



# SMART

Your train has arrived.

## Sonoma-Marín Area Rail Transit District

### General Manager's Report – July 2018

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**SMART**

|| SONOMA-MARIN AREA RAIL TRANSIT

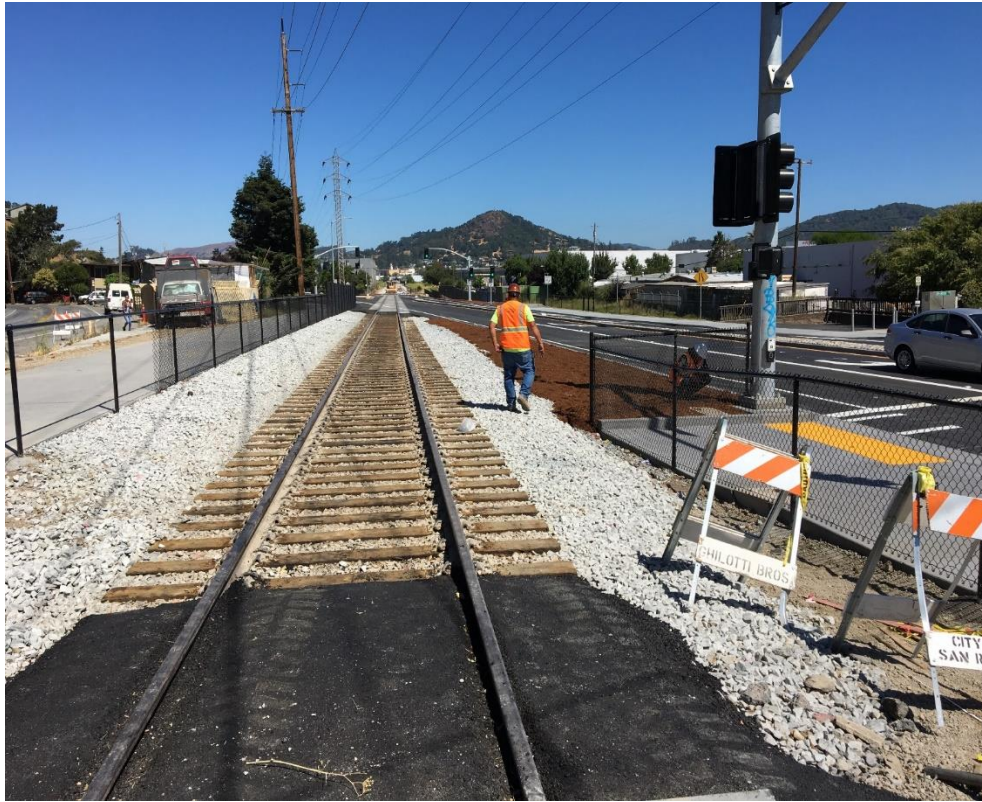
## Larkspur Extension Project

- Larkspur Station work continues with the construction of the station platform, ramp and rough grading for the parking lot.
- Reconstruction of the roadway portion of the Andersen Drive at-grade crossing was completed on July 3<sup>rd</sup> with the reopening of the roadway.
- Grading for track construction is underway from the tunnel to the station.
- Work began on the San Rafael Creek bridge.



Andersen Drive At-Grade Crossing





Andersen Drive At-Grade Crossing



Larkspur Station Platform Construction





Larkspur Station Platform Ramp – concrete formwork





South Cal Park Tunnel to Station placing the gravel ballast for the track





Excavation for utilities from near the Auburn Street Bridge





San Rafael Creek Bridge – foundation construction

## COMMUNITY OUTREACH

### Community Outreach | Presentations and Community Events

It's summer in Marin and Sonoma counties, which means warm weather and activities for the whole family to enjoy. SMART's booth at the Marin County Fair was a popular stop. Many took the opportunity to beat the traffic and avoid paying for parking by taking the train to the Marin Civic Center. As part of a new summer safety outreach initiative, SMART staff introduced a new engagement technique to connect with families and young children about the importance of safety near tracks and trains. Train Trivia was a fun way for participants to win prizes while learning about safety.

