



SMART

SOUTH METRO AREA

REGIONAL TRANSIT



DECEMBER **2025 REPORT** Transit/Fleet

Public service has been an inextricable part of my life for over four decades. Why is that you might ask? Well, I can only answer that question this way. Why is water a part of snow? Why does the sun rise in the East and set in the West? Why does winter follow fall? Why does the thought of my wife cause my heart to skip a beat? I guess the answer to all these questions is exactly the same...it's just got to be that way. Happy Holidays!

Dwight Brashear
Transit Director



OPERATIONS

Diana Kotler

As 2025 comes to a close, it is time to recognize the accomplishments achieved and look ahead to the coming year as SMART continues to expand its family of services for Wilsonville residents and the local business community.

Grassroots transit systems are built to provide essential public services that open doors to opportunity, promote social engagement, and help communities stay connected and thrive. In 2025, SMART led the way by providing more than 150,000 fixed-route trips and over 11,000 demand-responsive trips, reinforcing our commitment to accessible and reliable transportation.

In 2026, the SMART Transit Center will reopen to its original operating footprint with the goal of serving Vuela residents, commuters, and the broader Wilsonville community. Once construction is complete, the SMART Customer Service Center will open its doors. SMART staff will work closely with Wilsonville Community Sharing and Vuela property management to inform and design services that accommodate transportation needs of Vuela residents.

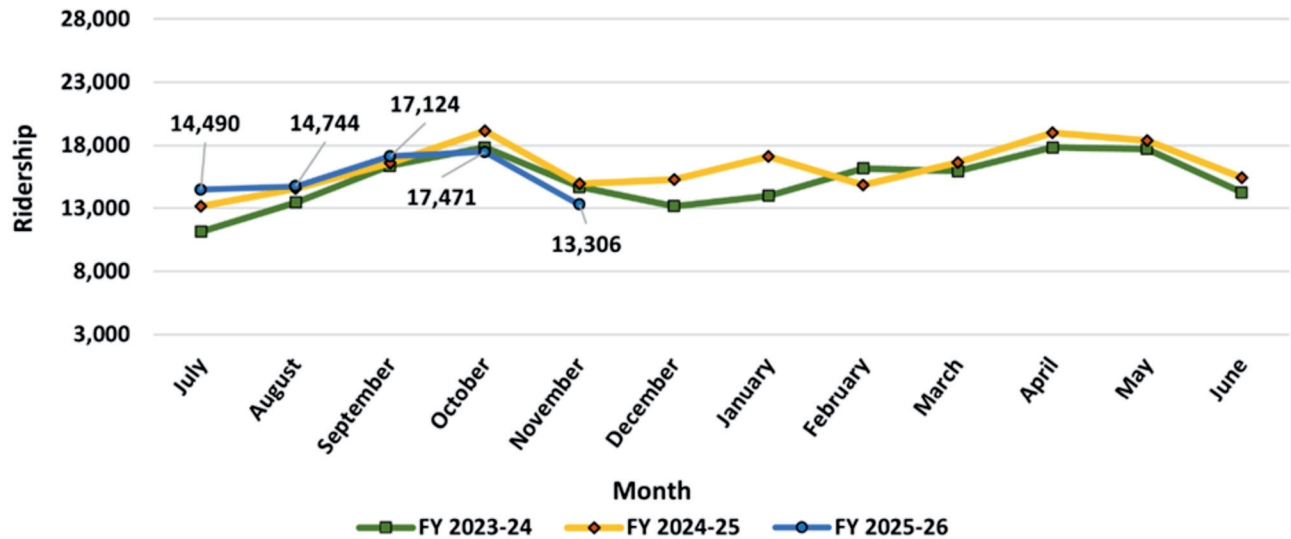
Looking ahead, 2026 will begin with the launch of a new SMART service route to the Amazon Fulfillment Center in Woodburn on January 5, 2026. Additional service enhancements, streamlining efforts, and the introduction of a new route to Clackamas Town Center are also planned for 2026. Staff will continue to provide regular updates as these initiatives move forward.



