

Welcome SmartTrips 2023

Impact Summary for July 1, 2022 – June 30, 2023

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 2023 with a full twelve months of regular operation.

Output- How much did SmartTrips do this year?

SmartTrips interacted with **46,438 new mover households** in 2023. Each household receives one Welcome Newsletter with an invitation to order materials and two weeks later a follow up reminder postcard.



Out of over 45,000 new mover households, we received 3,868 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 8.3% of our new mover households choosing to take up our offer. In 2022 the response and order rate was 7.8%.

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 or through 311. In March 2023, the

consolidated 311 customer service center for local government services in Multnomah County began providing live assistance to people requesting SmartTrips information and began taking orders for printed materials over the phone. This upgrade is an improvement to the SmartTrips call-in experience as there is a greater ability to reach a live agent seven days a week from 7am – 8pm (excluding federal holidays). 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.

	FY2023
New Mover Orders:	3,742
General Request Orders:	519
Total Orders:	4,261

What did people order?

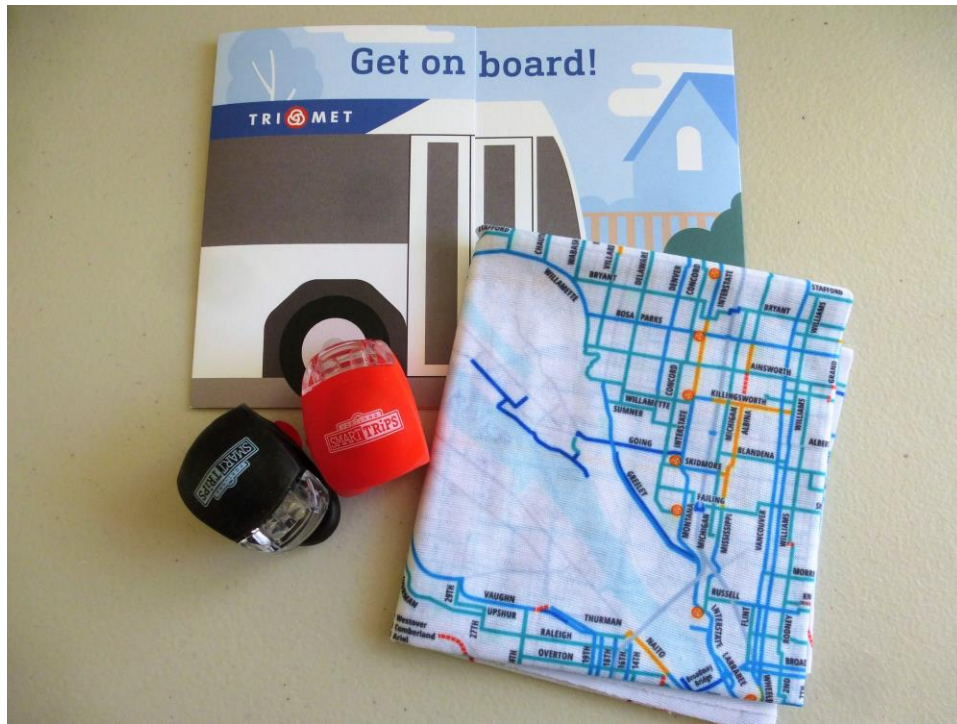


Out of all our orders to the Information Hub (includes New Movers):

- 67% ordered at least one map
- 54% ordered at least one item related to biking
- 57% 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 FY23	FY23 % of total
Information		
Walking Guide	2,446	15%
Bike Guide	2,149	13%
Pocket Map Guide	1,803	11%
Southeast Map	1,459	9%
Citywide Map	1,441	9%
Northeast Map	1,384	8%
Northwest/Downtown Map	1,310	8%
Transit Guide	1,216	7%
North Map	1,058	6%
Reduced Fare Guide	736	4%
Honored Citizen Guide	711	4%
Family Biking Guide	638	4%
Southwest Map	494	3%
Total information items:	16,845	
Free Incentive		
Reusable Metal Straw	3,211	
Choose-One Incentive		
Safety Lights	1,365	36%
Hop FastPass with 1 Day Pass	1,316	35%
Bike Map Bandana/ Neck Gaiter	1,094	29%
Total incentives:	3,775	



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 226,054 users beyond SmartTrips participants from the general public. The most popular pages are the bike and walk maps, suggested bike rides, suggested walks, and information about biking.

