

SMART

SOUTH METRO AREA  REGIONAL TRANSIT

There are times in life when you hear something that shakes you to your very core. I had a recent experience that did just that.

A professional colleague suggested that “reliability in the workplace has become passé, and that finding true reliability, the old fashion kind, is like finding a needle in a haystack.” To say I was floored, is quite the understatement. The need to pushback was overwhelming.

Merriam-Webster defines reliability as “the quality or state of being reliable.” Reliable is defined as “suitable or fit to be relied on: Dependable.”

Having had plenty of time to ponder the concept of reliability, and with my core steadied, I decided to hold fast to that which I have long believed – reliability is not only alive and well, reliability is a necessary component for those who seek to maintain a prosperous and productive work environment.

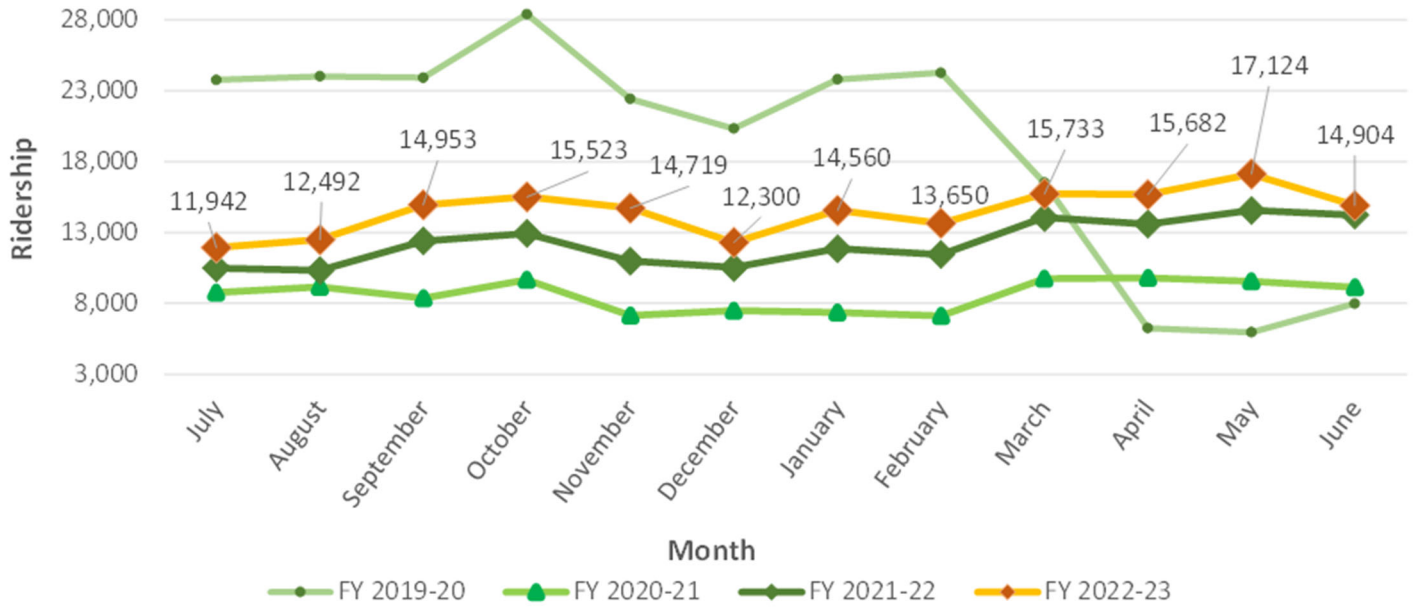
In public transit, an industry to which I have dedicated my entire life, reliability serves as the foundation. I see public transit and reliability as being inextricably bound together. If our customers perceive our service to be unreliable, our mission statement is of no consequence, and I have lived my entire adult life in vain.

