

April 18, 2023

Citizen Presentation to SMART Board of Directors Meeting

By Carolyn Jorgensen, MBA



My husband Patrick and I are 7-year Airbnb hosts in Santa Rosa. We have had guests from all over the world. Our place is about 10 minutes from the Santa Rosa North SMART station. Our host coalitions have websites and social media pages where we can share with fellow hosts (about 300 in Santa Rosa) information for our guests. I personally like to share with interested guests how they can see the Sonoma to Marin to SF geography using our SMART Rail to Sail.

We also ride the train with our bikes to Petaluma, Novato and Larkspur. I use the MUPs as well.

Please keep in mind that SMART passengers come from all over California, US, and the world.

Below is a recent review from our guest who lives in Durham, North Carolina who was visiting his young adult daughter who lives here:



Michael Kraus March 2023

Had a wonderful stay at Carolyn's place! Bed was very comfortable. Both Carolyn and Patrick were terrific! Super helpful! Patrick lent me his parking pass so I could park free at a couple of the local disc golf courses, and Carolyn gave me pamphlets on how to catch the train/ferry into SF, which saved me some money and a lot of stress! I couldn't have been more happy with my stay.



Hi Michael, Thank you for the 5 star review - so glad you tried the SMART train from Santa Rosa to Larkspur and took the ferry to Sf! You were a 5 star guest and we hope to host you again. Thank you Carolyn and Patrick

Objective: To address issues that impact ridership of the SMART train for diverse people locally and from beyond

Many of these issues have been reported to SMART staff in an ad hoc method via email. It would be the goal of submitting this information to put the issues on record to receive a timeline by SMART for their consideration and when applicable, correction and update.

- A. Station signage: To improve the access of the train for various riders; pedestrians, transit users, cyclists and the disabled using pathway maps, transit connections and ticketing
In train visuals: To inform the riders of connections and ticket purchase (SMART app).

- B. Additions to website Connections page: Additional content to include a SMART developed OAK to SMART map and related airport connections.
- C. Operational issues frequently asked about amongst riders: Accountability for publicly funded existing or previous functions
- D. And E. Community Engagement Projects: Increase support for ridership

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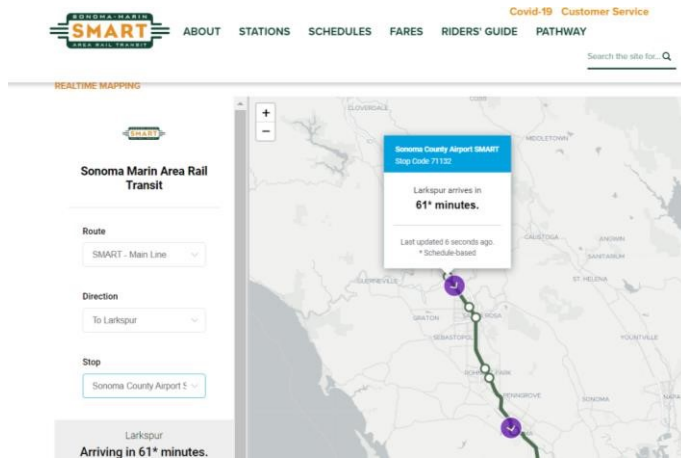
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A. Information signs trains and station shelters

a. Station geographical map – there is no current geographical map at the station or on trains.

See SMART geographical maps (from SMART Fiscal year 2022-2023 budget and SMART website) b. Alert info: “Where’s my train?” sign inside cars referencing

<https://www.sonomamarintrain.org/realtime-mapping> and the new text alert to 707 2006332



c. Connections to the airports (inside cars and station) OAK, STS, SFO. - add to SMART website Connections page, inside cars, and each station. (see page 5)

