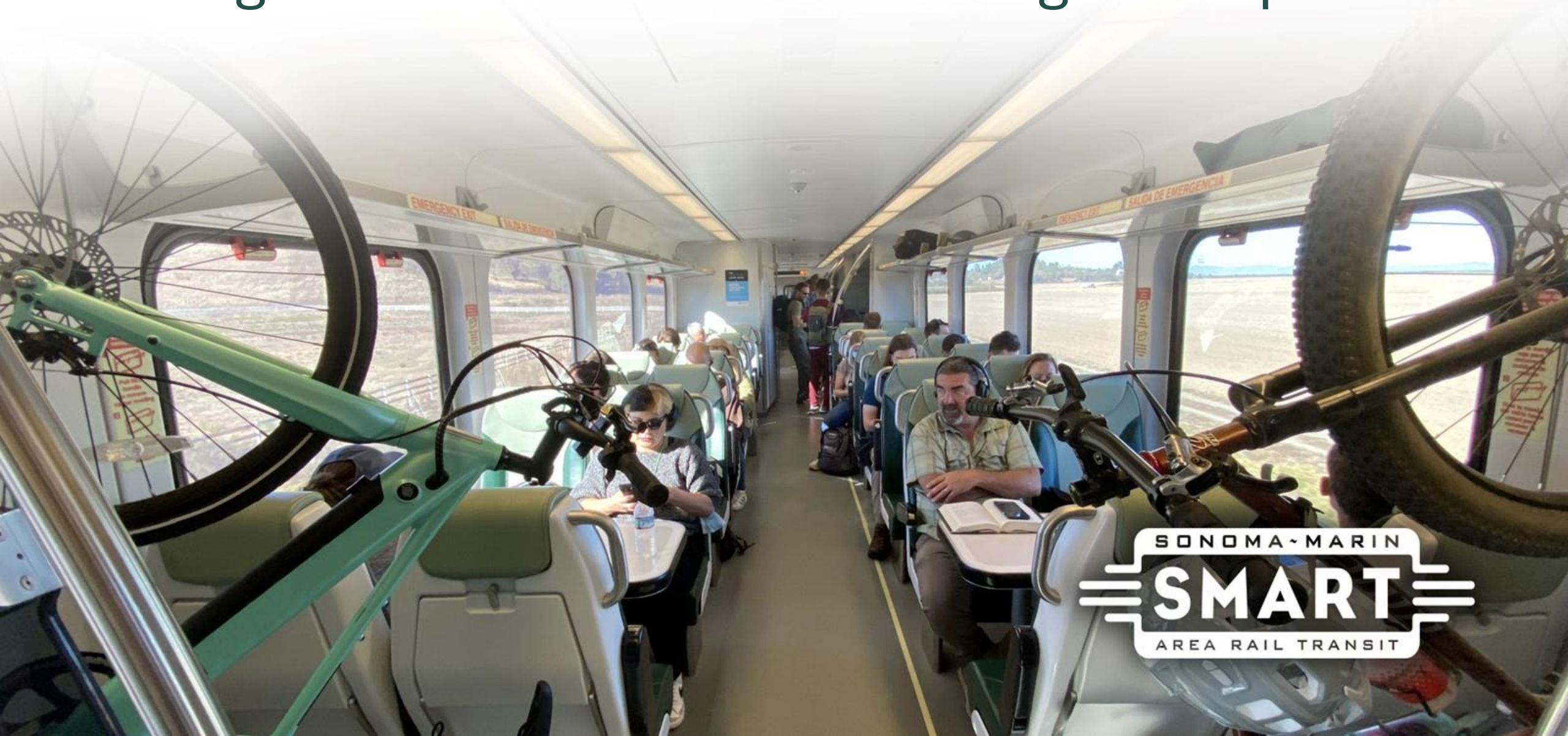


SMART Board of Directors Meeting

Agenda item 4 - General Manager's Report



General Manager's Report

- Ridership Report
- Free Fare Analysis
- Construction Update
- Grant Update
- Strategic Plan Open House
- Highlight of the Month
- Questions



