ACKNOWLEDGEMENTS

Westside Transportation Alliance (WTA) would like to acknowledge all of those who helped make this project possible, including Metro, the Federal Transit Administration, and numerous community partners and local businesses – many of which are named throughout this report.

Special thanks to Washington County for providing technical support and GIS capabilities, enabling our public outreach process to be inclusive and interactive.

Thanks to WTA staff whose work made this project and report possible: Olivia Holden, Program Manager, and Ross Peizer, Program Manager.

Made possible with support from Metro and the Federal Transit Administration.
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EXECUTIVE SUMMARY

Westside Transportation Alliance (WTA) installed ten bicycle racks in Aloha-Reedville, a community in unincorporated Washington County. This project was made possible with support from Metro and the Federal Transit Administration. WTA members and the general public engaged with the project via online and in-person outreach. This community outreach process identified 47 different locations where bicycle parking was suggested. A number of criteria were developed to prioritize these locations, such as, being in a commercial area, need for short-term bicycle parking, and an interested business owner. This resulted in business agreements with nine different locations.

Businesses offered promotions after the racks were installed and WTA promoted the project on Facebook, member newsletters and with several stakeholders around the county. WTA administered a survey with the business owners after installation and found that 50% of businesses say they see more people bicycling now than before and 75% of businesses believe bicycle parking helps their business. Finally, WTA gleaned several lessons learned from the project, including but not limited to, the need for a sample rack early in the process and engaged volunteers to administer intercept surveys with rack users as a means to collect additional information on the project’s impact on the community.
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FOREWORD

This project builds off the community identified topic areas and actions from Washington County’s Aloha-Reedville Study and Livable Community Plan (2014). Specifically, this plan said, “Commercial and retail businesses in Aloha-Reedville have limited secure bicycle parking located in high-visibility areas. Increasing the number and type of conveniently located, safe bicycle parking facilities could encourage customers to use bicycles for more frequent, short trips.”

WTA works directly with employers and employees to enhance economic opportunity, improve health, and foster a livable community via transportation options. Through this project WTA engaged with community members to identify specific locations where bicycle parking was desired and worked with business and property owners to install bicycle parking at these community identified locations.
The primary project goal was to increase the availability of quality short-term bicycle parking in commercial areas within Aloha-Reedville. There were three main objectives associated with this project:

1. Increase awareness among business owners of the benefits of bicycle parking
2. Increase the number of people biking to commercial destinations
3. Improve bicycle amenities in a socio-demographically diverse community that has been traditionally underserved

WTA previously produced a suburban bicycle parking guide (2015) which helps to inform and encourage bicycle parking in Washington County. This guide was used throughout the outreach efforts to engage and inform local business partners. WTA also engaged with residents, property owners, employees, and several groups representing the Aloha-Reedville Community to carry out this project.
BACKGROUND

Aloha-Reedville is a community within unincorporated Washington County. If it had incorporated as a city it would be the fifth most-populous city in the Portland Metro region. In 2010, Aloha-Reedville had a population of about 55,000 people, which is over 10% of Washington County’s total population. Over the next 15 years, Aloha-Reedville is expected to grow by 33% or 7,000 additional households. Despite its population density, the fact that Aloha-Reedville remains unincorporated can make it difficult for the community to have access to typical urban resources and funding opportunities.

ALOHA-REEDVILLE IS GROWING 0.75 TIMES FASTER THAN THE PORTLAND METRO REGION WITH AN INCREASING NUMBER OF YOUNG FAMILIES AND AGING POPULATION.

Source: OregonLive.com
Aloha-Reedville is located between two of the largest cities in Washington County, Hillsboro and Beaverton, and includes a major employment site – Intel’s Aloha Campus. The area’s transportation network is dominated by major highways, including Tualatin Valley Highway (Oregon Route 8) and Farmington Road (Oregon Route 10). Other high capacity roads such as U.S. Route 26 and Oregon Highway 217 are less than 5 miles from the Aloha-Reedville community. These major roadways greatly influence Aloha-Reedville’s suburban environment and introduce frequent traffic congestion.

Currently, Aloha-Reedville has a drive alone rate of 73%, which is nearly equivalent to Washington County as a whole. The remaining mode split demonstrates about 11% carpool, 8% use public transportation, 2% walk, almost 1% bike, and 4% work from home.²

Aloha-Reedville is a diverse community. Over 15% of its population lives in poverty, another 8% are living with a disability, almost 29% speak a language other than English, and nearly 50% of all households have children.² Compared to the rest of the Portland region, Aloha-Reedville has relatively affordable housing, but limited vacancy.

These populations have access to a number of social services, many within the community’s boundaries. Given Aloha-Reedville’s unique community, it is critical to expand on its affordable and accessible transportation options, like bicycling and walking.
COMMUNITY OUTREACH

Engaging with a variety of community sources to solicit suggestions of desired locations for new bicycle parking was a key component of the project. Interaction with the public was executed in two different ways: in-person and online.

