



PORTLAND SUNDAY PARKWAYS 2015 ANNUAL REPORT



2015 PORTLAND SUNDAY PARKWAYS

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Opening Our Streets, Connecting Our Community

Sunday Parkways, presented by Kaiser Permanente, is not about closing streets but opening them up and using them to connect neighborhoods. Our streets and public spaces draw people to visit local businesses, interact with neighbors, connect with their community and city, and build physical activity into their daily lives – all inspired by their experience at Sunday Parkways.



Sunday Parkways is tied to a larger city-wide movement. Portland is a leader in the green economy and active transportation. We have vibrant local business corridors, a series of neighborhood greenways, and active community organizations that Sunday Parkways works with to highlight through its events.

The long-term transportation, health, and community benefits of Sunday Parkways are also tied to the importance of this program. Our success in providing these events, is by helping people to discover just how fun it is to walk, bike, roll, and be physically active. This transfers over to everyday life encouraging people to build more activity into their lives and to consider transit options. Lowering reliance on a traditional car-dominated lifestyle not only helps to lower the city's greenhouse emissions from cars and trucks, but also assists in helping residents and visitors become aware and choose healthier means of travel.

Sunday Parkways shows off Portland's premier family-friendly bicycle routes called Neighborhood Greenways. The events are anchored by Portland's beautiful parks on these six- to nine-mile routes with no start or end.

SUNDAY PARKWAYS MISSION

"Portland Sunday Parkways promotes healthy active living through a series of free events opening the city's largest public space -- its streets -- to walk, bike, roll, and discover active transportation."

"Portland Sunday Parkways fosters civic pride, stimulates economic development; and represents the community, business and government investments in Portland's vitality, livability, and diversity."

SUNDAY PARKWAYS VISION

The purpose of Sunday Parkways is to provide a space to be active, safe, and have fun. The events should be used as a pathway for participants to learn how to incorporate biking, walking, physical activity and active transportation choices into their everyday lives. This is also connected to helping the City of Portland meet its city wide goals, as outlined in The Portland Plan, of getting 70% of people active by 2035.

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Portland Sunday Parkways is a beloved Portland tradition. Sunday Parkways is modeled after Bogotá, Colombia's Ciclovías held every Sunday on 70 miles of streets. As part of a growing movement called "Open Streets", Sunday Parkways staff promote and advise cities and towns across the country to craft their own "Open Streets" initiatives. To date there are 120 cities in the United States that run "Open Streets" programs.

2015 PORTLAND SUNDAY PARKWAYS HIGHLIGHTS

2015 was a year full of new things and tried and true strategies designed to get people out engaging in fun, physical activity in Portland's vibrant neighborhoods. PBOT introduced its newest Willamette River bridge – Tilikum Crossing, *Bridge of the People* with a series of events including a Portland Sunday Parkways. Thousands came out to get their photo taken at the base of the bridge – the perfect photo – at the Kaiser Permanente photo booth. These pictures show the happy and healthy folks who treasure Sunday Parkways and the physical activity it brings to their family and friends.



This year Sunday Parkways showed off five new activity areas/parks. Chief among them was the newly completed K^hunamokwst Park in Northeast in the largely Latino neighborhood of Cully. Andando en Bicicletas en Cully (ABC) group took over a third of the park to run the popular bi-lingual bike fair. The Tilikum Crossing/Sellwood route highlighted three parks including Westmoreland with its incredible new fish habitat/wetlands that has already attracted salmon back into the creeks and streams within the park. PBOT partnered with the Parks Bureau and the Bureau of Environmental Services to host the Salmon Celebration as part of Sunday Parkways

“Finally, having joined the mayor and others on Sunday at Sunday Parkways, it’s exhilarating to be on these low-impact streets and be able to ride safely. I mean, it’s transformational. A Sunday with all of the precautions we take is not how it exactly works during a normal work day but it sort of reminds us what it is to be on a dedicated bike pathway that’s safe. That ought to be the goal.”

