

PORTLAND SAFOOT

*PDX's 10-minute newsmagazine
about buses, bikes & low-car life*



September 2012:

THE LLOYD ISSUE

- *Life* for PDX's most boring neighborhood
- *Death* to free rail
- *Salvation* at the MAX stop



some trips call for four wheels

There are things that just don't fit on a ten-speed. (Futons come to mind.) For those times, there's Zipcar. Rates start as low as \$8/hour, gas and insurance included.

Get 50% off your annual fee + \$30 in free driving.
Sign up at zipcar.com with promo code PDXAFOOT12.



1

Paid ride

Free public transit in Portland died at

1:37 a.m. on Sept. 1, as

the last Blue Line MAX train of the night rolled east from Lloyd Center. It was 37. Born as Fareless Square in 1975 to President **Richard Nixon** and Mayor **Neil Goldschmidt**, the former Free Rail Zone is survived by ailing siblings in Seattle, Salt Lake City and Pittsburgh.

WHY IT MATTERS

Though TriMet's **huge hikes to adult fares** affect regular transit riders more, no one is sure how much Portland voters' support for TriMet depends on using free downtown transit as a marketing tool. It might take years to find out whether this was a big mistake.

TIPS FOR THE NEW FARES

<http://pdx.be/TheNewMath>

2

Easier streets

It doesn't make much sense that it took 3 years to get the state's permission to **cut speed limits on a few residential Portland streets**, state Sen. Ginny Burdick (D-SW Portland) said Aug. 24, but legislators finally agreed. Burdick unveiled the first of **250 new 20 mph signs on neighborhood greenways**, low-traffic streets tweaked for bike and foot traffic. At 30 mph, Mayor Sam Adams said, only 40% of pedestrians survive crashes; at 20 mph, it's 95%. Don't ask how long this would have taken if Portland had asked the state to spend a dime.

GREENWAY NETWORK MAP

<http://pdx.be/EasyStreets>

3

Paved with gold

One year after the City of Portland roped off a downtown street for bar and restaurant seating, **business is booming on SW Ankeny**. Central owner Dustin Knox said Aug. 30 that the alley's eateries

will upgrade this fall from ropes to "old-school chains" and **open for lunch next spring**. Unlike Portland's other retail strips, the plaza draws a "wonderful mix" of cultures and classes, Knox said: "To me, that's what it's like to be in a city."

NEW 'STREET SEATS' POP UP

<http://pdx.be/ParkingNoMore>

4

Good news

Six months after launch, a phone app built on open TriMet software is **telling 50,000 Tel Aviv transit riders when their bus is coming**. The TranzMate app is such a leap forward for Israel, CEO Nir Erez said Aug. 24, that last month Tel Aviv's transit agency itself started promoting the app. Erez, whose startup is **one of the first to embrace the TriMet-coded Open Trip Planner**, said he's planning to expand this winter: first to Europe – then to Portland. 

HOW THIS APP IS DIFFERENT

<http://pdx.be/RealTimeTrips>

Barn raised.

We've always been the sort of people who get excited about the future.

Maybe you'd noticed.

But thanks to you, the future of Portland Afoot itself is pretty exciting. Check out the color page for details.

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Look forward to everything.

Easy riding

One trick to optimize your trip

The problem

You and a friend are on a carshare road trip to catch the last of the summer on the coast. But neither of you wants to drive the whole time.



The tip

As long as you're both members of certain carsharing services, **it doesn't matter which driver signed up for the vehicle** – you can safely switch off. Zipcar and Getaround all provide basic insurance coverage for any member who's behind the wheel of one of their rented vehicles, even if renter and driver aren't the same person. (With the third local service, car2go, switching isn't allowed.)

For example

Your friend rented the Zipcar. You're driving. You hit another car, causing \$12,000 property damage; your friend, in the passenger seat, gets a concussion and \$3,000 ER bill. Since you're a Zipcar member, you pay Zipcar's \$750 deductible. Zipcar insurance pays the other driver



showbizsuperstar (Flickr)

\$11,250 and your friend \$3,000. (Getaround gives either driver the same coverage as the car owner.)

Side benefit of carsharing: less paperwork. For drivers who sometimes miss deadlines, it's nice to know someone else is keeping your insurance up to date. Especially if you ever plan to, say, run for mayor. 

