

PBOT

PORTLAND BUREAU OF TRANSPORTATION

1120 SW Fifth Ave, Suite 1331, Portland OR 97204

Main: 503-823-5185 TTY: 503-823-6868 Fax: 503-823-7576

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2021 Transportation Wallet in Parking Districts Year in Review

By Sarah Goforth, Transportation Wallet in Parking Districts Program Manager
Active Transportation & Safety Division

Program Overview

The end of 2021 marks 4 ½ years since the Transportation Wallet in Parking Districts launched. Began in the fall of 2017, the program provides a deeply discounted transportation options package for residents and employees in the Northwest and Central Eastside Parking Districts. The program is designed to reduce parking demand and single occupancy vehicle usage while simultaneously increasing use of transit services, shared micromobility, and car sharing. The program has clear equity goals to ensure those who live with limited financial resources gain the biggest benefit by receiving free Transportation Wallets. PBOT also has two other Transportation Wallet programs that operate outside of the parking district boundaries: the Transportation Wallet for Residents of Affordable Housing and the Transportation Wallet for New Movers.

2021 Highlights

Key highlights for the year include:

- **Distributing 1,229 Transportation Wallets** in the two parking districts in 2021. Nearly **6,500** have been **distributed since the program began**.
- **Adding a \$30 credit to the Transportation Wallet package with Free2Move**, Portland's newest free-floating car-share company that launched in June of 2021. People who requested a Transportation Wallet prior to the service being available were retroactively issued the \$30 drive credit.
- Offering **289 frontline workers in the Northwest Parking District free Transportation Wallets** in response to the ongoing COVID-19 pandemic. Since the number of expected parking permit trades in exchange for free Transportation Wallets in the Northwest Parking District exceeded the actual number issued, program staff reallocated the budgeted funds towards this cause.
- Offering the choice between **ride credits with Adaptive BIKETOWN or e-assist BIKETOWN** bikes to give riders with disabilities or those who otherwise do not feel comfortable riding two-wheeled bikes access to cycling.
- **Partnering with 10 community organizations and committees** to broaden community exposure to the Transportation Wallet.
- Finalizing a contract with RideShark through a competitive RFP process to **begin developing the Transportation Wallet App**, expected to launch in 2023.
- **Collaboration with TriMet** on their Federal Transportation Administration (FTA) grant on Integrated Mobility Innovation (IMI) **to provide seamless interoperability between the Transportation Wallet program and TriMet's Hop system**. This software functionality will be a component to the Transportation Wallet App.



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2021 Transportation Wallet Contents

The 2021 Transportation Wallet includes \$800 worth of benefits in the Central Eastside and \$700 in the Northwest Parking District. Recipients can either purchase it at 87% off the retail cost (\$99) or get one fully subsidized if people meet select qualification criteria.



Continuation of the Golden Transportation Wallet

Since debuting in June of 2020, people living on low incomes in the parking districts can apply for fully subsidized Transportation Wallets, branded as Golden Transportation Wallets. Income qualification is based on TriMet's Reduced Transit Fare guidelines. The Golden Transportation Wallet includes the same ride credits as the standard Transportation Wallet except recipients qualify for reduced pricing programs with all service providers (with the exception of car share), which make their benefits last longer.

Program materials were provided in English, Spanish, Chinese and Russian based on requests by partnering social service agencies including: Home Forward; REACH CDC; VOZ Workers' Rights Education Project; William Temple House; Northwest Housing Alternatives, and Income Property Management Company (IPMC). Efforts to promote the program were also made by the Central Eastside Industrial Council (CEIC), Slabtown Community Resource Association (SCRA), Northwest Business Association, and the Northwest Parking District Stakeholder Advisory Committee.

2021 Transportation Wallet Distribution

The charts below show the total number of Transportation Wallets distributed using different criteria and metrics. Please **reference the chart titles** and refer to this **Transportation Wallet Legend** for guidance:

TW: shorthand for Transportation Wallet

Zone M: also known as the Northwest Parking District

Zones G & N: also known as the Central Eastside Parking District

Business Discounted Purchase: Zone M businesses that paid \$25 per TW in exchange for rescinding a parking permit. Applies exclusively to Zone M businesses.

Business parking permit trades: a free TW by trading in a Zone M,G, and/or N business parking permit

Frontline Worker: a free TW offered in 2021 for frontline workers in the NW Parking District who reported to work away from home during the pandemic.

Golden (low income) = a free TW for people living on low incomes

New Mover = a free TW to new movers to the Northwest Parking District who do not apply for a Zone M parking permit.

Promo Wallet: free TWs for winners of promotions and raffles

Purchased = TWs available for purchase for \$99. The purchase cost has remained unchanged since the program began, while the contents and value of the contents has increased significantly over the past 4 years.

