



## Regional partners

Working together to help meet Oregon's target for reducing greenhouse gas emissions from cars and trucks



SPRING 2013

## CLIMATE SMART COMMUNITIES SCENARIOS PROJECT



Climate benefits	
Transit	★★★★★
Active transportation	★★★☆☆
Employer-based commuter programs	★★★☆☆
Public education and marketing	★★★★☆

These greenhouse gas emissions reduction strategies are an important part of what the City of Wilsonville is already doing to realize its vision for the future, and provide a strong foundation for meeting state climate goals for 2035. The climate benefits shown represent the relative effectiveness of each strategy.

For more information on greenhouse gas emissions reduction strategies, refer to the Climate Smart Communities Scenarios Project website at [www.oregonmetro.gov/climatescenarios](http://www.oregonmetro.gov/climatescenarios).



## Keys to success

**Cultivate community involvement and support** A community should develop a vision in partnership with government agencies, residents and businesses. Wilsonville's Parks and Recreation, Bicycle and Pedestrian, and Transit master plans were all created under the umbrella of one advisory committee.

**Develop and foster public-private partnerships** Many Wilsonville businesses are proud sponsors of public programs such as Walk Smart, Movies in the Park, and Wilsonville Sunday Streets.

**Support local businesses with transportation options** Wilsonville businesses employ a skilled, diverse workforce from throughout the Portland metropolitan and North Willamette Valley regions. SMART provides a crucial service for many of the 9 out of 10 Wilsonville workers commuting from elsewhere to jobs in Wilsonville.

**Leverage location within the region** The southern-most city in the region, Wilsonville is located halfway between Portland, Oregon's largest city, and Salem, the state capital. With ongoing planning and investment in its transportation system, the city can continue to serve its residents, businesses and the northern Willamette Valley.

## About Metro

Metro crosses city limits and county lines to build a resilient economy, keep nature close by and respond to a changing climate. Representing a diverse population of 1.5 million people in 25 cities and three counties, Metro's directly elected council gives voters a voice in decisions about how the region grows and communities prosper. Metro works with communities, businesses and residents to make the Portland metropolitan area a great place to live, work and shape the future.

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## COMMUNITY CASE STUDY SERIES

This case study showcases actions that communities in the Portland metropolitan region are already taking to help reduce greenhouse gas emissions from cars and small trucks.

This is one of eight in a series developed for the Climate Smart Communities Scenarios Project.

- Beaverton
- Clackamas County
- Gateway (Portland)
- Hillsboro
- Rockwood (Gresham)
- Wilsonville
- Employer-based commuter programs
- Neighborhood-based travel options



- ## Strategies
- Transit
  - Active transportation
  - Employer-based commuter programs
  - Public education and marketing

# Wilsonville

## Community case study

### A vision for a connected community

Wilsonville's transportation system has been shaped by the vision of city and business leaders over the last twenty-four years to create a healthy community where people have easy access to transportation to meet everyday needs. The development of SMART (South Metro Area Regional Transit) in 1989, and TriMet's WES (Westside Express Service) Commuter Rail service in 2009 are examples of transportation investments that support this vision.

Over the years, SMART has evolved into a full service, dependable transit system offering a safe and convenient way to travel within Wilsonville and to other areas, including Canby and Salem. At SMART Central Station, TriMet's WES Commuter Rail offers train service to Tualatin, Tigard and Beaverton where it connects with other bus lines and the MAX light rail system. The city also made important investments to improve community walking and biking connections to transit and expand the information available to residents, visitors and businesses about their travel choices. These investments help reduce the number of vehicle miles traveled by the more than 18,000 commuters who come to Wilsonville from other communities every day to work.

As a result, people of all ages choose SMART for travel to work, the grocery store, appointments, and nearby parks and natural areas. These choices help support sustainable development in the region and meet the state mandate to reduce greenhouse gas emissions for cars and small trucks.

