

SMART

SOUTH METRO AREA



REGIONAL TRANSIT

2025

November Report Transit/Fleet

As we enter the rainy season in the majestic Pacific Northwest, preparation becomes key if we are to successfully transition into the chilly winds of winter and then on to the rebirth of spring. According to H. Jackson Brown, Jr., “the best preparation for tomorrow is doing your best today.” With this call to duty, let us prepare for the darkness and gloom that will soon blanket us. With a high degree of certainty, I am sure we will all endeavor to check our tires for proper tread depth, our windshield wiper blades to ensure they sweep clean, our roofs are free of moss and holes, a raincoat at the ready, and a sturdy umbrella (if you’re not from the Pacific Northwest) is close at hand. However, despite all this prep, are we truly ready for the dark days ahead? I would argue, we are not ready. To be truly ready, to be truly prepared for what is to come, it is far more important that we make ready our mind and body. Ralph Marston said it best – “Rest when you’re weary. Refresh and renew yourself, your body, your mind, your spirit. Then get back to work.”

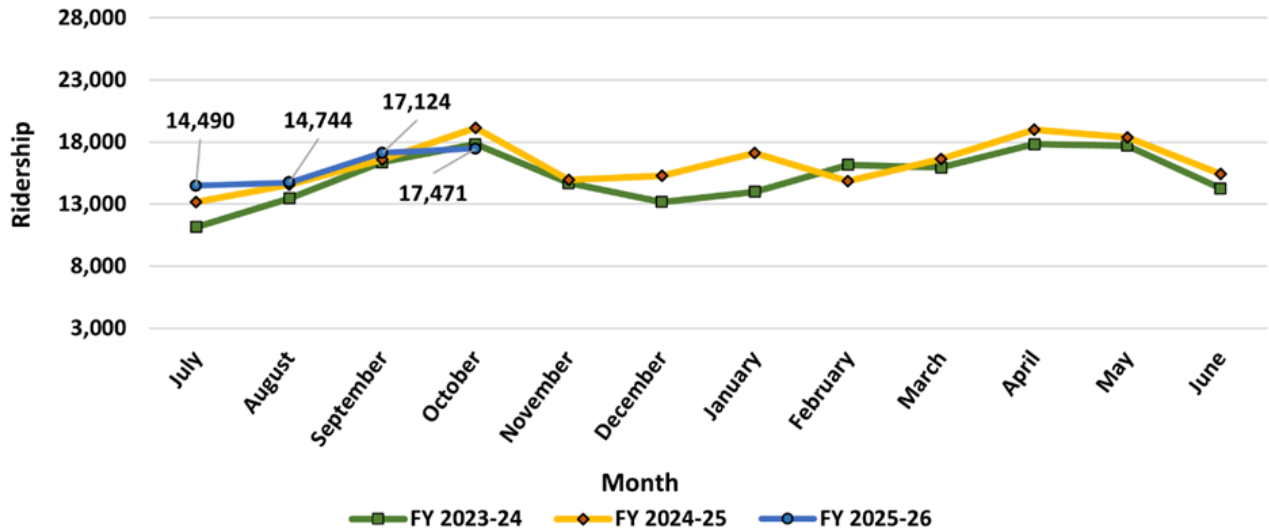
Dwight Brashear
Transit Director



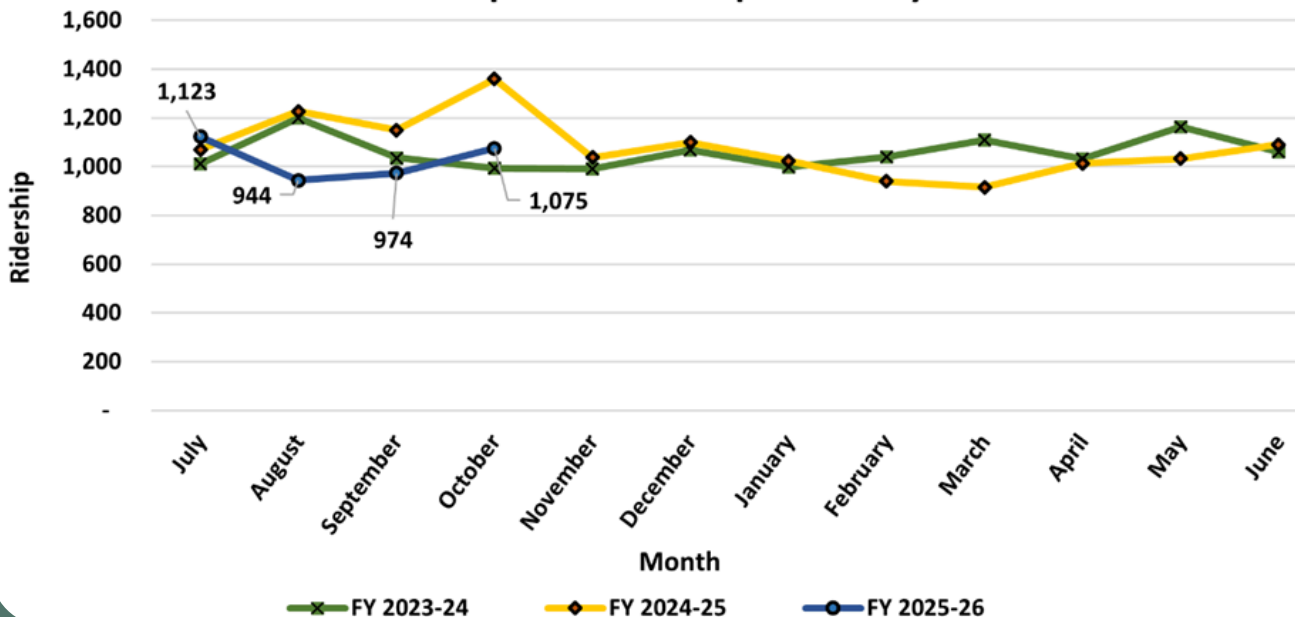
RIDERSHIP TRENDS

Anne MacCracken

Fixed Route Ridership Trends by Month



Demand Response Ridership Trends by Month



FLEET SERVICES

Scott Simonton

Security gate improvements are complete and operational. These improvements were part of our yard expansion project. The existing driveway was widened, to allow for two-way traffic. The gate is now fully automated. All buses and City vehicles are now equipped with RFID tags, which will open the gate as the vehicle approaches.

There is also an intercom system, to allow the entry of authorized visitors and vendors to access the yard and shop area.



OPERATIONS

Diana Kotler



As we approach the holiday season, SMART reaffirms its commitment to providing Wilsonville residents with reliable connections – to resources, to jobs, to local activities, and to time with family and friends. Access to transportation opens doors to opportunity, helping our community stay connected and thrive.

Throughout the month of November, SMART services accommodated more than 17,000 passenger trips. Results from our recent customer satisfaction survey, paired with continued ridership growth, affirm SMART's

popularity and highlight the ongoing need for transit service in the City of Wilsonville and surrounding areas.

This fall, SMART welcomed five new drivers into service, and five additional trainees are currently going through classroom instruction. These trainees are expected to be released to service in early 2026, just in time to support SMART's new connections to Woodburn and the Amazon fulfillment center. The new Woodburn route, 12X, will begin service on Monday, January 5, 2026, and will be coordinated to align with Amazon's operating schedule as well as services provided by the City of Woodburn and Cherriots.

COMMUTE OPTIONS

Michelle Marston

Be Seen. Be SMART. Turns 10!

This year marks a decade of shining bright in Wilsonville! For 10 years, SMART has celebrated the return of darker evenings with our **Be Seen. Be SMART.** safety campaign, helping our community stay visible, safe, and stylish on the go.

