



JANUARY 2025 REPORT

Transit/Fleet

A new year has arrived, and with it, an abundance of hope and optimism. A hope for a better today, an even better tomorrow, and a future overflowing with possibilities. Orison Swett Marden said it best when he wrote: “There is no medicine like hope, no incentive so great, and no tonic so powerful as expectation of something better tomorrow.” As for optimism, which is defined as a more general positive outlook on life and is more easily attained. To paraphrase the words of Thomas Carlyle – “Wondrous is the strength of optimism and its power of endurance – the cheerful person will do more in the same time, will do it better, and will preserve it longer.”

Happy New Year!

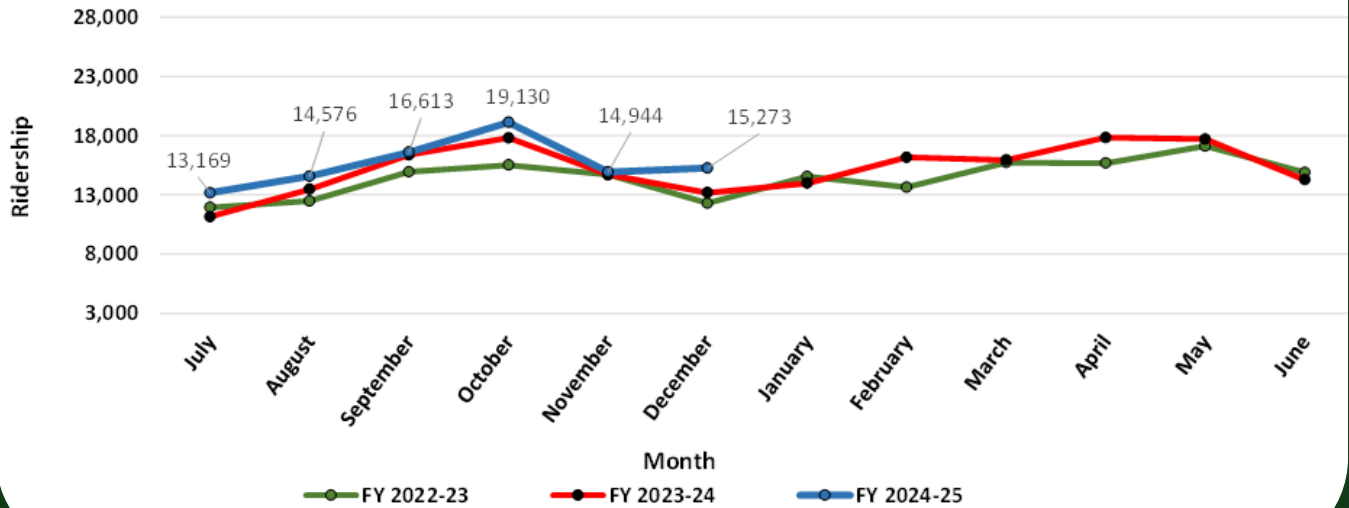
Dwight Brashear
Transit Director



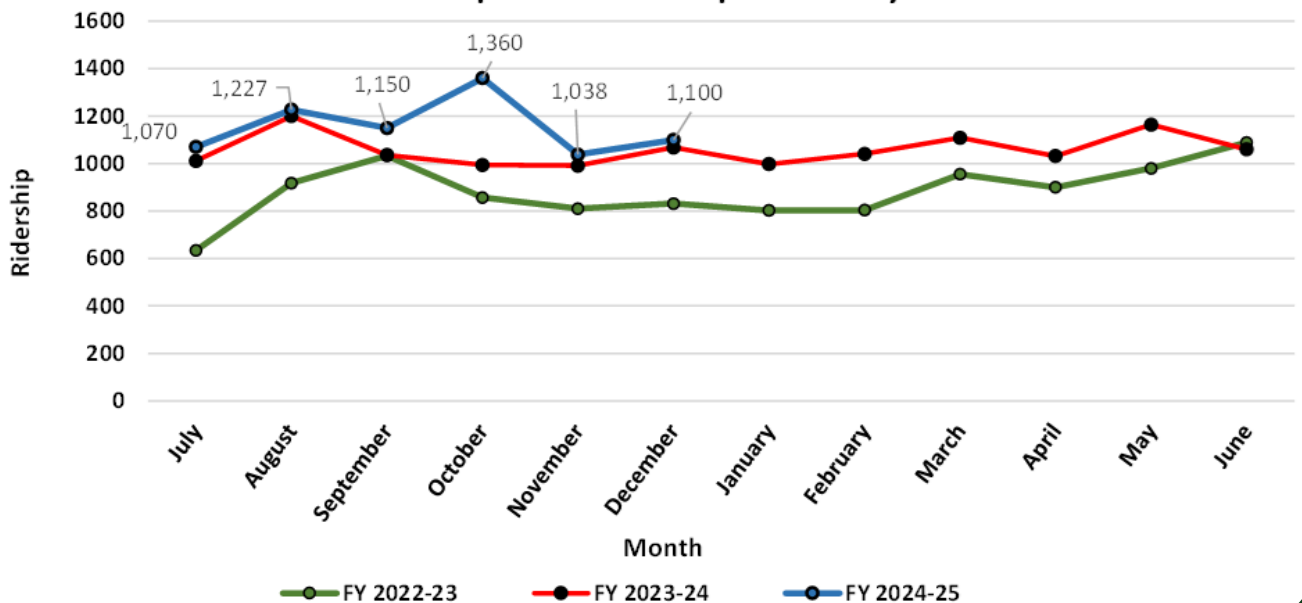
RIDERSHIP TRENDS

Anne MacCracken

Fixed Route Ridership Trends by Month



Demand Response Ridership Trends by Month



COMMUTE OPTIONS

Michelle Marston

SMART launched a new commute reward program this month. All major employers were invited to opt in. In hopes to encourage more folks to use alternative methods to commute to work, this incentive provides up to four \$25 gift cards in a year simply for using bus, bike, walk, car or vanpool methods to commute to work.



SMART SOUTH METRO AREA REGIONAL TRANSIT **get there** rewards

