Sunday Parkways 2009 Evaluation Report

The Portland Bureau of Transportation implemented three Sunday Parkways events this last summer on June 21, July 19 and August 16 in North, Northeast and Southeast Portland neighborhoods. These circular routes in Portland neighborhoods are where families and neighbors could walk, bike and enjoy being physically active in a car-free environment.



The concept of Sunday Parkways has been a perfect match for Portland. It highlights Portland as a walkable and bikeable 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 a strong partnership implementing Sunday Parkways. Adding a regular opportunity to get out and stroll or

bike or skateboard without car traffic responds to the demand for more opportunities to be physically active in their own neighborhood.

Sunday Parkways are defined as "soft" street closures where residents along the block 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 play in the street. In Bogotá, Colombia major streets are closed. In choosing routes in Portland, the priority has been low-traffic, non-



transit streets with few businesses or churches along the route.

Sunday Parkways Goals

The primary goals for the project were:

- ★ Increase the health and activity of Portland residents
- * Reduce dependence on the car for all transportation trips
- ★ Increase neighborhood awareness and raise acceptability of bicycling and walking as modes of travel
- ★ Increase environmental and climate change awareness
- ★ Increase neighborhood mobility and livability



Reach all Portland residents at least three times with messages about Sunday Parkways and messages related to physical activity, climate change and transportation options through media, mailings, internet and email venues.

✓ With numerous media stories from the Oregonian, Willamette Week, and all three major television news stations, mailings, postcards and door hangers reaching 50,000 households, and extensive internet communications meant that most Portlanders heard or read about Sunday Parkways at least three times.

Recruit 15,000 participants per event to walk, bike, skateboard, roller skate/blade, and wheel (in a wheelchair) on the day of the event.

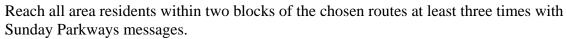
Volunteers performed counts on the routes to determine how many individuals rode and walked or used another mode during the events. These tallies showed that North Portland in its second year hosted 15,000 participants on the streets and in the parks. Northeast Portland saw 22,000 people and Southeast had 25,000

residents. About 25% of the participants were non-bicycle riders.

Involve neighborhood associations and other community organizations in the planning of the programs.

All neighborhood and business associations encompassed in the routes participated and/or supported Sunday Parkways. There were dozens of community groups, churches,

advocacy organizations and agencies that played a role in helping make the events a success. Programs for the events are appended to this report.



All Sunday Parkways neighbors received two door hangers and two mailers about the events. Additionally many of the neighborhoods printed information in their newsletters letting residents know about the event and how they could get involved.

Place five media stories in area papers, newsletters, radio and television outlets.

☑ The Oregonian, Willamette Week, Portland Mercury all ran positive stories and/or notices for all three events. The three major news stations, KGW, KOIN, and KATU all reported on the three events as successful and enjoyable activities for the community. BikePortland.org, PortlandTransport.org, UrbanMomma, and many other blogs got the word out. There were also stories in some of the neighborhood



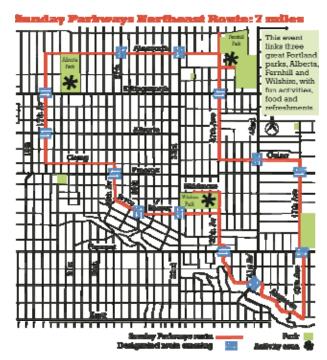
newspapers such as Southeast Examiner, The Sentinel, Asian Reporter and more printed stories about Sunday Parkways.

Project Components

Route Planning and Logistics

Staff identified issues that needed to be addressed in choosing appropriate and workable routes. Sunday Parkways streets were selected for flat topography, low-traffic streets, few churches and houses of worship along the routes, no or minimal transit routes, and adequate street width and route length to accommodate the thousands of participants. These draft routes were vetted with community and neighborhood groups along with traffic safety staff and Portland Police. (See attached route maps.)