In-Person Outreach
Initial meetings with the Aloha Business Association and Intel informed them of the project and helped shape the plan for collecting input from community groups and Intel employees. With the support of Washington County, outreach documents included both English and Spanish language versions (see appendix for language specific outreach materials).

In-person conversations to solicit ideas about where bicycle parking would be the most impactful were held from summer 2015 to spring 2016. Groups involved in this process included the Aloha Business Association, Intel, Aloha Reedville Community Council, and Washington County Community Participation Organization 6. WTA also conducted in-person outreach at several community locations including Aloha Community Library, Intel Jones Farm Campus, Intel Aloha Campus, and Aloha Community Farmer’s Market. Each allowed opportunities to suggest locations and give feedback to help guide the ultimate placement of the bicycle parking racks.

Online Outreach
Public outreach and engagement was not limited to physical interactions. In fact, online platforms provided several additional avenues to interact with the public.

![Timeline of Outreach Events](image-url)
With help from Washington County, an interactive online mapping tool allowed the public to not only tell us in general where they would like to see bicycle parking, but also allowed participants to pinpoint locations specifically on the map. After dropping a pin, participants could write additional information such as how often they frequent this location, whether or not they are an employee at this location, or any other additional comments. Additionally, since the web tool was interactive in real time, it allowed people to see new pins and data as they were entered by other participants.

About 50% of people that used this tool were visitors to Aloha-Reedville, and 10% were employees of businesses within the community. Forty users identified 47 unique locations and more than half of them provided additional comments to their pin.
Media and Other Online Platforms

Shortly after launching the interactive map tool, the web tool was covered by BikePortland.org. After the article was published, user participation on the interactive web tool increased slightly. Additionally, comments surrounding the article spurred conversation around what makes good bicycle parking and why the Aloha-Reedville area deserves more of it (see right).

Other local groups, including Washington County Roads, Aloha Business Association, and Washington County Community Health Improvement Plan (CHIP) Chronic Disease Prevention Committee provided additional exposure of the project. Washington County Roads featured the project in four email newsletters in March and April, Washington County CHIP Committee distributed project information in an email update to committee members, and Aloha Business Association highlighted the project in three email newsletters in April 2016.

“We are big fans of WTA Bicycle parking Guide, it’s really well-designed and has been so helpful to us and our clients! Thanks for putting it out!” - Huntco

“We are big fans of WTA Bicycle parking Guide, it’s really well-designed and has been so helpful to us and our clients! Thanks for putting it out!” - Huntco

“Bike parking should be located at businesses, parks, or transit centers where people would want to park bikes. Anywhere you would want to park a car, someone will likely want to park a bike.” - El Biciclero
Online communications allowed WTA to get information about the project to more people and encouraged engagement. Websites, listservs, Google Groups and other platforms made it easier to circulate information online to constituents. WTA took advantage of these online opportunities to promote the interactive map tool on newsletter(s), email lists, and through direct communications to targeted parties.

Groups contacted during this online outreach included but were not limited to:
- Aloha Park Affordable Housing
- Adelante Mujeres
- Intel Aloha Campus
- Schools/PTAs
- Aloha Business Association
- Aloha Reedville Community Council
- Washington County Community Participation Organization 6
- Reedville Presbyterian Church
- Aloha Community Library

- Centro Cultural
- Center for Intercultural Organizing
- Washington County Public Affairs Forum
- Beaverton Optimists Club
- NW Bicycle Safety Council
- Domestic Violence Resource Center
- Tualatin Hills Parks and Recreation
- Beaverton Bike Advisory Council
- Bike Commute Challenge Captains
- Metro Regional Government
The community outreach process ultimately resulted in **47 unique locations** that were identified either through in-person or online participants. WTA used several factors to prioritize the suggested locations. Of these criteria, several were required, and others were also considered during the prioritization process.

### Required Criteria
- Location in Aloha-Reedville
- Commercial area
- Provides short-term bicycle parking
- Ability to place bicycle rack on private property

### Other Criteria
- Number of votes during outreach
- Small business
- Availability and condition of current bicycle parking
- Interest of property/business owner

The initial prioritization eliminated locations that were not in commercial areas or within the Aloha-Reedville community. This removed 14 of the suggested locations. Site visits to some locations showed that they already had bicycle parking available. In the case of existing bicycle parking, WTA let the business owners know the location had been identified through the community outreach process, provided information about how to improve the current bicycle parking (via the Suburban Bicycle Parking Guide), and advised the business on the benefits of ensuring and promoting the availability of bicycle parking. Some locations had bicycle parking that was not ideal due to its design or placement, and at least one location had the existing bicycle parking obstructed by displays of products for sale. These businesses were not eliminated from consideration, but priority for this project was given to locations that lacked bicycle parking entirely.

