



GETTING AROUND PORTLAND'S  
**EASTSIDE HUB**

TRANSPORTATION OPTIONS [WWW.GETTINGAROUNDPORTLAND.ORG](http://WWW.GETTINGAROUNDPORTLAND.ORG)

DECEMBER 2005

**Two Online Tools in One Great Website!**

Carpooling to school is now as easy as logging on to [WWW.CarpoolMatchNW.org/schools1.asp](http://WWW.CarpoolMatchNW.org/schools1.asp). When you register on this secure site you will be matched instantly with other families from your school. Try Carpool to School. It's easy.

[WWW.CarpoolMatchNW.org](http://WWW.CarpoolMatchNW.org) is an online rideshare-matching tool using Geographical Information Systems to instantly match you with potential carpool partners who are going your way. You designate the beginning and ending points for your commute trip with the cross streets, an address or from a pull down menu of popular destinations. You control other options as well such as how much of the driving you want to do, your schedule flexibility and smoking or non-smoking carpool.

Carpool to School is funded by Safe Routes to School and offered by the Portland Office of Transportation. For more information, contact Janis McDonald at 503-823-5358 or [janis.mcdonald@pdxtrans.org](mailto:janis.mcdonald@pdxtrans.org).

**It's Been a Wonderful Year**

For months Transportation Options has been showered with positive comments from Eastside Hub residents. We can hardly contain ourselves over the cubicle walls. And it's all because of you – getting out there and walking, biking, and riding the bus and MAX.

More than a quarter of Eastside Hub households decided to take that first step (pun intended) or continue and increase their use of environmentally friendly ways to get around Portland.

Partnership with Kaiser Permanente and Providence Medical Center allowed us to provide 5000 walking and 4000 bike kits to eastside neighbors. Health care providers know that Options programs and information encourage people to lead active and healthy lifestyles. "Very impressive. Nice quality pedometer. It was a real wake up call for my husband. He is riding his bike more and trying to get 'moving' every day. Thank you so very much."

Tried and true programs such as Ten Toe Express walks, Summer Cycle bike rides were expanded and honed. Twenty-two walks featured historic houses, green space tours, and other great eastside amenities. Sweet Summer Cycle saw its largest rides in the seven years since its inception – 75 riders all lining up for Steccato Gelato cones.

New additions to our hands-on programs promoting walking and cycling, including Women on Bikes clinics and rides and Senior Strolls, were great successes. Ninety-eight women – almost all new riders (as adults at least) got back on their bikes to try it out. Donna Green, Senior Strolls

coordinator added extra walks by popular demand.

From all accounts, Eastside Hub businesses loved the Hub projects as much as residents. Get to Work! provided 75 area businesses with incentives and transportation information to get employees and customers walking, biking and taking transit. The Ten Toe Express and Portland By Cycle coupon books introduced more local businesses to area residents – so they could

shop at neighborhood retailers instead of driving across town. "For a new retail business, every bit of exposure really helps. Thanks for providing a great opportunity for us to increase our visibility with the coupons and the event!"

Americorp volunteer Cathy Cibor took the initiative and provided all Hub households who had requested transit information with a personalized letter with TriMet Transit Tracker instructions and Stop ID numbers for the two closest bus stops to

**continued on page 2**

• **"I've only been in my car 15 minutes since I received the order form. I got out my bike and pumped up the tires. I've gone for a walk 1/2 hour in the morning and 1/2 hour in the evening. It's a wonderful thing the city is doing. Just getting the order form inspired me!"**



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

## New Bike Laws Ring in the New Year

Starting January 1st, bicyclists will be permitted to overtake and pass upon the right if they “may safely make the passage under the existing conditions”. While already allowed to pass on the right when in a bike lane, the new law will allow bicyclists to pass slower vehicles in the same lane on the right, which will make for safer riding and less congestion on the roadway. Over forty states already allow passing on the right by bicyclists.

In another change, bicyclists will now be 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](http://www.bta4bikes.org).

## Holiday Shop by Transit

Free your holiday shopping from the hassles and costs of driving and parking. Shopping locally and shopping by transit can help ease stress around the holidays in many ways. When you leave the driving to someone else you can get more exercise by taking transit and staying closer to home. An All Day transit pass good on buses and MAX costs only \$3.75 and awards you a full day’s access at your leisure.

Portland’s neighborhood business districts are well served by transit and the eastside is home to many unique shopping opportunities. The popular Hawthorne and Belmont shopping areas are well served by TriMet lines 14, 15, and line 75 off of SE 39th Ave. Nearby Hollywood and NE Broadway are also served by line 75 with connections to lines 12 and 77.