City Councilmember Nick Fish

The volunteer program grew to include new volunteer leaders in the parks as well as a cadre of office volunteers that enabled Sunday Parkways to do more outreach across the season. This was coupled with a Master Recycling effort with the Bureau of Planning and Sustainability to get a baseline of how Sunday Parkways manages its waste to set up the next season for implementing a volunteer-led compost, recycling, and garbage strategy to reduce trash going into the waste stream.

In its eighth year of operation, Sunday Parkways continues to grow – 2015 saw the highest attendance ever with 119,000 participants enjoying the 37.5 miles of traffic-free streets.

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Background

Portlanders take great pride in their city. We are leaders in the green economy and active transportation. We have vibrant local business corridors and active community organizations. Sunday Parkways provides the opportunity to highlight all of these amazing assets during these safe, fun and wildly-popular community events.

In addition to the thousands of Portland area residents who attend each year, Sunday Parkways turns Portland neighborhoods into tourist destinations. Sunday Parkways is listed among the top things to do in Portland by the travel guide company Lonely Planet and has been part of Alaska Airline Magazines profile of what to do in Portland. These highlight Portland as a walkable, bikeable and healthy living city. Cities around the country have come to expect Portland to lead with smart innovations and ideas. Health, transportation, recreation, environmental, community and safety interests all benefit from these kinds of strong partnerships implementing Sunday Parkways.

The long-term transportation, health and community benefits are tremendous. When people discover just how much fun it is to walk, bike, roll, skate, and stroll (again) and how easy it is to be physically active during Sunday Parkways, they are choosing to experience “Sunday Parkways Every Day” – walking to the store, riding their bikes to work, playing in the parks – incorporating physical activity into their everyday lives.



Sunday Parkways Walkers on Neighborhood Greenway



Sunday Parkways offers five opportunities for neighbors to get out and stroll or bike or skateboard or roll without car traffic. Portland held the first successful Sunday Parkways in the nation in June 2008 with 15,000 participants.

Sunday Parkways are defined as “soft” street closures where residents along the routes have access to their driveways, but all others are restricted from driving on the street. This creates a reasonably traffic-free environment where families can feel comfortable having their children literally play in the streets. Routes include many Neighborhood Greenways and other car-free or

car-light roadways where people can bike, walk and roll safely every day.

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Sunday Parkways Goals

The goals outlined in this portion of the report discuss Sunday Parkways overall program goals.

- Increase the health and physical activity of all Portland residents
- Reduce dependence on the car for all transportation trips while increasing partaking in active modal choices such as biking and walking
- Prioritize participation and outreach to low income, communities of color, youth and older adults in order to reduce risk for disease such as diabetes, heart disease and obesity by increasing physical activity among this populations
- Increase neighborhood awareness and raise acceptability of bicycling and walking as modes choice on a neighborhood level
- Introduce new cyclists and walkers to ideal low-traffic streets such as Neighborhood Greenways
- Increase neighborhood economic activity and opportunities for local businesses
- Increase environmental and climate change awareness
- Increase neighborhood mobility and livability
- Increase awareness and messaging regarding healthy eating as part of healthy living
- Showing off parks, open spaces and transportation infrastructure – providing placemaking while promoting physical activity and contributing to city livability and connectedness



Kaiser Permanente Photo Booth

SPECIFIC PROGRAM EVALUATION METRICS FOR 2015

Goals and Performance Measures

- **Goal:** Reach all Portland residents at least three times with messages about Sunday Parkways and messages related to healthy activity, transportation options, and climate change through media, mailings, flyers, internet and email venues.
Actual: Extensive coverage by local media as well as online communications and social media helped reach this goal in 2015.
- **Goal:** Recruit 100,000 participants to walk, bike, skateboard, roller skate/blade, and roll (in a wheelchair) for all five events for 2015.
Actual: 2015 saw more participants than in any of the previous seven years with 119,000 over five dates. This is primarily due to add the new route in September that incorporated the Tilikum Crossing Bridge and Sellwood neighborhoods and increased engagement in East Portland.
- **Goal:** Involve 350 community groups including schools, health organizations, physical activity/bicycling/walking/disability groups, places of worship, seniors, neighborhood and area business associations, agencies and utilities and other community organizations in the planning and

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implementation of the program.

