

SMART

SOUTH METRO AREA REGIONAL TRANSIT

August 2023 Report



Where were you on the morning of August 29, 2005? The day lives would be forever changed. The day the governor of Louisiana called me and many others to action. The day a storm of epic proportion slammed the Gulf Coast, branding its name on coastal cities in three states and forever claiming its infamous spot in history.

Hurricane Katrina remains a cataclysm that will forever stay on my mind. They say that “time heals all wounds,” perhaps, but I have long believed time to be neutral; not good nor bad, it’s just time. I would later discover that time is not always a natural healer.

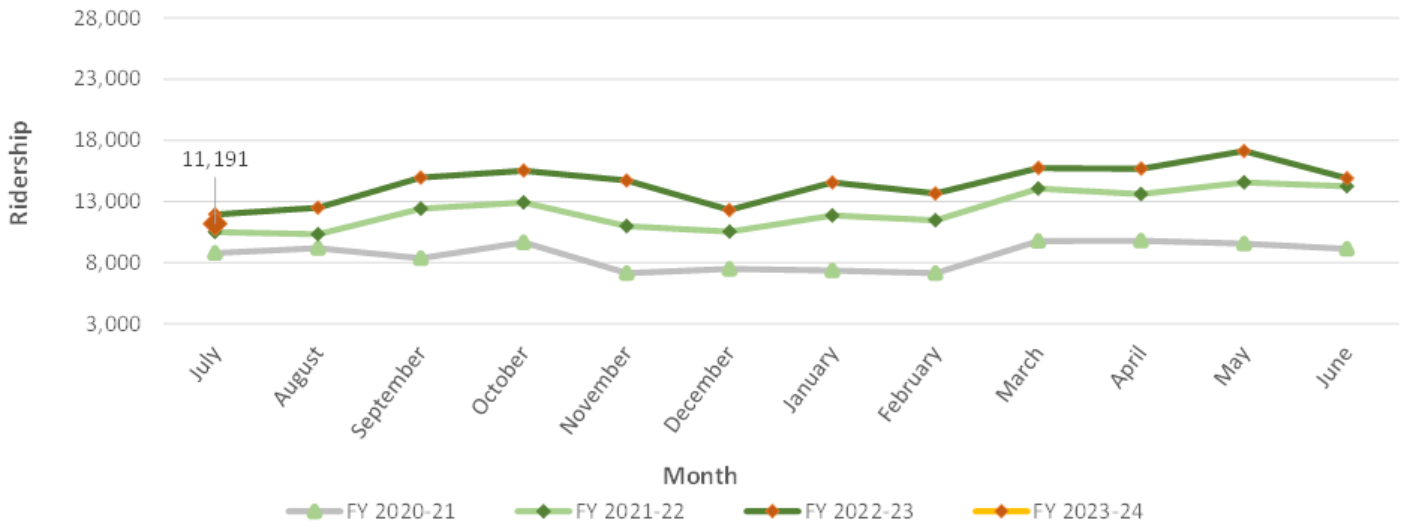
Many have asked me, Dwight, what was it like to be at ground zero? What was going through your mind when Katrina unleashed her anger on New Orleans, and you were called to serve? I was unable to formulate coherent answers to these questions in the immediate years following the hurricane wrought with death and destruction. I can now say without reservation that Hurricane Katrina was war-like. It was hell on Earth. I believe General George S. Patton described it best when he wrote: *“In forty hours I shall be in battle, with little information, and on the spur of the moment will have to make most momentous decisions, but I believe that one’s spirit enlarges with responsibility and that, with God’s help, I shall make them and make them right. It seems that my whole life has been pointed to this moment. When this job is done, I presume I will be pointed to the next step in the ladder of destiny. If I do my duty, the rest will take care of itself.”*

