



Sonoma-Marín Area Rail Transit District

General Manager's Report – July 2017

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COMMUNITY OUTREACH PUBLIC PREVIEW RIDES BEGIN

SMART's Communications and Marketing team has been hard at work preparing for and executing the launch of free public Preview Rides that began the last week of June. The Preview Rides have been a huge success, with overwhelmingly positive feedback.

The first public Preview Ride kicked off on Thursday, June 29, opening with capacity crowds for all rides from 8 in the morning and into the evening. SMART's outreach team hosted informational booths at the Rohnert Park and Marin Civic Center stations; they were also onboard connecting with passengers. SMART's ambassadors were stationed also at platforms to assist the public, and they continue to be on platform for public preview rides.

The excitement continued, with high ridership for the July 1 and July 4 rides in conjunction with the Marin County Fair, and for both weekend preview rides throughout July 8 and July 9.

The Historic Railroad Square Association sponsored a community celebration for the July 8 Preview Ride, and SMART's outreach team partnered with Clipper to provide information and free Clipper cards for future passengers at that event. More than 500 people visited SMART's outreach booth, including many of our preview riders. Clipper distributed more than 200 cards, including senior discounted cards.

Here are some images from SMART's recent public outreach events and Preview Rides:



Awaiting the arrival of the June 29 Preview Ride in Cotati



SMART's Public Preview Ride



Rohnert Park Station, June 29 Preview Ride



SMART Train concessionaires celebrating the opening of service



SMART passengers board for their Preview Ride



Platforms are hubs of activity as train riders embark and disembark



2017 Marin County Fair Preview Ride



Marin County Fair attendees lining up to board the train at the Civic Center Station



Train riders enjoying their Preview Ride on July 9



Train riders enjoying the view



Train riders using Wi-Fi



Waiting for the train in Santa Rosa

CONSTRUCTION

STATIONS:

- Installation of the electric bike lockers at each station has been completed
- The Airport Station Parking Lot construction has been completed
- The pedestrian sidewalk across the track on the north side of Airport Boulevard has been constructed
- Clipper Card signage installation at each of the station platforms is underway

SONOMA COUNTY AIRPORT STATION



The completed Airport Station parking lot



Construction of the sidewalk across the track on the side of Airport Boulevard



Construction of the sidewalk across the track on the north side of Airport Boulevard



Joint Project with Sonoma County - New bus pull-out and sidewalk at the Airport Station parking lot



Clipper card signage has been installed at the Airport Station platform



The completed concrete pad for Handicap Parking and Electric Bike Locker at Airport Station

SYSTEMS AND ENGINEERING



Contractor Technician performing traffic signal interface testing, North Santa Rosa



Approaching red signal at Control Point Ignacio North during Operational Testing, Novato

OPERATIONS

Vehicle Maintenance:

- Performed dye penetrate test on Diesel Multiple Unit wheels to check for any thermal cracks – None was found
- Completed 3-car barrier modification and attached them to Diesel Multiple Units which allowed us to run 3-car units

HUMAN RESOURCES

Current Open Recruitments:

- Engineer-Conductor – Until Filled
- Signal Technician – Continuous
- Laborer
- Track Maintainer
- Vehicle Maintenance Technician
- Code Compliance Officer
- Administrative Analyst
- Engineering Intern

Interviews:

- Engineer-Conductor
- Signal Technician
- Procurement Coordinator
- Parts Clerk
- Intern

REAL ESTATE

Property Acquisitions

Larkspur Extension Project - Staff is continuing to work on the details of the property descriptions for the property to be transferred between SMART and the City of San Rafael for the Land Exchange Agreement with the City of San Rafael.

One of the offer packages to the two private property owners has been made. Staff is working to complete the transaction.

Staff is continuing to work on legal descriptions and maps for the offers.

Staff is continuing to determine the property rights of the utility companies and the new location of the utilities.

