



# SMART

SOUTH METRO AREA REGIONAL TRANSIT

## 2024

## March Report Transit/Fleet

It is said – “March comes in like a lion and goes out like a lamb.” But what do we actually know about the month of March? We know that it is the third month of the year. We know it has 31 days, as does January, May, July, August, October, and December. We know that March ushers in spring and that March opens its doors to Daylight Saving Time, which results in one less hour of sleep for the sleepy.

What don't we know about matius mensis (the month of Mars)? March was named for Mars, the Roman god of war. Until circa 153 BC, March represented the first month in the ancient Roman 10-month calendar. March always begins on the same day of the week as November, the same applies to February in common years. March is the best month for basketball, but when it comes to worker productivity, March is the worst. I'm thinking both of these realities are directly tied to College March Madness. Finally, since 1988, March has been designated Women's History Month, which makes March a month worth celebrating. Here's to all the women that make Wilsonville City government run like a well-oiled machine.

Happy vernal equinox,

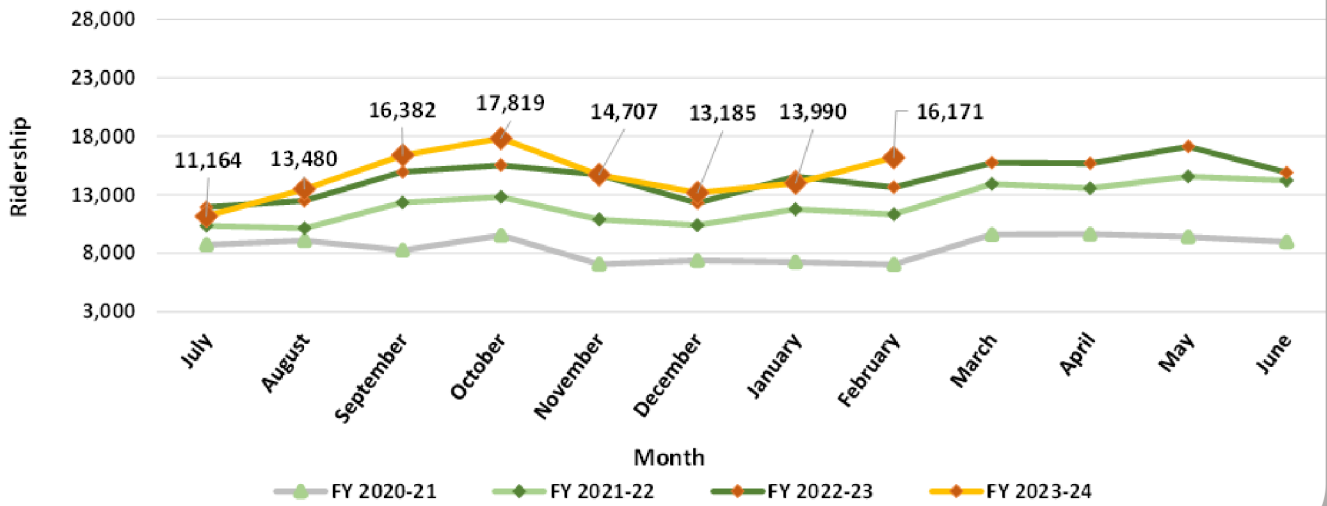
Dwight Brashear  
Transit Director



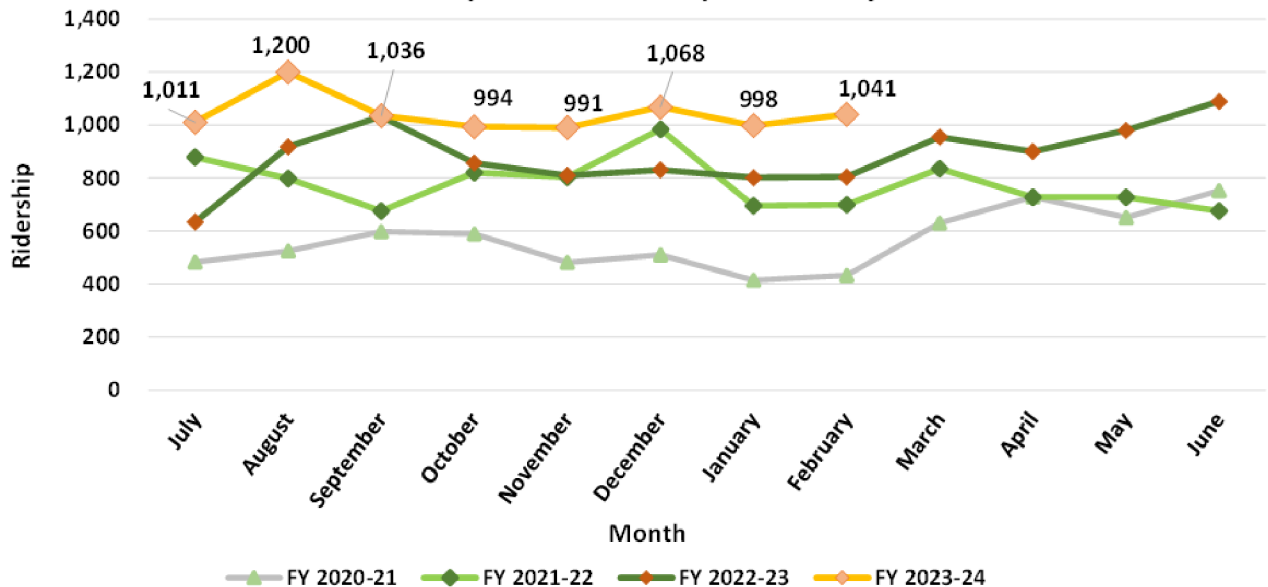
# RIDERSHIP TRENDS

Anne MacCracken

### Fixed Route Ridership Trends by Month



### Demand Response Ridership Trends by Month



# FLEET SERVICES

*Scott Simonton*



We are happy to announce a new employee in Fleet. Peter Young has joined us as a Service Worker. Peter's primary focus will be cleaning and maintenance of bus stops. He will also assist with the daily cleaning of buses, and minor repair tasks around the maintenance shop.

Notably, he will provide coverage on Saturdays. This will be the first time Fleet has provided weekend coverage, which will allow bus stop maintenance work to occur at a time causing less impact to customers.

## OPERATIONS

*Brad Dillingham*

We are optimistic that we will be able to expand and begin to implement some of the changes outlined in our 2023 Transit Master Plan soon. In March we were able to add a new driver to our ranks but we also had one leave.

Other than that, there haven't been any significant hiccups in service. We have been able to adjust to the delays caused by the new water pipeline being built in the northwest section of town. Most recently, we had to rearrange our Route 5, which runs between our Transit Center and Commerce Circle, where we connect to TriMet to the north. In order to safely and effectively avoid the work along 95th Avenue, the 5's temporary route now crosses over to the east side of I-5 via Parkway Avenue.

Much like building a water pipeline, improving upon a service that is already reliable and dependable, takes time. We'll get there!

# COMMUTE OPTIONS

*Michelle Marston*