WTA then began outreach to the remaining identified businesses. During visits to these locations WTA staff left behind a copy of the Suburban Bicycle Parking Guide with a note saying, “Your business has been identified as a potential location for new bicycle parking. Please contact WTA to learn more.” This outreach did not yield any return calls, but it did hopefully increase awareness among business owners of the benefits of bicycle parking.

We believe a couple factors contributed to the lack of responses to this strategy. The first was that some business owners contacted wanted to see what the racks looked like before committing. Having a photo or example of the actual bicycle rack to be installed would have aided this process. The second factor was that the business owners were hesitant of the financial investment required of them. Originally the project plan was that WTA would purchase the rack and the business or property owner would be responsible for the cost of the installation. However, as conversations continued with the businesses it became apparent that this financial cost would be a significant barrier for many of the business locations contacted. To ensure the broadest possible engagement, WTA adjusted the
project plan to include the cost of the installation. This decision greatly aided the process of identifying locations to participate in the project.

With the revised project plan WTA began individual phone calls and emails to business and property owners. Although the interest of property and/or business owner was not a required criteria, it ultimately became the most significant factor in identifying locations. Several locations were eliminated from further consideration because the owner said they were not interested or felt that the location already had sufficient availability of nearby bicycle parking.

This process began successfully identifying locations that were interested in participating with the project. One of these locations was one of the most suggested sites through the community outreach process – the Aloha Community Library. The library had recently had its bicycle parking stolen, so it had been without bicycle parking for several months. Based on the usage they had observed of their past bicycle parking, their interest, and the fact that it was the most identified site through the community outreach process, WTA allocated two bicycle racks to the library through this project. Agreements were signed with the library and with eight other interested locations.
Revisiting the Methodology

The placement of one rack fell through due to a miscommunication between the property and business owners. At the time of the scheduled installation the installer discovered that the business owner had placed picnic tables on the location that had previously been identified as the best location for the bicycle rack. Despite their interest, the property owner decided to respect that the business owner prioritized the outdoor seating space over the bicycle rack, and he suggested WTA seek another partner for the rack.

In July 2017, WTA returned to the list of candidates identified through previous efforts and made second attempts to connect with several different locations. Direct emails and/or phone calls were made to five locations. WTA used social media to engage stakeholders in an effort to find a location for the final rack. WTA tabled at the Aloha Farmers’ Market, which provided the public with an opportunity to identify where they would like to see the final bicycle rack. Ultimately, a Facebook post asking for suggestions resulted in the final rack’s location. The first suggestion was a business location that had previously been identified via the original community outreach process, Lupe’s Escape. The stakeholder tagged the business owner on Facebook when they submitted the suggestion, and the owner quickly responded that they were interested. An in-person meeting followed to discuss where the bicycle rack would be located and it was agreed in mid-July that this would be the location of the final rack. After this meeting a representative from one of the other locations that had been contacted responded and said they were also interested, but because an agreement had already been made for the location of the final rack this location was used as a reserve location in case something fell through with the agreement.
Installation Logistics
WTA requested quotes from three different companies for the purchase and installation of the racks. Ultimately, WTA contracted with Urban Racks to provide and install the racks (see appendix for a list of vendors and Urban Racks Receipt).

Prior to scheduling the installation, a site visit was conducted at each location to determine the best possible placement of the racks. A WTA representative met with the business or property owner at each site visit to discuss and agree upon the placement location. Business agreements were also established with each of the business and property owners (see appendix).

WTA staff met with Urban Racks to discuss the project and review options for types of racks that could be used. The Urban Staple (see right) design was selected as the rack to be used through the project.

Urban Racks delivered the racks and installed them with tamper resistant security bolts. Eight racks were installed by Urban Racks in April 2017 and the 9th was installed in June after planned construction at the site concluded. The final rack was installed by Urban Racks in September 2017.
This project installed ten bicycle racks at nine different commercial locations in Aloha-Reedville.
PROMOTIONS

WTA worked with the business and property owners to provide promotions to endorse the new bicycle racks (see appendix for detailed agreements). Six locations, three 7-Elevens, two Plaid Pantries, and Lupe's Escape, participated in promotional giveaways for patrons that used the bicycle rack. The 7-Eleven and Plaid Pantry locations each gave water bottles to the first 50 customers who used the rack and made a purchase. Lupe's Escape offered 20% off entrées to customers that biked to their restaurant and used the rack during the month of October.

