

# Transportation Options



SERVING THE WILLAMETTE VALLEY  
SUMMER 2005

## Mid-Valley Rideshare Moves to Cherriots

Since 1974 the Mid-Valley Rideshare program has provided alternative transportation services for Marion, Polk, and Yamhill Counties. The program has been housed at the City of Salem Public Works Department since 1977. Formerly known as "Salem Rideshare" the program has increasingly widened its regional scope.

The City and the Salem Keizer Transit District have agreed that moving the program will create advantages including: enhanced funding opportunities for the vanpool program; consolidation of alternative transportation services in one agency; a more regional context for the program; and enhanced privacy protection for the rideshare database under state law.

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## Beth Dayton Receives Alice B. Toeclips Award

Local bicycle hero Beth Dayton was awarded one of six highly coveted state-wide Alice B. Toeclips awards by the Bicycle Transportation Alliance (BTA) at their gala annual awards dinner and auction in Portland on May 5.

As a member of the Mid-Willamette Valley Chapter of the BTA here in Salem, Beth Dayton has played a key role in introducing the BTA's Bicycle Safety Education classes to Salem-Keizer schools, getting the interest and approval of



Beth Dayton (l.) receiving her award from outgoing BTA President Catherine Ciarlo

elementary schools, launching media coverage, and raising funds for the program, which is in its second successful year, with over 350 graduates.

A surgeon and dedicated bike commuter, Beth earned the support of her medical peers in her efforts to promote bicycling as a preventive against childhood obesity and inactivity.

## CONGRATULATIONS!

Steve Ochs, Rideshare Planner and Vanpool and ERH Coordinator has accepted an Associate Planner position with the City's Community Development Department in the Building and Safety Division.

Steve has been with Mid-Valley Rideshare for five years (minus a 9-month vacation in Bosnia courtesy of the National Guard) and he will be greatly missed.

Best of luck in your new position!



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## 2nd Year of Bicycle Safety Classes in Salem Schools

by Robert Fox

We completed our first Bicycle Safety Education classes this year at Sumpter Elementary school. I must say, we had a total blast! About ninety 5th graders in 3 classes had a great time and seemed to really enjoy the off-road riding at Woodmansee Park. On the final day we rode a little over 3 miles, crossed Kuebler Ave. twice, and stopped at a lot of STOP signs.

The last day of the program always consists of a "community ride." The kids must pull together the acquired skills and techniques to successfully complete the ride. Despite a couple of minor mishaps, the kids enthusiastically completed their ride under the watchful eyes of parent volunteers, teachers, and bike club members. Many thanks to our volunteers, who make this program possible!

Classes at Gubser Elementary School "graduated" on June 10, again, 3 classes of 5<sup>th</sup> graders for a total of 97! On the "community ride" we began riding in the street! with cars, trucks, buses, skateboards, and all manner of vehicles, mostly in a big hurry. The kids really get focused once they are on the street. Their survival instinct helps them pay close attention to the 4x4 Powerstroke behemoth bearing down on them, with drivers chatting on the cell phone. Really, most drivers are pretty courteous regarding the kids, and we teach them to ride predictably, so everyone can share the road.

Get involved! Bike Safety Education courses are taught in the Spring and Fall. Contact the BTA at [www.BTA4Bikes.org](http://www.BTA4Bikes.org) or Robert Fox at [refox1@comcast.net](mailto:refox1@comcast.net) Make a difference in some kids' lives, and you will be richly rewarded.



Another BSE class ready to roll on their graduation "Community Ride."

### MOVE (continued from page 1)

The move will take effect on July 1 and we are working diligently to make sure it is as seamless as possible for our clients.

Linda Putman will be staying with the City and will be acting as Employee Transportation Coordinator for City employees, as well as continuing to administer the City's Smart Commuter and Bicycle Locker programs.

Please update the following contact information for the program:

MAIL: Mid-Valley Rideshare/Cherriots  
555 Court St NE  
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Salem, OR 97301

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Bob Ransom: [ransomb@cherriots.org](mailto:ransomb@cherriots.org)

PHONE: 503.588.2424

HOTLINES: 503.371.POOL or 1.800.323.POOL

## Valley VanPool ODOT Fare Subsidy Grant

Valley VanPool has tentatively been awarded a \$310,000 ODOT grant, to be administered by the Salem Keizer Transit District, to provide vanpool fare subsidies over the next two years.

The Transit Districts in Salem and Eugene will be including vanpool miles in their National Transit Database (NTD) reporting. This will increase funding to the Transit District after two years so that the subsidy program can continue on a sustainable basis.



Valley VanPool currently has nine vanpools serving Salem, Corvallis, and Eugene destinations. Over the next few years we expect vanpool fares to be reduced by up to 50% under this program and hope this will allow us to add up to 30 new vanpools over the next 2 years.

