



September Report Transit/Fleet

John D. Rockefeller once said - “Don’t be afraid to give up the good to go for the great.” Jonathan Ive, of Apple Corporation, took Rockefeller’s saying and condensed a bit. He simply said - “Good is the enemy of great.” Both of these quotes on their face come across as strange statements for someone to make... but are they? I am convinced that both Rockefeller and Ive were definitely on to something.

Good, better, or best. If you could only choose one for yourself, for your children, for anyone you care deeply about, which would you choose? In 1967, while speaking to a group of middle school students in Philadelphia, Dr. Martin Luther King, Jr. put it this way: “If you can’t be a pine on the hill, be shrub in the valley. But be the best little shrub on the side of the hill. Be a bush if you can’t be a tree. If you can’t be a highway, just be a trail. If you can’t be the sun, be a star. For it isn’t by size that you win or fail. Be the BEST of whatever you are.”

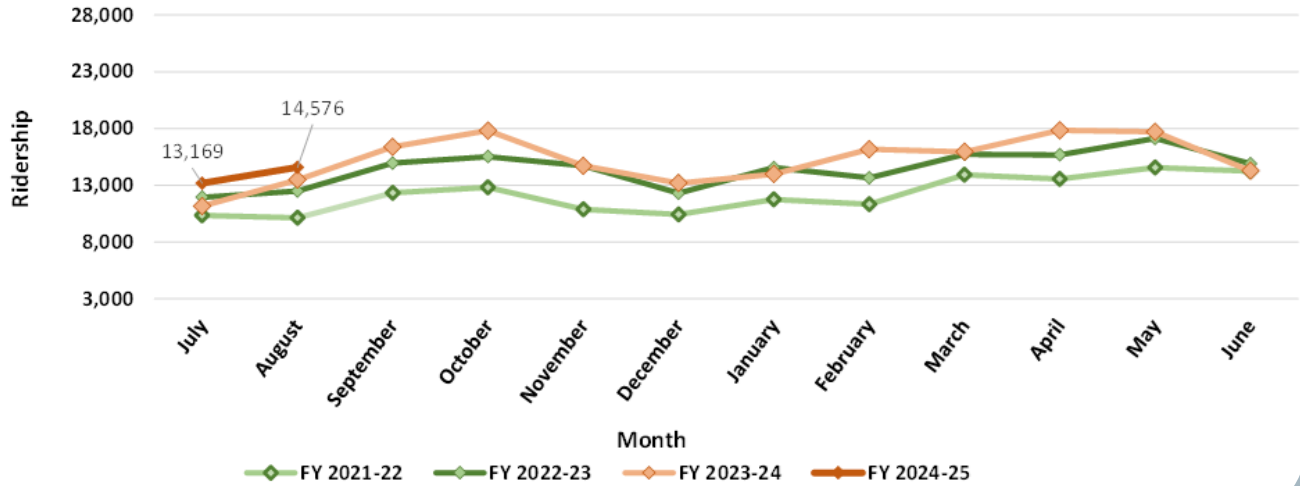
Dwight Brashear
Transit Director



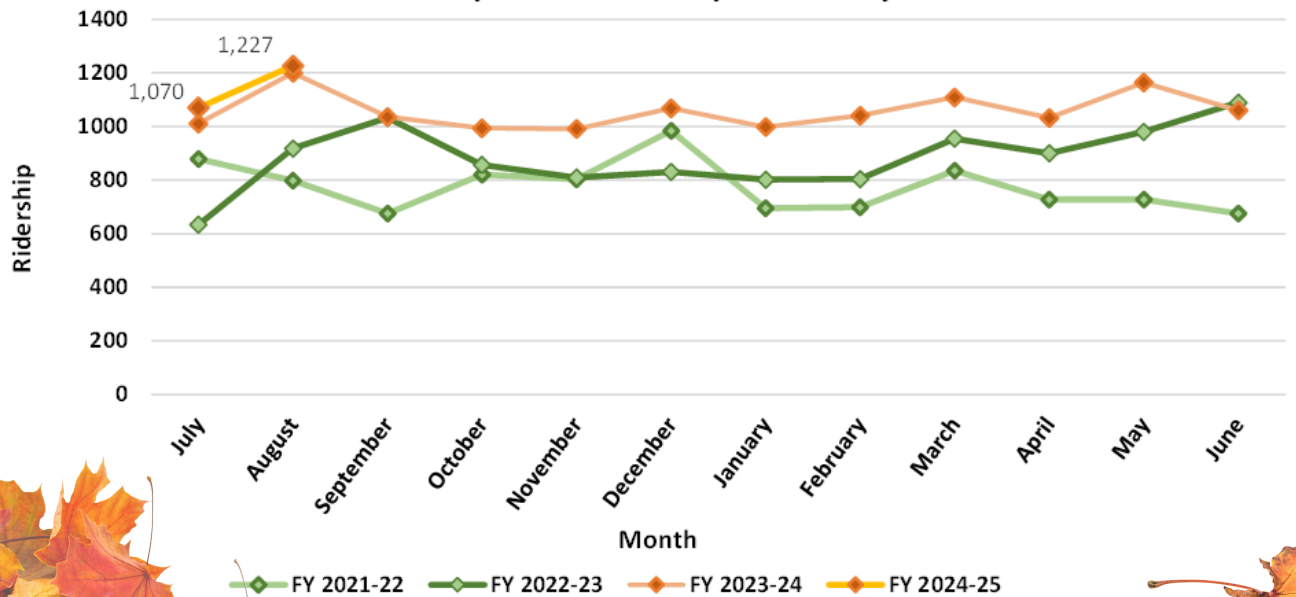
RIDERSHIP TRENDS

Anne MacCracken

Fixed Route Ridership Trends by Month



Demand Response Ridership Trends by Month



FLEET SERVICES

Scott Simonton



Villebois



On September 23, SMART reintroduced service on the Route 7, serving the Villebois neighborhood. Modifications were made to the route, requiring relocation of several bus stops. Fleet staff handled the removal and installation of several bus stop signs as part of the project.

OPERATIONS

Brad Dillingham

September was an exciting month for SMART! We brought back service to the Villebois neighborhood!

We began the new and improved Route 7 Villebois service that was discontinued during the pandemic. Prior to the pandemic, Route 7 travelled in a short loop along Costa Circle and then terminated at the Transit Center. The new service follows the same Costa Circle loop, arrives at the transit center, but then continues on to Town Center, connecting Villebois and nearby neighborhoods to City Hall, Safeway, the Library, and the rest of Town Center Shopping Center. This “figure-8” service operates every 45 minutes, connecting seamlessly with the Westside Express Service (WES) train that travels up to Tualatin, Tigard, and Beaverton.

