

TRANSPORTATION WALLET | 2020 Program Report



Executive Summary

Goals and Rationale

The Transportation Wallet is a collection of passes and credits for use on transit, streetcar, bike-share, car-share, and e-scooters. In 2017, the City of Portland launched this new and innovative program to reduce demand on city parking spaces and incentivize people to try new ways to get around the city.

Developed as a parking management strategy to reduce the demand placed on Portland streets by too many motor vehicles, the Transportation Wallet has three inter-related goals:

- Increase use of travel modes other than driving
- Manage parking demand
- Utilize parking permit surcharges to reduce resident and employee transportation costs

Portland's population is expanding, but our roadway space is not. About 580,000 people lived in the city in 2010; by 2035 that will grow to 860,000. Building enough

roads for all these new Portlanders to get around by driving simply isn't feasible.

Against the backdrop of a growing city, the Transportation Wallet is one strategy to help reduce carbon emissions and manage congestion. For the Portland Bureau of Transportation (PBOT), it's a tool to address traffic congestion and shift drive-alone car trips to less polluting modes. To users, it is a package of transportation passes that provide options to get around without needing to find and pay for parking.

By shifting trips to transit, biking, walking, and scooting, the Transportation Wallet helps free up parking and road space for critical driving trips. As Portland continues to grow, the need for reliable, affordable, and convenient transportation options to move people safely, efficiently, and dependably is more important than ever. The Transportation Wallet addresses many of these needs.

Methodology and Outcomes

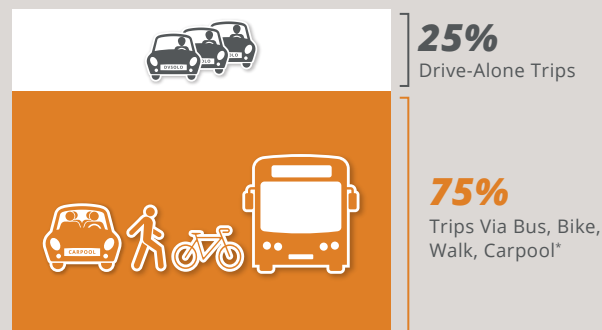
Currently, Portland has two parking districts that use a combination of on-street meters, parking permits, and permit surcharge fees to help match parking supply to demand. The Northwest and Central Eastside Industrial Parking Districts, located on either side of the Willamette River and downtown Portland, are where Transportation Wallets are available to residents and employees.

The Transportation Wallet leverages parking permit surcharge fees to fund the program. This unique approach utilizes parking revenues to encourage behavior change, helping to manage parking while simultaneously investing in transportation options other than driving. In its first two and a half years, the Transportation Wallet has removed 2,400 parking permits from circulation, replacing them with incentives to take trips by non-driving modes. An additional 1,600 Transportation Wallets have been in circulation through purchases.

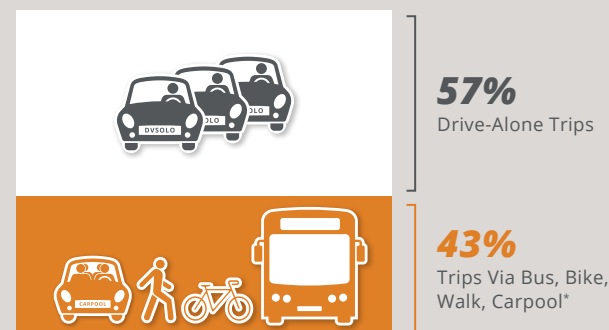
Commuter Behavior

Survey data indicates that Transportation Wallet users drive to work less often than people without Transportation Wallets.

Transportation Wallet Users

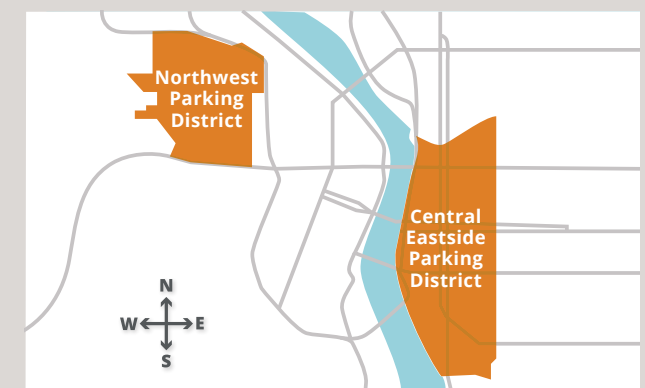


People Without Transportation Wallets



Transportation Wallet Eligibility Zones

Residents and employees in these parking districts can buy Transportation Wallets for \$99 (87% off the retail cost), or get one at no cost by opting out of their annual area parking permits.



* n=361, Source: Fall 2019 Parking & Transportation Survey. Non-driving trips include transit, biking, walking and carpooling.

