

SMART

SOUTH METRO AREA  REGIONAL TRANSIT

February 2023 Report



let's ride this life
TOGETHER

February is the only month of the year inextricably tied to the concept of love. It is also the only month to possess fewer than 30 days. Named for the Roman god Februus, February, though small, it is also mighty and takes a back seat to no other month.

With Valentine's Day upon us and love in the air, I thought it would be appropriate to share with you, the reader, my most limited experience with love.

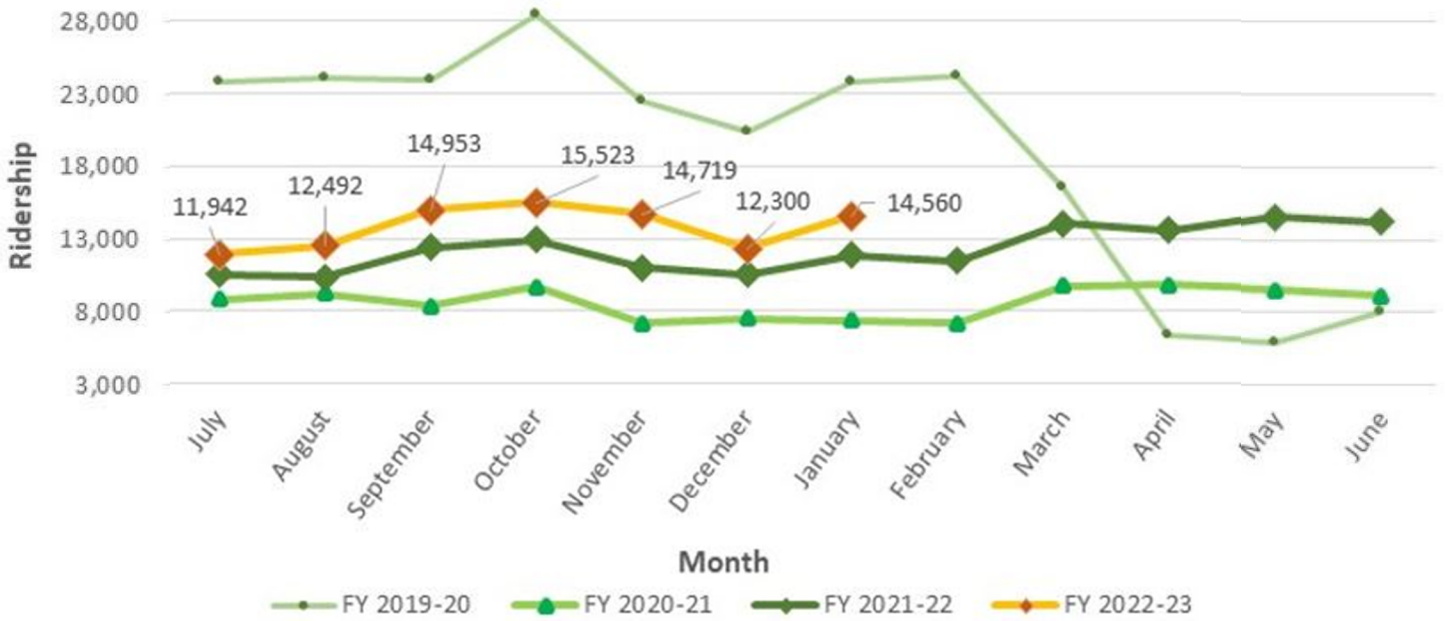
I have come to understand that some people fall in love many times over a lifetime. Unfortunately, I wasn't so lucky. I fell in love but once. I fell in love once with my prepossessing wife, once with public service, once with my perfectly eccentric daughter, once with my admirably tranquil son, once with the people of Louisiana who faced Hurricane Katrina head on, once with the team of brave men and women who worked tirelessly to move victims of the hurricane out of harm's way, and once with all the selfless residents of *SMARTville*, which is a special place located in close proximity to the heart of Wilsonville. All things considered, I have encountered enough love to last me a lifetime.

