

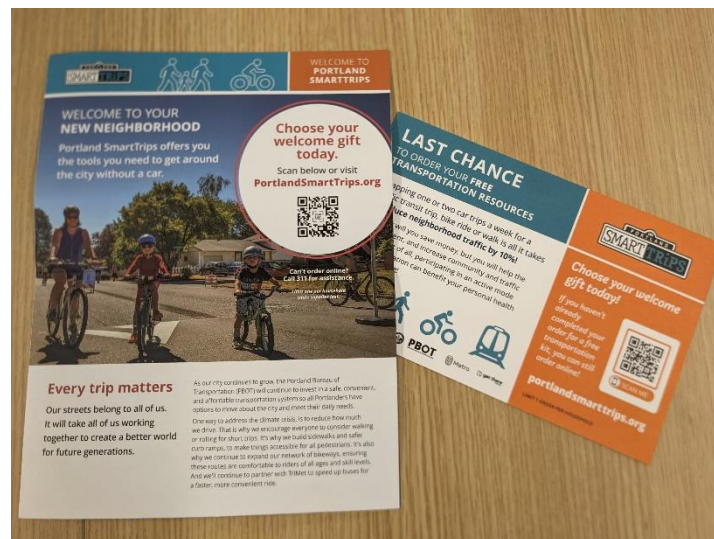
SmartTrips New Movers 2024

Impact Summary for July 1, 2023 – June 30, 2024

Portland SmartTrips is the City’s program for information and resources for getting around by walking, biking, and riding public transportation. Information and resources are made available online at Portland.gov/SmartTrips and monthly mailings to new movers invite people to participate in the program. New Movers are specifically invited as they are in a moment of change in their life, with disrupted habits and are more likely to reconsider their travel choices with a timely message from SmartTrips. Participants who request travel information are provided a personalized digital toolkit via email and are sent a unique packet of materials requested. SmartTrips concluded the fiscal year 2024 with a full twelve months of regular operation.

Output- How much did SmartTrips do this year?

SmartTrips interacted with **35,626 new mover households** in 2024. Each household receives one Welcome Newsletter with an invitation to order materials and two weeks later a follow up reminder postcard.



Out of over 35,000 new mover households, we received 2,990 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 8.4% of our new mover households choosing to take up our offer. In 2022 and 2023 the order rate was 7.8% and 8.3% respectfully.

This year SmartTrips staff developed a refreshed Welcome Newsletter and completed A/B testing to select a final design. The new design highlights more biking focused opportunities, highlights the Neighborhood Greenway network, and includes advice for getting started on a bike. A new BIKETOWN coupon is advertised in the newsletter and offers participants a \$30 credit for two free BIKETOWN rides. This introductory newsletter and its reminder postcard, delivered two weeks later, are the invitations people receive to order materials.

Orders are fulfilled by SmartTrips staff and mailed out in packets to participants. The program filled orders from the New Movers mailing, as well as general requests from the public to the Information Hub.

	FY2024
New Mover Orders:	2,990
General Request Orders:	376
Total Orders:	3,336

What did people order?



New Movers ordered:

- 64% ordered at least one map
- 61% ordered at least one item related to biking
- 67% ordered at least one item related to walking
- 45% 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 FY24	FY24 % of total
Information		
Walking Guide	1,996	15%

Bike Guide	1,706	13%
Pocket Map Guide	1,467	11%
Southeast Map	1,153	9%
Citywide Map	1,142	9%
Northeast Map	1,066	8%
Northwest/Downtown Map	977	7%
Transit Guide	959	7%
North Map	763	6%
Southwest Map	736	6%
Reduced Fare Guide	633	5%
Family Biking Guide	470	4%
Honored Citizen Guide	157	1%
Total information items:	13,225	
Free Incentive		
Reusable Metal Straw	2,527	
Choose-One Incentive		
Safety Lights	1,108	37%
Hop FastPass with 1 Day Pass	945	32%
Bike Map Bandana/ Neck Gaiter	925	31%
Total incentives:	2,978	



What did people view online?

Many participants of the SmartTrips program clicked on links to SmartTrips online resources via their personalized toolkit that was emailed to them. Our top webpage is about our bike and walk maps and was accessed by an additional 20,537 users beyond SmartTrips participants from the general public. The most popular pages are the bike and walk maps, suggested bike rides, taking public transit, suggested walks, and information about biking.

This year in May we promoted the Suggested Bike Rides webpage with paid social media advertising. We created four posts on Instagram and paid to boost each one with about \$50 in spend. Overall, we reached 13,152 accounts. This number is calculated through tallying likes, shares, saves, and comments. This effort resulted in the Suggested Bike Rides page rising to second place in popularity across our webpages, behind our Bike and Walk Maps of Portland page.