WTA conducted targeted promotional outreach at the Aloha Community Farmers Market ‘Bike to the Market Day’ on June 1, 2017. WTA tabled at this event and distributed a handout outlining the Aloha-Reedville Bicycle parking locations (see appendix). Other promotions included WTA website, newsletters, and Facebook.
EVALUATION

Post-Installation Survey
In order to measure and evaluate the Aloha-Reedville Bicycle Parking program, WTA administered a brief survey to business and property owners who had received racks through this project. The survey responses represented 8 out of the 10 bicycle racks installed.

75% of businesses believe bike parking installed during the project helps their business.

50% say they see more people cycling now than before.
Stories from Our Partners
In addition to this simple quantitative information, several stories and testimonials help better demonstrate the personal impacts of the project on businesses and individuals in the Aloha-Reedville community.

ALOHA COMMUNITY LIBRARY — bicycle parking enhances it as a natural focal point and community hub

Better for Youth
Library staff reported that the bicycle racks have made it easier for parents to allow their kids to travel to the library on their own. In fact, some parents have even thanked the library staff for providing safe and secure bicycle parking because their children can now practice independence in a safe and healthy way.

Better for Families
One family now uses the library as a family meeting destination after school. The parents attend Portland Community College and their child bikes to the Aloha Community Library after school and uses the bicycle parking while waiting for their parents.

Better for Entrepreneurs
Another gentleman frequently uses the library as a remote office space for his home-based business. A bicycle is his only mode of transportation, and he now visits the library more often because he has a safe place to park his bicycle.

LOCAL BUSINESSES — bicycle parking is better for business and supports employees’ commutes

Better for Employees
Employees at Plaid Pantry and 7-Eleven locations mentioned that the bicycle racks are an asset to them personally because they are able to ride their bikes to work and keep them safe during the work day.

Better for Customers
Lupe’s Escape is a popular and long-standing restaurant in this community. They have reported seeing more patrons arrive by bike, and said that one couple who are frequent guests are now able to stay longer since they know their bikes are in a safe and secure place right outside the restaurant.

Better for Aloha-Reedville
Nuevo Horizonte mentioned that their customers are pleased to have a bicycle rack because the Aloha-Reedville community generally lacks this amenity. The owner of a Plaid Pantry location echoed this comment and said that their regular customers were happy to see the rack at the business even if they did not use it.
RECOMMENDATIONS

Business and property owners reported being thrilled at the level of professionalism and support they received throughout the project. They were especially appreciative that the project did not ask anything of them financially and asked very little in terms of staff time for what they perceived as an improvement to their business.

During the project, WTA noted several items as recommendations for others implementing similar programs:

1. **Decide on the rack to be used early and order one to bring to business and property owners during outreach.** This shows the business what it will look like and how it would fit on their site.

2. **Include the installation costs to ensure the success of the project.** If WTA required that the business or property owner pay a couple hundred dollars for the installation it likely would have been difficult to find enough participants to place the 10 racks.

3. **Recruit students or volunteers for intercept surveys to help access impact.** The staff time needed for these intercept surveys was a challenge. This would provide more opportunities to directly communicate with rack users and the broader community.

4. **Offer promotional materials like bicycle lights or reflective gear.** Many of the bike lanes near the new bicycle racks are off major roads like Tualatin Valley Highway, where a high volume of traffic moves quickly and there are numerous business driveways that make a bicyclist more vulnerable. During outreach for TriMet’s Be Safe Be Seen campaign, WTA handed out 50 lights to each business that participated in the project. Although these lights are designed for pedestrian use and not bicycles, they still add to a person’s visibility and our business contacts were very appreciative to receive them at no charge.
ENDNOTES

1. Washington County, Department of Land Use and Transportation. (March 2014). Aloha- Reedville Study and Livable Community Plan Executive Summary (pp. 1-22). Hillsboro, OR.

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# SCOPE OF WORK AND PROJECT TIMELINE

<table>
<thead>
<tr>
<th>Stages</th>
<th>Date of completion/deliverable</th>
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<tr>
<td></td>
<td>2015</td>
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<tr>
<td></td>
<td>Oct Nov Dec</td>
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<tr>
<td>Planning</td>
<td>Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec</td>
</tr>
<tr>
<td>Public Outreach</td>
<td></td>
</tr>
<tr>
<td>Selection and Install</td>
<td></td>
</tr>
<tr>
<td>Programming to encourage use</td>
<td></td>
</tr>
<tr>
<td>Evaluation</td>
<td></td>
</tr>
</tbody>
</table>

- **Planning** starts in October 2015 and is ongoing until December 2015.
- **Public Outreach** starts in October 2015 and ends in March 2016.
- **Selection and Install** starts in April 2016 and ends in October 2016.
- **Programming to encourage use** starts in November 2016 and ends in December 2016.
- **Evaluation** starts in January 2017 and ends in December 2017.
COMMUNITY OUTREACH

OUTREACH PRESENTATION

Mission: To work directly with employers and employees to enhance economic opportunity, improve health and foster a livable community via transportation options.

