



You are invited!
to the
WPC Annual Meeting
Thursday, March 20th
See details on page 2.

A Letter to WPC Members...

WPC welcomes its First Director

In September, the Board of the Willamette Pedestrian Coalition unanimously approved a plan to hire its first paid professional Director, Lynn Lindgren-Schreuder. We are tremendously excited. This is a milestone for our 15-year-old organization. It continues our growth. It strengthens our position. And it enables us to expand in exciting new directions.

Like you, we believe in the importance of having a community-wide voice solely focused on pedestrian issues. This means a voice for livable communities, for walkable neighborhoods, for pedestrian safety, for alternative transportation options, for Safe Routes to School, for new funding, and for innovation. Having our first Director does all of this.

Acting on an opportunity, we appointed Lynn Lindgren-Schreuder. Lynn was a board member in 2007. With a background in community planning and architecture, she is well-versed in pedestrian issues. During her tenure on the board, Lynn helped develop the Strategic Plan, testified in Salem, was a member of the Citizens Advisory Committee for the 82nd Ave of Roses Crash Corridor, and helped launch the Share the Roads Safety Class program that has taught pedestrian safety to over 1200 participants. We are immensely happy that she has joined us, and we can't wait for you to meet her.

Lynn and her family moved to Portland in 2000. Prior to that she worked for an architect in California and Montana. She also taught in Prague, the Czech Republic, where she relied solely on walking and public transportation.

As our Director, Lynn will focus on media, community outreach, and capacity building. We are setting priorities in place – and we very much appreciate all of your input. Lynn will also oversee the management of a Pedestrian Safety Enhancement Mini-Grant program in collaboration with the Bicycle Transportation Alliance and the Oregon Department of Transportation. She will also work on additional grants as we procure them.

The position is part time, but it will enable us to strengthen WPC's profile as we increase the scope of the job description. To meet this goal, WPC Board has already initiated a new Fundraising Campaign called "Walk 2008."

What will be different? Having a director will result in a WPC that is more proactive in getting our message out to the media. It will give us a higher profile in community conversations about transportation priorities. We will be a more powerful partner and a stronger voice for pedestrian safety and legislation.

It has taken a tremendous amount of work – particularly since we are an all-volunteer organization – and we want to thank all of you who have helped. We want to thank in particular the Bicycle Transportation Alliance, Scott Bricker, Alta Consulting, the Oregon Department of Transportation...and, of course, you, our faithful Pedestrian Supporters!

Again, we cannot emphasize how excited we are about this step forward, and we welcome your ideas. Make plans to meet our new director at our Annual Meeting on March 20.

WPC Board of Directors

WPC also welcomes these three new Board Members:

Brian Rae

"Originally Canadian, I now live in NE Portland with two of my brothers, I am passionate about environmental and urban issues, and I enjoy hiking in the mountains, biking around Portland and throwing Frisbees in the park."

Jeanne Harrison

"Recently retired from public service, I enjoy traveling, especially in Central and South America, but always enjoy coming back to my home of 30 years, Portland. When I walk, I feel connected and 'grounded.'"

Erin Kelley

Erin's contributions leverage her experience in transportation and planning, including involvement in the start-up of Flexcar. She is representing WPC on the design committee for the Gibbs Street Pedestrian Bridge spanning I-5 at South Waterfront.

Since when does Portland take Fifth Place?

Portland, Oregon came in fifth in a ranking of walkable urban places by a Visiting Fellow of the Brookings Institution, Christopher B. Leinberger. Before disclosing gold, silver and bronze medals, let's look at what is behind Leinberger's rankings.

Leinberger compiled a field survey of 30 of the largest regions in the United States, where nearly half the population lives. He then counted the places that were walkable urban (as opposed to drivable sub-urban). The criteria included:

- dense population;
- variety of business and services;
- accessibility by means other than autos; and preferably,
- rail transit.

These places also had to be significant to the region and economically viable. Leinberger, who teaches real estate classes at the University of Minnesota, found real estate was valued 40 to 200 percent more per square foot in walkable urban areas compared to drivable suburbs.

To establish the rank of a given city, Leinberger simply divided the count of walkable urban areas by regional population. His report lists four walkable urban places for the Portland-Vancouver region: Downtown, Pearl District, Northwest Portland and Lake Oswego.

You are probably wondering: what happened to the rest? There are far more than four places across the Portland-Vancouver region that offer housing choice options. Some of these include Metro transit-oriented development and TriMet station-area development incentives, such as Hillsboro's Orenco Station. But for now, we will have to leave local pride aside since his book has already been published: *The Option of Urbanism: Investing in a New American Dream* (Island Press, November, 2007).

So who is our competition? A fifth walkable urban place would put us ahead of fourth-ranked Denver. A sixth place edges out San Francisco, which is third, and Boston, which came in second. The Washington D.C. region ranked number one, with eight walkable places.

What more can we learn from Leinberger's work?

Real estate trends favor walkable urban places, Leinberger argues. Young, college-educated people working in the knowledge-based economy prefer to locate near urban cultural attractions. And he says seniors prefer a new kind of walkable community, NORCs, or naturally occurring retirement communities.

Today, flaws in real estate lending and finance have Portlanders worried about the quick run-up in real estate value over the last decade. Was it real value? But Leinberger puts a silver lining around one economic cloud: his analysis tells us that local development patterns may help us weather this storm.

In 2008, we will find out if the region is resistant to a housing recession. Adding more market-rate walkable areas, suburban or not, will have Portland climbing to #1.



You are invited!

to the WPC Annual Meeting:
Thursday, March 20th

**Lucky Lab Beer Hall – 1925 NW Quimby, Portland
Socializing and Food at 6:00pm, Presentations at 6:30pm**

Meet our new Director! Elections! Launch of the *Pedestrians' Legal Guide* presented by Ray Thomas!

The Lucky Lab is located on the Portland Streetcar line and buses #17 – NW 21st and #77 – Broadway/Halsey

RSVP: info@wpcwalks.org or 503-223-1597

*footnote

*footnote is the newsletter of the Willamette Pedestrian Coalition, an IRS 501(c)(3) non-profit volunteer organization working to promote a better pedestrian environment in the greater Portland, Oregon metropolitan region.

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Graphic Designer.....Bob Elliott

*This issue of *footnote has been brought to you in part by a donation from
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Willamette Pedestrian Coalition Board Meetings

For information call – 503-223-1597
Meets at 6:30 pm on the second Thursday of each month, in the Bicycle Transportation Alliance offices, 1979 SW 5th Avenue, Portland.

Portland Pedestrian Program Citizen Advisory Committee

For information call April Bertelson 503-823-7265
Meets 7:00 to 9:00 pm on the third Tuesday of each month, in the Pettygrove Room of Portland City Hall 1221 SW 4th



Willamette Pedestrian Coalition
P.O. Box 2252
Portland, OR 97208-2252
503-223-1597

Yes, I want to join WPC!

Name _____

Street _____

City _____

State _____ Zip _____

Telephone _____

E-Mail _____

Area of Special Interest: _____

- Individual Membership – \$35.00
- Family Membership – \$60.00
- Senior Membership – \$15.00
- "Treading Lightly" Membership – \$ _____
- Corporate Membership: Bronze – \$150, Silver – \$250, Gold – \$500.

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