*SMART's staff connected with the community around the important issue of safety at the Marin County Fair.*



Since the last SMART Board meeting, outreach staff has participated in the following community events and presentations:

- July 6 | Safety Briefing: Mercy Senior Housing (San Rafael)
- July 9 | Safety Briefing: North Marin Community Services (Novato)
- June 30 -July 4 | Marin County Fair (San Rafael)
- June 26 | Safety Briefing: Mike Hauser Academy (Santa Rosa)
- June 26 | Safety Briefing: Sons in Retirement (Santa Rosa)

### Community Outreach | Safety Education and Awareness

SMART's Communications and Marketing team remains focused on providing railroad safety information at all community presentations, outreach events, and on social media platforms.

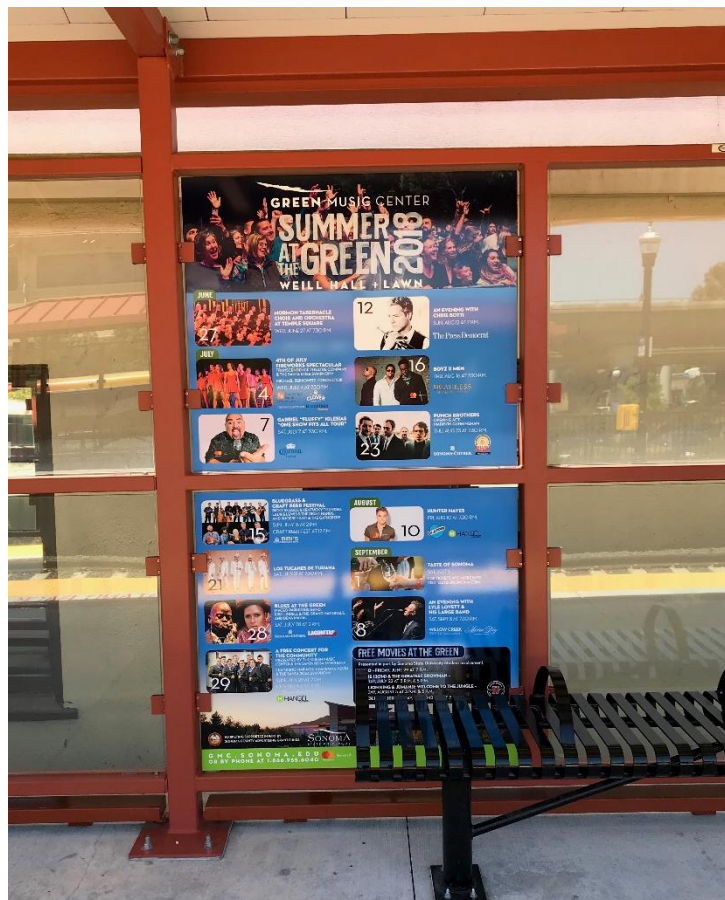
SMART coordinates with schools and community groups to plan their large group trips, with safety as our top priority. SMART offers on-platform safety briefings for groups prior to their trip and provides important information regarding fares, schedules and SMART's passenger rail service. Groups also receive SMART bags with small safety related giveaways to enjoy while they ride the train, including flashers and reflective slap bracelets.



## MARKETING

### Marketing Programs | SMART Advertising

SMART's marketing program continues to produce excellent results, with advertising sales remaining strong and consistent throughout the year. SMART continues to draw new advertisers as well as maintain a solid base of advertisers renewing their ads, some through 2019. Since starting service less than a year ago, SMART has now contracted more than \$500,000 in advertising sales, and our list of advertisers continues to grow.



*SMART's successful advertising program continues to grow, with both onboard and platform advertisers from local, regional and national companies.*





*SMART advertisers reach markets in both Sonoma and Marin counties, as well as other parts of the Bay Area. Our advertising sales continue to grow, with space booked months in advance and into 2019.*