Cause of the month: Each month, we give 2% of ad + subscription revenue to a charity picked by a random paying subscriber. For September, Stephen U. sends \$20 to Green Empowerment, a global nonprofit that helps developing countries find sustainable ways to fill their most basic needs: water and energy. pdx.be/GreenEmpowerment

PDX.be links: If you have a smart-phone, download a scanner app (say, i-Nigma), point your lens at this 2D barcode and it'll send you to an online list of all the month's goodies: pdx.be/sep12links



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Email is not confidential. Please only use email for initial contact, and do not send private information.



We're hiring.

Portland Afoot is looking for folks to join its little team of low-car media commandos on a freelance basis.

We're looking for a production assistant to help with folding and assembly once a month, and we're now inviting pitches for our print magazine's food cart reviews, commute tips and cover stories.

Interested? Write TeamBagel@portlandafoot.org.

Our next transfer.



Big news; awesome news.

For 2 years, we've been using every tool in the shed to deliver fun, fast, accessible news about low-car life as cheaply as possible to the folks who want it.

Now, thanks to a Kickstarter campaign powered by you, our readers, we're taking that to the next level: free distribution by smartphone and tablet.

Starting next spring, Portland Afoot's monthly newsmagazine will be available as a free mobile magazine that updates monthly with essential news, obsessively usable features and funny stories from the bus. We'll still publish in print, though not every month – we're still figuring this out, so send your suggestions. (And don't worry, subscribers will get pro-rated refunds as needed.)

This will let us keep serving more readers and making Portland better while eliminating the need for you to cover our distribution costs. To get a link to a free download of our app when it launches, visit PortlandAfoot.org. In the meantime, keep enjoying your subscription – we're eager to roll into the future with you. 

Michael Andersen, publisher & trip planner • michael@portlandafoot.org

the unfinished DISTRICT

There's a reason the Lloyd District feels like every other city's dumb downtown: it was built by clueless outsiders.

Without free rail, is it too late for PDX's most boring neighborhood to finally get real?



The story of the Lloyd starts with a decision.

Ben Holladay, a wily Kentuckian, made a fortune running stagecoaches to California goldseekers. After he moved to Oregon in 1868, Holladay was **one of the few landowners who didn't install a streetcar**. Oops. Instead of developing, the land remained in large tracts – which made it perfect for its next dreamer, L.A. oilman Ralph Lloyd, in 1923.

Lloyd's vision: turn "Holladay's Addition" into a magnificent "second downtown" and lure the city's institutions to relocate. He tried, negotiating mostly by mail, for 30 years. The plan flopped, so he built a mall.

Holladay's big-lot legacy, though, lived on. Here's how local historian Steve Dotterer explains the Lloyd phenomenon: only small landowners have a reason to take risks.

When a little SE Alder house sits empty, its owner will sign a lease for a weird ice cream shop. But a major landlord waits for a payday: a big bank-financed sale.

"There's 17 types of development that the big bankers will always finance," said Dotterer. "And 15 of them are auto-oriented."

But now, even as the Free Rail Zone dies, Lloyd-lovers say their loop is poised to come alive. **"We're finally starting to get the pieces together."**

1868:
original
sin

housing
boom?



In 2011, a longtime Lloyd landowner, Connecticut-based office-space specialist Ashforth Pacific, sold a partial interest in 14 city blocks to San Diego-based American Assets Trust. This spring, Portland found out what that meant: a proposal to **add up to 600 apartments – 2% of the city's tower-apartment market – to a single "superblock"** north of the 7th Ave MAX stop. If construction starts as planned next year, the project would jump-start retail in the Lloyd and lead a low-car housing boom in PDX.

Free rail is gone, right? Well, sorta. TriMet's "zero tolerance" policy on fare evaders now applies on every MAX train, but on Sept. 22, **Portland Streetcar brings its very different fare enforcement philosophy to the east side**. They've hired exactly 2 workers to enforce 123 hours of weekly rail service. Though Streetcar will penalize repeat offenders, most folks caught without fare will simply have to disembark. "We want to encourage an environment that feels good enough to come back to," Streetcar boss Rick Gustafson said Sept. 6. "95% of people

easy-
ride rail

Another risk big Lloyd landowners have never taken: food carts. (When you're the restaurant's landlord, competition on the street sounds less appetizing.) But now they're rolling into action. After an August poll of 1400 Lloyd workers found **88% would buy cart food at least once a week**, the Lloyd TMA's pedestrian committee is scouting sites and soliciting cart ideas. Want to set up shop? Write moira@lloydtma.org.

food cart catch-up

urban
commons



In 2006, the AM radio station that once broadcast Pastor Blessing Dompke's exhortations of salvation raised the rates it had been charging her for access to the airwaves. Dompke took to Portland's streets with an amplifier and a handheld microphone.