Routes were seven to eight miles in length with minimal or no interruption of transit service. Police bumped through



traffic on all the major streets to keep cars and buses moving. The Special Events staff created a traffic control plan for the Maintenance Operations Group to follow to distribute the 1200 barricades needed for each event. Volunteers set up and took down barricades and guided residents to their nearest street to cross the routes.

Community Organizing

PBOT organized neighborhoods, community organizations, schools, churches, bicycling, walking, and disabled community groups, environmental, volunteer organizations and service groups to involve them in the planning and implementation of the events. Several neighborhood groups led their own organizing efforts to create activities for Sunday Parkways to both to show off some of the best neighborhood amenities and involve residents.

Kenton neighborhood hosted a Sunday Parkways Café to brainstorm ideas on how Kenton neighborhood would participate and contribute to Sunday Parkways. Arbor Lodge, Beaumont-Wilshire, Buckman, Concordia, Kerns, Laurelhurst, North Tabor, Piedmont, and Sunnyside Neighborhood Associations all organized their own activities in the parks.

Through a partnership with the City's Human Relations office and the Immigrant and Refugee Community Organization 75 new young Portland residents took part in Sunday Parkways as volunteers and participants. This partnership extended to the Portland Police Bureau who worked with the families and youth to build trust and understanding and

make positive connections with each other. Sunday Parkways staff trained these "Junior Cops" to help monitor traffic along the route and to cheer on the crowds of participants.

Flyers in Spanish were printed and distributed to shops, churches and other venues where Spanish speaking Portlanders live, congregate and recreate. Additionally, presentations were given at several community groups and churches in Spanish by Sunday Parkways staff.

Parks Activities and Vendors

Portland Parks and Recreation opened three parks abutting the routes for each Sunday Parkways. At each park about 15-25 different "activity vendors" either engaged in a physical activity or promoted the messages regarding healthy active lifestyles, transportation options, community building and/or the environmental stewardship.



Food vendors were recruited from the local community. Food vendors were specifically recruited from disadvantaged and minority community networks such as the women from Project Hope, an organization which helps Latina women become entrepreneurs.

Volunteer Recruitment and Management

The project required significant volunteer support on the day of the event as well as organizing the community prior to the event. Approximately 4,455 volunteer hours or about 890 individual volunteers were utilized for the three events. Four volunteer



coordinators on the day of the events plus Options staff managed and scheduled them. ORbike contributed by allowing Sunday Parkways volunteers to sign up through their online volunteer sign up program which made signing up more uniform and efficient.

Two volunteer trainings per event were held the Wednesdays and Saturdays before the Sunday Parkways to orient volunteers to

their tasks and ensure that they understood the rules for safety. See the Resources section for the volunteer tasks and breakdown of hours/shifts.

Volunteers who helped out with three shifts or more received a commemorative 2009 Sunday Parkways bandana; 250 of the 890 volunteers received one. These were much coveted prizes sought after by volunteers.

Sponsorships and Donations

In-kind and cash contributions for expenditures were solicited from transportation, health, fitness, advocacy, environmental, and community groups and businesses. Sponsorships and agency support amounted to \$236,450 plus \$21,999 in in-kind support including \$70,000 from Kaiser Permanente, \$30,000 from Metro, \$11,500 in individual contributions, and \$17,000 from the Portland Police Bureau.

PBOT permanent staff costs and \$6,400 in materials and services costs totaled \$79,450 for the three Sunday Parkways. ORbike, an event promotion and production company gave \$15,000 of in-kind support to recruit and sign up volunteers for all three events. Several other smaller items were donated for food for trainings and incentives for volunteers. (See attached for list of sponsors and contributors.)



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Individuals who donated \$40 or more received a 2009 Sunday Parkways commemorative bandana. A total of 125 individual donors gave \$40 or more to Sunday Parkways.

Partnerships

Opinion makers and leaders

- * The *Options* newsletter, a quarterly publication, is sent to Portland area Business Associations, Neighborhood Associations and major employers, as well as transportation, environmental, land use and advocacy leaders and local politicians. Sunday Parkways was featured in two newsletters.
- ★ Portland City Council adopted an ordinance in February 2009 allowing the bureau to
 - accept individual donations to support Sunday Parkways. Two hundred and eleven individuals made contributions along with approximately 350 people who contributed at the events' donation stations for a total of \$11,500.
- ★ Portland City Council accepted a Sunday Parkways Report to Council on October 21, 2009 highlighting the collaboration among city and regional government and the many community partners.