## Marketing Programs | Reasons to Ride

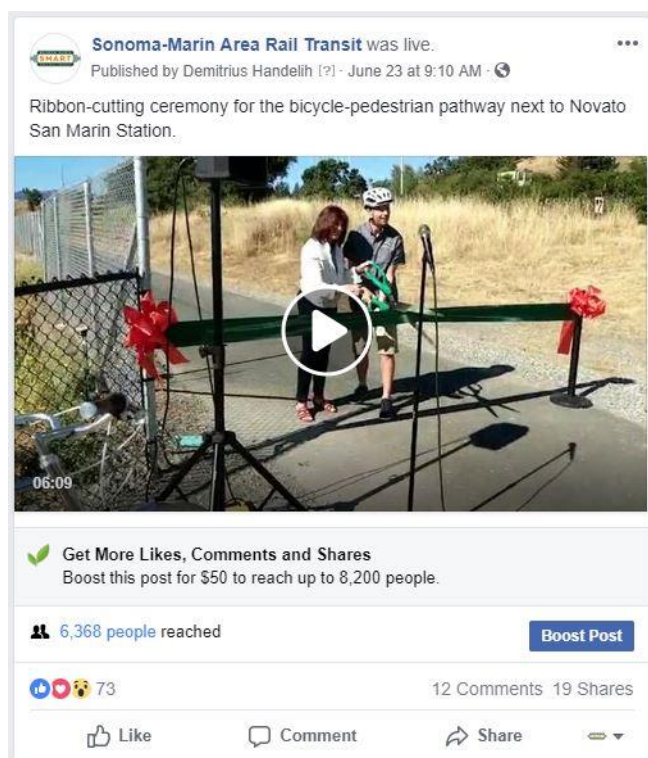
Moving into our full first year of service, SMART also launched its **Reasons to Ride** marketing campaign, providing the perfect venue for our passengers to share their experiences taking the SMART train. It also provided the opportunity to share those “reasons to ride” with others in the community who may not have taken the train. Thank you to everyone who created and shared videos with us as part of our #ReasonsToRideSMART campaign, and congratulations to Kathy and Bridget, our two promotion winners! Kathy and Bridget shared why they love the SMART train and how it has made a positive change in their lives. You can view all of the video submissions on our YouTube channel here: <https://tinyurl.com/SMART-YouTube-2018>

## Digital Programs | Social Media and Website Content

Social media is a central component of SMART’s marketing and public outreach efforts.

One of our key messages on social media and digital platforms includes encouraging riders to get Clipper cards to pay for fares on the SMART train. SMART’s website regularly cycles through content about Clipper and SMART’s e-ticket app, our two methods of payment. This month, featured content provided information on obtaining youth Clipper cards and how to use them for summer travel on the SMART train.

SMART’s most popular Facebook post since the last SMART Board meeting was our Facebook livestream of the Novato Pathway ribbon-cutting, which reached over 6,365 people with more than 70 likes.



SMART continues to promote outreach events, first- and last-mile transit connections such as Marin Transit’s Connect Shuttle, and railroad safety. Social media is also used for service-related notifications. SMART’s communication and outreach team are using more videos and livestreams to increase engagement on social media. In the past month, SMART videos and livestreams reached over 15,600 people on Facebook, over 2,300 people on YouTube, and over 1,400 people on Instagram.



## Media | News Coverage

- July 10, *Tax watchdog sues to block Bay Area toll hike* (Marin Independent Journal)
- July 10, *Editorial: Rail with Trail! What does it mean to you?* (Eureka Times-Standard)
- July 8, *Housing construction accelerates in Sonoma County* (Press Democrat)
- July 7, *Billions of dollars at stake for transportation in California gas tax repeal effort* (Press Democrat)
- July 3, *Developer Plans To Build Rare Transit-Oriented Development In North Bay* (BISNOW)
- July 5, *San Rafael's Francisco West closed for SMART extension work* (Marin Independent Journal)
- July 1, *Plan gels to plug Novato SMART station budget hole* (Marin Independent Journal)
- June 28, *San Rafael Transit Center planners seek online feedback* (Marin Independent Journal)
- June 25, *Editorial: Regional toll hike revenue should help Novato SMART station* (Marin Independent Journal)
- June 25, *Healdsburg Lumber plans to relocate from downtown as city focuses on housing* (North Bay Business Journal)
- June 23, *Picturesque Petaluma perfect for sunny getaway* (San Francisco Chronicle)

## VEHICLE ENGINEERING

- Nippon Sharyo has transported the 4 New Cars from their manufacturing facility in Toyokawa Japan to the port of Toyohahsi in preparation for shipment to Savannah Georgia.
- The cars are currently being re-assembled to ship after they were disassembled for transportation by truck in Japan.
- Nippon Sharyo's estimated date for shipping is August of this year.