## Key challenges

- Increasing congestion and frequent traffic backups on I-5 hamper freight movement and access to Wilsonville jobs and impacts the city's economy.
- I-5 and the Willamette River are major barriers to developing connected walking and biking networks within the community.
- Ninety percent of the employees working in the city live in other communities.

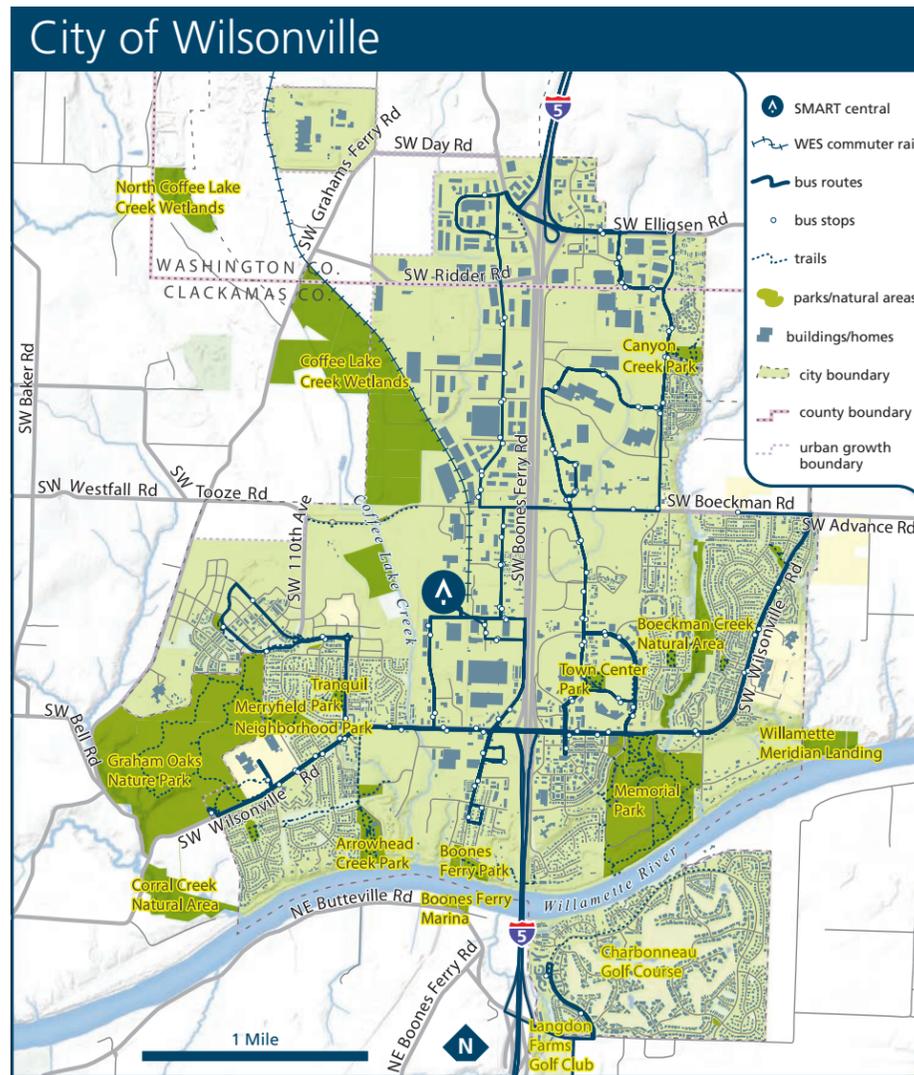


The Oregon Legislature has required the Portland metropolitan region to reduce per capita greenhouse gas emissions from cars and small trucks by 2035.



# Investing in smart travel options and public education

The community vision for city-operated SMART is to provide convenient, safe and reliable transportation services to meet the needs of Wilsonville residents, commuters, and visitors of all ages, income levels, and points of travel origin. SMART is dedicated to providing mobility for those who do not drive and creating a viable, attractive transportation option for those who do.



