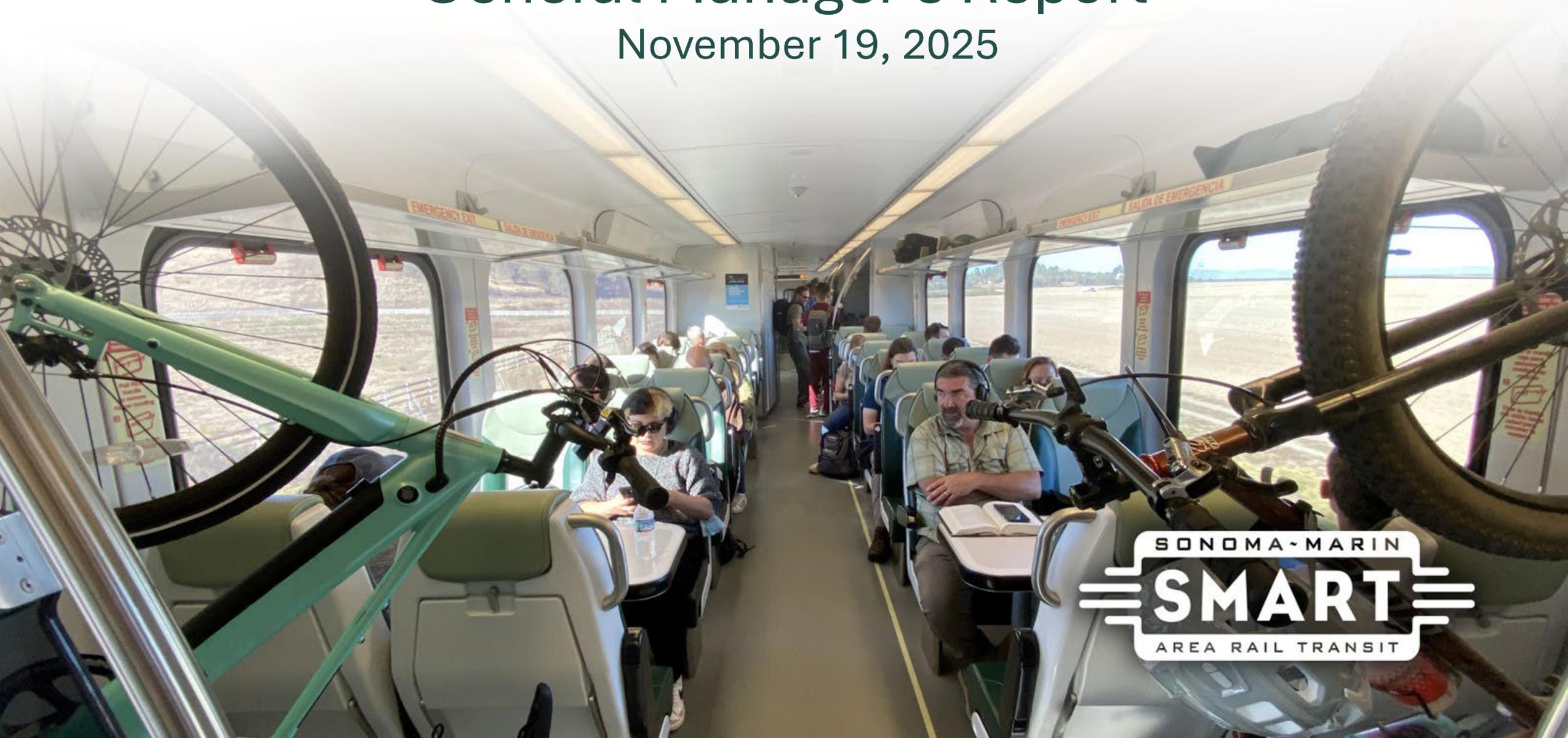


Sonoma-Marín Area Rail Transit District

General Manager's Report

November 19, 2025



General Manager's Report

- Ridership Report
- Novato Pathway Update
- Highlight of the Month
- Farewell to Emily Betts
- Employees of the Quarter
- Questions

