

# Transportation Wallet: Access for All

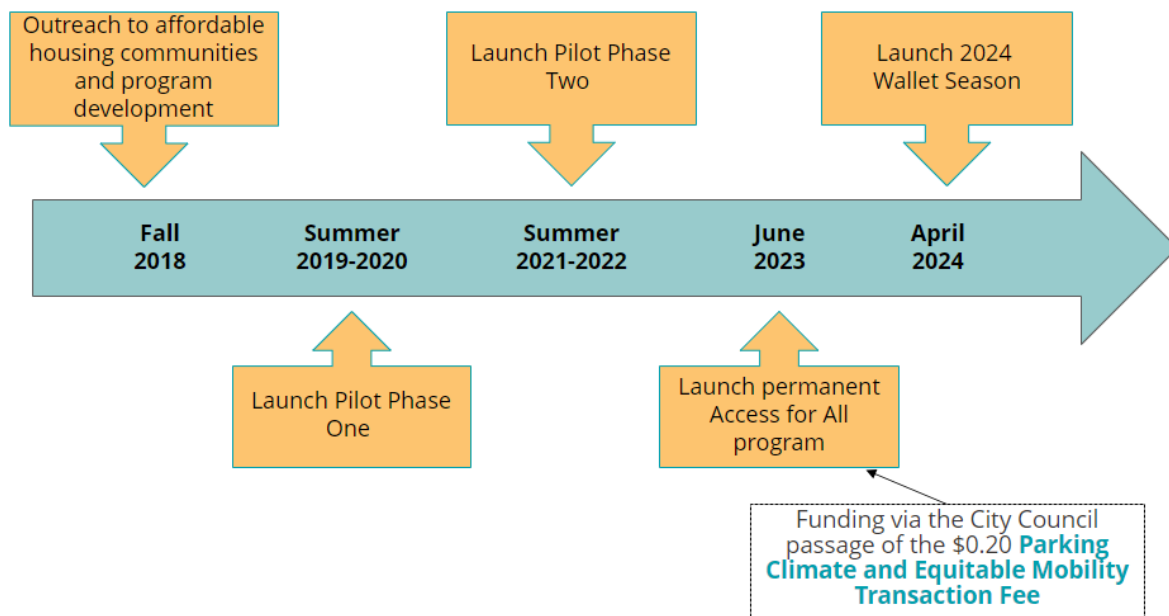
## 2023 Program Year Report

### Introduction and Context

The Portland Bureau of Transportation's (PBOT) Transportation Wallet: Access for All program offers people and households living on low-incomes a package of FREE transportation options like transit, e-bike or e-scooter-share, and ride-share (Uber/Lyft) or taxis. The Transportation Wallet: Access for All program (formerly known as the Transportation Wallet for Affordable Housing pilot project) focuses on reducing barriers to using transportation options, like cost, technology access, credit/debit card requirements, and low-income verification processes for different providers.

### Program Timeline

After two pilot phases, 2023 marked the Transportation Wallet: Access for All program's first year as a permanent program within the City of Portland. With funding from the \$0.20 Parking Climate and Equitable Mobility Transaction Fee, the 2023 Transportation Wallet launched in June 2023, in partnership with 18 community-based organizations in Portland. PBOT issued 1,365 Transportation Wallets to Portlanders living on low incomes in 2023.



### Partner Organizations

In the fall of 2022, PBOT released a Letter of Interest to recruit partner organizations for a two-year Transportation Wallet: Access for All partnership. Eighteen organizations were selected through this process. PBOT staff worked with each organization to onboard and train staff on the basics of the Transportation Wallet program, to equip them to field questions from applicants. Program budget

allowed for a limited number of Transportation Wallets per organization; therefore, PBOT staff worked with each organization on a distribution plan.

