

SMART

SOUTH METRO AREA  REGIONAL TRANSIT

November 2022 Report

Coca Cola, McDonald's, Home Depot, Harley Davidson. What's in a brand? What's in an image? What separates the wheat from the chaff? Who remembers Polaroid, Blockbuster, Toys R Us, and Tower Records? All examples of brands now extinct because they failed to innovate, which serves as the chaff. Wheat, on the other hand, is represented by quality, character, value, integrity, durability, relevance, nimbleness. Much like companies, a city must protect its brand. A city must continuously innovate to avoid going the way of the buggy whip.

I am thankful to be a part of the City of Wilsonville; a selfless city that has become the envy of the region; a city whose approach to municipal governance is best in class.

Happy Thanksgiving ~

Dwight Brashear
Transit Director



Fleet Services – **Scott Simonton** Fleet Services Manager



We continue to deal with a variety of supply chain delays, but perhaps none more pronounced than the difficulty in purchasing new vehicles.

On the transit side, industry sources estimate a shortage of shuttle bus chassis that will not recover to normal levels until at least the 2025 model year. We are currently awaiting three small buses, which we were fortunate to procure, although their delivery has been delayed by several months. We expect to receive them in March 2023.

City Fleet vehicles have become an issue as well. Manufacturers have now announced “Fleet customer allocations”. This is based on the size of the customer’s fleet. The formula they are using looks at the average number of vehicles purchased each year for the past five years. That average number is divided in half, resulting in the number of vehicles allotted to that customer. This means that for the 2023 model year, we will be unable to procure

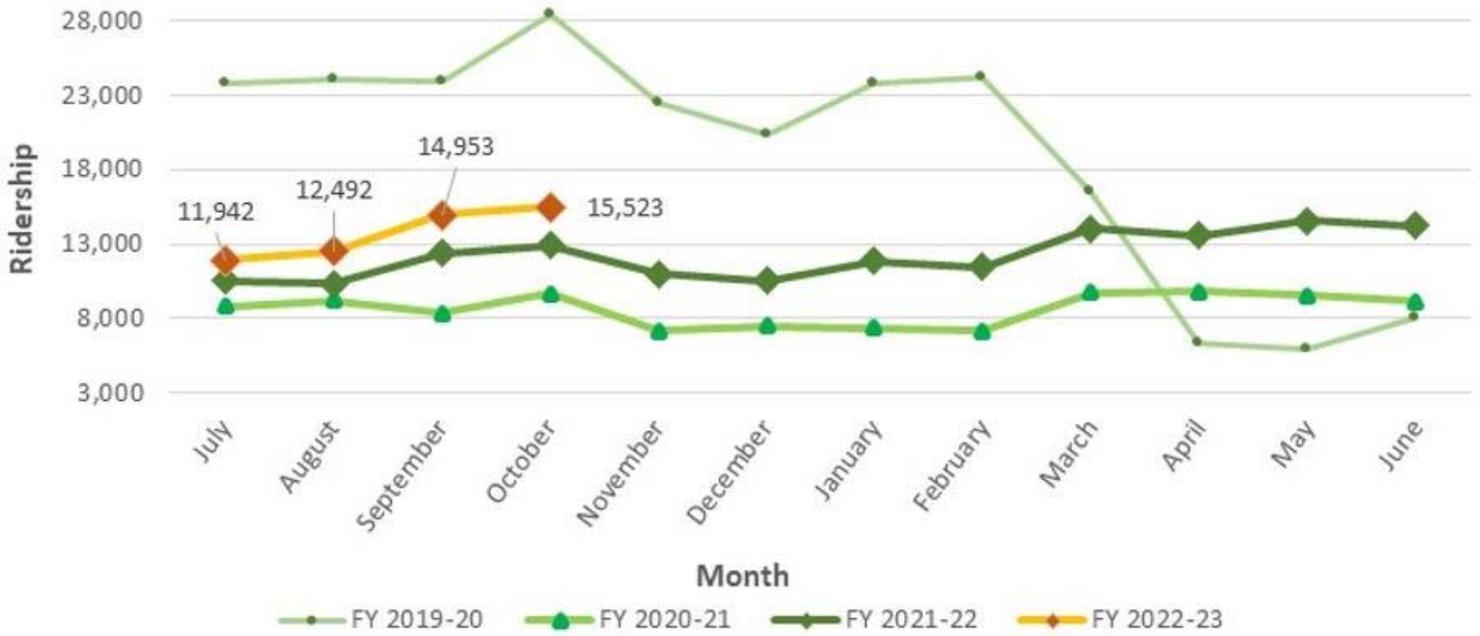
the needed number of vehicles through traditional means.