Project Timeline:

How Can You Help?
1. Place stickers on the map and comments on good places for bike parking and any groups we need to make sure we reach out to
2. Interact online and tell anyone else who might be interested or have ideas
3. Provide businesses WTA’s Suburban Bike Parking Guide

BIKE PARKING

Existing bike rack locations in Aloha-Reedville (Approx 30)

• Goal is to increase the amount of quality short term bike parking in commercial areas in Aloha-Reedville (at least 10 bike racks)
• WTA will provide bike racks and Washington County has updated bike parking codes with no fee or application needed
• We are looking for interested business owners/property owners to install and maintain the racks

Thank you.

Contact Information:
Ross Peizer
Business Relations Manager, Westside Transportation Alliance
ross@wta-tma.org | 503.906.7961
Westside Transportation Alliance Bike Parking Program

Aloha-Reedville Bike Parking Project Summary

What: The Aloha-Reedville Bike Parking Implementation Project will increase the amount of quality bike parking in commercial areas in Aloha-Reedville. The project intends to also:

- Increase awareness among business owners of the benefits of bike parking
- Increase the number of people using bikes to get to destinations

Who: Westside Transportation Alliance (WTA) will engage with residents, business owners, property owners and the Aloha-Reedville Community to carry out this project.

Why: The project builds off Washington County’s Aloha-Reedville Study and Livable Community Plan where the community expressed their desire for improved bike parking facilities. WTA recently produced a suburban bike parking guide which also helps to inform and encourage bike parking in Washington County.

How: WTA is working with Washington County and other community partners. The project is funded in part by Metro Regional Travel Options grant.

Timeline:

Oct-Dec ’15 - Planning stage
Jan-Apr ’16 - Public Outreach
Apr-May ’16 - Site Selection
June-July ’16 - Install bike parking
July-Sept ’16 - Programming to encourage biking
Oct-Dec ’16 - Evaluation of project

Interactive online map: [http://goo.gl/hlAV6D](http://goo.gl/hlAV6D)

Contact: Ross Peizer, Westside Transportation Alliance, Business Relations Manager
ross@wta-tma.org | 503.906.7961
Programa de Estacionamiento para Bicicletas –
Alianza del Transporte Lado Oeste (WTA siglas en Inglés)

Resumen del proyecto de estacionamiento para bicicletas Aloha-Redville

Qué: El proyecto de implementación de estacionamientos para bicicletas incrementará la cantidad de estacionamientos de calidad para bicicletas en áreas comerciales en el área de Aloha-Redville. El proyecto pretende también:
- Aumentar el interés entre los dueños de negocios de los beneficios de estacionamientos para bicicletas
- Aumentar el número de personas que utilizan bicicletas para llegar a sus destinos

Quién: La Alianza del Transporte Lado Oeste (WTA) se involucrará con los residentes, dueños de negocios, dueños de propiedades, y la comunidad de Aloha-Redville para llevar a cabo este proyecto.

Porqué: Este proyecto nace del Estudio de Aloha- Reedeville y Plan para una Comunidad Habitable donde la comunidad expresó su deseo de tener instalaciones modernas y apropiadas para estacionar bicicletas. La WTA recientemente publicó una guía para estacionamientos para bicicletas en zonas suburbanas, que también ayuda a informar y promover los estacionamientos para bicicletas en el Condado de Washington.

Cómo: La WTA está trabajando con el Condado de Washington y otras comunidades asociadas.
El proyecto está subsidiado en parte por Metro-Opciones Regionales para la Transportación.

Su negocio ha sido identificado como una posible ubicación de un estacionamiento nuevo para bicicletas.

La Alianza del Transporte Lado Oeste (WTA) tiene algunos fondos disponibles para aumentar los estacionamientos para bicicletas en el área de Aloha- Redville.

mapa en línea interactivo: [http://goo.gl/hIAV6D](http://goo.gl/hIAV6D)

Por favor póngase en contacto con Ross (ross@wta-tma) para obtener más información.
INTERACTIVE MAP — DIRECTIONS AND PUBLIC COMMENTS

Aloha-Reedville Bike Parking Public Outreach in Association with Westside Transportation Alliance

Help

Directions
1. Find locations where you think new bike parking should be located.
2. Click the 'Edit' button just below the search bar in the top-left corner of the map window.
3. Click the purple pin icon in the edit window, then click the map in the location you want the pin dropped.
4. Optional: Fill out the form to indicate if you frequent this location as a visitor or employee and add any additional comments you have (limited to 140 characters).
5. Close out of the comment window to save your pin, you’re done!

Once you complete a comment no one can change its location or content. You can view other people’s comments by clicking on that comment.

Note: The application runs better if your webpage is maximized to fill the full screen.