## OPERATIONS

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### MAINTENANCE OF WAY:

- Installed additional Park Mobile App signs at all SMART park and ride lots to assist parking code enforcement.
- SMART Facilities staff ran electrical and plumbing for a supplemental cooling system at the Containerized Data Center. This will help prevent the servers from overheating in the summer months.
- Hosted two Federal Railroad Administration Positive Train Control Specialists at the Rail Operations Center to review SMART's systems and procedures.
- Provided 21-man days of flagging for outside parties in June.
- Interviewed two Signal Technician candidates for our final vacancy and moved one forward into the background process.
- SMART Track and Facility groups spent 35-man days on vegetation control and mowing in June.

### TRANSPORTATION:

- Provided Positive Train Control training for new hires.
- A Conductor was promoted to Engineer/Conductor.

### VEHICLE MAINTENANCE:

- Working on Diesel Multiple Unit 110.
- Collecting/Creating Parts List for collision Diesel Multiple Unit 110.
- Training new hires.
- Installation of truck bushings.



## HUMAN RESOURCES

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### CURRENT OPEN RECRUITMENTS:

- Engineer-Conductor
- Signal Technician
- Real Estate Officer
- Track Maintainer
- Controller Supervisor

### INTERVIEWS CONDUCTED:

- Engineer-Conductor
- Signal Technician
- Controller Supervisor
- Junior Engineer

### MISCELLANEOUS:

Human Resources staff assisted at the SMART Community Outreach Booth at the Marin County Fair, helping to educate the public on rail safety and SMART's service.

## REAL ESTATE

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### PROPERTY ACQUISITIONS

*Downtown Petaluma Station Property* - As litigation is proceeding with the prior approved developer of the property, staff continues to provide support for counsel.

*Downtown Santa Rosa Station Property* - Staff posted a District Solicitation for a Transit Oriented Development at Railroad Square on March 30, 2018 and received four proposals on May 29<sup>th</sup>, the due date. The sub-committee is planning on making a recommendation to the Board at the July 18, 2018 board meeting. All of the information on the property is available through SMART's webpage.

*Larkspur Extension Project* - Staff is continuing to work on the implementation of specific tasks that need to be completed as part of the Land Exchange Agreement with a private property owner that has been signed. Staff is working the title company on the escrow details for the Land Exchange Agreement. In order to not delay construction, a month-to-month lease has been executed allowing the contractor to work on the needed property before escrow is scheduled to close in the early Fall. Staff is continuing to work with the City of San Rafael to take a minor zoning change on the property to the City Council meeting in early October. Final utility legal descriptions and plats are being developed.

In June 2017, a Memorandum of Understanding was executed between SMART and the City of San Rafael for the Larkspur Extension Project which included a Land Exchange. The land exchange is needed for the realignment of Francisco Boulevard West and new alignment of the tracks. Staff is continuing to work on the remaining properties that will be in the Land Exchange Agreement with the City of San Rafael.

Staff is continuing weekly coordination meetings with Pacific Gas & Electric Company and for all their utility work that is a part of the project. An easement for the electrical line has been signed and recorded.

Staff is working to finalize the legal descriptions and plats that are needed for the transfer of the proper property rights to the utility companies and the new location of the utilities.

*Track work* – Research continues on property rights for both SMART and property owners regarding the location of track.

*Pathway* - Coordinating with the local municipalities regarding securing any necessary land rights to accommodate the construction of the pathways and interim access and laydown area needs.



PROPERTY MANAGEMENT

*Administrative Office Lease:* Staff has been working with the landlord of the administrative offices to agree upon a revised lease for the facilities which allows for a significant reduction in office space.

*Special Event Received Requests for:*

2018 Ironman 70.3 Santa Rosa Triathlon – July 28<sup>th</sup>

*Right of Entry Permits Issued:*

PG&E – Gas Line Remediation Work – Gas Line repair work – Rush Creek Place, Novato

PG&E – Gas line inspection Work – W Los Robles Road, Santa Rosa

City of Santa Rosa – Sanitary sewer line rehab work – Santa Rosa

PG&E – Relocation of poles and new electrical lines at Francisco Blvd. West, San Rafael.

PG&E – Vegetation trimming/removal in Windsor – Permit extension granted

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

PG&E - Installation of new gas line – Coffey Park Restoration, Santa Rosa

COMCAST – Staff is still working to finalize outstanding license agreement fees. Fiber Optic installation verifications in 7 locations. Agreements to be revised.

