

Investing in Bikes *Makes Cents!*

Our roads are for everyone. Here is the case for funding people-powered streets.

Improving Portland's ECONOMY

Reducing automobile trips puts more money in your pocket.
Families spend over 3x more on transportation than they do on health care. Affordable transportation should be accessible to everyone.

Bikeways & sidewalks preserve property values.
Houses built in walkable neighborhoods are less likely to fall into foreclosure.

Encouraging active transportation reduces healthcare costs.
There is a correlation between miles biked and dollars saved.

Building bikeways promotes Portland's leading bike industry.
Our initial \$60 million investment in Portland's current network has created a \$40-million-a-year bike industry, creating thousands of jobs. We can create even more opportunities for Portlanders to work.

Investments in biking, walking and transit pay us back.
Less dependence on oil keeps at least \$800 million in our local economy.

It's about EQUITY

Current spending is not equitable to the amount of Portlanders who bike.
16% of Portlanders use their bicycle as a source of transportation, yet we only spend 0.7% of our transportation budget on bike infrastructure.

Portland does not spend enough on transit currently.
Portland continues to show solid growth despite having the second lowest per capita transit spending of the 28 largest U.S. metropolitan areas.

Bicycling is the most affordable form of transportation.
Portland bikeways connect important neighborhood, civic and employment destinations as well as providing seamless links to the regional transit system.

Bicycling truly is Portland's best transportation buy.
Compared to similar transportation investments, bicycling is by far the cheapest and lasts the longest.

For better HEALTH & SAFETY

Newer bike and pedestrian infrastructure will reduce conflicts between cars and other road users.
Separated facilities keep bikes away from cars.

Getting more people on bikes makes streets safer for all.
Collision rates decline when more people walk and bike.

Reducing traffic has a positive impact on our children's health.
Children living within 150 meters of high-traffic areas were found to have, on average, BMIs five percent higher than those living near low-traffic areas.

Bicycling creates healthier kids.
Kids born today are expected to have a shorter life expectancy than their parents due to inactivity and diet. One in three U.S. children born in 2000 will contract Type II diabetes unless their lifestyles emphasize eating less and exercising more.

Bicycling reduces traffic, congestion & commute times.
Make bicycling irresistible and you have a real solution to our congestion issues. Every extra 30 minutes of commuting time per day is associated with a 3% greater likelihood of obesity.

People living on streets with heavy traffic have fewer friends.
Those living on low-traffic streets have three times as many friends as people on high-traffic streets.

Meeting CLIMATE CHANGE goals

Bicycling is an effective way to address climate change.
Bicycling can efficiently serve the 60% of trips in Portland that are 3 miles or less. Thirty-eight percent of Oregon's CO2 emissions are attributed to transportation.

Bicycling improves air quality, reduces noise & congestion.
Increases in transportation noise are associated with increases in hypertension and cardiovascular disease.

Automobile trips that can be safely replaced by walking or bicycling offer the first target for increased physical activity.

Center for Disease Control



Active Right of Way - Streets for everyone.

What if I don't ride?

Why investing in bikes is great for everyone, even if you don't care to bike.

I DRIVE



- New bike and pedestrian infrastructure will reduce conflicts with other road users.
- Portland is filling up. More bikes mean less congestion.
- Separating bikes and cars keeps bicyclists out of your way.
- As people bike more, parking will be more available.

I WALK



- New sidewalks and crosswalks are built in tandem with better pedestrian facilities.
- You will get more places on calmer streets.
- Enjoy the extra company of more people.
- Cyclists and drivers will receive additional education and enforcement action.

I TAKE TRIMET



- Using a bike with Trimet means comprehensive connections
- Improving bikeways and sidewalks make getting to and from your bus or MAX train easier and safer.
- Fewer bike and bus conflicts means quicker service.

I BIKE



- World-class biking facilities will connect from A to B.
- More cyclists on the streets calm traffic and reduce your risk of a crash or injury.
- Your non-biking friends and family will be more inclined to ride with vastly improved, separated bikeways.

I HELICOPTER



- Less congestion and increased visibility.
- Friendlier skies: More smiles and waves.
- Additional places to land throughout the city.

I SKATE



- New bikeways are excellent skate routes.
- More active road users on the road means safer roads and easier access for skaters.
- Separated bikeways means less competition for sidewalks.

What's all this I hear about spending millions of dollars on bikes? That sounds like a lot of money.

Most projects in the Bike Master Plan, recently developed by PBOT and approved unanimously by city council, will cost under \$1 million. It's important to compare the cost to other transportation projects:

- Portland Roadways: \$17 billion over past 20 years
- Proposed Columbia River Bridge: \$4 billion
- Sellwood Bridge: \$330 million
- Bike Master Plan: \$600 million for 377 projects and thousands of improvements over 20 years

Bikers don't pay their fair share, aren't they freeloaders?

That's a common misconception. 90% of Portland cyclists own cars and thus pay gas tax and registration fees like other drivers. Our roads are funded through a variety of mechanisms, including property taxes, federal subsidies, and grants. In fact, one could argue that local bicyclists are subsidizing highway infrastructure which they are legally forbidden to use.

What can I do to support better bikeways in my community?

Tell your mayor and city council that you want to see improved funding for bike and walk projects:

Sam Adams:	samadams@ci.portland.or.us	503-823-4120
Amanda Fritz:	amanda@ci.portland.or.us	503-823-3008
Randy Leonard:	rleonard@ci.portland.or.us	503-823-4682
Nick Fish:	nick@ci.portland.or.us	503-823-3589
Dan Saltzman:	dan@ci.portland.or.us	503-823-4151

Contact your Oregon State representatives:
<http://www.leg.state.or.us/findlegsltr/>

Build accountability by calling the city hotline with your safety concerns: 503-823-SAFE

Join *Active Right of Way* in our work toward safer, equitable streets:
<http://intersection911.org/arow>

Get involved in your local neighborhood coalition:
<http://intersection911.org/coalitions>