Webpage title	These pages can be viewed at Portland.gov/	Views	Users
Bike and Walk Maps of Portland	/transportation/walking-biking-transit-safety/bike-and-walk-maps-portland	35,017	23,527
Suggested bike rides around Portland	/transportation/walking-biking-transit-safety/suggested-rides	20,419	14,323
Taking public transit in Portland	/transportation/walking-biking-transit-safety/taking-transit	17,485	14,224
Suggested walks around Portland	/transportation/walking-biking-transit-safety/suggested-walks	14,994	10,551
Biking in Portland	/transportation/walking-biking-transit-safety/biking-portland	4,876	3,784
Bike theft and how to prevent It	/transportation/walking-biking-transit-safety/safe-routes/bike-theft-and-how-prevent-it	4,078	3,665
Plan your Travel with Our Interactive Bike Map	/transportation/walking-biking-transit-safety/plan-your-travel-our-interactive-bike-map	3,251	2,610
Bikes and the Law	/transportation/walking-biking-transit-safety/bikes-and-law	2,952	2,466
Shared vehicles, bikes, and scooters in Portland	/transportation/walking-biking-transit-safety/shared-vehicles-bikes-and-scooters-portland	2,904	2,358
Walking, Biking, Transit, and Transportation Safety	/transportation/walking-biking-transit-safety	2,773	2,353
Bicycle Shops in Portland	/transportation/walking-biking-transit-safety/bicycle-shops-portland	2,331	1,724
SmartTrips: Getting around Portland by foot, bike, and public transit	/transportation/walking-biking-transit-safety/smarttrips	2,274	1,741
Portland By Cycle rides and classes	/transportation/walking-biking-transit-safety/portlandbycycle	1,993	1,293
Accessible and low-cost transportation options	/transportation/walking-biking-transit-safety/accessible-and-low-cost-transportation-options	1,660	1,391
Portland Biking Guide	/transportation/walking-biking-transit-safety/portland-biking-guide	1,618	1,215
Order Maps for Biking and Walking	/transportation/walking-biking-transit-safety/order-maps-biking-and-walking	987	827
How to start a bike bus	/transportation/walking-biking-transit-safety/safe-routes/how-start-bike-bus	788	618
Walking in Portland	/transportation/walking-biking-transit-safety/walking-portland	738	630

Southwest Neighborhood Bike Fair	/transportation/walking-biking-transit-safety/events/2023/7/23/southwest-neighborhood-bike-fair	669	433
Portland Walking Guide	/transportation/walking-biking-transit-safety/portland-walking-guide	635	551
Road Etiquette and Symbols and Markings for Biking and Driving	/transportation/walking-biking-transit-safety/road-etiquette	630	565
Ride Through the Seasons	/transportation/walking-biking-transit-safety/rideseasons	563	370
Events Walking, Biking, Transit, and Transportation Safety	/transportation/walking-biking-transit-safety/events	541	365
Tips for biking in the wet, cold, and dark	/transportation/walking-biking-transit-safety/biking-rain-cold-and-dark	537	421
Portland Family Biking Guide	/transportation/walking-biking-transit-safety/portland-family-biking-guide	499	416
Basic Bike Maintenance Workshop	/transportation/walking-biking-transit-safety/events/2023/10/5/basic-bike-maintenance-workshop	483	378
Checklist for getting started on a bike	/transportation/walking-biking-transit-safety/checklist-getting-started-bike	447	333
How to fit a helmet	/transportation/walking-biking-transit-safety/safe-routes/how-fit-helmet	434	400
Rainy Rider Photo Contest	/transportation/walking-biking-transit-safety/events/2023/10/1/rainy-rider-photo-contest	411	245
East Portland Neighborhood Bike Fair	/transportation/walking-biking-transit-safety/events/2024/4/26/east-portland-neighborhood-bike-fair	387	313
Disaster Ride	/transportation/walking-biking-transit-safety/events/2023/9/23/disaster-ride	365	247
East Portland Basic Bike Maintenance Workshop	/transportation/walking-biking-transit-safety/events/2024/4/17/east-portland-basic-bike-maintenance	326	236
Basic Bike Maintenance Workshop	/transportation/walking-biking-transit-safety/events/2024/2/28/basic-bike-maintenance-workshop	309	252
Northeast Cully Neighborhood Bike Fair	/transportation/walking-biking-transit-safety/events/2024/6/7/northeast-cully-neighborhood-bike-fair	274	224
Ride Through the Seasons Kick Off	/transportation/walking-biking-transit-safety/events/2023/9/1/ride-through-seasons-kick-off	256	184
New to Portland Ride: Winter Edition	/transportation/walking-biking-transit-safety/events/2024/2/9/new-portland-ride-winter-edition	249	220
Services, Guides, and Information Walking, Biking, Transit, and Transportation Safety	/transportation/walking-biking-transit-safety/services	232	129
Southeast Basic Bike Maintenance Workshop	/transportation/walking-biking-transit-safety/events/2024/3/19/southeast-basic-bike-maintenance	223	157
Documents Walking, Biking, Transit, and Transportation Safety	/transportation/walking-biking-transit-safety/documents	216	110
Ride Through the Seasons	/transportation/walking-biking-transit-safety/ride-through-seasons	209	164
Winter Cycling Workshop	/transportation/walking-biking-transit-safety/events/2023/11/9/winter-cycling-workshop	209	155
New to Portland Ride: East Neighborhoods	/transportation/walking-biking-transit-safety/events/2024/5/29/new-portland-ride-east-neighborhoods	208	121