Transit is something that people don’t often consider as an option when it comes to going to work or traveling to the grocery store. However, all it takes is one successful trip for many people to realize that transit is a stress-free and convenient way to get around. And of course, like our other routes, this new service is free to use for passengers. Wherever you live, give transit a shot! You might find your new favorite way of getting around the community.



COMMUTE OPTIONS

Michelle Marston

The **Get There Car Free Challenge**
Sept. 16-22, 2024 launched during September.

The 2024 Get There Car Free Challenge was an opportunity to drive less and use transportation options more for the chance to win prizes!

Folks were encouraged to join the movement by pledging to drive less for one week and logging trips taken by transit, walking, biking, scooter, carpooling, and vanpooling. We encouraged everyone to participate for a chance to win prizes!

Take the pledge: Take the pledge to drive less during the week of September 16-22.

Log your trips: Log at least 2 trips in Get There taken by transit, walking, biking, scooter, carpooling, and vanpooling.

The final day of the Challenge was, Sunday, September 22, to celebrate the annual World Car Free Day event and the many benefits of driving less. More challenges are in the planning stage and coming soon!

GRANTS & PROGRAMS

Kelsey Lewis



The Vuela Transit Oriented Development (TOD) project at the Transit Center is well underway. We are planning ahead for the next phase in the construction which means we'll move about half of our bus stops at the Transit Center to the south side of the park & ride lot later this year. There is still a long way to go and each step closer is encouraging.



Meanwhile, we continue to recruit for our new Safe Routes to School Coordinator to continue our programming with local schools and to lead biking programs.