

Thank you to the City Club and the BTA for co-hosting this event and to everyone attending. What a great place to be on such an important day – Happy Earth Day to everyone.

I want to thank our partners and sponsors, especially the City Club for co-hosting this luncheon today. The list of partners and sponsors for the Active Transportation Summit is very long, which is a testament to the region's commitment to Active Transportation. My thanks to each and every one of you.

I also want to give a special shout out to the City Club for recognizing how essential Active Transportation is to our future, especially bicycling. Last year, the City Club issued a bold report, "No Turning Back." The City Club eliminated the question of whether bikes are valuable and stated they are essential to our quality of life and our economy. There is no turning back.

We agree with the City Club that our path forward is paved by creating a city that is safe, comfortable, and convenient to ride a bicycle, walk, or take public transportation. We are America's

most livable city and that is a competitive advantage that is attracting, supporting, and retaining businesses.

Our path forward means we need to encourage, educate and make possible for people to choose healthy choices in their travel habits. People walking, bicycling, using strollers, wheelchairs, skateboards and taking public transit are all engaged in active transportation.

The Portland area started promoting active transportation and building its supporting infrastructure more than 40 years ago. Portland removed the Harbor Drive highway along the Willamette River and replaced it with Tom McCall Waterfront Park – an incredible statement about the importance of walking, biking and the human experience over the movement of vehicles. Portland also pioneered when it created the downtown transit mall – dedicating two downtown lanes for public transit use.

One thing I've learned since moving here is how passionate Portlanders are about their transportation infrastructure. We

view transportation as a way to improve our own day-to-day quality of life. It's about clean air. It's about clean water. It's about being healthy. It's about enjoying our city.

The Portland Plan calls for 80% of Portlanders living in a complete neighborhood by 2035. A complete neighborhood means you can have your needs met without owning a car. The Portland Plan also calls for 70% of commutes to be taken by walking, bicycling, transit or telecommuting by 2035. These are ambitious, but attainable goals.

Portland didn't build one of the nation's earliest and biggest light rail systems to get on a Top 10 list. Portland didn't build the best urban bicycle network in the United States to compete with other cities.

Portland did it because we wanted active transportation to play a central role in creating the sustainable, equitable, vibrant, and resilient city of the future.

What we have found is a safe and comfortable active transportation network isn't just important to the person who chooses to be a cyclist, pedestrian or transit rider on a given day -- it's important to all of us. For our transportation system to work as our city grows we need an increasing share of short trips to be active transportation trips.

Every quick errand that can be instead completed by walking or biking makes room for longer trips on our roads and supports the faster delivery of services and movement of goods. The Portland region made this connection years ago.

Before I accepted this great job, I worked for two cities that looked to Portland as a model. My life was transformed when I moved to Washington DC in 1999. Anthony Williams had just been elected Mayor -- he was the nerdy CFO under the Control Board era and the citizens of Washington, DC drafted him to run for Mayor. With his bow ties and his introverted mannerisms, he was an enigma.

I was recruited at the age of 28 to work for his newly elected Administration and served as a Special Assistant for budget and performance management throughout his two terms as Mayor.

In 1999, Washington DC didn't have enough trash trucks to pick up garbage; there weren't enough ambulances to respond to 911 calls, and the average literacy level of a DC resident was third grade. Oh yea, it was also the murder capital of the United States. Suffice it to say that tracking mode split between pedestrians, bicyclists, cars and transit wasn't at the top of the agenda.

What is amazing is less than 15 years later, if you visit Washington, DC today, you'll experience a completely different City. Because of the work my colleagues and I were proud to have done, you'll see safer streets, major reductions in dangerous speeding, important projects in neighborhoods that have been historically underserved, protected bikeways throughout the City, a hugely successful bike share transit

system, a growing population, neighborhoods developed around transit centers, trendy bars and restaurants, and a new streetcar line that will be opening this summer.

Mayor Williams, and his successor Mayor Fenty, for whom I also worked, were visionary leaders able to accomplish a massive turn around because they started making investment decisions based on what they wanted the City to be, not reacting to what it was. Transportation played a huge role in that turnaround. But the conversation started with values -- "What kind of city did we want for ourselves and our children?" For transportation that meant safety and livability. People wanted to be able to live, work and play in the City.

