



OCTOBER 2024 REPORT

Transit/Fleet

My parents taught me to always follow The Golden Rule. I learned that nothing good ever comes out of being mean and cruel. In case you are not familiar with this rule that dates back thousands of years, The Golden Rule says, “Do unto others as you would have them do unto you.” The Golden Rule assumes that each of us would choose to be treated with kindness and respect. Just to be clear, Oxford defines kindness as “the quality of being friendly, generous, and considerate. R-E-S-P-E-C-T is more than just a song originally written and performed by Otis Redding. Respect is “a feeling of deep admiration for someone elicited by their abilities, qualities or achievements.”

Let The Golden Rule ring from every city and from every state. From every mountainside, let the Golden Rule ring.

Dwight Brashear
Transit Director

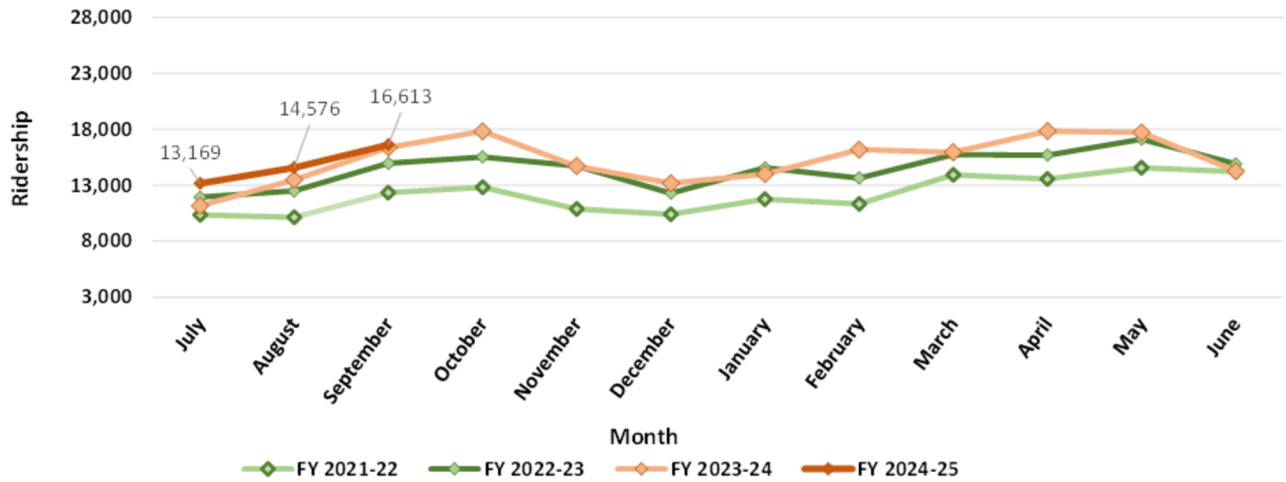




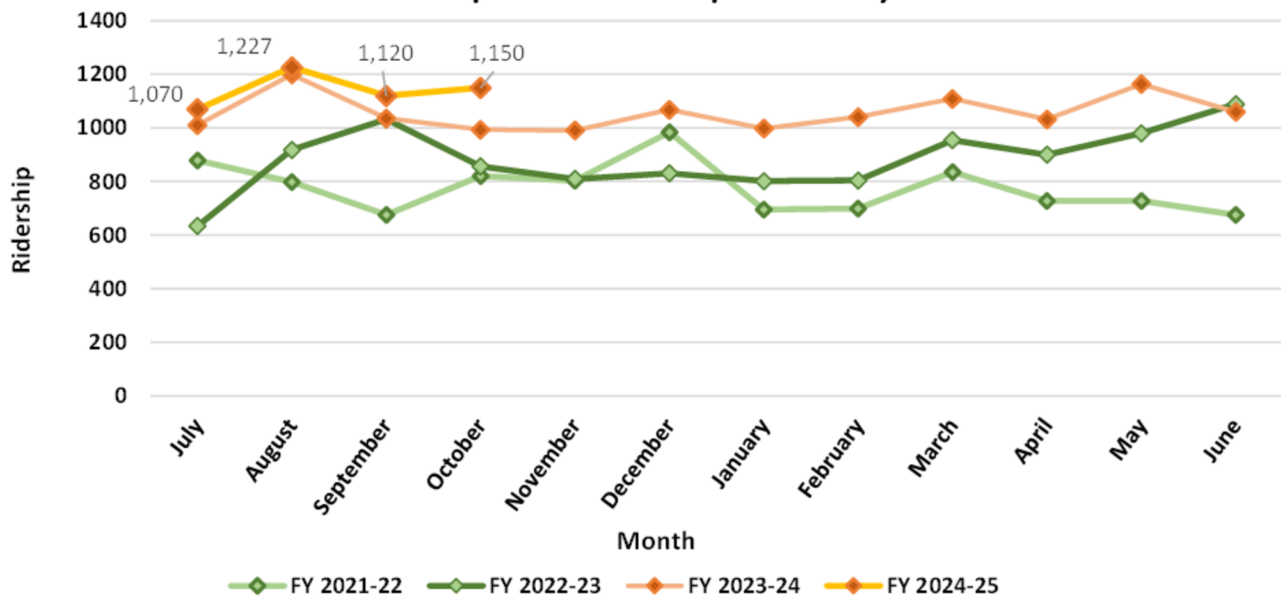
RIDERSHIP TRENDS

Anne MacCracken

Fixed Route Ridership Trends by Month



Demand Response Ridership Trends by Month



FLEET SERVICES

Scott Simonton

We just took delivery of two new Ford Maverick Hybrid pickups, to be assigned to inspectors in the Engineering Division. They are replacements of two 2008 pickups, which have surpassed their useful life. The existing vehicles will be decommissioned and sold at auction.

These new vehicles are paid for through the Fleet Replacement fund, which is funded on an ongoing basis by each of the divisions who require fleet vehicles in their work.



New Hybrid Ford Maverick pickups

GRANTS & PROGRAMS

Kelsey Lewis

October in Transit is the time of year when we prepare grant reporting on all of our grants, including all State (Departments of Transportation (ODOT) and Environmental Quality (DEQ)) and Federal (Federal Transit Administration) transit grants. These reports vary, but all of them require some kind of narrative description of the work accomplished and financial accounting of the funds we have spent in the last quarter or year. This is a busy time for us.

SMART staff is also preparing our Statewide Transportation Improvement Fund (STIF) plan for the next biennium (Fiscal Year 2026 and 2027) for approval by the Oregon Transportation Commission in January of 2025. Revenue projections from ODOT have come in relatively flat and we are adjusting our projects accordingly.

OPERATIONS

Brad Dillingham

