

# Willamette Pedestrian Coalition

## *Where We Stand and Where We're Going – On Foot!*

### ANNUAL REPORT SEPTEMBER 2009

*For 18 years the Willamette Pedestrian Coalition (WPC) has been contributing to the walkability and livability of our region. The past year has built on the hard work of our founders to make us a more effective organization. As a supporter, you know that we advocate for and empower the people of the Portland metropolitan area to create, sustain and enjoy walkable communities. We define a walkable community as one in which it is safe, direct and attractive to walk.*

***The key to our effectiveness is*** ■ A devoted membership that is engaged and supportive  
■ An experienced and active Board of Directors ■ Partners who share our goals and complement our mission  
■ Talented staff – our director and part-time staff ■ A receptive community and responsive leadership

The past year has been a busy one nurturing these relationships and helping to shape how we get around on foot in the region and state-wide.



## Accomplishments Since March 2008

The WPC strives to be informed of pedestrian issues in the region and is invited or asserts itself to be a part of the discussion. Time and resources are limited and the WPC sets priorities, but sometimes miss important subjects. The Director and the Board of Directors look to the WPC membership to be eyes and ears in the community.

### ► Pedestrian Advocacy

- Developed a Walk Smart and Walk Abouts curriculum
- Shaped the Getting Around on Foot project and hired a part-time project manager
- Supported the BTA's Pedestrian Safety Enforcement grant
- Became a key participant in Multnomah County's Share the Road Safety Class
- Hosted Pedestrian Legal Clinics presented by Attorney Ray Thomas in Irvington, Sellwood, the Pearl, Northwest, Central Northeast, Southwest and, with the BTA, as part of Pedalpalooza

### ► Provided for Effective and On-Going Operations

- Prepared a WPC Strategic Plan
- Increased membership by 13 members (117 as of September 7, 2009)
- Improved our membership and contact database (248 as of September 7, 2009)
- Secured a three-year grant from the Northwest Health Foundation
- Secured a two-year Federal Jobs Access Reverse Commute program grant
- Transitioned between Directors and strengthened the organization's work program
- Relocated offices from Old Town to the Central Eastside



### ► Influenced Federal, State, Regional and Local Policy and Projects

- Enlisted diverse support for the Hand Signal Bill at the Oregon Legislature. (See review on page 4.) The WPC will return!
- Testified with partner organizations to shape state transportation legislation:
  - HB 2120 – Jobs and Transportation Act, later road-oriented HB 2001
  - HB2902/SB 635 – Non-Motorized Vehicle Transportation Fund
- Advocated for pedestrian-oriented use of flexible Federal “Stimulus” funds
- Participated on the following regional committees:
  - Pedestrian Advisory Committee (City of Portland)
  - Transit and Environmental Advocacy Group (TriMet)
  - Mayor's Transportation Cabinet (City of Portland)
  - Safe, Sound and Green (City of Portland)
  - Sidewalk Cafe Advisory Task Force (City of Portland)
  - High Capacity Transit Think Tank stakeholder group (Metro)
  - Active Transportation Corridors committee (Metro)
  - Quarterly Trails Forum (Metro)

- Multnomah County Pedestrian/Bicycle Community Advisory Committee
- Oregon Pedestrian/Bicycle Advisory Committee (ODOT)
- Portland Streetcar CAC and Portland Streetcar System Plan (City of Portland)
- Actively helped shape (sometimes successfully) the following transportation policies, plans, programs and projects:
  - Flanders Street I-405 pedestrian/bicycle overcrossing (City of Portland)
  - Replacement Sellwood Bridge (Multnomah County)
  - SE 82nd Avenue MAX pedestrian crossing (many agencies involved!)
  - SE 46th and Belmont pedestrian crossing (City of Portland / TriMet)
  - Supported TGM applications for outer SE Powell (ODOT / City of Portland)
  - Supported Federal funding for SE 122nd pedestrian improvements (City of Portland)
  - South Waterfront District pedestrian plan (City of Portland)
  - Streetcar Master Plan (City of Portland)
  - Gibbs Street Pedestrian Bridge CAC (City of Portland)
  - Columbia River Crossing bridge (WSDOT)
  - Milwaukie MAX and Willamette River Crossing (TriMet / Metro)
  - Airport Way interchange (ODOT)
  - Continue to provide comment on the Regional Transportation Plan (Metro)