While we are working on alternative procurement procedures (while still adhering to public purchasing law), this could very well result in some level of budget carryover to next fiscal year, due to delivery timing.

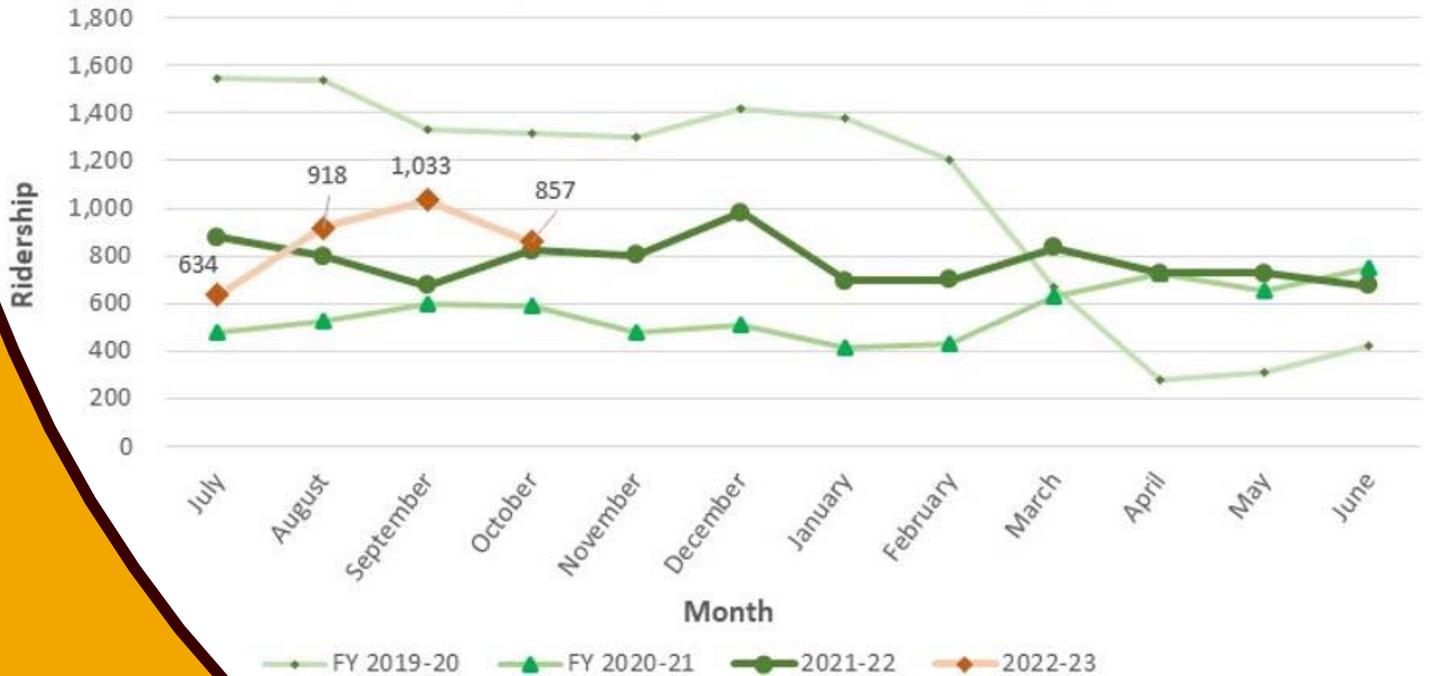


Operations - **Eric Loomis** Operations Manager

Fixed Route Ridership Trends by Month



Demand Response Ridership Trends by Month



Grants & Program Manager - Kelsey Lewis



In November, I participated in a weeklong virtual training about Title VI in public transit. For those less familiar with Roman numerals and references to law, that is Title 6 of the Civil Rights Act of 1964, which holds that *no person is excluded from participation in, or denied the benefits of its service on the basis of race, color or national origin*. This training could have been a dry listing of legal definitions and obligations, but I found it actually to be a refreshingly open and practical discussion with