Dwight Brashear
Transit Director

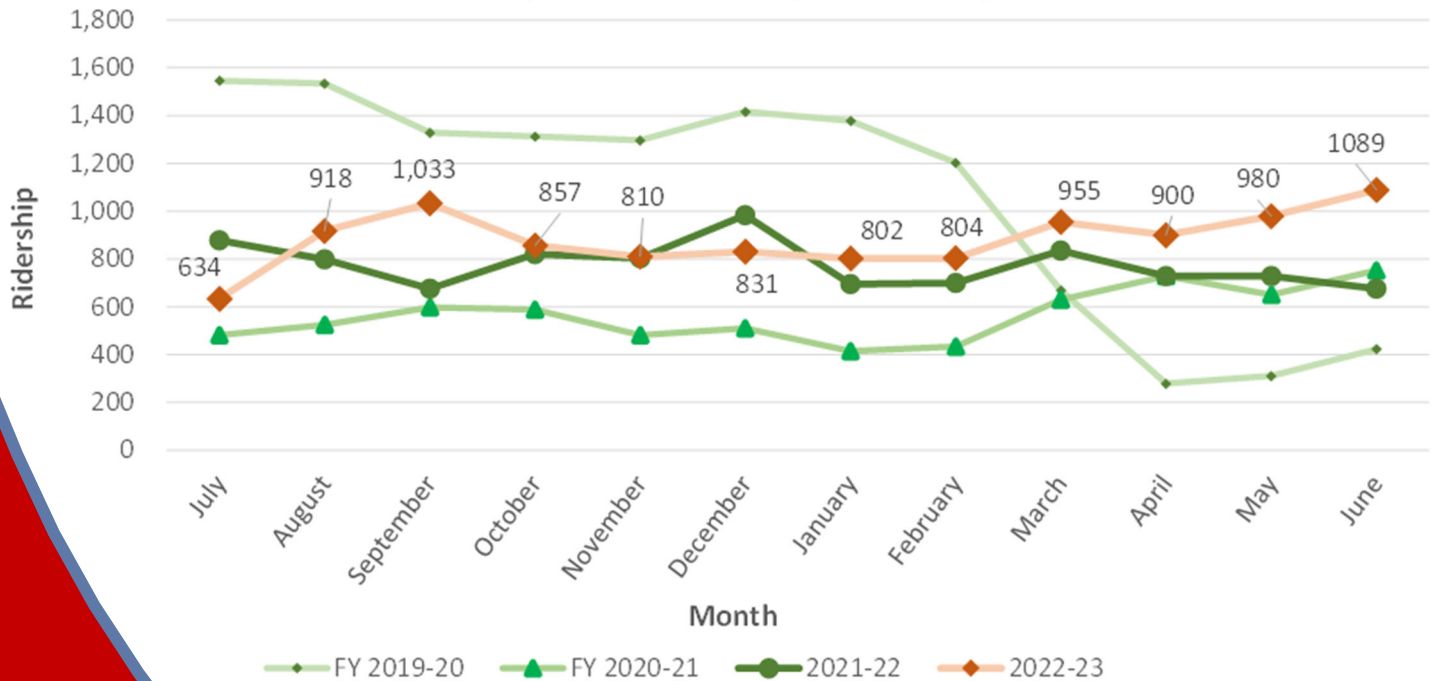


Operations - **Anne MacCracken** Management Analyst

Fixed Route Ridership Trends by Month



Demand Response Ridership Trends by Month



Operations - **Eric Loomis** Operations Manager

SMART was able to restart the Medical Shuttle in July. The route originally started in spring 2020, however, during the height of the COVID-19 pandemic SMART decided to temporarily suspend the service in hopes to bring it back once the pandemic had subsided. Now that the pandemic is in the rear view mirror, SMART staff has been working to bring back the shuttle. We were successful in securing funding through the Special Transportation Fund (now available through the Statewide Transportation Improvement Fund). The fare-free shuttle is open to the public and focuses on trips from the Wilsonville Community Center to Legacy Meridian Park Medical Center. It currently operates Monday through Friday from 8:30 am to 4:20 pm.