History of the Transportation Wallet

The Transportation Wallet grew out of the need to reduce the demand on parking and driving trips in two of the densest and fastest-growing neighborhoods in Portland. In 2012 and 2013, PBOT staff worked closely with business owners, residents, community members, and other City employees to develop parking management plans for Northwest Portland and the Central Eastside Industrial District (CEID). The plans were adopted by City Council and established the parking management strategies in those districts, including how collected parking permit surcharges can be spent.






First offered in September 2017, the Transportation Wallet is made possible by permit surcharges collected in the Northwest and CEID parking districts. Volunteer

parking stakeholder advisory committees comprised of business, residential and community representatives from the neighborhood work with PBOT staff to oversee the parking district program budgets. Currently, these are the only parking districts in Portland to voluntarily add a surcharge to the base permit price of on- street parking permits. The base permit price, set by PBOT, is currently \$75 and covers the cost to administer the parking permit program, including: reviewing applications; processing permits; providing customer service support; and doing parking enforcement. The additional surcharge fee, set by the parking committees, supports transportation projects such as the Transportation Wallet, small capital improvements and encouragement programs.



What Is In the Transportation Wallet?

As the city changes, so do people’s transportation needs. An ever-evolving package of mobility options, the Transportation Wallet has included transportation passes and vouchers for use on TriMet, Portland Streetcar, BIKETOWN, and car sharing company car2go. New services can be added as they become available. In 2020 the Transportation Wallet also includes \$30 in scooter credit for use on three electric scooter companies.

	2017 \$637 Total Value	2018 \$687 Total Value	2019 \$767 Total Value	2020 \$669 Total Value	2020 \$819 Total Value
 E-Scooters	---	---	---	\$30 Credit	\$30 Credit
 car2go	---	---	\$25 Credit	---	---
 Portland Streetcar	Annual Pass	Annual Pass	Annual Pass	Annual Pass	Annual Pass
 BIKETOWN	1-Year Membership	1-Year Membership	1-Year Membership	\$99 Credit*	\$99 Credit*
 TriMet	\$50 Credit	\$100 Credit	\$150 Credit	\$100 Credit	\$250 Credit
				Northwest Portland Zone M	Central Eastside Zones G/N

*\$25 in credit was initially distributed to Transportation Wallet holders. An additional \$74 in credit is expected to be distributed mid-year, pending the transition of the BIKETOWN fleet to electric-assist bicycles.



Program Analysis

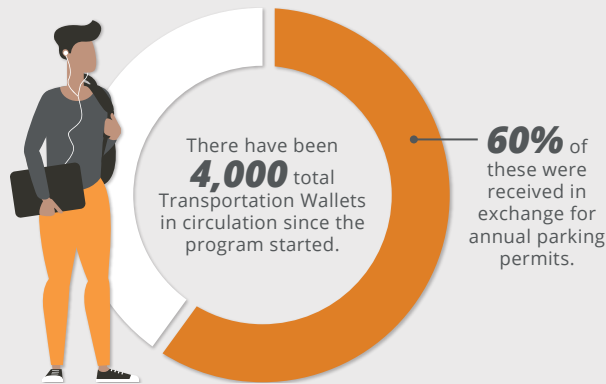
Residents and employees in the Northwest and Central Eastside Industrial Parking Districts are eligible to purchase Transportation Wallets throughout the year or obtain one at no cost by trading in an on-street parking permit during each district's permit renewal period.

The Transportation Wallet attracts repeat users (nearly 40% have had one before) who are highly satisfied with the product. Nearly 98% of users say they would buy it again and/or recommend it to a friend or family member.*

*n=391, Source: Fall 2019 Parking & Transportation Survey

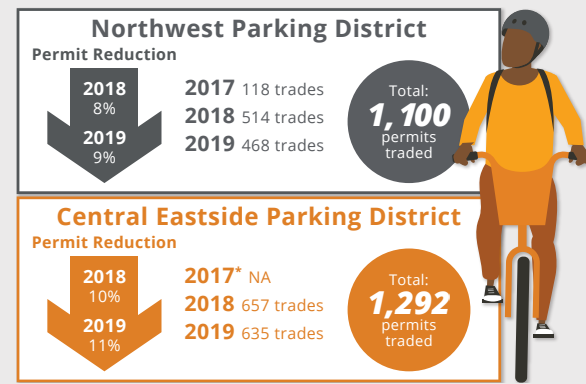
Although the Northwest and CEID districts have seen substantial population and employment growth in recent years, demand for on-street parking permits has not increased at an equivalent rate. The number of issued parking permits has fallen gradually since 2016, thanks in large part to the adopted parking management plans. The opportunity to exchange a parking permit for a free Transportation Wallet has contributed to this trend, eliminating 2,400 permits from circulation.