### ► Conducted membership and community outreach:

- Produced four issues of the \*footnote newsletter and periodic e-mail alerts and updates
- Participated in the following regional events:
  - NW Flanders Street Pedestrian/Bike Bridge Rally
  - Living Greener Neighborhood Summit (Beaverton)
  - TriMet Steel Bridge closure alternative transportation parade (TriMet)
  - Future is Here conference (Metro)
  - Oregon Bike Summit at the State Legislature
  - Walk There! outings with Metro Councilors (Metro)
  - Regional farmer's markets
  - Elders in Action Open House and annual fund raiser
  - Eye to Eye campaign kick-off
  - Appearance on the Face to Face cable TV program
  - Participation on KBOO's “Walk the Talk” program
  - City of Portland's Sunday Parkways (2008, 2009) – all of them! (See pictures throughout this report.)

### ► Launched major program initiatives (see page 6):

- Prepared the foundation for a Walk Smart and Walk Abouts curriculum that will recruit walking advocates, empower walkers and transit-dependent travelers and promote investment in more walkable communities
- Launched the Getting Around on Foot: Pedestrian Facilities Action Plan project that will promote priority pedestrian infrastructure needs based on grassroots input
- Became a partner in the delivery of the Safe Routes to School Program

## Board of Directors Profile

**April Bertelsen** – *Past President and Corresponding Secretary, 7 years on the Board*

A Masters in Urban Planning graduate from PSU with experience at the City of Portland's Bureau of Development Services before joining the Portland Bureau of Transportation in 2004. Now serves as Pedestrian Planning Coordinator and works with the City's Pedestrian Advisory Committee. Lives sustainably in southeast Portland and wants to foster housing and transportation choices that are safe and accessible to everyone.

**Todd Borkowitz** – *1½ years on the Board*

Urban designer and registered Landscape Architect with planning and design expertise focused on sustainable and livable communities including bicycle/pedestrian facilities, transit station areas, green infrastructure and transit-oriented developments. Currently supporting development of the Portland Bicycle Plan for 2030 and the chartering of the Progressive Bicycling Cities Coalition. The 'Borkowitz' family lineage includes multiple U.S. mail carriers, inspiring Todd's interest in walking at an early age, regardless of the weather.

**Michael Dennis** – *Past President, 5 years on the Board*

Carless and an unabashed Portland-lover, works for a conservation organization in Government Relations. Fully subscribes to the concept of creating walkable communities in the Metro Region, which sparked his initial interest in WPC. Speaks Thai after two years as a business consultant in that country.

**Jeanne Harrison** – *2 years on the Board*

Past Portland Bureau of Transportation Senior Policy Planner, now retired. Edits WPC's newsletter, the *\*footnote*. Has served on the NWDA Transportation Committee for three years. Enjoys hiking in Portland, around the state and in other places. Participates in a fantasy football league and loves the Packers.

**Erin Kelley** – *Recording Secretary, 1½ years on the Board*

Portland Pedestrian Advisory Committee member, and newly appointed Oregon Bicycle and Pedestrian Advisory Committee member. Enjoys using the right mode for each trip. When not bicycling, walking, motorcycle riding, or carsharing, this native Oregonian spends her time exploring – in books, in nature, in the city.

**Anne McLaughlin** – *Treasurer, Past Vice President and Recording Secretary, 13 years on the Board*

Native Portlander, retired in 2008 after 31 years at City of Portland in planning positions in Land Use, Transportation, and Solid Waste/Recycling. Minder of WPC's membership records. Enjoys getting around the region using transit, walking, biking and even her car.

**Lidwien Rahman** – *Past Recording Secretary, 6 years on the Board*

Principal Land Use and Transportation Planner with the Oregon Department of Transportation in Portland. Volunteers for the Hillsdale Farmers Market and Portland International Film Festival. Lidwien grew up in the Netherlands. She enjoys travel (a lot), bicycling, hiking, backpacking, international movies, reading.

**Phil Selinger** – *President, 1½ years on the Board*

Past TriMet Project Planning Director now consulting part-time with planning and project management experience. An avid walker and now carless, also serves on the Oregon Rail Heritage Foundation Board and leads a monthly neighborhood clean-up. Enjoys travel, gardening and railroading.

**Katie Urey** – *Vice President, 1½ years on the Board*

Sidewalks, clear of vegetation, gravel and toe stubs are her thing. She's detoured from life in the Silicon Forest for maps and GIS fun. A resident of Oregon since 1975, her roots touch Baker City, Eugene, Beaverton, Hillsboro, Tualatin and Southwest Portland.