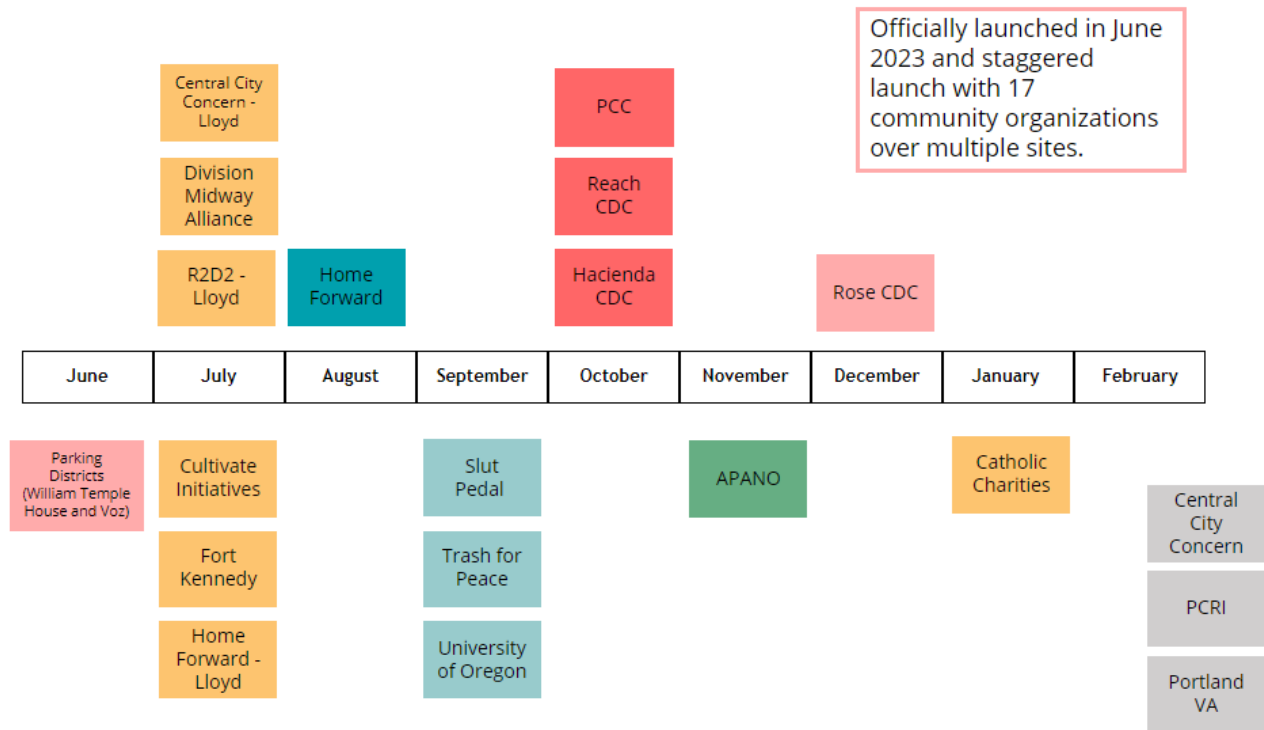
### List of Partners

- APANO
- Catholic Charities
- Central City Concern
- Central City Concern (Lloyd - Miracles/ Madrona)\*
- Cultivate Initiatives
- Division Midway Alliance
- Fort Kennedy
- Hacienda CDC
- Home Forward
- Home Forward (Lloyd – Louisa Flowers)\*
- PCRI (Portland Community Reinvestment Initiatives)
- Portland Community College
- Portland VA
- R2D2 (Lloyd)\*
- Reach CDC
- Rose CDC
- Slut Pedal
- Street Roots
- Trash for Peace
- University of Oregon

*\*Implemented through a partnership with Go Lloyd.*

Based upon organizational capacity and staffing, the PBOT Transportation Wallet team staggered the registration windows for each partner organization throughout the 2023 season. Each partner organization was encouraged to develop a targeted outreach strategy and a structured communications push to ensure applicants could register during the assigned sign-up window. If requested, PBOT provided informational flyers with QR codes linked to the organization's sign-up form, for staff to display

or distribute onsite. Launch windows for each partner organization are displayed in the graphic below.