Actual: Sunday Parkways outreach staff enlisted the help of an intern and key volunteers to reach out to 346 of places of worship and community organizations to invite them to participate and bring activity and support to the program.

- **Goal:** Prioritize and engage 25 community organizations or agencies that serve under-represented communities particularly communities of color, Latino, low-income families, immigrants, and refugees.

Actual: This goal was met through the outreach work and the efforts of the volunteer program. This year the volunteer program reached out and involved several new organizations and groups that work with communities of color and low-income residents. Data is still being gathered at this time.

- **Goal:** Involve area businesses in participating and supporting the program including bicycle or athletic shops, healthy food purveyors, medical or health practitioners, car sharing, physical activity businesses, and others.

Actual: There is a long list of brick and mortar and mobile cart businesses that participated this year. Two hundred vendors made the marketplaces come alive.

- **Goal:** Reach all area residents within two blocks of a designated route at least seven times with Sunday Parkways messages.

Actual: Met through mailers, newsletters, online and traditional media communications.

- **Goal:** Place 150 media stories and calendar listings in area papers, newsletters, radio and television outlets.



Actual: As of September 1, there were 123 stories with dozens more for the final date.

- **Goal:** Engage 750 volunteers with 4,800 volunteer hours.

Actual: Met 814 volunteers with approximately 5,085 volunteer hours worked with Sunday Parkways this year.

- **Goal:** Provide feedback on increased interest in physical activity and healthy eating through surveys, blogs, and other methodologies

Actual: The first four events surveys demonstrate this was accomplished. A full analysis of the surveys done at each event is forthcoming



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Program Activities and Accomplishments

SUNDAY PARKWAYS PARTICIPANTS

In 2015, 119,000 participants walked, biked, rolled and enjoyed Sunday Parkways. All five mostly sunny events were wonderfully successful with record-breaking attendance at the May date in East Portland with 16,250 and 28,000 in September in the Tilikum Crossing to Sellwood event. The three other dates had attendance of 31,000 in North Portland, 22,250 in Northeast and 21,500 in Southeast.

The program has become a staple for the neighborhoods that host them with neighbors organizing their own front lawn barbeques, block parties and even weddings to coincide with the events along and adjacent to the routes. Friends and family gather together, ride or walk the route, play at the activity areas and then go back to their homes and watch the crowds of participants ride by.

2015 EVENT HIGHLIGHTS

Each Sunday Parkways in the five sections of the city have the same basic design including three to four neighborhoods, six to nine miles of traffic-free streets, four or five parks or activity areas, marketplaces, stages, music, food, and fun activities for the whole family. That said, each event reflects the specific culture of each of the host neighborhoods. Below are some highlights of each of the five events.

East Portland Sunday Parkways

May 10, 2015 – Mother’s Day

East Portland with its traditionally difficult conditions for bicycling and walking is being remade with newly built Neighborhood Greenways, a highly active East Portland bicycling committee, expanded Safe Routes to School programing and investements in infrastructure, and, of course, Sunday Parkways.

This year’s East Portland event saw the largest number of participants of any May event and any event in East Portland. There were numerous activities that moms and whole families could enjoy including a soccer tournament held all day in Bloomington Park (see next page), Zumba classes provided by the Portland Parks and Recreation East Portland Community Center, and Partyworks brought out an inflatable house for the kids to play and jump. The Bureau of Environmental Services again hosted the Foster Flood Plain Area activities and gave away the “fish hats”.



Lents Neighborhood Volunteers

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2015 PORTLAND WORLD CUP SOCCER TOURNAMENT RETURNED TO EAST PORTLAND SUNDAY PARKWAYS ON MAY 10TH

There is no doubt about it. Soccer is a global sport. Here in Portland, it offers a special opportunity to bring New Portlanders from across the world together to build a future in their new home through this Parks & Recreation Program. That is why Sunday Parkways partnered with Portland Parks for New Portlanders (PPNP) in its second year: to integrate New Portlanders into Portland's well-built community for better cultural understanding and the creation of sense of belonging.