Property Management

Marin Municipal Water District – A right-of-entry permit was executed with Marin Municipal Water District to allow staff to remove items from two old truck trailers. The truck trailers were removed at the end of June and are stored at the Roblar Road Facility until they can be disposed.

Special Events Received Requests for:

IRONMAN – Santa Rosa July 29th

Kaiser Wellness Run – Novato, September 16th

Water to Vine Half Marathon – Santa Rosa - August 6th

Right of Entry Permits Issued:

PG&E – Overhead and underground power connections for new substation in Windsor

Outfront Media – Access Permits were issued for new advertisement to be placed on billboards in Rohnert Park.

AT&T – New telecommunications line to be installed in Petaluma

Ranger Pipelines – City of San Rafael – Contractor laydown

Staff is continuing working on issuing Right of Entry Permits/License with:

COMCAST – Fiber Optic installation at Airport Boulevard and Aviation Boulevard has been completed and staff is working to issue a License

Marin County Flood Control/City of San Rafael – Clearing of vegetation – Drainage Channel

County of Sonoma – Queue Cutter Project – Signal work at intersections

Healdsburg- Round-About Project – laydown area for contractor

PG&E – overhead line replacements

PG&E – Vegetation trimming/removal

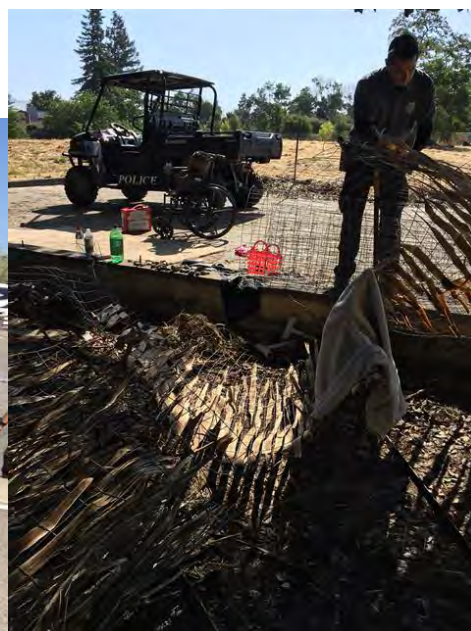
Lagunitas – West Coast Solar Panel Project

SAFETY AND SECURITY

Staff continues to contact trespassers along the right of way. During the Marin County Fair several groups were contacted throughout the fair weekend to stay off the tracks. Groups and individuals of all ages were using the tracks as a cut through and directed off the tracks.



A homeless encampment was located in heavy brush near Trader Joes in Novato. Novato Police Department was called to assist and camp was removed. The camp was not visible from the track, only located while SMART Code Compliance was on foot patrol in the area.



SMART participated in a clean-up arranged by Petaluma Police Department. This was a large scale effort which removed many dumpsters full of garbage.



SMART received a report of a subject throwing objects at the train in Santa Rosa. Code Compliance and Santa Rosa Police responded to the scene. The subject was removed by Santa Rosa Police Department on several charges.