Dwight Brashear
Transit Director

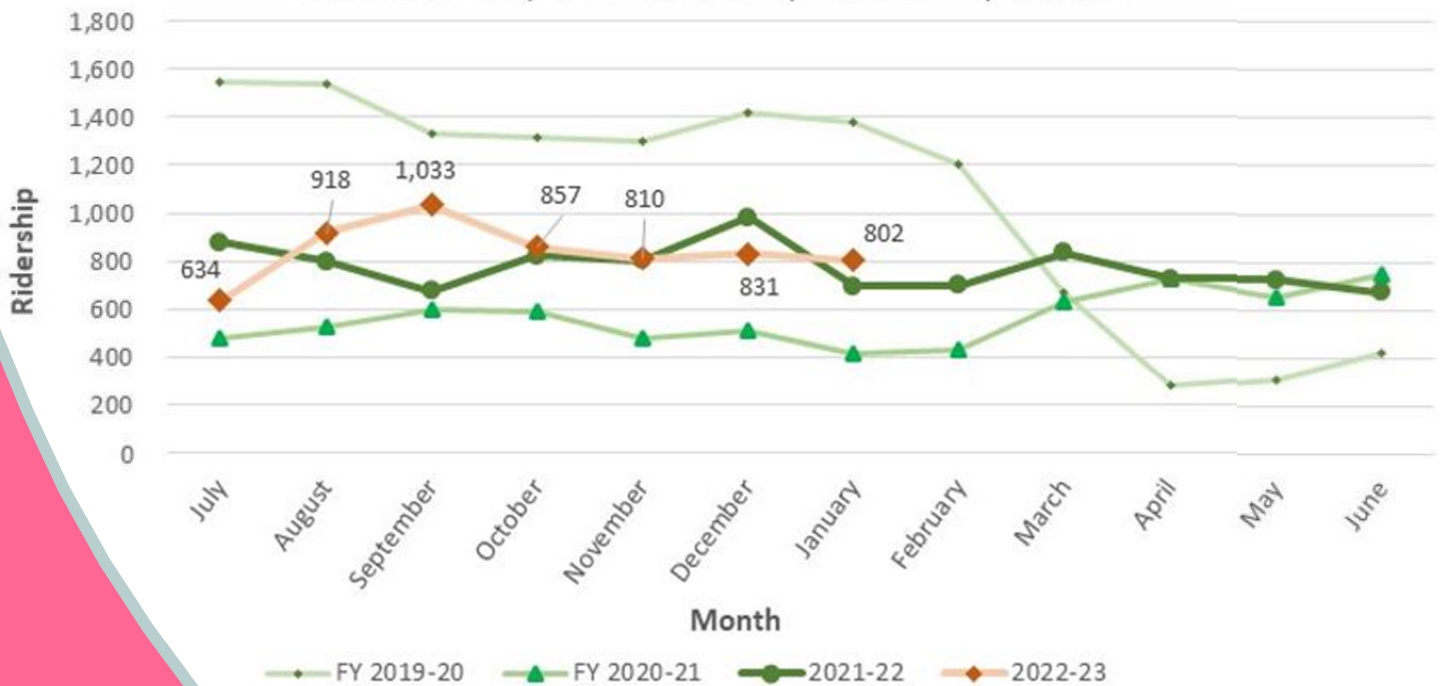


Operations - Anne MacCracken Management Analyst

Fixed Route Ridership Trends by Month



Demand Response Ridership Trends by Month



Operations - Eric Loomis Operations Manager

Storms come in many forms and SMART has seen a few come through. From driver shortages to bus acquisitions, everyone on the SMART team has stepped up to endure through the turmoil. We welcomed two drivers to the team in February with two more on the way!

With our vigorous training program, they will be out driving buses with smiling faces in March. We are seeing a shimmer of sunshine breaking through on our journey to being fully staffed and growing our services.