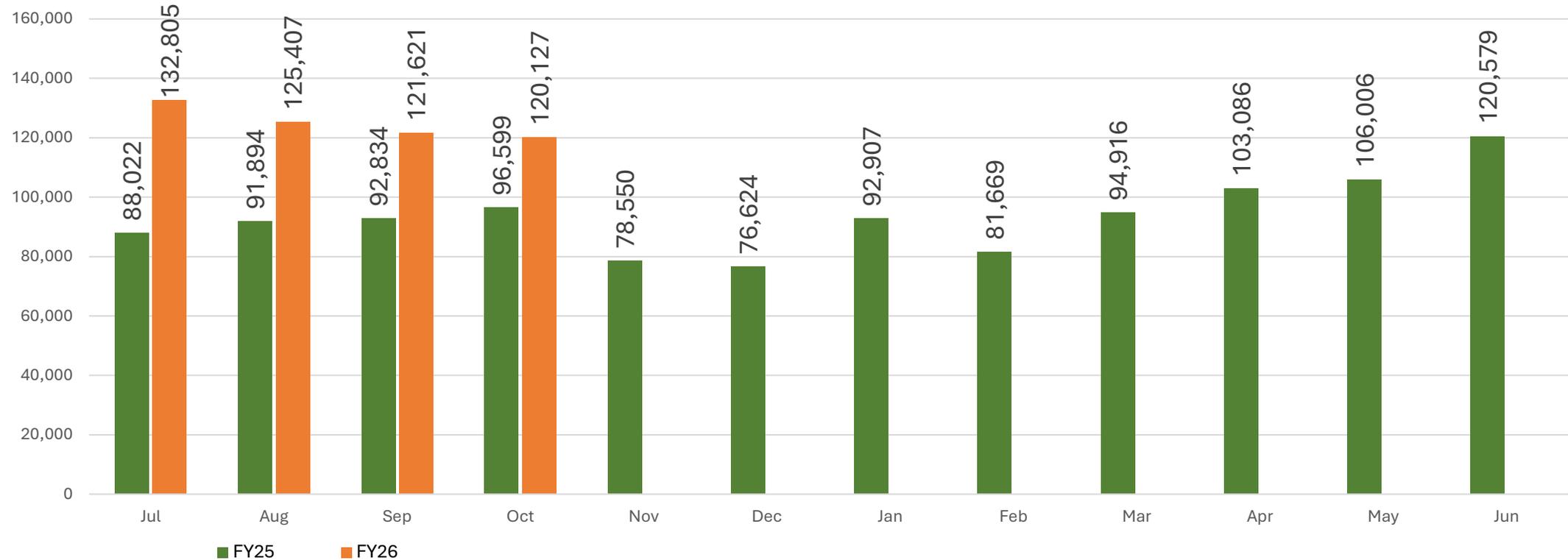


SMART Ridership (Monthly)

October ridership = 120,127

- 24% higher than Oct 2024
- 110% higher than Oct 2019 (pre-COVID)