Resident Parking Permit Trades: a free TW by trading in a Zone M,G, and/or N residential parking permit

Transportation Wallet Distribution Charts

Total 2021 Transportation Wallets distributed in both Parking Districts

Type of Transportation Wallet	2021
Business Discounted Purchase	35
Business parking permit trades	343
Frontline Worker	289
Golden (low income)	278
New Mover	39
Promo Wallet	10
Purchased	211
Resident Parking Permit Trades	24
Grand Total	1,229

Transportation Wallets distributed in 2021 in the Central Eastside Parking District

Type of Transportation Wallet	2021
Business parking permit trades	307
Golden (low income)	181
Promo Wallet	3
Purchased	117
Resident Parking Permit Trades	1
Grand Total	609

Transportation Wallets distributed in 2021 in the Northwest Parking District

Type of Transportation Wallet	2021
Business Discounted Purchase	35
Business parking permit trades	36
Frontline Worker	289
Golden (low income)	97
New Mover	39
Promo Wallet	7
Purchased	94
Resident Parking Permit Trades	23
Grand Total	620

Transportation Wallets distributed in the Central Eastside Parking District

Type of Transportation Wallet	2017	2018	2019	2020	2021	Grand Total
Business Parking Permit Trades		638	639	181	307	1,765
Golden (low income)				182	181	363
Promo Wallet					3	3
Purchased	79	255	368	320	117	1,139
Resident Parking Permit Trades			1	1	1	3
Grand Total	79	893	1,008	684	609	3,273

Transportation Wallets distributed in the Northwest Parking District

Type of Transportation Wallet	2017	2018	2019	2020	2021	Grand Total
Business Discounted Purchase				43	35	78
Business Parking Permit Trades	24	390	369	149	36	968
Frontline Worker					289	289
Golden (low income)				108	97	205
New Mover				44	39	83
Promo Wallet					7	7
Purchased		492	404	195	94	1,185
Resident Parking Permit Trades	96	102	102	18	23	341
Grand Total	120	984	875	557	620	3,156

***See next pages for Appendix**

Appendix

The following pages provide deeper analysis into usage of the Transportation Wallet contents, as well as data analysis from a transportation behavior survey conducted in the fall of 2021. Open ended survey responses, grouped by topic, are also included.

2021 Usage by Transportation Modes

According to data from the Federal Bureau of Transportation¹ people continue to make fewer trips than prior to the COVID-19 pandemic. This may have an indirect correlation to the rate of redemptions of ride codes in the Transportation Wallet. Some transportation services have low redemption rates, or the data for the respective service is not easily accessible to Transportation Wallet staff. However, other reasons may include unfamiliarity with a new transportation mode; too many steps to sign up for the service; physical limitations preventing use of a shared bike or shared scooter; inability to operate a car share vehicle for any number of reasons; or other circumstances beyond the scope of this program.

To solve for some of these circumstances, a Transportation Wallet App is in development by RideShark, and is expected to be launched in early 2023. The Transportation Wallet mobile and web-based App will allow for seamless redemption of ride credit codes, provide robust usage data from transportation service providers, and allow for program staff to do targeted encouragement to people to use their transportation credits, among other key features. The primary goals are to streamline the user experience, scale the program to do more targeted TDM outreach, and serve as a sophisticated software tool for program staff to deliver the program more efficiently and seamlessly.

E-scooters: \$10 ride credit codes were issued with Bird, Lime, and Spin scooter companies. 368 trips were made.

BIKETOWN: 370 people redeemed \$99 BIKETOWN ride credit codes. Any unused portion of the \$99 credit remains as a balance for the user. An additional 139 people in the Northwest Parking District redeemed \$20 ride codes offered as an encouragement campaign in the summer.

Adaptive BIKETOWN: 47 people requested Adaptive BIKETOWN ride credits of which 2 were redeemed. While this number is low, it does show interest in the service. The offer is for 24 hours of ride time, the equivalent of \$99 in e-assist BIKETOWN ride credit issued in other Transportation Wallets. Transportation Wallet staff did targeted outreach on several occasions to remind people to use their credits.

TriMet & Portland Streetcar: Data only made available through a public record's request which program staff did not request.

Free2Move: The carshare service launched in June of 2021. 40 people signed up to redeem \$30 ride credits and an additional 17 people signed up to redeem a \$15 promotion made available to every address in the Northwest and Central Eastside Parking Districts.

¹ Data from US Dept of Transportation, Bureau of Transportation Statistics. "Latest Weekly COVID-19 Transportation Statistics"; <https://www.bts.gov/covid-19/week-in-transportation>