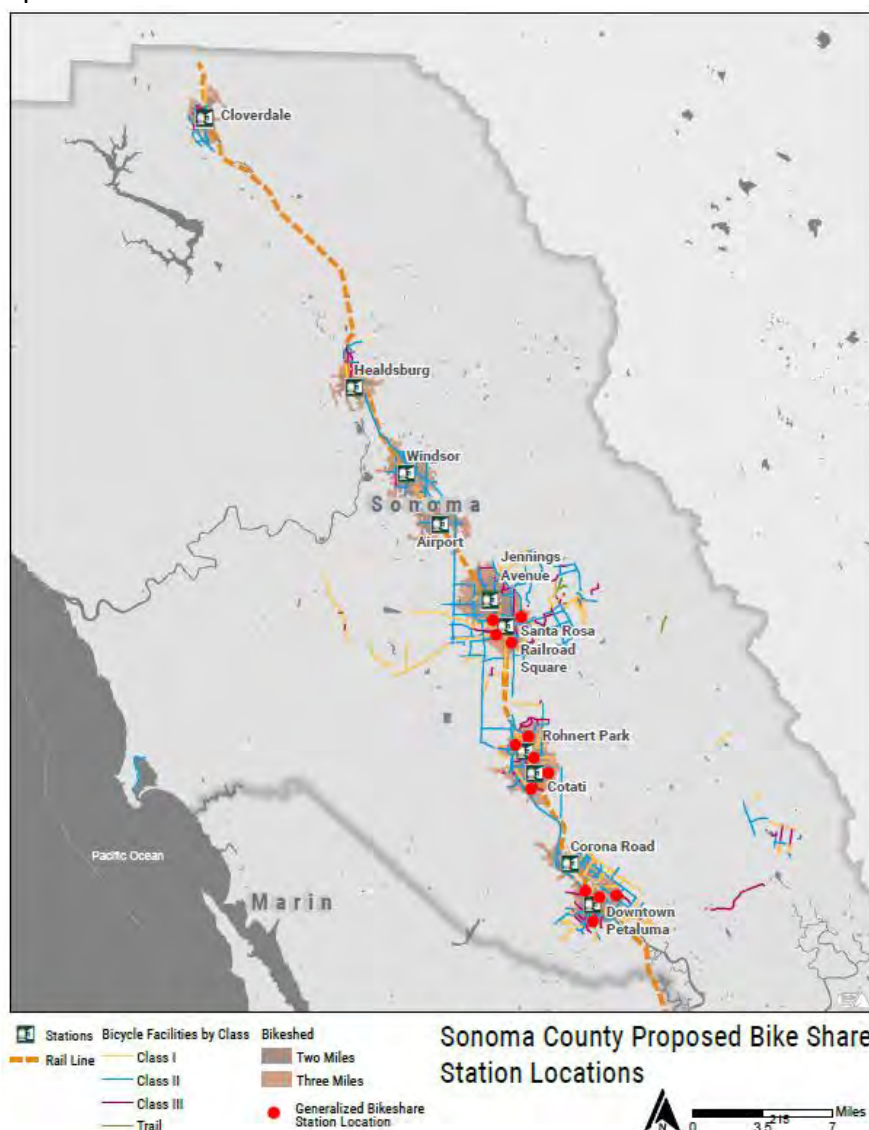
SMART attended the regular HOST meeting (homeless outreach) to discuss ways of offering services and providing permanent solutions for homeless. SMART has been an ongoing participant in this group in hopes to assist in outreach efforts.

