

SMART
INITIATIVE

SMART for the Future: A 30 Year Extension, Without Raising Taxes



SMART: More Than a Train



Connecting The North Bay

Essential: Provides reliable transportation for students, seniors, and workers.

Connective: A backbone for the North Bay's "multi-modal" network.

Climate & Community:

- Reduces carbon emissions by taking cars off the road.
- Enhances local bike/pedestrian infrastructure through the multi-use pathway
- Connects residents to jobs, healthcare, and education across Sonoma and Marin.

Supports Livable Communities

- Provides access to opportunity; 31% of riders have household income under \$60K
- Helped communities win over \$133M in Affordable Housing and Sustainable Communities grants



Protecting Our Investment:

Continuing Vital Transit Without Raising Taxes

The Big Picture: This measure does not raise taxes. It **reauthorizes** the existing public revenue stream for SMART.

The Impact:

- Ensures the long-term survival of the North Bay's only passenger rail and multi-use pathways.
- Record usage: Ridership/use estimate = 1.4M riders/1.2M pathway trips in FY26
- Reduced vehicle trips by 920K in FY25; carried 23M+ passenger miles

Regional Benefit:

- Surging ridership: Nearly 30% growth in the last year
- Provides a viable alternative to the congestion of the Highway 101 corridor.
- Free fares for youth and seniors- farebox recovery has increased along with these new users



Built in accountability



- **The SMART Initiative is on the ballot in June 2026 and is:**
 - **Independent:** Funds are audited annually by a Citizen's Oversight Committee and spent only on SMART.
 - **Locally controlled:** Decisions are made here in the North Bay, not in Sacramento or Washington D.C.
 - **A force-multiplier:** SMART makes us a self-help region and has brought over \$735m in grants to our region.



Broad Community-Based Support



SMART is Locally Controlled and Widely Endorsed

Broad Coalition Support:

- **Voters:** Over 71,000 signatures collected—3 months ahead of schedule.
- **Labor:** North Bay Labor Council, OE3, SEIU1021, et al
- **Environment:** Sierra Club, Marin and Sonoma County Bicycle Coalitions.
- **Business:** North Bay Leadership Council, Local Chambers of Commerce (Santa Rosa, San Rafael, Petaluma).



QUESTIONS?