



# Ticket2Ride Program

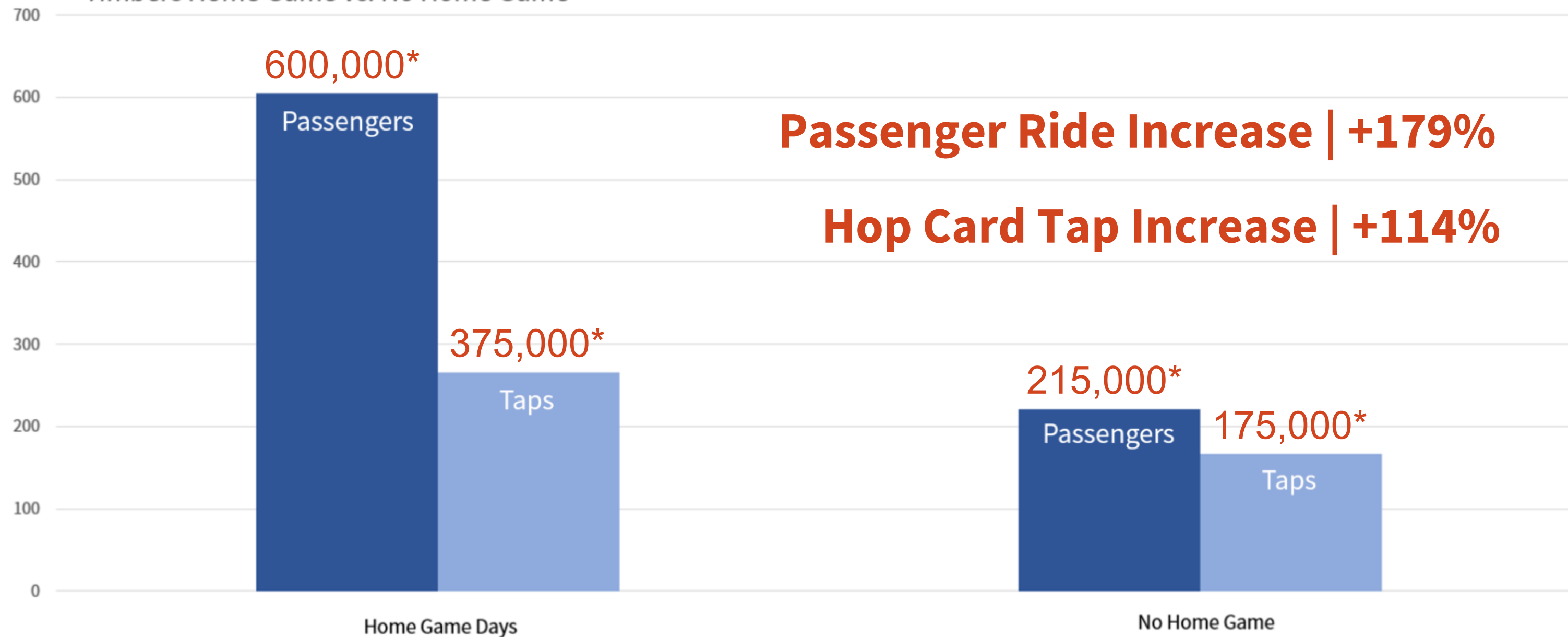


# Ticket2Ride | Initial Insight

## Portland Timbers Home Game Days vs None-Home Game Day

Comparing Passenger Counts and Hop Taps at Providence Park MAX Station:

*Timbers Home Game vs. No Home Game*

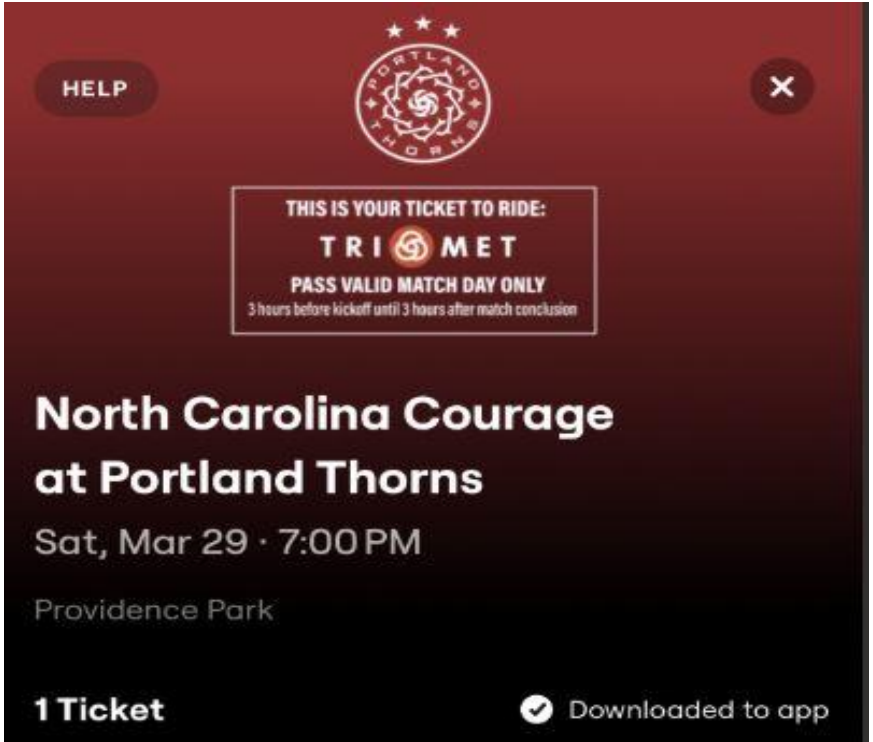


\* Estimates based on On/Off MAX Train data & Hop tap data

# Ticket2Ride | The Program



**>>> NOTES <<<**  
**Fans can now ride Portland Streetcar!**  
DIGITAL tickets are viewable on a smartphone either via email, a saved digital ticket, or in a digital 'wallet'.  
**NO PRINTED TICKETS ARE PERMITTED**



# Ticket2Ride | The Results

On average, more Thorns fans utilize TriMet each year to get to/from home games prior to the Ticket2Ride program.



2024 | +108%

2025 | +58%

# Ticket2Ride | The Results

*“Partnering with TriMet on the Ticket2Ride program has been incredibly popular with our fans and a real added benefit to their ticket purchase,”* said Portland Timbers CEO Heather Davis.

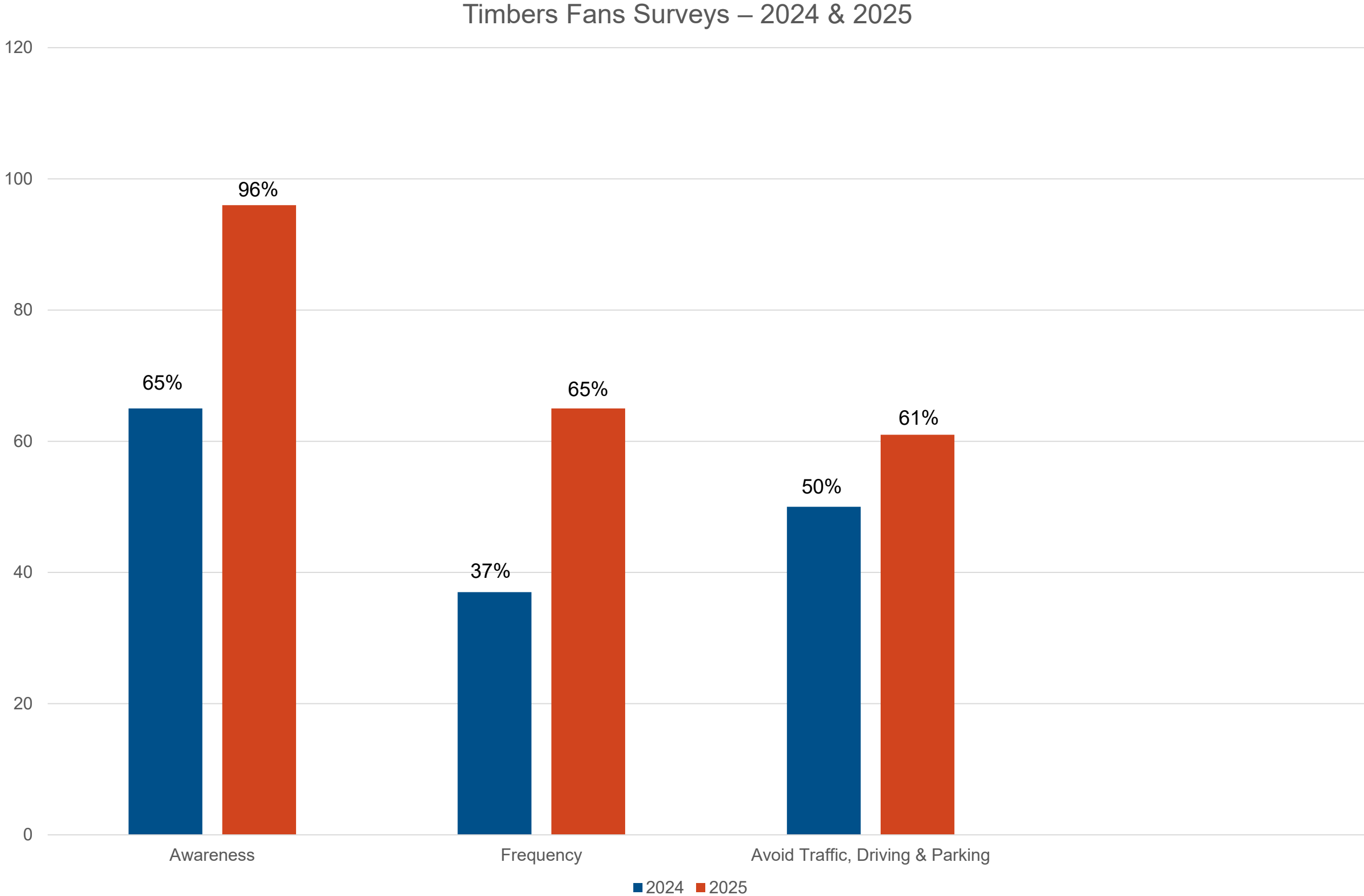
*“Nearly 80% of Timbers fans this season have used their ticket to ride TriMet, which helps mitigate traffic, reduce emissions and increase the vibrancy of our downtown community.”*