Fall Transportation Survey

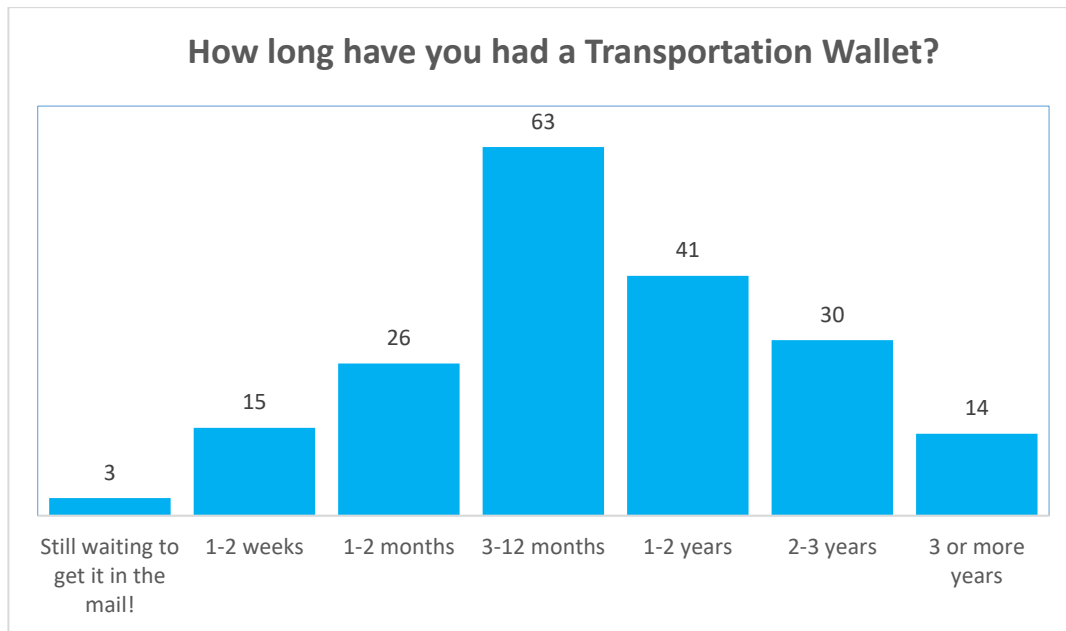
PBOT staff administered a transportation behavior survey to residents and employees in the Northwest and Central Eastside Parking Districts. The survey was open for two weeks in mid-October and 493 people participated. The following charts highlight select data points about the Transportation Wallet program specifically and travel behaviors more broadly.

Survey Highlights

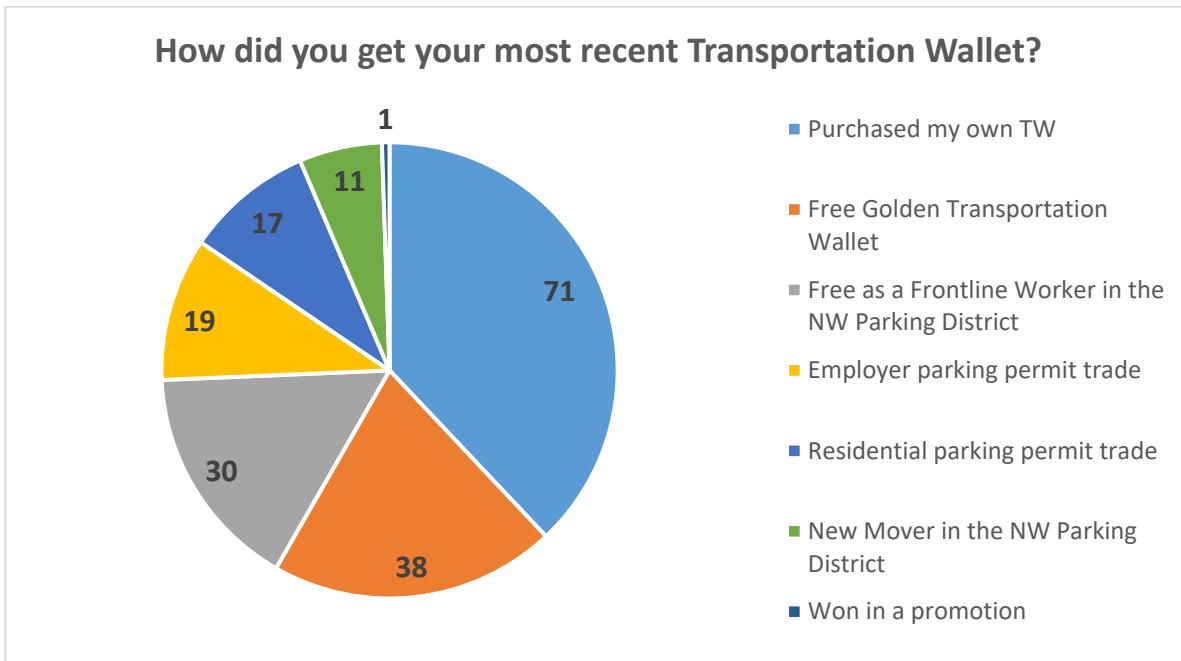
- People who have Transportation Wallets drive less (23%) to get to work than people who do not have them (35%), and inversely take transit, walk, bike and carpool more than their counterparts.
- 33% of people report working from home, slightly more than those who drive to work (31%)
- Some people claim they are willing to sell one or more of their vehicles now that Free2Move carshare service is available

Transportation Wallet Holders

The program continues to attract both new and continuing participants, as indicated in the chart below (n=192).