Each year, right after we “fall back” with the time change, SMART has hit the streets to hand out free safety lights, reflective gear, and other visibility goodies to help walkers, bikers, and riders stay safe in low light and dark conditions.

This year’s pop-up events lit up the Wilsonville Transit Center, Town Center Park, Wilsonville Community Sharing and the Charbonneau Activity Center,



where residents and commuters stopped by to grab gear (and a smile) while supplies lasted.

A huge thanks to the Federal Transit Administration and our partners at Metro for helping keep Wilsonville shining bright – year after year!

GRANTS & PROGRAMS

Kelsey Lewis

As SMART plans to launch new transit service to Woodburn and Clackamas, we will begin drawing down grant funding that has been reserved for that purpose. This funding is included in our current biennium (July 1, 2025 - June 30, 2027) Statewide Transportation Improvement Fund (STIF) plan which was approved by Council on November 17th. Also included in the STIF plan are replacement vehicles, more electronic display signs for bus stops, and funding to assist in providing customer service at the Transit Center.

As the construction on the Vuela Transit Oriented Development project wraps up in the new year, we are preparing the Wilsonville Transit Center for a refresh. SMART will have new bus stop banners, signage, and of course, once all the construction fencing is gone, our bus lane will be restored to a full bus turnaround and we’ll no longer run smaller buses through the parking lot. We are excited to welcome new and existing riders to the Transit Center with new amenities.

SAFE ROUTES TO SCHOOL



Wyle O'Neill



November continued the momentum of SMART Safe Routes to School programming in Wilsonville. The Lowrie Bike Bus rolled on through the month, with parent volunteers and SMART staff continuing to lead weekly rides from the Villebois Skate Park to Lowrie Primary School. Student participation has remained steady, with several new families joining the route as word of the program spreads.

On Friday, November 14th we recognized and celebrated Ruby Bridges Walk to School Day. Ruby Bridges is a civil rights icon, who at six years old, became the first Black student to integrate an all-white elementary school in the South in 1960. Leading up to the day, SMART conducted outreach throughout Wilsonville schools to inspire participation and highlight Ruby's historic walk for equality.

In collaboration with the Wilsonville Public Library, SMART Safe Routes staff coordinated the installation of an "I Am Ruby Bridges" Story Walk. Ahead of the Walk to School Day celebration, SMART guided Lowrie Primary families on a special Story Walk event, blending literacy, reflection, and movement in honor of Ruby's courage and legacy. Inviting all to walk

together, to read, to experience, and to reflect on Ruby's story along Coffee Creek Trail. The "I Am Ruby Bridges" Story Walk is planned to be viewable through Spring 2026.

At Boeckman Creek Primary, students walked to honor Ruby's legacy and the power of community. The Ruby Bridges Walk to School Day celebrations culminated with students from the Wilsonville High School's Black Student Union showing tremendous leadership by organizing and leading a Walking School Bus for students of Meridian Creek Middle School. Their involvement served as a meaningful example of youth mentorship and student-driven engagement.

