

Sonoma-Marín Area Rail Transit District

SMART Update

November 2024



SMART Update

- Recent Initiatives
- Ridership
- Free Fare Program Analysis
- Upcoming Improvements
- Construction Photos
- Healdsburg Extension
- Upcoming Projects
- Questions



Recent Initiatives

- Expanded weekday service to 42 trips/day
- Expanded weekend service to 16 trips per day
- Extended 40% discount on fares (\$1.50 per zone)
- Reduced 31-day pass based on a 3-day commute
- Free daily & paid over night parking
- Improved weekend connections to Larkspur Ferry
- Improved Giants Game Service coordination
- Provided free Field Trip program for K-12 Students
- Launched Microtransit Pilot Project at Airport and Larkspur Stations
- Began FREE FARE Pilot Program for youth and seniors

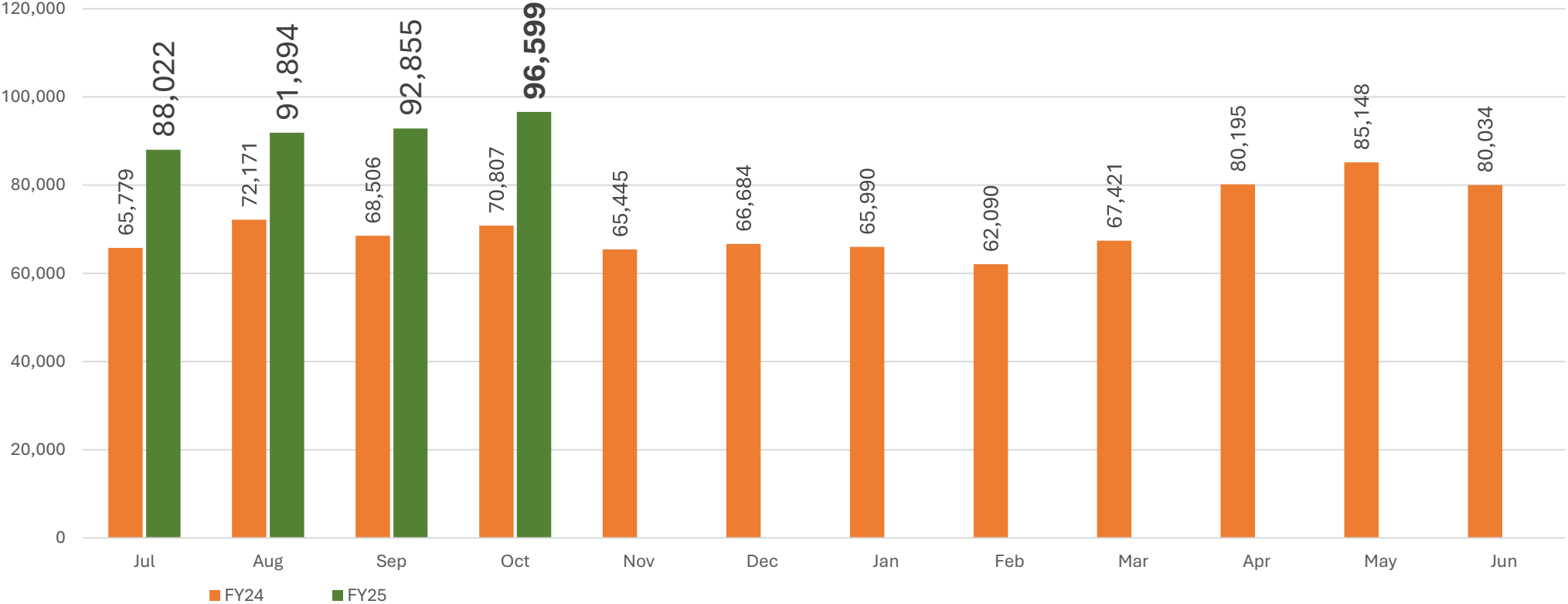


SMART Ridership (Monthly)