A new site specific Spring Commute Challenge launched March 15 and will run through April 12. Vision Plastics agreed to be our first pilot worksite commute challenge participant. With over 100 employees this site was selected to pilot a smaller scale challenge rather than the annual statewide Get There Challenge. Vision Plastics human resources will help promote internally through the challenge period.

The goal of this challenge is to encourage Vision Plastics employees to reduce single occupancy vehicles and explore alternate commute choices. With a solid participation rate, the plan is to offer these incentive commuter programs on a quarterly basis, to line up with the grant funding available.

**SPRING  
COMMUTE  
CHALLENGE**

• HOW TO GET STARTED •

 [GETTHEREOREGON.ORG/VP](https://getthereoregon.org/vp)

- 1 REGISTER TO JOIN & create account or LOGIN TO JOIN if you have an existing account with Get There Oregon.
- 2 Log transit, bike, walk, carpool or vanpool trips by filling in the details.
- 3 When you reach 30 points redeem for electronic gift card. 

# GRANTS & PROGRAMS

*Kelsey Lewis*

Each year, as part of the City's annual budget, SMART staff compiles potential projects that utilize Federal Transit Administration (FTA) funding for the upcoming fiscal year. The list of projects and associated costs is known as the Program of Projects, or POP. The POP provides a window into a small piece of the City's overall budget, with more detail about individual projects we plan to complete. Members of the public have opportunities to comment on these projects at the Budget Committee and June City Council meeting

when the budget is adopted, as well as submitting comments via email beforehand. For the last few years, we have been translating and publishing the POP in Spanish. This year's POP will be published in the Wilsonville Spokesman and on our website. We also present the POP at Metro's Transportation Policy Advisory Committee (TPAC) for more visibility in a regional context. We are continuing to look for ways to make the POP more engaging and accessible for our community members.



# SAFE ROUTES TO SCHOOL

*Patty Tiburcio*

Boeckman Creek Primary's Walking School Bus continued to gain momentum as more families learned about the program and the benefits that come with a morning walk to school. There was a short hiatus due to Spring Break. The Walking School Bus resumes in April.

During spring break, SMART staff held a week-long Learn-to-Ride Bike Clinic for students who are eager to learn a skill that will last a lifetime. There are many benefits to a child learning to ride a bicycle such as promoting self-confidence and independence.

Participants learned to ride at Wilsonville's Transit Center which provides a non-traffic environment and allows students to receive safety education and support to encourage biking to school and around Wilsonville.



*Boeckman Creek Walking School Bus.*



*Isaiah and William at Bike Clinic.*



*Holden at end of Bike Clinic.*



*Savannah and Holden at Bike Clinic.*