

Sonoma-Marin Area Rail Transit District

Item 2 - Supplemental

General Manager's Report

September 16, 2026



General Manager's Report

- **Contracts/Procurement over \$100K**
- **Ridership Report**
- **Redwood Bikeshare**
- **SCT Route 40X Connection**
- **Transit Month**
- **Planning for the Future Update**
- **Questions**



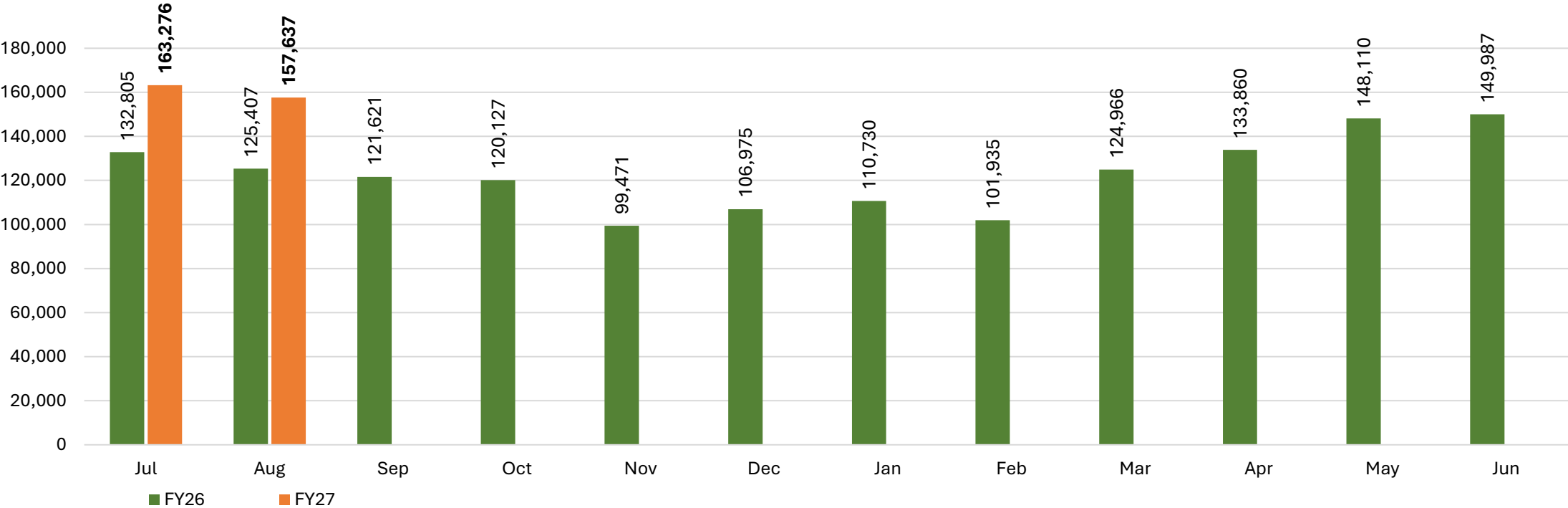
Contracts/Procurements over \$100K

CONTRACTS / PURCHASE ORDERS				
CONTRACT #	COMPANY NAME	ACTION	DESCRIPTION	AWARD AMOUNT
IT-PS-26-003	LCPTTracker, Inc.	Award Contract	Certified Payroll Compliance Software	\$165,018.00

SMART Ridership (Monthly)