**2024 | +109%**

**2025 | +36%**

# Ticket2Ride | The Results



# Ticket2Ride | Additional Insights

June 28, 2025 Concert | Post Malone with Jelly Roll

## Estimated Rides

**128% Increase\*** *(combined stations)*

**136% Increase\*** | *Providence Park MAX Stations*

**69% Increase\*** | *Goose Hollow/SW Jefferson St. MAX Stations*

## 855 Taps

**53% Increase** | Regular Saturday 6/21 comparison (558)

**98% Increase** | Regular Saturday 6/14 comparison (432)

# Connecting to regional policy & the power of convening



**Policy 1:**  
TDM Policy,  
Planning &  
Funding



**Policy 2:**  
Financial  
Incentive  
Programs



**Policy 3:**  
Place and  
Event-based  
Programs



**Policy 4:**  
Community-  
Centered &  
Inclusive  
Programs



**Policy 5:**  
Adaptive &  
Resilient  
Programs



## Regional Transportation Demand Management (TDM) Strategy

Adoption Draft: April 2026

# Opportunities for the Zoo



Aligned on mission with Max being an environmentally friendlier option compared to driving



Potentially better experience for guests who visit on busy days



Reduces traffic congestion on parking lots



Creating better experience for guests that cannot take Max for various reasons.

# How do you get to Zoolights

	Drive/Main Lot	Drive/Overflow	Trimet/MAX	Ride Share	Other
<b>FY20</b>	<b>78.23%</b>	<b>NA</b>	<b>18.63%</b>	<b>1.16%</b>	<b>1.98%</b>
<b>FY21</b>	<i>drive only</i>	<i>drive only</i>	<i>drive only</i>	<i>drive only</i>	<i>drive only</i>
<b>FY22</b>	<b>91.16%</b>	<b>NA</b>	<b>0.70%</b>	<b>7.06%</b>	<b>1.09%</b>
<b>FY23</b>	<b>90.36%</b>	<b>NA</b>	<b>7.94%</b>	<b>1.17%</b>	<b>0.53%</b>
<b>FY24</b>	<b>88.28%</b>	<b>NA</b>	<b>9.02%</b>	<b>0.93%</b>	<b>1.77%</b>
<b>FY25</b>	<b>75.44%</b>	<b>11.18%</b>	<b>10.46%</b>	<b>1.36%</b>	<b>1.56%</b>