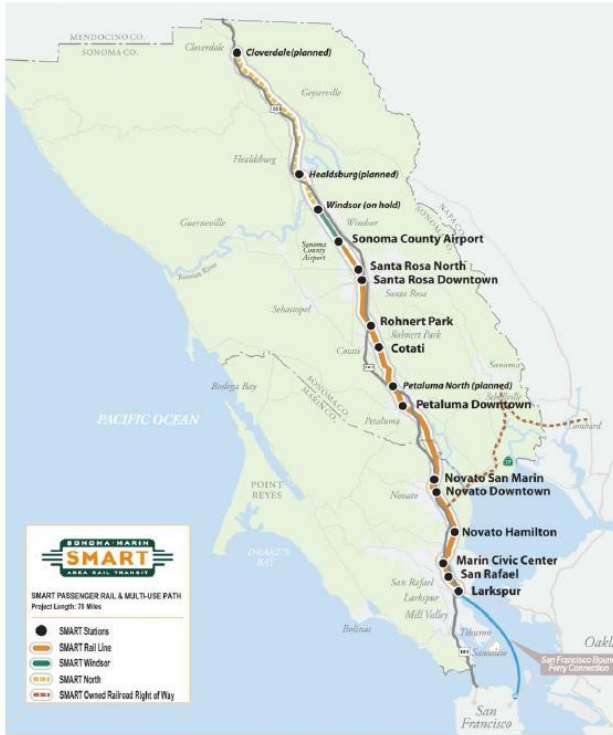
d. Bike path maps inside cars and station (see page 6)

e. Wayfinding transit connection map at each station and inside cars (like Petaluma) see below Petaluma Transit from Petaluma station

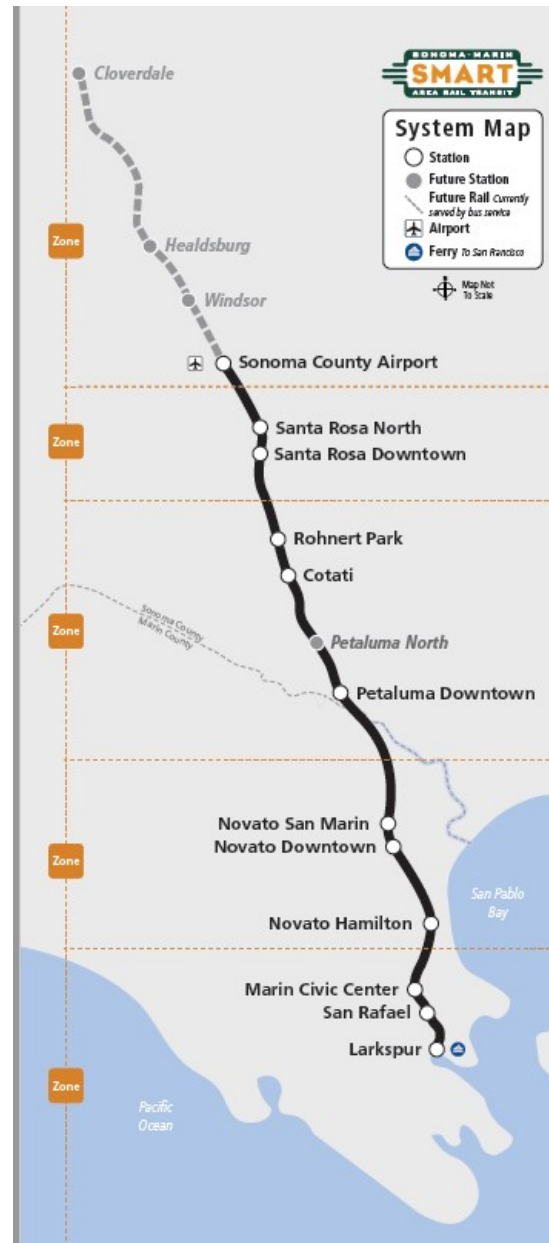


SMART's System

SMART currently has 45 miles of commuter rail and has completed 24 miles of pathway connecting users to its 12 stations.



