

Robinwood Neighborhood Association City of West Linn

Resolution of the Robinwood Neighborhood Association May 13 2014

Motion by Mary Hill, seconded Tony Bracco, approved without objection.

Robinwood Neighborhood Association opposes being used as a site for the TriMet advertising 'leaner' experiment.

Submitted by the RNA Secretary

History:

TriMet and ODOT have long ignored the desire and need for transit amenities along the Hwy 43 corridor through West Linn. Present amenities were predominantly installed by the city or by private parties.

Now TriMet wants to install 'amenities' that serve primarily as carriers for advertising and which they acknowledge have poor utility for transit users.

The City of West Linn should review these proposed stealth billboards with the neighborhoods and should not be rushed to permit installation.

If ODOT agrees to amenities sited in the Hwy 43 right-of-way, we should collectively decide if we would prefer to fund better amenities.

Background: See attached article from the Oregonian:

With a high back and a slanted seat that's barely a foot deep, it's more playground slide than bench. Meet TriMet's new "leaner," popping up at bus stops around the city.

It's not for sitting. It's for leaning.

TriMet is also installing leaners at stops that never had a bench. "They'll give riders an alternative to standing in locations where benches will not safely fit," Altstadt said.

Of course, these new commuter pews aren't there just for comfort. There's money to be made.

The so-called Ridership Amenity Program to install leaners or narrower, newly-designed benches at 600 TriMet stops was funded entirely by [Lamar Advertising](#).

Currently, Lamar pays TriMet about \$3.3 million a year for the right to display ads on its vehicles and at stops. In order to recoup that cost and make a profit, the agency needs advertising real estate.

So, in a way, these are really just billboards, helping Lamar -- ergo TriMet -- make some dough. Sure, there's room on which to rest you posterior, but there's a bit more space for ads, which should make local Realtor Billy Grippo and countless personal injury attorneys happy.



TriMet is also installing new benches with a narrower design at locations where ADA rules allow them. Ram-rod straight backs, less room for your bum, but more ad space than the old benches.

TriMet

The leaners aren't really designed for you to take a load off. But look at the upside: By keeping your feet pressed against the sidewalk, you're probably strengthening your core.