



# 2012 Portland Sunday Parkways Report



CITY OF  
PORTLAND  
*Sunday*  
**PARKWAYS**  
PRESENTED BY  
**KAISER PERMANENTE**

City of Portland Bureau of Transportation  
Active Transportation Division  
October 31, 2012



# 2012 Portland Sunday Parkways

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# Introduction

## Portland Sunday Parkways 2012 Report

Portland Sunday Parkways is not about closing streets to cars – Sunday Parkways is about opening streets, connecting neighborhoods and people: bicyclists, walkers, runners, seniors, adults, and children all enjoying healthy physical activities right in their own neighborhoods. It shows off Portland's premier and new family-friendly bicycle routes called Neighborhood Greenways and Portland's beautiful parks on these seven to nine mile routes with no start or end.

***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.***

Portlanders take great pride in their city. We are leaders in the green economy, in walking and bicycling. 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.

Approximately 103,000 Portland area residents and visitors walked, biked, jogged, and rolled during the five Sunday Parkways in 2012.

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

Sunday Parkways is modeled after Bogotá, Colombia's Ciclovías held every Sunday on 70 miles of streets. This year Portland helped the Partnership for a Healthier America to expand their "Play Streets" movement to expand Sunday Parkways or Ciclovía programs all across the United States. Portland Sunday Parkways staff worked with the "Open Streets" initiative to develop their Open Street Guide using Portland as a model for publicly led and public/private funded programs.

The long term transportation, health and community benefits can not be overstated. 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 with their families, playing in the parks.



## The 2012 Portland Transportation program expanded and improved the program in several ways:

- ★ More healthy food and farmers market vendors were recruited in 2012 with fruits, vegetables and healthy snacks available at the events.
- ★ Southwest Trails Group assisted in hosting the first walk-only route showing off Portland's adopted Urban Trail System including stairs and off-street paths. This was paired with an Every Body Walk guided walk.
- ★ Portland Sunday Parkways was held for the first time in Southwest Portland – a hilly section of town. Anchored by two vibrant business districts, Multnomah Village and the Hillsdale Shopping Center, making this event the first major street focused Sunday Parkways for Portland.
- ★ Intersection Superhero volunteers from community groups and service organizations were given the option of donating \$20-25 per intersection shift covered as a fundraiser for their group.

***Favorites: The guy in the banana costume, the woman standing out in front of her house with the pet chicken on her shoulder, and the little kid we passed on his bike who was shouting, "Dad, this is the best day EVER!" :) – Aja Bogdanoff, Facebook fan***

Portland Transportation has organized Sunday Parkways since 2008 with growing participation and even more widespread media and online coverage. In 2012, over 200 articles and blog stories were circulated about the 2012 Portland Sunday Parkways program – 33% more than in 2011. Media outlets include *The Oregonian*, *Portland Mercury*, *Willamette Week*, most television

stations, weekly, business, and neighborhood papers, radio stations, and at least 102 area blogs and web postings from every constituency including, TravelOregon, BikePortland.org, Constructing Hope, Yelp, Dunlap Mortgage, NW Kids, Go Woodlawn, Jack Bog's Blog, and Portland Community College. **In all, Sunday Parkways garnered over 36 million advertising and publicity impressions in 2012.**



Portland Sunday Parkways has been funded each year, in large part, by grants and sponsorships from Kaiser Permanente, Universal Cycles, Metro, Getaround, NW Health Foundation, and other businesses, agencies, and individual donors. The City of Portland contributes one third of the funds allocated towards staff time to organize and implement Sunday Parkways.

## Background

Sunday Parkways in its fifth year has become a community institution. 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 these kinds of strong partnerships implementing Sunday Parkways. Sunday Parkways offers five opportunities for neighbors to get out and stroll or bike 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 streets. This creates a reasonably traffic-free environment where families can feel comfortable having their children literally play in the streets. Routes include as many Neighborhood Greenways and cycletracks (bikeways on busy streets physically separated from cars) to show off where people can bike and walk safely every day.