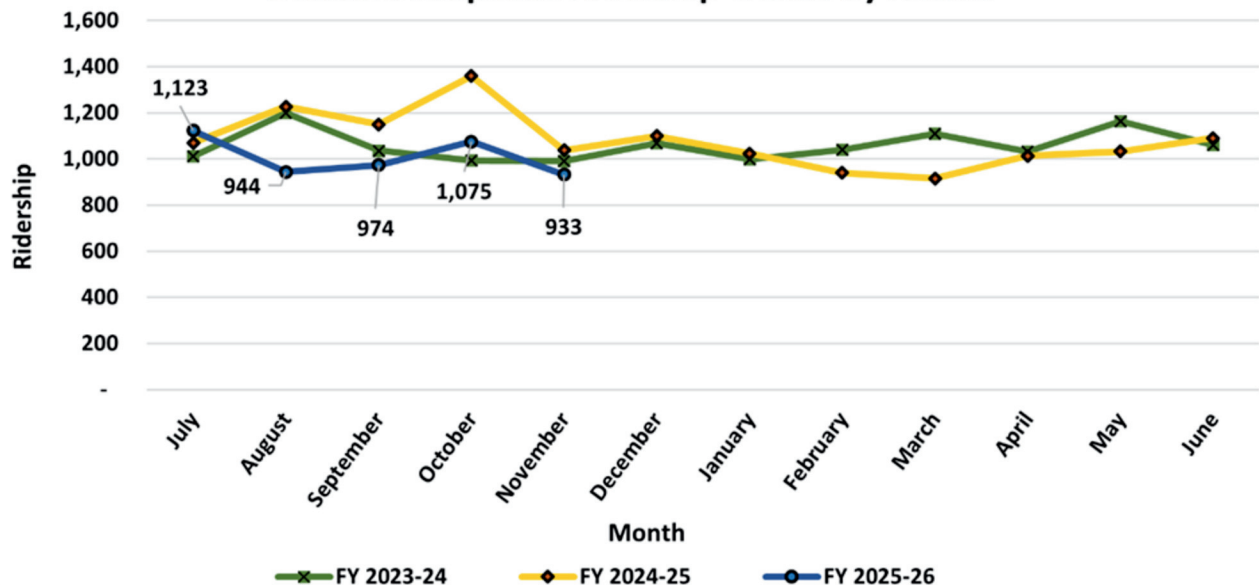
RIDERSHIP TRENDS

Anne MacCracken

Fixed Route Ridership Trends by Month



Demand Response Ridership Trends by Month



FLEET SERVICES

Scott Simonton

Updating signage for SMART has been one of Fleet's main projects. As two new routes begin soon, destination signs in all buses are being updated to include the new Woodburn and Clackamas routes. Signs at bus stops also are being changed to reflect the additional service.

With the completion of the Vuela project coming, the transit center is set to reopen soon. New bus stop signage is being installed in the bus turnaround as a part of the reopening and realignment process.



GRANTS & PROGRAMS

Kelsey Lewis

In the week of December 8, we experienced an atmospheric river here in Wilsonville. It made for a great opportunity to observe how well our new maintenance yard expansion was built to deal with stormwater. I am happy to report that despite the large volume of water hitting our expanded lot for many days in a row, it was all flowing away as designed and intended. This is a good sign for the longevity of our maintenance yard and our ability to run quality transit service in unusual weather.



COMMUTE OPTIONS

Michelle Marston

SMART has introduced a new challenge to keep commuters motivated and engaged during the winter months. The *Winter Blues Community Transportation Challenge* runs from December 1, 2025, through January 31, 2026.

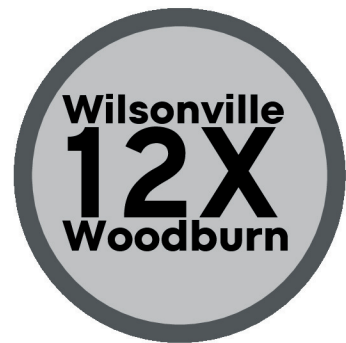
Participants are encouraged to log their walk, bike, bus, train, carpool, vanpool, or remote work trips to help reduce emissions and strengthen community connections.



Each trip logged earns an entry into a \$100 eGift Card raffle and the opportunity to unlock exclusive Winter Blues Challenge badges for participation and achievement. The raffle drawing will take place on February 3, 2026. Bundle up, stay warm, and travel SMART this winter!



In preparation for the launch of the new 12X-Woodburn route, staff completed the development of a comprehensive set of outreach and informational materials. These efforts included the creation of advertising assets, posters, media screen displays, bus stop signage, and informational brochures designed to raise awareness and support public understanding of the upcoming service. The route schedule has been finalized and is now available to the public at RideSMART.com/12X.



SAFE ROUTES TO SCHOOL

Wyle O'Neill

This year, SMART Safe Routes to School (SRTS) staff supported students and families through a range of programming that encouraged active transportation and built community around walking, biking, and taking SMART. Highlights included starting and reaching a critical mass mass of 20 students for the Lowrie Bike Bus, coordinating Ruby Bridges Walk to School Day outreach and celebrations where we supported a student-led walking school bus, collaborating with the Wilsonville Public Library on the I Am Ruby Bridges Story Walk installation, bike maintenance programming, and partnering across schools to deliver bike education and

events that included learn to ride bike clinics and bike rodeos. These efforts helped increase visibility, participation, and excitement around safe, healthy ways to get to school.

As we wrap up the year, planning is already underway for next year's SRTS programming, with a focus on expanding opportunities for walking school buses, bike adventures, strengthening partnerships, and continuing to build momentum with all the schools in Wilsonville.

