



SMART POSITION PAPER

THE SYMBIOSIS OF SMART WITH TOURISM

FRIENDS OF SMART

SMART

has an important symbiotic relationship with tourism in Sonoma and Marin Counties. Tourists riding SMART make up a significant share of total ridership, providing revenue. At the same time, tourism is enhanced by a green network of rail, bike and shuttle with SMART as its backbone. This diminishes traffic and makes the touristic experience more attractive and relaxing. Since tourism is an important and increasing part of Marin and Sonoma County's economy, SMART tourism will provide economic support for SMART through increased sales taxes. As ecotourism increases globally, the North Coast needs a strong ecotourist brand. SMART is an important part of that. Altogether, tourism and SMART create a virtuous circle that benefits both.

IMPORTANT FACTS

- ◉ Bicycle and train tourism is an enjoyable and green way to travel.
- ◉ Expanding the use of bicycles and walking is inexpensive and productive.
- ◉ The SMART pathway can serve as the backbone of an extended bicycle infrastructure network serving tourist areas of Sonoma and Marin Counties.
- ◉ The new e-bikes extend the range and feasibility of cycling by both young and old.
- ◉ Not only is SMART important to tourism, but tourism is important to SMART.
- ◉ SMART's route is rich with tourism opportunities: wetlands, historic cities like Petaluma, and wine country.
- ◉ The value of tourism to Sonoma and Marin is enormous.
- ◉ Transportation impacts the economy, land use, the environment and social well being.
- ◉ Tourism and transport are intrinsically linked. Trains and trails retain a sentimental mystique that draws travelers.
- ◉ It is impossible to develop sustainable tourism without sustainable transportation.
- ◉ The SMART project is both a rail line and a multi-use pathway.

WE RECOMMEND

- ◉ ADVERTISING SPECIFICALLY TO TOURISTS THROUGH COOPERATION WITH THE SAN FRANCISCO, SONOMA AND MARIN COUNTY TOURISM BUREAUS.
- ◉ SUPPORTING SHUTTLES DIRECTLY FROM SMART STATIONS TO TOURIST AREAS SUCH AS THE RUSSIAN RIVER, THE SONOMA AND MARIN COASTS, LOCAL WINERIES IN SONOMA AND ARTISAN CHEESE DAIRIES IN MARIN.
- ◉ EXTENDING PASSENGER SERVICE FROM NOVATO TO FAIRFIELD CONNECTING DIRECTLY TO AMTRAK AND CAPITAL CORRIDOR.
- ◉ CONNECTING SONOMA AND MARIN MULTI-USE PATHWAYS TO THE SMART PATHWAY.



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LET'S

Build the infrastructure that will encourage tourist use of trains, ferries and bicycles

ENCOURAGE THE USE OF TRAINS, SHUTTLES AND BICYCLES AS A FUN, CONVENIENT AND LESS EXPENSIVE WAY TO TRAVEL.

MAKE RAIL AND BIKE TRAVEL EASIER BY COORDINATING TRANSIT SCHEDULES, BETTER INTERMODAL CONNECTIVITY AND GREATER FREQUENCY.

ENCOURAGE ELECTRIC CARS AND E-BIKES BY ADDING CHARGING STATIONS AT STATE AND COUNTY PARKS AND AT LODGING AND RESTAURANTS.

IMPROVEMENTS WOULD MAKE SMART-BIKE TRAVEL

MORE **POPULAR**

COMPLETE THE SMART PATHWAY THE FULL LENGTH OF THE SMART ROUTE - CLOVERDALE TO LARKSPUR.

FILL THE TRAIL GAPS

CONSTRUCT NEW BIKE PATHWAYS:

- ◉ COMPLETE TRAIL CONNECTIONS
- ◉ RE-OPEN TUNNELS
- ◉ BUILD ON EXISTING RIGHT OF WAYS
- ◉ COMPLETE THE NORTH SOUTH GREENWAY
- ◉ FROM LARKSPUR TO SAUSALITO

THE FUTURE OF THE SHUTTLE *FIRST—LAST MILE*

City bus service; Shuttle service from SMART Stations that serves; State and County Parks Shuttle-coordinated schedules; Santa Rosa Airport to West County; Downtown Santa Rosa to Valley of the Moon and city of Sonoma-Enhance; Marin Stage coach service- service Larkspur to Mill Valley.