August ridership = 157,637

- 26% higher than August 2025



Average Weekday Ridership

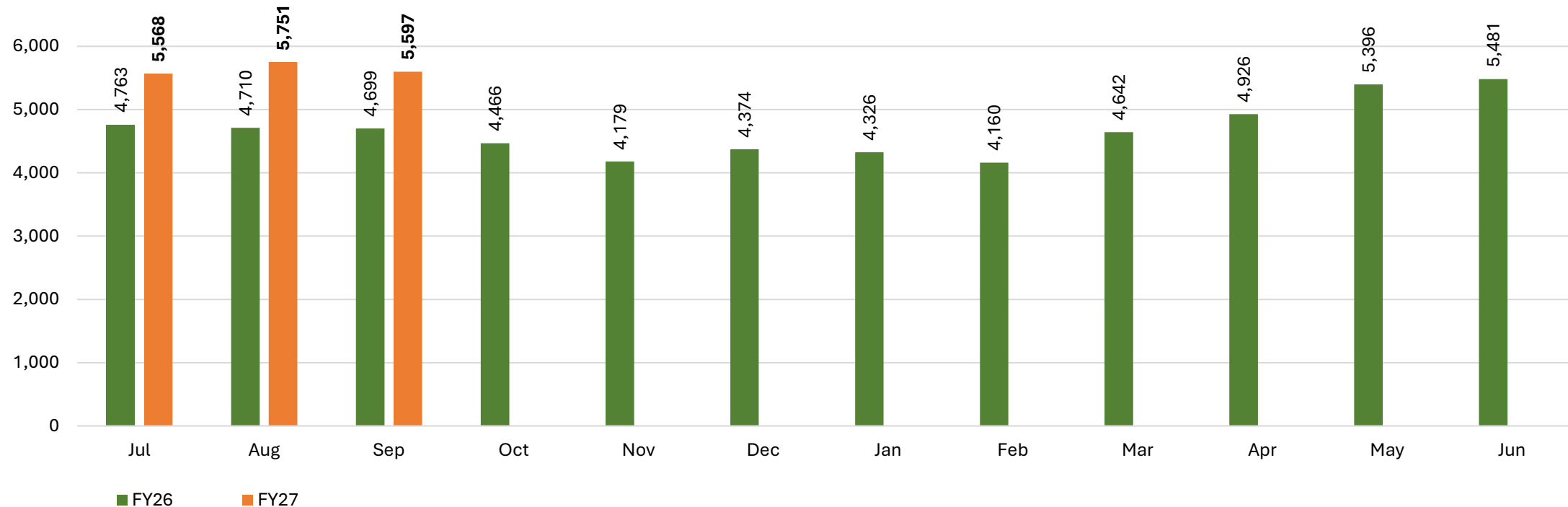
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August Average Weekday ridership: 5,751