## The primary goals for the project are:

- ★ Increase the health and physical activity of all Portland residents
- ★ Reduce dependence on the car for all transportation trips
- ★ Prioritize participation and outreach to low-income and communities of color who are at high risk for diseases related to lack of physical activity and obesity such as diabetes, heart disease, and other ailments
- ★ Increase neighborhood awareness and raise acceptability of bicycling and walking as modes of travel
- ★ Increase economic 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

## Specific Goals

The goal for 2012 Sunday Parkways was to reach all Portland residents at least three times with messages about Sunday Parkways and messages related to healthy activity, active transportation, and climate change through media, mailings, internet, and email venues. With 33% more media stories and blog postings, and the mailings and other communications, this goal was certainly met and exceeded.

- ★ Recruit 115,000 participants to walk, bike, skateboard, roller skate/blade, and roll (with mobility devices) for all five events. Actual: 103,350 participants.
- ★ Involve 200 neighborhood/business associations and other community organizations and area places of worship in the planning and implementation. Actual: 226 plus organizations were involved in 2012.
- ★ Reach all area residents within two blocks of a designated route at least seven times with Sunday Parkways messages. Actual: Met.

- ★ Place 30 major media stories in area papers, newsletters, radio, and television outlets. Exceeded: There were over 85 major media stories plus more than 165 blog, newsletter, and calendar posts.
- ★ Engage 65 physical activity and fitness-related vendors. Recruit 3-5 additional healthy food vendors for each event. Actual: Met.

What follows is an outline of program activities and how they played a part in reaching the primary and specific Sunday Parkways goals.

## Program Activities and Outcomes Sunday Parkways Participants

In the 2012 Sunday Parkways season, 103,350 participants walked and biked and enjoyed these five events. This is 11,650 less than the goal. The primary reason for the lower attendance was the newest southwest route with only 10,800 attending. This was more than 10,000 fewer than on a typical Sunday Parkways. Mitigating factors include the topographical challenges of the southwest hills, the cold and wet day in July, and a boil-water alert that had residents scrambling for potable water to address a compromised reservoir. All four other events were wildly successful with 14,600, 23,700, 26,000, and 28,250 participants.

In 2012, Portland Sunday Parkways focused on working with places of worship in and around the routes. The program went from a dozen places of worship in 2011 to at least 39 in 2012. These community institutions have embraced Sunday Parkways as a way to give back to the community where they worship and to address the needs of their members to become healthier and connected to the larger Portland community.

***“What a great, healthy, fun, FREE, family day yesterday! Thank you so much for such a great event. I think our family spent a hour and half alone at Gabriel Park... there was just so much to do! AWESOME!”***  
– **Christie Stewart**





Starting in 2010, organizers began focusing on specific constituents to expand participation: families with children, low-income residents, and people of color. These communities are less likely to incorporate physical activity into their daily activities and are also at higher risk for health problems related to inactivity. This outreach and program now constitutes a core element of Sunday Parkways. Sunday Parkway surveys for 2012 show increased participation by lower-income families, people of color, Hispanics, families with young children, and younger adults. Participants state that Sunday Parkways is a positive factor in increasing their walking and bicycling as part of their everyday transportation.

**The May event fell early in the season on Mother's Day, May 13th.** Northeast residents came out in droves! The weather was perfect and there were many stories of moms so excited to spend their special day out riding with their families instead of just going for brunch. Twenty-eight thousand two hundred and fifty residents crowded the streets and area parks.

**Portland Sunday Parkways celebrated its fifth anniversary in North Portland at the June event.** Fifty community leaders and elected officials were on hand for a two-mile guided bicycle ride plus a lunch hosted by presenting sponsor Kaiser Permanente. The route was modified to close much of Willamette Boulevard creating spectacular views and carefree riding, walking and jogging for the 23,700 participants. North Portland's expanded route again included riding through

New Columbia – a newly constructed mixed-income community of houses with high percentages of people of color, immigrant and refugee and low-income families. Many community groups and agencies assisted in engaging members of this new development highlighting the fresh food market opened in 2011.