We share these same values in Portland, which compels me to talk about our growing public health crisis. This public health crisis is called traffic. We had 36 traffic fatalities in Portland in 2013. Last year, twice as many people died in traffic than in murders in our city. This is terrible. Who among you could look

around this room today and pick out the 36 people you are willing to sacrifice to a traffic fatality?

This can't continue. As your transportation director and as a Mother of four children, I believe no one should be afraid to cross the street. We shouldn't have to be brave to walk to the bus stop or get on our bikes. It's our responsibility to build a safe city. I know you agree with me and if we are all talking about it the same way and demanding change, it will happen.

I embrace Vision Zero and I hope you do too. One traffic fatality is one too many.

For people who don't yet know about Vision Zero, it is a traffic safety philosophy that started in Sweden in 1997 and is spreading to other countries, including ours. Vision Zero's goal is to have zero traffic fatalities and serious injuries.

But what does Vision Zero mean to me? It means safety is our top priority – we will put it above methodologies like Level of Service or Volume over Capacity. It is the belief that every

death on our roadways is a failure of government, a failure of our community, and a failure we refuse to accept.

Everyone should be afforded the right to safely get where they need to go and have reliable options. The missing links in our infrastructure are so great that we will not be able to fund their being built in many years to come. So we must focus on the most vulnerable populations first -- our children and our elders -- and then on those with the fewest options available to them. It turns out that when our streets become safer for the most vulnerable, they become safer for everyone. If it's safer for a kid to bike to their friend's house to play, or a blind person to walk to the store, it's actually safer to drive.

In the past 5 years, 156 people have died in traffic crashes in Portland. Of those, a third were pedestrians. This tragic pattern continued in 2013, with 11 pedestrian fatalities, primarily in East Portland. This is an issue of equity – East Portland has the highest concentration of poverty, huge densities of families, and has the greatest diversity. 30 percent of residents are ethnic minorities and 38% of Portland's school aged children

live east of 82nd Avenue. I feel a responsibility to serve the families of East Portland.

PBOT is pushing hard to get the resources in place to provide basic services like sidewalks on busy streets and Safe Routes to School. East Portland currently has the highest concentration of high crash intersections and some of the highest speed roadways. I am proud to say that between 2013 and 2018, PBOT has secured funding to deliver more than \$40 million in safe, active transportation projects in East Portland. We still have a long way to go to make it a truly family-friendly neighborhood, but we are committed to delivering safety and livability. All of this success is happening as a result of a major planning effort called East Portland in Motion that the City Council adopted in 2012.

In the 2014/15 budget, Commissioner Novick and I have asked our City Council to dedicate \$1 million of excess general funds toward addressing this issue; retrofitting the pedestrian crossings on our busiest streets that don't meet our current best practices for safety.

East Portland is not the only annexed part of our city that has received too little attention. Southwest Portland suffers from many of the same problems. I'm happy to report that the Southwest in Motion project will begin in 2016 and is set to lay the same foundation for major investments for Southwest Portland.

I also consider one of our most important partners in this initiative to be Chief Reese of the Portland Police Bureau. Together, we are convening staff meetings and digging into the data. Our police officers are critical partners because they are on the front lines investigating the tragic crashes on our roads. We are learning from each other about where to invest in engineering, how to educate everyone traveling our roadways, and how to use our limited enforcement resources to encourage everyone to travel safely. I am proud to tell you the Portland Police Bureau budget request for 2014/15 includes four new officers for the Traffic Safety Unit. If you do nothing else today, tell Portland's Commissioners and its Mayor to

support our Vision Zero efforts. Tell them that you understand the importance of Vision Zero and make your voice heard.

I know from experience two critical components of a Vision Zero program are automated speed enforcement and red light cameras. We have minimal authority for these programs in Portland and we need to ramp them up to protect our vulnerable populations. Areas around schools, parks, hospitals, day cares, and nursing homes should be speed free zones.

When the late, great Oakland Raiders owner Al Davis coined the term, "Speed Kills," I don't believe he had cars in mind. But no other term could be more poignant when talking about the dangers of traffic.