Transportation Wallets in Circulation*



*Since program launch in September 2017 to November 2019

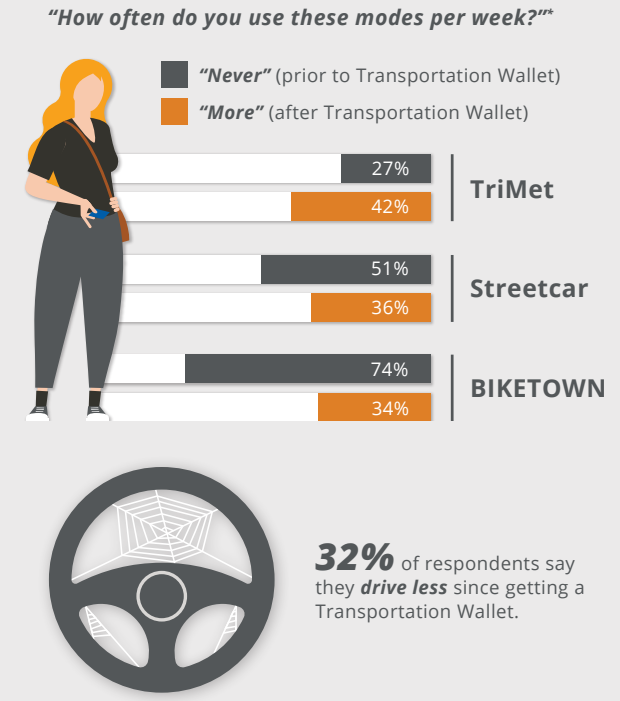
Parking Permits Traded for Transportation Wallets



*Option not available in the Central Eastside in 2017.

Users are Trying New Modes

Many first-time Transportation Wallet users are now using TriMet, Streetcar and BIKETOWN, even if they had never used these services before.



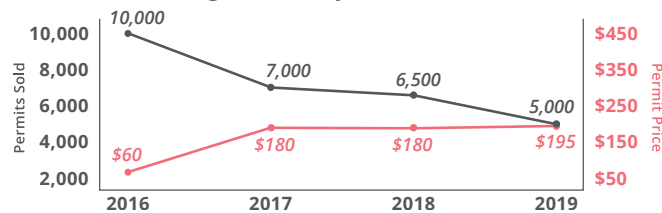
*n=128, 2019 Fall Parking District Transportation Survey

In Growing Districts, Area Parking Permit Distribution Has Changed Since Launch of Transportation Wallet Program

Northwest Parking District

The Northwest Parking District serves 15,000 employees and is home to 12,000 residents. The area has 4,200 on-street permit parking spaces.

Area Parking Permits: Price vs. Number Sold in Northwest Parking District (By Year)

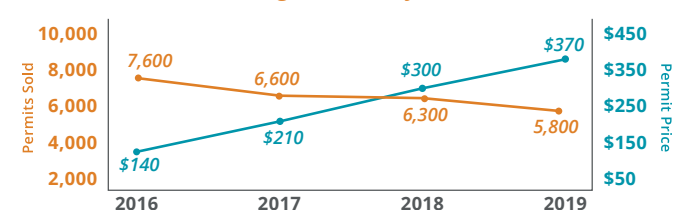


* Reflects partial permit year at time of report publication.

Central Eastside Parking District

The Central Eastside Industrial Parking District serves 17,000 employees and is home to approximately 1,900 residents. The area has 3,800 on-street permit parking spaces.

Area Parking Permits: Price vs. Number Sold in Central Eastside Parking District (By Year)



The Future of the Transportation Wallet Program

In the coming year, PBOT staff will use results from the 2019 pilot with affordable housing providers (see below) to help shape a program to offer fully subsidized Transportation Wallets to affordable housing residents within the Northwest and Central Eastside Parking Districts.

In addition, several hundred Transportation Wallets will be provided at no cost as an incentive for new residents moving to the Northwest Parking District who sign new leases and do not apply for a parking permit. The goal is to influence people's transportation choices when they are already in a state of change (moving) and encourage them to not park on-street or drive a personal vehicle since there are other transportation options abundantly available in that neighborhood.

Long term plans for the Transportation Wallet:

- Develop a web-based Transportation Wallet app to streamline distribution of vouchers and credit.
- Identify new funding sources to offer Transportation Wallets outside of parking districts.

Transportation Wallet Teams Up with Affordable Housing Providers

Inspired by the success of the Transportation Wallet, in 2019 PBOT partnered with seven affordable housing providers outside of the Northwest and Central Eastside parking districts to test a pilot program offering 500 residents fully subsidized Transportation Wallet packages.

The contents of each Wallet was tailored to an individual's travel needs. The pilot was designed to build relationships with representatives at affordable housing sites, engage with residents living on low incomes, and make transportation options more accessible and affordable for them.

Here's What Transportation Wallet Users are Saying



"Great job encouraging folks in town to use more sustainable forms of transit!"

- Monique Gaskins, Central Eastside Parking District



"... The Wallet has been great because it has extended my active transportation options..."

- John Lascurettes, Northwest Parking District



"... I love the freedom of not having to worry about parking."

- Marie Fisher, Northwest Parking District



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PBOT
PORTLAND BUREAU OF TRANSPORTATION

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More Information: www.transportationwallet.com