Contact
For any additional questions contact the Westside Transportation Alliance:

wta@wta-tma.org
503-906-7961
INTERACTIVE MAP — SURROUNDING INFRASTRUCTURE

Legend

- Aloha-Reedville Planning Area

Aloha-Reedville Bike Parking Comments

- Bike Lane Inventory
  - Existing Both Sides
  - Existing One Side
  - Shoulder Suitable Both Sides
  - Shoulder Suitable One Side
  - None or no facility.
## SAMPLE LOCATION PRIORITIZATION MATRIX

A matrix with the following format was used to organize and track the suggested locations.

<table>
<thead>
<tr>
<th>ID</th>
<th>Location</th>
<th>Address</th>
<th>Short-term or Long-term</th>
<th>Total Votes</th>
<th># Times it was suggested physical map</th>
<th># Times it was suggested online</th>
<th>In commercial area (required)</th>
<th>Small business (desired)</th>
<th>Interest of Property Owner</th>
<th>Existing Bike Rack (Y/N)</th>
<th>Condition of existing rack (good/bad)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Smith Printing</td>
<td>123 SW Main Street</td>
<td>short term</td>
<td>5</td>
<td>3</td>
<td>2 Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>N</td>
<td>N/A</td>
<td></td>
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<tr>
<td>2</td>
<td>John’s Market</td>
<td>456 SW Market Ave</td>
<td>short term</td>
<td>9</td>
<td>6</td>
<td>3 Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Bad</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Hair by Meg</td>
<td>789 SW First Street</td>
<td>short term</td>
<td>2</td>
<td>0</td>
<td>2 Y</td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

- potential, need to call/visit
- call/e-mail out and pursuing
- interested
Update and Status of the Westside Transportation Alliance

Aloha-Reedville Bike Parking Project

- Goal is to increase the amount of quality short term bike parking in commercial areas in Aloha-Reedville with approximately 10 bike racks (WTA is paying for the rack and installation)
- Last winter and spring through our public outreach in person (ARCC, ABA, CPOS, Intel) and online there were 84 pins placed on our online and physical maps for 46 unique sites.

Project Timeline + Next Steps

**Jan-Feb**: Selection and Business Agreements

**March-May**: Install Bike Racks

**April-July**: Programing and Encouraging Use

We look forward to attending the next ARCC meeting April 26th to have you help us promote and encourage use of the bike racks.

**Aug-Nov**: Evaluation

Prioritization Categories

- Commercial Area in Aloha-Reedville
- Short-term location (less than 2 hours)
- Times it was suggested in public outreach
- Interest of property/business owners
- Small business (desired)
- Any existing bike rack and its condition

THANK YOU.

Contact Information:

**Ross Peizer**  
Program Manager, Westside Transportation Alliance  
ross@wta-tma.org | 503.906.7961
## BIKE RACK INSTALLATION VENDORS CONTACTED

<table>
<thead>
<tr>
<th>Vendor Name</th>
<th>Address</th>
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<tbody>
<tr>
<td>1. Huntco</td>
<td>2211 NW Front Ave #201, Portland, OR 97209</td>
<td><a href="https://huntco.com/">https://huntco.com/</a></td>
</tr>
<tr>
<td>2. Radius Pipe Bending</td>
<td>93192 Prairie Road, Junction City, OR 97448</td>
<td><a href="http://www.radiuspipe.com/home.htm">http://www.radiuspipe.com/home.htm</a></td>
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## BIKE RACK INSTALLATION RECEIPT

**Sales Invoice**

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<th>Date</th>
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</tr>
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<tbody>
<tr>
<td>2/15/2017</td>
<td>2017.1136</td>
</tr>
</tbody>
</table>

**Name / Address**

Westside Transportation Alliance WTA  
12725 SW Miliken Way  
Beaverton, OR 97005

**Ship To**

Westside Transportation Alliance WTA  
12725 SW Miliken Way  
Beaverton, OR 97005

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Ordered</th>
<th>Rate</th>
<th>Color</th>
<th>Amount</th>
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<tbody>
<tr>
<td>1792</td>
<td>Urban Racks Service-Standard Installation - Flat Rate</td>
<td>1</td>
<td>789.00</td>
<td></td>
<td>789.00</td>
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<tr>
<td>1862</td>
<td>Urban Racks Staple Bike Rack-Standard Inverted U Style with Powder Coated over Zinc Rich Primer - Includes Tamper Resistant Security Nuts (2)</td>
<td>10</td>
<td>145.00</td>
<td></td>
<td>1,450.00</td>
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<tr>
<td>610</td>
<td>Urban Racks - Freight/Delivery</td>
<td></td>
<td>217.66</td>
<td></td>
<td>217.66</td>
</tr>
</tbody>
</table>

**Total**  
USD 2,456.66
SAMPLE
BUSINESS
AGREEMENT

WTA will:

• Work with Business Partner and bike rack manufacturer to determine the placement of the rack(s).
• Locate rack(s) in a site that meets Washington County Bicycle Parking Standards and optimizes use while maintaining pedestrian access and safety.
• Purchase and install bicycle rack(s) with capacity for two bicycles each at no cost to the Business Partner.
• Upon installation and inspection, donate the bike rack(s) to the Business Partner.