## Participant Eligibility and Wallet Options











The Access for All program relies on strong relationships with community-based partner organizations to identify and recruit sign-ups. Within the program budget, each organization is provided a specified allotment of Transportation Wallets, and organization staff can determine based on their own criteria who is prioritized for registration. In order to qualify for the Access for All program, individuals must be eligible for one or more of the following programs:

- TriMet Reduced Fare Program
- BIKETOWN for All
- Portland’s Sewer, Stormwater and Financial Assistance Program
- Oregon Health Plan / Medicaid
- SNAP Program
- Temporary Assistance for Needy Families (TANF)
- Free & Reduced-Price Lunch
- HUD Housing Choice Voucher
- LIHEAP (Home Energy Assistance)
- Employment Related Daycare
- Women Infants and Children (WIC)
- Oregon Promise
- Affordable Housing Resident
- Unemployment

- Social Security Disability award letter

## Registration Process

Once an individual is selected by a partner organization for Transportation Wallet registration, sign-up is conducted through a SurveyMonkey registration form, where PBOT collects the participant’s contact information and their desired Transportation Wallet option. Registrants can choose between Option 1 (a one-year pass for unlimited rides on transit), Option 2 (a multimodal option for individuals) and option 3 (a multimodal option for households). Option 2 and 3 include both a Hop Card and a prepaid Visa card which can only be used for transportation-related purchases , such as bike/scooter share, Lyft and Uber, Taxi, and public transit.

option <b>1</b> Transit for a Year	option <b>2</b> All Modes	option <b>3</b> All Modes Household
<p><b>This option includes:</b></p> <ul style="list-style-type: none"> <li> Transit: A TriMet Honored Citizen 1-year Pass for unlimited rides</li> </ul> <p><b>This option is for:</b></p> <ul style="list-style-type: none"> <li> Individuals who have Honored Citizen Hop cards for transit. (Seniors age 65+. People on Medicare, with disabilities, or who qualify based on income.)</li> </ul>	<p><b>This option includes:</b></p> <ul style="list-style-type: none"> <li> Transit: \$200 on your Hop Card</li> <li> BIKETOWN: BIKETOWN for All or Adaptive BIKETOWN</li> <li> Prepaid Visa card: \$75 for transportation services</li> </ul> <p><b>This option is for:</b></p> <ul style="list-style-type: none"> <li> Individuals</li> </ul>	<p><b>This option includes:</b></p> <ul style="list-style-type: none"> <li> Transit: \$225-\$300 on your Hop Card</li> <li> BIKETOWN: BIKETOWN for All or Adaptive BIKETOWN</li> <li> Prepaid Visa card: \$100-\$175 for transportation services</li> </ul> <p><b>This option is for:</b></p> <ul style="list-style-type: none"> <li> Households (Multiple people at one address.)</li> </ul>

Once registration is complete, the PBOT Transportation Wallet team fulfills each wallet request in-house, including issuing new Hop cards to those who need them, adding funds to Hop cards and prepaid Visa cards, and packaging Wallet materials. Wallets are filled within 10 business days of registration, and are passed along to partner organizations who are responsible for distributing directly to Wallet recipients. This handoff process ensures that Transportation Wallets reach the intended participant and allow an opportunity for organization staff to answer any questions and remind recipients about the benefits they’ll receive. Because the Access for All program serves many individuals experiencing houselessness or unstable housing situations, handing the Wallets off directly also allows participants without permanent addresses to receive their benefits.

