



PHOTO BY PATTY OTERO/COMMUNITY CYCLING CENTER

Vendor wheels


Street Roots vendors are now riding around Portland on bright orange Biketown bikes. They are members of Biketown for All, a discounted membership made possible through a partnership with the Community Cycling Center, Portland Bureau of Transportation and Motivate, the company that operates Biketown.

For just \$3 per month the vendor members receive unlimited rides throughout the system and can earn credit toward their membership by taking bikes that are not locked at a Biketown station back to any Biketown station throughout the city. Each bike returned gets a member a \$1 credit toward their account.

Vendor Kevin Ketchum has been riding Biketown bikes two or three times per week for the last six months. "I can hop on it and get to my sales turf easy, lock it up and off I go," he said. "It's saving me 15 to 20 minutes per day and it's good exercise. It's also great that I don't have to worry about repairs."

Staff from Community Cycling Center and Motivate come to the Street Roots office every month to conduct a Biketown for All orientation.

So far, more than 20 Street Roots vendors have participated and become members of Biketown for All.



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