Webpages from FY2019-FY2023	Views	Users
These pages can be viewed at Portland.gov/		
/transportation/walking-biking-transit-safety/bike-and-walk-maps-portland Total	302,669	237,178
/transportation/walking-biking-transit-safety/suggested-rides Total	163,514	131,361
/transportation/walking-biking-transit-safety/suggested-walks Total	54,060	40,770
/transportation/walking-biking-transit-safety/portland-biking-guide Total	45,428	37,902
/transportation/walking-biking-transit-safety/portlandbicycle Total	10,690	8,062
/transportation/walking-biking-transit-safety/smarttrips Total	9,209	6,680
/transportation/walking-biking-transit-safety/portland-walking-guide Total	3,501	2,841
/transportation/walking-biking-transit-safety/documents/southwest-portland-bike-walk-map-walking/download Total	1,152	929
/transportation/walking-biking-transit-safety/bikes-and-law Total	65	65
/transportation/walking-biking-transit-safety/taking-transit Total	62	62
/transportation/walking-biking-transit-safety/biking-portland Total	49	49
/transportation/walking-biking-transit-safety/order-maps-biking-and-walking Total	35	35
/transportation/walking-biking-transit-safety/walking-portland Total	26	26

/transportation/walking-biking-transit-safety/shared-vehicles-bikes-and-scooters-portland Total	23	23
/transportation/walking-biking-transit-safety/portland-family-biking-guide Total	19	19
/transportation/walking-biking-transit-safety/bicycle-shops-portland Total	19	19
/transportation/walking-biking-transit-safety/biking-rain-cold-and-dark Total	9	9
/transportation/walking-biking-transit-safety/safe-walking-routes Total	9	9
/transportation/walking-biking-transit-safety Total	8	8
/transportation/walking-biking-transit-safety/plan-your-travel-our-interactive-bike-map Total	5	5
/transportation/walking-biking-transit-safety/accessible-and-low-cost-transportation-options Total	4	4

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 FY23 (FY22)
ParticipantPre	3,742	2,900	77% (52%)
ParticipantPost	3,384	206	6% (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
All Driving	54.5%	50.8%	64%
All Active	38%	43.1%	21%
Transit	10.5%	11.5%	11%
Bike	6.3%	7.3%	5%
Walk	20.8%	23.8%	5%
Electric Scooter	0.3%	0.6%	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 3.7% points since taking up our service offering. Smart Trips participants use active modes by 5% points more since taking up our service offering. Compared to the Portland average, SmartTrips participants are driving less by 13.2% points and using active modes more by 22% points.

Our sample size for the post survey was n=206 compared to n=2,900 for the pre survey. This smaller post survey sample size may skew the data and remains low despite a second email nudge to complete a post survey. The incoming data for the post-survey is arriving now on a year-round cycle, which provides a truer look at travel behavior during the non-dry seasons. Our prior survey work for the program was occurring only in the warmer seasons from May – October. In order to boost the participation rate of the post survey we are planning on adding incentives and enhancing the email design. We will make these changes using research from behavioral science in mind.

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

Based on our survey responses, which was taken by about 50% of our total participants, 54% of our participants identify as women followed by 35% men, and 7% non-binary. People in their thirties comprised the largest cohort of program participants with a 37% share. This is followed by people in their forties (21%), twenties (17%), fifties (9%), sixties (8%), seventies (6%), and eighties (1%). About 60% of our participants are White (Portland average is 74%), 5% Asian (Portland average is 9%), 3% Hispanic (Portland average is 10%), 2% Black (Portland average is 6%), 1% Native American (Portland average is 1%) and 7% multi-racial (Portland average is 8%).

Participants from all income levels participated in the program. The largest group at 20% made between \$50,000-\$75,000 annually. This group was followed by 17% of participants falling into the \$30,000-\$50,000 category.

76% of participants are employed, 9% unemployed, 12% retired, and 3% are students.

Qualitative Feedback

- “Programs like these make me so much more excited about living here. An amazing city with great programs inclusive of accessibility and environmentally friendly resources as it should be! Thank you” - SmartTrips Participant

- "Thank you for making it so easy and safe to be a bicyclist! It has also helped me be a better and more aware driver!" - SmartTrips Participant
- "Thanks in advance for the welcome gifts! For those of us who ride bikes everywhere, it would be helpful to have a user-friendly topography map available online. Even though the Portland maps indicate some of the steepest streets, lots and lots of challenging hills aren't included. " - SmartTrips Participant
- "This neighborhood is so walkable! Its great! Cant wait to drive less!" - SmartTrips Participant
- "Thank you for this service! I use your online interactive map a lot. I would like the paper maps for when I'm on the road and can't figure out how to get to a safer road. I can't see well enough to use my phone!" - SmartTrips Participant
- "I really appreciate you offering this! I bike almost everywhere and find Portland to be very bike friendly. But sometimes I get in a jam depending on Google maps - so a map will be super helpful! Thanks!" - SmartTrips Participant
- "This is great! Thanks! Looking forward to trying alternative ways to get around town this spring."- 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 0.23 miles less after receiving materials from the program. With 3,742 households participating in the full program, the total annual vehicle miles travelled is reduced for households by 555,047 miles, assuming 1.87 adults per household. **The SmartTrips FY 2023 program helped decrease vehicle miles travelled by 555,047 miles.**