Outside of the Hub nearby shopping is found in Sellwood-Moreland and on SE Woodstock to the south. These shopping districts are served by lines 10, 19 and 70, all accessible from line 75 on

SE 39th. To the north, the N Mississippi Historic District is served by line 4 and the Alberta Arts District via lines 75 and 10. Of course Downtown Portland, Old Town/China Town and the Pearl District are accessible by just about any east/west route serving the transit mall, and line 15 serves much of NW 21st and 23rd Avenues. If the malls are calling you this holiday shopping season, remember nearby Pioneer Place and Lloyd Mall are a short bus ride away and both Clackamas Town Center and Washington Square Mall are accessible by major transit lines.

Go to [www.trimet.org](http://www.trimet.org) to use TriMet’s Trip Planner. Try using Transit Tracker from your cell phone to check the real time schedule for your bus stop using the stop ID number. You’ll know if it’s time to go or if you have time for a latte or hot chocolate before your next bus arrives.

---

## What Are Those Dots?

About 700 small dots appeared on local Portland streets in September and October. The dots called “Bicycle Boulevard Pavement Markings” are approximately a foot in diameter – with some including directional arrows – and are intended to 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 other 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 striped with bicycle lanes. Not readily visible to motorists over the hoods of their vehicles, cyclists can see them easily.

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

---

## Wonderful Year, cont’d.

their homes. This was a real hit.

These are only a few of the opportunities Options staff had to interact with the many dedicated and enthusiastic Eastside Hub residents and businesses. Thank you for a great year. Hope to see you out walking, riding your bike, getting on the

bus or MAX, carpooling, car sharing and having a great time.

For more information or for the final report of Eastside Hub Target Area work, contact Linda Ginenthal at 503-823-5266 or [linda.ginenthal@pdxtrans.org](mailto:linda.ginenthal@pdxtrans.org).





## Give Holiday Cheer to a Child

Every year the Community Cycling Center (CCC) distributes newly refurbished bicycles to 1000 children from low-income families for the holidays. You can help the CCC with this joyous occasion by doing one or more of the following:

**Donate your old bicycles** of any shape, size or condition. Donated bicycles that are refurbished can be earned by deserving children and adults through programs like Bikes for Tykes and Create a Commuter or they are sold in the retail bike shop to fund CCC programs. Other bicycles may supply hard-to-find replacement parts or be recycled into bike art and jewelry.

**Sign up to volunteer** for the CCC. You can use your talents to forward the mission of the CCC by volunteering in the bike shop cleaning bikes, as a mechanic, working with the many kids or adults involved in programs, helping in the office, at events or organizing your community group to volunteer on special volunteer nights.

**Donate cash of any amount.** For a \$50 contribution you can sponsor a child to receive a bike and a new helmet this year. All of your contributions are tax deductible.

For more information visit [www.communitycyclingcenter.org](http://www.communitycyclingcenter.org) or call 503-288-8864.





PRSR STD  
US POSTAGE  
PAID  
PORTLAND, OR  
PERMIT NO. 653

Transportation Options  
1120 SW 5th Avenue, Rm 800  
Portland, Oregon 97204  
[www.portlandtransportation.org](http://www.portlandtransportation.org)  
*click on Transportation Options*

## Eastside Hub Highlights

- More than 5200 area households participated in Eastside Hub programs and activities (27 percent of all households)
- 4300 Ten Toe Express walking kits were delivered
- 3500 Portland By Cycle biking kits were delivered
- Program participants reported 2.93 new walk trips per week
- Programs participants reported 1.72 new bike trips per week
- Program participants reduced drive alone trips by 8.6 percent
- 58 percent of participants said the Eastside Hub program helped them make these new trips

## Keep Up the Great Work

Portland Eastside Hub residents outdid themselves again. Already boasting one of the highest mode splits in the city, Hub program participants proved they are up to the challenge; the challenge of a more active and healthy lifestyle and a community less dependent on drive alone auto trips.

More than 5200 area households participated in the Eastside Hub programs by selecting materials from the Options Order Form and participating in Hub activities. The walk and bike kits were by far the most popular items with 4300 walking and 3500 biking kits distributed in the Hub. Residents were thrilled to see the City “walk the talk” when their Eastside Hub packages were hand delivered by bicycle.

Nearly 60 percent of you said the Hub program materials and activities helped you walk and bike more and drive less. Program participants made an average of 2.9 new walking and 1.7 new biking trips per week and reduced drive alone trips by 8.6 percent. Congratulations and keep up the great work! By taking advantage of all the wonderful things your neighborhood has to offer, you help make Portland a better place to live.