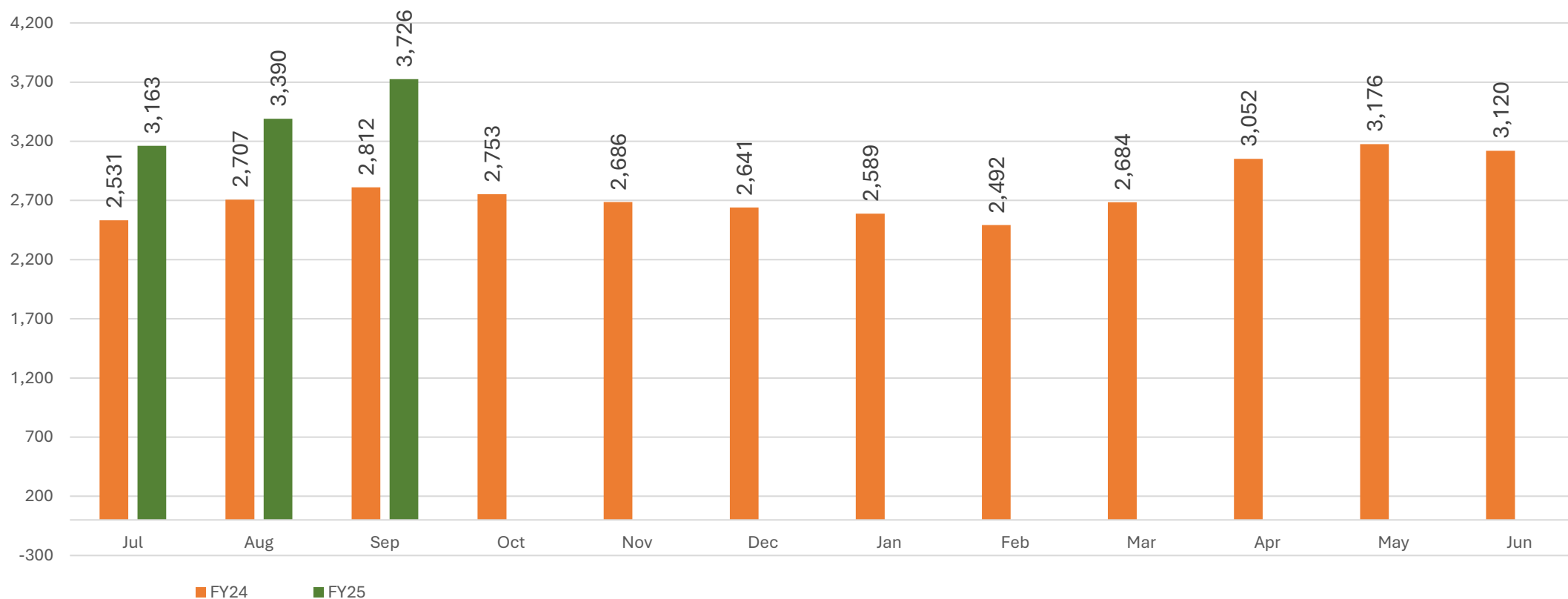
Average Weekday Ridership

August Average Weekday Ridership: 3,390

- 25% over Aug 2023

September Average Weekday Ridership to date: 3,726