PPNP has been created to help build community and connections that assist New Portlanders in becoming self-sufficient, empowered, and successful through a support network for new Portlanders. The vehicle of choice is soccer, which allows for youth regardless of language barriers, cultural differences, and social status to communicate. The broader PPNP program also brings resources to Non-English speaking parents and helps them create bonds with other families who share their experience.

Last year, the Portland World Cup Soccer program showed its diversity by engaging kids from 22 countries who speak 26 languages. In total, the program has reached 2,000 youth and more than three dozen under-served, under-represented and low-income communities. This year, players came from Mexico, Iraq, Congo,



Somalia, Senegal, Eretria, Bhutan, Burma, Togo, Afghanistan, Ethiopia, Russia, Ukraine, Iran, Saudi Arabia, Iraqi-Kurdish and more. This soccer tournament not only celebrated the journeys of each participant. It also was a celebration of us all, no matter when we first called Portland home.

There were two exciting games. The first started at 11: 00 am with the girl's tournament: Racers vs Aztecas. It was followed by the boys' tournament at 12:00 pm: Eagles vs. IRCO.

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North Portland Sunday Parkways

June 21, 2015 – Father’s Day

This year the second date happened to be on Father’s Day. Sunday Parkways took advantage of this highlighting ways that fathers and their children could come out and participate and spend the day having fun. The news media wrote about our star Superhero Coordinator, Curtis Roth (second from the left) who volunteers with his son to provide support and troubleshoot issues along one mile of the route. Curtis and his son love the time they get to spend with each other supporting a community activity that they get to do together on their bikes.



Fathers and Sons Volunteering Together at Sunday Parkways

North Portland again saw the largest attendance on this 9.5 mile route at 31,000 people. It incorporates five activity areas/parks: Peninsula, Arbor Lodge, McCoy, and Kenton Parks plus the Willamette Bluff overlooking the river and Forest Park.

NE Portland Sunday Parkways

July 26, 2015

Northeast Portland Sunday Parkways is an 8 mile route adjusted this year to include a new part of the Going Street Neighborhood Greenway and the new traffic signals for bicycling and pedestrian movements along this quiet neighborhood corridor. 22,250 participants came out on this partly cloudy day.

Northeast Portland’s community has been hard at work revitalizing the Cully neighborhood. This year, at Sunday Parkways, participants had the opportunity to enjoy one of the newest Portland Parks: K^hunamokwst Park. There Andando en Bicicletas en Cully organized its Bi-lingual bike fair and neighbors got a chance to play on the new play structures and grounds in this new park.



K^hunamokwst Park Activity Area

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NORTH PORTLAND AND THE LATINO NETWORK

This past, July Latino Network had the opportunity to collaborate a community project with Portland Bureau of Transportation and Sunday Parkways for the first time.



When the opportunity to partner with these agencies presented itself, my team (Family and Youth Engagement) and I were extremely eager to connect this activity with our program participants and the Latino community.

Our goal was simple; we wanted to bring our community together around a fun activity, while perhaps even exposing families and youth to something new that everyone could enjoy.

The day of the event we saw a total of 12 participants that consisted of our program participants, agency staff and their families come together for a day of cycling, exploration, health and fun!

As the lead coordinator of this event for Latino Network and also a year round cyclist, it took a lot of work to pull everything together but it was a beautiful thing to see everyone enjoying themselves for the day.

Speaking on behalf of Latino Network, I want to say that this is something we wish to continue having for our participants and their families. Our friends at Portland Bureau of Transportation and Sunday Parkways helped make this possible for all of us by providing their support, time and a dozen bicycles and helmets for all of us to be able to enjoy the event.

We look forward to future collaborations with our partners, thank you so much!

Justinian Ramos
Youth Engagement Specialist
Latino Network



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Southeast Sunday Parkways

August 23, 2015

Southeast Portland affords Sunday Parkways a chance to engage some of most bike-friendly parts of Portland with its long-time established bikeways on Ankeny and Salmon Streets as well as some of the newer ones on Clinton Street. The community comes out to play in the streets with all manner of two-wheeled conveyances.

This year, with limited available police resources, Sunday Parkways implemented a new way to manage the participant and vehicle traffic without officers or certified traffic flaggers. Three intersections with traffic signals were chosen so volunteers could hold up participants when the light turned red and then let everyone through when the light was green. This protocol is used throughout Latin American cities to control intersections and proved to be a great pilot.