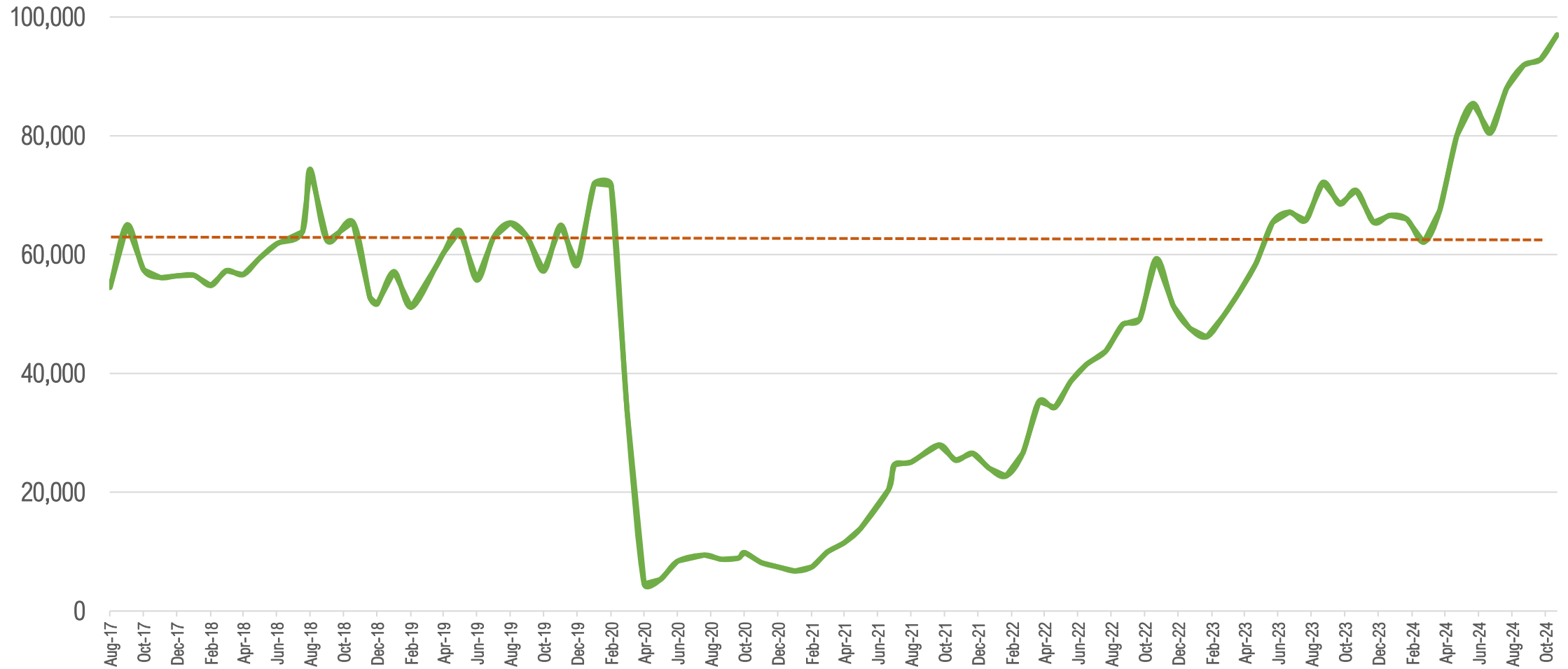
October ridership = 96,599

New SMART Monthly Record!