## Events

PBOT held several in-person Transportation Fairs in partnership with participating partner organizations. These fairs served as an opportunity for individuals to sign-up for the Transportation Wallet, learn more about the program, and engage with partner booths such as TriMet, BIKETOWN, e-scooter providers, Get There Oregon, and Multnomah County. The first fair was hosted by Division Midway Alliance, and took place on July 15<sup>th</sup> 2023. There were approximately 150 attendees who perused information booths and signed up for Transportation Wallets onsite. Next, PBOT held a fair at the Central City Concern – Miracles Apartments in the Lloyd District on July 19<sup>th</sup> 2023, with about 80 people in attendance. Lastly,

PBOT held a fair in partnership with Hacienda CDC at the Last Adelitas apartments, with approximately 100 attendees.

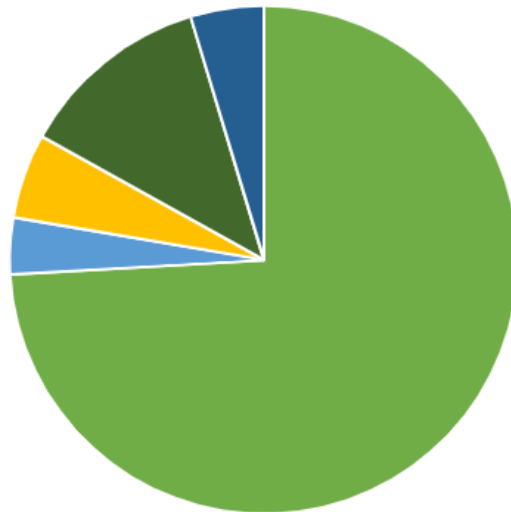




## Program Evaluation

In 2023, PBOT distributed 1,365 Access for All Wallets (525 Option 1, 571 Option 2, and 269 Option 3). For household participants, the average household size was 3.29. PBOT issued 772 prepaid Visa cards, which amounted to a total of 3,496 transportation purchases in 2023.

### Prepaid Card Purchases by Category



■ Taxi, Uber & Lyft, BIKETOWN   ■ Spin   ■ Parking   ■ Lime   ■ Local Transit

PBOT distributed a post-survey to 2023 Access for All program participants, requesting feedback about how the Transportation Wallet program shaped their travel behavior. Respondents reported the following:

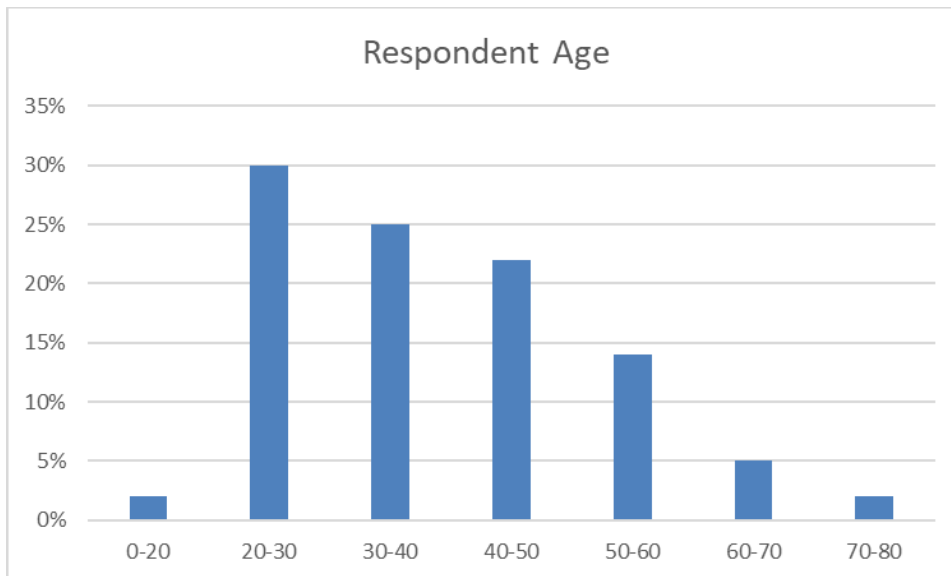
- 54% of respondents do not own or have access to a private vehicle.
- Over 95% said they saved money on transportation costs because of the Transportation Wallet.
- 92% said that the Transportation Wallet made managing their monthly budget less stressful.
- 86% said their household had more flexibility in how they got around.
- 52% said they tried using new transportation modes they had never used before.