- 22% over August 2025
- New monthly record

September Average Weekday ridership to date: 5,597

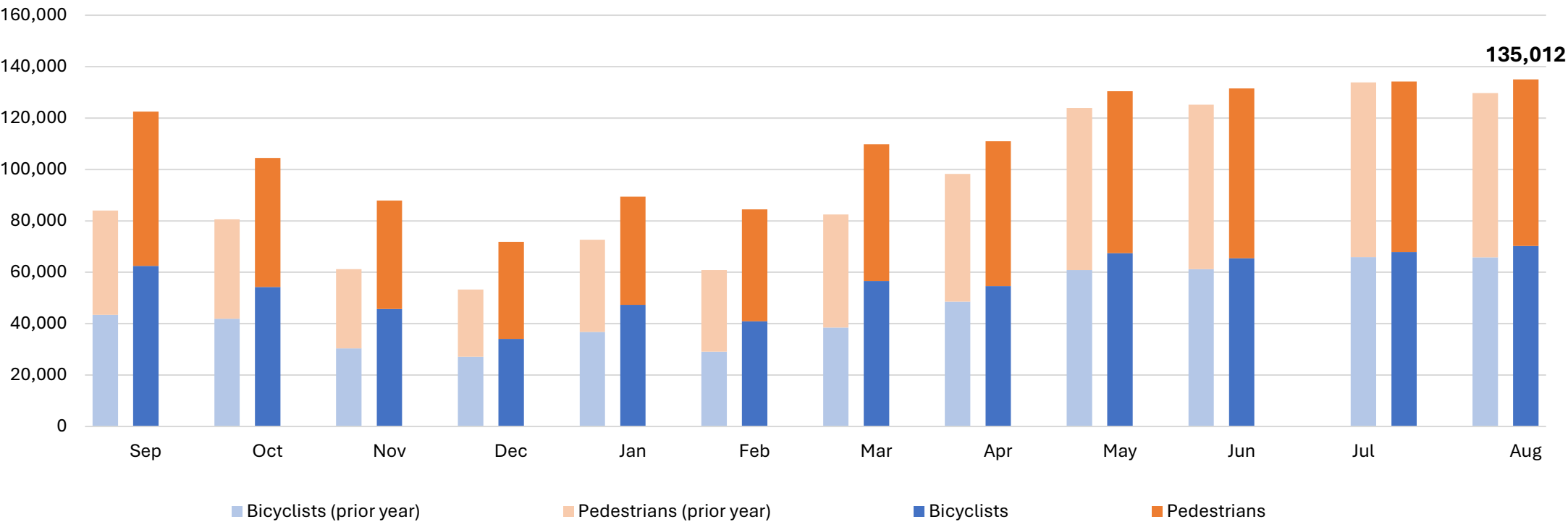
- 19% over September 2025



SMART Pathway Counts

August Pathway Trips = 135,012

- 4% higher than August 2025
- New monthly record!



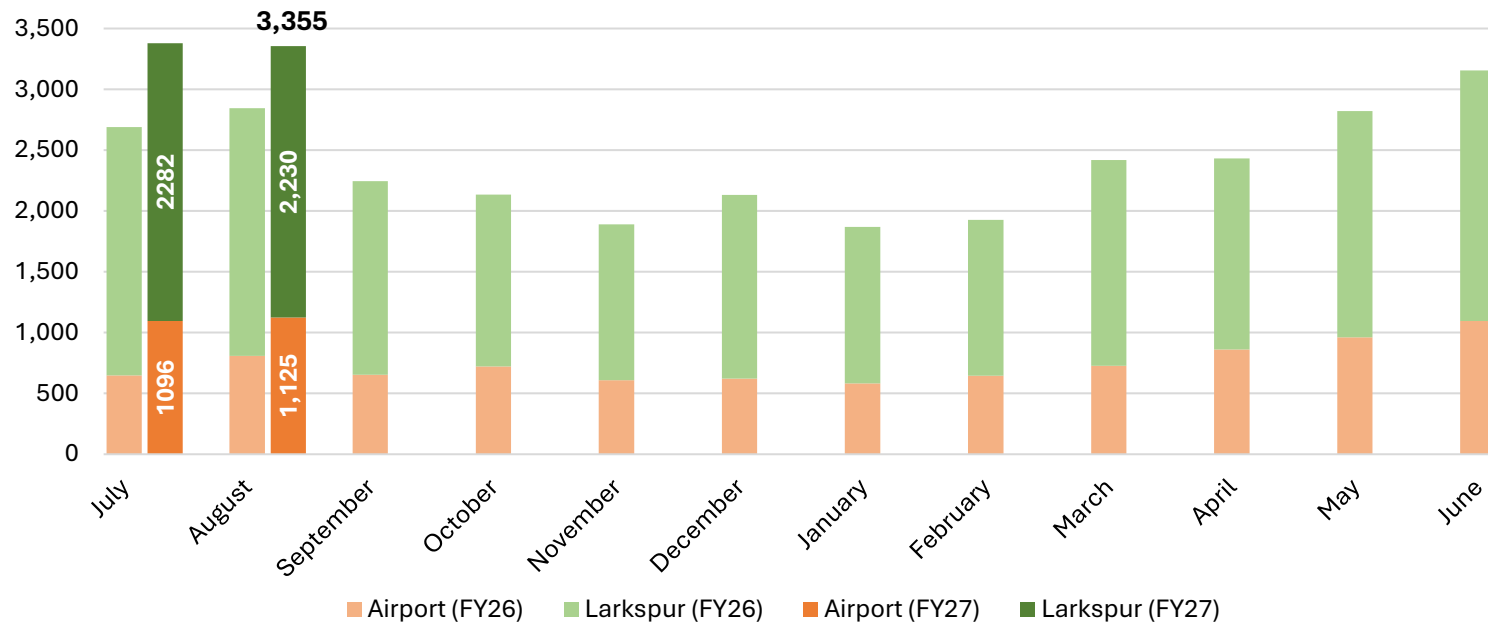
SMART Connect Ridership

August Connect Ridership: 3,355

- 18% over August 2025



SMART Connect Ridership (FY26-FY27)



Redwood Bikeshare Extension

- 3-year extension of SCTCA and TAM's Redwood Bikeshare pilot project
- Funding Partners
 - MTC, TAM, SCTCA, and SMART
- Extension will build upon growing ridership/membership, and allow system to mature



Sonoma Valley meets SMART - Route 40X connection



September is Transit Month!