**The July Sunday Parkways ventured into the southwest hills of Portland.** Community members, neighborhood associations, and the two area business districts wrote letters, sent emails and called the Bureau of Transportation and City Council to encourage Sunday Parkways to come to their area of town. Route planning was quite the challenge with little street connectivity, steep hills on streets without curbs or sidewalks, and many residences that either lived on the route or had to drive on the route to leave or return home. These neighborhoods also boast dozens of active, large places of worship. On the plus side, Southwest Portland has a spectacular walking Urban Trail System to make walking an excellent choice for getting around.

Even with significant traffic issues, 10,800 neighbors came out to enjoy the walk-only route and bike/walk route. The Hillsdale Shopping Center and Multnomah Village business districts were packed with event goers. Approximately 75 people, many of whom were Kaiser Permanente doctors, participated in the Every Body Walk guided 2-mile walk.





**The August event in Southeast Portland enjoyed 26,000 participants on the nine-mile route.** In southeast, Portland Sunday Parkways partnered with the Hawthorne Street Fair promoting a vibrant and growing small business corridor. Universal Cycles, a Champion sponsor of the 2012 season, is located right along the route and hosted a pet adoption center. The Bicycle Transportation Alliance along with the Portland Police Bureau and the freight community set up a truck/bike safety station along the route giving cyclists a chance to sit in a large truck cab and experience what a trucker sees while driving with bikes on the road.

**The September event in East Portland enjoyed 22% more participants and 30% more vendors.** Every street and path of East Sunday Parkways is a designated bikeway – primarily Neighborhood Greenways which are low-traffic streets with amenities to make walking and cycling easier and safer. These streets are great alternatives to riding and walking on the major thoroughfares in this part of town. Organizers worked with the Bureau of Environmental Services to show off their newest project – the Johnson Creek Watershed. The agency has removed streets and rerouted Johnson Creek to reduce area flooding.

## Community Outreach and Media

Sunday Parkways outreach efforts reached every Portland resident at least three times. Most were reached via the extensive media coverage both before and after the events. There were three Sunday Parkways pieces printed and distributed to residents in each area of Sunday Parkways: two mailers to all area residents plus a door hanger to households along the routes or who had to access the route to leave or return home.



One thousand Sunday Parkways posters were posted and 54,000 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 18,000 flyers in Spanish were distributed during events and to organizations, churches, and other venues with Spanish-speaking members, customers and visitors.

Thirty Kaiser Permanente health message on-route sandwich boards with images and slogans designed to encourage healthy, active living were placed along the routes and in parks. Again, participants loved them – volunteers and staff overheard and received many positive comments regarding this addition to the routes. Lawn signs were also distributed to area residents for each Sunday Parkways.

Currently, Sunday Parkways has 6,455 Facebook “Likes” with 55,500 daily reaches for each month during the season. The Twitter account has 775 followers. PortlandSundayParkways.org is again the most popular web page in the City of Portland. PortlandOregon.gov website. ORBike.com produced and sent out five Portland Sunday Parkways e-newsletters to 13,000 Portland area residents. Active Transportation sent out ten email blasts to the 13,500 former and current SmartTrips Portland residents who have requested information in the past on alternative transportation.

Every place of worship in the area affected by Sunday Parkways received two letters, plus phone calls. If needed, Sunday Parkways posted lawn signs to remind members that the event was coming to the area. This resulted in an enormous jump in participation by places of worship from a dozen to at least 39. Several churches located on the southwest and southeast routes rented bouncy houses, had bands play, and gave out water and other treats. These community institutions took the opportunity to give back to their neighborhoods and activate their members.

There were over 250 media stories in a variety of state, regional and local papers, and radio and television stations. Primarily, the messages are about getting families out on their bicycles and in the parks to enjoy the fun physical activities offered. Other messages focused on the financial support from the City and Kaiser Permanente. The southwest event garnered the most press featuring a pull out in *The Oregonian* Arts and Entertainment section with a map and articles.