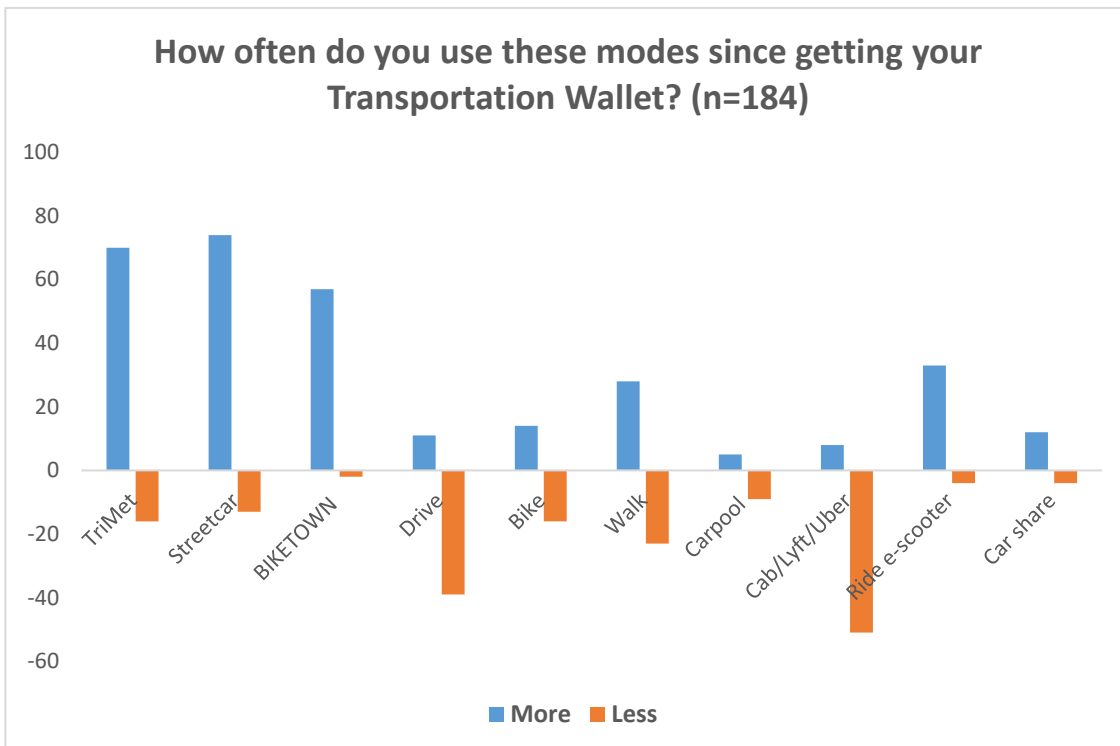


Of those respondents, they represent the various ways people can get Transportation Wallets.



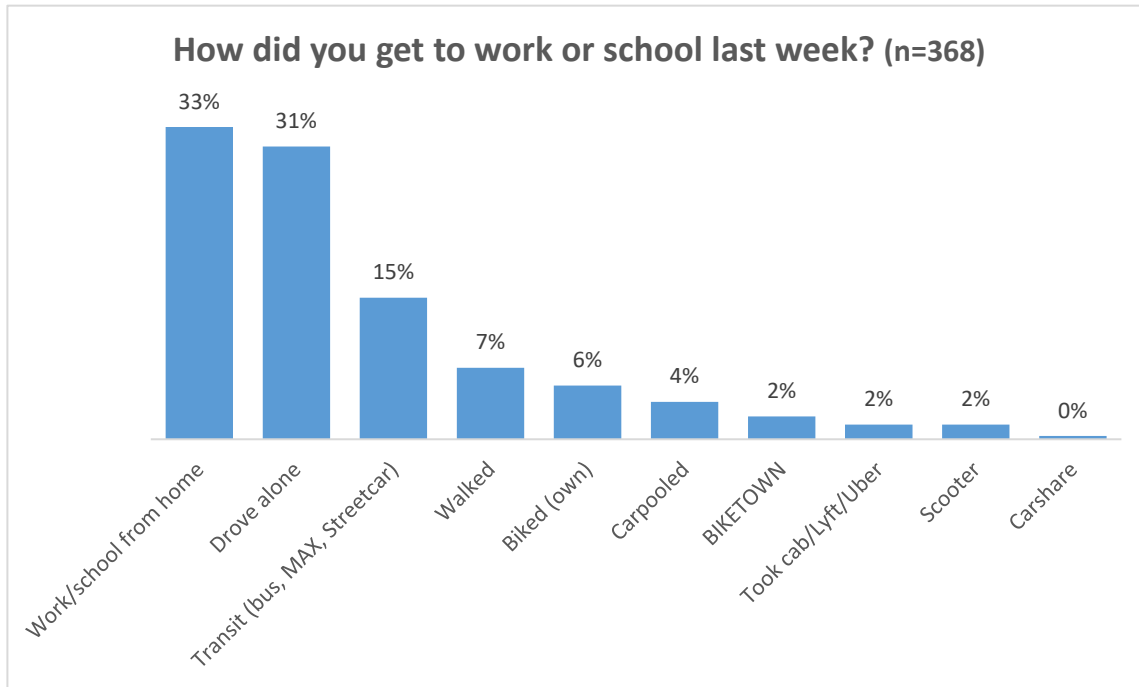
Among those who participated in the survey and *did not* have Transportation Wallets (n=272), 11% said they absolutely would get a one in the future and 39% said they might consider it.