## 1 Connecting SMART and TriMet mobility options

SMART provides a variety of services with its fleet of over thirty-five vehicles ranging from 40-foot buses to minivans and a trolley-bus. The services are free within Wilsonville, but a fee is charged for service between Wilsonville and other cities. SMART also operates a Dial-a-Ride program that provides door-to-door service within Wilsonville, and medical transport services to Portland and other nearby cities for the elderly and disabled.

In February 2009, TriMet's Westside Express Service Commuter Rail, a self-propelled diesel rail line servicing five stations from Beaverton to Wilsonville, began operation. Wilsonville leverages this service by having SMART buses take WES commuters to businesses and neighborhoods throughout the city as well as offering transfers to Salem and Canby.

## 2 Expanding commuter information

The SMART Options program promotes alternatives to driving alone such as taking the bus or commuter train, car/vanpooling, walking, biking or telecommuting. The program provides free assistance to employers for setting up employee commuter programs. This includes help with compliance with state commuter laws and providing bus service from the WES station to businesses throughout the city. SMART

also provides buses for special city-sponsored events and pre-scheduled senior lunches, shopping, and other trips.

## 3 Expanding resident and visitor information

SMART provides information to help area residents get around in healthy, fun ways and to promote its creative education programs for students. These include Bike Smart, Walk Smart and Wilsonville Sunday Streets.

**Bike Smart** Bike Smart is a one-stop shop for information about biking in and around the Wilsonville area. It helps residents and visitors plan commute and recreational trips, and provides maps and other information to make biking more convenient and fun.

**Walk Smart** Walk Smart is a free program that encourages participants to walk more by providing tools and inspiration. It provides maps, educational resources, "walk to lunch" group walks, and monthly rewards for participants.

**Wilsonville Sunday Streets** This event helps connect neighborhoods, parks, and people. Adults, children and seniors who bike, walk and run enjoy traffic-free streets filled with fun and interactive entertainment, music, physical activities and food.

## 4 Connecting art with transportation

SMARTArt works with Wilsonville students to link artistic creativity and

transportation. Students are asked to depict a Wilsonville road with heavy congestion and how that road looks when other travel options are used. This project helps student artists see the connection of transportation choices to their health, the environment, their community, and traffic. The winning projects are displayed on the outside of a SMART bus and other entries are displayed on the interior of buses.

**Beauty and the Bridge** When the Wilsonville Road interchange area was expanded to increase vehicle capacity, walking and biking also benefited from better east-west crossings under I-5. In 2012, Wilsonville's student artists created tile art that was installed as part of the project to make it an inviting, comfortable, and aesthetically pleasing environment with the goal of improving mobility and encouraging biking and walking.

## 5 Financing SMART services and programs

The city's public transportation system is funded by a payroll tax paid by Wilsonville businesses and based on total payroll or self-employment income. The tax rate is currently .5 percent (.005) of gross wages. Despite the closure of high-profile businesses in Wilsonville during the recession that resulted in the loss of nearly 1,000 jobs, a number of other businesses have either expanded or announced plans to increase employment, which has helped keep

SMART ridership numbers and revenue relatively steady over the last few years.

Intergovernmental grants help pay for special transportation programs, bus operations and bus purchases. The amount of grants received varies from year to year based upon grant awards. Over the past decade, SMART has successfully competed for more than \$10 million in federal and state grants. The primary funding sources are supplemented by fare-box revenues and sale of surplus properties.



## Timeline

1988	1997	2002	2009	2013
Wilsonville Innovative Transportation Association creates independent city-owned transit system and begins service in 1989 as Wilsonville Area Rapid Transit (WART)	Now operating as SMART, the transit agency begins offering express service to Salem	The SMART Options program begins helping employers promote commuter benefits to employees	SMART changes bus routes and expands service for WES commuter rail; all routes now transfer at the SMART Central Station	SMART moves into brand new operations and fleet facility located near SMART Central Station