Venues included:

### **Print, Television & Radio**

The Oregonian  
Portland Tribune  
Willamette Week  
The Portland Mercury  
The Scanner  
The Asian Reporter  
KATU Television  
KGW Television  
KOIN Television  
KPTV FOX 12 Television  
KEX Radio  
KXL Radio  
KINK Radio

### **Internet and Online (Partial list)**

Oregonlive.org  
BikePortland.org  
UrbanMamas.org  
PDX Pipeline  
Metro Parent  
Neighborhood Notes  
Dave Knows Portland  
Food Carts Portland  
ORBike  
Bicycle Transportation Alliance blog  
Yelp  
Elders in Action  
HandsOn Greater Portland  
Portland Craigslist  
Metro News  
Portland Transport  
NW Kid Chasers

### **Physical Activities**

Sunday Parkways centers on getting residents outside doing healthy, physical activity. Most take this car-free opportunity to ride their bicycles and stroll along the avenues. There are also roller skaters, street skiers, unicycle riders, and all manner and shape of two- and three-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 get some physical activity and have some family recreation time.

These linear parks on Portland streets are complimented with three or four activity areas in parks and other open spaces. In partnership with the Portland Bureau of Parks and Recreation, fitness and dance classes were held on small stages with Parks fitness instructors. Participants danced and stretched and Zumbaed. These activities were a big hit this year with much larger classes and greater participation. Neighbors scheduled their Sunday Parkways day around making one or two of these classes. Parks also provided a dozen other activities: Senior Bikes, basketball clinics, skate ramps and rails, climbing wall, Free For All games, volleyball, indoor gymnastics play mini course, tetherball, children's obstacle course, splash parks, slip and slide, soccer matches, and climbing structures.

Activities from other vendors and community groups included:

- Universal Cycles bike polo
- Bike Gallery slow bike races
- ClifKids Backyard Games
- Partyworks bouncy houses
- Northwest Trail Alliance bike skills track
- Oregon Disability Sports basketball
- Bicycle Transportation Alliance bike smoothies
- Portland Pounders wheelchair rugby
- Oregon Walks Mobile Dance Party
- Rose City Roamer and Royal Rosarian walks
- Recesstime sports
- Circus Cascadia children's circus and games
- Soccer camps and pick up games
- Hoopshine hula hooping
- PDX Hoops basketball clinics
- Fitness challenges
- Slackline walking
- Mini disk golf
- Dodgeball
- Rowing
- Kickball
- Jazzercise
- Bocce ball

Every park had a bike repair station sponsored by Universal Cycles, Bike Gallery, REI, Bike N Hike, and other local bike shops.

Anyone interested in engaging their bodies in physical activity could find a venue to enjoy the day.

## Community Organizing

Portland Sunday Parkways worked with all neighborhood and business associations and over 275 other advocacy groups, community organizations, schools, faith-based, walking, bicycling, environmental, and disability community groups, New Portlanders (immigrants and refugees), seniors, volunteer organizations, and social service agencies to involve them in the planning and implementation of the five events. This organizing effort included significant outreach to residents and businesses affected by each route.

Engaging civic, faith-based, New Portlanders, youth, aging, and under-served communities is of paramount importance to Portland Sunday Parkways. Opening the city's largest public space – its streets – for active transportation to all residents; having the routes' diverse communities represented by vendors; and featuring park programming involving these communities as instructors and participants has become more successful with each season.

A growing knowledge of Sunday Parkways in these communities along with continuing encouragement, suggestions and examples for involvement increased participation in Sunday Parkways this year. What follows are a few of the community organizing efforts that were successfully implemented in 2012.

At the Sunday Parkways event held in Northeast Portland the Safe Routes to School team conducted bike rides with 15 youth from Hacienda. The African Youth Community Organization (AYCO) organized soccer matches in Fernhill Park.