- Public transit opens doors to opportunities, reduces greenhouse gas emissions, enhances our quality of life, and provides a vital connection across communities.
- September is Bay Area Transit Month, a special time to recognize the trains, buses, ferries, and shuttles that form the backbone of our public transit system.
- Events are planned throughout the month- visit the Seamless Bay Area online for details:
 - www.seamlessbayarea.org



2022 SWOT Analysis

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S	<u>Strengths</u> • Dedicated highly skilled staff • Safe and reliable service • Modern/comfortable train • Strong bi-directional commute patterns • Infrastructure in excellent condition • Bike/train synergy • Successful at identifying/securing funds • Strong organizational culture	W	<u>Weaknesses</u> • First and last mile connections • Single track system • Early/late service • Limited number of destination stations • Public perception/local support • Minimal staffing levels/long hiring timeline • Parking capacity/paid parking • Everything is a priority
O	<u>Opportunities</u> • Improve strategic direction/alignment • Untapped markets (tourism, students, late night, recreation, events) • Improve wayfinding, real-time info, apps, on-line presence • Improve first/last mile solutions • Increase interaction with public and community leaders • Enhance marketing efforts to target key markets • Reactivate on-board amenities	T	<u>Threats</u> • Future sales tax funding • Well organized and funded opponents • Extension north of Windsor and east of Novato not in Plan Bay Area 2050 (limits ability to compete for grants) • On-going litigation slowing projects • Public trust/confidence • Post pandemic (work from home) • Cyber attacks • Rising capital/operating costs

VISION

Smarter transportation for a smarter future.

MISSION

We connect communities.

RIDERSHIP



PATHWAYS



EXTENSIONS

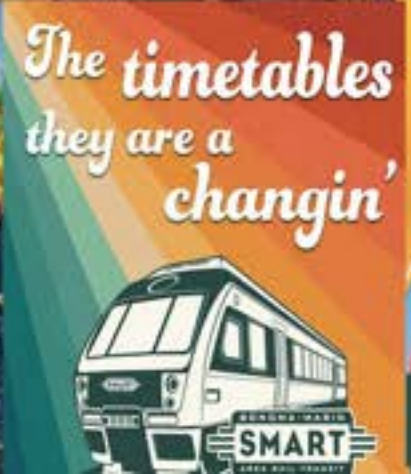
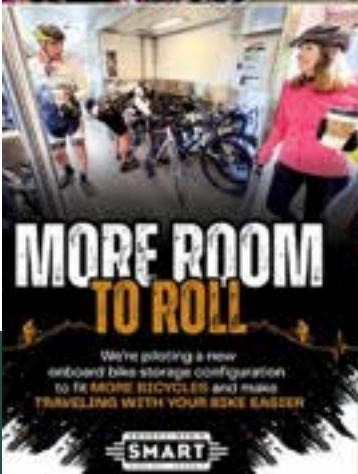
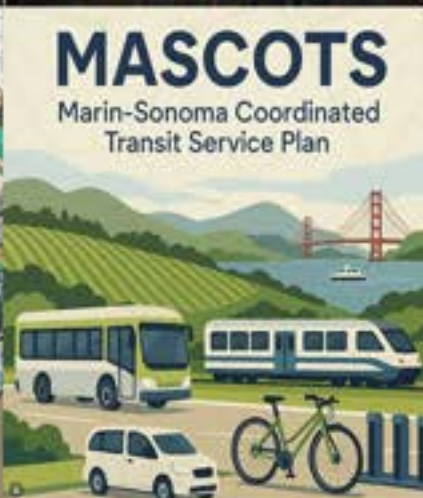


FREIGHT



VALUES

Safety • Integrity • Stewardship • Continuous Improvement



Questions?