- 36% higher than Oct 2023

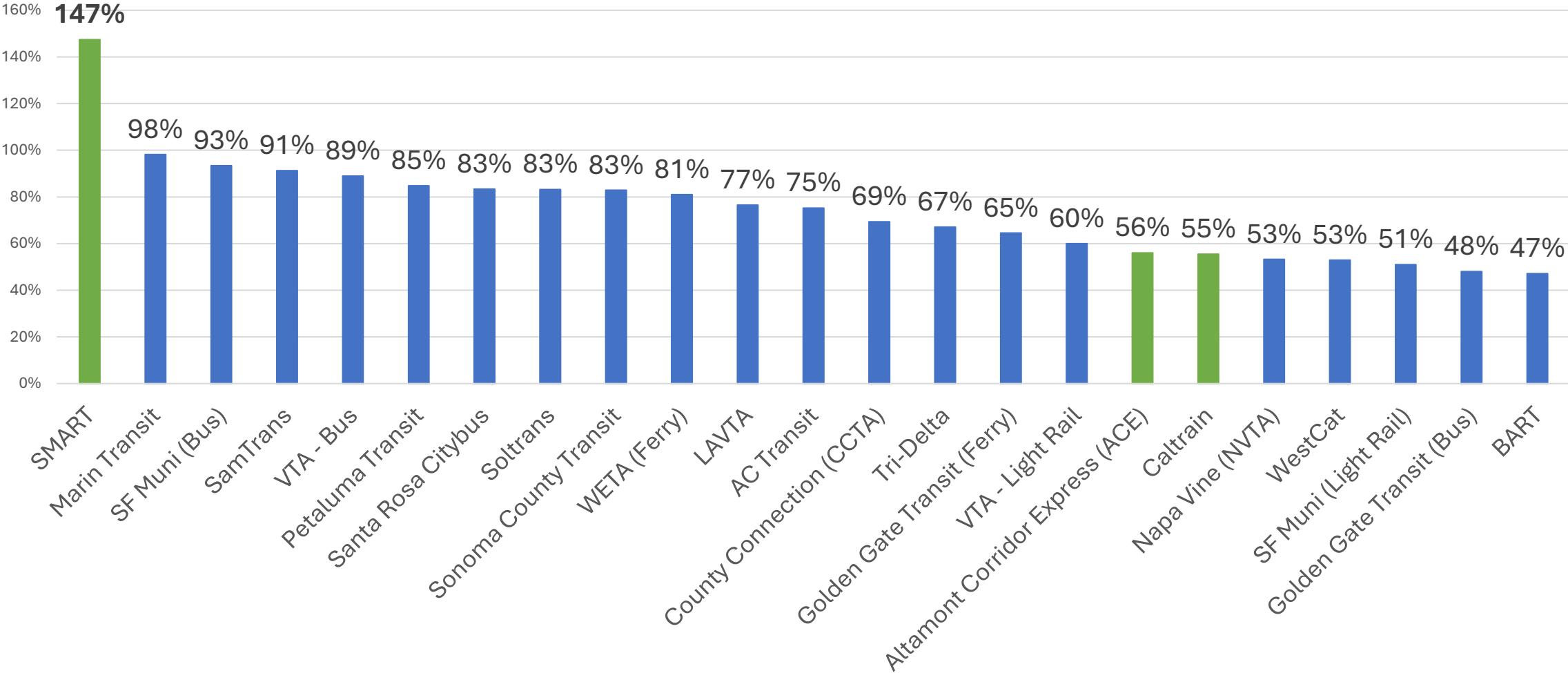


Ridership Recovery

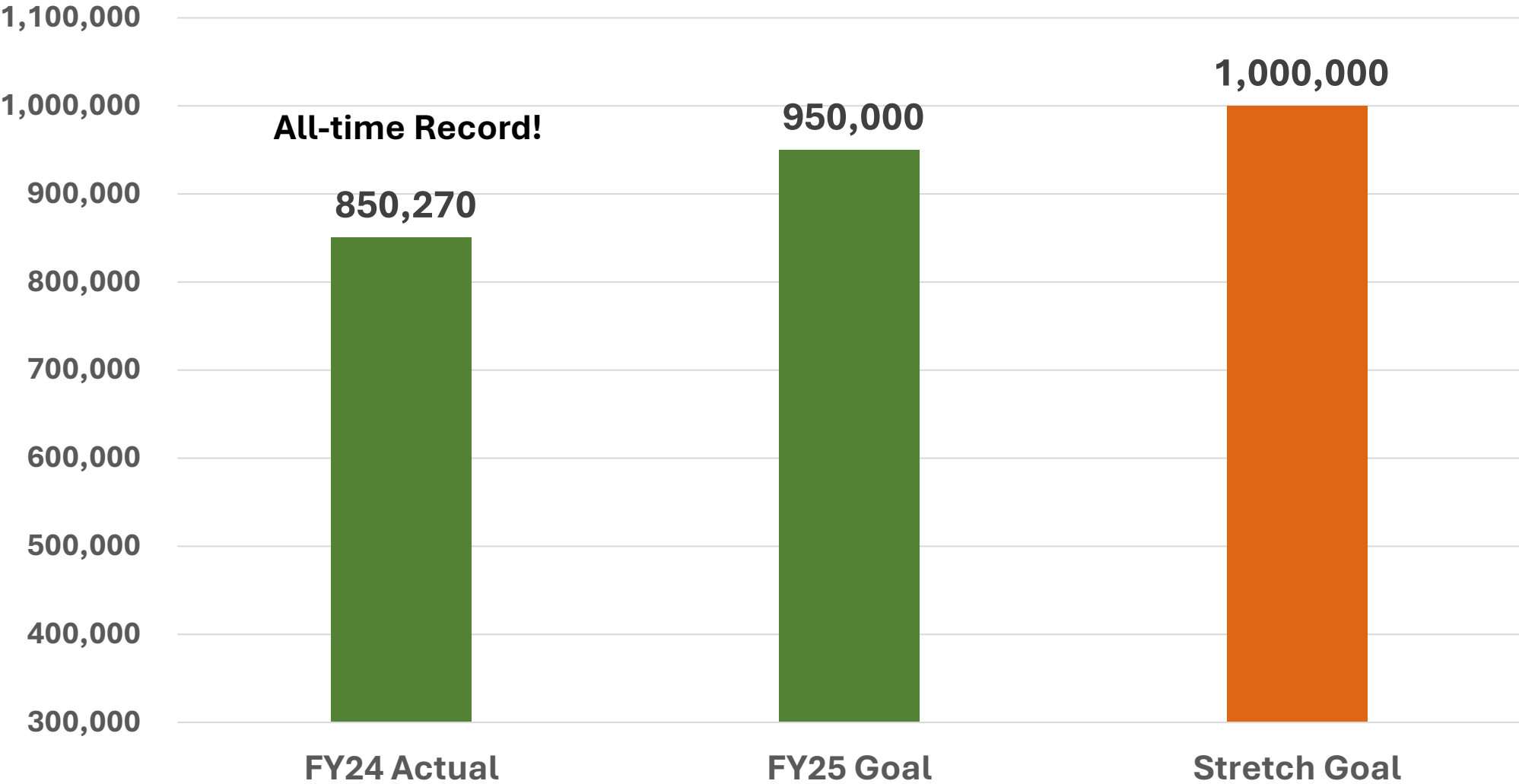


Ridership Recovery

Post-pandemic Ridership Recovery (Sep 2019 v Sep 2024)