People who have Transportation Wallets indicate they drive and use cab services less now that they have a Transportation Wallet, and report using TriMet, Streetcar, BIKETOWN, e-scooters and carshare more which are all featured in the TW.

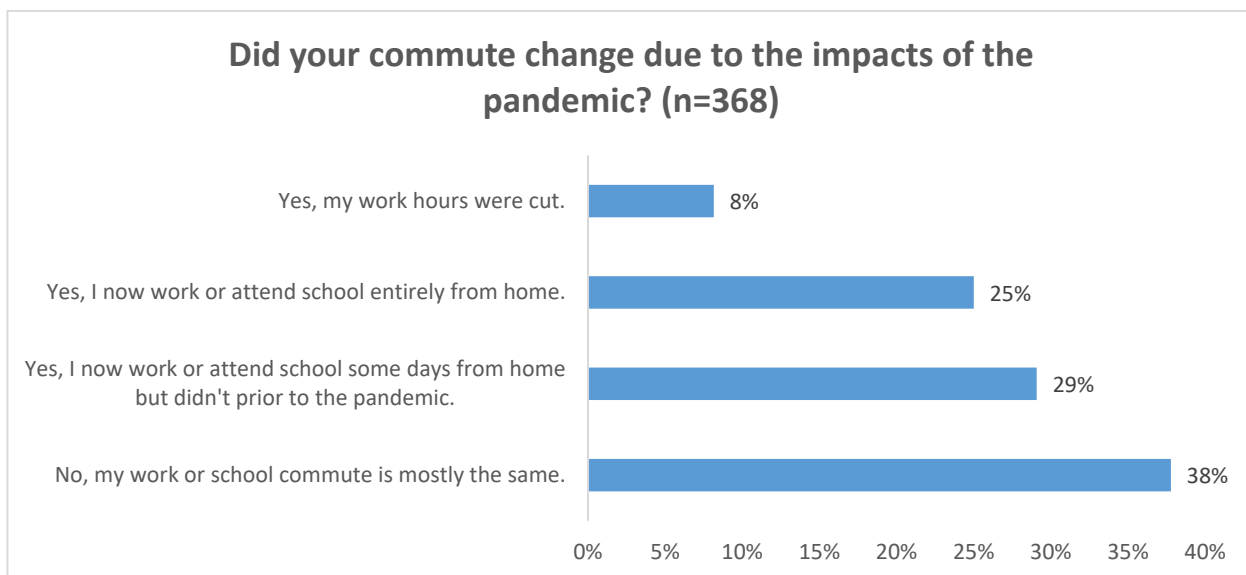


Commute Trips

Working from home is outpacing drive alone trips among commuting survey respondents. This mirrors national trends which show a drastic increase in people working from home since the pandemic. According to an April 2021 article in the Economist, prior to “the pandemic, Americans spent 5% of their working time at home. By spring 2020 the figure was 60%”.² While it is difficult to speculate what percentage remained working remotely throughout 2021, the data below shows a clear indication that many are in fact still doing this.

