



GETTING AROUND PORTLAND'S NORTHEAST HUB



TRANSPORTATION OPTIONS WWW.GETTINGAROUNDPORTLAND.ORG

MARCH \ APRIL 2006

FREE TRAVEL TOOLS

Watch your mailbox for the Transportation Options Order Form in the coming weeks. This order form offers a variety of valuable tools to help you travel smart.

We will also send you a free gift like this handy umbrella just for responding. So keep an eye out, order up and you'll be traveling around the northeast in comfort and style.



You Have Options

For the next year Options will be busy in parts of Northeast Portland, the new Transportation Options target area. We call the target area the Northeast Hub.

The NE Hub is bordered by I-84 to the south and the Columbia River to the north and NE MLK Boulevard and approximately NE 42nd to the west and east.

Targeting our efforts to a limited geographical area allows Options to provide numerous opportunities and tools for area residents and employees to learn how to get around by walking, biking, transit, carpooling and other alternatives to driving alone.

Local partnerships mean we can offer area residents benefits we could not afford otherwise. We use hands-on, interactive programs to make these transportation options fun and accessible for all.

With this program Options hopes to promote the benefits of alternative transportation, supply NE residents with the know-how to make new travel choices, and provide the support area residents need to make these changes a part of their life.

You can expect to receive our Transportation Options Order Form in your mailbox in the coming weeks. Use the order form to request a variety of useful travel tools such as a NE Portland Walking Map, a schedule of walks for seniors, transit route information, a Ten Toe Express walking kit or a Portland By Cycle biking kit.

Our aim is to provide you with the materials you need to get around Portland in a variety of ways. A wide range of transportation options is key to preserving our urban transportation network and vital to the area's economic health and livability. So get around and rediscover your Portland neighborhood.



To find out more about Transportation Options Getting Around Portland programs, contact Linda Ginenthal at 503-823-5266 or linda.ginenthal@pdxtrans.org

INSIDE : BECOME AN OPTIONS AMBASSADOR • TURN OFF THE TV • SENIOR STROLLS • NEW PAVEMENT MARKINGS • SCHEDULE OF EVENTS • MORE!



SANDY BOULEVARD PROJECT

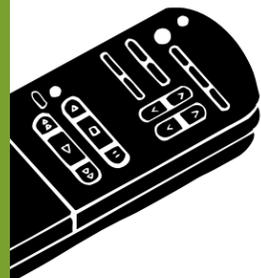
Watch for future improvements on Sandy Boulevard. The Sandy Boulevard Resurfacing and Streetscape Project will implement parts of the Hollywood and Sandy Plan and addresses the section of Sandy between NE 13th and 47th Avenues.

Throughout the project, City and consultant staff worked with a Citizen Advisory Committee (CAC) and the broader community.

Participants identified opportunities, constraints, solutions, and recommended improvements. Key issues addressed include prohibited left turns, corridor safety, limited pedestrian crossings and space, transit service and circulation in the Hollywood district.

The CAC recommended changes to circulation patterns allowing more left-hand turns to and from Sandy at several locations. Safety, pedestrian and bicycle improvements will include pedestrian refuge islands and curb extensions and a bike lane on Sandy over I-84. Bus-length curb extensions will enhance transit comfort and service.

For more information, contact Chris Armes at 503-823-7051 or chris.ames@pdxtrans.org.



Become an Options Ambassador

You can help Portland stay on top as one of the best bicycling and walking cities in North America by becoming an Options Ambassador. The Options Ambassador Program is a limited opportunity for volunteers to get first-hand experience with Transportation Options' staff and reach out to Portland residents.

Ambassadors represent the Office of Transportation and encourage motorists, pedestrians, bicyclists and transit riders to share the road and travel safely together. Volunteer activities include bike rides, walks, bicycle helmet fittings, carpool promotion and events such as neighborhood and street fairs. Ambassadors commit to at least two events throughout the spring, summer and fall of 2006.

Selected Ambassador applicants participate in a 3-hour training on the information and skills necessary to talk with the public about all of Portland's transportation options. Additionally, Ambassadors get an official Transportation Options T-shirt, an Ambassador Academy Certificate, a variety of walking, biking and transit incentives throughout the summer, and an opportunity to expand their knowledge and skills.