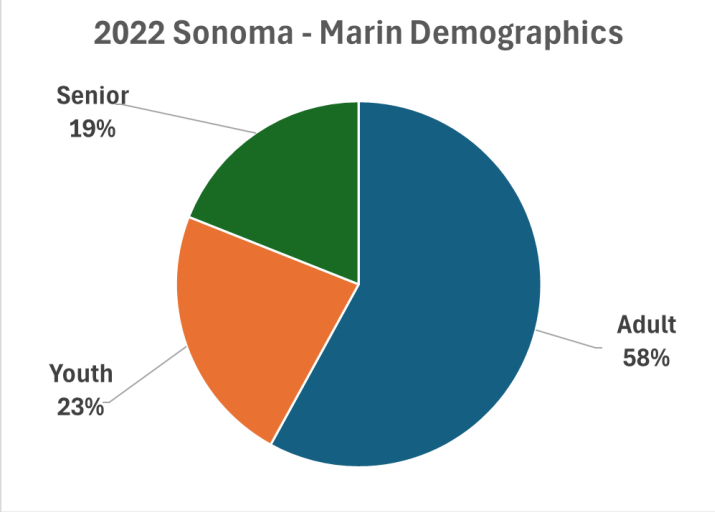


FY25 Ridership Goals



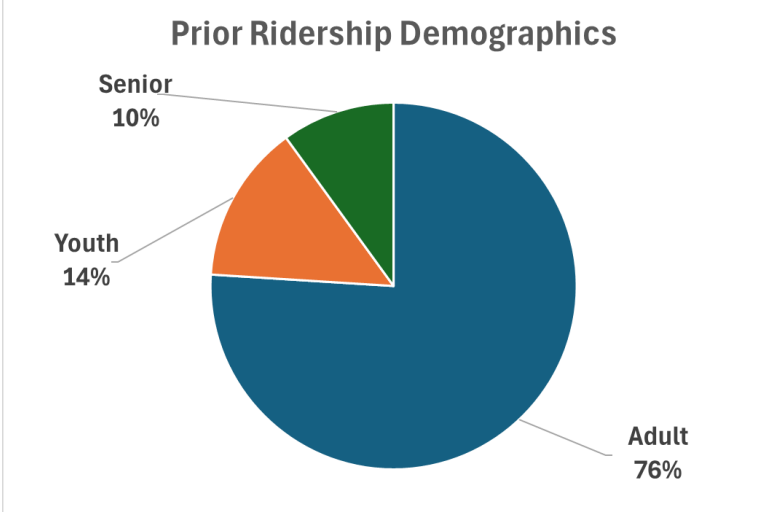
Free Fare Program

Demographics



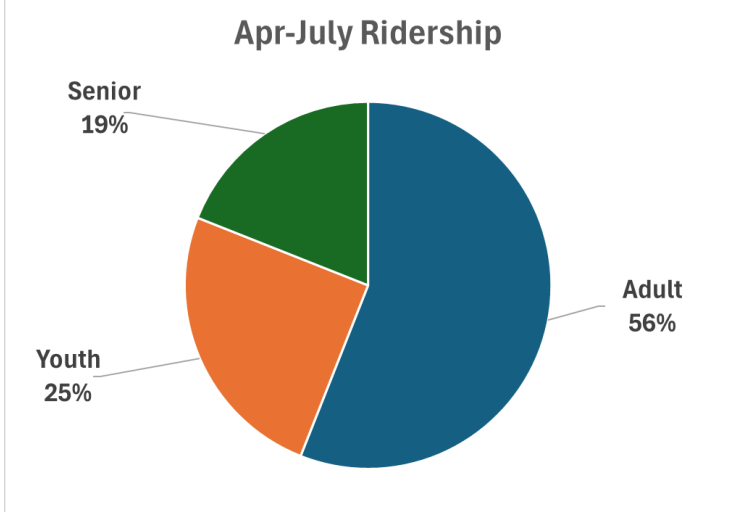
42% Senior/Youth

Prior to Free Fare



24% Senior/Youth

Current Ridership



44% Senior/Youth

Estimated cost of Free Fare Program = \$282,000 annually (\$23.5K monthly)

Free Fare Program Analysis