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

PG&E – Vegetation trimming/removal

## SAFETY AND SECURITY

- Participation in the Transportation Security Division Quarterly Surface Transportation Security Teleconference. Topics included Cybersecurity and intelligence and analysis of industry trends.
- Participation in change control review board to review proposed changes to the train dispatching software.
- Ongoing extra patrols in the area of San Rafael due to homeless in the construction zones.



A homeless subject being removed from Rice Drive.





In San Rafael, reports of camps south of the Puerto Suello Tunnel. The two were removed from the area.



Ongoing problems with trespassers in Santa Rosa





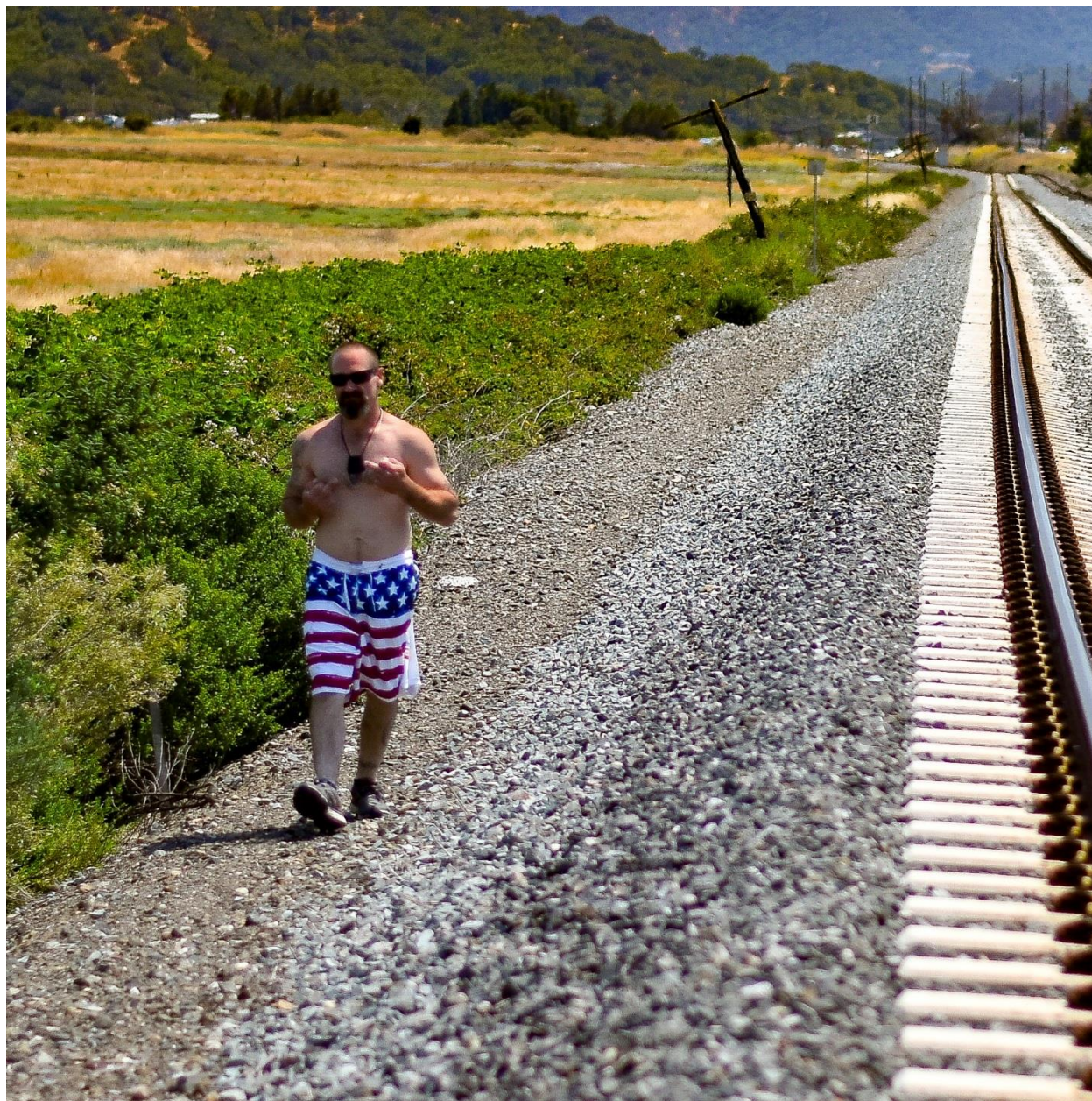
Ongoing problems with trespassers in Santa Rosa



Many intoxicated subjects in the area of Santa Rosa Downtown Station, the subject was so intoxicated paramedics were called to contact him. He was laying in the pathway.