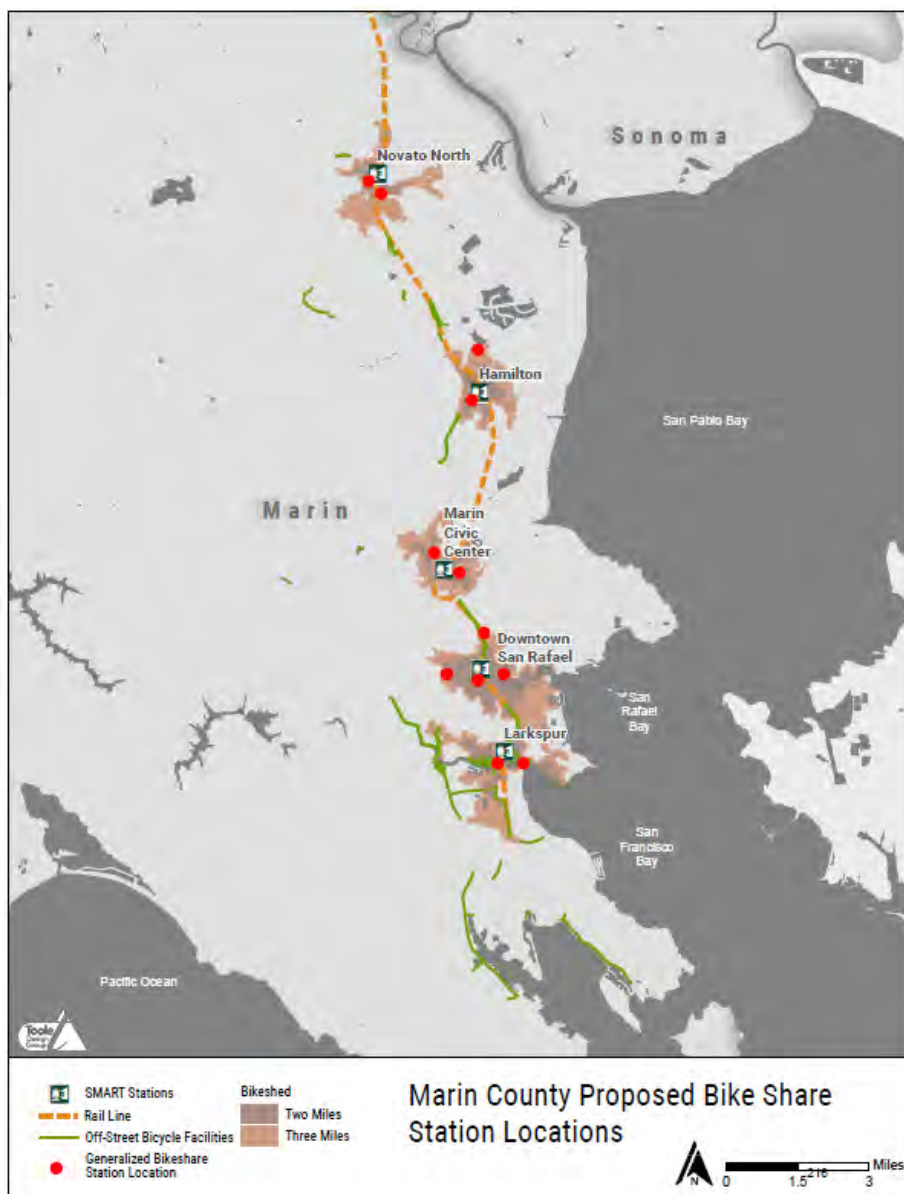
Public safety staff has been present on all rides to assist with passenger movement and security.

GRANTS AND FEDERAL/STATE AND REGIONAL ACTIVITIES

UPCOMING GRANTS/AWARD ANNOUNCEMENTS:

Bike Share Capital Program: On June 30, the Transportation Authority of Marin (TAM) and the Sonoma County Transportation Authority (SCTA) submitted a joint application to the Metropolitan Transportation Commission (MTC) requesting nearly \$1.1 million in capital grant funds to implement the Marin-Sonoma SMART Access Bike Share Pilot Project. The three-year pilot project proposes to implement a network of GPS-enabled “smart bikes” located in both Marin and Sonoma Counties at SMART stations and key nearby destinations. SMART submitted a letter of support for the TAM-SCTA application. Recommended projects are expected to be presented to MTC’s Commission in September 2017 with construction completed by Spring 2020. If awarded, SCTA and TAM would work to develop further specific details on the project, including ongoing operations funding and bike share station siting. A map of each county showing generalized proposed Bikeshare Station locations below.





Active Transportation Program: The passage of Senate Bill 1 (SB1) increases funding for transportation programs including \$100 million per year for the Active Transportation Program (ATP). On June 30, the State issued a Call for Project for the 2017 ATP Augmentation with \$200 million available for Fiscal Years 17/18 and 18/19. Applications are due August 1 to both the California Transportation Commission (CTC) and the Metropolitan Transportation Commission (MTC) and only projects having previously submitted applications for ATP funds may apply. In the prior round of ATP programming, SMART submitted two applications, one for SMART Pathway – Payran to Southpoint in Petaluma and one for SMART Pathway – McInnis to Smith Ranch in San Rafael. The Petaluma segment received funding for construction in 2020 and the San Rafael segment was not funded. SMART will re-submit applications for both projects for consideration for funding to construct by 2019. Staff recommendations for these funds will be made by August 31, with CTC approval of their program by October 19 and approval of MTC’s program by December 7.

