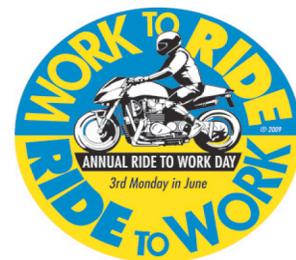


## RIDE TO WORK

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## THE DAILY RIDER



Dear Representative Caddy McKeown, Chair of House Committee on Transportation and Economic Development and Members of the Committee,

I'm writing you today as the founding organizer of the annual world-wide motorcycle and scooter 'Ride to Work Day', in support of SB694 (motorcycle lane sharing).

Why encourage any comparatively riskier form of personal mobility, like motorcycle, scooter and bicycle riding? Because riding is such a powerful social good that it benefits everyone...not only those who chose to participate directly. Riding obviously helps reduce pollution and traffic congestion while increasing available urban parking spaces, but there's much more here.

Additional benefits are subtle, manifold and profound: Riders arrive at destinations clearer, calmer and sharper than those who arrived driving. Riding is energizing while driving is fatiguing. The difference is measurable. Students who ride to their schools learn and test better. Teacher's teach better. Workers work better, smarter and more productively. Parents parent better.

Need proof? The entire post-WW2 Asian economic and social-development 'miracles' which have occurred during our lifetimes, and which have so greatly benefited hundreds of millions of people, all happened partly because so many over there used small motorcycles and bicycles. People learn faster and work better when (and after) they ride.

Riding automatically and unconsciously increases concentration, alertness and situational awareness...while simultaneously producing a measurable increase in inner calmness and focus not unlike what can be achieved thru time-consuming meditation and yoga practices. While riding saves time it simultaneously helps develop better-performing, higher-capacity people who in aggregate help to create stronger, better-functioning societies.

Beyond that, a few small recent clinical studies actually seem to hint that regular riding (as in daily commuting and running errands) may even help reduce the incidence and/or severity of neurologic illnesses and conditions such as Alzheimer's, ADD, ADHD and other similar types of abnormalities. (The wide adoption of private automobiles in advanced industrialized countries may at some future point even become linked to some of these problems.).

As radical as these ideas might seem, It wasn't long ago that many MD's actually endorsed cigarette smoking in advertising, and when many kinds of popular 'fast food' was widely believed to be healthful nutrition. Back in the 1960's when the Honda motor company first introduced their small motorcycles to Americans, their advertising promised "You Meet The Nicest People On A Honda". That successful marketing idea is now turning out to be far more profoundly true than anyone realized. Riding prophylactically treats a host of individual, social and societal problems because it is so much more 'paleo' than driving.

Today's 30,000' overview is that lane sharing is either tolerated or explicitly legal in every county in the world, and also the state of California, but not here. Only Oregon (and our other forty nine states) are the exception. This is only because of our unique industrial history. During the early 20<sup>th</sup> century, America became the only nation in the world that went directly to cars, which was partly due to the pioneering successes of Henry Ford.

Now is an historic opportunity for Oregon to begin a new era that will positively influence future traffic law across America. If you help pass SB694, you will set in motion a precedent which will lead many other states to look anew at this issue.

This bill has nothing to do with controlling riders who behave irresponsibly by removing their bike's mufflers or riding dangerously. SB694 will inaugurate and encourage riding practices that will ultimately benefit everyone in our country, and I urge you to give it your strongest support.

Sincerely,

Andy Goldfine  
Organizer, Ride to Work