# Online Transportation Survey



When: July 2025



Who: Attendees on known busy days



What: Specific survey focused on understanding mode of transportation and quality of service



Response: 627 respondents drove/other modes and 64 took MAX

# Transportation Survey

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- **Reasons for Driving:** The main reasons for driving included living too far from the zoo (45.39%), lack of convenient access to MAX stops (30.65%), and safety concerns with public transportation (27.81%).
- **MAX Light Rail Usage:**
  - **Reasons for Using MAX:** Convenience and avoiding parking congestion were the top reasons (60.94% each). Other reasons included avoiding parking fees (12.50%) and children enjoying the ride (9.38%).
  - **Frequency of MAX Use:** 20.31% were regular users, while 29.69% were intermittent users. Rare users accounted for 50% of respondents.

## **Free MAX Service:**

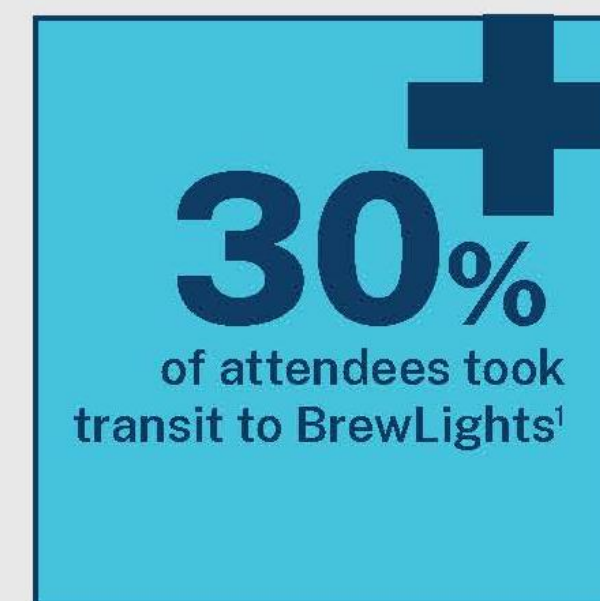
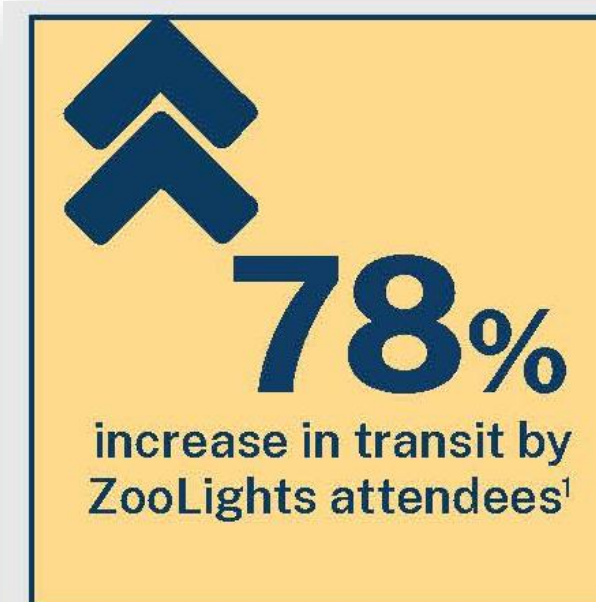
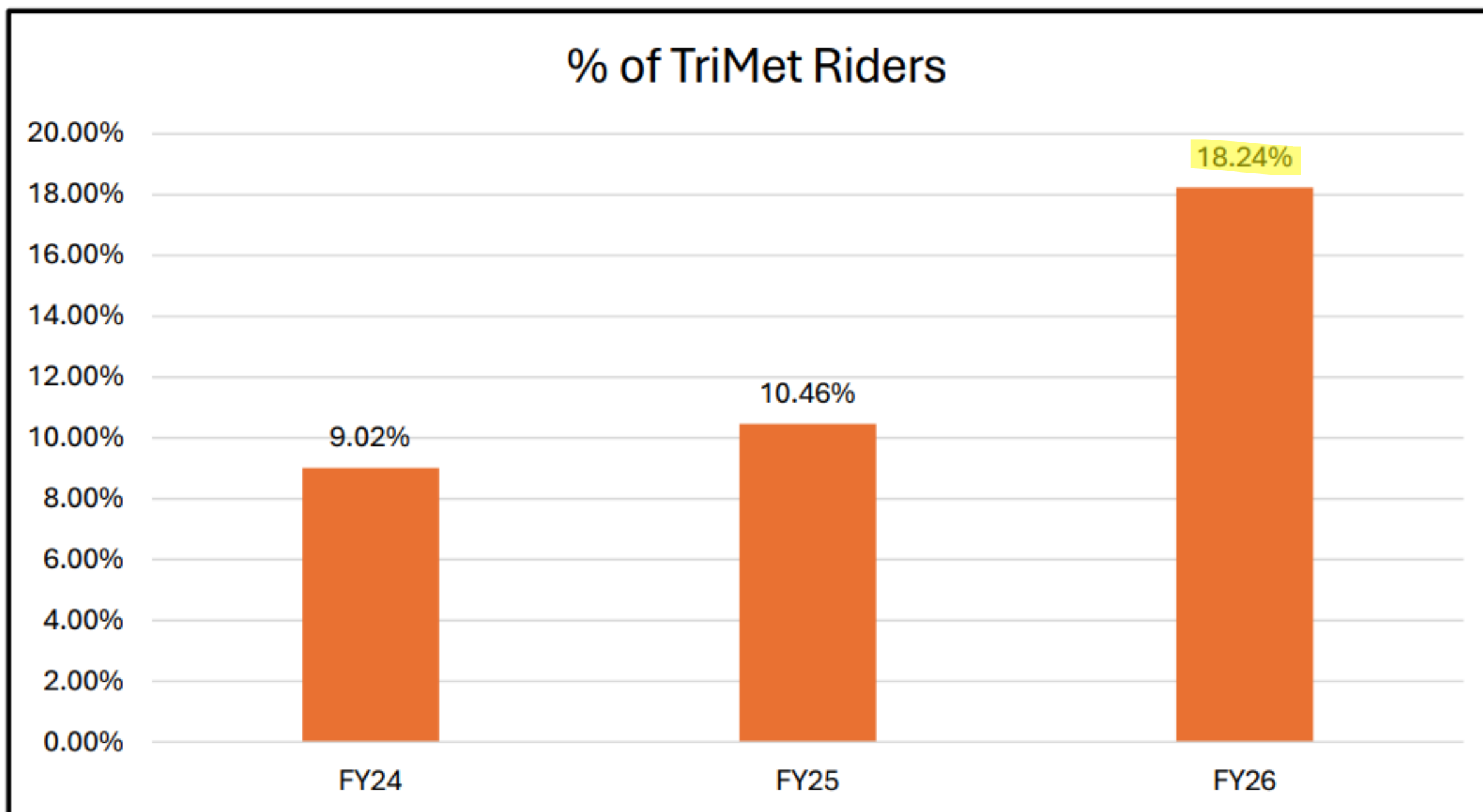
- If MAX service were free, 24.29% of respondents said they would definitely use it, while 75.71% would still prefer driving.