In 2013, 34% of Portland's traffic fatalities were caused by speed. 12 people were killed by a speeding car last year compared to 16 homicides.

Think about that.

No matter how fast you drive, when you need to unexpectedly stop, your brain will always take the same amount of time to move your foot from the gas to the brake. The faster you go, the further you travel before your foot even hits the brake. Of course, the faster you drive the further it takes to stop even after you hit the brake. The difference in stopping distance between 25 and 35 mph is in the ballpark of more than half of a Portland city block.

At an impact of 40 mph, a pedestrian has a 5% chance of surviving. At 30mph, a pedestrian has a 40% chance of surviving. At 20 mph, the percentage ascends to 95%.

We need to slow down.

Fixed speed cameras have been a key safety device in countries all over the world for the past decade because they reduce speeding by as much as 65%. Speeding is dangerous and illegal. When we see a technology that can help us reduce speeding by that much, our whole city should be ready to work together to place them on our streets.

And because over a third of our traffic fatalities are linked to alcohol, I believe we need to start taxing alcohol and dedicating its proceeds to traffic safety programs and infrastructure. Just this past Saturday an intoxicated driver collided in an intersection with a van carrying a family with three small children. All six of the people involved in the crash ended up in the hospital.

Safety also creates livability. The world is changing. People are moving to cities. And it isn't just the millennials. A new trend is emerging and was reported by the NYTimes last week. Families like mine are choosing to stay in cities when their children become school aged. They aren't fleeing to the suburbs like they used to. And our elders are choosing to retire in cities. Livability is an economic development tool.

I believe if we want to make Portland more livable we need to make significant investments in our bicycling infrastructure.

Did you know that in her first few weeks after being appointed Commerce Secretary, Penny Pritzker came to visit bicycling

manufacturing businesses in Portland and to talk with First Stop Portland about our tremendous bicycle tourism industry? That's how important bicycles are to the economy! The Commerce Secretary has taken an interest in them.

Do you all remember when Mayor Emanuel famously taunted Seattle and Portland saying that he wanted all of our cyclists and the jobs that came with them? He knows that installing bicycling infrastructure is an economic development tool.

In the last 10 years, Portland has risen in the ranks nationally to be in the top 10 for density of start-up technology companies. Technology companies are moving here because Portland attracts talent. Big companies like AirBNB and Squarespace are expanding into Portland. Local companies like Simple, PuppetLabs, and Elemental Technologies keep growing and moving into bigger buildings to accommodate all their jobs. All of this translates into hundreds of jobs already created and hundreds more already announced and on the way.

The employees of these businesses want travel options and a livable community. They want to live in Portland and so they're bringing their jobs here.

This also translates into bike share. There is a reason Chicago has one of the largest and most successful bike share systems in North America. Mayor Rahm Emanuel led the charge in creating a bike share system that every modern city should enjoy. He pushed us to implement bike share because it's cost-effective, gets people out of their cars, and communicates that Chicago sees bicycling as an important part of the city's future.

When Commissioner Novick, Mayor Hales, and I talk about bike share, it's these same reasons that are keeping us on track to figure out a sustainable way to deliver it in Portland. We also know this evolving transit network provides livability, is closing the gender gap in cycling and can address equity issues.

Bicycling is also a healthy activity and is one less car on the road. That means fewer carbon emissions, less wear and tear on our declining road system, and fewer angry workers arriving

at their job (and yes there is research to support that driving during peak travel times causes stress, anger and overall negative emotions). In other words, road rage. When I bike to work everyday, I arrive energized and ready to go.

Portland needs a bike share system. These are the reasons bike share is great and these are the messages you need to be carrying to your communities.

In over 40 US cities, bike share is providing a convenient, healthy, low-cost alternative to driving. There is no public transportation system that is as cost-effective. But people often ask me, “Why does Portland need bike share? People who are going to bike already do.” The facts demonstrate that when bike share arrives, even bike-friendly cities see a boost in bicycling.