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 Analysis

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

- Expectation = **-\$94,000**
- Result = + \$3,248

Free Fare Program Analysis

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

Free Fare Program Analysis

Investment Per Passenger Mile (IPPM) Calculation

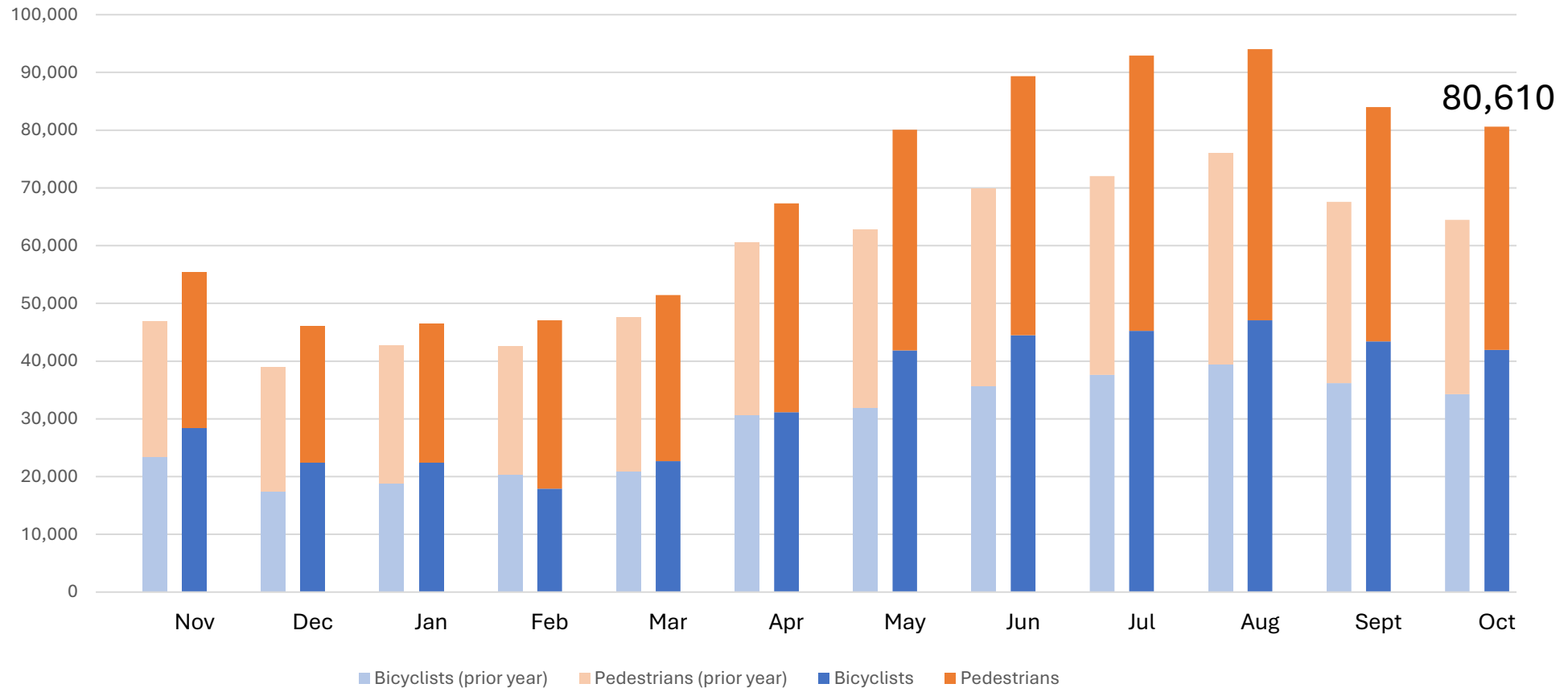
Operating Cost – Fare Revenue / Passenger Miles = IPPM

