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Portland's Transportation Wallet: How Pricing Parking Can Create New Mobility Options

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Portland's Transportation Wallet:

How Pricing Parking Can Create New Mobility Options



November 9th, 2018

By Sarah Goforth, Portland Bureau of Transportation



PBOT
PORTLAND BUREAU OF TRANSPORTATION

Huge thanks to:

- Chris Armes, Portland Bureau of Transportation
- Joey Posada, Portland Bureau of Transportation
- Danielle Booth, BIKETOWN
- Natasha Kelly, Portland Streetcar



**CENTRAL
EASTSIDE
INDUSTRIAL
COUNCIL**

What is the Transportation Wallet?



3 passes, 1 package

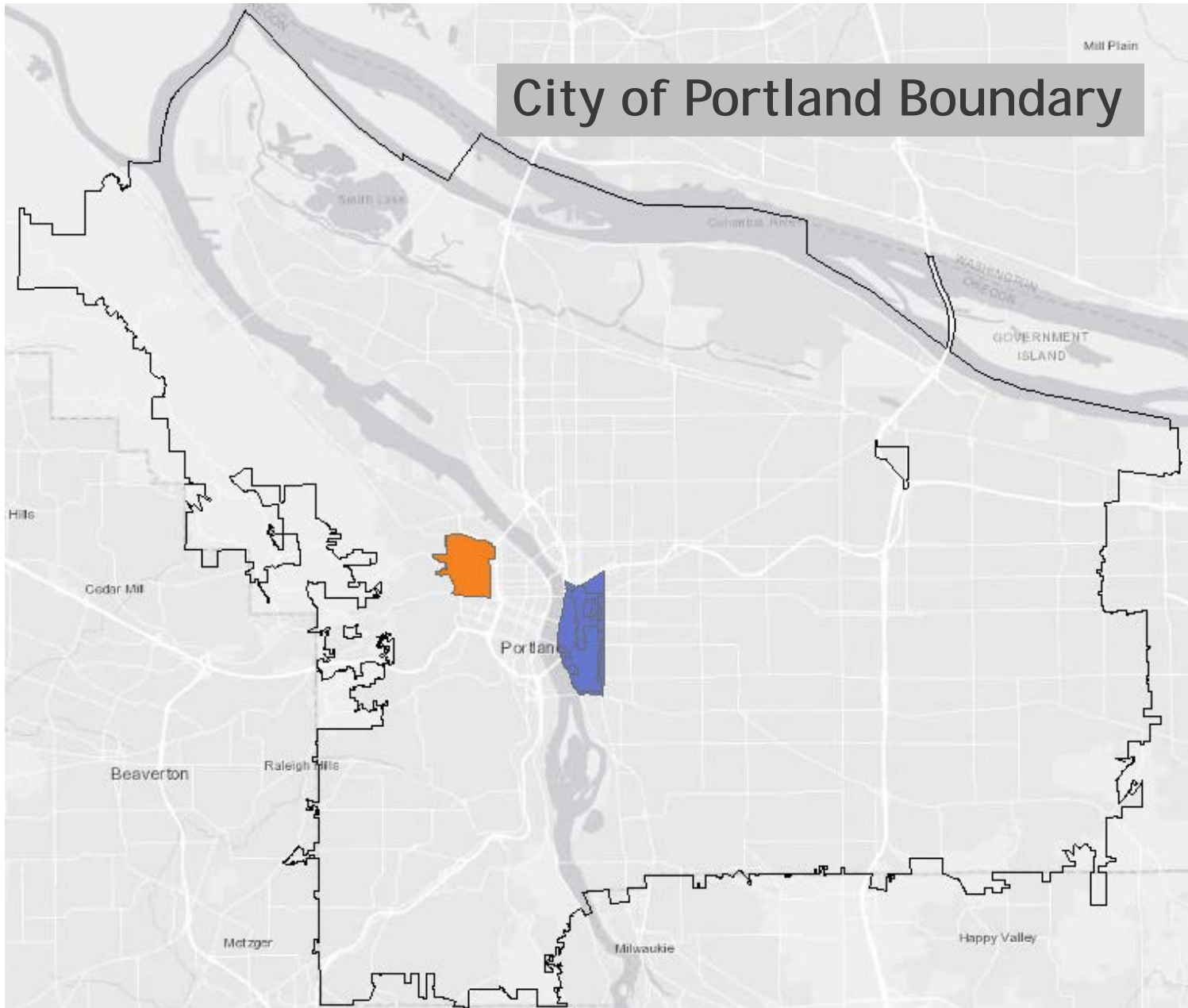


\$100 for bus & light rail

Annual streetcar pass

Annual bike share membership

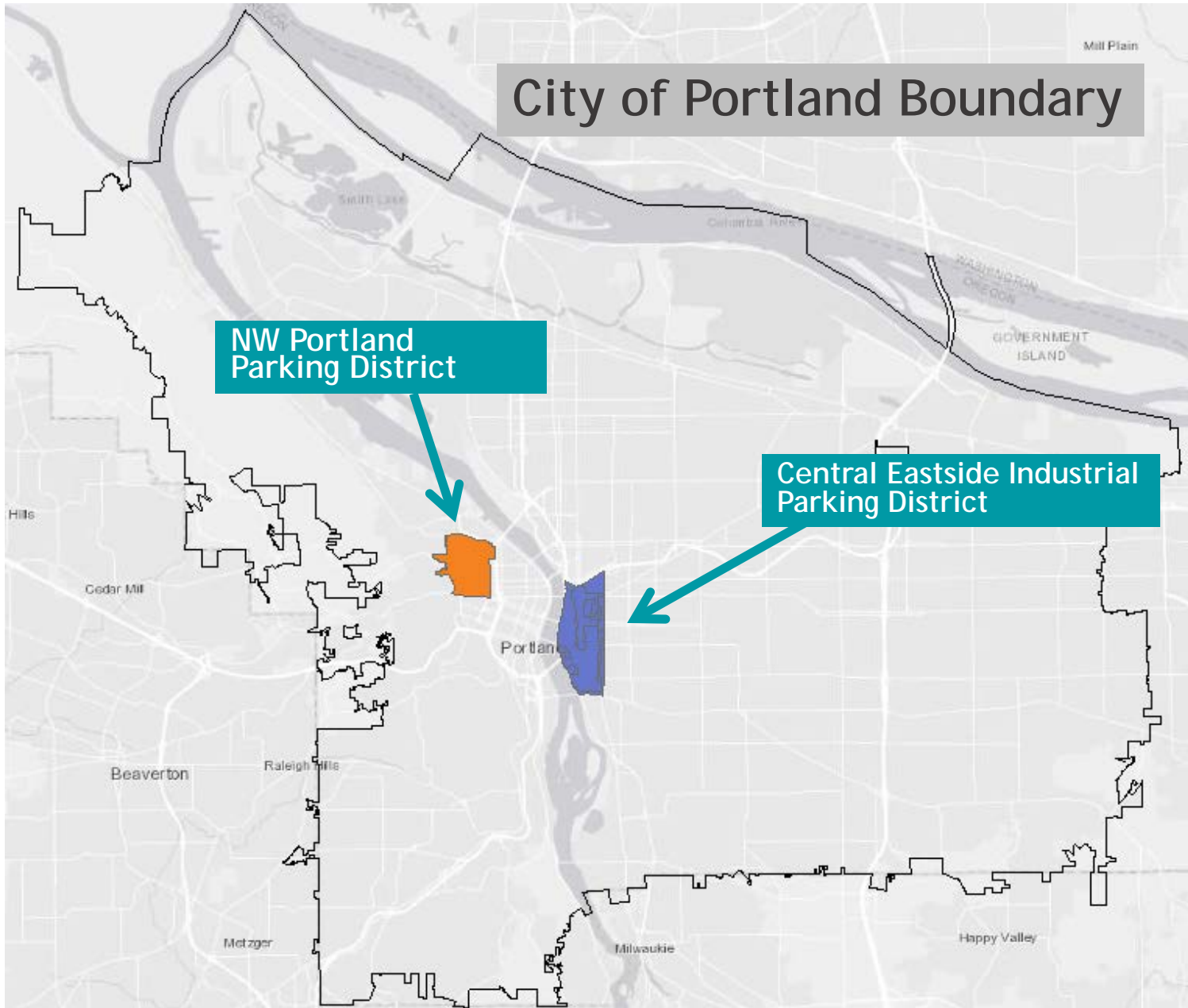
City of Portland Boundary



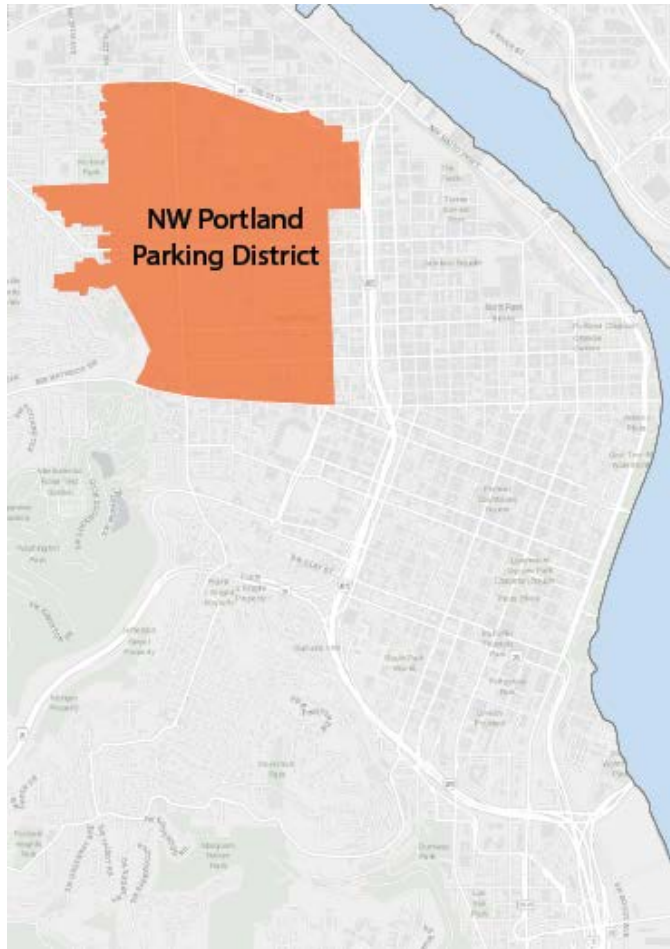
City of Portland Boundary

NW Portland
Parking District

Central Eastside Industrial
Parking District



NW Portland Parking District

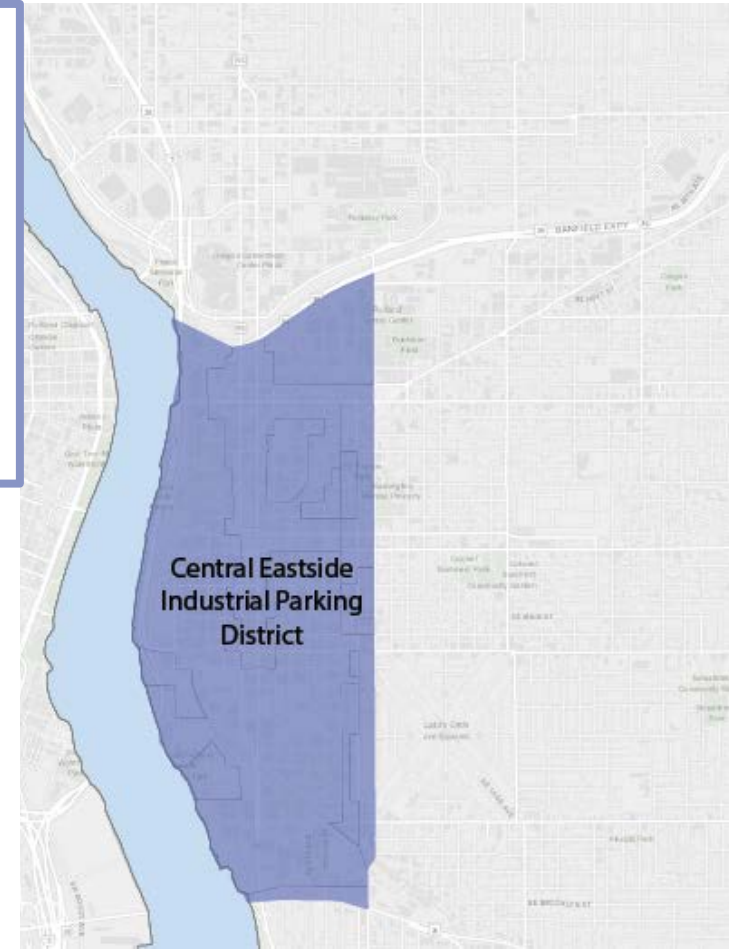


- Densely populated neighborhood
- Walkable with good transit connectivity
- Highest BIKETOWN station density in Portland
- Historic single family homes
- New multi-family buildings & still developing
- Mix of residents and commuters
- \$105 surcharge* added to base cost of parking permits