Dwight Brashear
Transit Director

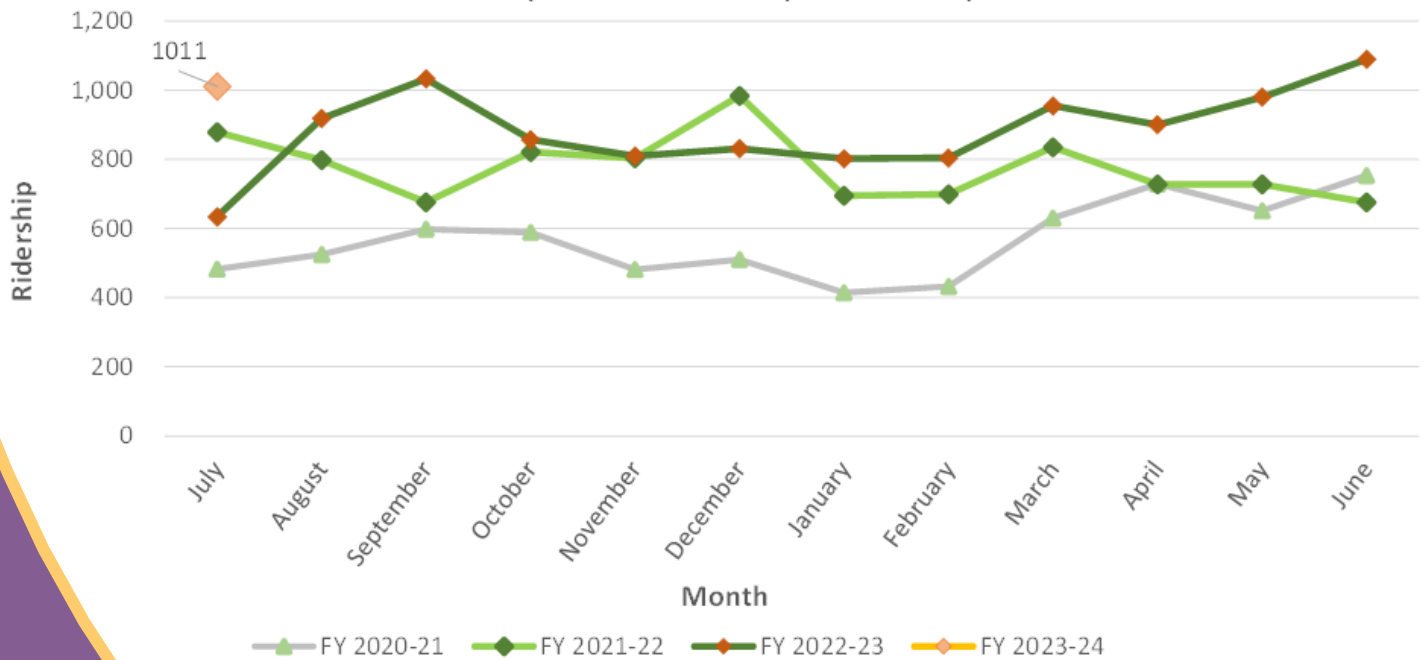


Operations - Anne MacCracken

Fixed Route Ridership Trends by Month



Demand Response Ridership Trends by Month



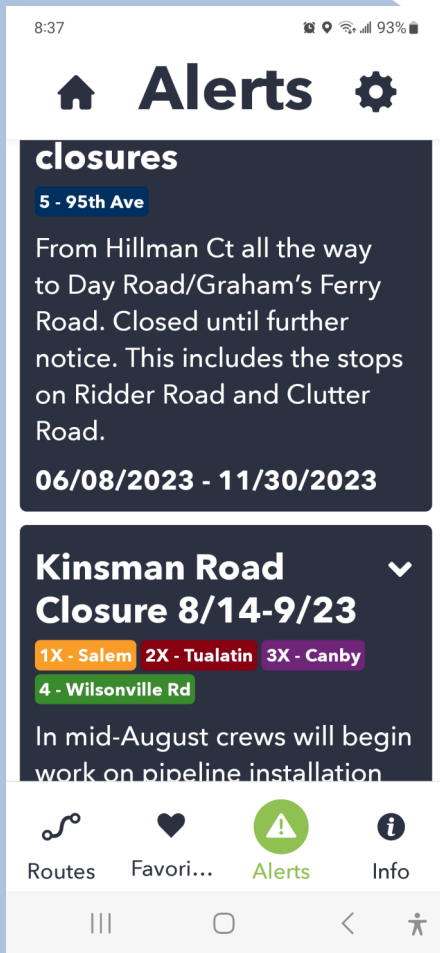
Operations - Eric Loomis

Most people associate a school bus with the color yellow. But many students are taking the green bus to school, the SMART green bus that is! As schools provide bus transportation to some students, not all students are eligible, depending on where they live. SMART works with the Wilsonville schools every year to bring transit service to meet the needs of students. We make sure a bus large enough to handle big groups of

children are on routes that serve schools. Schedules are adjusted to ensure students make it to school on time and don't have to wait long after school is out. SMART supervisors work with school principals and staff, including the school resource officer to provide a safe and convenient trip for our young travelers. Our ridership on Route 4 increases by about 14% on average when school begins.



