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On Behalf Of:	
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I believe that biking, transit, and walking are a large net positive for society. They are safe, affordable, good for the environment, and require infrastructure that is comparably very cheap.

Something I struggle with is the disconnectedness of the existing infrastructure. As an ""interested but concerned"" cyclist, I am only willing to take comfortable routes like greenways, but I often find that in going from A to B, there are segments of the route where I have to traverse infrastructure I'm uncomfortable with. For example, I live in the Pearl District and usually avoid North Portland because in order to get to a greenway like Rodney I have to deal with scary traffic on Broadway.

The value that biking infrastructure provides follows an S-curve. ROI is small at first, becomes large once you pass some threshold, and then becomes low again as you hit diminishing returns. I believe we need to target the ""vertical"" part of this S-curve. Ask what sort of investment we need to make cycling attractive enough for ""interested but concerned"" Portlanders (~60% of Portlanders) and come up with a plan to reach that point. Otherwise we risk staying on the horizontal segment of the S-curve where we get much less value from our investment than we otherwise could.