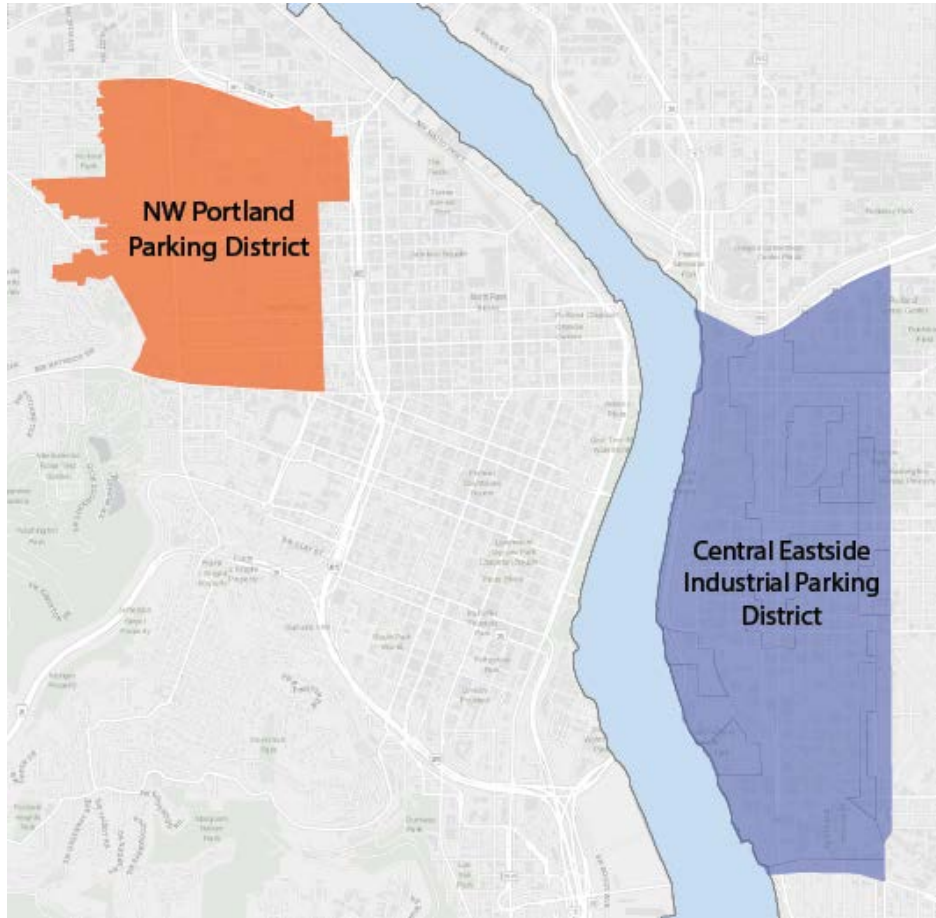
**Surcharge waived for people living on low-incomes; base cost \$75*

Central Eastside Industrial Parking District

- High concentration of commuters
- New residents restricted from purchasing parking permits
- New multi-family buildings & still developing
- Walkable with good transit connectivity
- Free BIKETOWN parking anywhere in district
- \$225 surcharge added to base cost of parking permits



Transportation Wallet eligibility



Available to RESIDENTS and EMPLOYEES

Can PURCHASE at 85% off the retail cost

-OR-

Get FOR FREE by trading in on-street parking permit

Origin of Portland's Parking Permit Surcharge Programs

Origin of Portland's Parking Permit Surcharge Programs



Origin of Portland's Parking Permit Surcharge Programs



Origin of Portland's Parking Permit Surcharge Programs

Took years to develop (starting almost a decade ago...)

Origin of Portland's Parking Permit Surcharge Programs

Was not an easy process...
even in Portland

Origin of Portland's Parking Permit Surcharge Programs

City Council approved parking management plans in 2012 & 2013

Origin of Portland's Parking Permit Surcharge Programs

Stakeholder committees formed!

Comprised of business community,
residents & city staff to make decisions

Origin of Portland's Parking Permit Surcharge Programs

Permit surcharges not adopted
until 2015/2016

Origin of Portland's Parking Permit Surcharge Programs

Each Parking District has its own
distinct rules & regulations!

The nexus of Parking Management & TDM* strategies

**Transportation Demand Management*



Transportation Demand Management (TDM) Primer

TDM is a tool to manage demand and improve efficiency on the transportation system.

TDM encourages people to walk, bicycle, take transit, ride e-scooters, carpool and telework while discouraging drive-alone trips.



Cars: 28 people / city block



Buses: 225 people / city block



Walking: 1000 people / city block

Parking Management Goals

Better manage the existing
on-street parking system

Parking Management Goals

Better manage the existing on-street parking system

Decrease traffic congestion

Parking Management Goals

Better manage the existing on-street parking system

Decrease traffic congestion

Make it easier for visitors and customers to find parking

Parking Management Strategies

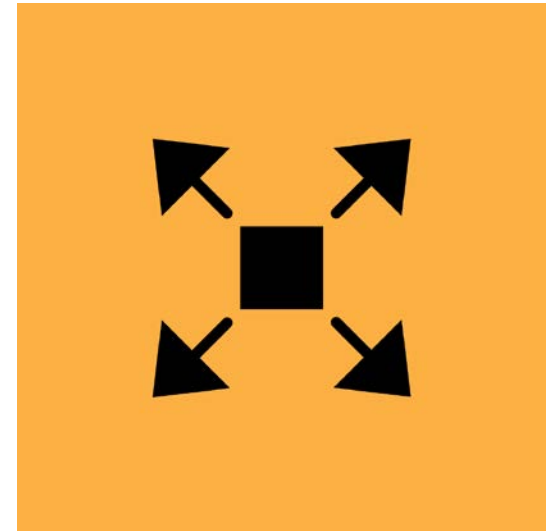
Eliminate free parking



Decrease parking permits



Expand permit & metered parking areas



What happens when...



Parking
Management

What happens when...



Parking
Management



TEAMS UP WITH

What happens when...



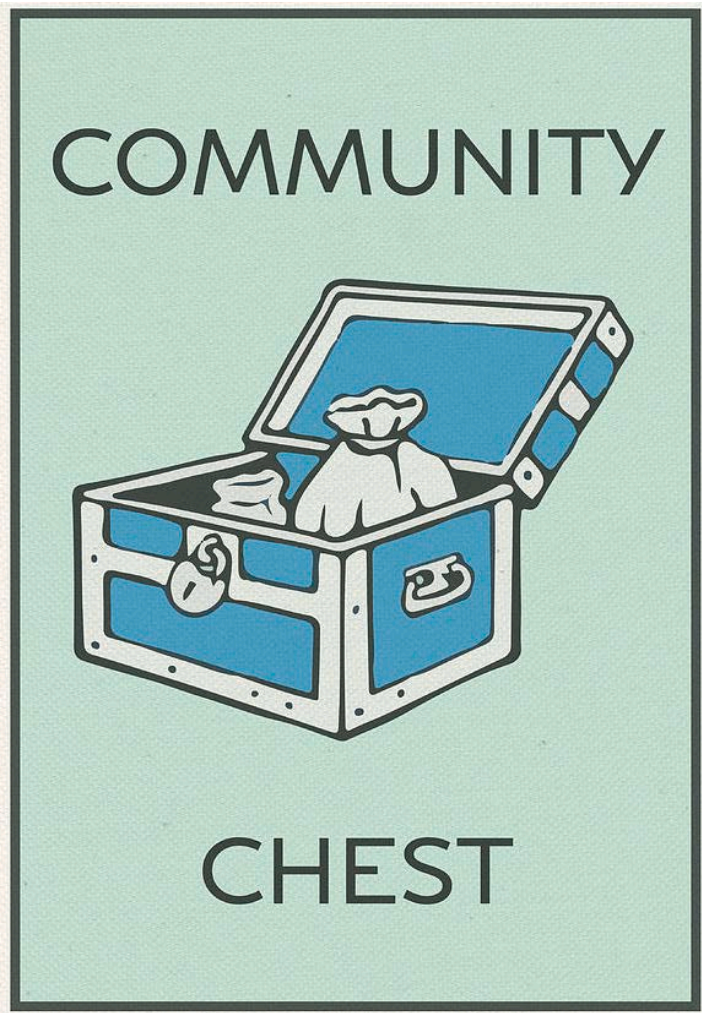
Parking
Management



TEAMS UP WITH



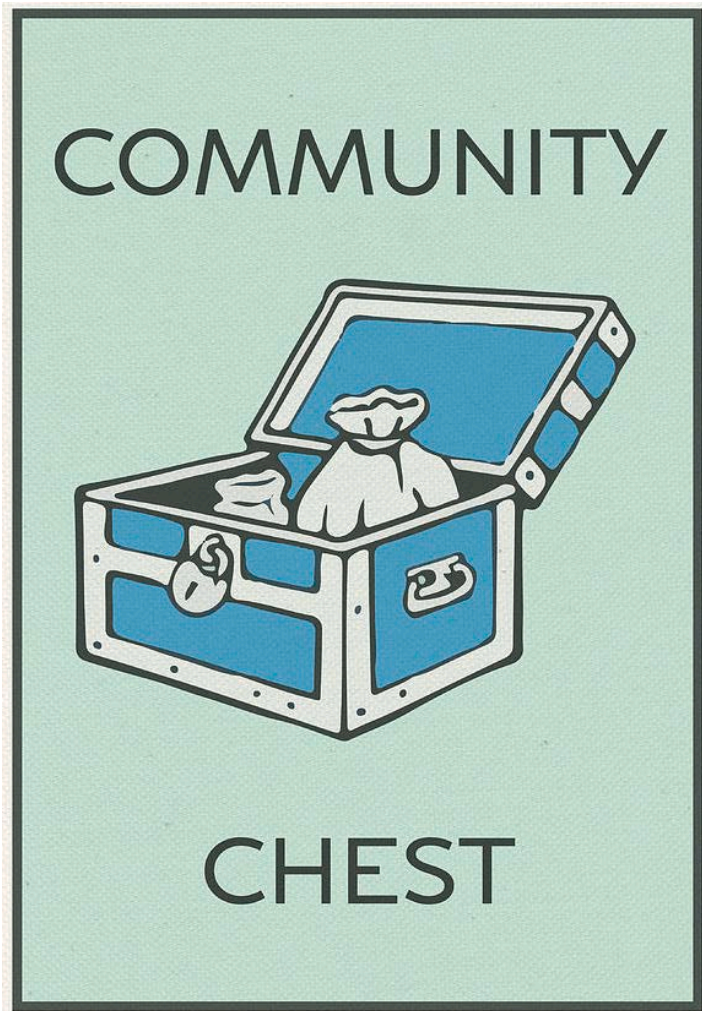
Transportation
Demand
Management?



Eliminating free parking
creates dedicated
funding for
TDM* strategies!

**Transportation Demand Management*

Dedicated funding for TDM* Strategies



- Discounted transit & bike share passes
- Low-cost transit/bike/pedestrian infrastructure improvements
- Marketing & encouragement campaigns

**Transportation Demand Management*

Testing the TDM water...



02varvara.wordpress.com

Testing the TDM water... to drinking from the source



2017 pilot using behavioral science techniques...



YES!

I want 2 FREE tickets
for Portland Streetcar



Get to work this
week...
without the pain
of parking.

YES!

I want a FREE day pass
for BIKETOWN



Conducted Randomized Control Trial

- List of 2,000 Residents and 2,000 Employees in each parking district
 - Randomly assigned to 1 of 2 groups to receive:

Conducted Randomized Control Trial

- List of 2,000 Residents and 2,000 Employees in each parking district
 - Randomly assigned to 1 of 2 groups to receive:

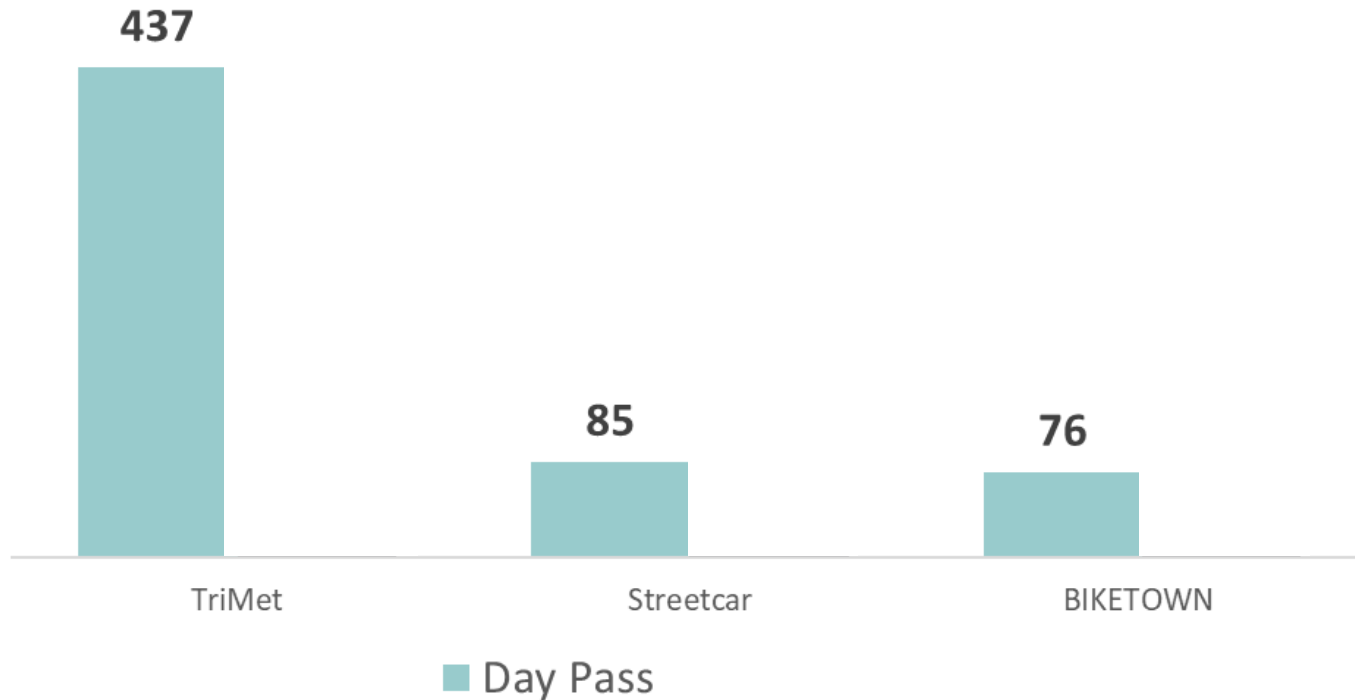
Day pass on choice of transit,
followed by offer of Week pass

OR

Week pass on choice of transit,
followed by offer of Day pass

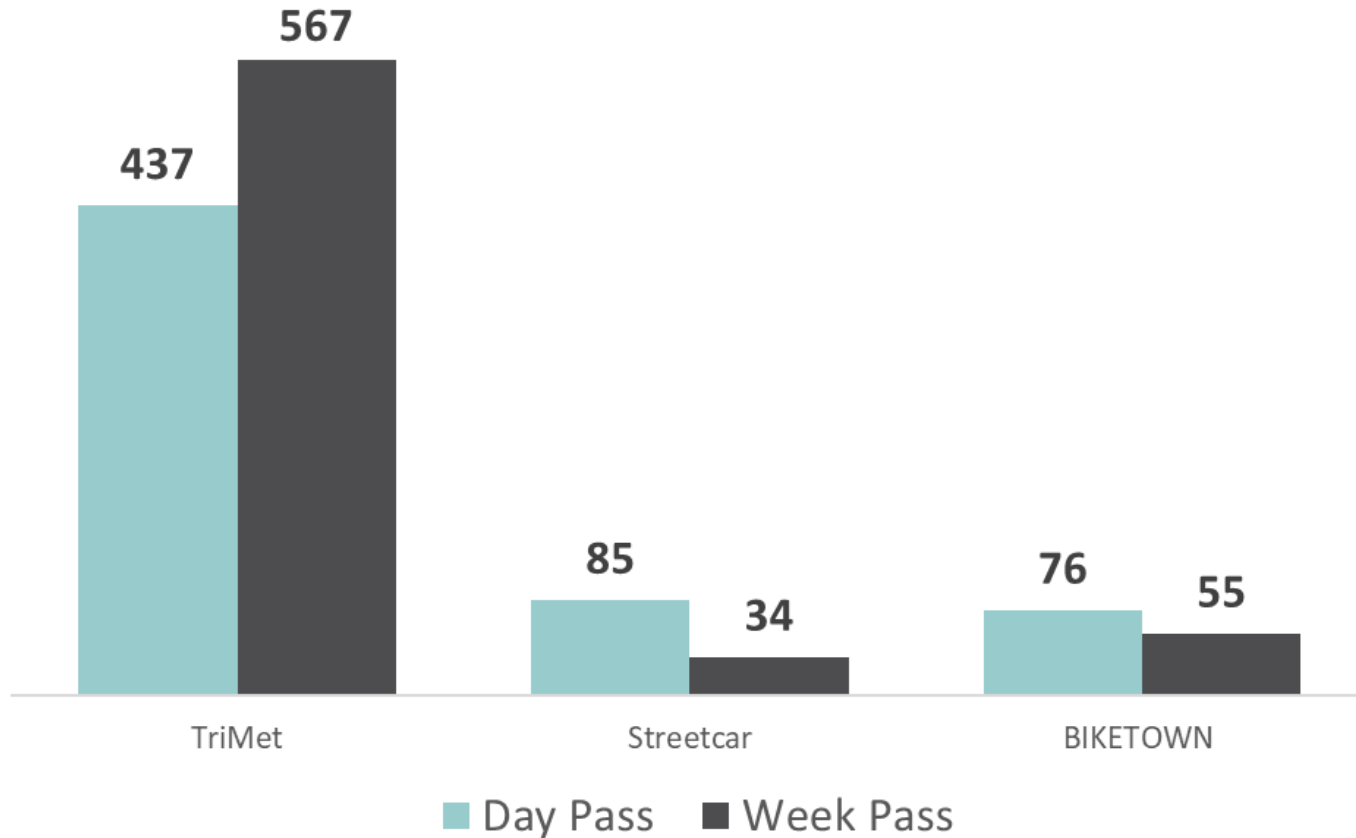
Randomized Control Trial Findings

- >40% email open rate



Randomized Control Trial Findings

- >40% email open rate
- 35% opt-in rate

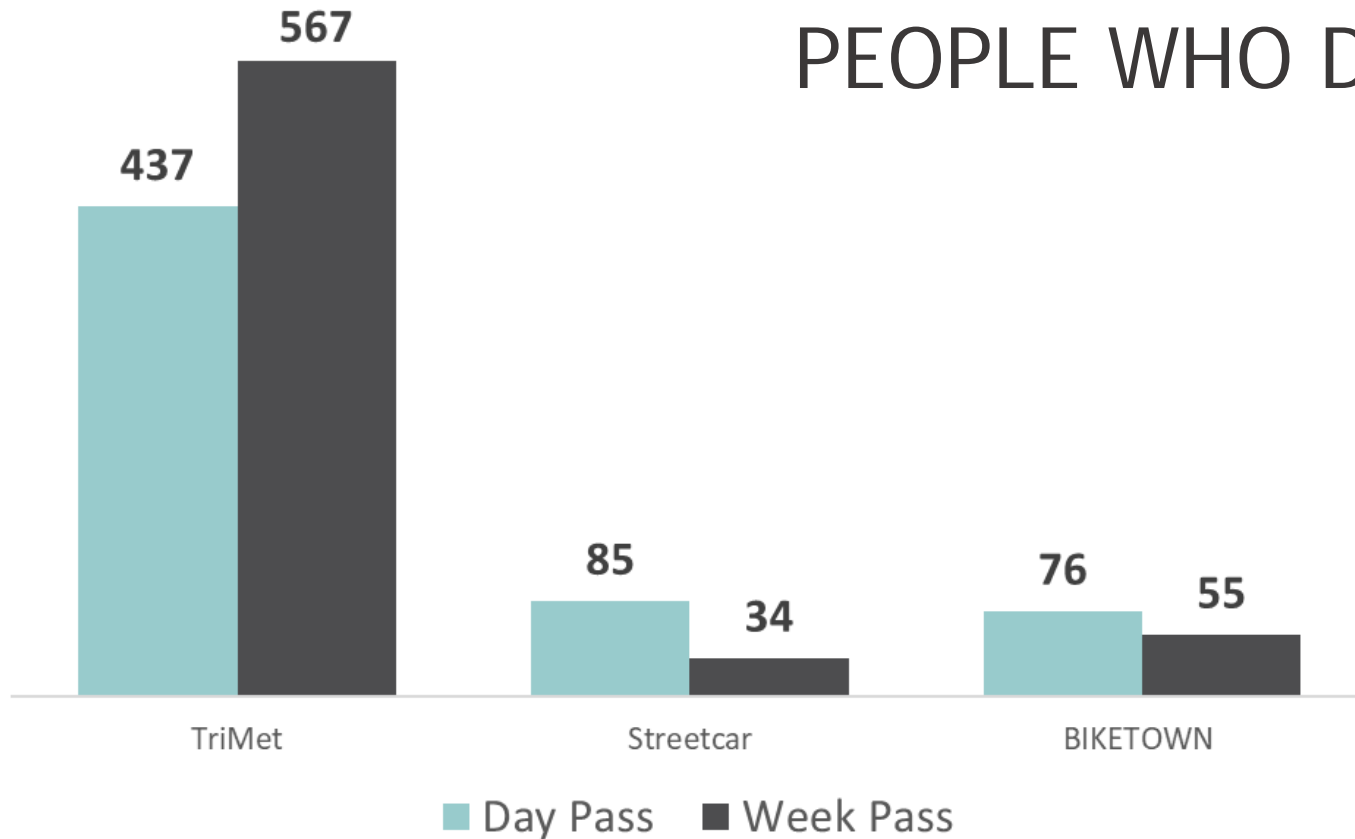


Randomized Control Trial Findings

- >40% email open rate
- 35% opt-in rate

People in the RCT were mostly all parking permit holders!

PEOPLE WHO DRIVE!



2017 NW BIKETOWN Summer Pass

RIDE BIKETOWN



ALL SUMMER FOR \$10

For employees & residents in Zone M Parking District. New members only.

352 new BIKETOWN members joined

Aug. 2017 Pilot: Parking Permit Opt-Out in NW Parking District

Trade in parking permit in exchange for:

- An annual BIKETOWN membership
- \$100 TriMet Hop card



Aug. 2017 Pilot: Parking Permit Opt-Out in NW Parking District

Trade in parking permit in exchange for:

- An annual BIKETOWN membership
- \$100 TriMet Hop card



Despite latent advertising...

...126 people opted out of their parking permits

Sept. 2017: Transportation Wallet 1.0 launches...

CENTRAL EASTSIDE TRANSPORTATION WALLET

\$99 GETS YOU:

A Hop transit
card with \$50



An annual
BIKETOWN
membership (\$144)



An annual
Portland Streetcar
pass (\$440)



A \$634 value!

2018: Transportation Wallet 2.0 launches!

**CENTRAL EASTSIDE
TRANSPORTATION WALLET**

Three passes for only **\$99!**



transportationwallet.com

TRI MET **PORTLAND STREETCAR** **BIKETOWN**

**NW TRANSPORTATION
WALLET**

Three passes for only **\$99!**



TRI MET **PORTLAND STREETCAR** **BIKETOWN**

transportationwallet.com

\$100 TriMet Hop card (increased from \$50)

Portland Streetcar switched from paper passes to the Hop card

The Transportation Wallet can't promote itself without:

- Direct mail
- Emails & reminder emails
- E-newsletters
- Print ads
- Digital ads
- In-person meetings
- On-site events
- Flyers
- PBOT website
- Full-color insert with parking permit renewals
- Personalized emails
- Promotional offers

The Transportation Wallet is made possible by:



Eliminating free parking



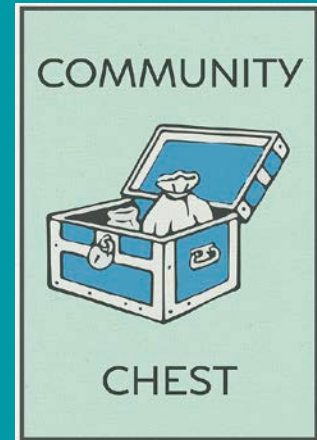
The Transportation Wallet is made possible by:



Eliminating free parking



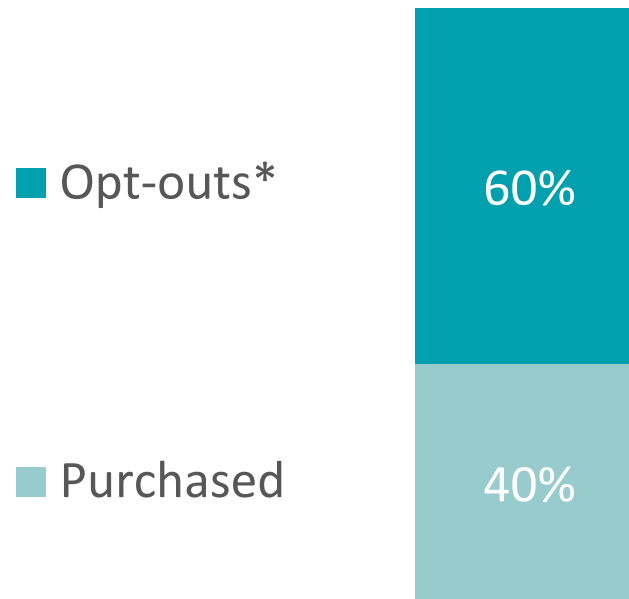
Adding a surcharge to parking permits



Meet the Transportation Wallet holders



1,900 Transportation Wallets in circulation



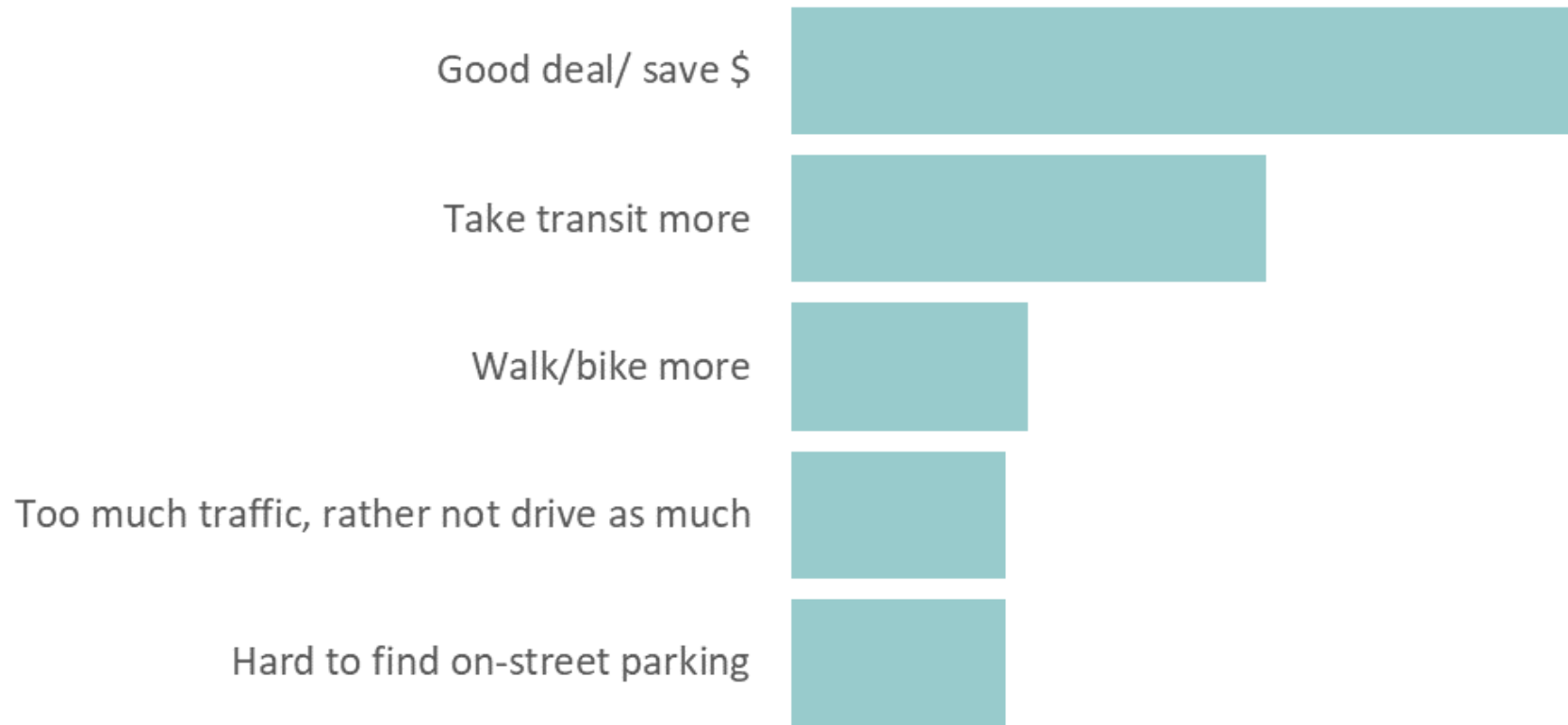
**People who opted out of their on-street parking permit in exchange for a free Transportation Wallet*

Purchasers



760 people have purchased
Transportation Wallets

Why did you BUY a Transportation Wallet?



Sept. 2018 Parking & Transportation Survey, n=124

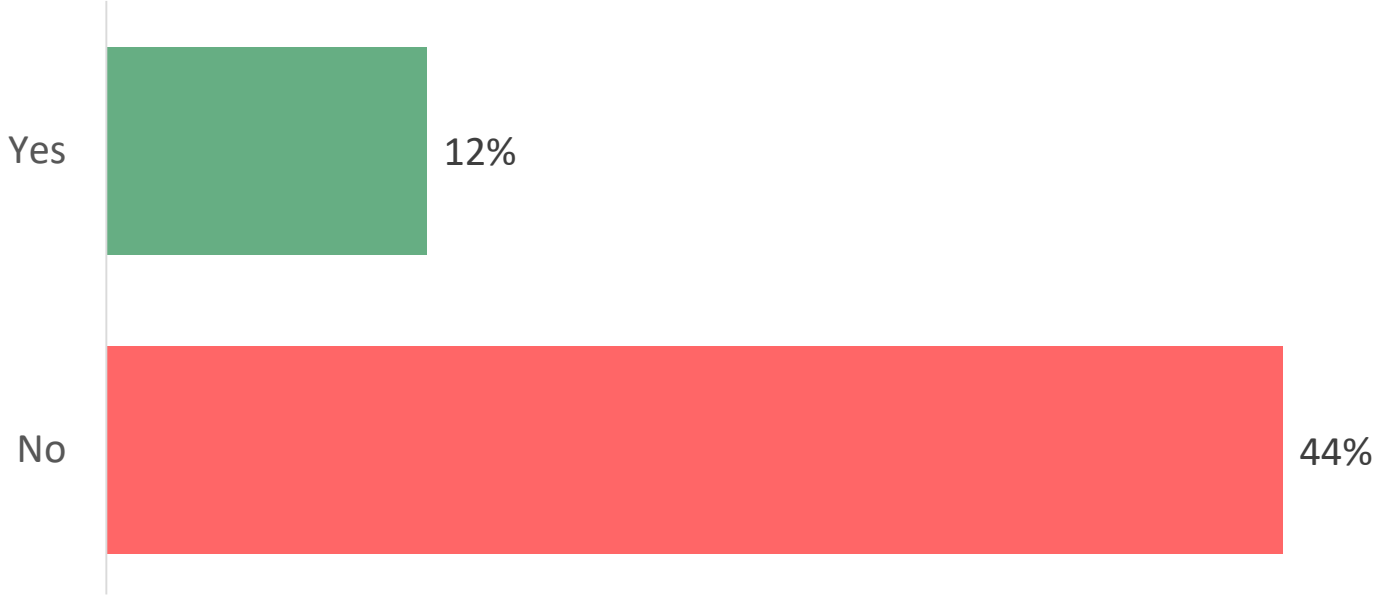
Which statement is most true for you?



- I would recommend the Transportation Wallet to family/friends
- I would purchase the Transportation Wallet again
- Both of the above

Sept. 2018 Parking & Transportation Survey, n=197

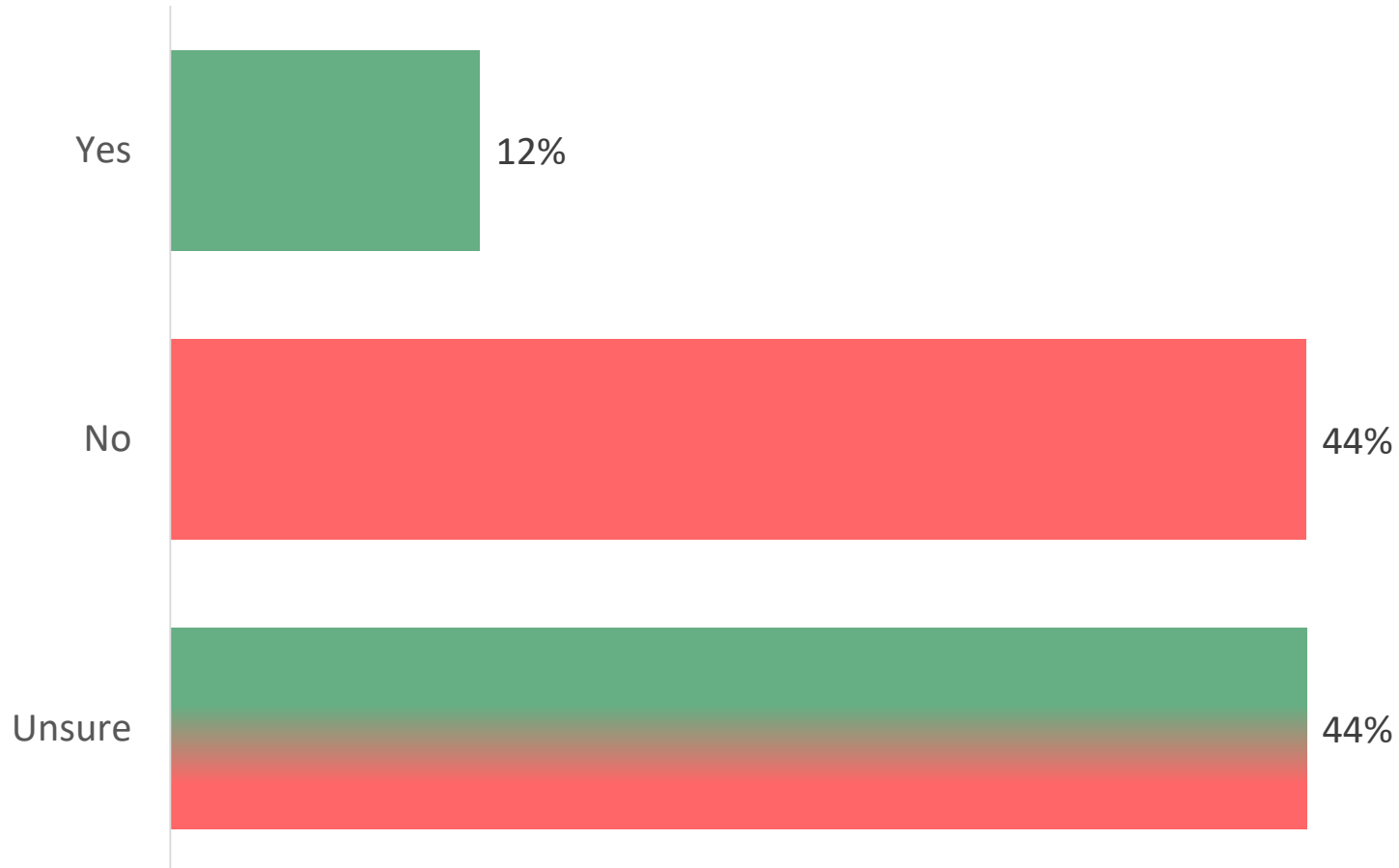
Are you considering getting a Transportation Wallet in the future?



Sept. 2018 Parking & Transportation Survey, n=482



Are you considering getting a Transportation Wallet in the future?



Sept. 2018 Parking & Transportation Survey, n=482

Residential Parking Permit Opt-outs

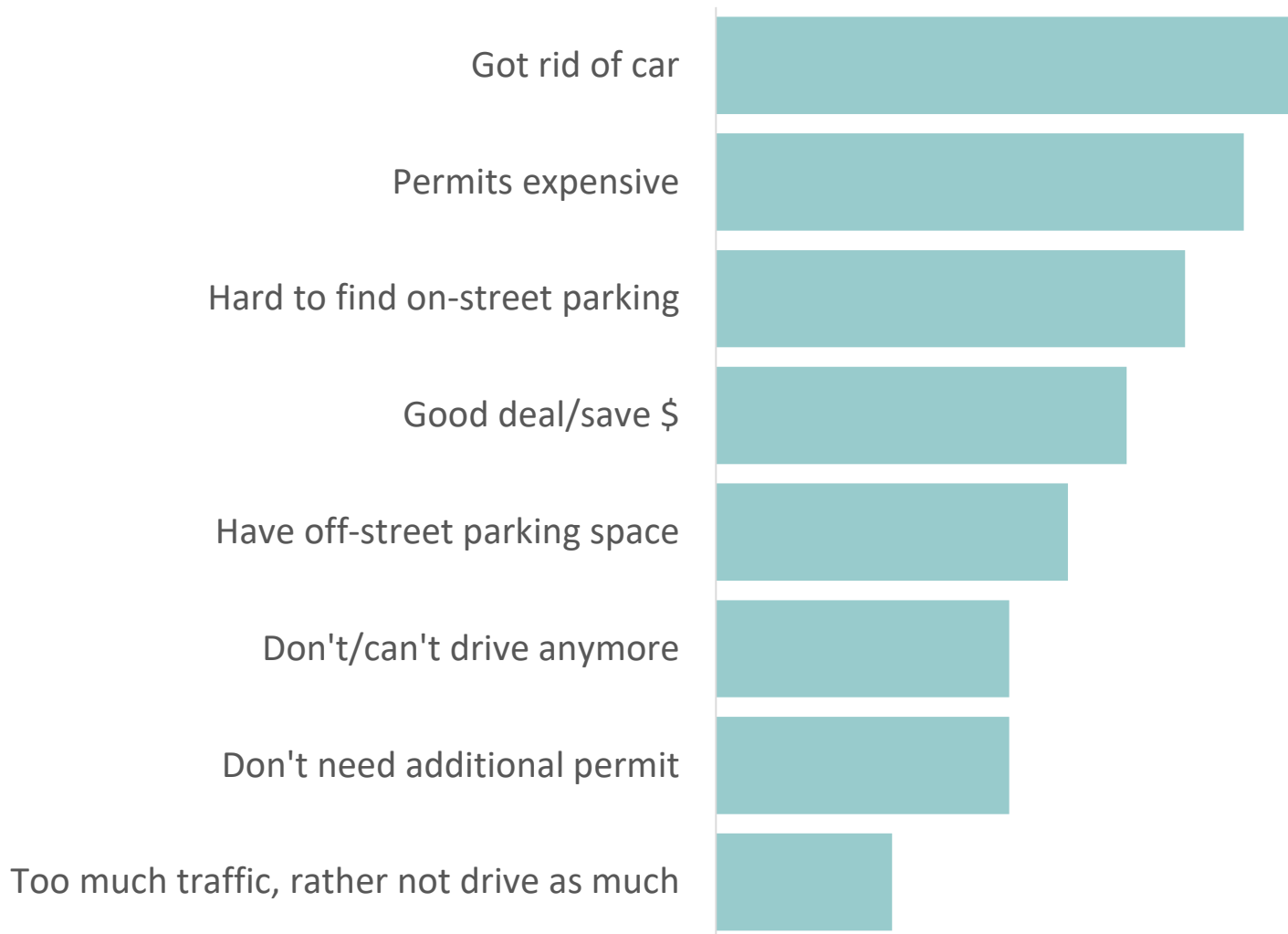
**ARE YOU READY TO RETIRE YOUR
ZONE M PARKING PASS?**

**Trade it in* for a Transportation
Wallet and get free transit!**

100 residents in the NW Parking District* opted-out of parking permits in exchange for FREE Transportation Wallets in 2018

**Eligible Central Eastside Industrial Parking District permit holders comprised mostly of commuters, not residents.*

Why did you TRADE your RESIDENTIAL PERMIT for one?



Sept. 2018 Parking & Transportation Survey, n=35

Employer Parking Permit Opt-outs

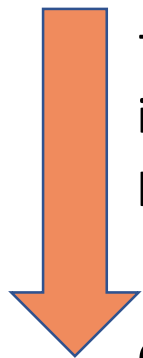
Opt-out* of parking permits and get free transit for your employees.



** Receive one Transportation Wallet for every eligible parking permit you trade in. Details on other side.*

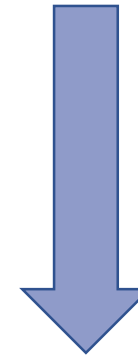
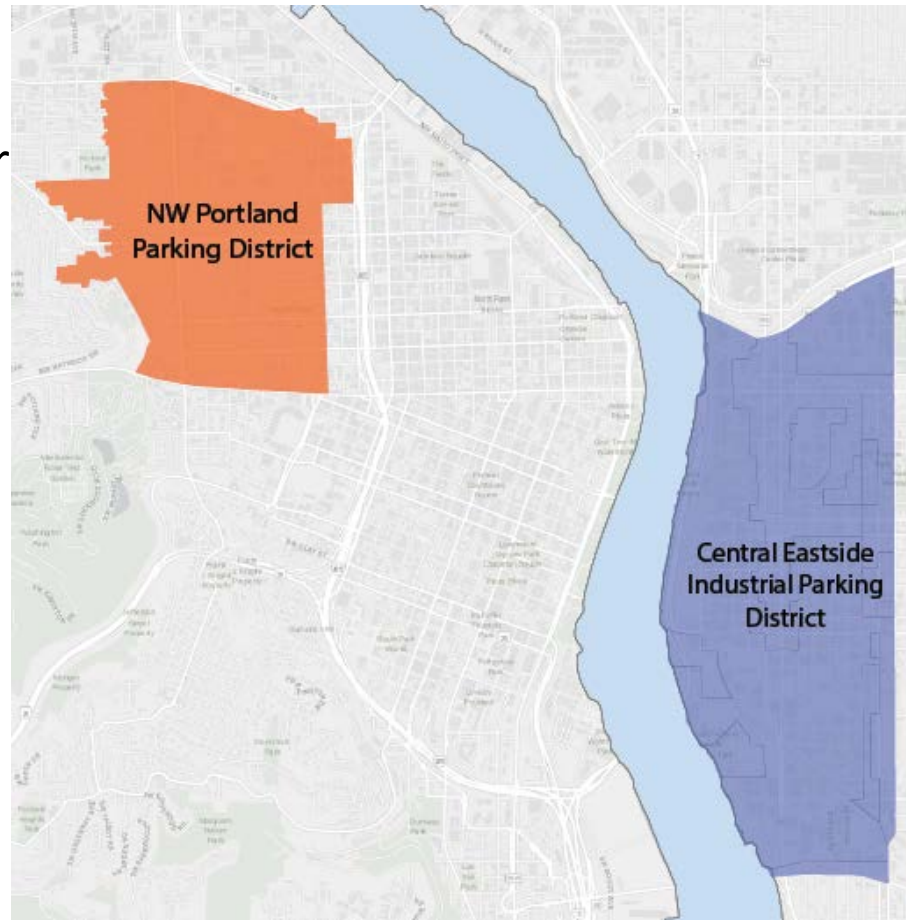
221 businesses from both parking districts opted out of 1,135 employee parking permits in exchange for FREE Transportation Wallets in 2018

Employer Parking Permit Opt-Outs by the numbers



7% reduction in issued employer permits

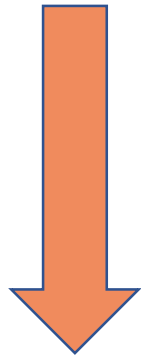
65 businesses opted out of permits



11% reduction in issued employer permits

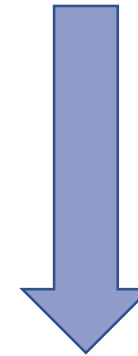
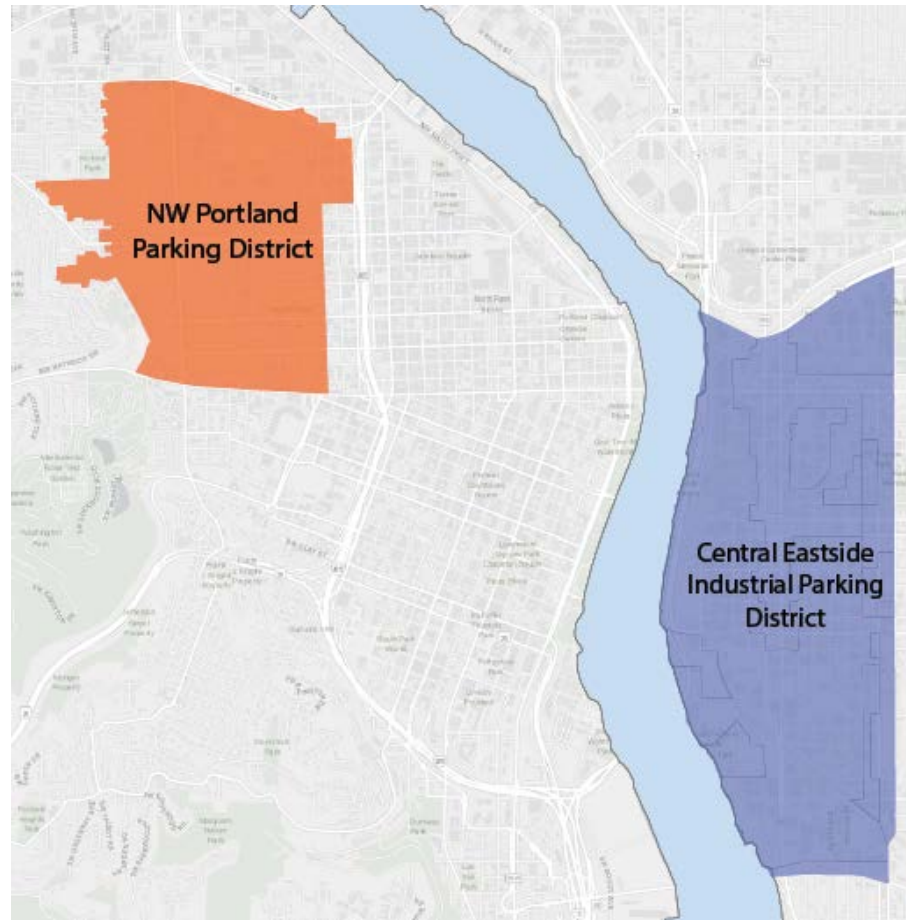
154 businesses opted out of permits

Employer Parking Permit Opt-Outs by the numbers



48% of those businesses traded in 50% OR MORE of their eligible permits

3 businesses requested the maximum*

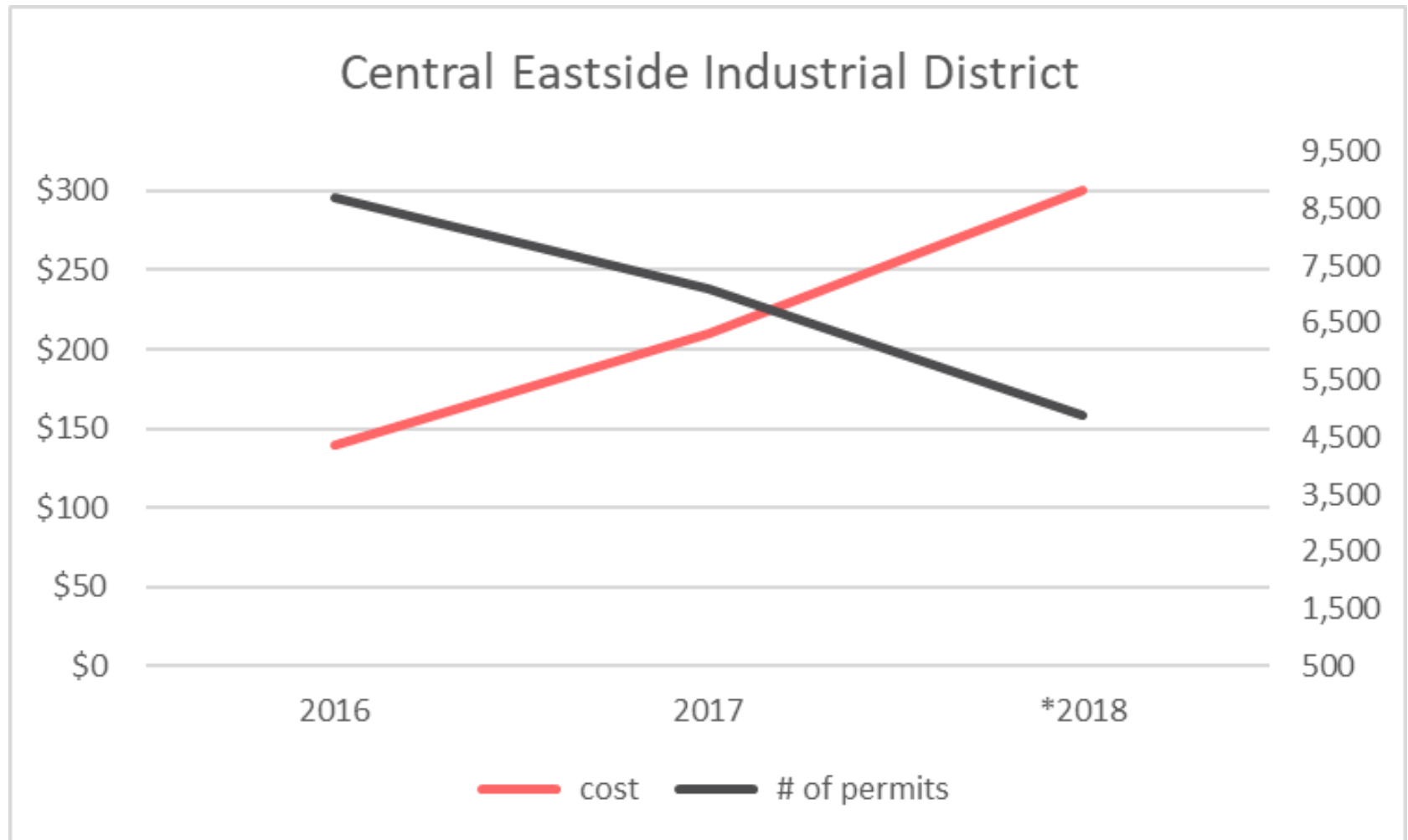


52% of those businesses traded in 50% OR MORE of their eligible permits

7 businesses requested the maximum*

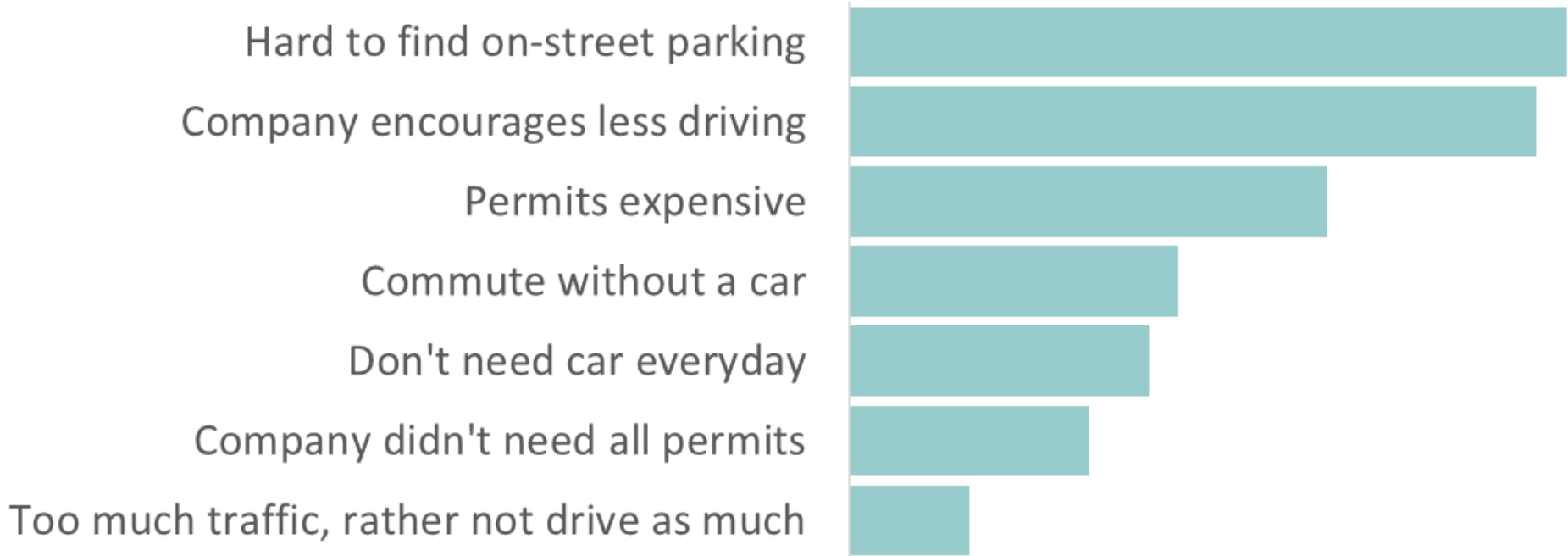
**Maximum of 20 eligible permits offered in exchange for free Transportation Wallets*

Pricing parking reduces demand



**Not all permits issued for 2018/19 permit year yet*

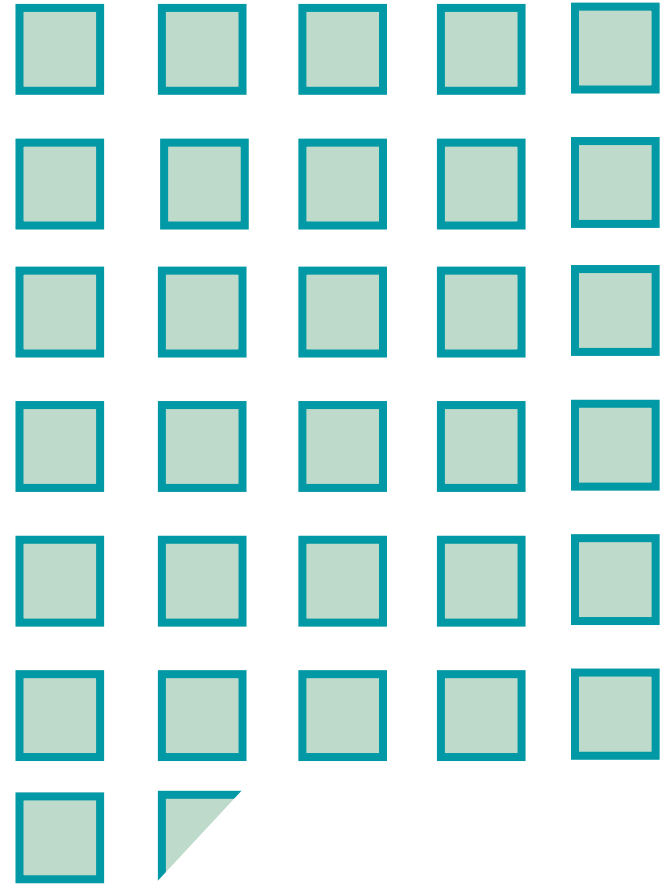
Why did your EMPLOYER give you a Transportation Wallet?



