

# SmartTrips New Movers 2025

Impact Summary for July 1, 2024 – June 30, 2025

The City of Portland’s SmartTrips program provides information and resources to residents on getting around by walking, biking, and riding public transportation. Information and resources are made available both online at [Portland.gov/SmartTrips](https://Portland.gov/SmartTrips) and through individual mailings to new movers inviting them to participate in the program. New Movers are specifically invited as they are in a moment of transition in their lives; indeed, people are more likely to reconsider their travel choices when their day-to-day habits are disrupted. This is where SmartTrips’ timely messaging comes in, offering an array of transportation options for new movers to consider trying and incorporating in their lives. Participants who request transportation information are provided with a personalized digital toolkit and are sent a unique packet of materials they requested. SmartTrips concluded the fiscal year 2025 with a full twelve months of regular operation.

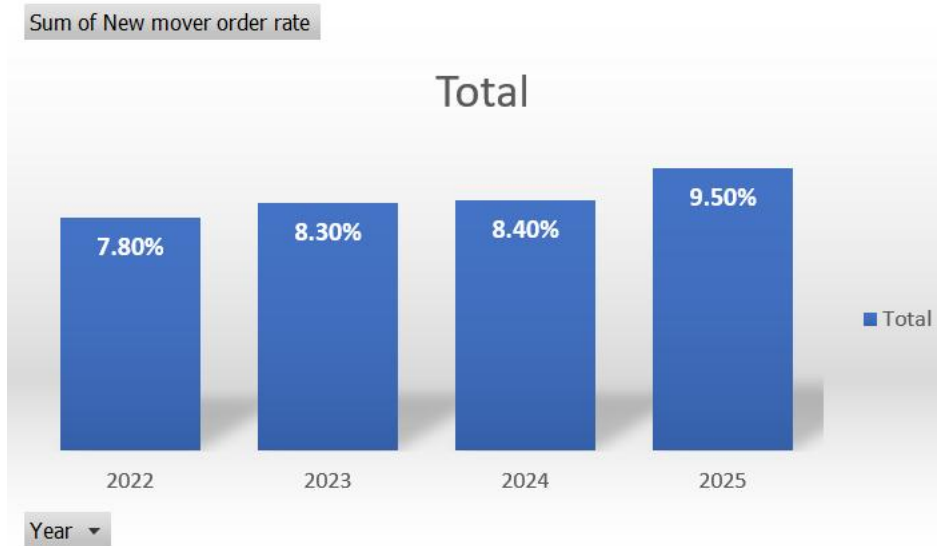
## Output- How much did SmartTrips do this year?

SmartTrips interacted with **34,889 new mover households** in 2025. Each household received one Welcome Newsletter with an invitation to order materials, and two weeks later a follow-up reminder postcard.



Out of 34,889 new mover households, we received **3,310 orders** of transportation materials and resources. These individuals are called “participants” within our program as they receive further information and communications from the SmartTrips program.

In 2025, the order rate for SmartTrips materials was **9.5%** from new mover households. In 2023 and 2024 the order rate was 8.3% and 8.4% respectfully. The graphic below shows how the order rate has been steadily increasing over the last few years:



This year, SmartTrips staff refreshed the Welcome Newsletter and Reminder Postcard. These new changes included clearer language on the free BIKETOWN trips, added information about the free e-scooter trips, and a few other content updates. The team also refreshed other materials that were becoming outdated, including the Honored Citizen Kit, the Reduced Fares brochure, and the Portland Biking Guide.

In addition to these physical resources, the team updated the Digital Toolkit – a personalized email that every SmartTrips participant receives after they request materials through the SmartTrips form.

In 2024-2025, we also added several new materials to the SmartTrips packets: Everyone who ordered one of the Biking Guides received both a New to Portland Rides flyer, and a BIKETOWN program flyer. The goal with the New to Portland flyer, was to invite people to join a comfortable and inclusive group ride with other folks who are new to town.

All orders were fulfilled by SmartTrips staff and mailed out in individual customized packets to participants. The program filled orders both from the New Movers households, and from the general public requesting materials through our website, via email, or by phone.