To apply for the Transportation Options Ambassadors Program, or for more information, contact Janis McDonald at 503-823-5358 or janis.mcdonald@pdxtrans.org.

Turn off the TV and Tune in to a Healthier Lifestyle

The escalating effects of inactivity such as obesity and diabetes continue to take a toll on our population. Obesity alone affects more than one in four adults and accounts for an estimated 300,000 premature deaths each year. More than 60 percent of Americans do not get enough physical exercise to stay healthy and 25 percent engage in no physical activity whatsoever. For many Americans the simplest act of turning off the TV can improve health.

"The easiest way to reduce inactivity is to turn off the TV set. Almost anything else uses more energy than watching TV" according to Dr. William Dietz, Director of the Division

of Nutrition and Physical Activity at the Centers for Disease Control. If you think you don't have time to exercise,

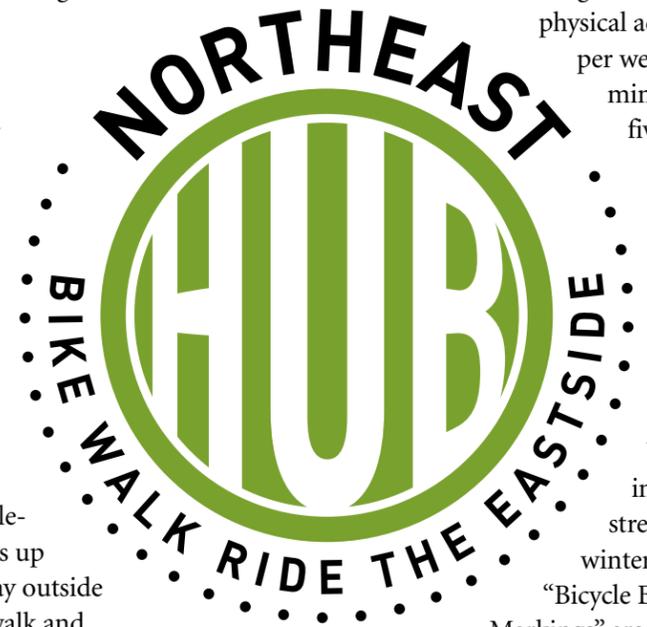
consider this - Americans watch an average of three to four hours of

TV-Turnoff Tips

- Keep TV turned off during meals
- Exercise as a family by taking walks or riding bikes in your neighborhood
- Take care of shopping and other needs by walking and biking and shopping locally in your neighborhood
- Don't worry if children complain or say they are bored. Boredom passes and can lead to creativity and more activity

television each day. Cutting back on television frees up time to play outside or take a walk and explore your neighborhood. Watching television also encourages an unhealthy diet. One study documented 202 junk food ads during four hours of Saturday morning cartoons. That's more than eight commercials for unhealthy foods for each 10 minutes of airtime. Because

children are influenced by parents' actions, it's important that whatever effort you make to exercise more, eat better, or watch less television, is done as a family.



New Pavement Markings on Neighborhood Bike Boulevards

When it comes to physical activity and aging, it's never too late to become physically active. Even a small amount of activity can result in better health. Spending at least 30 minutes in moderate activity on all or most days of the week has remarkable health benefits for older adults.

The lack of physical activity is an important contributor to many chronic diseases in older adults, including heart disease, diabetes, colon cancer, and high blood pressure. According to the U.S. Department of Health and Human Services only 31 percent of individuals aged 65 to 74 get 20 minutes of moderate physical activity three or more days per week; 16 percent report 30 minutes of moderate activity five or more days per week.

Seven hundred small bicycle pavement markings appeared on local streets all over Portland this winter. The markings called "Bicycle Boulevard Pavement Markings" are approximately a foot in diameter - with some including directional arrows - and will indicate to bicyclists the local streets that have been developed as "bicycle boulevards."

