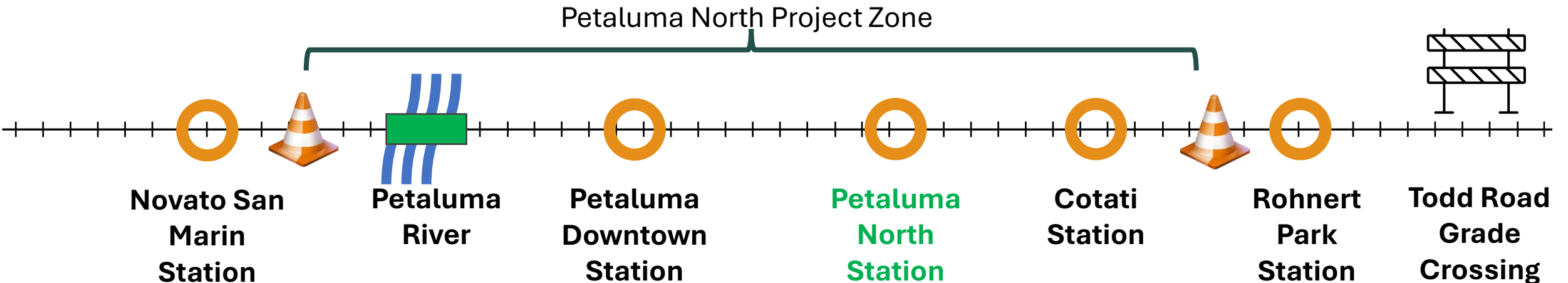
Full System Closure – Petaluma North Station and Todd Road Grade Crossing Reconstruction

- As previously reported to the Board and Public, SMART has been planning a weekend service suspension to prepare the Petaluma North Station for passenger service
- This weekend service suspension will allow sufficient time for testing required to complete a majority of the preparations for Passenger Service at Petaluma North Station
- While service is suspended, SMART’s contractor will also reconstruct the at-grade crossing at Todd Road in Sonoma County



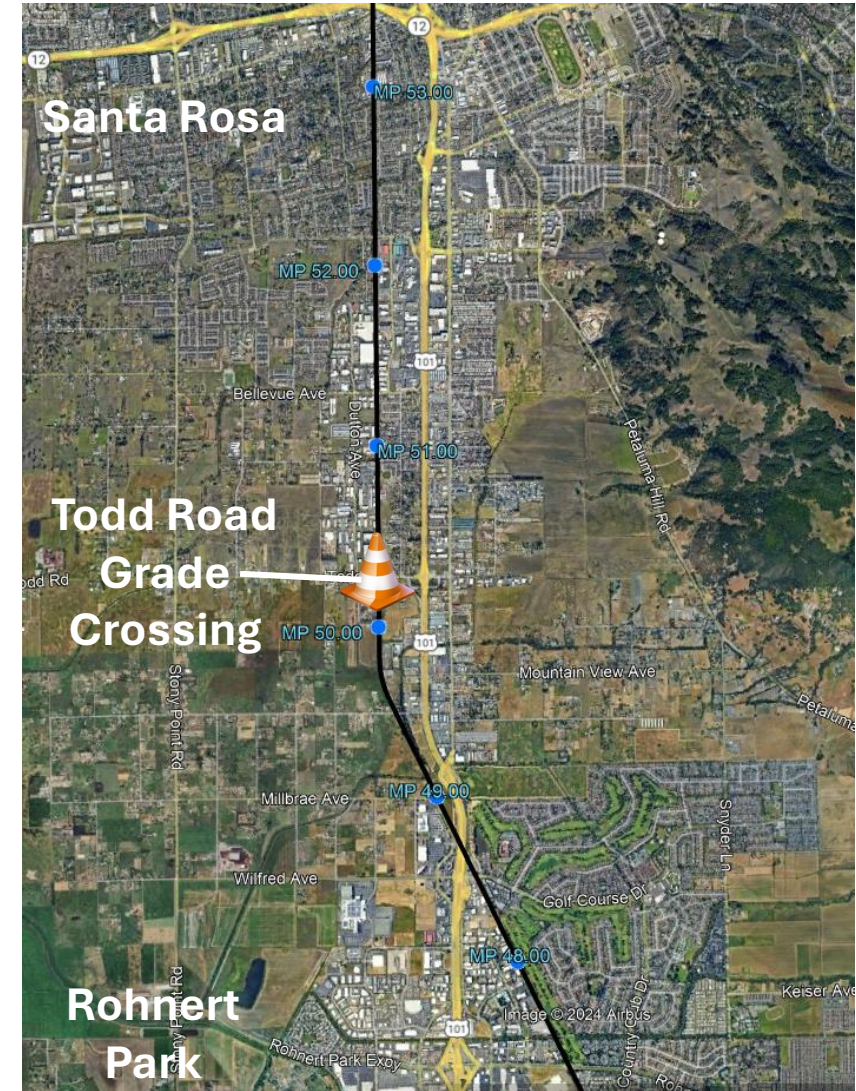
Full System Closure – 12/14 and 12/15

- The full system closure is planned for :
 - Saturday, December 14th
 - Sunday, December 15th
- The public can expect to:
 - Hear the train horn near the Petaluma North station, despite the establishment of a Quiet Zone
 - Hear the bells and see flashing lights and gates activate at grade crossings
 - Hear the bell onboard SMART's train as it operates
 - See roadway flaggers performing traffic control near the Petaluma North Station



Todd Road Closure – 12/13, 12/14 and 12/15

- The Todd Road Closure is planned to begin on Friday, December 13th at 10 pm
- The Todd Road Closure is planned to conclude on Sunday, December 15th by 10 pm
- The public can expect to:
 - See traffic control in the vicinity of Todd Road
 - Take detour routes around the Todd Road closure
 - Hear and see heavy construction equipment operating at the grade crossing and in the vicinity of Todd Road



Full System Closure – Communications Plan

- Two communications campaigns in tandem
 - Full System Closure / System Testing
 - Todd Road closure and detour
- Key audiences
 - SMART riders
 - Residents and business owners adjacent to the projects
 - Transit agency partners
 - General public
- Materials and messaging in English and Spanish
- 4-week advanced notification
 - Communications to begin **Monday, November 18**



Full System Closure – Key Messages

- Why a full system closure is needed
- Pardon our progress
- Why use of the train horn and bells are necessitated
- Safety during this testing period
- Information about the Petaluma North station and the pathway segments opening soon



Full System Closure – Channels of Communication

- Webpage dedicated to this project
 - Alternative transit routes and video explaining full system closure and testing
 - Banner on the SMART homepage
 - Todd Road detour maps
- Rider alerts
 - Rider alerts issued via Nixel
 - Closure will appear on the Transit app and Google Maps
- Signage and printed materials
 - Signage on all station platforms
 - Posters and Info Cards aboard all trains
 - Materials to Welcome Centers and our transit partners
- Email newsletters
 - E-blast to all newsletter subscribers
 - News item in the November and December issue of the On Track newsletter
 - City and community newsletters

Full System Closure – Channels of Communication

(continued)

- Social media
 - Facebook, Instagram, NextDoor
- Media release and radio PSAs

Todd Road Closure and Detour

- Digital message boards will be installed
- Businesses and residents notified
- Sonoma County RedCom will be notified and sent detour maps
- Detour map posted on the SMART construction updates webpage
- Information shared via social media channels
- Information shared with partner agencies



Questions?



Connect with us:
www.sonomamarintrain.org



Customer Service:
CustomerService@sonomamarintrain.org
(707) 794-3330