**Caleb Winter** – *3 years on the Board*

It started in 1996 when WPC gave the recent college graduate a laminated sign referencing ORS 801.220 – every intersection includes legal crosswalks, painted or not. Caleb has helped the Portland region make a shift from auto-domination to increased walking, bicycling and other transportation options through his work at TriMet and now Metro. He is a Francophile and enjoys food, photography and badminton.

### Staff Profile

**Steph Routh** – *Director since Spring 2009*

Resource Development Coordinator for Green Empowerment, Umbrella Board President, Cycle Wild Board Secretary, and Steering Committee Member for the World Carfree Network. Enjoys walking and getting lost, outdoor movies, and moving people by bike.

**Arlie Adkins** – *Getting Around on Foot Project Manager, Summer – Winter 2009*

Recent graduate from UC Berkeley with a Master of City Planning degree. While there, managed a study of the impacts of minimum off-street parking requirements on parking generation and travel behavior at transit-oriented development. Previously worked Flexcar and as an outreach specialist at TriMet. Begins Ph.D. program in urban studies at Portland State University this fall.



## Recognition and Appreciation

The work of the WPC would not be possible without the hard work, talents and moral and financial support of these persons and organizations!

### Recent Leadership

- Mike Dennis – President 2006-2008
- April Bertelsen – Past President, 7 years on the Board
- Lynn Lindgren-Schreuder – Director 2008-2009, past Board member

### Major Donors

- Individuals (extra donations exceeding \$200, January 1, 2008 to present)
  - Ellen Vanderslice (a WPC founding member) and Scott Parker
  - Gillian Holbrook
  - Rex Burkholder and Lydia Rich
  - Ray Thomas
  - Joe and Susan Peter
  - Jeanne and Michael Harrison
  - Michael Dennis
  - Additional extra donations from 24 members – Thank you!
- Businesses
  - Alta Planning + Design (Mia Birk)
  - Clogs-N-More (Ahmed Abraibesh)
  - Managed Health Care Northwest, Inc.
  - Swanson, Thomas & Coon, Attorneys at Law (Ray Thomas)
  - TypeMasters, Inc. (Bob Elliott, a WPC founding member)
- Grantors
  - Northwest Health Foundation
  - Federal Transit Administration Jobs Access / Reverse Commute Program
  - Washington County (via Commissioner Dick Schouten)

### Work Program and Advocacy Partners

- The Bicycle Transportation Alliance
- Elders in Action
- Immigrant and Refugee Community Organization
- The Coalition for a Livable Future
- Oregon Environmental Council
- 1000 Friends of Oregon

### Volunteers

- Alysia Hubbard
- Madeline Murphy
- Doug Parrow
- Sue Pearce
- Dr. Kevin Smith



## The Pedestrian Safety Hand Signal Bill

To increase walking, we must provide safe passage across Oregon streets at all crosswalks. Unfortunately current crosswalk law in Oregon is dangerous for pedestrians, confusing for drivers, and unclear for public safety officers. Currently, to legally use an unsignalized crosswalk in Oregon, pedestrians must step out into traffic to lawfully claim the right of way, and make approaching traffic stop. By making a minor amendment to ORS 811.028, the Pedestrian Safety Hand-Signal Bill would provide a simple solution: crosswalk users could safely signal their intention to cross the street with a hand signal.

Safe access to the streets is critical to increase walking and safety for all Oregonians – children, the elderly, families, the disabled, workers and recreational walkers. Crosswalks are the key safety corridors for citizens to cross roadways, but current Oregon law endangers crosswalk users by forcing them to step into the street BEFORE oncoming cars are required to stop. In essence, current law creates a right without an effective application or clear enforcement. That's why law enforcement agencies have expressed support for this legislation to clarify the law.

WPC's efforts to introduce this bill in the 2009 legislative session were grounded in the work of attorney Ray Thomas and adeptly led by WPC Board member Mike Dennis. The bill was additionally supported by the Bicycle Transportation Alliance, Elders in Action and the Portland Pedestrian Advisory Committee and was sponsored by State Senators Ferrioli, Monroe and Burdick and Representatives Bailey, Buckley, Harker and Shields.

Legislative distractions prevented our efforts from gaining traction in the recent session and the bill was never introduced. The WPC will be back and expects success *and* safer conditions for pedestrians. The Board of Directors and staff will look to members once again for letters and testimony of support.