Sept. 2018 Parking & Transportation Survey, n=53

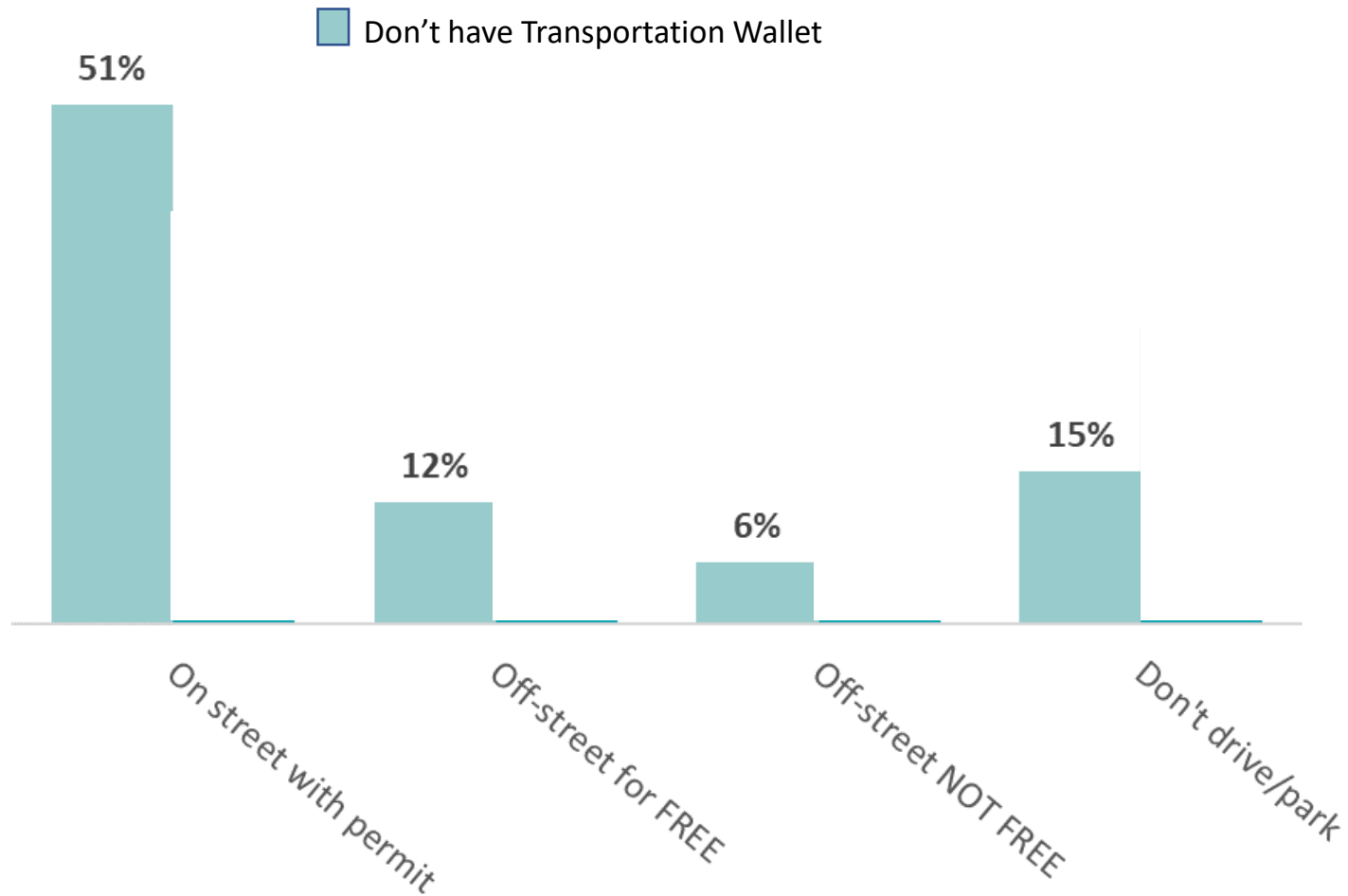
How much parking is made available through permit opt-outs?

32 blocks (126 street segments)* of parking made available through parking permit opt-outs



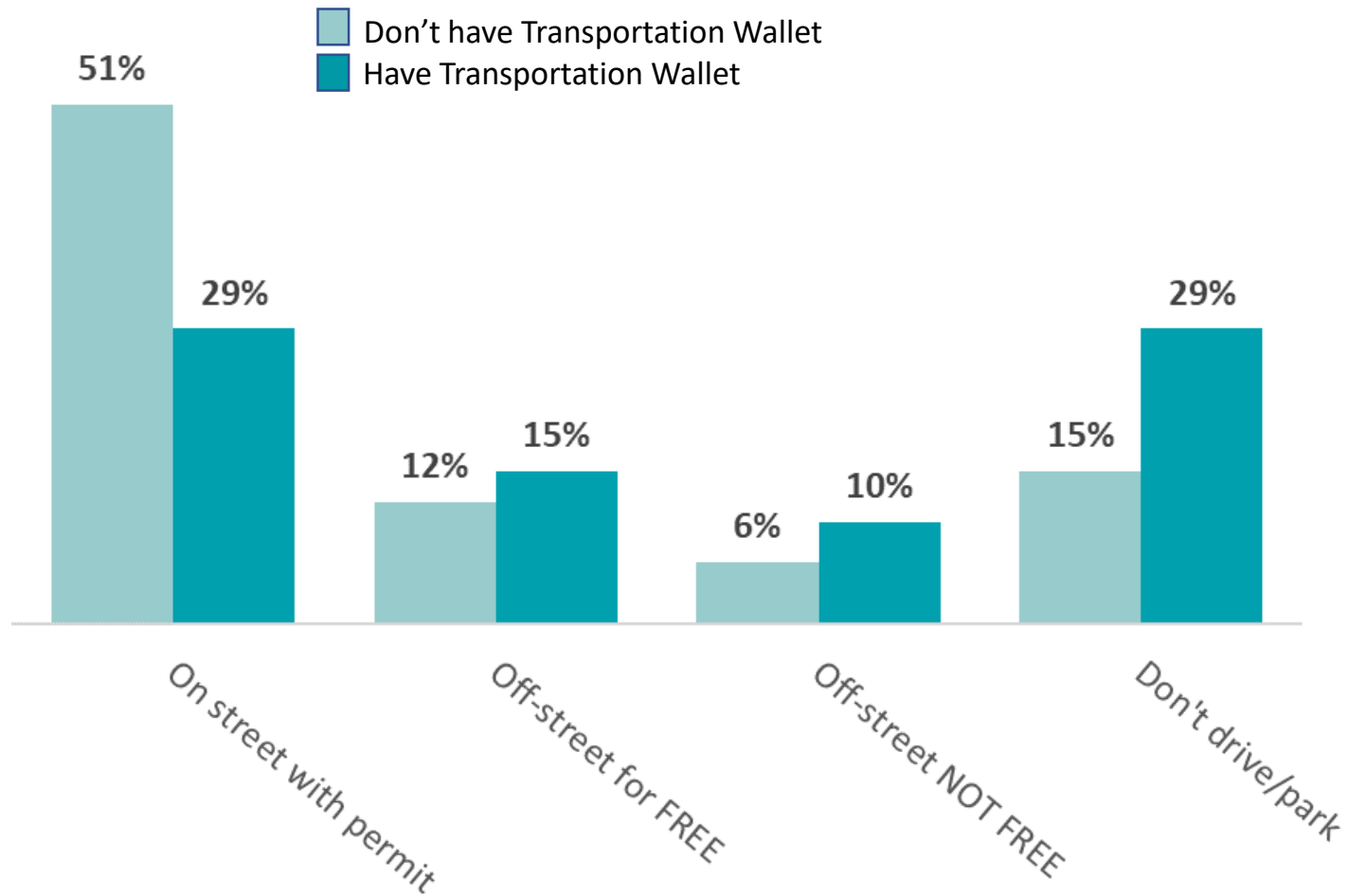
**Calculated at 9 parking spaces per 200 ft block face*

Where do you usually park?



Sept. 2018 Parking & Transportation Survey: Don't have Transportation Wallet n=675; have Transportation Wallet n=199

Where do you usually park?



Sept. 2018 Parking & Transportation Survey: Don't have Transportation Wallet n=675; have Transportation Wallet n=199