- 7th straight month over 100k



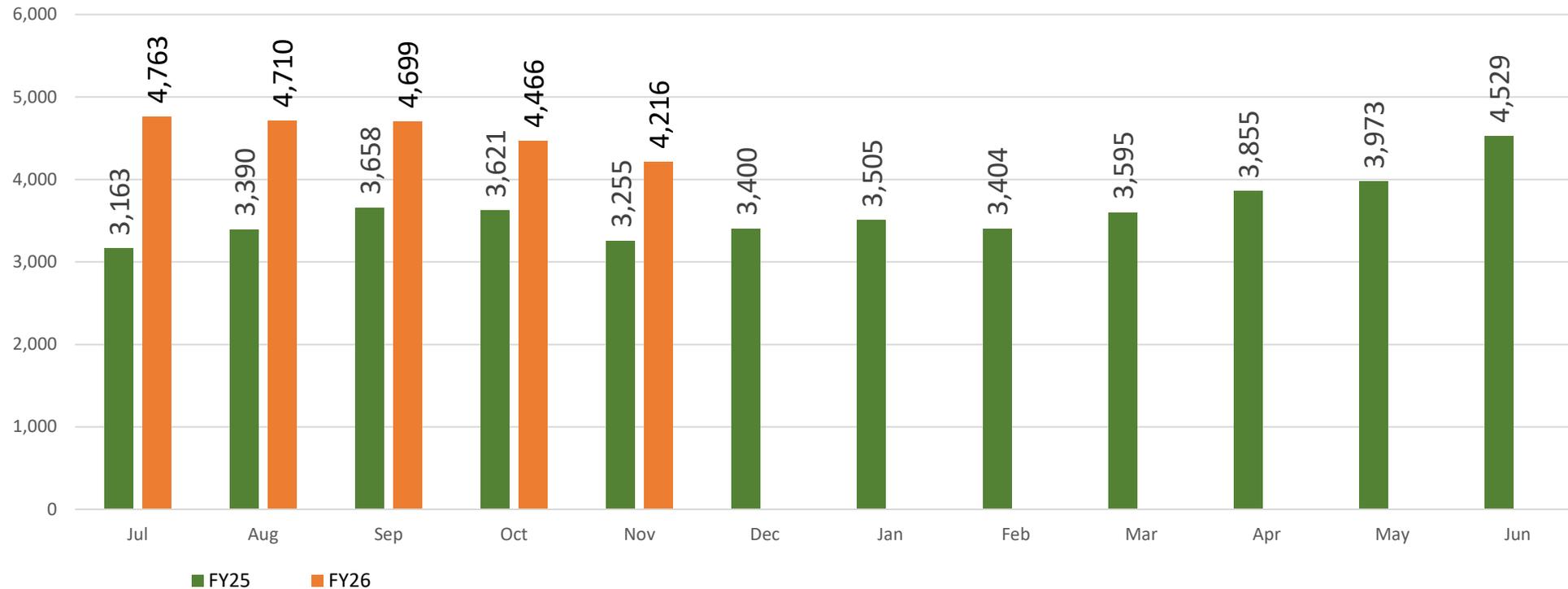
Average Weekday Ridership

October Average Weekday ridership: 4,466

- 23% over Oct 2024

November Average Weekday ridership to date: 4,216

- 30% over Nov 2024



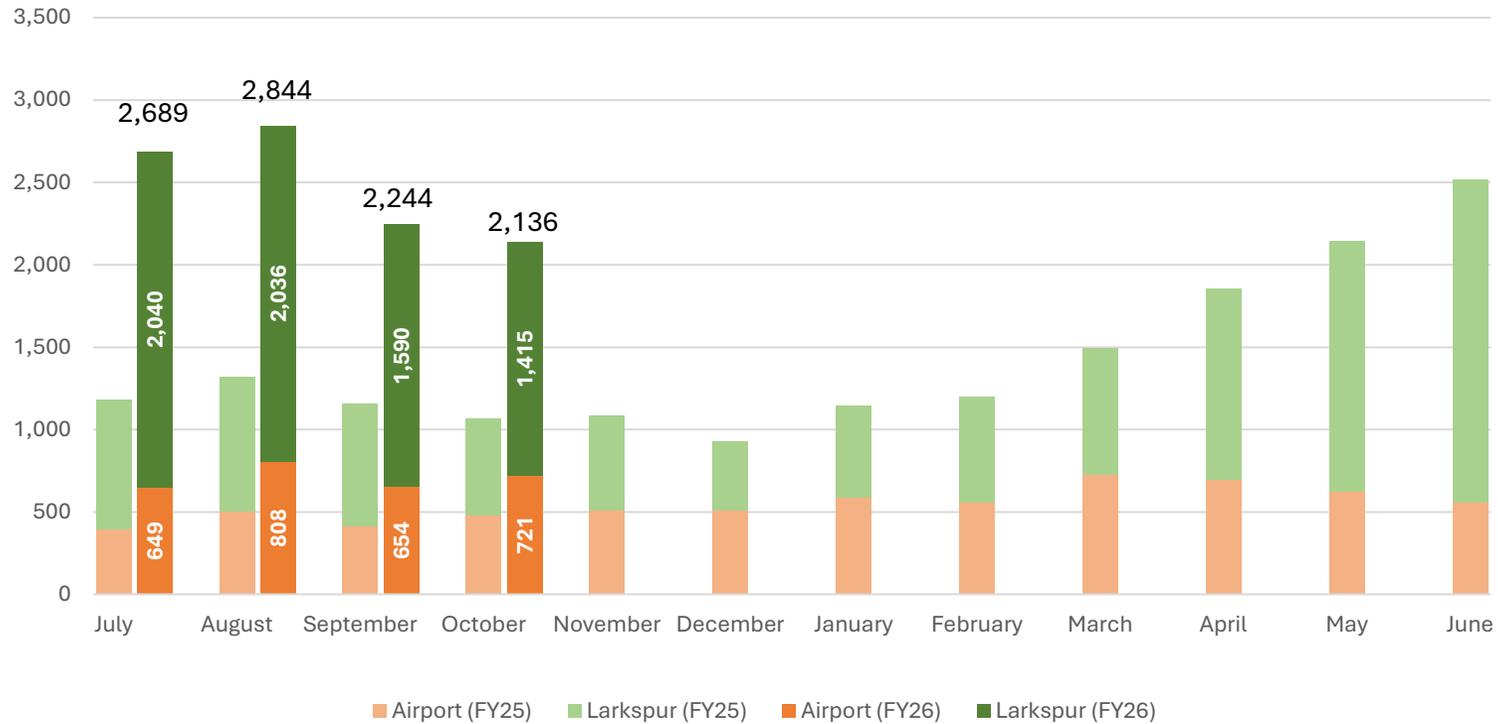
SMART Connect Ridership

October Connect Ridership: 2,136

- 50% increase at Airport over last October



