



BIKE LOUD PDX

BIKELOUDPDX@GMAIL.COM

@BIKELOUDPDX

FACEBOOK.COM/BIKELOUD

To: Mayor Hales
Commissioner Novick
Commissioner Fish
Commissioner Fritz
Commissioner Saltzman
Director Leah Treat

Re: Portland Bike Share Sponsorship

From: BikeLoudPDX

cc: Steve Hoyt-McBeth

Dear Mayor Hales, Commissioners, and Director Leah Treat,

We at BikeLoudPDX would like to extend our congratulations to you and your staff for securing a sponsor for Portland bike share. We are thrilled that the program has attracted a high-profile sponsor that has enabled the system to be expanded and expedited. The addition of more residential areas and neighborhood commercial corridors to the Biketown usage area will help make bike share more convenient and accessible to a greater number of Portland residents and visitors. We expect that bike share will now become a routine part of many Portlanders' daily travel -- to school, to the park, the post office, the grocery store -- rather than just a novelty for short trips around the central city.

We would also like to thank the City and PBOT for moving forward with bike share last autumn, even without a sponsor in place. Bike share has proven a tremendous asset to cities and towns across the United States -- for both residents and visitors -- as a solution to the "last mile" transportation problem, and as a crucial component of the "20 minute neighborhood." We believe bike share can be implemented in a manner that enhances both transportation equity and access. As with any new project there may be hiccups or pushback at the start, but we would like to emphasize that initially controversial rollouts in other US cities have become since widely popular.

We look forward to the expanded usage area map in response to the 400 additional bikes the Nike sponsorship will add to Portland's bike share fleet, and eagerly await the opportunity to take the orange bikes out for a spin ourselves!

Sincerely,

Emily Guise, Jessica Engelman, and Ted Buehler, Co-Chairs
Approved by the general membership, January 2016