

White Bikes

We had just gotten back from a super job at Katmai National Monument Books Camp and I had a pocket full of money. Since one of my biggies was clean air I decided to put up prize money and promote a contest in which the best ideas for cleaning up the air win \$100 and most humorous \$25.

Stan Jones at the Fanning Daily News liked the idea and they ran a free form to fill out and send in. Bob Atwood said nothing would ever come of it so he wouldn't run anything.

I lined up a review panel of three Assembly members: David Rose, Tony Knowles, and Lydia Selkreg, and Leo Kay from the Lung Association.

One day I was telling a friend, Paul Vdal, about the contest, and an idea I had for winning. He wrote it up and sent it in.

Lydia very generously offered her place to meet. I came with all the entries from the Daily News. Everyone showed but Tony. He had to do payroll taxes.

We split the pile in $\frac{1}{4}$ and went through the entries. David Rose read Paul's entry and said to Lydia "Hey this sounds like fun. We ought to do this one." Lydia read it and enthusiastically agreed. Well Paul's didn't win but the most humorous one was to make all the streets in Anchorage one-way. The N/S streets would be one-way south and the E/W would be one-way West. Then all the cars would run in the inlet and there would be no more air pollution. When I called to congratulate him he said, "Humor! That was a serious entry." He cashed the check.

Well I waited about a year and went back to David and said want to do this? He said yes but both he and Lydia were busy but Tony could help me.

Well we got it past the Assembly by declaring an emergency, past iron jaw Mayor George Sullivan through purchasing over the Police Department by the City Manager to the bid process, wow, wow, wow, what a lot of work.

Finally we win the bid for \$3,293 to convert 60 abandoned bicycles to one-speeds painted white with a bar welded on, make 4 bike racks and turn these bicycles loose downtown and let people ride them where they may, hoping they would stay downtown.

We probably had 15 to 25 different people working on the bikes. Then came the day of the big release. About 30 people showed up. What fun. We

rode en mass to the racks downtown. The front page of the Daily News. We are taking up the whole street. What a high. Everyone is having so much fun. Whooo.

Two days later all the bikes are gone. Media heyday. Talk of the town. All the bureaucrats duck and cover. They never want to hear from me again. They don't understand I want to make it work. They don't care, just go away.

We still have about 20 1-speeds we haven't turned loose yet. We get this wild idea: Why not check them out like a library book? Piece of ID and a \$5 deposit. We try one on 4th & F and it works. All the bikes come back.

Went to the media. Look it works. We solved the problem. No interest. Not newsworthy. What an eye-opener.

We did the bikes off and on for 15 years. It developed into the EARTH cycles and the non-profit EARTH was founded by Elaine Hammes and Mark Tillitson to receive Assembly funds.

The idea was lifted from the provosts in Denmark. They had a White Bike program, which also saw bicycles disappear. Some of their members checked out EARTH Cycles and said oh, this is how you do it. We will take the idea back. Years later we heard you can check out bicycles in the Danish national parks.

15 years ago Tom Fink became Mayor. He thought the \$5,000 per year to run the program was too much so it got axed.

In 1998 we were in Portland at a Saturday market on EARTH Day. A parade of over 100 yellow bikes was being released. The traffic signal stopped ½ the bicyclists as we crossed in the crosswalk. What a high.

In 1999 EARTH bought 20 one-speed bicycles and started the program with EARTH's resources. They now are being operated by the Downtown Youth Hostel at 7th & H.

The revolution is a bicycle wheel.

**PORTLAND CITY COUNCIL
COMMUNICATION REQUEST
Wednesday Council Meeting 9:30 AM**

Council Meeting Date: 3/4/2017

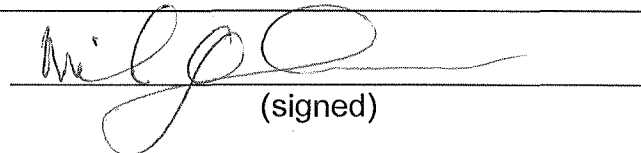
Today's Date 1-23-2015

Name Mike O'Callaghan

Address Box 3321

Telephone _____ **Email** _____

Reason for the request: City Attorneys


(signed)

- Give your request in writing to the Council Clerk's office to schedule a date for your Communication. Use this form or email the information to the Council Clerk at the email address below.
- You will be placed on the Wednesday official Council Agenda as a "Communication." Communications are the first item on the Agenda and are taken at 9:30 a.m. A total of five Communications may be scheduled. Individuals must schedule their own Communication.
- You will have 3 minutes to speak and may also submit written testimony before or at the meeting. Communications allow the Council to hear issues that interest our citizens, but do not allow an opportunity for dialogue.

Thank you for being an active participant in your City government.

Contact Information:

Karla Moore-Love, City Council Clerk
1221 SW 4th Ave, Room 140
Portland, OR 97204-1900
(503) 823-4086
email:
Karla.Moore-Love@portlandoregon.gov

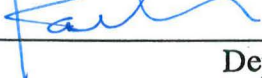
Sue Parsons, Assistant Council Clerk
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Portland, OR 97204-1900
(503) 823-4085
email:
Susan.Parsons@portlandoregon.gov

Request of Mike O'Callaghan to address Council regarding City Attorneys
(Communication)

MAR 04 2015

Filed FEB 27 2015

MARY HULL CABALLERO
Auditor of the City of Portland

By 
Deputy

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Saltzman		
4. Novick		
Hales		