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## Why Bikes?



## STREETS THAT WORK

Portland's streets can carry far more people with **far less wear and tear** if people are riding bicycles instead of driving cars. That means our streets and bridges will work better for moving goods and for buses and for people when they do drive. Bicycling is truly the **best transportation buy**.



## CLIMATE CHANGE & THE ENVIRONMENT

**Forty percent** of Oregon's carbon dioxide emissions come from transportation, the fastest growing source. Meanwhile, about half of all trips in Portland are three miles or less – a distance easily covered on a bicycle without breaking a sweat.



## HEALTH & SAFETY

The Centers for Disease Control say that “automobile trips that can be safely replaced by walking or bicycling offer **the first target for increased physical activity** in communities.” Studies suggest getting more people bicycling instead of driving helps make **everyone safer**.



## EQUITY & ACCESS

With the average cost of owning and operating a car now estimated at more than \$7,000 a year, bicycling is the **most affordable form of personal transportation**. Improved bikeways will give **even more Portlanders the choice** to bicycle to jobs, school, shopping and transit.



## PROSPERITY & A SUSTAINABLE ECONOMY

Each year, **about \$800,000,000** circulates in Portland's local economy that would have otherwise have left the region if we drove as much as the U.S. average. The bicycle industry itself annually contributes **about \$100,000,000** to the city's economy and now accounts for **nearly 1,000 jobs**.



## DISTINCT PLACES & LIVABLE NEIGHBORHOODS

Bicycling is distinctly Portland! Bicycle trips promote interaction between neighbors, strengthen the rider's connection to the community, increase the chance of shopping locally, put more “eyes on the street” and contribute to a sense of place.