The Southeast was somewhat smaller this year because of an air quality event. The day before the event, the air quality was “unhealthy”. With a team of agencies including PBOT, Multnomah County Health, Portland



Emergency Management and the Department of Environmental Quality, the decision was made at 6am on Sunday Parkways day to go ahead with the event as the air quality had changed overnight to the “moderate” level. The critical factors here were to keep the volunteers, staff and vendors who would be spending hours out working hard at the event from exposing themselves to unhealthy air.

Tilikum Crossing/Sellwood Sunday Parkways

September 27, 2015

Portland built a new bridge across the Willamette that carries bicyclists, walkers, MAX trains, streetcars buses and no cars. Twenty-eight thousand participants came out to enjoy this new bridge and also visit the Salmon Celebration that bookended the route at Westmoreland Park. This Celebration represented a very successful collaboration between several city bureaus, non-profits, and agencies as well as Native American groups.

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TILIKUM CROSSING BRIDGE OF THE PEOPLE AND WESTMORELAND PARK SALMON CELEBRATION



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NEIGHBORHOOD OUTREACH AND EARNED MEDIA

Sunday Parkways outreach efforts reached every Portland resident at least three times. Most were reached via the extensive media coverage, social media and other web-based communication tools both before,

during and after the events. Prior to each event two Sunday Parkways pieces were distributed to residents in each area of Sunday Parkways: mailers to all area residents. Additionally for all households along a new route or new part of a route, a door hanger was dropped off as well.



Five hundred Sunday Parkways posters were posted and 20,000 general Sunday Parkways flyers were distributed in Portland venues including community centers, bike shops, libraries, local businesses, community events, school-based health centers, and coffee shops. An additional 5,000 flyers in Spanish were distributed during events and to organizations, churches, and other venues with Spanish-speaking members, customers and visitors.

Eight new on-route Sunday Parkways route maps sponsored by New Relic and 20 smaller corner intersection signs were used to help guide participants throughout the day.

Sunday Parkways continues to grow its social media presence. Currently, Sunday Parkways has 9,359

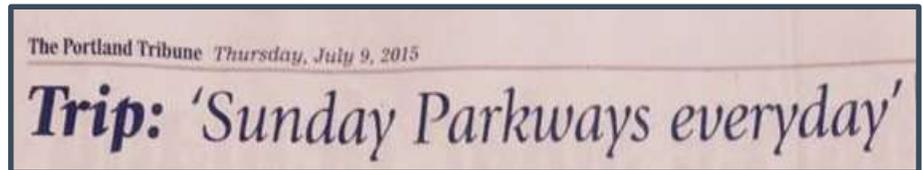
Facebook "Likes" and 1,770 Twitter followers. PortlandSundayParkways.org is again the most popular web page in the City of Portland PortlandOregon.gov website. Portland Sunday Parkways' five e-newsletters were sent to 9,000 Portland area residents. Additionally, nine volunteer e-newsletters were sent to 1,200 active volunteers. Active Transportation Division sent out ten email blasts to the 13,500 former and current SmartTrips Portland residents who have requested information in the past about active transportation.

Outreach Items	# Distributed
SP Posters	500
SP Flyers (English)	30,000
SP Flyers (Spanish)	5,000
SP Mailers	147,000
SP Door hangers	1,500
SP Volunteer t-shirts	1,000
SP Bandanas	300
SP Banners	8 per event
SP Route Maps Signs	20 per event
SP Driver Flyers	10,000

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Data is still being compiled on the number of stories and calendar posting one both traditional and social media at this time. **Through September 1st, Sunday Parkways garnered over 12 million media impressions.**

Every place of worship in the area effected by Sunday Parkways received two letters, plus phone calls. If needed, Sunday Parkways posted signs that gave members who wanted/needed to drive on that particular Sunday detailed information on the best routes to get to their place of worship.