New Year's New Program

Learn. Thrive. Connect. Get there and earn 45 points for every qualifying trip. Redeem for electronic gift cards.

Lot transit, bike, walk, carpool and vanpool or telework trips during 2025 used to commute to work & earn 45 points. These points can be redeemed for electronic gift cards.

Join the fun at GETTHEREOREGON.ORG

GRANTS & PROGRAMS

Kelsey Lewis

The SMART Yard Expansion construction project is now well underway. Construction crews are currently building a retaining wall that will border the new expanded lot and automated bus wash building. We are grateful for the recent sunny weather that has made it easier to make progress on the site. We anticipate completion in late summer or fall of this year.

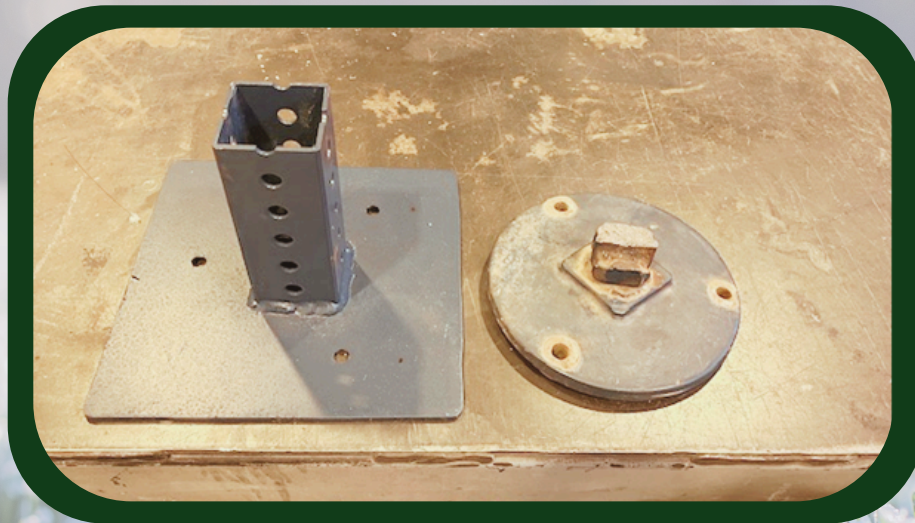


FLEET SERVICES

Scott Simonton

In addition to vehicle maintenance, Fleet Services is responsible for maintenance of bus stops. One of the more common issues we see at stops is damaged or downed sign poles. Many poles are surface mounted, using a bracket made of cast aluminum. These have proven to be somewhat brittle, and prone to breakage.

As a solution, we have begun fabricating steel brackets in-house. Steel provides a stronger, more economical solution.



Fabricated bracket (left) broken cast bracket (right)



Fleet Mechanic Jose Mora, cutting bases for new brackets