Existing SMART map on report only



From SMART website

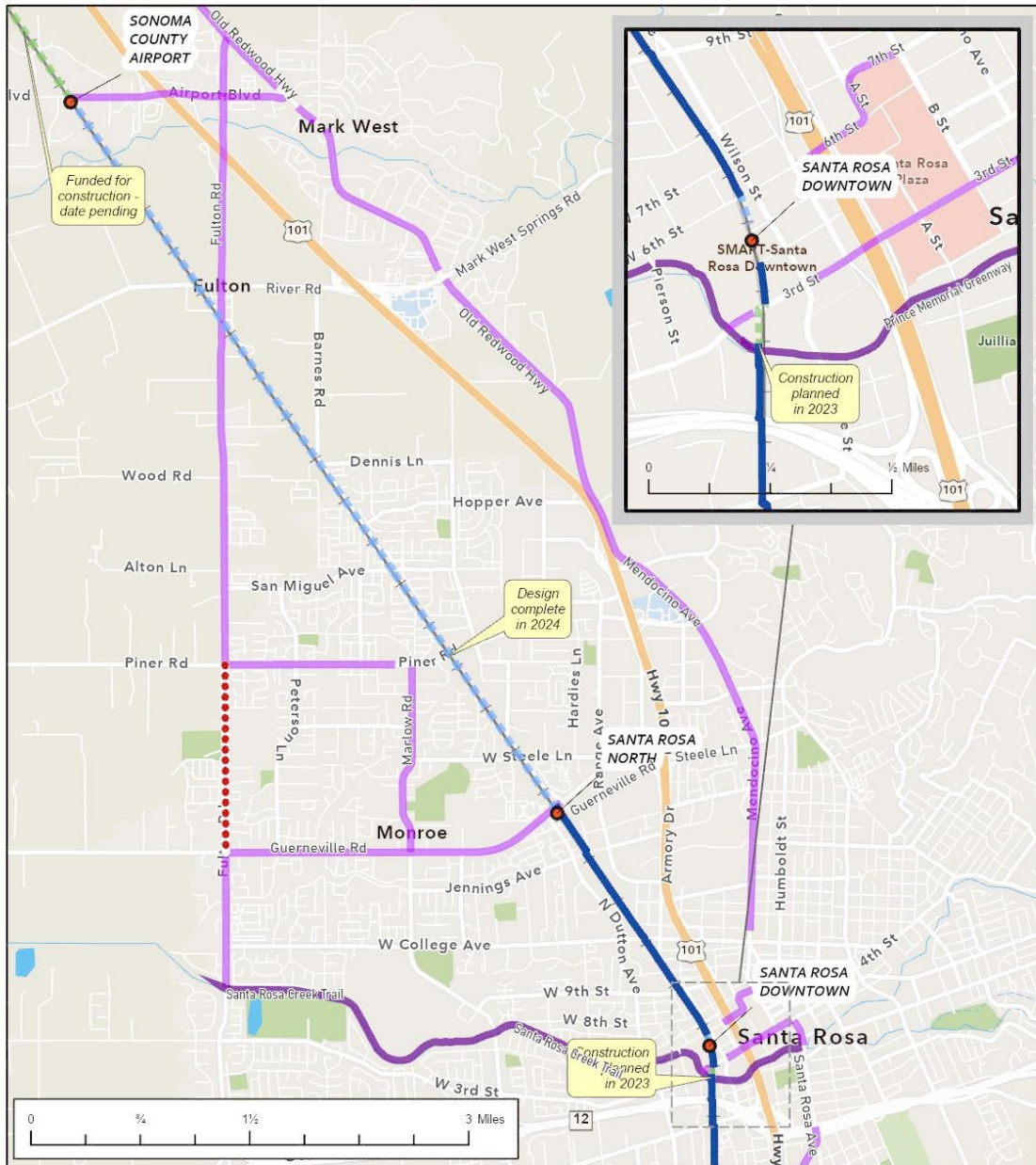


SMART to Bay Area



This map is a self-modified “mockup” to include addition of SFO airport and Marin Airporter.

Sonoma County Airport to Santa Rosa



- SMART Station
- SMART Track
- Temporary Route Closure
- City/County Gap Closure
- Class I - Off-street Multi-use Pathway
- Class II - On-street Striped Bike Lane
- SMART Pathway Alignment
- Class I - Off-street Multi-use Pathway
- Class I - Off-street Pathway (Funded)
- Class I - Off-street Pathway (Planned)

B. SMART Website Requested Content – Connections

a. Make Your Connections SMART webpage - Missing Connections information to OAK and SFO airports

Background Info:

The SMART Planning team created a map from OAK to SMART in Nov 2022 per the request of OAK Operations staff. This map is displayed in OAK Terminals 1 and 2 and volunteers have been trained to advise passengers and staff. An OAK volunteer contacted BART Chief of Transportation and requested the link be added to BART website in Nov 2022.