Though September 1st there were over 123 media stories, calendar listings, blogs and other news venues ranging from national, state, regional and local papers, radio and television. Primarily, the messages were about getting families out on their bicycles and in the parks to enjoy the fun physical activities offered. The announcement for the season garnered the most press followed by the new Tilikum Crossing/Sellwood September event and then the May Mother's Day event.

This year Sunday Parkways garnered increased coverage on television stations some with pre-event promotional stories and many with wrap ups with the success of the events. As Portland Sunday Parkways has become an institution, the media has reliably covered these events before and after the events.

Media outlets and venues included:

Print, Television and Radio

- The Oregonian
- Portland Tribune
- The Portland Mercury
- Portland Business Journal
- New York Times
- Alaska Airlines Magazine
- Portland Monthly Magazine
- Portland Curbsider News
- Hollywood Star News
- St Johns Review
- Lake Oswego Review
- NW Kids Magazine
- Sun Times Network

- KATU Television
- KGW Television
- KOIN Television
- KPTV Fox
- KEX Radio
- KXL Radio
- KINK Radio
- KBOO Radio

Internet/Online (Partial list)

- Oregonlive.org
- BikePortland.org
- PDX Pipeline
- Metro Parent

- Travel Portland
- Constructing Hope
- ORBike
- Kaiser Permanente Share
- Bicycle Transportation Alliance blog
- Dave Knows Portland
- GoLocalPDX
- Neighborhood Notes
- Red Tricycle
- Metro News
- Momentum Magazine
- Portland Transport
- Walkabout Magazine

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Bollywood Dance with DJ Prashant

PHYSICAL ACTIVITIES

Getting residents outside to engage in healthy physical activities is a primary goal for Sunday Parkways. Sunday Parkways routes are designed to include four or five activity areas in parks and other open spaces. In partnership with the Bureau of Parks and Recreation, fitness and dance classes were held with Parks fitness instructors.

Participants danced, stretched and Zumbaed. These activities were very popular with large, enthusiastic classes and great participation. Parks also provided other activities: Senior Bikes, basketball clinics, skate ramps and rails, climbing wall, games, children's obstacle course, splash parks, and climbing structures. .

Most take this car-free opportunity to ride their bicycles, stroll and jog along the avenues. There are also wheelchair users, roller skaters, street skiers, unicycle riders, and all manner and shape of two, three and four wheel conveyances. Anecdotally and from surveys, many participants have not ridden their bicycles in years or have just discovered parks near their neighborhoods that they did not know about to take their children to play. They see just how safe, easy and convenient it is to ride their bikes or walk to a nearby park to be physically active and have some family recreation time.

Sunday Parkways have become the defining events for when numerous small children have mastered riding a two-wheel bike.

Activities from vendors, community groups, health practitioners and agencies included:

- | | |
|-----------------------------|-------------------|
| Climbing wall | Bollywood dancing |
| Disc Golf | Hand cycles |
| Slack lines | Stilt walking |
| Zumba classes | Zuma classes |
| Skateboarding ramps & rails | Tai Chi classes |
| Bike skills track | Unicycle riding |
| Bouncy inflatable house | |
| Juggling | |
| Soccer | |
| Boot camp demo classes | |
| Obstacle courses | |
| Hula hooping | |



Circus Cascadia Kids Circus

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VOLUNTEER PROGRAM

The events require significant volunteer support on the day of the events as well as organizing the community prior to the events. Sunday Parkways engaged volunteers in 1,316 volunteer shifts with 5,085 volunteer hours by 814 individual volunteers. Volunteers are recruited, managed and trained by Axiom Event Productions in close coordination and with resources from the Active Transportation Division. Other businesses and community organizations provide a significant number of volunteers for their activities in the parks and along the routes. These volunteers are not included in these estimates of volunteers that make Portland Sunday Parkways a success.

All volunteers were trained online upon registration and again on site for each event. Volunteer guides, maps and other resources were provided to each volunteer along with snacks, water and a t-shirt. Only volunteers could obtain the popular Sunday Parkways pink t-shirt. Volunteers who work more than three shifts receive the limited edition 2015 Portland Sunday Parkways bandana.

The number of lead volunteers expanded from 13 to 23. Superhero Coordinators are trained and deployed to assist with on-route management of the volunteers. Each Coordinator managed approximately one mile of route. This has become a vital role in effectively managing the seven to nine mile routes. Information Booth Coordinators manage all activities at the Information Booths.