## Operating Costs and Resources

Until 2008, the Willamette Pedestrian Coalition operated entirely on the energy and initiative of its volunteer Board of Directors and membership. Since that time, however, the organization has been supported by a part-time Director working approximately 20-hours per week. The Board of Directors continues to remain very active in directing staff, leading projects and identifying organization priorities. The WPC was able to further expand its capacity with the award of a three-year grant from the Northwest Health Foundation in the amount of \$74,000. Some of those funds pass through to Walk Smart partner organizations. That grant was supplemented last winter with a \$10,000 two-year grant from the Federal Transit Administration's Jobs Access Reverse Commute (JARC) program administered by TriMet. These grant funds are made available in periodic payments to the WPC. The JARC funds will not be available until after October 2009.

These resources have allowed the WPC to develop strategic initiatives, including the Walk Smart Curriculum and the Getting Around on Foot: Pedestrian Facilities Action Plan project. The director position has been supplemented with a part-time Project Manager position assigned to the Getting

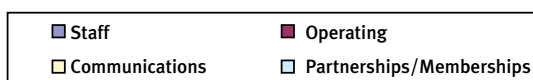
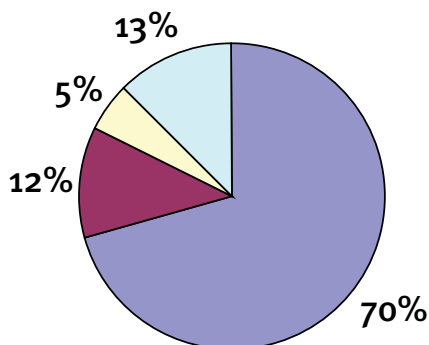
Around on Foot project. That position has worked up to 32 hours per week over the summer of 2009, but will scale back to 16 hours per week this October. While the Project Manager would be retained at least through the winter 2009/10, it may be desirable to sustain that position through the budget year as reflected in the 2010 baseline budget projection below.

There were two months in 2009 when the Director position was vacant, thus reducing those budget requirements, though some hiring expenses were incurred. The table below shows a projected 2010 baseline budget, based on stable staffing of these part-time positions. Without additional resources, that baseline budget will draw down resources below the three months of working capital (approximately \$13,000) needed to sustain uninterrupted operations.

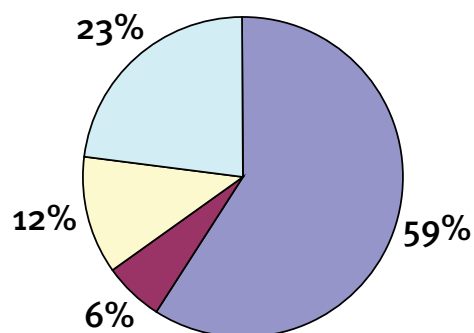
The WPC Board of Directors would like to further increase the organization's capacity with a full-time director position and sustained part-time project manager support. This will require a combination of additional and replacement grants, increased membership and pursuit of local business and corporate donations.

Summarized WPC Budget	2009 Actuals and Projected	2010 Baseline
<b>Beginning Balance</b>	\$19,765	(projected) \$19,059
Wages and Services	\$28,657	\$36,000
Rent and Operating Expenses	\$ 5,690	\$ 6,000
Communications	\$ 2,564	\$ 2,600
Partnerships	\$ 1,825	\$ 6,400
<b>Projected Total Expenses</b>	(\$38,736)	(\$51,000)
Memberships	\$ 3,185	\$ 3,200
Donations	\$ 5,265	\$ 6,000
Grants	\$30,000	\$30,000
<b>Projected Total Revenue</b>	\$38,030	\$39,200
<b>Projected Ending Balance</b>	\$19,059	\$7,259

**2010 Baseline Budget Needs**



**2010 Baseline Budget Resources**



# Expectations for the Coming Year

## Getting Around on Foot: Pedestrian Facilities Action Plan

We all have our complaints about missing sections of sidewalks, absent or dangerous crosswalks, unpleasant conditions or circumstances where you simply “can’t get there from here.” The Getting Around on Foot: Pedestrian Facilities Action Plan will identify priority pedestrian improvements needed to make walking safer and more convenient. The foundation for this initiative is a survey being filled out by:

- Neighborhood associations, their constituents and pedestrian-focused committees
- Community event participants – such as Sunday Parkways and farmers’ markets
- Jurisdiction staff and their standing transportation and pedestrian committees
- The WPC membership and the membership of related advocacy groups

The survey asks for priority pedestrian needs. Survey results will be supplemented with a review of jurisdiction Transportation Systems Plans (TSPs) and Capital Improvement Programs. The results will be mapped and sifted for geographical balance and for target area focus – Southeast Portland and Washington County. A report will be prepared and will be presented to regional transportation stakeholders, including the Metro administered Transportation Policy Alternatives Committee (TPAC) and the Joint Policy Advisory Committee on Transportation (JPACT). This plan will complement the region’s increasing focus on integrated and alternative modes of travel – highlighted in the pending update to the Regional Transportation Plan (RTP) and the regional mobility goals identified in that plan.