In North Portland, Sunday Parkways worked very closely with the New Columbia community: residents, We All Can Ride Bicycle Club, Village Market, Village Gardens, Janus Youth, Home Forward, and



Guardian Real Estate Services. This was a partnership with the Community Cycling Center. Sunday Parkways hosted a Marketplace in the area. The Bike Club helped promote the event and co-led rides with Safe Routes to School. About 39 youth participated in the guided rides. Residents came out and enjoyed the festivities in their neighborhood park (McCoy) and explored other parts of North Portland. The New Columbia community was excited to have thousands of people come through and experience the positives of the neighborhood. They want to continue the community building and engagement in 2013.

In lieu of its regular service, North Portland Peninsula Church of Christ had a free fresh fruit and water station in the Columbia Park Annex Marketplace. Oregon Disability Sports organized a youth Hand-cycle ride during the north event and demonstrated its athletes' prowess on the basketball court at Peninsula Park.

The afternoon's entertainment on the Arbor Lodge Park stage was produced by the Colored Pencils Art Council. Performers included a singer from Russia, Ugandan drumming and traditional dance, and Bollywood dancing. Bollywood dancing was so popular they were invited back to star at later Sunday Parkways events.

The Peninsula School PTA wowed participants with healthy drinks and snacks, music, chalk art, and bubbles at the intersection of N. Halleck and N. Emerald by the school.

For our first ever event held in Southwest Portland there was overwhelming support from and participation by the faith-based communities. Through communications with the places of worship, most promoted the event through newsletters and announcements at worship services:

- ★ Riversgate Church had information on its international relief work and children's activities in front of the Multnomah Arts Center. Children enjoyed a bouncy house, cake walk, fishing for prizes, and other kid-friendly games.

- ★ Saint Barnabas Episcopal Church's site at the Vermont/Wilson Marketplace created much excitement. The church provided volunteers and materials to help decorate wheel spokes with colored straws.
- ★ Mittleman Jewish Community Center offered free chair massages in Gabriel Park.
- ★ St. Luke Lutheran Church and an affiliated partners group offered information on the area's new community recycling program which collects and disposes of non-curbside recycling items.
- ★ Other churches offered their parking lots to participants or provided volunteers to ensure congregations would have familiar faces helping to direct traffic after services.

In front of the Maplewood School, the Maplewood Neighborhood Association touted the 100th birthday of the school and improvements to April Hill Park.

Southeast Portland's Sunday Parkways had its own share of places of worship participation. In particular, the Lincoln Street Methodist Church, celebrating its 100th anniversary, offered birthday cake; children's activities; arranged for live music; and let Sunday Parkways participants ring the church bell! The Portland Mennonite Church had a free water station and Otter Pops.

On Mt. Tabor the Friends of Mt. Tabor Park held a Native Plant and Weed Warriors Site Walk. While in Colonel Summers Park, the Historic Buckman Association held its own offering interesting tidbits on the area and getting new members.

For the final event of the season in East Portland, Safe Routes to School organized community rides for youth at: Africa House and El Programa Hispano. The Lents-Gilbert Church of God offered free hot dogs and cold bottled water for its third year.

Many other area health professionals, recreational and physical activity organizations and businesses offered the opportunity to participate in activities at Sunday Parkways highlighting health and physical activity messages.

The following is a partial list of those groups actively participating with Sunday Parkways:

### Organizations

AAA Oregon/Idaho  
 African Youth & Community Organization  
 AFSCME 189 City of Portland Employees Union  
 AFS-USA Intercultural Programs  
 Andeo International Homestays  
 Audubon Society  
 Black United Fund  
 Boys & Girls Aid/ODHS  
 Buckman Historic Association  
 Camp Fire Columbia  
 Cascade Prime Timers  
 Charlie Hales for Mayor  
 Colored Pencils Art & Culture Council  
 Community Energy Project  
 Community Recycling  
 Constructing Hope Pre-apprenticeship Program  
 Creative Advocacy Network  
 Daybreak Co-housing  
 DRW, LLC  
 Eileen Brady for Mayor  
 Farm My Yard  
 Friends of Mt. Tabor Park  
 Friends of Peninsula Park Rose Garden  
 Friends of Portland Community Gardens  
 Friends of Trees  
 Graceful Space Organizing Services  
 Green Mountain Energy  
 Hannah the Pet Society  
 Harper's Playground  
 Health Care is a Human Right  
 House of Dreams Free Roam No Kill Cat Shelter  
 Jefferson Smith for Mayor  
 June Key Delta House  
 Kiwanis Club of Portland  
 Multnomah Historical Association  
 NARAL Pro-choice Oregon  
 National MS Society, Oregon Chapter