Operations - **Scott Simonton** –Fleet Manager

Because SMART operates their 1X-Salem route in partnership with Cherriots, customers traveling between Salem and Wilsonville could find themselves on a SMART bus or a Cherriots bus. Therefore, it is important that customer facing features are as similar as possible between the two agencies.

Cherriots is implementing a new electronic fare feature. SMART buses are not equipped with electronic fare boxes, as most routes are fare

free.

To allow customers to utilize electronic fare payment, regardless of which bus they board, Cherriots provided SMART with a smaller, simpler version of their fare collection equipment at no cost. Our staff installed the new equipment earlier in the month, and drivers are being trained on the operation of the equipment anticipating a launch date early in August.









Coming August 1, 2023!

Umo a reloadable electronic fare payment system for the 1X-Salem



Salem -1X
 Full Fare \$1.60 | Reduced \$0.80
 30 day Pass: Full Fare \$45.00 | Reduced \$22.50
cherriots.org/umo

Paying with Umo? | ¿Pagar con Umo?

| Umo Mobility App | Cherriots Tap Card |
|---|--|
|  <p>1</p> <p>TAP: "Scan Code" TAP: "Escanear código"</p> |  <p>1</p> <p>Tap card to reader Toque la tarjeta para el lector</p> |
|  <p>2</p> <p>Scan phone screen Escanear la pantalla del teléfono</p> |  <p>2</p> <p>Valid screen/tone Pantalla/tono válido</p> |
|  <p>3</p> <p>Valid screen/tone Pantalla/tono válido</p> |  <p>Cherriots.org/umo 503-588-2877</p> |

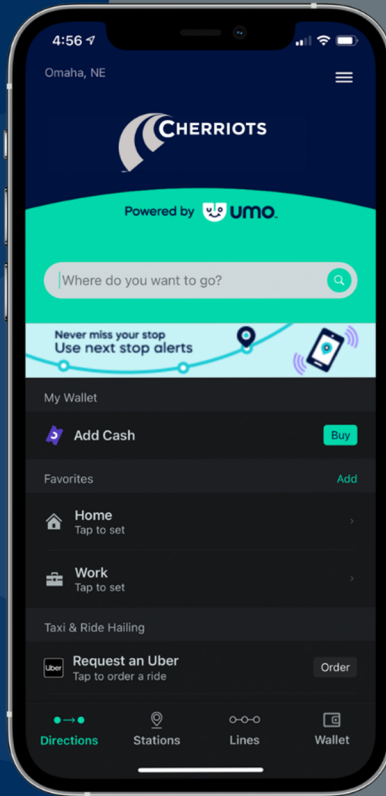
Transportation Options - **Michelle Marston**
Program Coordinator

Download the UMO App

We're excited to announce the new mobile app for Salem 1X passes now have electronic fares

Salem -1X
30 day pass \$45
single rides \$1.60

Download
UMO



Marketing materials were created for the introduction of electronic fares on the 1X-Salem .

New lower fares effective Aug 1:

30 day pass \$45

Reduced fare pass \$22.50

Single ride \$1.60/ .80

With **UMO**, an electronic fare payment system coming August 1, 2023, riders can put money in their Umo account (stored value) and pay a fare with each boarding of the 1X-Salem bus. Once you have paid total fares equal to the cost of a day or monthly pass, no more fare is required to ride for the duration of that day or calendar month.

Scan for payment aboard the Salem 1X



Transportation Options - **Patty Tiburcio** Mobility Technician

In July, SMART staff hosted two Community Bike Rides. One at Wilsonville Library and another at Graham Oaks Nature Park.

Join us for our upcoming 30 minute Community Bike Rides:

August 2 - Hathaway Park, 10 am
August 6 - Walt Morey Park, 10 am
August 24 - Party in the Park, 6 pm



SMART staff offered morning Learn-to-Ride Bike Clinic sessions at Lowrie Primary School.

Participants worked through the process of learning to balance on their bikes so that they could then learn how to pedal. We even got an adult riding a bike for the first time!

Learning to ride a bike is an important life skill that provides children with independence, confidence, and physical and mental strength.