transit professionals across the United States about how to provide meaningful public engagement and improve our access to transit for all the different folks who live in our communities.

We had some great conversation about the current resources available now for providing services in languages other than English, and how to ask what people need in ways that they can best answer. We will be thinking about this as we prepare for possible service changes out of the Transit Master Plan. Our current Title VI program (report) is [available on the website](#), and we will be updating it in 2023.

Transportation Options - Michelle Marston Program Coordinator

Each fall season when the clocks are set back an hour and our community begins traveling more during dark and dusk hours SMART launches its Be Seen. Be SMART campaign.

We encourage our passengers to add reflective materials, items, and or lights to there travel wear. Including a reflective /safety light to your wardrobe is essential for visibility during low-light hours. A bright safety strobe is key for passengers to signal drivers that they are waiting at bus stops. In some low lit areas passengers simply slip into the shadows.



SMART passenger almost invisible in the dark

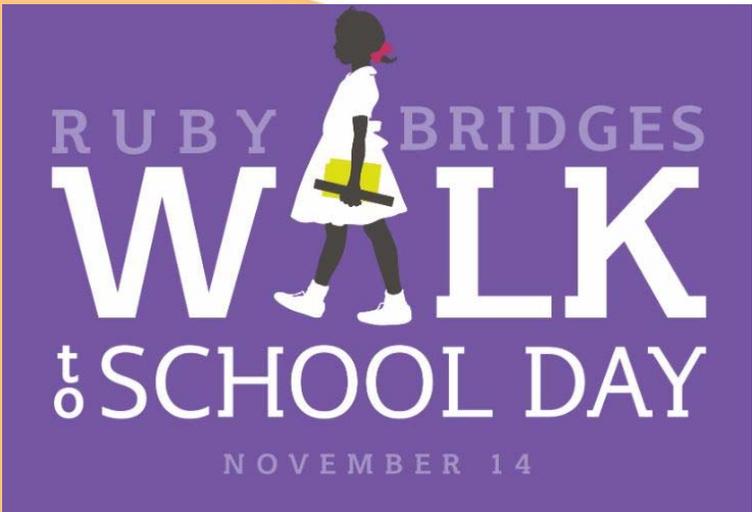


SMART safety table at Wilsonville Transit Center

Transportation Options - **Patty Tiburcio** Mobility Technician



In November, SMART supported local schools with Ruby Bridges Walk to School Day (RBWSD). On November 14, 1960, six-year-old Ruby walked to her first day at an all-white elementary school in Louisiana, marking an important milestone toward integration. RBWSD is the perfect opportunity to teach children about the civil rights movement and make connections to today’s collective efforts for change.



Meridian Creek Middle School had a great student turnout with its first-ever RBWSD. Before the start of the school day, students, staff, and the Assistant Superintendent of Middle Schools, Dr. Soisson, gathered near Boeckman Primary and walked to Meridian Creek.

https://youtu.be/f3HE_LRGQg0

November also included Meridian Creek Middle School’s Multilingual Night. SMART staff was present to share safety information and to encourage parents and students to add reflective materials such as

Lowrie Primary held an all-day event where individual classes walked around the exterior of the school and entered through the front doors. City Council members and local police joined some classes. As a sign of unity, students were encouraged to wear purple such as purple bracelets.

lights to help make them visible while walking or using transit at night.



Patty T. Shown tabling at Meridian Creek Middle School

The West Linn-Wilsonville School District created a [two-minute video](#) of the symbolic walks commemorating