TRANSIT OPERATOR COORDINATION:

Transit Technical Advisory Groups - SMART staff continues to participate in additional monthly transit coordination meetings above and beyond coordination directly related to the start of SMART services. The Metropolitan Transportation Commission (MTC) hosts several monthly meetings related to transit attended by SMART staff:

- Transit Finance Working Group;
- Transit Wayfinding (Regional Wayfinding-Regional Hub Signage Program);
- Real-Time Transit information working group;
- Regional 511.org Transit Information; and,
- Clipper Staff Liaison Committee.

In addition, the Sonoma County Transportation Authority (SCTA) hosts a Transit Technical Advisory Committee attended by SMART staff (July 12 most recent meeting).

OTHER REGIONAL ACTIVITIES:

Clipper® Update: Starting with the June 29 SMART Preview passenger rail service and coinciding with all passenger service days going forward, the VenTek-Clipper fare machines on SMART platforms have been open for customer business. The machines sell Adult Clipper cards and can add value to any full fare or discount Clipper card. Initial reports are that machines throughout the system have been selling Adult cards and adding value to existing Clipper cards through cash, credit and debit transactions. Fare machine hours of availability to the public will encompass the passenger service hours of the trains moving forward.

As of June 17, SMART's 31-day pass is available for sale through all Clipper® channels, including retail sales, web site, at transit operator office sales terminals and through the machines on SMART platforms.

Efforts are underway to encourage the public to get their discount Clipper cards early. Riders will need these discount cards to be eligible to receive the discount fares adopted by the SMART Board. Discount Clipper cards include Youth (5-18), Senior (65+), and Regional Transit Connection (RTC) cards for passengers with disabilities. Information for how to acquire discount Clipper cards can be found at www.clippercard.com/discounts. Clipper® marketing teams have been conducting specific outreach events to seniors in an effort to get Senior discount cards distributed as widely as possible. Clipper® marketing teams are also scheduling a series of outreach events at SMART platforms starting in July, with a specific schedule not yet released as of the writing of this report.

Car Share – Santa Rosa Car Share Pilot Program: At its July 10 Board meeting, the Sonoma County Transportation Authority (SCTA) , in partnership with the City of Santa Rosa, authorized the launching of the Santa Rosa Car Share Pilot Program. The year-long pilot program will site two Zipcar locations within Santa Rosa and provide initial subsidies to users through free memberships. The Zipcar locations were selected after completion of a draft Car Share Feasibility Study by SCTA

(http://scta.ca.gov/wp-content/uploads/2016/12/SCTA_CarShareFeasibilityStudy.pdf).

The locations are at the City-owned Lot 10 at 730 5th Street and at the SMART Downtown Santa Rosa/Railroad Square Station in City-owned Lot D at 9 4th Street.

BikeLink™ Lockers: Installation of BikeLink™ electronic multi-user bicycle lockers is complete at SMART stations. Per the 2016 SMART Bicycle Parking Investment Plan and subsequent Board direction to expand on the plan recommendations, 34 electronic lockers accommodating 68 bicycles were installed at each of SMART’s 10 operating stations, with a minimum of four bicycle locker spaces at each station. BikeLink™ has locker locations throughout the Bay Area. Information on how to use the BikeLink™ system can be found on their website at <https://www.bikelink.org/>. BikeLink™ is working to expand vendor locations in the North Bay to sell the BikeLink™ cards needed to use the network of lockers and is soliciting retail bicycle stores to participate as vendor locations. BikeLink™ has created a brochure specific to SMART below.

Using Your BikeLink® Card

Activate Your BikeLink® card at bikelink.org or by calling 1-888-540-0546 (24/7). You will be given an activation code.

First Time Use
Group Parking: Bring a photo ID and plan on an extra 5 minutes to complete ID check. Please complete this step outside rush hours if possible.

eLocker: Insert card. When prompted for a code, scroll A-Z, 1-9 to enter code, pausing between characters.