SE PDX Bike Fair	/transportation/walking-biking-transit-safety/events/2023/8/24/se-pdx-bike-fair	206	156
New to Portland Bike Ride	/transportation/walking-biking-transit-safety/events/2023/8/17/new-portland-bike-ride	184	126
See and Be Seen Ride	/transportation/walking-biking-transit-safety/events/2023/10/30/see-and-be-seen-ride	183	133
Celebration of Rain Bike Ride	/transportation/walking-biking-transit-safety/events/2023/11/18/celebration-rain-bike-ride	171	117
Spring Flowers on the 70's ride	/transportation/walking-biking-transit-safety/events/2024/4/20/spring-flowers-70s-ride	156	127
Springs Awakening ride	/transportation/walking-biking-transit-safety/events/2024/3/21/springs-awakening-ride	150	110
Bike Maintenance Basics workshop	/transportation/walking-biking-transit-safety/events/2023/5/4/bike-maintenance-basics-workshop	131	114
Programs Walking, Biking, Transit, and Transportation Safety	/transportation/walking-biking-transit-safety/programs	122	102
May Flowers on the 70's ride	/transportation/walking-biking-transit-safety/events/2024/5/22/may-flowers-70s-ride	110	89

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 for FY24 (FY23)
ParticipantPre	2,990	2,025	67% (77%)
ParticipantPost	2,533	226	9% (6%)

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
All Driving	54.5%	51.3%	64%
All Active	42.2%	43%	21%
Transit	11.7%	16%	11%
Bike	6.7%	6%	5%
Walk	23.4%	20%	5%
Electric Scooter	0.4%	0%	n/a

The 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 3.2% points since taking up our service offering. Smart Trips participants use active modes by 1% points more since taking up our service offering. Compared to the Portland average, SmartTrips participants are driving less by 12.8% points and using active modes more by 20.2% points.

Our sample size for the post survey was n=226 compared to n=2,025 for the pre survey. This smaller post survey sample size may skew the data and remains low. However, with the addition of a reminder email this year we did see a 3% participation increase from the year before. We'd like to increase the participation trend of the post survey with new incentives and a refreshed email design.

Who are our participants?

This year of the 2,990 people who participated in SmartTrips, 1,205 (40%) provided demographic information in the pre-survey.

Gender		
52%	Women	
35%	Men	
8%	Non-binary	
2%	Transgender	
3%	Not reported	
Race		Portland Average
56%	White	74%
7%	Biracial	8%
3%	Hispanic	10%
1%	Chinese	9% (Asian)
2%	Black	6%

0.83 %	Native American	1%
0.60 %	Pakistani, Cambodian, Hmong	9% (Asian)
0.54 %	Filipino	9% (Asian)
28%	Not reported	
	Age	
0%	90's	
1%	80's	
6%	70's	
7%	60's	
11%	50's	
20%	40's	
38%	30's	
16%	20's	
0%	10's	
	Income	
9%	Under \$15,000	
15%	Between \$75,000 and \$99,999	
20%	Between \$50,000 and \$74,999	
17%	Between \$30,000 and \$49,999	
9%	Between \$15,000 and \$29,999	
14%	Between \$100,000 and \$150,000	
8%	Over \$150,000	
	Current Employment Status	
66%	Employed full-time	
10%	Employed part-time	
12%	Retired	
2%	Student	
8%	Unemployed, looking for work	
2%	Unemployed, not looking for work	

Qualitative Feedback

- “This is an awesome service. Looking forward to biking all over town. Thank you!” - Q1 2024 SmartTrips Participant
- “I just sold me car and am experimenting living without one so am happy to learn more about my options. Thanks!” - Q2 2024 SmartTrips Participant
- “Public transit is the reason I moved here. If Portland leaned more heavily in to car infrastructure it would lose what makes it special.” - Q3 2024 SmartTrips Participant
- “Thanks for this. I need this information to take advantage of what's available since I no longer drive.” - Q3 2024 SmartTrips Participant
- “Thank you for the free information, I look forward to exploring Portland without a car!” - Q4 2024 SmartTrips Participant
- " Thank you very much for this service to help set me up for public transportation in my neighborhood and city.”- Q4 2024 SmartTrips Participant
- “I grew up in Ohio where there's 0 bike infrastructure and I am continually impressed by how much Portland has done to make biking a viable, safe, and enjoyable alternative to cars!! It's one of my favorite things about this city <3” -Q4 2024 SmartTrips Participant
- “Thanks! My daughter will start taking public transportation to Franklin High School next year so these are for them!”- Q4 2024 SmartTrips Participant
-

Impact – Is the city better off from SmartTrips’ 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 0.02 miles less after receiving materials from the program. With 2,990 households participating in the full program, the total annual vehicle miles travelled is reduced for households by 30,935 miles, assuming 1.73 adults per household. **The SmartTrips FY 2024 program helped decrease vehicle miles travelled by 30,935 miles.**

How is SmartTrips operating this year compared to years' past?