North Portland Air Quality  
 Northwest Children's Theater and School  
 npGreenway  
 OPAL Environmental Justice Oregon  
 Oregon Ferret Shelter  
 Organizing for America  
 Oregon Children's Theatre  
 Original Practice Shakespeare Fest (OPS Fest)  
 Our United Villages  
 P.E.O. EG Chapter  
 Partners of the Americas - OR & Costa Rica  
 Portland Central American Solidarity Committee - Immigrant Rights Committee  
 Portland Alumnae Chapter Delta  
 Sigma Theta Sorority, Inc  
 Portland Fruit Tree Project  
 Power House Mentoring Program  
 Power Past Coal  
 Rock n Roll Camp for Girls  
 Rose City Youth Group - Ortiz Center  
 Royal Rosarians  
 Russell Brownier  
 Slow Food Portland  
 Somali Bantu Community Organization of Oregon  
 Somali Bantu Drummers  
 Surfrider Foundation, Portland Chapter  
 The Feral Cat Coalition of Oregon  
 The Portland Recorder Orchestra  
 Tim Volpert Campaign  
 Timbers Army/107st  
 Verde/Let's Build Cully Park  
 Voter Registration, Non-partisan  
 Wendy's Wonderful Kids at Boys & Girls Aid  
 Women in Transportation Seminar Portland Chapter  
 Women of a Certain Age  
 Woodlawn Home Community  
 Youth Empowered Action Camp

### Health Care:

Albertina Kerr Centers  
 Alzheimer's Association  
 East West College of the Healing Arts  
 Kaiser Permanente  
 Multnomah Family Care Center  
 National Psoriasis Foundation  
 Nat'l MS Society - OR Chapter  
 Northwest Permanente  
 Omega-3 RD Nutrition Consulting  
 Oregon Washington Lactation Association  
 Pediatric Associates of the Northwest  
 Tom Sargent Safety Center/OHSU  
 Doernbecher Children's Hospital  
 Trauma Nurses Talk Tough

### Physical Activity/Bike/Walk Groups:

ABC Bike Comité – Hacienda  
 Baxter Sports Summer Camps  
 Bicycle Transportation Alliance  
 Bike Temple  
 Bikes for Humanity  
 City of Portland Pedestrian Advisory Committee  
 Community Cycling Center  
 Northwest Trail Alliance/Gateway Green  
 Oregon Disability Sports  
 Oregon Walks  
 Portland Ultimate Flying-Disc Federation  
 Portland Wheelmen Touring Club  
 RecessTime Sports Leagues  
 Rose City Roamers  
 Rose City Rowing Club  
 SHIFT  
 SW Trails Group  
 Studio X Fitness  
 Tide 'n Paddled  
 Underdog Sports League  
 We All Can Ride – New Columbia  
 Women on Wheels

**Neighborhood Groups:**

Arbor Lodge Neighborhood Association  
Buckman Neighborhood Association  
Central Neighbors Northeast  
Concordia Neighborhood Association  
Concordia Neighborhood Association Tree Team  
Cully Neighborhood Association  
East Portland Neighborhood Organization  
East Portland Action Plan Bike Committee  
Hayhurst Neighborhood Association  
Hillsdale Neighborhood Association  
Hosford-Abernathy Neighborhood Association  
Kenton Neighborhood Association  
Kerns Association of Neighbors  
King Neighborhood Association  
Laurelhurst Neighborhood Association  
Lents Neighborhood Association  
Maplewood Neighborhood Association  
Mt. Tabor Neighborhood Association  
Multnomah Neighborhood Association  
North Portland Neighborhood Services  
North Tabor Neighborhood Association  
Northeast Coalition of Neighborhoods  
Piedmont Neighborhood Association  
Richmond Neighborhood Association  
Sabin Neighborhood Association  
South Burlingame Neighborhood Association  
Southeast Uplift

Southwest Neighborhoods Inc  
Southwest Neighborhoods Inc. Transportation Committee  
Sunnyside Neighborhood Association  
University Park Neighborhood Association  
Vernon Neighborhood Association  
Woodlawn Neighborhood Association

**Agencies/Utilities:**

Africa House  
Asian Family Center  
Bureau of Environmental Services: Columbia Slough, Green Streets, Watershed Education, Grey to Green, Johnson Creek Restoration  
Bureau of Planning and Sustainability: SW Corridor Plan  
Bureau of Transportation: Safe Routes to School  
Bureau of Water Works  
City of Portland Your Sustainable City  
Columbia River Crossing  
East Portland Community Center  
East Portland in Motion  
El Programa Hispano  
Hacienda CDC  
Hillsdale Community Center  
Home Forward  
Immigrant and Refugee Community Organization  
Islamic Social Services of Oregon State (ISOS)  
Janus Youth  
Loaves and Fishes  
Metro  
Montavilla Community Center  
Multnomah Arts Center  
Multnomah County Office of Citizen Involvement  
Northwest Family Services  
NW Natural  
Oregon Zoo Animal Presenters  
Pacific Power Blue Sky

Peninsula Park Community Center  
Port of Portland  
Portland Memory Garden  
Portland Parks and Recreation: Summer Free for All, Senior Recreation Bikes, Soccer Program  
St. Johns Community Center  
TriMet  
University Park Community Center

**Places of Worship:**

Bethany Lutheran Church  
Celebration Tabernacle  
Church of Christ  
Church of Christ - Peninsula  
Church of Korean Martyrs  
Cornerstone Community Church  
Daniels Memorial Church of God  
Grace Presbyterian Church  
Greater Portland Bible Church  
Hillsdale Community Church  
Hinson Memorial Baptist Church  
Holgate Baptist Church  
Iglesia ni Cristo  
Jehovah's Witnesses Mock's Crest  
Lincoln Street United Methodist Church  
Lents Baptist Church  
Missio Church  
Mittleman Jewish Community Center  
Mt. Olivet Baptist Church  
Multnomah Presbyterian Church  
Northminster Presbyterian Church  
Peace Lutheran Church  
Peninsula Baptist Church  
Peninsula Church of Christ  
Portland Mennonite Church  
Rivergate Community Church  
Riversgate Church  
Saint Barnabas Episcopal Church  
Saint David of Wales Episcopal Church  
Saint John Fisher Catholic Church



Saint Luke Lutheran Church  
 Saint Peter's Catholic Church  
 Saint Stephens Catholic Church  
 Shir Tikvah, Liberal Jewish  
 Congregation  
 Trinity Lutheran Church  
 University Park Baptist Church  
 West Hills Christian Church  
 West Hills Friends Church  
 Your Bible Speaks

### **Schools:**

Cathedral Park Preschool  
 Earl Boyles School  
 Gilbert Heights School  
 Gilbert Park School  
 Lents School  
 Peninsula K-8 PTA  
 Portland Community College  
 Rieke School Fundraiser  
 Rosa Parks School  
 Sunstone Montessori School  
 SW Charter School  
 Portland State University: School  
 of Community Health, Portland  
 Event Recycling  
 West Powellhurst School

## **Business Outreach**

All neighborhood business associations recognized by the City's Office of Neighborhood Involvement were contacted via phone, email, business association meetings, mailings, and/or event flyers. The Hillsdale Business District Association and Multnomah Village Business Association collaborated with Sunday Parkways to anchor the southwest event with these two vibrant retail business centers. The Hawthorne Business Association annual street fair was again held to coincide with the Southeast Sunday Parkways.

