



Portland Traffic & Transportation

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The Problem

- ◆ People drive cars
 - convenient
 - “safe”
 - low cost
 - comfortable
- ◆ It is the norm and changing behavior is difficult



The Reality

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Deaths due to inactive lifestyles each year
 - 400,000,000,000
The total cost paid by the public to continue to live inactive.



What's being done



- ◆ Education
- ◆ Encouragement
- ◆ Engineering
- ◆ Enforcement



What's Missing



- ◆ Focus on creating permanent cultural change in travel behavior
- ◆ Media's role in policy formation



The Power of News

- ◆ Sets the Agenda
 - what we think about
- ◆ Shapes the Debate
 - how we think about it

Media Advocacy

- ◆ Is the strategic use of mass media to support community organizing to advance a social or public policy initiative.
 - Purpose
 - Focus
 - Target
 - Tactics

Safe Schools

- ◆ Purpose: to decrease automobile traffic through school corridors at the beginning and end of the school day.
- ◆ Focus: Safety, health and well-being of our children. Positive health habits for years to come
- ◆ Target: city commissioners, mayor, and PPS superintendent, principals
- ◆ Tactic: news coverage, editorial page access, presentation to council, some paid print advertising

The Goal

- ◆ Relocate school bus drop-off zones away from the school
 - Children will get added exercise into their day
- ◆ Policy to have parents/guardians who have to come by car park in the surrounding blocks and walk their children to the school.
 - Again increased activity for children (parents also)