For the mobility challenged, even the smallest pedestrian network gap can make public transit access impossible. This plan will target those “strategic” network gaps and unsafe circumstances. Arlie Adkins, the Project Manager, is already meeting with regional neighborhood associations. It is hoped to have a report ready for distribution before next summer.

## Walk Smart Pedestrian Safety Program

Many pedestrians, including transit riders, are unfamiliar with the traffic laws that protect them. There are limited opportunities for pedestrians, particularly the low-income, people with disabilities and those in entry-level jobs, to learn about pedestrian and transit safety. This program will provide on-the-street experience to increase the understanding and comfort level of these populations regarding pedestrian safety and existing opportunities for transit use.

The WPC will contact places of employment, senior centers, multi-family housing, educational centers, and community groups to host the Walk Smart class and Walk Abouts. Walk Smart training consists of a 60-minute Walk Smart class and a 90-minute Walk About. The programs will be held at lunch or a time suggested by the host facility that will allow the greatest number of participants.

The program is supported through a grant to the WPC from the Northwest Health Foundation. The WPC is developing the program in coordination with local police departments

and Elders in Action. The WPC is working with IRCO to translate the program and individuals from Elders in Action will assist in sessions with senior audiences. A member of the local police will present Oregon laws as they relate to pedestrian and motorist interaction and answer questions.

Walk Smart will be adapted to the audience’s geography, local conditions, and needs. The presentation will utilize resources such as walking maps of the local area and pedestrian safety brochures in appropriate language. A visual presentation will cover basic walking and transit safety including:

- Where and how to walk when sidewalks are not present
- How to understand and observe traffic signals
- Safe use of crosswalks and Oregon crosswalk law, using a 90 second PBOT video on Oregon’s Stop and Stay Stopped Law
- Guidelines for safe pedestrian interaction with bus, rail and bicycles
- Information on how to ride the bus and MAX and transit safety tips
- How to use information resources such as transit tracker and online map programs
- Principles of being seen, making eye contact with the motorist, wearing reflective clothing, carrying a light and being predictable

Walk Abouts are a walk-down-the-street survey of conditions for pedestrians by pedestrians. Geared to the immediate needs of the audience, they will emphasize pedestrian safety and transit access. Walk Abouts connect participants with their environment and encourage them to utilize existing pedestrian and public transit for transportation to employment, education, shopping and recreation. Walk About participants will have the opportunity to utilize the skills they have learned in the Walk Smart class and discuss their experience following the walk.

The program promotes independence, provides information on pedestrian safety and public transit and encourages the use of existing pedestrian infrastructure and public transportation opportunities. Familiarity with transit and pedestrian facilities encourages use and allows families to spend less on transportation. Participants are more likely to become advocates for pedestrian infrastructure needs. Active transportation, such as walking, can improve mental and physical health, decrease blood pressure, reduce incidence of diabetes and combat obesity. Walk Smart promotes a safe and healthy lifestyle. The first class has been scheduled for October in coordination with Elders in Action.

## Safe Routes to School

The WPC has agreed to assist the City of Portland’s Safe Routes to School (SR2S) Program by providing up to 5 classes based on the Walk Smart curriculum without compensation from the City. This will be supported from WPC grant and membership resources. WPC’s Board of Directors believes SR2S is a critical program that should not be allowed to falter under City budget pressure; however, every effort will be made to restore the City’s full commitment to this program and to seek reimbursement for any continued participation in the program beyond the current budget year.

