



# OREGON

## TRANSPORTATION OPTIONS

### PBOT TRANSPORTATION WALLET

People who live or work within the Northwest and Central Eastside Industrial Parking Districts in Portland are eligible for the Portland Bureau of Transportation's (PBOT) Transportation Wallet. The purpose of this program is to manage parking demand and congestion by encouraging people to use public transportation options.

### Partners

Program partners include PBOT Active Transportation and Safety Division, PBOT Parking Operations, BIKETOWN, Portland Streetcar, TriMet, the Northwest Parking District Stakeholder Advisory Committee, and the Central Eastside Industrial Council.

The program launched in January 2018 after a series of pilot projects that were available to employees and residents in the Northwest and Central Eastside Industrial Parking Districts.

**TRANSPORTATION WALLET**

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

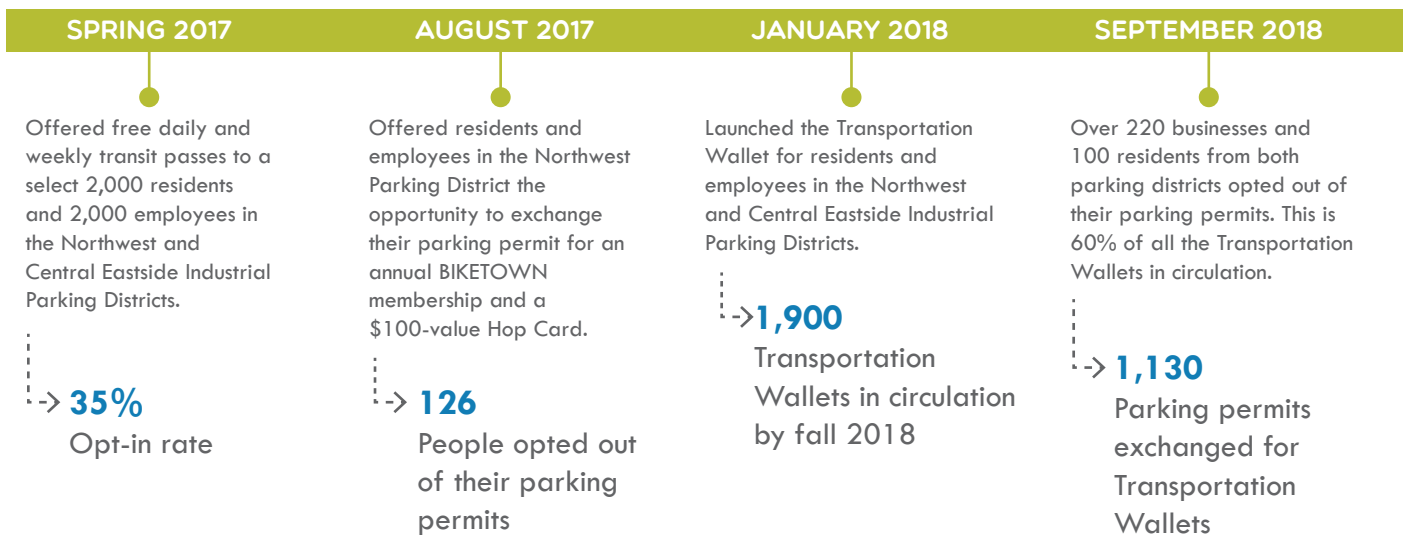
A \$684 value!

TRIMET  
PORTLAND STREETCAR  
BIKETOWN

[transportationwallet.com](http://transportationwallet.com)

People who purchased the 2018 Transportation Wallet at the discounted price of \$99 received: a Hop card with \$100-value for use on local bus and light rail; an annual streetcar pass; and an annual BIKETOWN membership (a retail value of \$684).

### TRANSPORTATION WALLET TIMELINE



### Results

The Transportation Wallet contributed to people using public transportation options more. According to the 2018 PBOT Parking and Transportation Survey, after receiving a Transportation Wallet:

- 43% of survey respondents use TriMet more
- 44% of respondents use the Portland Streetcar more
- 40% of respondents use BIKETOWN more

174 people responded to this survey question.

### Budget

PBOT funds the program for \$650,000 annually, which includes the cost of all transportation passes, graphic design, promotional materials, advertising, and PBOT staff time.

### Lessons Learned

**Price parking.** Portland City Council gave PBOT authority to add a parking permit surcharge in the NW and Central Eastside Parking Districts to the base cost of area parking permits with the dual purposes of managing parking demand using price, and raising funds for transportation demand management (TDM) strategies and programs such as the Transportation Wallet.

**Deep discount is key.** The Wallet—valued at \$684—offers residents and employees an 86% discount on transportation passes. This deep discount is essential to outweigh the low daily cost of a parking permit—about \$0.50 a day in the Northwest Parking District (annual permit is \$180 per year) and less than \$1 per day in the Central Eastside Industrial Parking District (annual permit is \$300 per year).

**Consider digital.** A digital delivery mechanism would help simplify distribution, allowing PBOT staff to send the Wallet electronically rather than distributing the contents of the Wallet manually to each person who receives one. PBOT is currently exploring this option.

**Be prepared for growth.** PBOT currently has two staff dedicated to this program. As the program continues to expand, additional staff may be needed.

**Start small and scale up.** PBOT conducted several smaller pilot projects prior to releasing the full Transportation Wallet in January 2018.

**Promote the program through several mediums.** PBOT uses a wide range of outreach methods to publicize the Transportation Wallet, such as direct mail, emails, e-newsletters, print ads, digital ads, in-person meetings, on-site events, flyers, PBOT website, and full-color inserts with parking permit renewals.

**“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.”**

- 2018 PBOT Parking and Transportation Survey respondent

**“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!”**

- 2018 PBOT Parking and Transportation Survey respondent

### Looking Ahead

In 2019, car share driving credit will also be included in the Transportation Wallet. PBOT is also moving forward with an Affordable Housing pilot—a limited number of Transportation Wallets will be offered to residents living in affordable housing (location to be determined). In the future, PBOT may consider expanding the program to other areas of the city.