Estimated Investment Per Passenger Miles (IPPM)				
Time Period	Op Cost	Fares	Passenger Miles	IPPM
Apr-Jul 2023	\$ 10,195,022	\$ 735,004	5,551,023	1.70
Apr-Jul 2024	\$ 11,822,488	\$ 738,432	7,286,222	1.52

SMART Pathway Counts

October 2023 - October 2024

25% higher than Oct 2023



Upcoming Improvements

- Open Petaluma North Station (Dec 2024)
- Complete Windsor Extension (Spring 2025)
- Finish four pathway segments (late 24-spring 25)
 - 9.3 miles currently under construction
 - Nine pathway segments in design and permitting
- Installing real-time electronic train arrival signage (late 2024)
- Installing pathway wayfinding signage (late 2024)
- Received \$11.7M in pathway grants
 - \$7M Federal Safe Streets for All (Guerneville to Airport Pathway)
 - \$4.7M TAM Programmed RM3 (Hanna Ranch to Rowland)
- Mobilizing Healdsburg Extension Project
 - Awarded \$81M TIRCP Grant in October



Construction Photos



Construction Photos



Real-Time Information Displays

- Real-Time Information Display installation will be complete at all stations by mid-December
- The left side of the screen shows real-time train departures, connecting services, and rider alerts
- The right side of the screen shows service updates and other communications
- Each display includes a button with a text-to-speech function for visually impaired users



SMART Pathway Wayfinding

- Pathway wayfinding is being installed in SMART's right of way through the end of December
- In early 2025, signs will be installed on Pathway that is not in SMART's right of way
- Signs have been installed in Larkspur, San Rafael, Novato, Petaluma, Cotati, Rohnert Park and Santa Rosa
- Additional sign types will be installed in the coming weeks along the Pathway



Healdsburg Extension Update

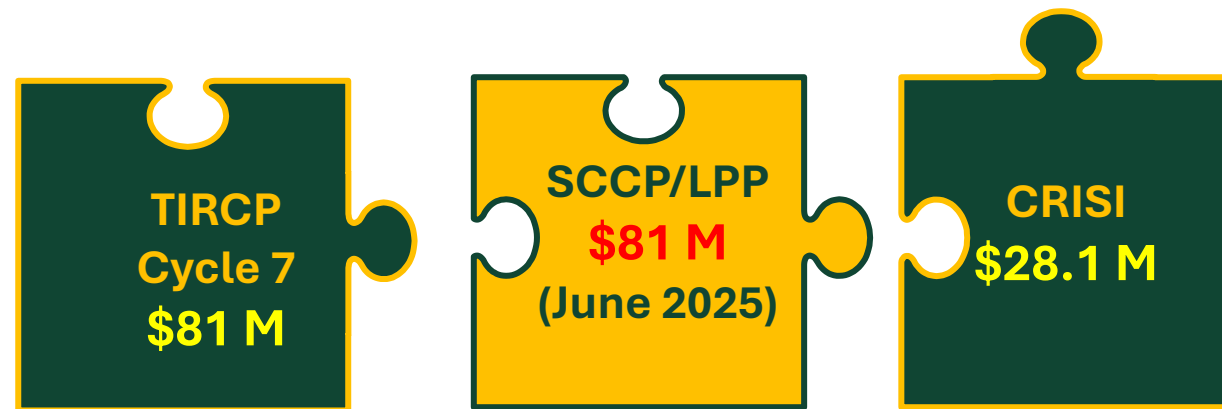
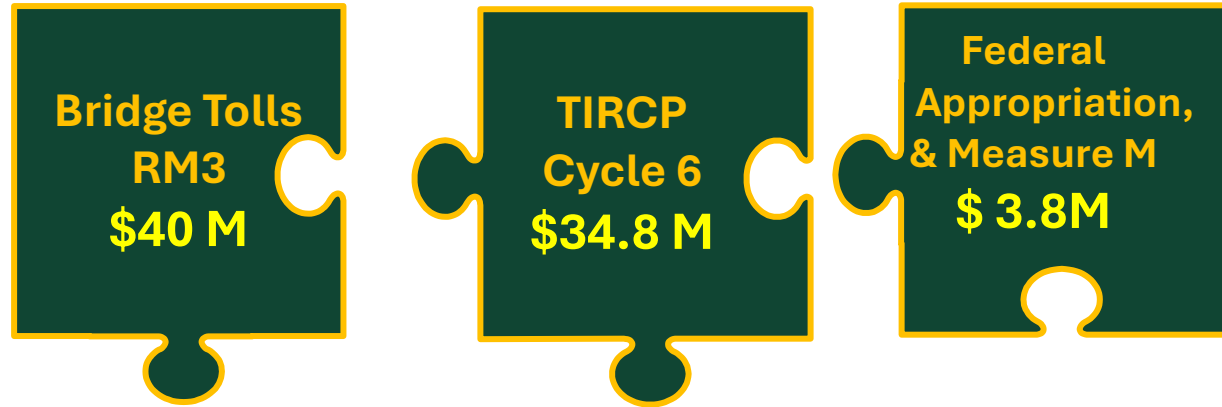
- **October 2024**