Organizations and companies volunteered as groups or set up tables on route while volunteering. Sunday Parkways offered \$20 to \$25 per intersection per shift donated to organizations in our priority groups such as communities of color, low-income, immigrant and refugee communities, and Spanish-speaking groups. This amounts to over \$12,000 going to a broad range of community groups and constituencies to fill volunteer



spots. Groups who were not in a position to afford the \$125 vendor fee took advantage of the volunteer opportunity to staff an intersection with their community group, as well as promote their organization and its goals to participants.



Mayor Charlie Hales and Intersection Superhero Volunteers

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VOLUNTEER LEADERSHIP BUILDING AT SUNDAY PARKWAYS - WOMEN



Sunday Parkways made it a priority this year to reach out to fill as many of its high-level volunteer leadership roles as possible with strong, engaged women from Portland's cycling community.

This role, that of Superhero Coordinator, is the secret to Sunday Parkways' success as an event. It entails spending the day at Sunday Parkways teaching, organizing, distributing, supporting, and generally building rapport with volunteers, managing route logistics, and riding 15-20 miles with a partially loaded trailer. The

volunteers who perform this role are, every one of them, some of the most amazing people in the City of Portland— and many amazing women have performed this role over the years. The effort to recruit female leaders for Sunday Parkways is about much more than simply gender-balancing the Sunday Parkways volunteer base. It's about the core mission of Sunday Parkways to build community and foster connections among the citizens of Portland, half of whom are women. It's about maintaining the diversity of perspectives that help make any community stronger, more intelligent, more versatile and capable. It's about fostering female leadership in a male dominated bike culture and the wider culture in which we live. It's about fostering professional relationships among female leaders.

The volunteer organizers made an impassioned request through many different networks, some directly connected to Sunday Parkways, and some completely separate. The response was encouraging: the number of women volunteering for and expressing interest in the higher-level roles across the event doubled between East Sunday Parkways and North Sunday Parkways. The attention paid to specifically engaging female volunteers continued to result in new connections throughout the season, and has put Sunday Parkways in an excellent position to begin 2016 with the strongest female volunteer leadership the event has seen so far..



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BUSINESSES OUTREACH

All neighborhood business and neighborhood associations recognized by the City's Office of Neighborhood Involvement were contacted via phone, email, business association meetings, mailings, and/or event flyers. Participants got a chance to shop, eat and converse with local businesses and organizations while leaving the parks set as activity zones.

The number and diversity of vendors averaged 84 vendors per event. Vendor fees for the 2015 season added up to \$38,323. Sunday Parkways staff worked with organizations and businesses focused on minority and up and coming entrepreneurs to fill in the food and business vending slots at all the parks and Marketplaces. All Marketplaces sold out before the events.

Sunday Parkways provides an outstanding opportunity for a local business, community organizations and agencies to reach thousands of happy, smiling faces with their products, services or messages.



We support all 5 events, and have for several years. Why?

The brand-building impact on 10,000 families who stroll by sets us apart from every competitor by (1) showing commitment to the local community (versus the national competitors who have no local presence, or freelance tutors who are sole proprietors) and (2) demonstrates a standard of professionalism in an industry with no standards/regulation/licensing. When a prospective client family is considering inviting a stranger into their home to sit alone with their loved ones, it's an emotional purchase, and they sure want a trusted, safe, education partner. That's the main benefit.

A secondary benefit is a marketing one, creating tutor leads and student/family leads for the immediate or near future. As example: Sunday's event already produced a French tutor candidate and a biology student candidate, both of whom we need and seek out!

Third, the staff here like me happens to enjoy the attending the events as a participant... meeting the community, eating, drinking, cycling, juggling, entertaining and being entertained!

Mark Seker, - Tutor Doctor of Portland

2015 PORTLAND SUNDAY PARKWAYS

FUNDRAISING AND SPONSORSHIPS

Fundraising for Sunday Parkways remains a small but important part of the Sunday Parkways fund and friend-raising program. These activities include donation buckets at each information booth, a fundraising mailer that coincides with the opening of the first event along with a year-end fundraising appeal. Phone banks have proven to be successful too. Approximately, \$20,620 donations were raised for the season.