This man was asked to leave the right of way while trespassing on July 4<sup>th</sup> in Santa Rosa.



## PLANNING

### REGIONAL TRANSIT/PLANNING COORDINATION ACTIVITIES:

*National Transit Database (NTD) Reporting* – Federal Transportation Administration grant recipients, – those receiving funding from the Urbanized Area Formula Program (5307) or Rural Formula Program (5311) – are required to submit data to the NTD on a monthly and annual basis. Staff continues to submit monthly ridership reports and is preparing for the submittal of the annual report, which is due on October 31<sup>st</sup>, 2018

*State Route 37 Project, Memorandum of Understanding between Transportation Authority of Marin (TAM), Sonoma County Transportation Authority (SCTA), Napa County Transportation Planning Agency (NCTPA), and Solano Transportation Authority (STA)* – The Transportation Authority of Marin (TAM), Sonoma County Transportation Authority (SCTA), Napa County Transportation and Planning Agency (NCTA) and Solano Transportation Authority (STA) have entered into a memorandum of understanding (MOU) to continue to jointly study needed improvements to State Route (SR) 37. The next Policy Committee meeting is scheduled for Friday July 20<sup>th</sup> at 9:30am the Foley Cultural Center in Vallejo and Planning staff will be in attendance

### LOCAL COORDINATION

*MTC Regional Onboard Survey Program* – The Metropolitan Transportation Commission has a goal to cooperatively survey the entire region's Transportation Development Act (TDA) funded fixed-route transit ridership over a five to seven-year period. Survey goals include supporting operator Title VI reporting requirements, refinement of analytical planning tools, such as MTC's travel demand model; and providing data for regional and operator-specific ridership market and equity analyses. The consultant assigned to SMART began the main survey work on March 20<sup>th</sup> and finished on June 7<sup>th</sup>. 330 weekday and 80 weekend surveys were collected, for a total of 410 completed surveys. Throughout their surveying, the consultant had numerous quality control procedures in place. This included a thorough training prior to the start of fieldwork, regular daily review of returned work, unannounced field checks, and in-depth check-ins throughout the project to review data results and address any issues. Currently, the consultant is reviewing, cleaning and geocoding the data that was collected. The final results of the survey will be available for viewing as a report no later than September 1<sup>st</sup>, 2018.

*Local Coordination Tracking* - The Planning department tracks and reviews all notices sent by local jurisdictions for projects occurring adjacent to or nearby the railroad tracks. Staff has reviewed **24** different notices in the months of May and June.

*Solano Transportation Authority Water Transit Plan Development Team*– Planning staff attended the first Plan Development Team (PDT) Meeting hosted by the Solano Transportation Authority (STA) on Tuesday March 20<sup>th</sup>. The goal is for STA to host three to four PDT Meetings to gather input and recommendations to help the agency complete the Solano County Prospective Water Transit Services Analysis and Conceptual Plan by summer 2018.



**BikeLink™ Lockers:** SMART has installed 34 electronic lockers accommodating 68 bicycles at SMART Stations.

STATION	RACKS	LOCKERS
Downtown San Rafael	10	4
San Rafael Civic Center	10	4
Novato Hamilton	10	4
Novato San Marin	10	8
Petaluma Downtown	10	12
Cotati	10	8
Rohnert Park	10	8
Santa Rosa Downtown	10	12
Santa Rosa North	10	4
Sonoma County Airport	10	4

The locker vendor, BikeLink™, has locker locations throughout the Bay Area and more information on how to use the system can be found here: <https://www.bikelink.org>. BikeLink has recently completed a successful pilot program with BART testing Clipper card use on BikeLink lockers. BikeLink is beta testing several features of Clipper card implementation before conducting a General Release of Clipper on BikeLink, currently anticipated to launch in late August. SMART's BikeLink lockers will be one of the first Clipper-enabled bicycle locker systems in the Bay Area.

BikeLink locker usage reports for the month of June 2018 indicate that the Santa Rosa Downtown location continues to have the most rentals, with scattered usage throughout the rest of the system. System-wide locker usage for the month of June 2018 is shown here:

