

Mayor Sam Adams  
City of Portland  
1221 SW 4<sup>th</sup> Ave., Suite 340  
Portland, Oregon 97204

November 7, 2009

Subject: Portland Bicycle Plan for 2030

Dear Mayor Adams,

We, the undersigned Portland businesses, are writing you to support the adoption and implementation of the *Portland Bicycle Plan for 2030*.

We care about the reliable delivery of goods and services, affordable mobility for products and people, and healthy and productive employees.

Portland has achieved a nationally- and internationally-recognized “brand” as a livable, bike-friendly city. But in order to keep and hone that competitive edge (while cities like New York, San Francisco, Seattle and Denver aggressively expand their bicycling networks) we need to innovate and invest in our active transportation assets.

Fortunately, shifting our spending to areas in which we get great returns on investment – like moving people cheaply by bicycle – is a smart strategy in tough economic times. Even the small investments the City of Portland has made in biking facilities in the last decade have already paid off enormously.

Biking and walking are healthy and affordable transportation options for our employees and our customers, and will be integral to reducing our greenhouse gas emissions and fighting global climate change.

The *Portland Bicycle Plan for 2030* offers a path to achieving these goals. We support the *Plan*, and we support its expedient implementation.

Sincerely,

[100 businesses]