	FY 2025	FY 2024	FY 2023
<b>New Mover Orders</b>	3,310	2,990	3,742
<b>General Request Orders</b>	310	376	519
<b>Total Orders</b>	3,620	3,336	4,261

## What did people order?



New Movers ordered:

- **62%** ordered at least one map
- **61%** ordered at least one item related to biking
- **59%** ordered at least one item related to walking
- **41%** 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 FY25	FY25 % of total
Information		
Walking Guide	2,144	15%
Portland Biking Guide	2,047	14%
Family Biking Guide	529	4%
Pocket City-wide*	1,023	7%
Southeast Map**	1,056	8%
Citywide Map	1,265	9%
Northeast Map	1,059	8%
Northwest/Downtown Map***	1,006	7%
Transit Guide	1,101	8%
North Map	783	6%
Southwest Map	819	6%

Reduced Fare Guide	679	5%
Honored Citizen Guide	563	4%
<b>Total information items:</b>	<b>14,074</b>	
Free Incentive (From Water Bureau)		
Reusable Metal Straw	1,206	
Shower Timer	1,050	
Choose-One Incentive		
Safety Lights	1,349	38%
Trimet Hop Card with 1 Day Pass	1,062	30%
Bike Map Bandana/ Neck Gaiter	1,100	31%
<b>Total incentives:</b>	<b>3,511</b>	

\*We went out of stock for pocket maps from mid-January to mid-June (5.25 months without)

\*\*We went out of stock for Southeast maps mid-May (2.25 months without)

\*\*\*We went out of stock for NW/Downtown maps mid-June (1.25 months without)



### 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 18,009 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.

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	35973	21319
Taking transit	/transportation/walking-biking-transit-safety/taking-transit	29848	22698
Suggested bike rides	/transportation/walking-biking-transit-safety/suggested-rides	17040	11303
Suggested walks	/transportation/walking-biking-transit-safety/suggested-walks	15273	9903
Biking in Portland	/transportation/walking-biking-transit-safety/biking-portland	4337	3248
Bicycle counts	/transportation/walking-biking-transit-safety/bicycle-counts	3528	1580
Plan your travel on our interactive bike map	/transportation/walking-biking-transit-safety/plan-your-travel-our-interactive-bike-map	3415	2660
Bikes and law	/transportation/walking-biking-transit-safety/bikes-and-law	3066	2525
Bike theft and how to prevent it	/transportation/walking-biking-transit-safety/safe-routes/bike-theft-and-how-prevent-it	2940	2586
Bicycle shops in Portland	/transportation/walking-biking-transit-safety/bicycle-shops-portland	2569	1927
Walking-Biking-Transit safety	/transportation/walking-biking-transit-safety	2150	1714
Accessible-And-Low-Cost-Transportation options	/transportation/walking-biking-transit-safety/accessible-and-low-cost-transportation-options	2026	1691
Portland by Cycle	/transportation/walking-biking-transit-safety/PortlandBycycle	1969	1297
SmartTrips	/transportation/walking-biking-transit-safety/smarttrips	1899	1490
Shared vehicles bikes and scooters in Portland	/transportation/walking-biking-transit-safety/shared-vehicles-bikes-and-scooters-portland	1659	1343
Portland biking guide	/transportation/walking-biking-transit-safety/portland-biking-guide	1419	1040
Event listing	/transportation/walking-biking-transit-safety/events	1285	698
New-Portland-Ride Southwest	/transportation/walking-biking-transit-safety/events/2024/8/22/new-portland-ride-southwest	1193	1020
Ride-Through-Seasons-Kick off	/transportation/walking-biking-transit-safety/events/2024/9/5/ride-through-seasons-kick-off	942	786
Order maps biking and walking	/transportation/walking-biking-transit-safety/order-maps-biking-and-walking	873	717
How to fit a helmet	/transportation/walking-biking-transit-safety/safe-routes/how-fit-helmet	784	717
New to Portland rides	/transportation/walking-biking-transit-safety/new-portland-rides	752	650

Walking in Portland	/transportation/walking-biking-transit-safety/walking-portland	695	549
Northeast-Cully-Neighborhood-Bike fair	/transportation/walking-biking-transit-safety/events/2025/6/6/northeast-cully-neighborhood-bike-fair	617	397
Southwest-Neighborhood-Bike fair	/transportation/walking-biking-transit-safety/events/2024/9/13/southwest-neighborhood-bike-fair	599	387
Ride Through the Seasons	/transportation/walking-biking-transit-safety/RideSeasons	599	386
Portland walking guide	/transportation/walking-biking-transit-safety/portland-walking-guide	595	459
Earth-Day-Community-Bike ride	/transportation/walking-biking-transit-safety/events/2025/4/19/earth-day-community-bike-ride	493	314
Southwest-Neighborhood-Bike fair	/transportation/walking-biking-transit-safety/events/2025/5/2/southwest-neighborhood-bike-fair	468	321
Portland-Family-Biking guide	/transportation/walking-biking-transit-safety/portland-family-biking-guide	465	378
Road etiquette	/transportation/walking-biking-transit-safety/road-etiquette	449	376
Checklist-Getting-Started bike	/transportation/walking-biking-transit-safety/checklist-getting-started-bike	401	311
Transportation Ambassadors	/transportation/walking-biking-transit-safety/ambassadors	396	269
Biking-Rain-Cold-And dark	/transportation/walking-biking-transit-safety/biking-rain-cold-and-dark	384	327
Vestal-School-Neighborhood-Bike fair	/transportation/walking-biking-transit-safety/events/2025/4/11/vestal-school-neighborhood-bike-fair	380	304
Rainy-Rider-Photo contest	/transportation/walking-biking-transit-safety/events/2024/10/1/rainy-rider-photo-contest	378	242
Get-There-Brentwood Darlington	/transportation/walking-biking-transit-safety/get-there-Brentwood-Darlington	367	267
New-Portland-Ride Lents	/transportation/walking-biking-transit-safety/events/2025/4/3/new-portland-ride-Lents	351	231
See-And-Be-Seen ride	/transportation/walking-biking-transit-safety/events/2024/10/24/see-and-be-seen-ride	297	196
East-Portland-Neighborhood-Bike fair	/transportation/walking-biking-transit-safety/events/2025/7/12/east-portland-neighborhood-bike-fair	275	176
New-Portland-Ride-East portland	/transportation/walking-biking-transit-safety/events/2025/6/3/new-portland-ride-east-portland	249	158

Basic-Bike-Maintenance workshop	/transportation/walking-biking-transit-safety/events/2025/5/16/basic-bike-maintenance-workshop	248	161
Celebrate-Rain-Bike ride	/transportation/walking-biking-transit-safety/events/2024/11/2/celebrate-rain-bike-ride	234	160
New-Portland-Ride Brentwood	/transportation/walking-biking-transit-safety/events/2025/5/21/new-portland-ride-Brentwood	198	158
Basic-Bike-Maintenance workshop	/transportation/walking-biking-transit-safety/events/2025/6/24/basic-bike-maintenance-workshop	197	145
Portland-Cycle-Ride Brentwood	/transportation/walking-biking-transit-safety/events/2025/4/23/portland-cycle-ride-Brentwood	181	125
Services, Guides, and Information	/transportation/walking-biking-transit-safety/services	178	120
Basic-Bike-Maintenance workshop	/transportation/walking-biking-transit-safety/events/2023/10/5/basic-bike-maintenance-workshop	167	151
Basic-Bike-Maintenance-Workshop asl	/transportation/walking-biking-transit-safety/events/2025/3/28/basic-bike-maintenance-workshop-asl	159	140
Basic-Bike-Maintenance workshop	/transportation/walking-biking-transit-safety/events/2025/3/28/basic-bike-maintenance-workshop	157	88
Basic-Bike-Maintenance workshop	/transportation/walking-biking-transit-safety/events/2025/5/31/basic-bike-maintenance-workshop	156	105
Earth-Day-Brentwood Darlington	/transportation/walking-biking-transit-safety/events/2025/4/20/earth-day-Brentwood-Darlington	144	104
Basic-Bike-Maintenance workshop	/transportation/walking-biking-transit-safety/events/2024/2/28/basic-bike-maintenance-workshop	141	130
Become a Transportation Ambassador	/transportation/walking-biking-transit-safety/pbot-transportation-ambassadors	134	117
New-Portland-Northeast ride	/transportation/walking-biking-transit-safety/events/2025/7/16/new-portland-northeast-ride	123	100
Past Events	/transportation/walking-biking-transit-safety/events/past	119	58
Programs listing	/transportation/walking-biking-transit-safety/programs	116	94
70S-And-80S ride	/transportation/walking-biking-transit-safety/events/2025/6/18/70s-and-80s-ride	113	80
All-Season-Cycling workshop	/transportation/walking-biking-transit-safety/events/2024/10/22/all-season-cycling-workshop	108	80

Bike maintenance education Montavilla	/transportation/walking-biking-transit-safety/events/2025/7/2/bike-maintenance-education-Montavilla	106	74
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## 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 Participant Pre-Survey and Participant Post Survey.

Here are the response rates for the surveys:

Survey Group	# of eligible participants	# of respondents	Response Rate
Participant Pre-Survey	3,310	2790	FY25- 84% (FY24- 67%) (FY23 -77%)
Participant Post Survey	3,500	272	FY25- 8% (FY24 - 9% )(FY23 - 6%)

### Findings from Trip Diary questions: (Michael, Show Claire)

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	American Community Survey 2023 – 5 year estimates for commutes
<b>All Driving</b>	<b>56.1%</b>	<b>46.5%</b>	<b>58%</b>
<b>All Active</b>	<b>41.0%</b>	<b>49.0%</b>	<b>16%</b>

Transit	11.3%	15.2%	7%
Bike	6.9%	9.6%	4%
Walk	22.4%	24.2%	5%
Electric Scooter	0.3%	0.0%	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 9.6% points since taking up our service offering. Smart Trips participants use active modes by 8% points more since taking up our service offering. Compared to the Portland average, SmartTrips participants are driving less by 11.5% points and using active modes more by 33% points.