## Guest Comments

- *We were grateful for the free TriMet ride and the easy parking at the transit station*
- *Please keep the TriMet pass for next year! We will use it again! We have train loving kids*
- *Loved the ticket doubling as a MAX ticket, brilliant.*
- *I did like the option of riding the max*
- *Friendly person at the elevators to the Max handing out stickers.*
- *Taking MAX was super easy to get to/from zoo.*
- *I was excited to see riding the Max to & from was covered by our Zoo Lights tickets please keep that program!*
- *Loved that the TriMet ticket was included and access to Zoo.*

# Ticket2Ride Dashboard: Year One



1. 2025 ZooLight/BrewLights guest surveys  
2. TriMet Washington Park MAX stop 3. TriMet Trip Planner

# Future

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Ticket 2 Ride 2.0

# Supporting & Sustaining Ticket2Ride in Washington Park



Explore Washington Park

## Early Indicators of Mode Shift

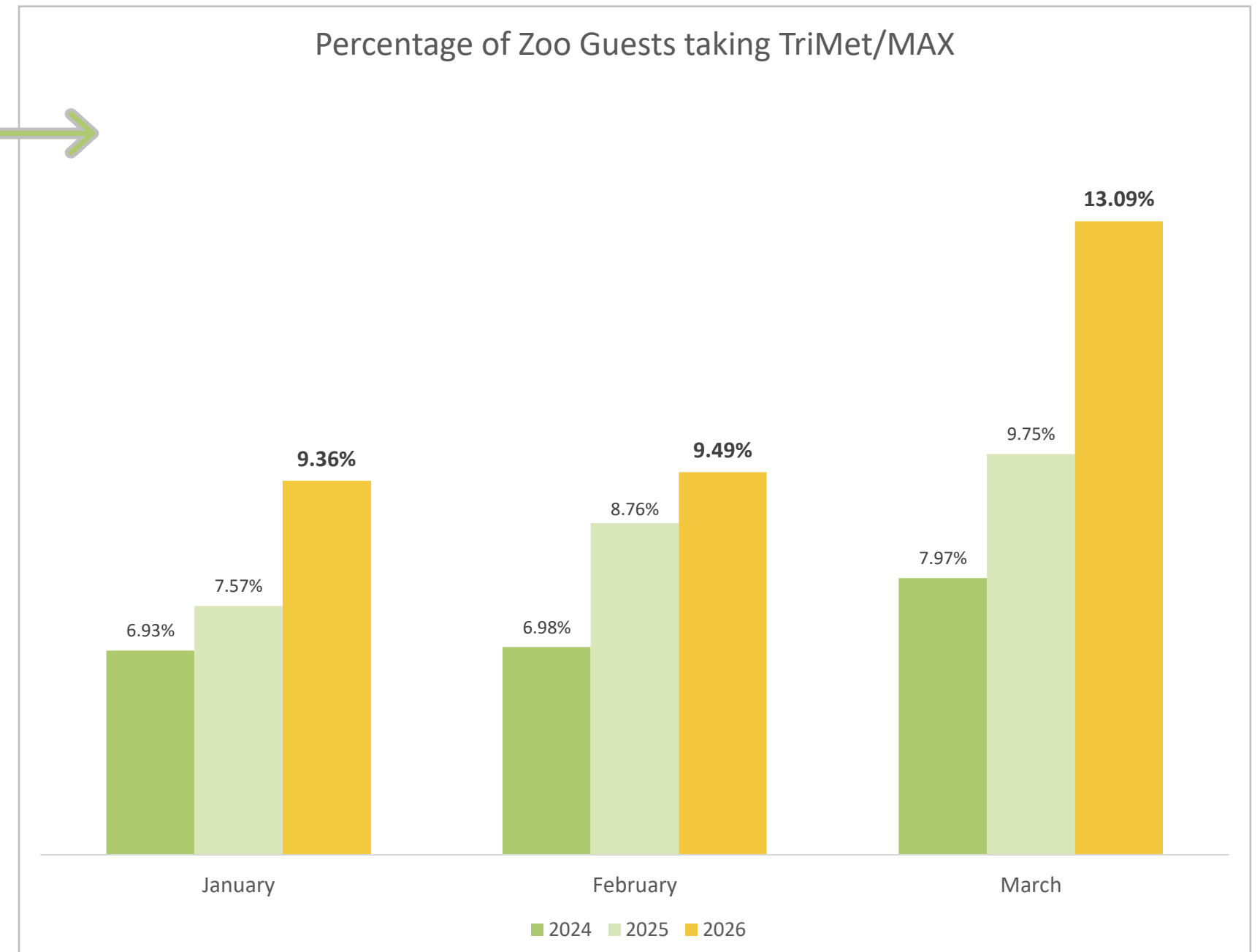
- Increased TriMet/MAX usage by Zoo visitors (Jan–March) compared to prior years
- Early signs of repeat transit use, not just one-time adoption

## Sustaining & Expanding the Model

- Integrate Ticket2Ride with the broader park transportation system
  - MAX + **Free Washington Park Shuttle** connection
- Continue aligning with ticketed events as well as visitor trip planning (TriMet's Regional Trip Planner)
- Position Ticket2Ride as part of city/regional strategies for reducing vehicle miles travelled and greenhouse gas emissions
- Further develop shared funding model across partners (transportation, destinations, regional agencies)

## Where This Could Go Next

- Expand beyond Oregon Zoo to other park venues and full park access
- Explore community access programs and partnerships



*Ticket2Ride is not just a program—it's a pathway toward shifting how people access Washington Park.*