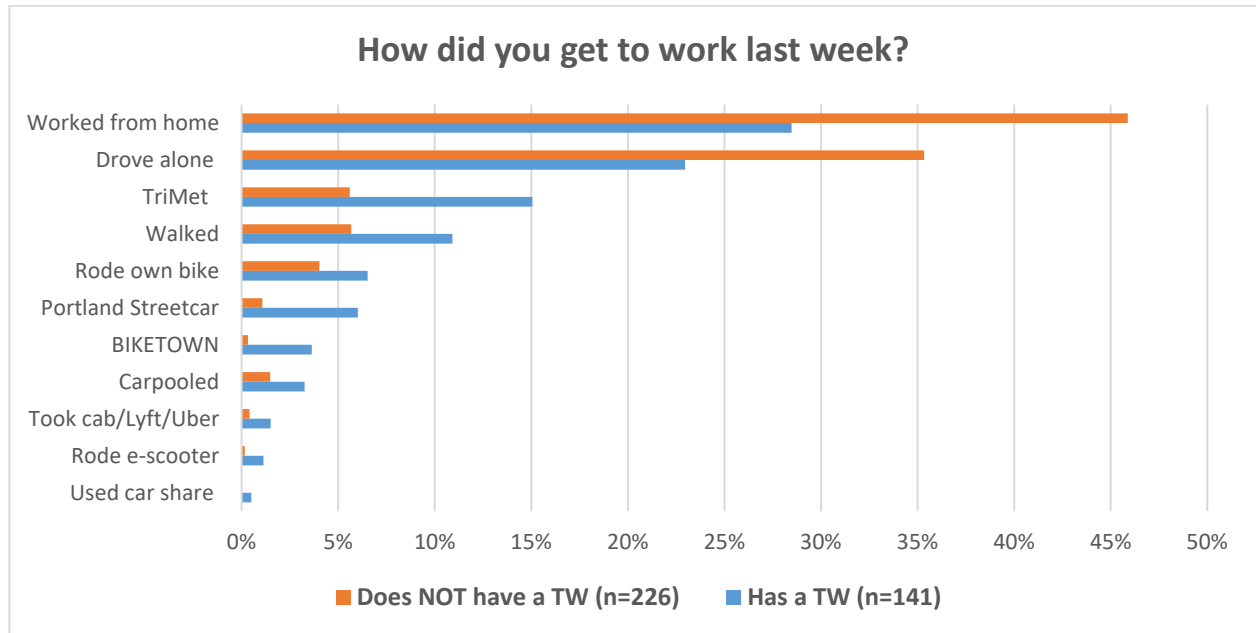


When specifically asked whether the pandemic had an impact on commute habits respondents reported the following:



² The rise of working from home. The Economist, April 10th, 2021. <https://www.economist.com/special-report/2021/04/08/the-rise-of-working-from-home>

The Transportation Wallet has an impact on how people get to work or school. The following chart was calculated as a percentage of the total number of respondents by each group. People who have Transportation Wallets drive less (23%) than people who do not have them (35%), and inversely take transit, walk, bike and carpool more than their counterparts. However, people who do not have Transportation Wallets reported working from home (46%) at a much higher rate compared to TW holders (28%). Without follow-up survey questions, there is no direct answer as to why this is so.



Open ended survey responses about the Transportation Wallet:

The transportation pass is AMAZING. Thank you for offering this service/incentive. Unfortunately, due to the pandemic, my public transit use has gone down to nearly nothing. By working from home and walking to work close by (my work location changed) I don't need public transit as much. Thank for making the transportation wallet possible!

The Transportation Wallet is a really great thing. Thank you for doing that!

I absolutely love the transportation wallet and would like to see it available to more neighborhoods and districts, as well as seeing the Golden wallet available citywide.

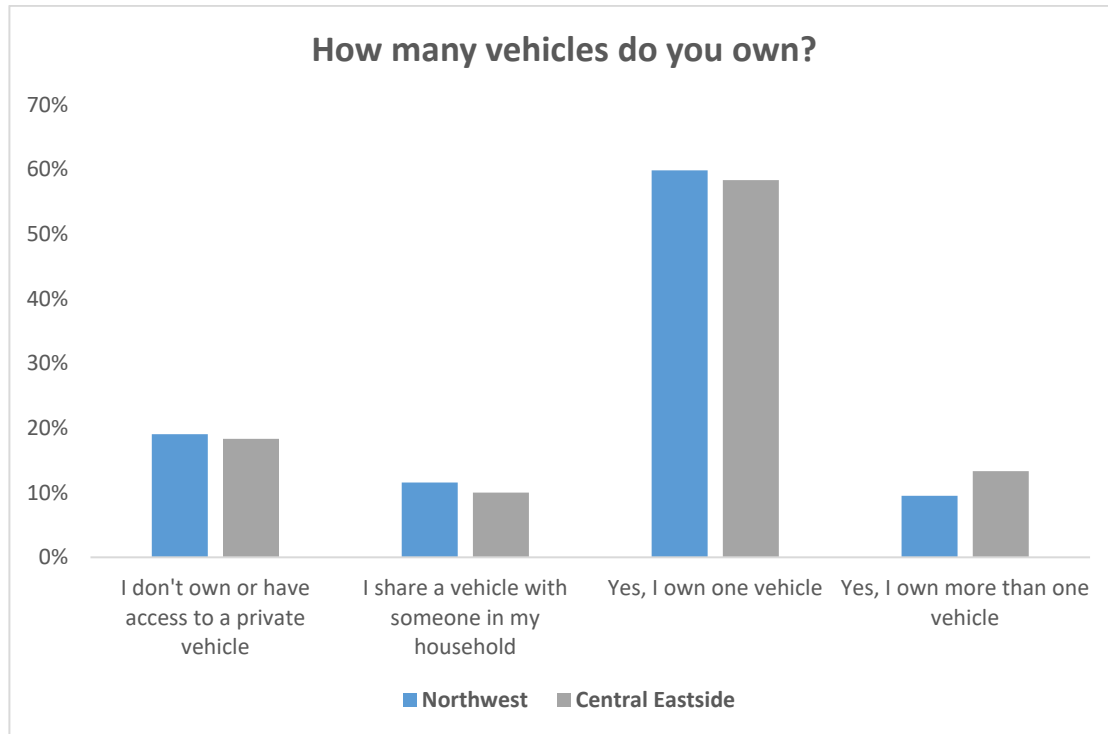
Also, due to the Wallet and Biketown, I have encouraged more seniors to rent the e-bikes or use their own bikes and ride for exercise.

I love having all the options of travel that the transportation wallet provides.

I am so thankful and grateful for this program. Thank you.