Introducing people to new mobility options



How often do you use the following modes

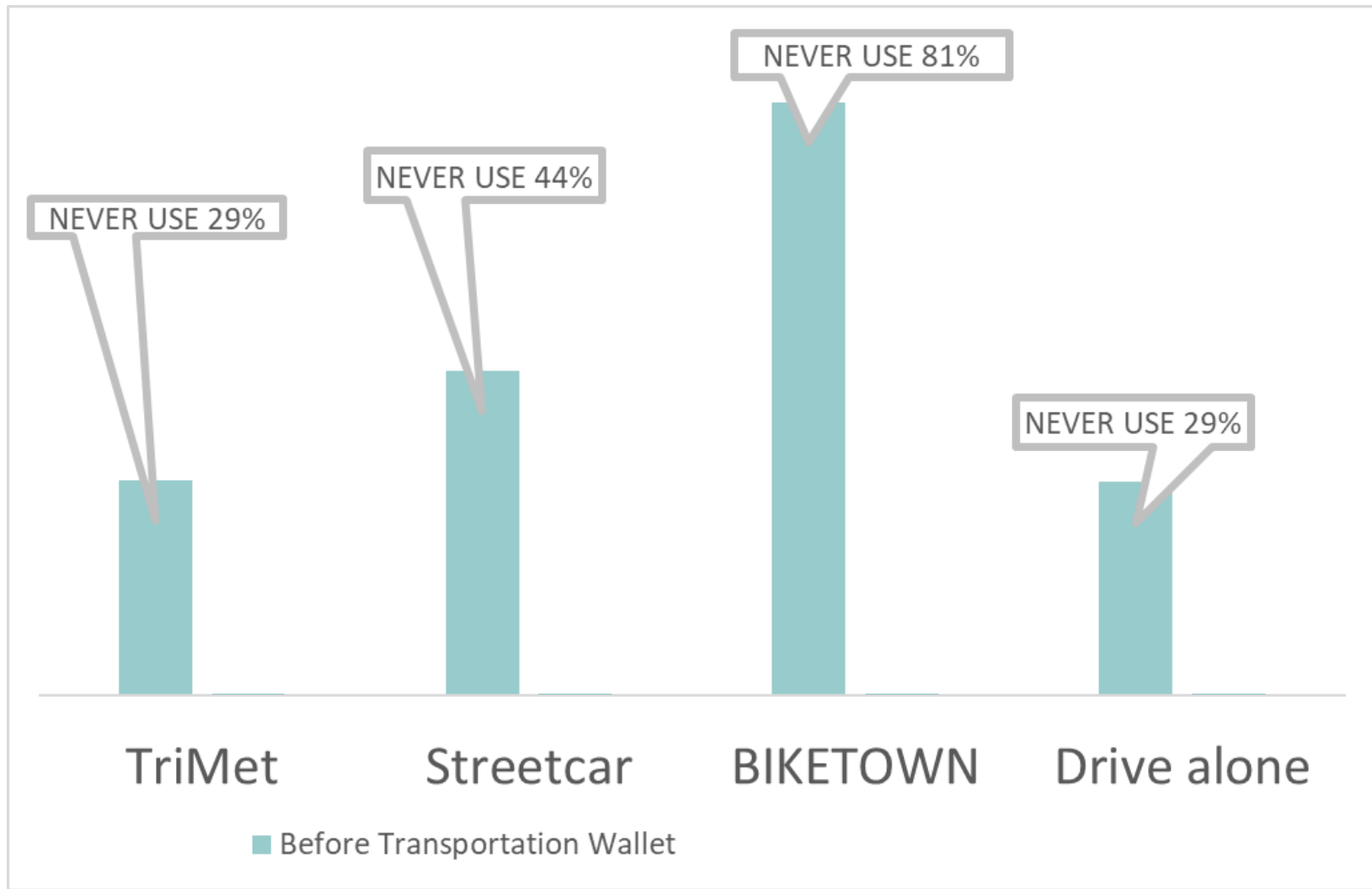
BEFORE

&

AFTER

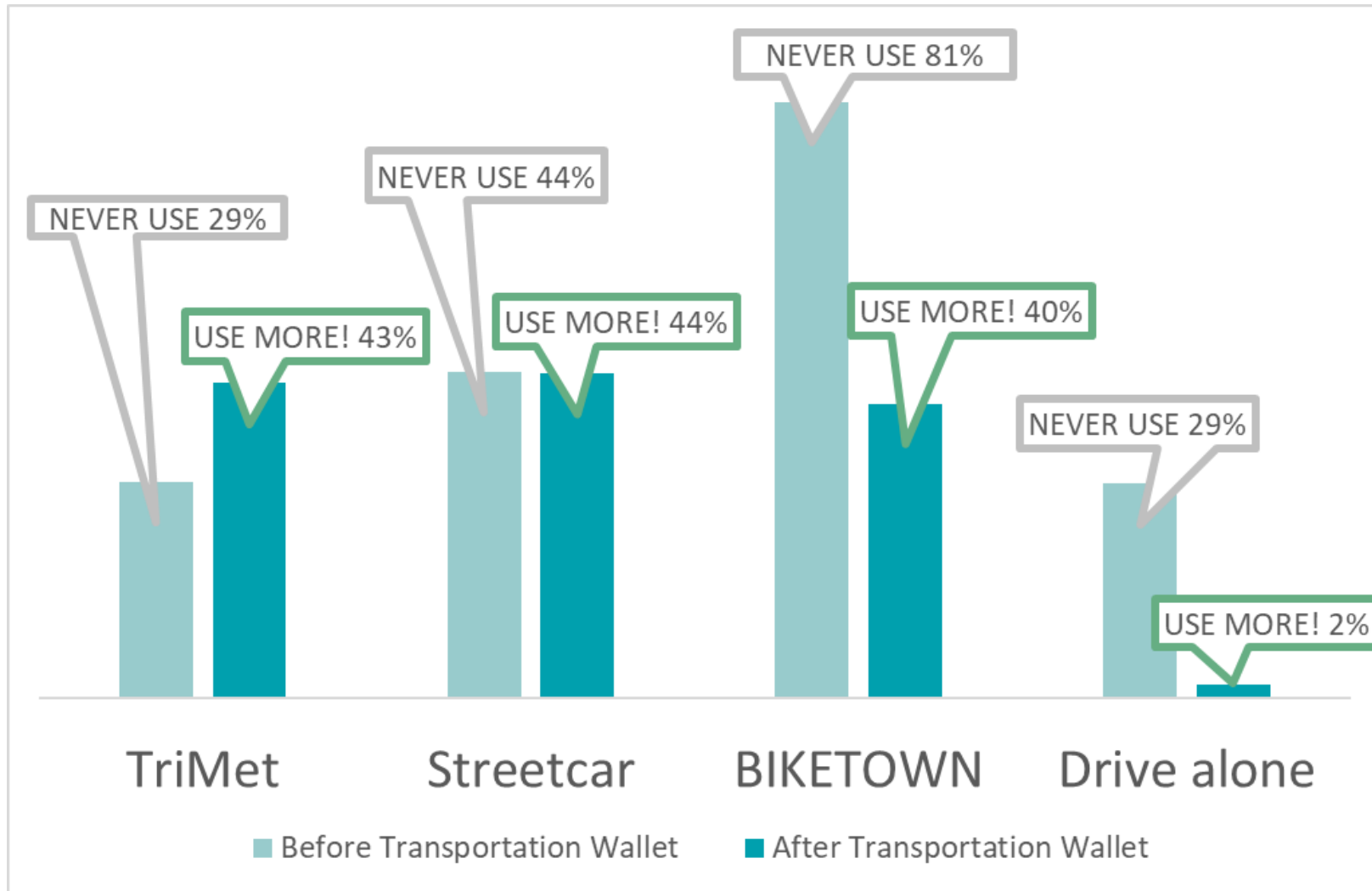
you got a Transportation Wallet?

How often do you use these modes per week?



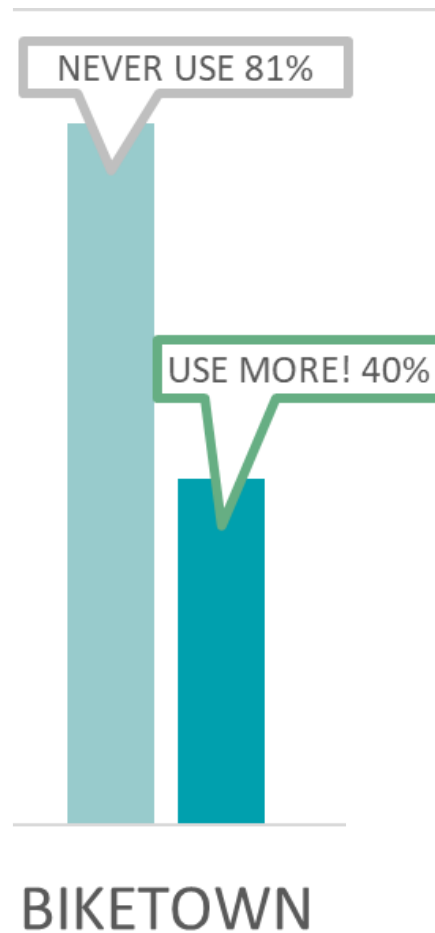
Sept. 2018 Parking & Transportation Survey, n=174

How often do you use these modes per week?



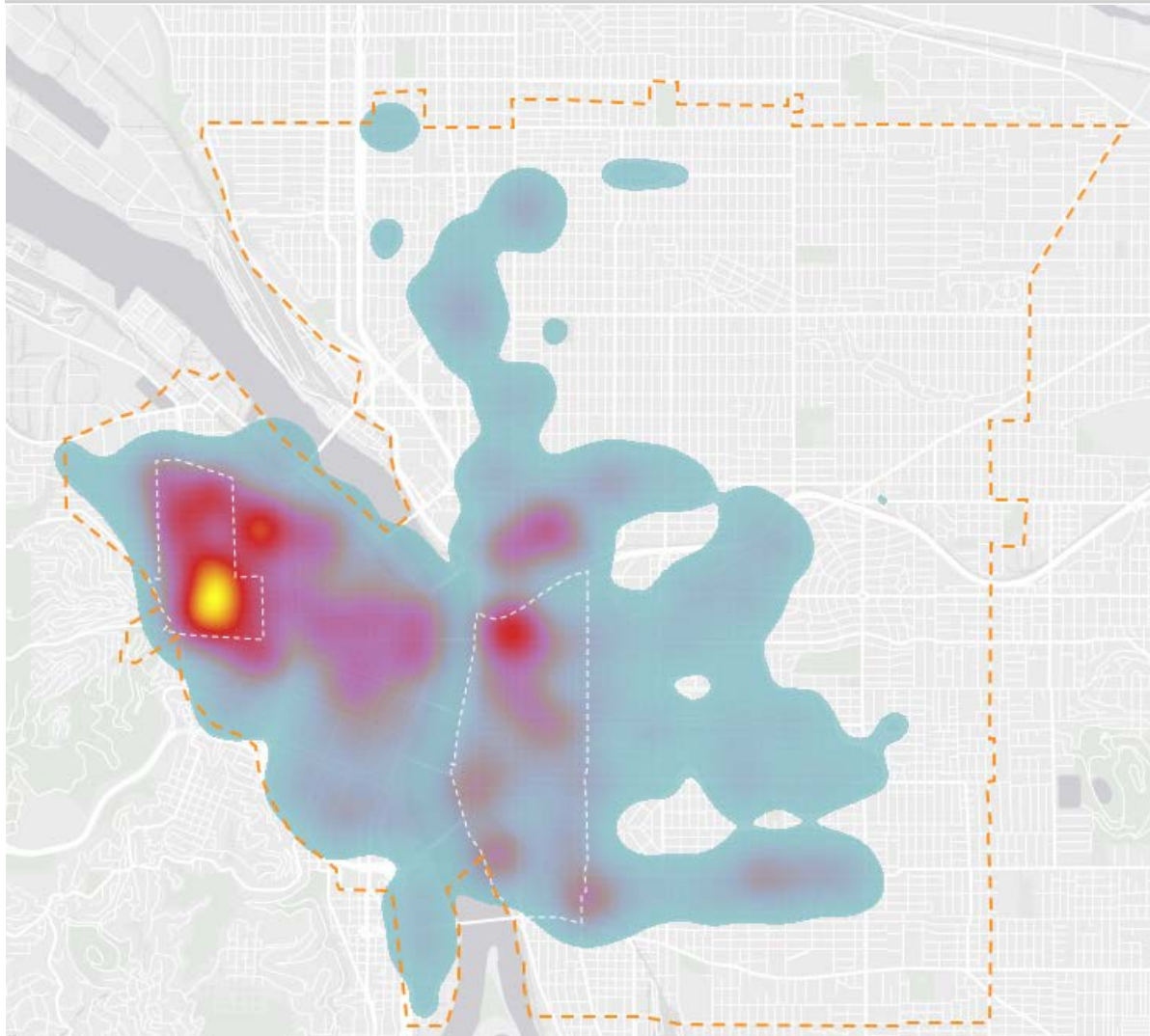
Sept. 2018 Parking & Transportation Survey, n=174

How often do you use these modes per week?



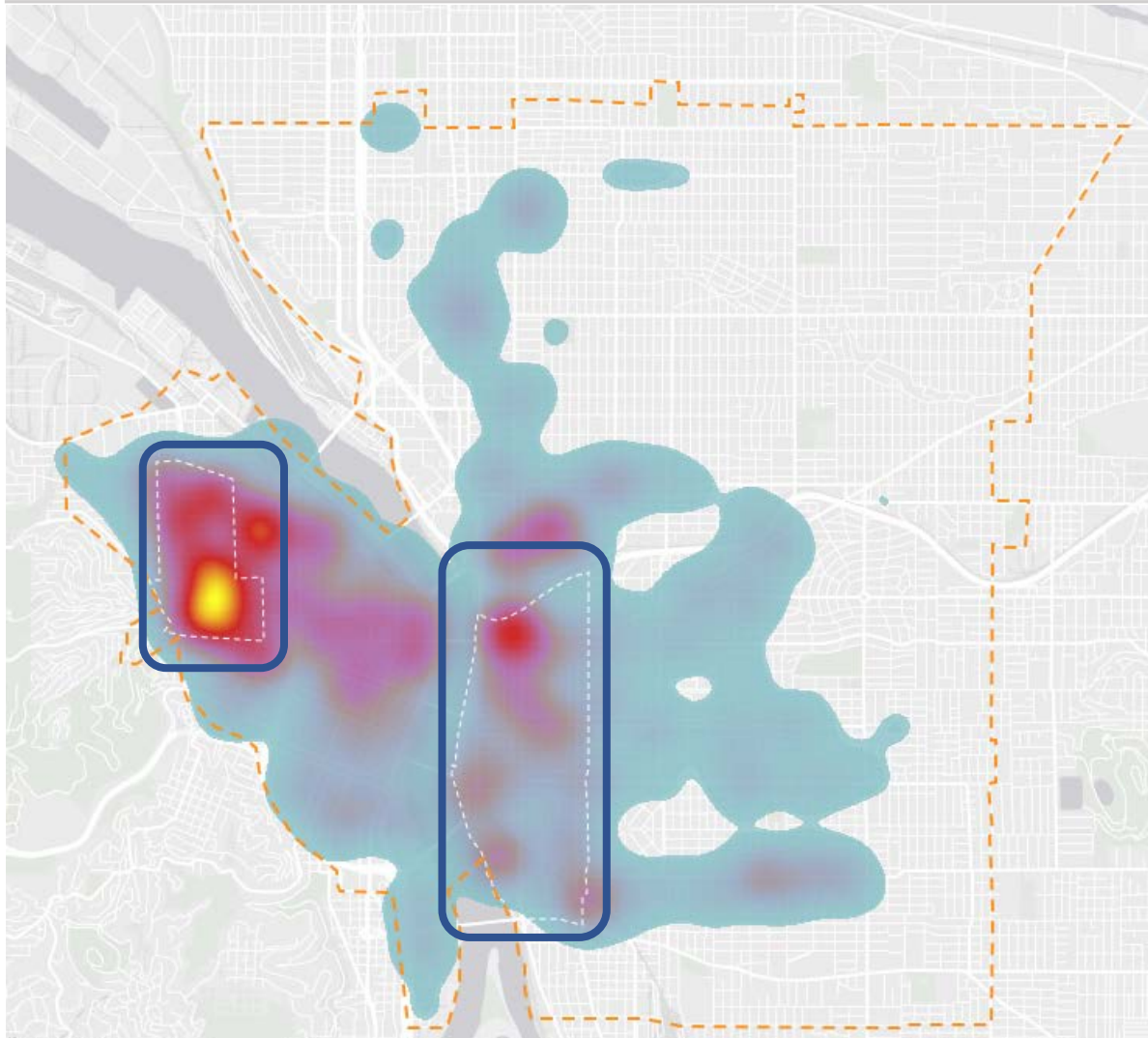
Sept. 2018 Parking & Transportation Survey, n=174