★ The Sunday Parkways Core Team was nominated for a 2009 Billi Odegaard Public Health Genius Award. This award is given by the Community Health Partnership, Oregon's Public Health Institute, and "is intended to honor individuals who have made a significant and lasting change in the field of public health" within the State of

Oregon. While Sunday Parkways team did not win, the nomination was announced and celebrated at the annual luncheon with 200 public health advocates and professionals. Additionally, the Sunday Parkways team received wonderful letters of support from Jennifer Dill of Portland State University, Pam Peck of Metro, Lillian Shirley of Multnomah County Health Department, Suzanne Briggs, and Chris Kabel of NW Health Foundation.

Community Groups and Neighborhood Associations

- ★ Phone calls, emails, mailings, presentations, maps, and event flyers were used to reach area groups. Flyers were translated into Spanish to promote family attendance.
- While many groups participated by staging an activity, they also promoted Sunday Parkways through their own networks. Those included the network of Office of Neighborhood Involvement neighborhood associations and District Coalition offices, Bicycle Transportation Alliance, Community Cycling Center, SHIFT, Elders in Action, Willamette Pedestrian Coalition, Rose City Roamers, Active Living By Design, Portland Wheelman, Mazamas, Portland Ultimate Frisbee Team, Portland Village School, the NAYA Center, Portland Pounders Wheelchair Rugby Team, and others.
- Bridge Pedal, Bicycle Transportation Alliance and Safe Routes to School teamed up to teach children (and a few adults) how to ride safely at each Sunday Parkways event. Children who did not have bicycles were provided one for the training and practice ride. This was complemented by other bike



Area churches and other houses of worship were contacted before the events to both notify them of the event traffic issues and to invite them to get involved. There were several churches that also participated by hosting an activity or water stations along the routes.

Businesses

All neighborhood business associations recognized by the Office of Neighborhood



- Involvement were contacted via phone, email, business association meetings, mailings, and event flyers.
- Two dozen local businesses signed up to either lead or support an activity. There were chiropractors, massage and physical therapists, acupuncturists, and yoga instructors. Boutiques, a credit

- union, food samples, and bike rental and repair were also there. Car sharing businesses, bike shops, athletic footwear and apparel shops also attended with fun activities. Businesses and vendors are listed in the appended program brochures.
- ★ Twenty five local food vendors participated at each event. Additionally, 25 entertainment providers performed most for low or no-cost at each Sunday Parkways.
- ★ Sponsorships were solicited from large and small businesses for both in-kind, staffing and cash support. (See attached list of sponsors and contributors.)

Health and Environmental Community

- ★ Transportation Options worked with Kaiser Permanente, NW Health Foundation to provide residents and employees with opportunities to learn about the benefits of physical activity. In addition to significant financial sponsorship, Kaiser Permanente supported Sunday Parkways with logistical and outreach support.
- ★ There were several health related businesses (see Businesses section above) that participated. Additionally, health and safety-focused non-profits such as the Lions Club, Ride Connection, and the American Cancer Society organized activities.



Environmental messages
were delivered through
Portland Parks with
Pesticide Free Parks, City
Agencies with Your
Sustainable City display,
ReDirect Guide, Sierra Club,
BES Tree Canopy and Clean
Rivers programs, Manifest
Gardening and Food
Sustainability Team,
Growing Gardens, and
SOLV.