First, she tried Pioneer Courthouse Square, but officials drove her away.

"They don't allow the Christians to speak

and educated in Memphis, searched PDX for **a public place at a particular moment in its development**: bustling enough to offer converts to her congregation, but not so well-scrubbed that elites tried to micromanage it.

And so, Dompke said, the Lord led her feet to the Lloyd. She's been preaching at the Lloyd Center MAX stop on many Saturdays since. Anyone who's moved by her preaching gets an invitation to her Sunday worship service, which is usually in a suburban space she rents by the hour.

"I don't do it for the money," Dompke said.

Assembly
required:
The Lloyd,
1964



The Batman fans whose cars pack the Regal Lloyd Center 10 lot don't know it, but for 22 years they've been protected by a real-life Commissioner Gordon.

In 1989, much of the Lloyd was a "warehouse-y" zone targeted by small-time robbers and thieves who thrived on the lack of pedestrian traffic – and, in turn, scared people off the sidewalks. One year, the district saw more than 700 car prowls – two per day. With the new Oregon Convention

sidewalk
superhero



Center about to become Portland's welcome mat to visitors, the county district attorney was looking for solutions.

He found one: a 43-year-old prosecutor named Wayne Pearson (pictured above, right). In **a program that became a national model for neighborhood crime prevention**, Pearson set up an office near the mall and got to know the district from trashcans to treetops.

When muggers lurked in Holladay Park, Pearson and allies arranged for a fence behind the MAX stop, pushing pedestrians to the better-lit streets. After drug dealers set up shop in 2001, they created a no-budget civil police force by convincing local security guards to coordinate their outdoor foot patrols.

Crime has plummeted. Last year, the district had just 150 car prowls. But you'll still see Pearson, 65, on the street.

"I'm in and around Holladay park two to three times a week," Pearson said in an interview. "Going and looking at a problem doesn't give you the whole picture. You have to get a feeling for what's going on in the whole district."

Pearson photo: John M. Vincent courtesy The Oregonian. Aerial view of Lloyd Center area: City of Portland Archives, A2012-005, Apr 24, 1964.

ONLY ON THE BUS



Kara
TriMet # 17

I'm a little addicted to public transportation. I can't imagine biking to work; I talk to someone every third bus ride.

I love other bus riders. I'm grossly friendly.

I dress a little sillier than necessary. Like, a really silly hair bow. There's a great middle line where if you dress a little oddly – if you dress well but not too well – then people will talk to you. People find that relaxing. People love it. They want to comment on that.

People want to talk; I like talking to people. Everybody leaves happier. I will keep it up with the crazies the whole time.

“Miss, miss, I just wanted to–”

I was riding the 17 home on a weekday. I was grumpy enough that I didn't look up all the way.

“–tell you I really like your green hair.”

He was standing in the aisle, He probably had a ponytail. Late 30s or early 40s, layers of thin gold chains around his neck.

I've had green hair for a couple years. I think of it as blue,

but it looks green because I do a terrible job keeping it blue.

I look more green right now, because I have a green nose ring. And I think I just have green clothes right now. My coworkers tell me that I've been wearing green every day since I started. This other guy I saw last week, he said, “I saw you on the bus, you were wearing *all green*.” I said, “That doesn't sound like me.” He said, “Yeah it was.”

I opened my mouth to give the guy in the aisle the polite kind of thank you you give a person you're resigned to spending a bus ride getting propositioned by. He bowled past it.

“I really like your green hair, a lot, you see my last name” – something garbled – “it means green. So I like your green hair

very much, you see.”

His last name wasn't “Green.” He said some word that wasn't “Green” that I couldn't process at the time.

I don't think I realize
how green I am to
the outside world.

So I scooted over, because I assumed he was, like, going to sit now.

He gestured with a foil-

wrapped piece of candy.

Green candy.

He didn't even acknowledge it. He was holding it out. What was I going to do? I tucked the piece of green candy in my bag.

He sat nearby.

Not even a goodbye.

As told to editor Michael Andersen. What's your favorite bus story? Write onlyonthebus@portlandafoot.org.

Electronic mail.

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