



Understanding Barriers to Bicycling Project Overview

Project Background: The Need & Opportunity

Today we are faced with numerous public health issues, from rising obesity rates to increased air pollution to traffic congestion. The bicycle is a simple solution to address these complex issues. Forty percent of Oregon's CO2 emissions are attributed to transportation, which is also the fastest rising source. Bicycling can efficiently replace the more than 50% of all trips made in Portland that are three miles or less. The Center for Disease Control says that car "trips that can be safely replaced by walking and bicycling offer the first target for increased physical activity in communities. Bicycling is the most equitable and affordable form of transportation. Portland's growing network, currently 274 miles of bikeways, connects neighborhoods with civic, employment and regional transit destinations.

In the next twenty years the population of the Portland Metro area is projected to grow by one million people with the fastest-growing groups being Hispanics and Asian/Pacific Islanders, followed by African Americans, Native Americans, and white Non-Hispanics.

Project Overview: Understanding Barriers and Improving Programs

To support the diverse communities within a five-mile radius of our Alberta Street bike shop, we will seek to understand what barriers and opportunities exist to help more people in our neighborhood ride bicycles safely.

Timeline:

Introductions: January – December 2009

Assessment Planning: July - September 2009

Community Outreach and Open Houses: August- November 2009

Analyze and Summarize Findings: December 2009 - February 2010

Develop Pilot Program: March - June 2010

Implement and Evaluate Pilot: July 2010 - June 2011



Project Outcomes

The Community Cycling Center will partner with organizations serving communities of color in north and northeast Portland in order to understand the cultural and economic barriers to bicycling and to design a pilot project to overcome barriers.

Project Activities & Outcomes through September 2009

Planning: July - August 2009

* Completed more than 50 introductory meetings with individuals and organizations serving communities of color. A sample includes Hacienda, HAP, NAYA, IRCO, SEI, Black Parent Initiative, Multnomah County Health Department, Worksystems, Inc., POIC, PCC, Sabin CDC, ONI and many others.

* Participated in the Portland Bicycle Master Plan's Health & Equity Working Group.

Community Outreach and Open Houses: August- November 2009

* Attended five community events in summer 2009, interviewing 148 people about their interests in bicycling.

* Open houses with Hacienda CDC, New Columbia, and Asian Family Center scheduled for October and November 2009.