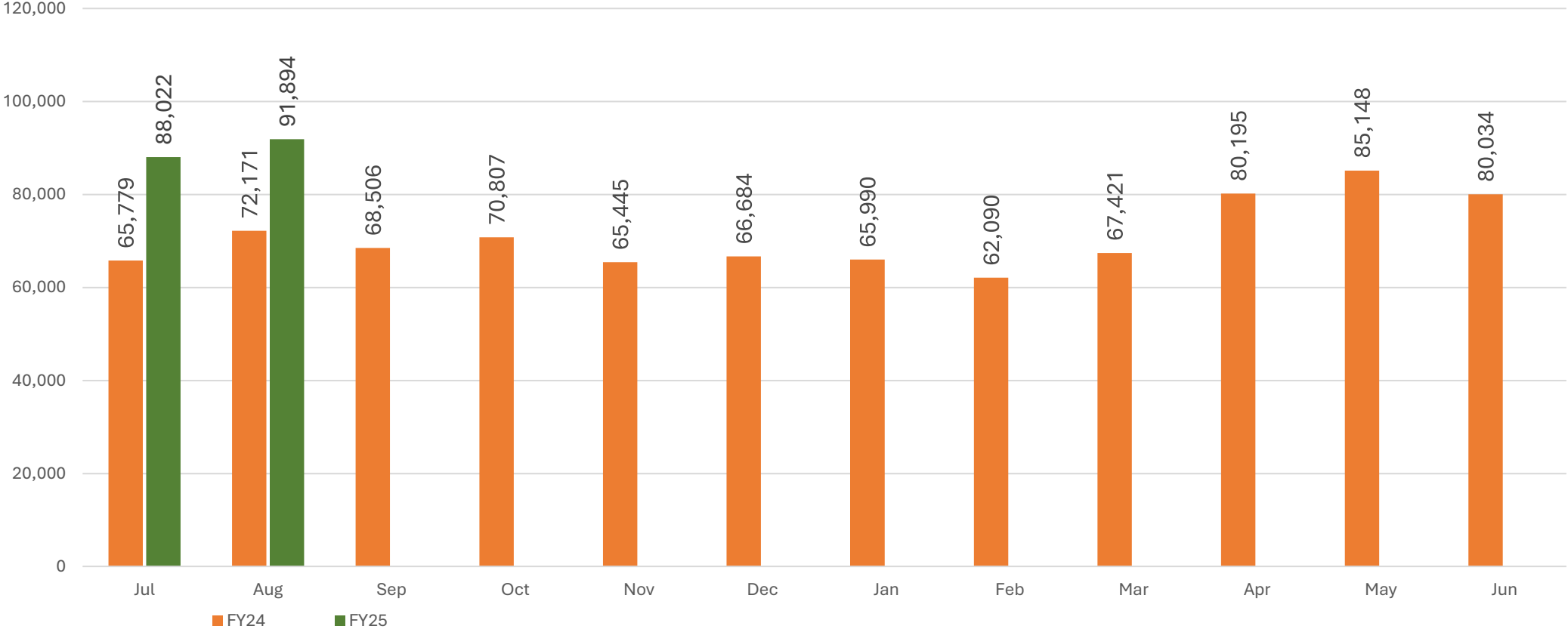
- 33% over Sept 2023



SMART Ridership (Monthly)

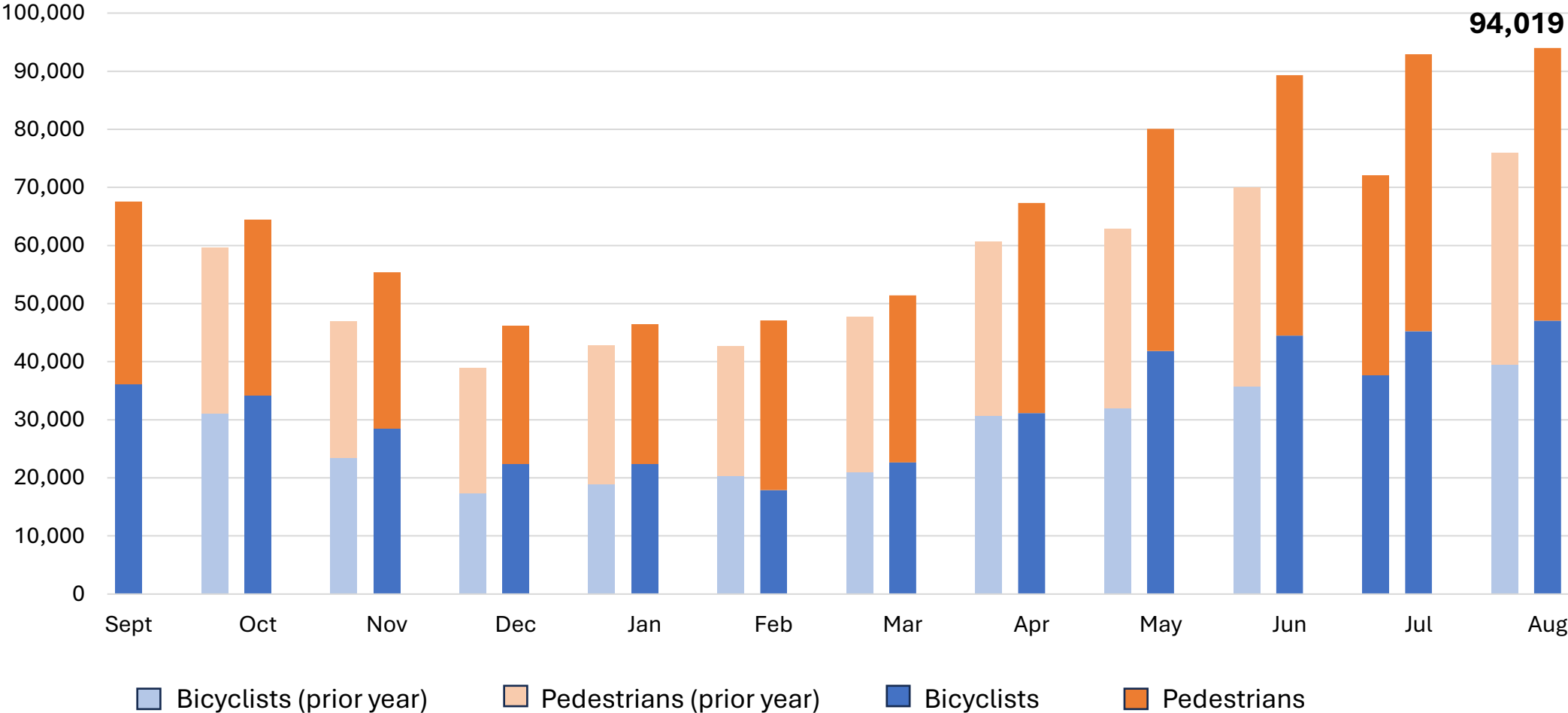
August ridership = 91,894
27% higher than August 2023