Start Rental
Group Parking: Insert card, press button to check in, then remove card to open door. Park your bike and securely lock your bike.

Make sure the door closes fully behind you. Never allow entry to others.

eLocker: Insert card. Click button to add time to meter. Each click adds 5 hrs. Unused time is always refunded. Remove card to open door. Park your bike and close the door.

End Rental
 Insert your card and press button to end rental. Remove card to open door and retrieve your bike.

Rental terms vary by location and are displayed on information screens or signage. Initiation of a Rental at a BikeLink® storage facility entitles the User to access a storage space for immediate or future use. User may store their bicycle for the duration until the Rental is terminated or the Rental becomes Expired.

BikeLink® storage facilities shall be used only for the purpose of storing a bicycle and related equipment (such as helmet, pump, or lock). The storage facility shall not be used in, or in connection with, any activity prohibited by law, or set by Facility Owner.

Non-compliance of any of the above conditions shall constitute a default by the User in the terms of this agreement. No refund for lost or damaged Cards will be provided except at the absolute discretion of eLock Technologies LLC. Report any lost, stolen, or irreparably damaged Access Devices to eLock in a timely manner. Neither eLock nor the Facility Owner are responsible for fire, theft, loss, or damage to any article left in a facility. The User shall indemnify eLock and the Facility Owner and their directors, officers, agents, representatives, and employees from any liability of any nature arising out of the User's use of a facility.

For the complete Cardholder and User Agreement, please see our website, www.bikelink.org

Your use of this card constitutes your acknowledgment and consent to this Agreement.

BikeLink® Cards work at over 250 locations in 100+ Municipalities:

- | | |
|---|---|
| <p>NORTHERN CALIFORNIA
 SMART (16 Stations)
 San Rafael Downtown Station
 San Rafael Civic Center Station
 Novato Hamilton Station
 Novato San Marin Station
 Petaluma Downtown Station
 Cotati Station
 Rohnert Park Station
 Santa Rosa Downtown Station
 Santa Rosa North Station
 Sonoma County Airport Station</p> <p>BART (37 Stations)
 Capitol Corridor (10 Stations)
 VTA - San Jose (14 stations)
 WETA Ferry (3 terminals)
 SFMTA - San Francisco (6 locations)
 CalTrain (Sunnyvale)</p> <p>Alameda (3 locations)
 American Canyon
 Campbell (2 locations)
 Concord
 Davis
 El Cerrito (4 locations)
 Fremont (5 locations)
 Folsom (4 locations)
 Hercules
 Napa Valley - NVRTA (3 locations)
 Oakland (2 locations)
 Pittsburg
 Presidio San Francisco
 Richmond (3 locations)
 Roseville (3 locations)
 San Jose (11 locations)
 San Mateo (4 locations)
 Santa Clara County (4 locations)
 Santa Cruz (10 locations)
 Santa Rosa Jr. College (7 locations)
 Sonoma County (3 locations)
 Tahoe City Transit Center
 Tracy
 UC Berkeley (2 locations)
 UC Santa Cruz (7 locations)
 UC Village - Albany
 Vallejo - SolTrans (2 locations)
 Walnut Creek (3 locations)</p> | <p>SOUTHERN CALIFORNIA
 SANDAG - San Diego (33 locations)
 UC Los Angeles (5 locations)
 UC San Diego</p> <p>ILLINOIS
 Madison County Transit (13 locations)</p> <p>OREGON
 TriMet - Portland (28 locations)</p> <p>UTAH
 UTA (6 locations)</p> <p>VERMONT
 Burlington - Local Motion (2 locations)</p> <p>WASHINGTON
 King County - Seattle (12 locations)
 Clark County - Vancouver (6 locations)</p> |
|---|---|

Go to www.BikeLink.org for more information on the location nearest you.

Copyright 2003-2017 eLock Technologies LLC. All rights reserved. The BikeLink system is protected by U.S. Patent 6,779,310 and patents pending.