Suggested content for SMART website:

Connections to OAK and SFO Airports

The SMART San Rafael Station has connections to/from OAK using Golden Gate Transit bus 580 and El Cerrito Del Norte BART station on this [map](#)

The Rail to Sail to/from SMART Larkspur Station and Larkspur Ferry to SF Ferry Terminal has a connection to/from SFO using the SF Embarcadero BART station, located a 6-minute walk from the Larkspur Terminal at the San Francisco Ferry Building.

The SMART Larkspur Station has a connection to/from SFO via the [Marin Airporter](#) shuttle which has a stop on Sir Francis Drake Boulevard.

OAK to SMART Guide



Marin Airporter Express Schedule

SCHEDULE UPDATE
Effective **WEDNESDAY JANUARY 5, 2022** until further notice

Departure Times TO San Francisco Airport (SFO) from Marin							
Hamilton (Novato)	Smith Ranch Road Terra Linda	Andersen Drive San Rafael	Larkspur Sir Francis Drake Blvd.	Seminary Drive Bus pad	Manzanita Park & Ride Mill Valley	Spencer Avenue Sausalito	Arrive SFO (approximate)
-	-	3:50 am	4:00 am	4:05 am	4:08 am	4:12 am	4:55 am
3:55 am	4:05 am	4:20 am	4:30 am	4:35 am	4:38 am	4:42 am	5:25 am
4:55 am	5:05 am	5:20 am	5:30 am	5:35 am	5:38 am	5:42 am	6:25 am
5:55 am	6:05 am	6:20 am	6:30 am	6:35 am	6:38 am	6:42 am	7:25 am
6:55 am	7:05 am	7:20 am	7:30 am	7:35 am	7:38 am	7:42 am	8:25 am
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8:55 pm	9:05 pm	9:20 pm	9:30 pm	9:35 pm	9:38 pm	9:42 pm	10:25 pm
9:55 pm	10:05 pm	10:20 pm	10:30 pm	10:35 pm	10:38 pm	10:42 pm	11:25 pm
10:25 pm	10:35 pm	10:50 pm	11:00 pm	11:05 pm	11:08 pm	11:12 pm	11:55 pm

C. Other SMART Operational Issues:

- Bar car status – will it open in the future?
- WiFi inside the train status – will it resume in the future?
- No signs in station or brochures in cars that show the SMART Ticket purchase app JustRide.
- No signs at station that show fare amounts for each zone or how to use a Clipper card. No Clipper brochures in train cars. These brochures are free from Clipper (they are available at OAK airport).

D. SMART MUP Community Engagement using ArtStart

- Private citizens will collaborate with to request *SMART Art* along the MUP on private building walls facing the tracks in Santa Rosa;

ArtStart, a Santa Rosa nonprofit whose mission is to provide mentoring and stimulating arts work experience for Sonoma County youth, while creating publicly and privately commissioned art for our community.

<https://www.artstart.us/>

- b. Create a wayfinding sign “Art Walk” along the MUP or A Street from SR Downtown Station to Art Alley

Art Alley is a collection of galleries and studios close to SR Downtown) and publicize First Friday Art Walk as a SMART destination

E. Friends of SMART web content

<https://www.friendsofsmart.com>

- a. SRJC MTC Clipper card

This provides free transit for 2 years to SRJC students including Older Adults (free classes)

- b. Calendar of “Trains and Beyond” events open to FofS members SMART to Capitol Corridor

SMART to SF Ferry Building; possible ***Ferries of the Bay Tours***

1. SF to Jack London
2. SF to Vallejo
3. Vallejo to S San Francisco to SFO
4. SF to Sausalito
5. SF to Tiburon
6. Tiburon to Angel Island

- c. Add info about SMART connections to Bay Area (see SMART suggested content)