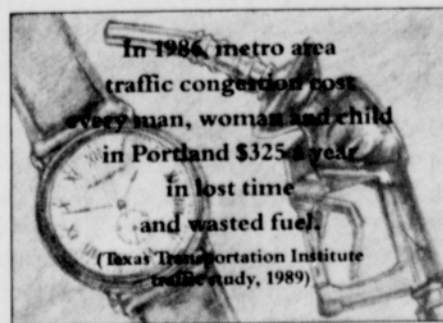


THE DREAM OF A GREAT CITY SHOULDN'T END UP A TRAFFIC NIGHTMARE.

In ancient Rome, they might have had to wait a bit for the odd chariot to pass, but traffic wasn't a problem. Rome is still one of the world's great cities, but it now has one of the world's greatest traffic nightmares. Great cities attract people, and today they bring their cars with them.

GRIDLOCK IN PORTLAND?

Not yet. Our traffic problems right now aren't as serious as Rome. Or Los Angeles, San Francisco and Seattle. But then there was a time when these traffic-choked cities didn't think their traffic was too bad either. The point is, gridlock could happen here too.



To be sure, MAX has helped alleviate congestion on the Banfield and parallel eastside streets. And close to half of downtown's rush hour commuters use the bus or MAX. But look around. The Sunset Highway is crowded beyond capacity, and downtown Beaverton is strangled with traffic. Traffic's getting worse, and with the number of jobs here projected to increase by 46% in just 20 years, we haven't seen anything yet.



Portland's MAX light rail system, widely acknowledged as one of the nation's most successful, played a key part in Tri-Met being named America's best transit system this year.

Tri-Met keeps over 100,000 cars off our streets and highways every workday, enough to fill I-5 from Portland to Eugene and back.

MAX IS PART OF THE SOLUTION.

A strong mass transit system is a necessity if we want to remain one of America's most liveable cities. That's why the state's highway builders have named the westside MAX line their top priority. They know that just adding more highway lanes won't solve our traffic problems. MAX enjoys overwhelming approval because it makes sense. For one thing, it carries a lot more people than cars or buses.



Then too, it's cost efficient. It costs Tri-Met about 30% less to carry a MAX passenger than it does a bus passenger.

WE CAN PREVENT A TRAFFIC NIGHTMARE.

Portland is one of the most liveable cities in the country because we care about our fragile quality of life, and our roads aren't choked with gridlock. Rome, Los Angeles, San Francisco and, most recently, Seattle are beautiful cities that have let their traffic congestion get out of control. The dream of our great city could become a traffic nightmare too. We can prevent that. If you'd like information about Tri-Met's plans to help keep the Portland area one of the nation's most liveable, please call us at 238-4926.



NUMBER ONE IN A SERIES