BIKETOWN ridership by Transportation Wallet purchasers*



**Ridership by Transportation Wallet purchasers only as of Sept. 2018; n=652 (37% of total Wallet holders)*

BIKETOWN ridership by Transportation Wallet purchasers*



65% of people who purchased Transportation Wallets are new BIKETOWN riders

**Ridership by Transportation Wallet purchasers only as of Sept. 2018; n=652 (37% of total Wallet holders)*

BIKETOWN ridership by Transportation Wallet purchasers*



*Ridership by Transportation Wallet purchasers only as of Sept. 2018; n=652 (37% of total Wallet holders)

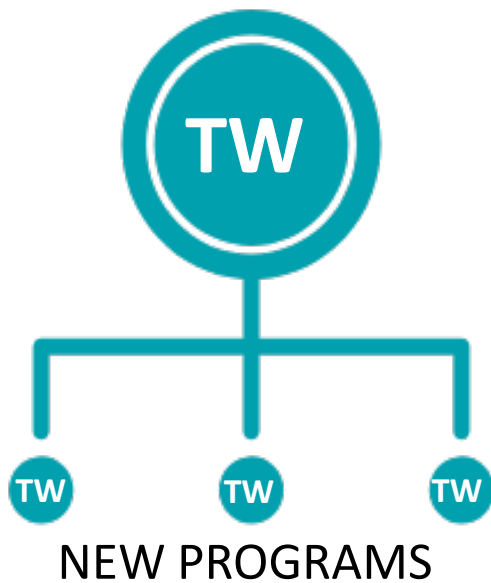
Future of the Transportation Wallet



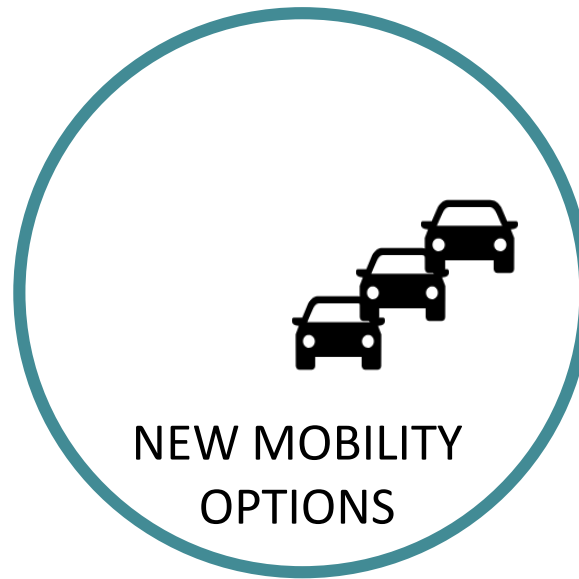
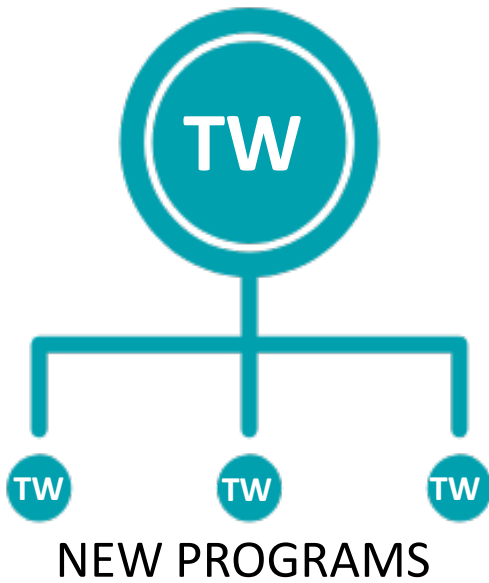
The Transportation Wallet is a mechanism for TDM* across other PBOT programs

**Transportation Demand Management*

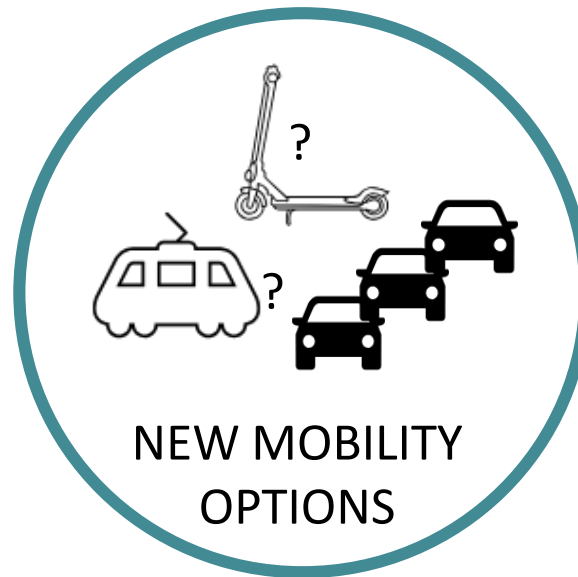
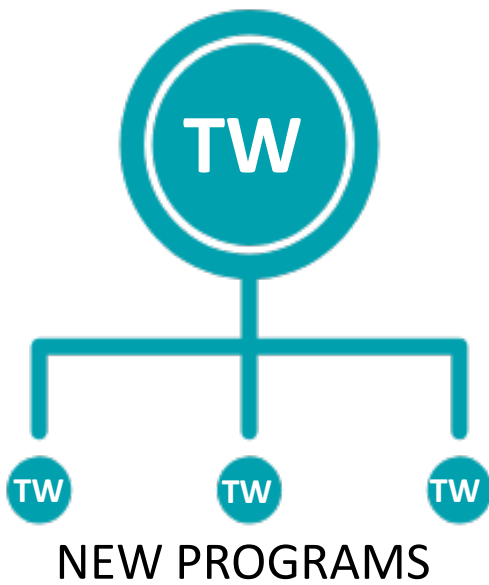
Future of the Transportation Wallet: near-term



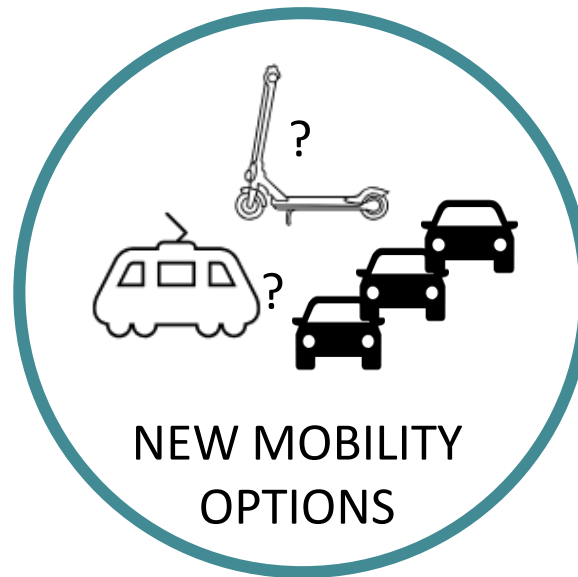
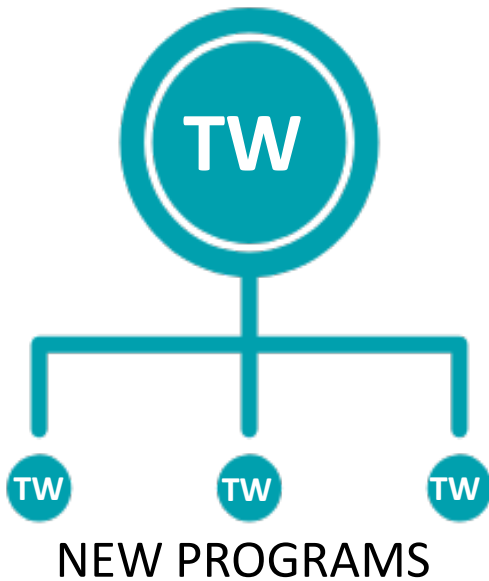
Future of the Transportation Wallet: near-term



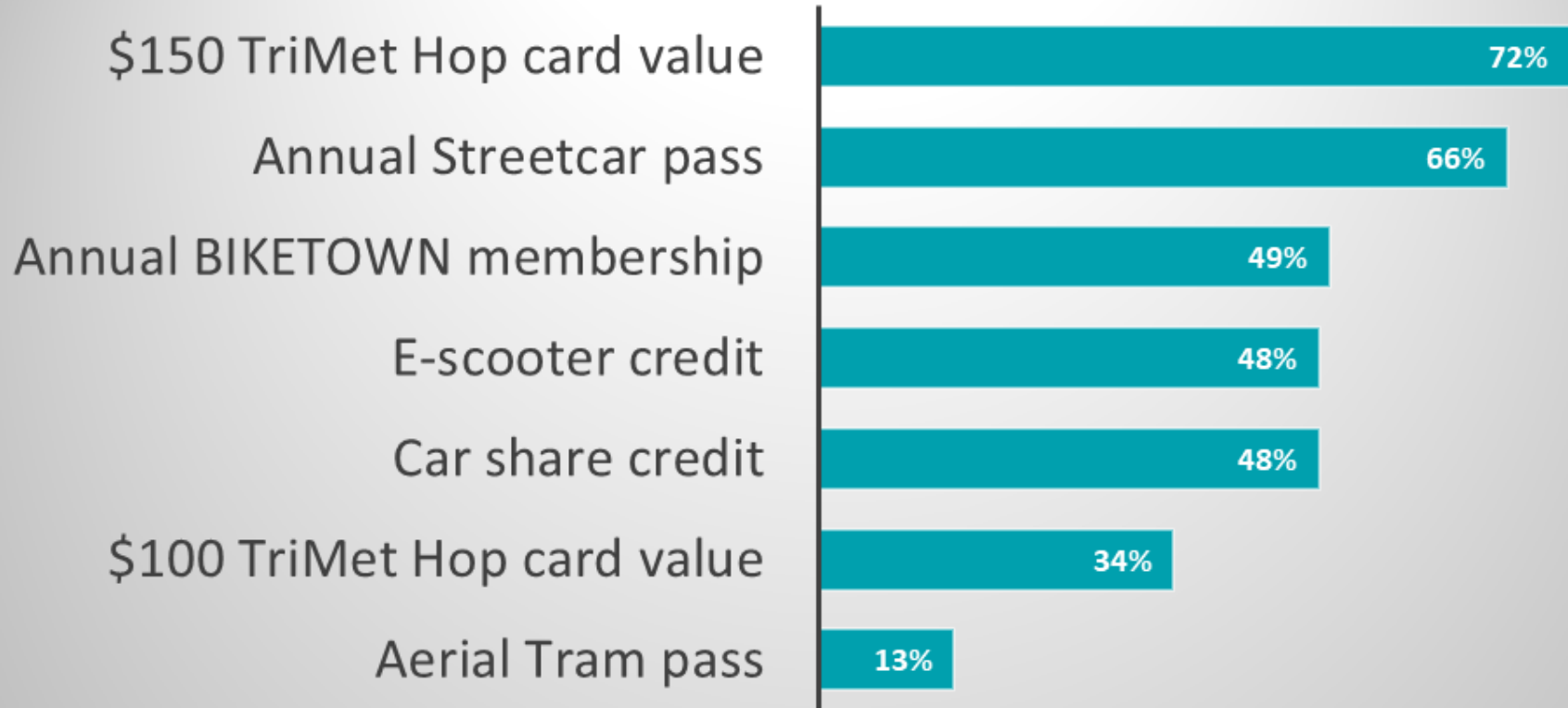
Future of the Transportation Wallet: near-term



Future of the Transportation Wallet: near-term



If you could build your own Transportation Wallet for \$99, what would you include?



Sept. 2018 Parking & Transportation Survey, n=199

What about hoverboards?



Back to the Future 2 Movie Clip, YouTube

What about hoverboards? And Elliptigos?



Back to the Future 2 Movie Clip, YouTube



Future of the Transportation Wallet: long-term



NEW PARKING DISTRICTS



CITYWIDE?



LOW-INCOME VERSION

Anecdotes

I recently gave up my personal vehicle. The Transportation Wallet made it easy to try living without a car and even easier to give it up. Thanks!

Got rid of my car last year. Bought Transportation Wallet last year, traded in Zone M pass this year.

Sept. 2018 Parking & Transportation Survey

Anecdotes

I appreciate the Transportation Wallet. I think it is a wonderful deal and it allows me to drive less so that I do not have to worry about parking in my zone.

Thanks for offering the Transportation Wallet as a free option.

Sept. 2018 Parking & Transportation Survey

Transportation Wallet Challenges



Challenges

- TOO MANY steps involved to process requests
- Discrepancy between:
 - Ideal product and actual product
 - Ideal user experience and actual user experience
- Limitations with transit card functionality
- Barriers to provide low-income transit passes
- Restrictions, rules, regulations: each transportation provider has its own unique playbook
- Lack digital delivery mechanism to distribute the product
- Program is scaling up; but we're still the same small crew behind the scenes

Takeaways



Eliminate
free parking



Develop partnerships early on with:

Businesses

Residents

Community members

Transportation providers

Stakeholders



Start small
and scale up



Advertise clever... and in myriad ways



(Cute animals never hurt!)

Transportation Wallet Takeaways

Adapt
Adjust
Re-envision
Repeat

THANK YOU!



Sarah Goforth
Transportation Wallet Project Manager

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503.823.9863