Business Partner will:

• Meet with WTA staff at business property to identify jointly agreed site for donated rack(s).
• Assume responsibility for ensuring that there are not underground utilities, wires, pipes, or other media located in the bike rack installation area.
• Permit WTA staff, or the WTA’s designated representatives, access to the property to mark the site of the installation.
• Permit the WTA’s designated representative or service providers access to the property to install the bike rack(s)
• Permit WTA staff access to the property to inspect rack installation.
• Upon installation and inspection by WTA, assume ownership of the donated bicycle rack “as is,” “where is,” “with all faults” and with no warranties.
• Indemnify, hold harmless and defend WTA, its officers, employees, agents and contractors from and against all claims, suits, actions of whatsoever nature, damages or losses, and all expenses and costs incidental to the investigation and defense thereof including reasonable attorney’s fees, resulting from or arising out of the acts or omissions of the Business Partner, its officers, employees, agents or contractors under this agreement or in any way relating to the bicycles or bike racks.
• Following the installation, gather simple quantitative information on the usage of the racks and report this information to the WTA. For example, collecting observations of how many bicycles are locked to the rack(s) each day. The exact information and reporting will be determined by mutual agreement with the WTA.
• Following the installation, work with the WTA to promote the availability and usage of the rack(s) by displaying WTA created materials or, when possible, offering limited time discounts to customers who use the new rack(s) for their bikes.

Jeff Pazdalski
Executive Director
Westside Transportation Alliance
BIKE RACK STICKER

This bike rack provided by Westside Transportation Alliance in partnership with Metro.
PROMOTIONS
FACEBOOK POSTS

Westside Transportation Alliance
February 23, 2016
We recently started the public outreach for our Aloha-Redeem Bike Parking project. Check out all the details in the link below, including an interactive online map for you to tell us where you would like to see bike parking in Aloha-Redeem.

Aloha-Reedville Bike Parking Project
Jenly Cagigal | Project-Manager, Uncategorised
WTA-TMA ORG

58 people reached
1
1 Share

Like
Comment
Share

Westside Transportation Alliance
March 3, 2016
We will be talking about getting input on our Aloha-Reedville Bike Parking Project tonight at the CPO-6 meeting, 7 pm, at the TVF&A Community Room, 20055 SW Barton St., Aloha.

Aloha Reedville Bike Parking Project
Jenly Cagigal | Project-Page, Uncategorised
WTA-TMA ORG

16 people reached

Like
Comment
Share

Westside Transportation Alliance
March 4, 2016
Did you catch our Aloha-Reedville Bike Parking Project featured on BikePortland.org yesterday?

West-side group wants advice about bike parking locations in the burbs - BikePortland.org
Desert bike parking is a big part of making a district bike-friendly
BikePORTLAND.ORG

215 people reached
1
1 Comment
Share

Westside Transportation Alliance
April 21, 2016
On this gorgeous sunny spring day in Oregon and just in time for Bike Month and the Bike More Challenge the WTA installed 8 new bike racks in Aloha-Reedville.

See more about the project and locations by clicking an image of the new bike racks below.

Stay tuned for more promotions but for now the first 50 customers who use the new rack at the Pabst Pantry at TVF&H and SW 209th Ave get a water bottle with their purchase.

Westside Transportation Alliance
April 21, 2016
FREE TO THE RIGHT HOME: Help us find a good home for this “stray” bike rack. Its ideal home is at a business in the Aloha-Reedville area. Its very quiet and all its shots are up to date. If you want to help raise funds to往下看 next page.
WTA March 2016 Newsletter

**Aloha-Reedville Bike Parking Project**

Increased bike parking is on the way

WTA has begun work on the Aloha-Reedville Bike Parking Implementation Project, funded largely by Metro’s Regional Travel Options grant program. The Aloha-Reedville Bike Parking Implementation Project will increase the amount of quality bike parking in commercial areas in Aloha-Reedville. To learn more about the project, check out our [project one-sheet](http://www.wta-tma.org/wp-content/uploads/Aloha-Reedville-Bike-Parking-one-sheet.pdf).

We want to hear from you!
Where do you want to see new bike parking located? We are gathering input from the community on desired locations for bike parking and want to hear from anyone who rides their bike in or through the Aloha-Reedville community. Provide your input with our online tool.

Additionally, if you are part of a community group that you would like us to come speak to and get input from directly, let us know.