Identifying and building a good transit service involves many factors. Additionally, different people and agencies have different ideas about what constitutes a "good" transport service. For some, the objective is productivity—having highly effective routes with increased ridership that concentrate on places with plenty of people and activities. For others, coverage—a focus on offering services across a community so that everyone has access to transportation—is the aim, giving less consideration to how efficient a service is.

Whichever philosophy you find yourself leaning towards, there is one thing that agrees with both schools of thought: frequency is a good thing. Whether or not your service goes through the heart of a community's central business district, or only through the suburbs, increasing how often the bus comes, benefits everybody.

Here at SMART, we have a mix of routes that could be considered good under both lenses. Earlier this month, we increased our frequency on the 2X service to Tualatin Park & Ride in a momentous way. A bus now departs Wilsonville for Tualatin at the top and bottom of every hour, all day long. This means that if you missed your bus, you would only need to wait a maximum of 30 minutes, regardless of what time of day you were at the bus stop. This is a big deal for us as this stop serves a good portion of our community and connects us with our neighbors to the North. Not many agencies can say that they can provide 30 minute service, much less all day long.



COMMUTE OPTIONS

Michelle Marston

SMART launched a new Commute Challenge for the month of October. Wilsonville businesses were given the information to share with their workforce and it was advertised onboard all the SMART buses daily during the month as well as on our electronic bus stop displays.

This commute program provides incentive prize drawings for people who traveled by methods other than driving alone to work. To be eligible, folks logged at least four days of non-single occupancy vehicle commutes during the month. Individuals could earn a second entry into the prize drawing by logging 8 or more days with eligible commute trips!

The purpose of the commute challenge was to encourage commuters to enroll in the get there platform and make it fun.



October Commute Challenge

Log your transit, walk, bike, scooter, carpool, & vanpool trips to be entered into a raffle drawing!

October 1-31

Join the fun at [GETTHEREOREGON.ORG](https://getthereoregon.org)

WILSONVILLE OREGON

SMART SOUTH METRO AREA REGIONAL TRANSIT

get there

GIFT CARD SPOOKY SEASON

The graphic features a witch silhouette, a cat peeking over a banner, a QR code, a bus icon, a car icon, and a spider icon.