Our sample size for the post survey was n=272 compared to n=2,790 for the pre survey. This smaller post survey sample size may skew the data and remains low. This year we had every participant receive a reminder email for the post-survey and this helped us achieve a 20.4% increase in participation over last year’s 226 respondents. We’d like to continue increasing the participation trend of the post survey and will seek to do that once our new email platform is in place.

### Who are our participants?

This year of the 3,310 people who participated in SmartTrips, 1,266 (38%) provided some demographic information in the pre-survey.

Gender How do you identify your gender?	Survey Count	Survey Percent	
Woman	672	53%	
Man	435	35%	
Non-binary	101	8%	
Transgender	25	2%	
Prefer not to answer	19	2%	
No answer	4	0%	
Don't know	3	0%	

Race or Ethnicity Which of the following describes your racial or ethnic identity?	Survey Count	Survey Percent	
White - German, Irish, English, Italian, Lebanese, Egyptian, etc.	1098	74%	
Mexican - Mexican American, Chicano, etc.	82	6%	
Black or African Am. - African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.	50	3%	
Some other Hispanic, Latino, or Spanish origin - Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.	44	3%	

American Indian or Alaska Native - Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow, Inupiat Traditional government, Nome Eskimo Community, etc.	35	2%	
Prefer not to say	34	2%	
Chinese	29	2%	
Japanese	19	1%	
Filipino	18	1%	
Other Asian - Pakistani, Cambodian, Hmong, etc.	13	1%	
Korean	11	1%	
Puerto Rican	11	1%	
Asian Indian	8	1%	
Cuban	8	1%	
Native Hawaiian	7	0%	
Other Pacific Islander - Tongan, Fijian, Marshallese, Chamorro, Samoan, Guamanian, etc.	4	0%	
No Answer	3	0%	
Vietnamese	3	0%	
Jewish	2	0%	
I prefer not to answer	1	0%	
Not listed above	1	0%	

<b>Age</b> What year were you born? [converted into age, divided into age ranges]	<b>Survey Count</b>	<b>Survey Percent</b>	
16 to 24 years old	42	3.3%	
25 to 34 years old	393	31.2%	
35 to 44 years old	359	28.5%	
45 to 54 years old	198	15.7%	
55 to 64 years old	117	9.3%	
65 to 74 years old	82	6.5%	
75 years of age or older	36	2.9%	
No Answer	32	2.5%	

<b>Income</b>	<b>Survey Count</b>	<b>Survey Percent</b>	
Under \$15,000	113	7.4%	
Between \$15,000 and \$29,999	119	7.8%	
Between \$30,000 and \$49,999	185	12.2%	
Between \$50,000 and \$74,999	249	16.4%	
Between \$75,000 and \$99,999	220	14.5%	
Between \$100,000 and \$150,000	208	13.7%	
Over \$150,000	113	7.4%	

Prefer not to say	70	4.6%	
No answer	243	16.0%	

Current Employment Status	Survey Count	Survey Percent	
Employed full-time	971	58.7%	
Employed part-time	170	10.3%	
Retired	163	9.9%	
No answer	135	8.2%	
Unemployed, looking for work	119	7.2%	
Student	52	3.1%	
Unemployed, not looking for work	44	2.7%	

### Qualitative Feedback (Claire)

- Thank you for making it so easy to get around by bike! - Carla A.
- Thank you. I just moved back to Portland after being gone for 25 years. Bicycling is amazing in Portland! - Kevin R.
- Thank you for the great resources! I could really use front & rear safety lights for biking. - Mary L.
- Thanks for helping to support and improve Portland's transportation options!!! - Nial T.
- Thank you for the welcome! I'm excited to get back into biking and walking for transportation! - Cathy J.
- Thanks for all that you do to help keep our roads safe and bike friendly :) - Fernando C.
- This is so awesome. Thank you for offering this. I want to get my kids on the public bus system more and this will encourage us as a family. - Jamie S.
- I moved to Portland specifically because it's more public transit and biking friendly! Excited to get around and see the city more :) - Louisa O.
  - Thank you so much for doing this! It makes me proud to live in Portland. - Elizabeth J.
  - Thanks for keeping Portland streets accessible and friendly to non-car modes of transport! - Lacey W.
  - Love paper maps! Thank you! - Constance H.

### Impact – Is the city better off from SmartTrips' work this year? (Michael)

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 0.09 miles less after receiving materials from the program. With 3,310 households participating in the full program, the total annual vehicle miles travelled is reduced for households by 190,949 miles, assuming 1.81 adults per household. **The SmartTrips FY 2025 program helped decrease vehicle miles travelled by 190,949 miles.**