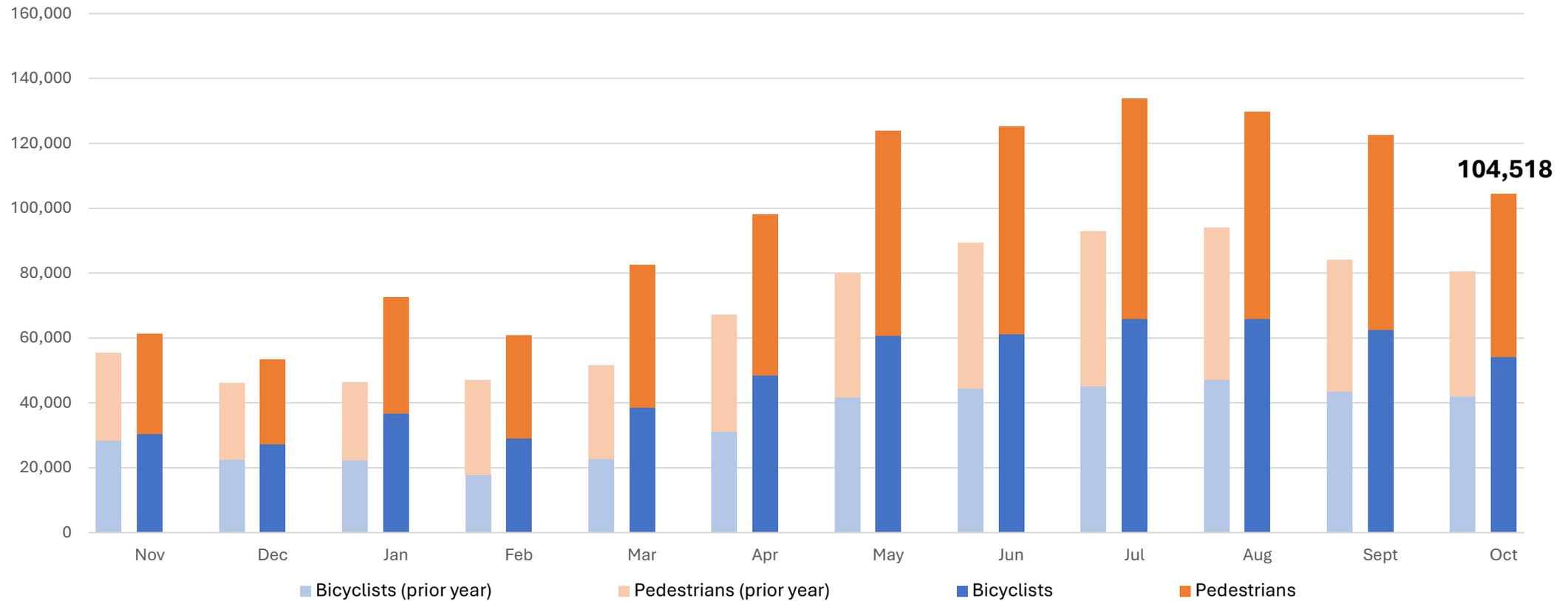
SMART Connect Ridership (FY25-FY26)



SMART Pathway Counts

October Pathway Trips = 104,518

- 30% over Oct 2024



Pathway Update- Novato



Highlight of the Month

- Bryan Crowley: SMART Information Systems Manager
- Recently appointed Chair of APTA IT Subcommittee
- Selected among transit IT professionals across the nation