Washington County Community Health Improvement Plan March 2016 Newsletter

**Aloha-Reedville Bike Parking Project**

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Where do you want to see new bike parking located?
WTA is gathering input from the community on desired locations for bike parking and wants to hear from anyone who rides their bike in or through the Aloha-Reedville community. You can provide your feedback with this [online tool](http://www.wta-tma.org/wp-content/uploads/Aloha-Reedville-Bike-Parking-one-sheet.pdf).

Aloha Business Association April 2016 Newsletter

**Jenny Cadigan–Westside Transportation Alliance:** WTA works with businesses, non-profits and other organization to reduce pollution. Working to help people learn how to carpool, ride to work, do commuter challenges. You and your business can join their organization by going to [http://www.wta-tma.org/](http://www.wta-tma.org/). Currently they are working on community projects in Aloha Reedville. One of which is adding new Bike Staples in the community. They would love to hear our citizen and business owner opinions of where the bike staples should be best placed.

Aloha-Reedville Bike Parking Project

Increased bike parking is on the way! Westside Transportation Alliance (WTA) has begun work on the Aloha-Reedville Bike Parking Implementation Project, funded largely by Metro’s Regional Travel Options grant program. The Aloha-Reedville Bike Parking Implementation Project will increase the amount of quality bike parking in commercial areas in Aloha-Reedville. To learn more about the project, visit: [http://www.wta-tma.org/wp-content/uploads/Aloha-Reedville-Bike-Parking-one-sheet.pdf](http://www.wta-tma.org/wp-content/uploads/Aloha-Reedville-Bike-Parking-one-sheet.pdf).

WTA is gathering input from the community on desired locations for bike parking and wants to hear from anyone who rides their bike in or through the Aloha-Reedville community. You can provide your feedback with this online tool or in person.

WTA July 2017 Newsletter

**Bike Parking Project Update**

Early feedback from Aloha-Reedville

Initial comments from the Aloha-Reedville businesses that have received racks is very positive. 100% have reported feeling that having the rack is beneficial to their business, and 2/3 reported seeing more customers arrive on bike now than before the rack was installed.

Please visit the following businesses and thank them for installing bike parking:

**WTA August 2017 Newsletter**

A few people have asked for an update on the final bike parking staple that was featured in a Facebook post a few weeks ago. We are happy to report that we have identified a home for our “orphand” rack and are awaiting a confirmation on the installation schedule.

The final rack has been adopted by [Lupes Escape](http://www.lupesescape.com) (19405 SW Tualatin Valley Highway). Thanks to Lupes Escape for providing our last rack with a good home!
The Westside Transportation Alliance installed nine bike racks in Aloha-Reedville with the support of a Metro Regional Travel Options grant. The following businesses and properties worked with us to increase the availability of bike parking in the community. Please thank them the next time you frequent their locations.

More Info + Promotions
Please visit wta-tma.org/aloha-reedville-bike-parking-project for more information. Click the yellow icons on the map for business addresses and any promotions they are offering!
EVALUATION

POST-SURVEY QUESTIONS

1. On a scale of 1 to 10, how frequently would you estimate the bike parking is used?
   - 1 (Never)
   - 2
   - 3
   - 4
   - 5
   - 6
   - 7
   - 8
   - 9
   - 10 (Constant)

2. Do you see more people arriving by bike now than before the bike parking was installed?
   - Yes
   - No
   - No change

3. Have any employees used the bike parking?
   - Yes
   - No
   - Don't Know

4. If employees have used the bike parking, has biking replaced driving for how they traveled to work? If yes, please indicate how many days each week biking has replaced driving.
   - Yes
   - No
   - Comment:

5. Do you believe that having bike parking available has benefited your business/property?
   - Yes
   - No
   - No opinion
   - Comment:

6. Did you offer promotions or discounts for customers arriving by bike? If yes, please describe.
   - Yes
   - No
   - Comment:

7. Individual stories can help complete a picture of a project’s impact. Do you have any stories or anecdotes related to the new bike parking that you could share? Your feedback is valuable to us.
   - Comment:
FOLLOW-UP INTERVIEW QUESTIONS

1. What is your favorite part about having bicycle parking at your business?
2. Please describe a time when the bicycle parking was used at your business. Did the person using the bike rack frequent your business before?
3. Have patrons commented on or asked about the bike rack? If so, what did they say?
4. Do you notice a difference in who is coming to your business now that you have bicycle parking?
5. Is there anything that surprised you after the bicycle rack was installed?
6. Since the bike parking was installed, do you feel any differently about biking? If so, describe how you feel differently with a few examples.
7. Please describe your experience working with Westside Transportation Alliance. What did we do well? What can we improve on in the future?
8. Would you recommend working with the Westside Transportation Alliance to other businesses?
9. Do you wish to further your partnership with Westside Transportation Alliance and participate in other benefits like individual trip planning, last mile connections, and other commuter resources?