

City of Portland's 2030 Bike Master Plan



Community
Cycling
Center

BICYCLING IN PORTLAND HAS EVOLVED

PRE-BMP



FEARLESS
CYCLIST



1996 BMP



CONFIDENT
CYCLIST



2009 BMP



ALL PORTLANDERS

"WHO WE ARE PLANNING FOR HAS CHANGED WITH TIME"

Goal: Inclusion & Impact



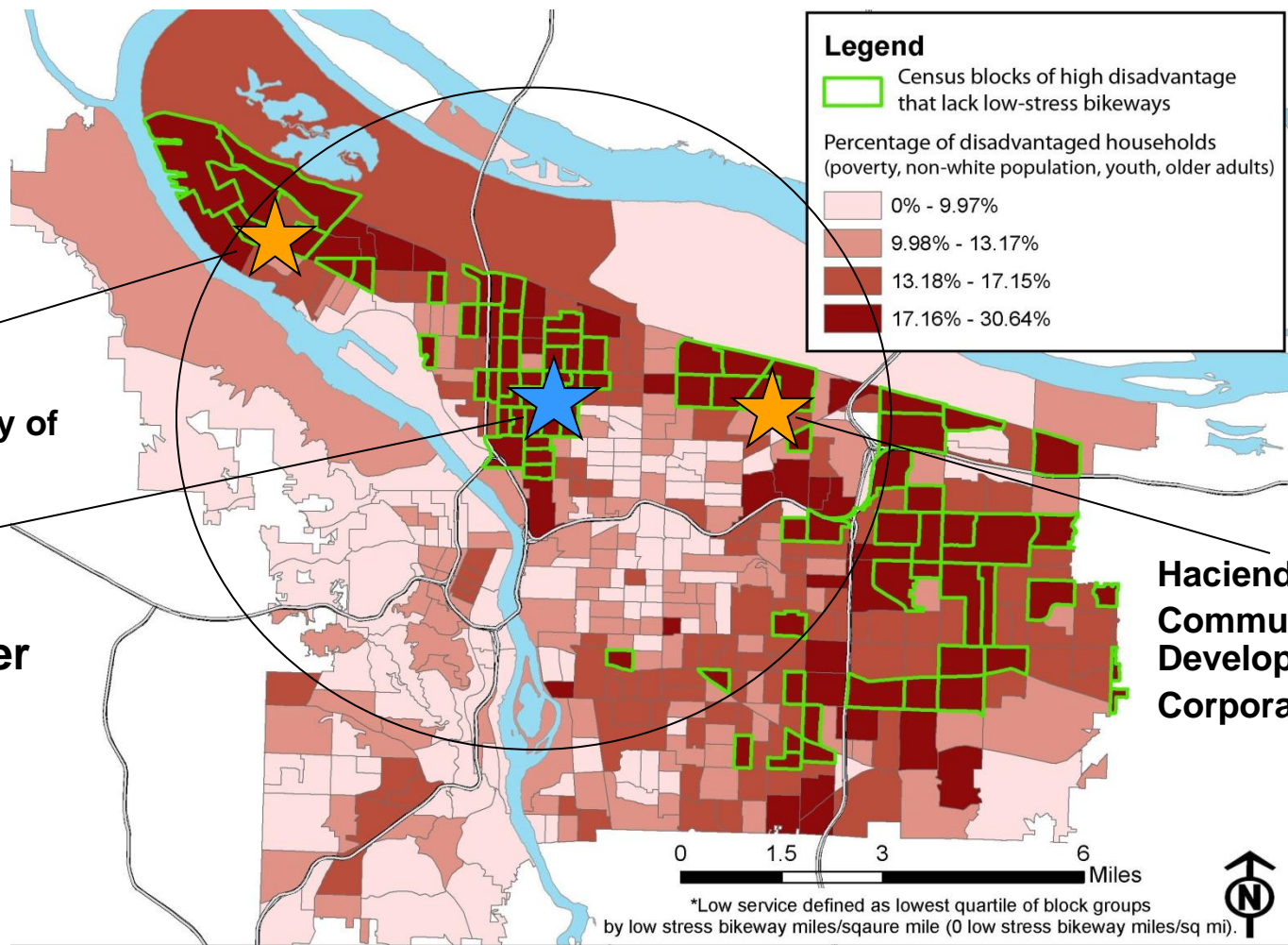
Partners: Affordable Housing Developments



**New Columbia:
Housing Authority of
Portland**

**Community
Cycling Center**

**Hacienda
Community
Development
Corporation**



Process: 5 Events & 5 Open Houses



**Surveying at
National Night Out**



**Helmet Incentives at
National Night Out**



**Latino Group
at Hacienda**



**African Group
at Hacienda**



**African American Group
at New Columbia**

Common Themes: Good News



Latino/Hispanic



African Immigrant



African American

Bicycling for Health	"I need the exercise and stay in shape."
Bicycling in Groups	"Great activity to do with my kids." "I would want to ride with a group and go slow, slow."
Would Ride, But Don't Know How	"I would ride, but noone ever taught me how."
Would Fix, But Don't Know How	"Hold workshops for adults to learn how to repair bikes." "I would ride my bike, if I learned how to fix it."

Common Themes: Bad News



Latino/Hispanic



African Immigrant



African American

Cost Concerns	“Bikes and repairs are expensive.”
Knowledge Gap	“I don’t know where the bike lanes are. I’m afraid of getting lost.” “ I don’t know the rules, laws, and rights of bikes and cars.”
Safety: Concerns about Cars	“I worry about a driver having a bad day and taking it out me.” “Kids ride in parking lots because streets aren’t safe. But that’s not safe, either!”
Security: Need Safe Storage	“Bikes don’t fit in the house.” “Bikes will be stolen if locked on patio or in yard.”
Cultural Barriers	“Bikes need to be promoted in Spanish.” “Bikes are for kids, not adults.” “Bikes are a white person activity.”

Solutions: Culturally-Specific Projects



Latino/Hispanic



African Immigrant



African American

Bike Ownership Programs	Free or low-cost earn a bike programs.
Bike Safety Workshops	Riding & Routes. Repair Clinics/Certifications. Rules of the Road.
Culturally-specific Programs	Social rides. Family rides. Teach women to ride.

Solutions: Empower Advocates



Policy Changes	Getting safely to bike routes. Secure storage. Bike repair stations.
Media Campaigns	Spanish-language. Challenge Stereotypes.



Other Solutions: Tailor Existing Programs



APR	MAY	JUN	JUL	AUG
Create a Commuter	Bike Club	FirstBike Festival	Sunday Parkways Ride	Bike Mobile/ I Ride





Community
Cycling
Center

Understanding Barriers

Tools and Findings can be downloaded from

www.CommunityCyclingCenter.org

Understanding Barriers to Bicycling

I Ride Campaign

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6. Best Practices

partners Build genuine relationships
Offer something
Be strategic

programs Identify community needs
Be inclusive
Develop skills & leadership

organization Be realistic about capacity
Increase cultural competence
Be flexible