In 2015, 24 businesses, agencies, and non-profits sponsored Sunday Parkways. This included many of long-time supporters led by Presenting Sponsor Kaiser Permanente, and season-wide Advocate Sponsors Bike Gallery, Clif Kid, NW Natural, Whole Foods, and Metro. Several new season-wide sponsors joined this year including: AAA Oregon/Idaho, New Relic, Lam Research, Umpqua Bank, and Spinlister. TriMet made a significant contribution both with logistics support as well as sponsorship for this year's popular Tilikum Crossing Bridge event in September.

Presenting Sponsor: Kaiser Permanente

Promoter Sponsors: New Relic, AAA Oregon/Idaho

Champion Sponsor – Tilikum Crossing/Sellwood event: TriMet

Advocate Season-wide: Bike Gallery, Car2Go, Clif Kid, Lam Research, Metro, NW Natural, Spinlister, Umpqua Bank, and Whole Foods Market

Advocate Event Sponsors: Bureau of Planning & Sustainability, Franz Bakery, and Bureau of Environmental Services

Supporter Season-wide: AARP of Oregon, Bureau of Emergency Management, Everett Custom Homes, Fire and Rescue Bureau, and Zipcar

Supporter Single Events: Portland General Electric and IKEA



2015 PORTLAND SUNDAY PARKWAYS



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Sunday Parkways Program Budget

SUNDAY PARKWAYS 2015 ACTUAL (ESTIMATED TO DATE*)			
Materials and Services	Per event	Budget for 5	
Logistics Traffic Control	\$23,380	\$116,900	
Volunteer Organizing	\$21,153	\$105,763	
Community Outreach	\$9,259	\$46,295	
Day of Event	\$8,075	\$40,373	
Total of M&S	\$61,866	\$309,331	
Staffing			% FTE
Coordinator/Program Manager	\$9,260	\$46,301	40%
Senior Planner	\$11,578	\$57,888	60%
TDM Assistant (Mapping)	\$2,398	\$11,989	20%
TDM Assistant (Organizer)	\$10,000	\$50,000	100%
TDM Staff Overtime	\$413	\$2,064	
Total Staffing Costs	\$33,648	\$168,242	
Costs Grand Total	\$95,515	\$477,573	
Income			
City of Portland		\$163,500	
Kaiser Permanente Grant		\$100,000	
Activity and Food Vendors	\$7,665	\$38,323	
Individual Contributors	\$4,190	\$20,950	
Community Sponsorships		\$154,800	
Income Total		\$477,573	

*As of September 29, 2015 with the final billings for last event estimated.

Appendices

[Route Maps](#)

[Sunday Parkways Poster](#)

[Website Links](#)

2015 PORTLAND SUNDAY PARKWAYS

2015 PORTLAND SUNDAY PARKWAYS

East Portland Route Map



North Portland Route Map



2015 PORTLAND SUNDAY PARKWAYS

Northeast Portland Route Map



Southeast Portland Route Map



2015 PORTLAND SUNDAY PARKWAYS

Tilikum Crossing/Sellwood Route Map



2015 PORTLAND SUNDAY PARKWAYS

2015 Sunday Parkways Poster



2015 CITY OF PORTLAND *Sunday* PARKWAYS

PRESENTED BY KAISER PERMANENTE

SUNDAYS 11 AM - 4 PM

MAY 10 East Portland

JUN 21 North Portland

JUL 26 Northeast Portland

AUG 23 Southeast Portland

SEPT 27 Tilikum Crossing/Sellwood

Get out and be active right in your neighborhood. Walk, bike, run, roll, meet your neighbors and enjoy entertainment in parks and along the routes.



Sunday Parkways is brought to you by:



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2015 PORTLAND SUNDAY PARKWAYS

2015 Website Links

Portland Sunday Parkways Website

PortlandSundayParkways.org

Portland Sunday Parkways Donations

portlandoregon.gov/transportation/sundayparkways

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twitter.com/sundayparkways

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