Grants & Programs - Kelsey Lewis



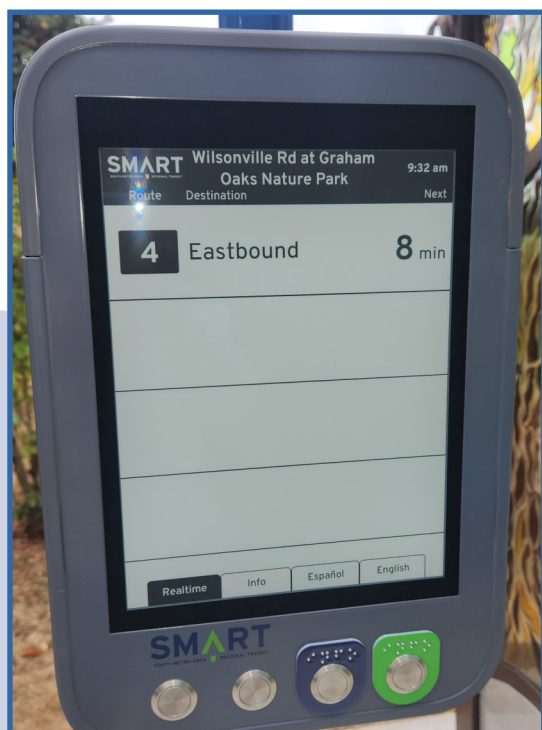
This August we connected with the community at many local events, including farmer’s markets, Rotary concerts, and back-to-school preparation events.

The active construction around town has included many bus routing detours, which we have been reporting to our riders through alerts on our website, our transit app *mySMARTbus*, and through notices on bus and at bus stops.

This summer we took an inventory of all our bus stop signage to note signage that needs replacement and to continue good communication about our service.



Fleet - Scott Simonton



Electronic displays have been installed at 13 bus stops around the City. These displays will allow SMART's customers to receive real-time arrival and departure information. In addition, the units will display special messages, such as route and schedule changes, or closure notices.

The units are battery powered, utilizing battery technology which provides an expected battery life of 3-5 years, simplifying both installation and ongoing maintenance. Some locations, where suitable, are equipped with solar panels. The solar equipment is not powering the units, rather it recharges the batteries, lengthening battery life.



Completed installation, including solar recharge option (solar on top of sign pole)

Commute Options - Michelle Marston



**Join or create a team.
Log trips + remote work.
Win prizes & get recognized!**

**The Get There Challenge
Oct. 1-15**



SMART is gearing up to promote this year's Get There Challenge that will run Oct. 1-15. Early Bird Achievements will officially launch on Sept. 5 and run through Sept. 30.

This statewide challenge is to encourage people who live or work in Oregon to drive alone less and use transportation options more. Transportation options include biking, walking, transit, carpooling, vanpooling, or working remotely. This year a new challenge is added to create worksite teams for employees to join or have employees create teams.

Teams compete for recognition and rewards by logging trips taken by carpool, vanpool, bike, foot, and transit and remote work days. Employers can create worksite teams for employees to join. Visit GetThereOregon.org/Team to create a team!

Safe Routes to School - **Patty Tiburcio**

SMART staff tabled at Grace Chapel's Gear up for School and at the West Linn -Wilsonville Family Empowerment Center (WLWV FEC) Back to School Resource Event. These two events allowed SMART to reach over 600 families with bus information and safe routes to school programming opportunities that include the Walking School Bus.



Summer Interns at WLWV Empowerment center outreach event

To garner more awareness about Walking School Buses, SMART staff raffled off scooters donated by Legacy Health during the WLWV FEC Back to School Resource Event and Party in the Park. To enter the raffle, families were encouraged to take a photo using the Walking School Bus photo frame and then post the photo to SMART's Facebook page. Our four lucky winners were quite happy to receive their scooters.

SMART staff also visited Canby for their Bridging Cultures event. Outreach included information on the free 3X Express to Wilsonville, job opportunities, and upcoming Learn-to-Ride Bike Clinics. This event allowed us to reach the Spanish speaking community in Canby.



Summer Interns at Bridging Cultures outreach event in Canby



A couple of photo entries into the scooter raffle