If you have an interest in starting a vanpool for your work commute, and if the one-way distance is at least 20 miles, please contact us for help in getting started. With rising fuel costs the wave of the future, now is the time to start saving money. Sit back and relax on your way to work, you already have enough stress to deal with when you get there!

# Traffic Congestion on Willamette Bridge Solved!

by Kyle Bannerjee

I discovered bicycle commuting purely by accident. About 25 years ago, I was suspended from the school bus for 10 days. My parents made it clear that I had to find my own way to school – they weren't about to reward me with a car ride for doing the wrong thing. I quickly discovered that I could bike the 7 mile distance in less than 30 minutes, while the bus took more than an hour (it didn't take the shortest route like I did).

When the suspension was lifted, I kept riding. At first, I rode only because it was faster than the bus, but I soon discovered that it's fun and a really good way to get around. I ride for many reasons now – I like the feel of air in my lungs, the smell of flowers and leaves, the sound of wind, and the mild burn in my legs. After getting my blood pumping and muscles working in the morning, I feel like a million bucks and even the dulllest meetings don't seem so bad.

I've been commuting by bicycle almost every day between Monmouth and Salem for the past few years. Leaving my car at home saves at least 30 tanks of gas, parking fees, maintenance, and I keep about 10,000 miles off my car every year. In addition, I enjoy excellent health and have more than enough energy to wear out nephews, nieces, neighborhood kids, and rambunctious dogs.

To be honest, my commute is one of my favorite parts of the day no matter what the weather is. I've found that once you get used to a wide range of temperatures and conditions, life just gets easy. Besides, even "bad" conditions have advantages. For example, if it's cold and rainy, I know that I won't inhale any bugs or have them buzz about in my helmet as I pass the dairy and water treatment ponds.

The last thing I like about biking to work is that it seems to bring out a good side of people that normally remains hidden. Total strangers occasionally wave or smile at me for no particular reason – how often does that happen when you commute by car?



Kyle Bannerjee works at the State Library and commutes 15+ miles by bicycle daily from Monmouth. This is Kyle on the Torture 10,000 Century ride in 2004.



## Use Your Head

by Mark Mastoff

On June 29<sup>th</sup>, 2004, I took the day off from work and headed out for a quick afternoon training ride on my Lemond road bike. After finishing the steep climb on the backside of Orchard Heights Road in West Salem, I settled in on my aero bars for the long descent to my house. I ride a lot, especially in the summer time, and know virtually every foot of the various routes in the West Salem Hills.

While I have ridden thousands of miles over the last thirty years or so, I'd just installed my aero bars and had no experience with them. I remember adjusting my grip on the bars and that's it. I found myself sitting in someone's yard, badly injured and in shock. Apparently, I'd hit some gravel and fallen hard at 30-40 mph. I stayed overnight at the hospital following a diagnosis that identified a concussion, event amnesia, a fractured rib, a partially collapsed lung, a cracked tooth, and extensive road burns on my face, left leg/hip, and both arms.

Judging from the damage to my helmet, I skidded along on the top of my head for some distance before coming to a stop in the road. While I injured my face, I suffered no injury to my skull or scalp, and all CAT scan tests proved negative. I cannot imagine what would have happened if I'd landed on the pavement with an unprotected head.

Looking back, I can only say over and over again – when you are riding anything with wheels, such as a bike, skateboard, inline skates, scooter, ATV, or motorcycle, **WEAR A HELMET!** Look at the pictures and remember to grab your helmet before you ride. It may save your life.



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### *Bike Commute Challenge*

September will be here sooner than you think and the Bicycle Transportation Alliance and Bike Commute Challenge (BCC) coordinators around the state are gearing up for this month-long business-to-business challenge.

This is the third year that Mid-Valley Rideshare will be playing a role in coordinating the event in Marion, Polk and Yamhill Counties, as well as providing prizes for winning teams.

All of our Employee Transportation Coordinators (ETCs) are encouraged to promote this event at their worksites. Keep a lookout for a special BCC announcements and a special edition of this newsletter as we get closer to the kickoff of this 20th Anniversary of this great statewide promotion.

Go to [www.bta4bikes.org](http://www.bta4bikes.org) for more info.

## Transportation Options

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**Mid-Valley Rideshare and is available at no cost.**

Mid-Valley Rideshare is a transportation information and referral service sponsored by the Salem Keizer Transit District. Commuters throughout the Willamette Valley can call Mid-Valley Rideshare at 503-371-POOL or 1-888-323-POOL, or apply online at [www.midvalleyrideshare.net](http://www.midvalleyrideshare.net) to receive information about carpool, vanpool, transit, and daycare options.

Individuals receive computerized carpool match lists and information on how to join or start a vanpool. Staff are also available to help employers with transportation and parking problems at their work sites. Call for more details.

Bob Ransom, Editor

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