- Healdsburg Project Amended into Plan Bay Area 2050 by MTC Commission
- State of California awarded SMART \$81M Transit and Intercity Rail Capital Program Grant for the Healdsburg Project to the Northern City limits

- **November 2024**

- Caltrans & MTC submitting Solutions for Congested Corridors Program grant for SMART Extension to Healdsburg (Award - June 2025)
- SMART submitting Local Partnership Program Competitive grant for SMART Extension to Healdsburg (Award – June 2025)

Healdsburg Extension Funding



- Two additional grants pending to close the gap between Healdsburg and Windsor.
 - SCCP = \$56M
 - LPP = \$25M
- Healdsburg work underway today!
 - Not waiting future grant announcements
 - Currently preparing progressive design build contract documents
- Next Steps
 - Select contractor Summer 2025
 - Begin construction Summer 2026
 - Complete project by end of 2028
 - Continue progress to Cloverdale

Upcoming SMART Projects

- Healdsburg Extension
- East-West Connection
- Pathway Projects



Upcoming SMART Projects

Healdsburg Extension

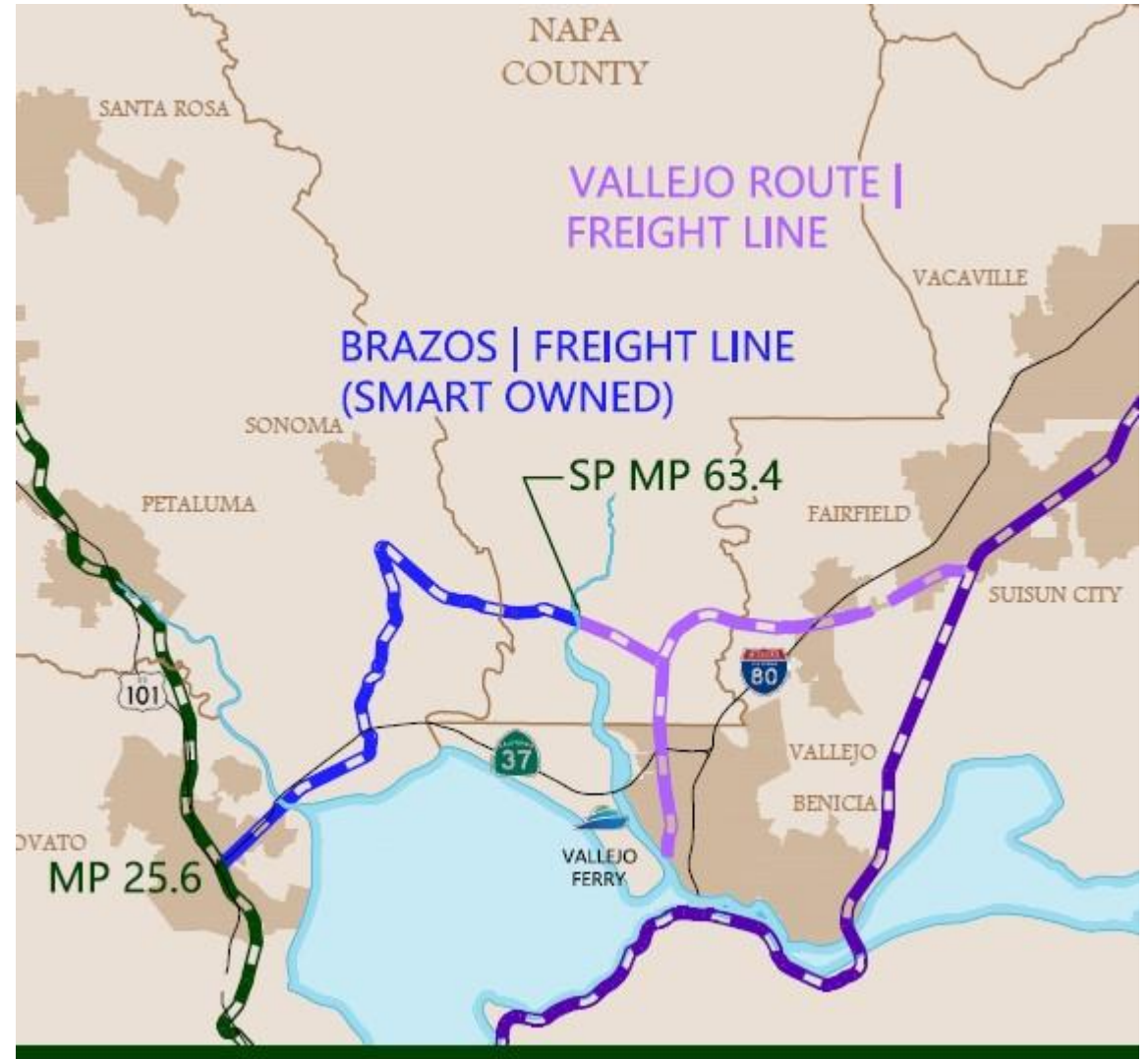
- **Elements:**
 - Track, Bridges & Passenger Platform (8mi)
 - Significant Bridge over Russian River
 - Train Control & Communications
 - Pathway: adjacent to track (5mi)
- **Schedule:**
 - DB Procurement: Q1-Q2 2025
 - Design: 2025 - 2026
 - Construction: 2026 - 2027