When asked “*what’s the best thing about the Transportation Wallet?*” participants shared the following:

- “It allowed me to **try the bus** and I ended up really liking it and have taken it a lot to commute to work.”
- “It really helped our family **budget** for the time we were able to use the TriMet credits. We had more **flexibility in our schedule** and were able to get all our kids where they needed to be in a timely matter.”
- “I loved how it opened **new modes of transport** for me i.e. bikes and scooters”
- “**Not having to rule out going to places that are farther away.** My children have been able to take extra curricular classes due to not having to worry about getting there.”

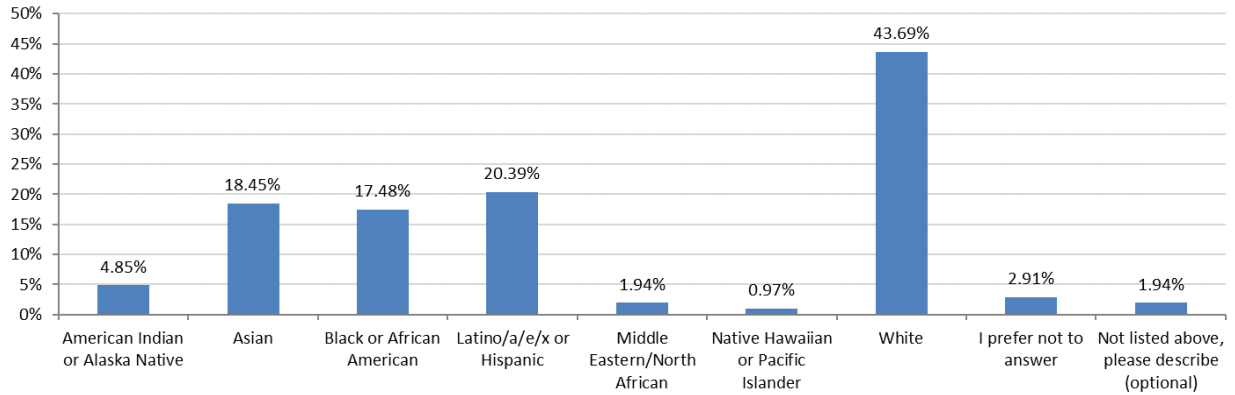
### Recipient Demographics

Of those who responded to the 2023 Access for All recipient post-survey, participant age, race and ethnicity were as follows. In addition, 39% of respondents identified with having or living with a disability.





## Race and Ethnicity



### Partner Organization Feedback

In late 2023, PBOT solicited feedback from each partner organization regarding Access for All program functionality and opportunities for improvement. Organizational staff had the option to fill out a feedback survey or to meet with PBOT for a feedback discussion. Overall, staff rated the ease of the sign-up process as an 8.6/10 and the PBOT team's responsiveness as a 9.4/10, and listed the Hop transit pass as the most valuable transportation benefit to the communities they served. When asked about opportunities to improve the Access for All program, community partners often mentioned the high demand for Transportation Wallets and asked about possible expansion of the program in the future. Similarly, organization staff requested higher dollar amounts on both the prepaid Visa card the the Hop card to better match community needs.

### Next Steps

PBOT will partner with the same 18 community-based organizations for the 2024 program year. As part of the Portland Clean Energy Fund's Climate Investment Plan, the Transportation Wallet: Access for All program will receive a five-year funding allocation of \$25 Million beginning in 2024 for the purposes of expanding the program. This additional funding will allow the Access for All team to increase the number of Wallets distributed, enhance existing community partnerships, conduct more extensive outreach and events, and expand program evaluation. In mid-2024, PBOT will begin the selection process for the next cohort of community-based partner organizations.