Secure Bike Parking When You Need It

Only Pennies Per Hour!



PLANNING

Local Coordination

Local Coordination Tracking - The Planning department tracks all notices sent by local jurisdictions for projects occurring adjacent to or nearby the railroad. Staff submitted comments on two projects in the month of July.

Signage/Wayfinding – Staff is coordinating with the following local transit agencies regarding placing wayfinding signage at or near our platforms:

- Petaluma Transit
- Santa Rosa City Bus

Rider Guides/Information

Mobile Ticketing – Staff is assisting in the final steps of setting up the SMART mobile ticketing app to appear in Apple iTunes and Google Play Store.

Real-Time Information (Google) – Last month, staff submitted General Transit Feed Specification (GTFS) files to Google for review. After a few weeks of thorough review, staff recently received feedback and is currently making edits to the GTFS files. Once complete, this will allow users to see SMART as a transit option when using Google Maps.

Real-Time Information (511.org) – Staff is coordinating with 511 to ensure that our information appears accurately on their website. On 7/6, staff received training on how to use their transit data manager website to properly submit GTFS files.

Surveys – Staff is coordinating with the Senior Systems Engineer to create an online survey that passengers can take after signing into the Wi-Fi on the trains.

Stickers – Staff is researching if and where stickers need to be added on the fare vending machines located on the station platforms. For example, adding a sticker that states: “No change given.”

MARKETING

Marketing Programs | SMART Advertising

SMART officially began its pre-launch and post launch advertising campaign last month. SMART's ads are designed to build public awareness and highlight the benefits of using SMART, as we prepare for the start of full passenger service.

Through early August, the public will see SMART's message on Golden Gate bus backs; on digital sites; at the Sonoma County Airport; on the Rohnert Park digital board off Highway 101; and in daily, weekly and monthly print publications.

SMART advertising will also run on a variety of radio stations; on Spotify; SoundCloud; and a variety of local audio streaming programs, running in both English and Spanish.

Our ads are designed to direct people to our new website: www.SonomaMarinTrain.org so they can find all the information they need, from schedules to fares to transit connections.



SMART advertisement on Golden Gate Transit bus back

Marketing | New Website

SMART's new customer-focused website continues to reach record numbers, and we continue to enhance our content. Since our website launch, more than 45,000 users visited the site. We recently added maps of all stations, providing people with visual information about where all stations are located and some of the amenities near our stations. Our website has information about fares; schedules; stations location and amenities; customer service; and our free public Preview Ride schedules. Visit our new website at www.SonomaMarinTrain.org

Digital Programs | Social Media

SMART's Communications and Marketing team has been leveraging its social media programs to raise the public's awareness and build excitement around the launch of the Free Preview Rides. Social media portals include: Facebook, Twitter Instagram and Snapchat.

SMART's most popular Facebook post about the launch of free Preview Rides reached more than 41,000 people.



Sonoma-Marin Area Rail Transit
Published by Demetrius Handeli · June 26 at 11:06am

Great news! SMART will begin free preview rides for the public this week. Based on more than 1,000 responses on Facebook, and via email and calls, SMART has developed a schedule of public preview rides.

In the coming weeks, roundtrip preview rides will be offered from Rohnert Park to Marin Civic Center; Santa Rosa Downtown (Railroad Square) to Novato San Marin; Petaluma Downtown to San Rafael; and Sonoma County Airport to Petaluma Downtown.

SMART will kick-off the preview rid... See More

SMART Preview Rides Begin This Week

On Thursday, June 29, SMART will offer roundtrip public preview rides between its Rohnert Park and Marin Civic Center stations. On Saturday, July 1 and Tuesday July 4, SMART will run a train on each day from Airport Station to Civic Center.

SONOMAMARINTRAIN.ORG

41,752 people reached [Boost Post](#)

Like Comment Share

Lorenzo Valensi, Laurel Peterson and 448 others Chronological

314 shares



Media | News Coverage

Media coverage of the launch of SMART's Free Preview Rides has also been excellent. There has been extensive coverage on television, radio and in our local daily papers, weeklies and the SF Chronicle.