Goodbye and Thank You Emily Betts

- Selected to lead Sonoma County Transit!
- Served five years at SMART
 - Led a robust planning and outreach effort for SMART's Strategic Plan
 - Implemented onboard passenger and pathway counters
 - Launched the SMART Connect Shuttle Program
 - Guided service expansion post-pandemic
 - Initiated Free Fares for Seniors and Youth
 - Improved the coordination between SMART and other transit providers
 - Played instrumental role in SMART's overall success
 - Helped SMART achieve #1 ridership recovery rate
 - Bay Area
 - Commuter Rail Agencies



Employee of the Quarter

- Today we are recognizing employees for the Third Quarter of 2025.
- Employees are nominated by their peers.
- Winners receive a certificate and a day off with pay.

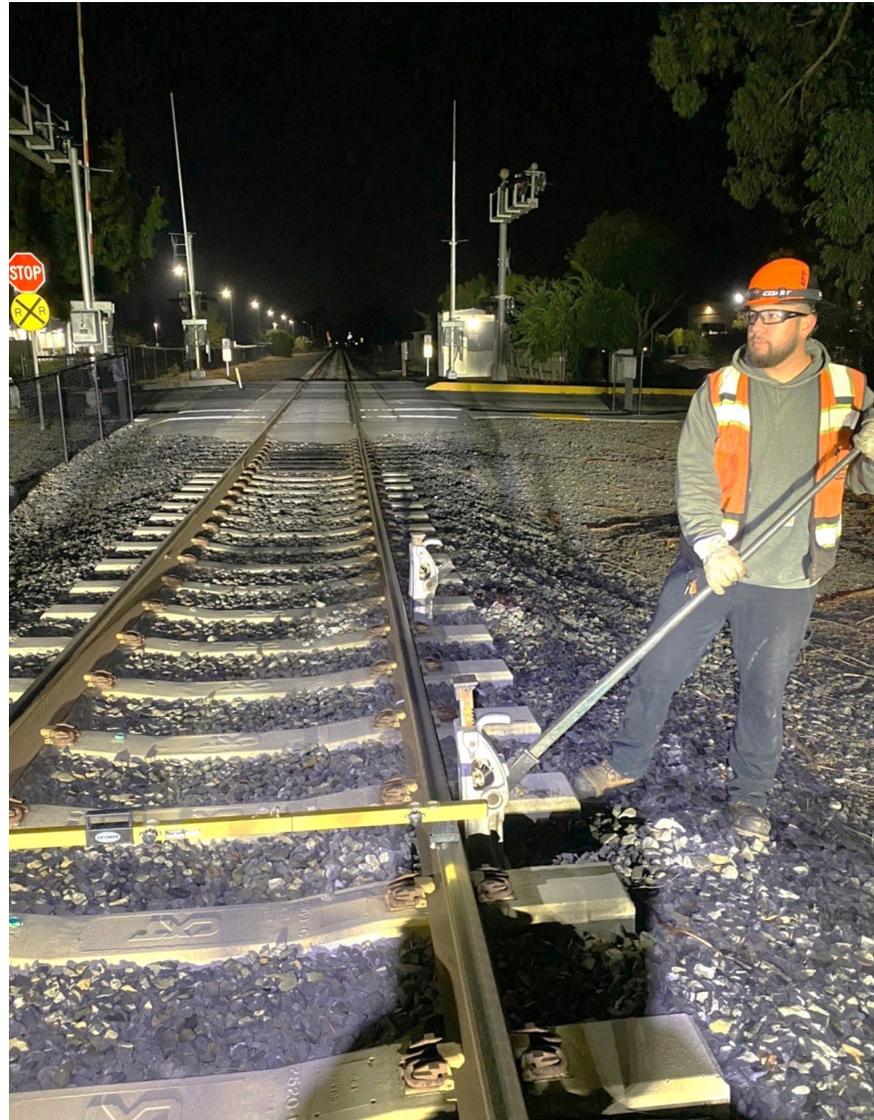
Q3 2025 Winners

- Vehicle Maintenance
- MayLin Wright, Materials Sourcing Specialist



Q3 2025 Winners

- Maintenance of Way
- Noel Olvera, Track Maintainer



Questions?



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