In 2 of the wetter cities of the United States, Minneapolis and Washington, DC, bike share is thriving. In Minneapolis, which also happens to be the #2 bike commuting city behind Portland, bike share members reduced their drive alone trips by nineteen

percent! And 62 percent reported exercising more. In DC, the #3 bike commuting city, Capital Bike Share users have logged more than 6 million trips. And 30 percent of its members reported losing weight since joining. Here's another fact that I find fascinating and a testament to people's commitment to bike share: During the polar vortex, more than 2,000 rides were logged in Washington, DC. That's 2,000 people who didn't let record snowfall and arctic temperatures stop them from biking.

More recently – just this month – research on Montreal's bike share program showed that exposure to a bike share station significantly increased the likelihood of bike riding. By the end of its second year of operations, Montreal residents who lived near a bike share station were much more likely to ride a bike and reported a shift in behavior toward a healthier transportation alternative.

To bring that notion home to the states, bike share is so effective at getting people physically active that doctors at the

Boston Medical Center now provide discounted bike share memberships to low-income patients fighting obesity.

That's what I'm talking about!

Another program that significantly contributes to livability in an urban areas is Safe Routes to School. Safe Routes builds safe travel environments for our families, informs them about how to walk, bike, and drive safely, then encourages them to walk and bike to school. We are lucky in Portland to have a strong partner in the BTA who shares our vision and provides additional resources for our education programs. Without the BTA we would not be able to have educators in 80 schools teaching children how to safely walk and bicycle in our city.

As a Mom I know that if you want to shape a child's behavior and influence their future, you must begin at a young age and capture their imagination. Portland's Safe Routes to School program is one of the most successful in the nation. In 2005 we started in eight elementary schools. We are currently partnering with more than 80 elementary schools. In addition,

we are expanding the program to include middle schools. This will result in more than 100 partnering schools.

How we were able to do that? We identified community partners, engaged individual schools, and were very focused on building the programs from the ground up. We focused on bringing families and neighbors together and creating the opportunities for them to positively experience walking or biking to school. By taking this approach we have grown the percentage of walking and biking trips to school by 35% over the last ten years!

I also have to mention Sunday Parkways. When I moved to Portland last July, a Sunday Parkways event was being held that weekend. If you want to see Portlanders having fun, if you want to see kids and parents smiling and laughing, if you want to see the 8 – 80 crowd having a party, go to Sunday Parkways. One of the first things I saw was a woman pulling her chicken coop on a cargo bike. It was followed by tandems, tall bikes, strollers, unicycles, gymnastic troupes, wheelchairs, rollerbladers, you name it; it was there. Sunday Parkways

opens our streets and connects our communities. They are a great way to involve people in reimagining streets and doing what streets should do – connecting us. Our streets aren't only a travel route. They are a place to play.

We are very fortunate in Portland to have great private partners who share our vision for a healthy, fun, economically vital community. And we rely heavily on their funding for these great events. To each of them, thank you. We wouldn't be here without you.

It isn't a secret that we are struggling to finance transportation infrastructure for all modes. We need more than \$90M annually over the next ten years just to keep our roads in good condition. That's a daunting number, but we have to do something about it.

Do you know that 75% of the federal government's budget is spent on health care? Of the fraction that's left, the majority goes to defense and military spending. To quote policy guru

Bruce Katz, the federal government has become an insurance company with guns.

So we need your help. In the next transportation reauthorization bill, Congress is not looking at increasing investments in Active Transportation. What happens if we don't make those investments? We will become a city that will require vastly more automotive capacity on our roadways than we have today. And that is a future we can't afford.

When we do have opportunities to decide how we use federal money, Portland makes the most of it. Historically, active transportation has not had its own dedicated funding streams at the federal level, so the Portland area created one of our own. In 2010, the board of our MPO voted to designate 75% of our discretionary federal transportation dollars to active transportation.

This made \$17 million available in the 2014-15 two-year funding cycle for trails, sidewalks, bike lanes, cycle tracks and other active transportation projects all over the Portland area -

from Hillsboro on the west to Gresham on the east. Portland will use part of its share to fund the bike share system I mentioned before. But we're using most of our portion to build sidewalks, crossing improvements, and Neighborhood Greenways in East Portland. With the projects we're building, neighborhoods will have safer access to public transit and essential services.