# Expectations for the Coming Year

## Development

- Membership  
Using the Getting Around on Foot project as a centerpiece, the Board of Directors would like to double membership within the year. The WPC is reaching out to communities and expects to find devoted pedestrians and new supporters of our mission. The WPC needs the help of all members to do this.
- Grants and other support  
The WPC Board of Directors, with our Director, is committed to increasing its effectiveness and acknowledges this may require additional grant and donor support. The WPC is increasingly asked to participate in regional transportation and livability forums and is sometimes stretched to respond. The Board of Directors hopes to meet this challenge, making the WPC increasingly competitive and attractive to both foundation grants and local business and corporate sponsors.
- Staffing  
The half-time WPC Director has been very effective in bringing this organization up to date, in building a network of advocates and partners and advancing key initiatives. To get past immediate needs and administrative duties, the WPC needs a full-time director and at least a part-time project manager who could be drawn from PSU's graduate program.
- Volunteer engagement  
At about 117 members, the WPC has been a smaller organization than its sphere of influence might suggest. This stems from having a very active and talented Board of Directors and staff and we know this talent and experience extends as well to the membership. The organization needs to tap the talents of its membership and will develop volunteer opportunities on many fronts, including presence at community events and meetings and development of business systems and communications.
- Community engagement  
The Board of Directors wants to engage the community, not only through projects but also by promoting open lines of communication. A re-established Advisory Committee consisting of community leaders could provide overarching

guidance for the organization and a higher profile. There will be particular effort to engage culturally diverse communities, and suburbs, including the target areas of Multnomah County east of I-205, and Washington County.

## Communication

- Website development  
The WPC has made great strides to improve the content of its website, but we are anxious to update the look and usefulness as well. The recent introduction of PayPal for online and other card-based contributions has brought us closer to the 21st century. Much remains to be done.
- Monthly e-Updates  
For the WPC to be effective, its membership has to be informed and asked to respond to current issues and events. The WPC Director will continue to provide monthly e-mail updates to members and supporters.
- Quarterly \*footnotes  
Even in this electronic age, it is important to document and report on the work of the WPC and topics of interest to our membership. The WPC has been diligent in publishing quarterly \**footnote* newsletters with articles generally prepared by the Board of Directors. Guest and member articles are most welcome!
- Media outreach  
As noted above, the WPC looks for opportunities to leverage its influence in the media including newspapers and broadcast media, such as cable network special presentations.

## Advocacy

Exemplified by accomplishments of the past year, the WPC will continue to weigh in on regional policy, programs and projects. This fall the WPC will review and comment on the Regional Transportation Plan as part of Metro's Make the Greatest Place strategy. The WPC will continue to solicit positions on stakeholder committees as plans for facilities, community plans and funding programs are put together. The WPC will also gear up for the next legislative session in Salem when we expect to reintroduce the Hand Signal Bill. Stay tuned!



## What You Can Do

### Volunteer

The WPC needs your help at community events and with Walk Smart class presentations. The Board of Directors and Director seek fundraising, database, graphic and accounting expertise.

### Sign up members

We all know family and friends who walk, love walkable communities, and want a stronger voice for pedestrians. Sign them up!

### Participate in meetings and events

To be effective, the WPC needs an engaged membership; your participation at Board meetings, happy hours and community events is vital to the health and diversity of our organization.

### Write an article

The quarterly *\*footnote* newsletter needs your input on pedestrian projects and issues based on your neighborhood activism, travels, committee assignments or professional activities.

### Be WPC's eyes and ears

Help us keep track of emerging community needs and issues. Be a WPC representative at project meetings and help expand our community outreach.

### Work with community governments

Contact your elected and appointed leaders in support of pedestrian policy and legislation. Work with the WPC to strengthen and deliver testimony and written comments on plans and projects.

*To get more involved,  
contact us at 503-223-1597 or [info@wpcwalks.org](mailto:info@wpcwalks.org)  
or talk to Steph or any board member.  
Visit our website at [www.wpcwalks.org](http://www.wpcwalks.org).  
Thank you!*



### Photo captions

*Page 2 – Board Vice President Katie Urey ready for talking about the Getting Around on Foot survey at the Beaverton Farmers Market.*

*Page 3 – Sue Pearce, a WPC volunteer and community leader with HAND, inspects the Pedestrian Trivia Wheel of Fortune while Anne McLaughlin smiles for the camera.*

*Page 4 – Board President Phil Selinger stumps kids and parent alike at Sunday Parkways.*

*Page 7 – Hmmm...What is a legal crosswalk?! Board member Jeanne Harrison (right) looks on as the crowd ponders the answer.*

### Thank you

*Alysia Hubbard for the graphic design of the Annual Meeting postcard and the “sneakers” art used on the Annual Report Cover.*

*Bob Elliott of TypeMasters, Inc. for the design and production of the Annual Report.*