Resources

Budget

Staff Person	Lead Role	Allocated Time
Linda Ginenthal	Program Management	15%
Rich Cassidy	Event and Logistics Manager	30%
Janis McDonald	Volunteer Manager and Organizer	30%
	Total Staff Time	.75 FTE
	Total Staff Costs	\$71,400
Logistics and Traffic Control		\$ 58,817
Outreach	\$ 70,078	
Day of event activities		\$ 36,155
	\$165,050	
	Total Expenditures	\$236,450

Sponsorships

		Cash	In-Kind
Kaiser Permanente	Presenting Donor	\$70,000	
Metro, Drive Less, Save More	Major Sponsor	\$30,000	
Good Sport/ORbike	Promoter/In-kind		\$15,000
Bureau of Environmental Services	Supporter	\$5,000	
NW Health Foundation	Supporter	\$5,000	
Common Ground Wellness Center	Contributor/Coupons		\$2,500
Cascade Pedicab	Contributor/Rides		\$2,500
Bike Gallery	Contributor	\$2,500	
OnPoint Credit Union	Contributor	\$2,500	
Yakima	Contributor	\$2,500	
adidas	Friend	\$1,000	
Clif Bar	Friend	\$1,000	
Milagros	Friend	\$1,000	
River City Bikes	Friend	\$1,000	
Alta Planning and Design	Donor/Food	\$500	\$350
LIFE Fellowship Church	Donor/Canopies		\$500
NW Natural	Donor/Canopies		\$500
Keen	Donor	\$500	
Zipcar	Donor	\$500	
¿Por Que No?	Donor & Food	\$300	\$200
REI	Donor	\$300	
Ninkasi Brewing	Food		\$250
St Cupcake	Food		\$94
New Seasons	Food Coupon		\$75
Food Front Cooperative Grocery	Food Coupon		\$30
Totals	\$123,600	\$21,999	

Grand Total \$145,599

Individual Donors

marriada Donors			
Dan Anderson	Michele Britton	Frank Charron	James Dewy
Eileen Argentina	Phyllis Brown	Cynthia Chase	Jennifer Dill
Michael Armstrong &	Ted Buehler	Celia Clause	Leigh Dolin
Laurie Paulsen	Ronald Buel	Amber Clayton	Jonathan Dubay
Matthew Arnold	Stewart Buettner	Mark Clift	Andrew Dyres
Bruce Barbarasch	Rex Bukholder	Roberta Cobb	Patty Farrell
Judith Beck	Robert Burco	Julia Congecre	Sharon Fekety
Monica Beemer &	Sarah Burgundy	Alice Corbin	Mary Fellows
Johanna Raymond	Marilynn Burke	Roland Couture	Hilary Forrest
Brett & Mike Turay	Carye Bye	Neal Craig	Jennifer Forrester
Bruce & Jennifer Birk	Hugh Bynum	Joan Crawford	Timo Forsberg
Mia Birk	Gretia Capri	Mark Curran	Karla Forsythe
John Bloss	Kim Carlson	Vaishali Daga	Stephen Fortunalo
Spencer Boomhower	Jason Carothers	Raymond Davis	Sarah Friedel
Dan Bower	Cynthia Carrell	Douglas Deaton	Karen Frost
Lew Bowers	Debra Carus	Matthew Denton	Jim Gambrell
Sarah Branum	Mark Castle	Gene Kunze & Chirsti	Will Ganschow
Ann Bremer & Earl	Jim Cavanaugh	Denton	Roger Geller
Molander	Alan Charlesworth	Jullian Detweiler	Jim Gerber