In 2012, the MPO board considered priorities for a new pot of federal money. They named it the Regional Economic Opportunity Fund. Some cities and counties in our area are using these funds to expand highway interchanges. In our case, we're using those funds to expand economic opportunity through active transportation. The largest project we're funding is the \$9 million East Portland in Motion – Access to Employment and Education Project.

Decisions like this at the regional and local level are crucial because Congress has not done enough to fund transportation. The federal gas tax has been at 18.4 cents a gallon since 1993 – that's 21 years with no adjustment for inflation.

Can you think of anything that costs the same price it did 21 years ago?

The Oregon Legislature raised our state gas tax by 6 cents a gallon in 2011. That was its first increase in nearly 20 years. However, even with that increase, we are falling behind. Portland receives roughly 11% of those dollars despite our being the economic engine of the state. Couple that with people driving less and more fuel efficient vehicles and it is easy to see the gas tax model is broken.

We can't count on Congress or the Legislature to come save us. We can't rely on them for our basic maintenance dollars as we did for so many decades. As many other cities are doing, we have to take control of our own destiny. That's why Mayor Hales, Commissioner Novick and I are leading the Our Streets PDX transportation funding effort. We are determined to take on the transportation funding challenge this year.

Since January, we have worked with community leaders to reach out with public opinion surveys and town hall meetings

that have helped us understand the public's priorities. The results are not surprising — Portlanders want us to invest our transportation dollars in maintenance and safety projects. The poll results are reaffirming that we are on the right track. This year, we are paving or sealing 100 miles of streets. That's triple what we had been doing in recent years.

If you haven't already, I encourage you to visit ourstreetspdx.com and get involved. Share the website and information with your communities and help us shape our transportation future.

I believe this funding initiative has a very good chance of succeeding, but it isn't a done deal. If we are going to build the system we all want and care about, we are going to need your help securing the local revenue that will empower that change.

We know we can't afford all of the improvements we want on our streets. While we continue to increase our revenue to deliver the walking and biking safety that should be a basic service throughout our city, we have been working closely with

the community to find creative, lower-cost options. One example came last fall when we partnered with PSU and started work on a pilot project to address a handful of the 59 miles of unpaved neighborhood streets. For years, the city has been trying to help residents find the means to pave these streets with little success. So we are asking: is the expensive task of paving our gravel roads the best solution for all of them? Should we instead ask the community if there are other ideas for how to use gravel streets in their neighborhood? Would a community garden or a mini park be a better option?

The fact is that neighborhoods with high concentrations of gravel streets not only lack basic transportation infrastructure but often also lack safe public places for recreation and building community.

We want to create more complete neighborhoods by taking underutilized right of way and providing safe convenient places to walk, bike, garden, play, relax or gather with friends and neighbors. The idea is to bring communities together and enhance livability.

This is the kind of creativity I love and encourage.

So in this and in every conversation, we need to be talking about what we value and why. But to be effective in that conversation you must be willing to listen. Change never comes from holding your ground, from defending your standpoint to the death, or from being polite in conversation, nodding your head to another person's point of view and walking away thankful you've escaped.

I've learned along the way that you have to meet people where they are. Meeting people where they are and relating to their life and their circumstances is the only way to have a real conversation about values. I am leaning in to the conversation and creating the political will. We are on our way. We need to engage the people who aren't — we have to surround the problem. That is what is going to change our approach to competing for the limited pool of Active Transportation funds, for community acceptance of change, and for creating the most livable City in North America.

Imagine being able to safely commute by bike in East Portland. To have safe access to more frequent transit options in East Portland. Imagine being able to walk your child to school in SW without having to wind through woods to avoid busy streets with no sidewalks or crosswalks. Picture everyone in Portland being able to take their child to OMSI and the farmer's market with feeling the need to drive.

We can do this. As your transportation director I will continue to ask you to participate, to share your good ideas, and help us do the hard work of making the types of changes that will move our community to care about and love our streets in the same way we love our parks and libraries. We all want Portland to remain the national leader in progressive transportation by using our roads, our largest public spaces, to create a safe and livable city.