New SMART Monthly Record!



Monthly Pathway Counts

September 2022-August 2024



Free Fare Program

Ridership	
Year	Ridership
Apr-Jul 2023	256,908
Apr-Jul 2024	334,644
%	+ 30%

Significant increase is youth/senior ridership

- Youth +99%
- Senior +144%

Free Fare Program

Fare Revenue	
Year	Revenue
Apr-Jul 2023	\$ 735,004
Apr-Jul 2024	\$ 738,432
%	+ 0.5%

Free Fare Program

Adult Ridership	
Year	Adult Taps
Apr-Jul 2023	147,350
Apr-Jul 2024	164,333
%	+ 12%

Free Fare Program

Fare per Boarding	
Year	Fare/Boarding
Apr-Jul 2023	\$ 2.86
Apr-Jul 2024	\$ 2.21
%	-23%

Free Fare Program

Estimated Investment Per Passenger Miles (IPPM)

Time Period	Op Cost	Ridership	Fares	Passenger Miles	FBX Recovery	IPPM
Apr-Jul 2023	\$ 10,195,022	256,908	\$735,004	5,551,023	7%	1.70
Apr-Jul 2024	\$ 11,822,488	334,644	\$738,432	7,286,222	6%	1.52

Windsor Extension – New Sidewalk @ Aviation Blvd



Windsor Extension – Mitchell Lane Crossing Reconstruction



Petaluma North – Signal House Installation



Petaluma – New Pathway along McDowell Blvd



McInnis – Smith Ranch Pathway: setting the pedestrian bridge



Pathway Grant Award

- Awarded **\$7M grant** from the USDOT/Federal Highway Administration Safe Streets and Roads for All Program
- Grant fully funds **4.73 miles of pathway** from Guerneville Road to Airport Blvd, connecting Santa Rosa and Unincorporated Sonoma County
- Closes a significant gap in the system and connects to the pathway currently under construction to Windsor

Project Map



Strategic Plan Open House

Wednesday, September 25, 2024

4:30 PM – 6:30 PM, drop-in

Petaluma Arts Center

*230 Lakeville Street, Petaluma,
next to the Petaluma Downtown SMART
station*

RSVP at:

<https://www.sonomamarintrain.org/strategic-plan>



The poster features a close-up profile of a young child looking to the left. In the top right corner is the SMART logo with the text 'SONOMA-MARIN SMART AREA RAIL TRANSIT'. Below the logo, the text 'Strategic Plan' is in a white box on an orange background, followed by 'COMMUNITY WORKSHOP' in large white letters. A circular icon in the center contains four categories: 'RIDERSHIP' (with a person icon), 'EXTENSIONS' (with a map icon), 'FREIGHT' (with a train icon), and 'PATHWAYS' (with a bicycle icon). At the bottom, the text reads 'SEPT. 25 | SHARE YOUR VISION', 'DROP-IN HOURS: 4:30 PM – 6:30 PM', and 'LOCATION: PETALUMA ARTS CENTER 230 LAKEVILLE STREET, PETALUMA'.

Highlight of the Month

David Dominguez

- Received Certificate of Achievement for completing SMART's Signal Technician Training and Qualification Program
- Joined SMART in January 2023 as a Signal Trainee
- Fourth Signal Trainee to complete the program



Questions?



www.sonomamarintrain.org



Customer Service:

CustomerService@sonomamarintrain.org

(707) 794-3330