Upcoming SMART Projects

Novato - Suisun

- FRA Corridor ID Program
- Caltrans Project Study Report



Upcoming SMART Projects

Pathway Construction

- **Novato:** Hannah Ranch Rd – Rowland Blvd (0.4mi)
Design-Build Procurement: Q1 2025
Construction: 2026
- **Santa Rosa:** Third St – Joe Rodota Trail (0.2mi)
Bid: Spring/Summer 2025
Construction: 2025
- **Santa Rosa:** Guerneville Rd – Airport Blvd (4.7mi)
Bid: Q2/Q3 2025
Construction: 2026



Procurement Registration

- Go to “Sonomamarintrain.org”
- Click “Contracts & Procurement”
 - Bottom of page
- Click “Vendor Portal”
- See open procurements
- Click “Log In” or “Register”
 - Top right of page

The screenshot displays the SMART website's navigation and procurement sections. At the top, a red alert banner reads "ALERT: Temporary SMART System Closure December 14-15, Learn More." Below this is the main navigation menu with links for ABOUT, STATIONS, SCHEDULES, FARES, RIDERS' GUIDE, PATHWAY, and FREIGHT. A secondary menu includes Fares, Schedules, Make Your Connections, and Riders' Guide. The footer area contains various links such as "About the District", "Board of Directors", "Citizens Oversight Committee", "Connect Shuttles", "Field Trip Program", "Financial Reports", "Document Library", "Construction Updates", "Job Opportunities", "Contracts & Procurement" (highlighted with a red box), "Permits & Licensing", "Civil Rights/Title VI", "Accessibility", "Public Records Act", "Lost and Found", "Contact Us", and "Customer Service". A search bar is located in the top right corner.

Below the navigation is a section titled "Vendor Portal" with a red box around the "Vendor Portal" button. The text below reads: "The Sonoma-Marin Area Rail Transit District (SMART) utilizes an eProcurement Portal to solicit bids and proposals. To register as a vendor with SMART and to view current contracting opportunities, please click the button below."

Underneath is a section titled "PROVISIONS FOR PURCHASE ORDERS" with a brief description of purchase orders and a link to "SMART's Standard Terms and Conditions".

The bottom section is the "Procurement Portal" for Sonoma-Marin Area Rail Transit. It features a "Department" dropdown menu set to "All", tabs for "Open Public Opportunities" and "Past Public Opportunities", and a table of open procurement opportunities. A red box highlights the "Log In" and "Register" buttons in the top right corner of the portal.

Status	Ref. #	Project	Department	Close Date	Days Left	Action
OPEN	OP-SV-24-016	Vegetation Control Services (Rebid)	Maintenance of Way	Dec 2nd 2024, 2:00 PM PST	7	View Opportunity
OPEN	CV-PS-24-003	Design and Permitting of the Puerto Suello Non-Motorized Pathway	Engineering	Dec 17th 2024, 2:00 PM PST	22	View Opportunity
OPEN	FR-EQ-24-002	New Railroad Ties	Freight	Dec 19th 2024, 2:00 PM PST	24	View Opportunity
OPEN	OP-EQ-24-003	Filters, Coolant and Test Kits	Vehicle Maintenance	Dec 20th 2024, 2:00 PM PST	25	View Opportunity

Questions



www.sonomamarintrain.org



Customer Service:

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