Not all storms are figurative either. In February we saw a few days of snow. Although it slowed us down, we were able to run all routes both in Wilsonville and to our neighboring communities in

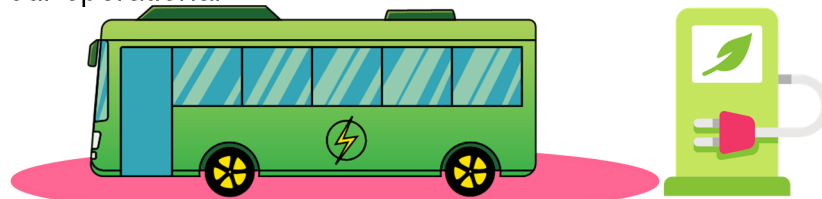
Tualatin, Canby, and Salem. Our staff always shows up prepared and ready to take on inclement weather. The two-way radio turns into a chatter box of communication to ensure we don't leave any passengers behind in the cold. From shoveled sidewalks to chaining tires on buses, the city departments work like a well-oiled machine – especially Fleet and Public Works – to keep our buses moving and getting people safely to their destinations.



Grants & Program Manager - Kelsey Lewis

SMART receives Statewide Transportation Improvement Funds (STIF) to support new transit operations based on a formula. Every two years, we also have the opportunity to apply for STIF Discretionary, or competitive, grant dollars. This winter SMART staff applied for two discretionary grants. The first is a mobile battery back-up unit to charge our electric vehicles in the event of loss of power for an extended period. The second is to study our transit system to better understand which electric charging technologies will work for our operational

model, routes, and topography. In particular, we do not currently use our battery electric buses on our 1X route from Wilsonville to Salem and need to understand the requirements to be able to deploy electric buses on that route. These two projects will help us continue to transition to alternative fuels for our bus fleet. We will find out if we are successful with these two grant applications later this spring.



**Transportation Options - Michelle Marston
Program Coordinator**

This February we have really stepped up the social media advertising for our newly launched vanpool program. In addition, a Now Hiring campaign runs in full force. Here are a few of the animated movie images you may see on the two platforms of Facebook and Instagram.



SMART also honored a couple of centenarian passengers this month who are regular users of our Dial-a-Ride service. Staff visited them at their homes and presented them with a bouquet of roses to help celebrate their 100 years, and many years with SMART service.



*Happy
100th*

Transportation Options - Patty Tiburcio Mobility Technician

In February, SMART supported Wilsonville schools with Winter Walk+Roll to School Day. This event is a great way for families to continue being active while practicing pedestrian safety during Oregon's winter months. Participating schools had a great turnout considering the chilly and foggy 32-degree weather.

Boones Ferry Primary School (BFPS) participated in their first Walk+Roll event this school year. SMART staff worked with the Parents & Staff for Students (PSS) to schedule a Walking School Bus that began at Walt Morey Park. Students and parents joined at the beginning of the walk and along the route by walking, riding a bike, using a scooter, and rollerblading.

Meridian Creek Middle School (MCMS) participated in their second walking school bus. SMART staff helped MCMS schedule their event and provided advertising materials. Before the start of the school day, students met Principal Ewbank at the entrance to Boeckman Primary and walked to Meridian Creek.

SMART and Northwest Housing Alternatives (NHA) staff continued hosting a Walking School Bus (WSB) from Autumn Park Apartments to Boones Ferry Primary School. Participation in the WSB has been steadily growing. SMART staff also supported NHA staff in applying for Metro's \$500 micro-grant and ODOT's Innovative Mobility Program to support NHA's safe routes to school program.

Staff hung fence banners at Boones Ferry, Boeckman Creek, and Lowrie Primary School's to promote SMART's upcoming *Spring Break Learn to Ride Clinics*.

SMART staff also visited the ESL class sponsored by Goodwill at Wilsonville's Library and provided the non-English speakers with information about SMART services.

Ride Connection and SMART staff presented a second Travel Training session in which participants learned about safe, independent travel for older adults and people with disabilities. Upcoming sessions will include group transit trips to Canby to learn about doctor's office locations and a trip to Washington Square Mall to practicing bus transfers.