Bicycle boulevards are not striped with bicycle lanes, so they are not always visible as good bicycling streets. They do have amenities that make them work well for people riding bicycles, including crossing treatments at major intersections; traffic calming to keep auto speeds slow; and a stop sign pattern providing cyclists with a better flow along the street.

The pavement markings should make these bicycling streets as visible to cyclists as streets

Transportation Options will offer Senior Strolls in your area this summer. Every week, beginning in May and ending in October, Senior Strolls will be offered on Wednesdays at 10:00 a.m.

Each stroll is around one mile in length, and many are accessible with restrooms and benches at some point along the route. The strolls are varied, and participants will have an opportunity to learn a bit of history about the parks, neighborhoods, and commercial areas where they'll be strolling. All starting/ending points are conveniently located along a TriMet bus route.

To learn more about the strolls, please contact Donna Green at 503-823-6114 or donna.green@pdxtrans.org.

striped with bicycle lanes. "These bicycle boulevard markings will help cyclists find the best routes. It is an important part of our overall bicycling strategy to make our streets safe and convenient for all cyclists, whether you're 7 or 70 years old" according to Commissioner Sam Adams.

"This effort will move Portland toward our goal of Platinum Bicycle Friendly status - and will ensure our continuing to be the best bicycling city in the United States," Commissioner Adams added. "Portland is committed to providing its residents the widest variety of safe and reasonable transportation options."

For more information on the bicycle boulevard pavement markings, contact project manager Roger Geller at 503-823-7671 or roger.geller@pdxtrans.org.



NEW BIKE LAWS

As of January 1, 2006 bicyclists are permitted to overtake and pass upon the right if they "may safely make the passage under the existing conditions". While previously allowed to pass on the right when in a bike lane, the new law allows bicyclists to pass slower vehicles in the same lane on the right, making for safer riding and less congestion on the roadway. Over forty states already allow passing on the right by bicyclists.

In another change, bicyclists are now legally allowed to leave a bike lane for "overtaking or passing another bicycle, a vehicle or pedestrian", or "avoiding debris or other hazardous conditions", as well as several other situations. This sensible change legitimizes what cyclists do naturally (and safely) already.

For more information on these changes to the law, visit the Bicycle Transportation Alliance web site at: www.bta4bikes.org.

Transportation Resources

Flexcar –

a car sharing service
www.flexcar.com
503-328-FLEX (3539)

TriMet –

transit planner and
transit tracker services
www.trimet.org
503-238-RIDE (7433)

Ride Connection –

transportation services
for elderly and disabled
www.rideconnection.org
503-226-0700

Portland Transportation Options

www.gettingaroundportland.
org

City of Portland Bike Hotline

503-823-CYCL (2925)

Get Ready to Travel Smart

Celebrate your Portland Neighborhood. Experience firsthand why Portland is one of the best bicycling and walking cities in North America. Participate in all of the fun programs, activities and events the City of Portland Office of Transportation (PDOT) Transportation Options Division has planned for the next year. We'll have something for everyone.

Watch your mailbox for the **Transportation Options Order Form** in the coming weeks. The order form offers a wide range of travel tools to help you discover the ease of getting around Portland. We have a variety of road tested and successful programs and materials to offer including a new **Northeast Walking Map** complete with bus and light rail routes and stops, bikeways, key business districts and landmarks, fountains, parks, schools and much more.

We are partnering with Kaiser Permanente for the third year to offer **Ten Toe Express**, a

walking campaign. Participants in the Ten Toe Express receive a walking kit complete with a pedometer, trip logs to help you track your progress, and a short-tripper coupon book with discounts for local pedestrian friendly businesses. We also offer a series of guided walks, including **Senior Strolls** for older walkers, to help you stay motivated.

Portland By Cycle and the new **Women on Bikes** program return this year too. Portland By Cycle participants receive a bicycling kit with bike maps, a short-tripper coupon book for bicycle friendly businesses and other essential tools for the new or seasoned cyclist. We again offer a full schedule of guided **Summer Cycle** bike rides as well.

Watch for future newsletters keeping you informed of all the events, rides and classes coming your way. And be sure to visit the Options Mobile at local neighborhood and street fairs throughout the spring and summer.