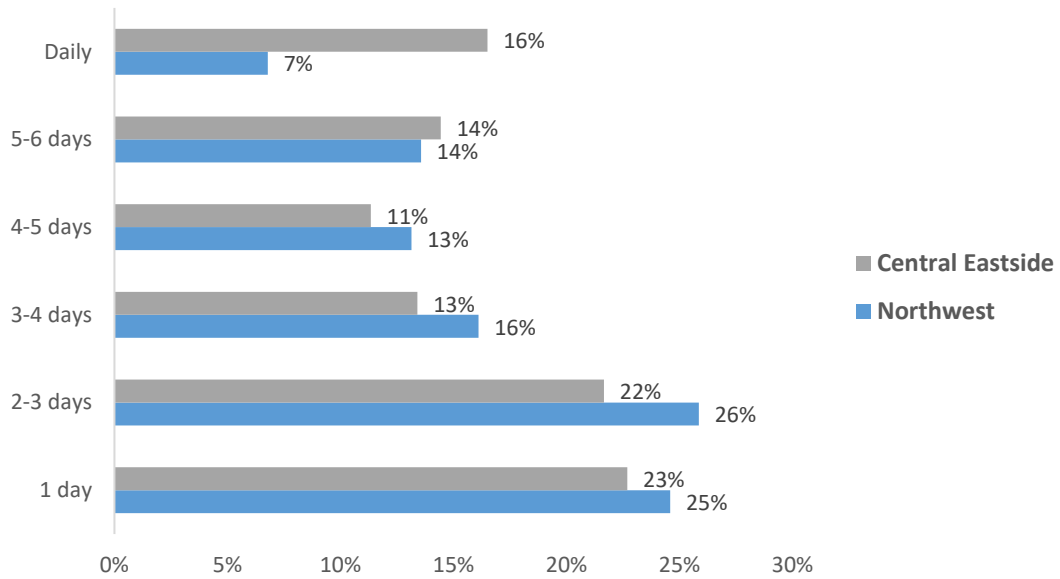
Driving, parking, & vehicle ownership

To take a closer look at driving and parking trends, the following survey responses are segmented by parking district. 294 people in the Northwest and 120 people in the Central Eastside Parking District responded to the following question about vehicle ownership.

