

Transit Staff Report-December 2025

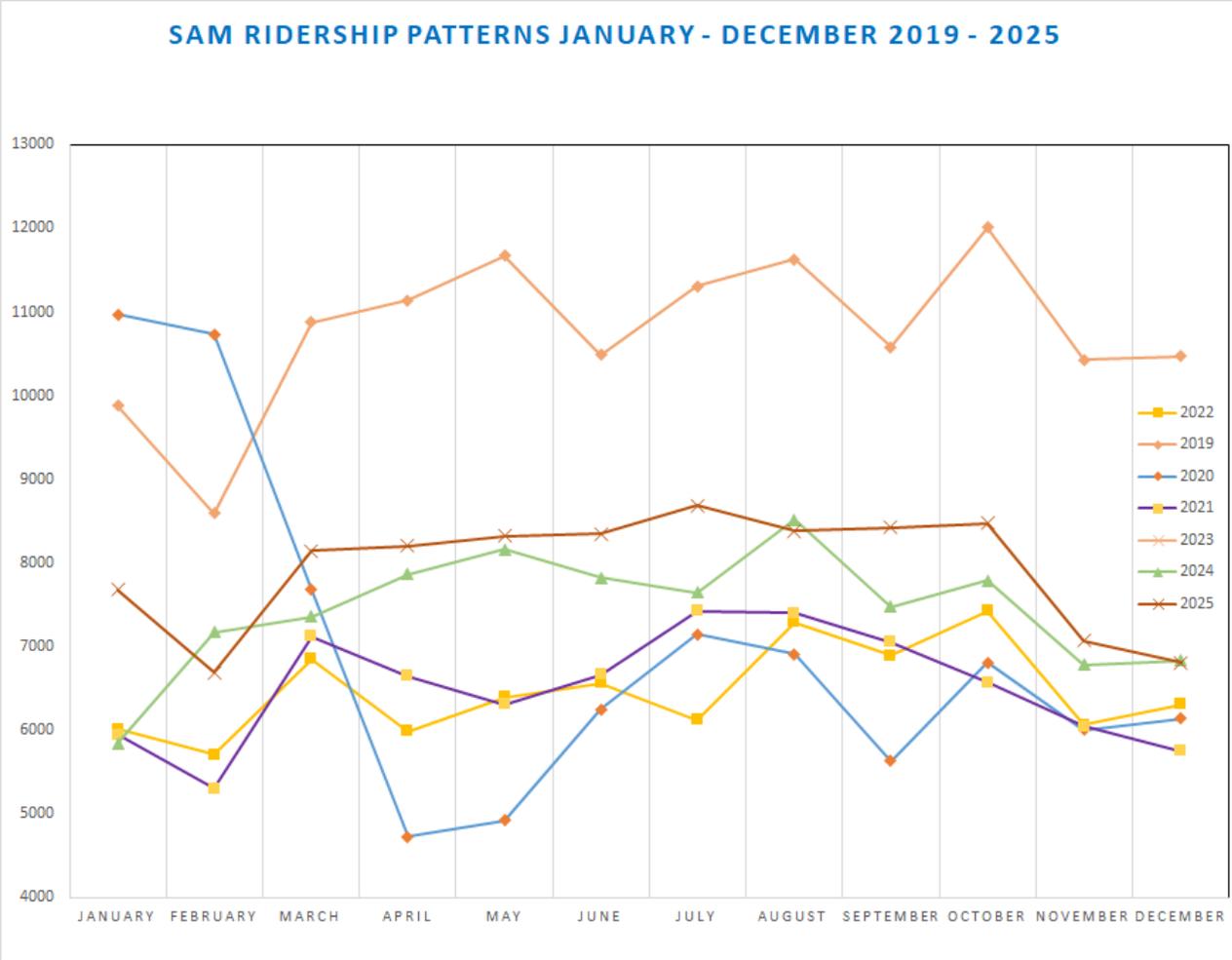
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SANDY AREA METRO

From the Transit Manager

Ridership Year Overview



SAM provided 95,257 rides in 2025 an overall increase of 6.7% compared to 2024. A month to month comparison from 2024 to 2025 ridership saw a regular increase as illustrated in the chart above. Of particular note was SAM Estacada, which increased 152.76%. This was due to the interline with the Villages Shuttle, enabling us to increase service. Another area that has shown considerable increase in the dial-a-ride service, particularly for special events such as the incredibly popular Jolly Trolley and travel training opportunities with students. While ridership has not reached pre-pandemic levels it has certainly made a robust rebound from the pandemic. We expect that trend to continue into the future as we see a continued increase in the demand for public transit.

The Jolly Trolley

The Jolly Trolley was as popular as ever. We opened registration on two separate dates and all runs were booked by 9:00 am on both days. We had a total of 208 riders on all 8 rides and a waiting list of 120. Everyone enjoyed caroling while traveling to the various light displays through town. With its popularity, we are discussing options of how we may be able to do more next Winterfest!



SAMSquatch

SAMSquatch, the normally elusive and mysterious SAM rider, was spotted in the wild-aboard a SAM bus! Making surprise appearances on one of the Jolly Trolley runs and the Shortest Day Walkway! SAMSquatch even posed for a foot selfie to show off SAM's cool new bus flooring! Be on the lookout, you never know when SAMSquatch might show up on your bus ride!!



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