

# Welcome SmartTrips 2022

Impact Summary for July 1, 2021 – June 30, 2022

The SmartTrips program intermittently operated during the 2020 pandemic. Mailings resumed in November 2021 with a streamlined operation that focused on digital delivery of maps and information. The reporting period for SmartTrips in the past has been for a calendar year, which better captured the summer seasonal nature of the program. This iteration of SmartTrips will operate year-round and we'll shift to fiscal year reporting. Fiscal Year 2022 ran from July 1, 2021- June 30, 2022 and as a result this first reporting period captures a partial year of operations, starting in November 2021.

## Output- How much did SmartTrips do this year?

SmartTrips interacted with **24,068 new mover households** in 2022. Each household receives one Welcome Newsletter with an invitation to order materials and two weeks later a follow up reminder postcard.



Out of over 20,000 new mover households, we received 1,882 orders of transportation materials and resources. These people are called “participants” within our program as they received further information and communications from us.

The response rate for placing an order of materials was 7.8% of our new mover households choosing to take up our offer. In 2019, the response and order rate was 10.3%.

Most orders this year were collected via the online order form at PortlandSmartTrips.org. This year, 10 orders were placed over the phone with one of our team members. Orders are fulfilled by staff from SmartTrips and Printing & Distribution into packets and mailed to the participant. The program filled orders from the New Movers mailing, as well as general requests from the public to the Information Hub.

New Mover Orders:	1,882
General Request Orders:	282
Total Orders:	2,164

### What did people order?



Out of all our orders to the Information Hub (includes New Movers):

- 61% ordered at least one map
- 61% ordered at least one item related to biking
- 58% ordered at least one item related to walking
- 36% ordered at least one item related to taking transit

Here is a breakdown of how many people ordered each individual item we offer:

	Quantity ordered	% of total
Information		
Walking Guide	1,257	16%

Bike Guide	1,064	13%
Pocket Map Guide	871	11%
Southeast Map	741	9%
Northwest/Downtown Map	665	8%
Transit Guide	649	8%
North Map	523	7%
Southwest Map	513	6%
Citywide Map	512	6%
Reduced Fair Guide	384	5%
Honored Citizen Guide	340	4%
Family Biking Guide	311	4%
Northeast Map	158	2%
<b>Total information items:</b>	<b>7,988</b>	
Free Incentive		
Reusable Metal Straw	1,619	
Choose-One Incentive		
Hop FastPass with 1 Day Pass	552	30%
Safety Lights	753	41%
Bike Map Bandana	540	29%
<b>Total incentives:</b>	<b>1,845</b>	



## Outcome- How well did SmartTrips do on its goal to reduce driving and increase active trips this year?

### Survey Methodology Overview

We surveyed one group of people to evaluate the program:

The participants group, which are the New Movers who placed an order for more information and experienced the full program. They are surveyed twice to capture a pre and post look, below they are labeled ParticipantPre and ParticipantPost.

Here are the response rates for the surveys:

Survey Group	# of eligible participants	# of respondents	Response Rate
ParticipantPre	1,882	975	52%
ParticipantPost	1,597	123	8%

### Findings from Trip Diary questions:

We asked all survey respondents to tell us about the trips they took the previous day, the purpose of each trip, and how they traveled for each trip. For simplicity of reporting the data, modes were combined as follows:

- Driving combined: Driving alone, driving with others, driving to transit, carpooling, using a ride-hailing service.
- Active combined: Driving to transit, walking or biking to transit, biking, walking or using mobility device, e-scooting

Mode for all trips	ParticipantsPre	ParticipantsPost	ACS 2020
<b>All Driving</b>	<b>57.4%</b>	<b>46.8%</b>	64%
<b>All Active</b>	<b>38.7%</b>	<b>43.3%</b>	21%
Transit	10.7%	14.5%	11%
Bike	5.2%	5.0%	5%
Walk	22.4%	23.8%	5%
Electric Scooter	0.5%	0.4%	n/a

Participants trip diary lets us measure the mode shift impact for those people who experience the full SmartTrips program since they had chosen to order information and incentives. SmartTrips participants drive less by 11% points since taking up our service offering. Smart Trips participants use active modes by 4.6% points more since taking up our service offering. Compared to the Portland average, SmartTrips participants are driving less by 17% points and using active modes more by 22% points. Our sample size for the post survey was n=123 compared to n=975 for the pre survey. This smaller post survey sample size may skew the data and is smaller due to the partial year of operation and delay of three months

from which the post survey is delivered to email inboxes. FY2023 will have more complete data as post survey responses will be collected for a full 12 months.

### Who are our participants (people who placed an order)?

Based on our survey responses, which was taken by about 52% of our total participants, 44% of our participants are females and 55% are between the ages of 45-64 years old. About 73% of our participants are White, 10% Asian, 10% Hispanic, 3% Black, and 3% Native American.

Participants from all income levels participated in the program. The largest group at 22% made between \$50,000-\$75,000 annually. This group was followed by 20% of participants falling into the \$30,000-\$50,000 category.

74% of participants are employed, 10% unemployed, 12% retired, and 4% are students.

### Qualitative Feedback

- "During the pandemic the walking maps were very helpful to us for picking new destinations for neighborhood walks. We used our maps so frequently that they are now all in tatters and we need new ones!" - SmartTrips Participant
- "For my husband's birthday - going to do the walks in the Portland Stair Walks book. They suggested we get these maps." - SmartTrips Participant
- "My current bike maps are well-used and a few of them I have given away. I like to keep some in my bag all the time for my use and for my children to use when they go on independent bike rides. Thank you!" - SmartTrips Participant

### Impact – Is the city better off from Smart Trips' work this year?

Yes. In addition to the data shared above, we calculated the impact that the program is estimated to have on vehicle miles within the city.

A SmartTrips Participant is likely to drive 0.28 miles less after receiving materials from the program. With 1,882 households participating in the full program, the total annual vehicle miles travelled is reduced for households by 336,698 miles, assuming 1.9 adults per household. **The SmartTrips FY 2022 program helped decrease vehicle miles travelled by 336,698 miles.**