Marie Gibbons Diana Kerman Seth & Nikki Olson Nancy Stevens Victoria Gilbert Ron & Cally Kernan Scott Parker Bill Stites Linda Ginenthal Joe Kimble Jamie Parks Ian Stude Mark Ginsberg Marcine Kment Pam Peck Brian Sweeney Matt & Elaine Giraud Jeffrey Knapp Jim Peters **Brett Swift** Susan Girouard David Kottkamp Mary Peterson Arcellus Sykes Marni Glick James Labbe Robert Pickett Jace Thompson Anna Goldrich & Jim Tracy Laidley **Christine Poole-Jones** Lucas Thurston Matt Larson Michelle Povourow Susan Tillinghast Middaugh Monica Goracke Allan Lazo Susan Prochaska Erica Timm Lavinia Gordon Walter Lee Greg & Beth Raisman Verna Triller Josh & Emily Lighthipe Marvin Gordon-Lickey Tom & Linda Ralley Robert Tsunehiro Jay & Alison Graves Kathryn Lopresti Ruth Reimann Talbot Wallace Barb Grover Jen Luce **Bud Rice** Helen Warbington Chris Hagerman Jeff Mapes Pamela Riggs Bruce Watts Beth Hamon Anne Marsh Tonya Roe Marjorie Wazeka Esther Harlow Douglas Marsh Karl Rohde Ara Weller Barbara Harris Gloria Maynard Mike Romero **Brighton West** Janis McDonald Anna White Will Heiberg Steph Routh **Dewitt Henderson** Jeffrey McDowell Mary Rowan Kevin Whited Mark Hertel Anne McLaughlin Kris Schamp Collin Whitehead Daniel Miller Ben Schonberger Scott Hicks Kim Wier John Milliken Chad Schraufnagel Rob Wilder Isobel Hocket Beate Hoffmann Marcia Mirah Valerie Schuyler Emily Wilson Laurie Miskimins Eric Schwarz Darrick Wong Charles Holzweissig David Hopkins Jen Scott David Woods-Morse Melinda Moeur Cheryl Hummon Michael Yamada Marina Mont'Ros **David Seifert** Ben Hung Craig Mosbaek Mary Simon Kevin York **Brodie Hylton** Chris Myers & Laura Lori Singer **Buckman Community** Paul Jeffery Smover Nizar Slim Association Dean Johanneck Linda Nettekoven Caroline Smith Holst Architecture Keith Johnson Tim Neuwerth **Christopher Smith** Lloyd TMA Daniel Kaempff Jeff Smith North Portland Mark New Michael Keefe Jack Newlevant Ron Smith Bikeworks Susan Keil Sharon Nielson Sidney Smith Oregon 150 Shane Kennedy Kevin O'Hara Mary Lane Stevens Studio X, llc

Volunteers – Total 4,455Volunteer Hours

Approximately 310 volunteer shifts were needed on the day of the event. Additionally, volunteers were needed to contact residents along the route.

- ★ Sixty intersections with three volunteer shifts per each intersection leg (360 shifts of three hours each for three events or 3240 volunteer hours)
- ★ Forty-five volunteer shifts for along the route monitoring and activities in the Parks (45 volunteers for three hours for three events or 405 volunteer hours)
- ★ One or two Options tables in Parks with 2.5 hour shifts (12 volunteer shifts for 2.5 hours for three events or 90 volunteer hours)
- ★ Set up and clean up volunteers 12 morning and eight afternoon shifts (20 volunteer shifts for two hours for three events or 120 volunteer hours)
- ★ Households within one block of route door hangers (7500) two times (50 volunteers for two hours twice for three events or 600 volunteer hours)

Conclusion

All Portland Sunday Parkways goals were more than met with numerous newspaper stories, blogs, and other media reaching the entire Portland metropolitan region. Thousands participated in the events and got to enjoy traffic-free streets and having fun. In North Portland 15,000 people attended, Northeast saw 22,000 participants and finally in Southeast 25,000 neighbors were out on the routes and in the parks engaging in a whole variety of physical and transportation activities.

Mayor Sam Adams has announced in 2010 Portland will have five Sunday Parkways. There are numerous neighborhoods and businesses that have asked that Sunday Parkways come to their area of town. They recognize the community, social and economic value that Sunday Parkways offers to the neighborhood. Sunday Parkways brings increased foot and bike traffic on the days of the events but also brings together Portlanders to be healthy, have fun, and contribute to the spirit of Portland.

PBOT Sunday Parkways staff is already underway planning for the next season of Sunday Parkways and soliciting supporters, donors, volunteers and community groups to get involved now. Portland Sunday Parkways can be reached by emailing:

PortlandSundayParkways@pdxtrans.org or going online to www.PortlandSundayParkways.org. Portland Sunday Parkways is also found on Facebook.

Respectfully submitted by: Linda Ginenthal Program Manager, Portland Sunday Parkways