- July 10, *SMART train offers more free preview rides for public* (Santa Rosa Press Democrat)
- July 7, *North Bay SMART Train Offering Free Preview Rides* (KPIX/CBS Channel 5)
- July 7, *CA: SMART offers more free rides, but no word on official start* (Mass Transit Magazine)
- July 6, *SMART offers more free rides, but no word on official start* (Marin Independent Journal)
- July 5, *CA: Marin Faces Triple Hurdle on Traffic Project Financing* (Mass Transit Magazine)
- July 4, *Marin faces triple hurdle on traffic project financing* (Marin Independent Journal)
- July 3, *SMART fence rankles Penngrove residents* (Petaluma Argus Courier)
- July 1, *Marin Voice: SMART train's 'soft' start is worth the ride* (Marin Independent Journal)
- June 30, *CA: SMART Gets Good Reviews for Soft Opening* (Mass Transit Magazine)
- June 30, *A Ride on the SMART Train — Finally* (KQED Radio)
- June 30, *SMART commuter-rail system begins 'preview' rides* (Progressive Railroading)
- June 30, *CA: The Public Gets its First Taste of the New SMART Train* (Mass Transit Magazine)
- June 29, *SMART Train Begins Free Preview Rides Between Marin, Sonoma Counties* (KNTV/NBC12)
- June 29, *Free rides on SMART train as they test Sonoma-Marin service* (KGO/ABC7)
- June 29, *The public gets its first taste of the new SMART train* (Santa Rosa Pres Democrat)
- June 29, *Milestones in Bay Area Transport: SMART Train and Bike-Share* (StreetsBLOG SF)
- June 29, *All aboard for SMART train 'soft launch'* (Petaluma Argus Courier)
- June 28, *SMART readies to launch limited service Thursday* (Marin Independent Journal)
- June 28, *SMART train launches North Bay preview, but opening still unclear* (San Francisco Chronicle)
- June 28, *All aboard for SMART train 'soft launch'* (Santa Rosa Pres Democrat)
- June 28, *All Aboard at Last?* (North Bay Bohemian)
- June 27, *SMART Train to Offer 'Preview' Service, Full Service Is Pending Positive Train Control System Approval* (Government Technology)



- June 26, *SMART offers free 'preview' service starting Thursday* (Mass Transit Magazine)
- June 26, *SMART train begins free preview rides this week* (Santa Rosa Pres Democrat)
- June 26, *SMART begins free preview rides Thursday* (Napa Valley Register)
- June 26, *SMART train begins free preview rides this week* (Petaluma Argus Courier)
- June 26, *SMART offers free 'preview' service starting Thursday* (Marin Independent Journal)
- June 23, *Contract for SMART's Larkspur section goes in part to Alameda firm* (North Bay Business Journal)
- June 23, *SMART and safe* (The Community Voice)
- June 22, *Sonoma Raceway puts brakes on fan train from Central Valley* (Sonoma Index-Tribune)
- June 21, *SMART Train will build link to Larkspur Ferry* (Sonoma County Gazette)
- June 21, *Marin, Sonoma seek \$1M grant for bike-sharing program* (Marin Independent Journal)
- June 21, *Sonoma Raceway puts brakes on fan train from Central Valley* (Santa Rosa Pres Democrat)
- June 20, *North Bay bike share program seeks \$1 million grant* (Santa Rosa Pres Democrat)
- June 20, *North Bay SMART train hits another delay with no opening date set* (San Francisco Business Times)
- June 20, *Sonoma-Marín Area Rail Transit's 'last-mile' commute challenge* (North Bay Business Journal)
- June 15, *Feds wrapping up SMART inspection, but start date not set* (Marin Independent Journal)
- June 15, *Commuter rail seems almost ready to roll* (Novato Advance)
- June 13, *Novato Narrows could get boost from toll tax* (Marin Independent Journal)