

Sam  
Adams  
Commissioner

FOR IMMEDIATE RELEASE  
January 27, 2006

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Susan D.  
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Director

What: Press event for PORTLAND SHARES THE ROAD rally  
Where: Waterfront Park, Salmon Street Springs  
When: Friday, January 27, 2006

Eileen  
Argentina  
System  
Management

8:15 – 8:30 a.m. press event  
8:30 – 9:30 Portland Shares the Road rally

Bryant  
Engel  
Business  
Services

### **RALLY RECOMMITS COMMUNITY SUPPORT FOR ALL MODES OF TRANSPORTATION**

Don  
Gardner  
Engineering &  
Development

Sam M.  
Irving, Jr.  
Maintenance

John Gillam &  
Steve Iwata  
Planning

City of Portland, Oregon Chapter of the American Automobile Association, Bicycle Transportation Alliance, TriMet, Portland Public Schools Student Transportation Office, Willamette Pedestrian Coalition, Elders In Action, and other community members are partnering on an effort to communicate to the public that PORTLAND SHARES THE ROAD. A Friday morning rally at Waterfront Park is planned to unite bicyclists, pedestrians, seniors with disabilities, elementary students on bikes, children in day care, transit riders, school bus riders, and motorists – all proclaiming that our public roads, sidewalks, and paths are for sharing.

Portland enjoys a long history of people working together to make their neighborhoods and streets pleasant and safe places for all modes of travel. “Our City is recognized as one of the best cities in the country for walking, biking, and taking transit,” says Mayor Tom Potter. “We should be proud that our bold community vision resulted in a network of bicycle lanes and boulevards, sidewalks, and transit routes that are the envy of most American cities.”

However, recent events highlight the need to increase civility as people are moving around the city:

- A significant number of drivers express concern that a small group of bicyclists and pedestrians cause them alarm by routinely breaking the law.
- A significant number of pedestrians and bicyclists express concern that a small group of drivers cause them alarm by routinely breaking the law.
- Over half of Portland residents limit their own walking and biking due to traffic safety concerns – primarily speeding and running stop signs and red lights.
- Over two-thirds of Portland residents limit their children from walking and biking to school due to traffic safety concerns – primarily speeding vehicles.

Whether a person chooses to travel by car or by bicycle, by foot or on a bus, their need for personal safety and their responsibility to be courteous to those around them do not change. Says Transportation Commissioner Sam Adams, "To make our city safer, we should all be responsible by following the rules of the road. To make our city the most pleasant place it can be, we all share responsibility to show courtesy and to take a deep breath when we witness human error."

Mark Lear, Portland Traffic Investigations Manager explains, "Whether we walk, bike, drive, or take transit, it's important that we all hold up our end of the bargain." To help with this cause, the City will facilitate a coalition of community partners who will recommit to the principle that **Portland Shares the Road**. Over the next year, these groups will work together on a number of actions to improve civility. The following are some immediate actions:

1. Beginning now, all City owned vehicles, will display an "I Share the Road" decal.
2. The City will make these decals available to any resident to place on their bicycle, skateboard, car, or truck.
3. Portland is in the process of implementing strategies identified in the recent Portland Traffic Safety Summit.

One of the community partners involved in this effort is the Bicycle Transportation Alliance (BTA). Executive Director Evan Manvel explains, "We live in a great place. We all benefit from creating an environment that allows kids to walk and bike to school, families to walk and bike to parks and local businesses, and public transit to be an option for our entire community. Sustaining this type of community requires that we show respect for our fellow citizens as they go from point A to point B."

The idea is to show respect to get respect. The City hopes that everyone will make it a point to walk, cycle, ride, and drive as an ambassador of safe and pleasant travel. Decals with the Portland Shares the Road logo and a message in bold print that "I SHARE THE ROAD" are available in the Portland Office of Transportation, 1120 SW Fifth Avenue, Suite 800.

A media event is scheduled for 8:15 a.m. to 8:30 a.m. on Friday, January 27, 2006 at Waterfront Park, Salmon Street Springs. Immediately following the media event will be a PORTLAND SHARES THE ROAD rally. Participating at this event will be Transportation Commissioner Sam Adams, Vicki Hersen of Elders in Action, Evan Manvel of Bicycle Transportation Alliance, Joanne Fairchild of Trauma Nurses Talk Tough, Michael Dennis of Willamette Pedestrian Coalition, a representative from TriMet, Commander Bill Sinnott of Portland Police Bureau, and Mark Lear of Portland Transportation.

Everyone is invited to join this coalition of community partners at the rally to express a personal commitment to making Portland a safe and pleasant place for all modes of transportation.

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