



**NEWS ADVSORY**  
**March 8, 2009**

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**BTA awards five Oregon and bicycle advocates at the Alice Awards & Auction**  
**--awardees represent Salem, Portland Police, TriMet, Eugene and the Portland Office of Transportation**  
*675 guests in attendance*

**What:** The Alice B. Toeclips Awards, given out at the annual fundraiser for the Bicycle Transportation Alliance, the Alice Awards & Auction

**When:** Saturday, March 7<sup>th</sup>, 2009

**Where:** Oregon Convention Center, in Portland, Oregon

**Whom:** The BTA honored five bike advocates and educators with **Alice Awards:**

**Mayor Janet Taylor, City of Salem.** From the event program:

*Mayor Janet Taylor's leadership in the face of significant obstacles and some opposition has been critical to recent and planned improvements in Salem's bicycle network. The City of Salem will finish converting an old railroad bridge across the Willamette River to bicycle and pedestrian use in April of this year, and another bike/ped bridge to Minto Island is now being planned. City staff have planned Salem's first Bicycle Boulevard, and the City was recently recognized as a "Bicycle Friendly Community" by the League of American Bicyclists. With Mayor Taylor's leadership, Salem is developing a vision for itself as a great city for bicycling.*

**Officer Robert Pickett, Portland Police Bureau.** From the event program:

*The pink squeaky-pig on Robert Pickett's handlebars is a good indicator of how seriously he takes himself. But it belies how seriously he takes his job. Officer Pickett advocated for, staffed, and coordinated the SE Bike Patrol for years, and more recently he has used both his personal time and some of his flexible professional time doing the subtle, behind-the-scenes, relationship-based work that has contributed to good partnerships between the bike community and the Portland Police. From his seat on the Portland Bicycle Advisory Committee, in the forums at BikePortland.org, and in countless private conversations and meetings he has taken nuanced, intelligent positions,*

*leading reasonable people on both sides of an issue to a place of understanding.*

**Rose Quarter Transit Center Bike Lane Team.** From the event program:

*For years, traversing the Rose Quarter Transit Center by bike was illegal; the legal route involved extra distance, waits at red lights, an acute-angle track crossing, an unsafe crosswalk transition, and a left turn that required merging across two auto lanes. As a result, many bicyclists cut – illegally – through the Center. In 2008, concerned about bike-bus conflicts and risks to bicyclists, TriMet’s General Manager Fred Hansen asked his staff to work with the City of Portland and the BTA to figure out how to get bikes safely through the center within the year. With help from multiple departments at TriMet and the City of Portland, the team developed a great solution that was implemented in October, and a big barrier to comfortable, safe cycling in Portland was removed.*

**Wyatt Baldwin, bicycle.org.** From the event program:

*In the fall of 2004, while living in a basement room, Wyatt Baldwin started building the byCycle.org trip planner, also known as “MapQuest for bikes.” The three-year project was completely unfunded, and all of Wyatt’s work and investment has been unpaid. Until very recently byCycle.org was the world’s only bike trip planner, and the idea of applying GIS tools and data to the problem of urban bicycling was still relatively new. Though Wyatt recently decided to get a paying job, he continues to work on byCycle.org when he can, and hopes that one day it is used in cities around the world so that travelers can hop on their bikes with confidence and ease no matter where they are.*

**Shane Rhodes, Eugene Safe Routes to School.** From the event program:

*Shane Rhodes’ work promoting active transportation in the Eugene 4J School District and at Roosevelt Middle School has shown results. With his leadership, participation in Walk + Bike to School Day grew from 10 Eugene schools to over 25 in 2008, with over 70% of Roosevelt students participating. He installed a helmet counter, at no cost, for Roosevelt students; as a result, bike ridership approaches 10% of students, with unprecedented helmet compliance. Shane is an active ambassador within and outside of the Safe Routes to School community, is a leader within the Greater Eugene Area Riders advocacy and education non-profit, contributes to Kidical Mass activities, and brings a winning blend of professionalism, compassion, and creativity to all of his projects.*

**\*\*\*photos from event will be available upon request on Monday, March 9th\*\*\***

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