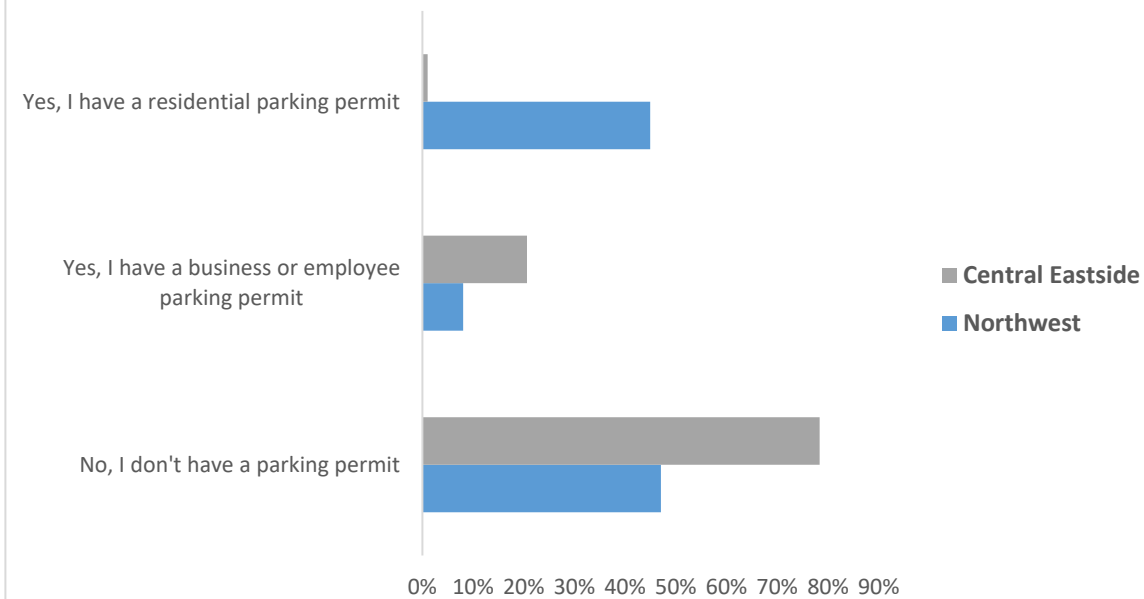


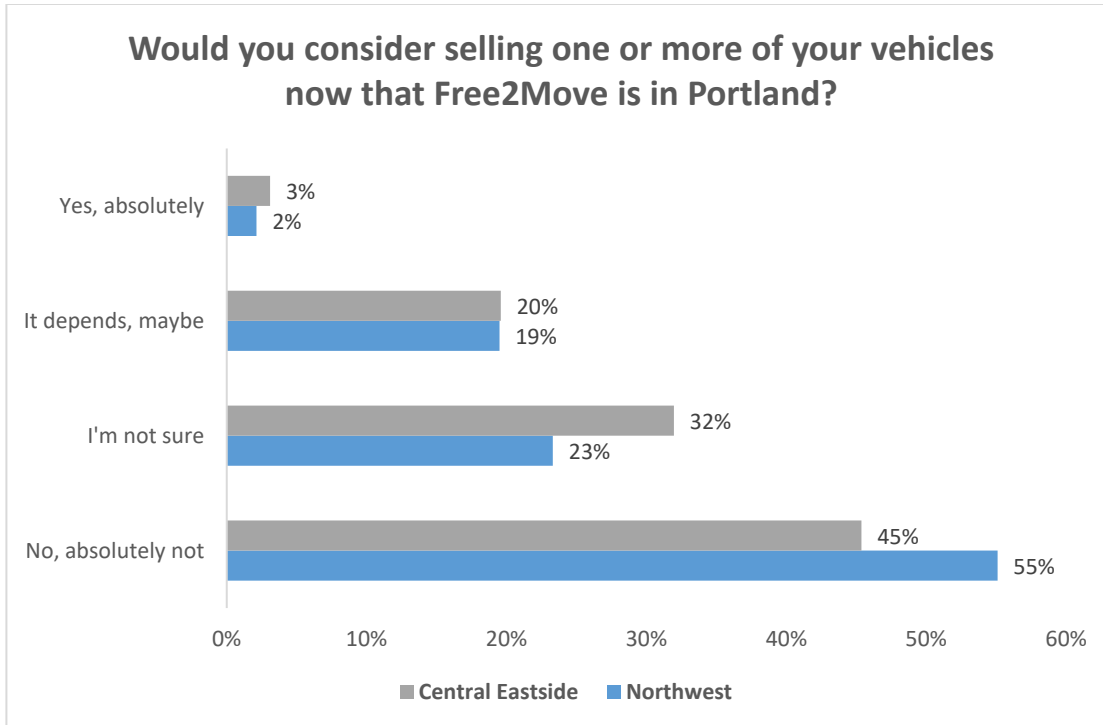
Removing those who answered they don't own or have access to a private vehicle, the following questions are from the remaining 236 people in the Northwest and 97 in the Central Eastside who do drive.

How often do you drive per week?



Do you have a parking permit to park in your parking district?





Open ended survey responses about vehicle ownership and carsharing:

I love living in a neighborhood with so many transit options that allow me to be car-free when I'm at home. Unfortunately, I work far away from Portland so the car-share options won't work for me. If I could work in Portland I would absolutely take advantage of car-share to augment my transportation options and sell my car.

I would consider not getting a new car if and when my current vehicle is no longer functional. It would depend on the cost of the car share and whether they were readily available.

I just lived 5 months without a car and found TriMet easily met my urban needs.

Free2move is not yet a replacement for car2go, their service area is too small to be useful for me. After c2g left Portland we bought a second car, would love to get rid of one if their options improve.

If parking was more expensive, if there was more traffic congestion, and if transit was more frequent, I'd consider getting rid of the car.

Open ended survey responses about parking:

I park my second vehicle outside of zone M where I reside.

Resident parking is an important issue in our neighborhoods. Parking violations are not enforced with any regularity or consistency. Vehicles park for days in yellow zones or no-parking spaces, or spaces without having permits.

I reside in the Woodstock neighborhood in SE. While I don't live in a parking district I'm closest to the Central/Eastside district. I definitely think there should be a parking district set up in this community with the number of new apartment buildings planned or currently under construction. Particularly, with the city's apparent

indifference to parking burdens shifted from multi-unit housing (often little or no parking requirement for new construction) to surrounding neighborhood streets.

There should be a dedicated Parking Permit letter for PPS. Currently Chapman School is in the middle of a heavily used Zone M area. Teachers have little parking and must walk blocks with teaching supplies and such. There is an unpermitted side of a street next to the school, but other people in the neighborhood drive from many blocks away to come dump cars there long term. I have seen cars parked there for months at a time and never move, just to avoid the permit. Zoning this area M-F from 7am to 3pm would leave parking for teachers and get those abusing the system to purchase a permit. Teachers should not be given permits at a large discount or no charge.

Not too fond of there being so few places for guest to park for 5 hrs or more.

Open ended survey responses about COVID and transit usage:

I had a transportation wallet but I am now afraid to ride Max. The only security I have seen is drinking coffee at the Rose Quarter stop in groups of 2-6, and every time I get on Max there are several homeless people, often sleeping across several seats, not wearing masks, and people obviously on drugs or mentally unstable. Even the stations have become havens for homeless, and because I work early in the morning or late at night, I don't feel safe anymore.

Before Covid used to have a wallet and used public transportation a lot. Nowadays, I'm more fearful.

I have tried before to take the streetcar downtown when needed but people got way too close (no enforcement of 6' rule) so I felt very uncomfortable/unsafe.

If it weren't for the pandemic, I'd be using TriMet much more frequently.

Open ended responses about transportation options:

Recently moved out of the Zone M district. Will greatly miss my transportation wallet but will continue using public transportation.

Thanks for doing your best to make Portland and NW great places to live, work, and drive.

Portland's public transportation system played a major part in our decision to move here. Excited to use it more. Keep up the amazing work!