Like last year, 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 has exploded with an average of 60 per event. This year with the southwest businesses located right on the route, even more small businesses got a chance to promote their shops to participants.

***"Gotta love Portland!  
 Such a Portland  
 moment ... just  
 donated my 10 cent  
 bag refund at Whole  
 Foods to Sunday  
 Parkways ;-)."***  
***Twitter Follower***



In 2012, several vendors with healthy food options were recruited to participate. The Portland Farmers Market, Kiyo-kawa Family Orchard, and Village Market sold fruits and vegetables. Two new Sunday Parkways sponsors, Whole Foods and Food Front, did sampling of fresh food and berries as part of their participation. Organizers also worked with the places of worship that in previous years handed out candy to riders and walkers to get them to distribute healthier alternatives like water and watermelon.

Sunday Parkways staff worked once again with organizations focused on minority and up and coming entrepreneurs to fill in the food vending slots at all the parks and Marketplaces. All parks and Marketplaces sold out weeks before the events.

**Businesses/Vendors:**

Aaron Smith Magic  
 ADT Security  
 Alberta Healing Arts Center  
 Annie Blooms Books  
 Barefoot Books/Jennifer Butler-Brown  
 Bhaktishop  
 Bicycle Fitting Services  
 Bike Friday  
 Bike Gallery  
 Bike N' Hike  
 BIKEASURUS  
 Broadway Cab  
 Capoeira Ijexa  
 Car2Go  
 Carroll Raaum Swing Orchestra  
 Circus Cascadia  
 Clif Kids/Clif Bar  
 DJ Denver  
 Eagles of Freedom  
 Flipside Hats  
 Food Front  
 Getaround  
 Gifford Family Dentistry  
 Good Sport Promotion  
 Grandma's Place  
 Greg Labavitch Soccer Camps  
 Guardian Management LLC  
 Haircolor Salon Dirk  
 Heavenly Flowers  
 Hifi Mojo Band  
 Honky Tonk Prison  
 Inner Gate Acupuncture  
 Inspirational Beets  
 Keen  
 KIND Healthy Snacks  
 Kitchen Compost Caddy  
 Korkage  
 Kuzum  
 Liberty Mutual  
 LUME Footwear  
 Marinello Schools of Beauty  
 Milagros Boutique  
 Mr. Ben  
 Mt. Scott Sleep Medicine & ENT  
 Mudtown Stompers  
 Multnomah Family Care Center  
 Natural Fitness

Nekked Bonz  
 Overlook Chiropractic Clinic  
 Paloma Clothing  
 Paparazzi Accessories  
 Partyworks  
 PDX Kids Calendar  
 PDX Hoops  
 Pedal Bike Tours  
 Peggy Sundays  
 Portland Jazzercise Fitness Center  
 Portland Jugglers  
 Radz Candy Dispensers  
 ReDirect Guide  
 REI  
 Roots and Wings  
 RydeSafe Reflective Bike Decals  
 Saraveza  
 Sip D'Vine  
 Sit Means Sit Dog Training  
 Spa Upstairs & Vis A Vis Salon  
 Sparkle Movement  
 Supervisor  
 Sweetwares  
 Tellurian Gardens  
 Third Way Chiropractic  
 Topanien  
 Tutor Doctor  
 Universal Cycles  
 Uppity B  
 Village Market  
 Walgreens #5572  
 The Walking Company  
 Whole Foods Market  
 Yoga Pearl  
 ZipCar  
 Zuke's Fuel the Love Tour

**Food Vendors:**

Al Forno Ferruzza  
 Baker & Spice Bakery  
 Beaterville Café  
 Brazi Bites  
 Bro-Dogs  
 Caribbean Kookpot  
 Chi-Town Dog  
 Da Pressed Coffee Cart  
 Einstein Brothers Bagels  
 Fifty Licks  
 Firebird Café

Fuego  
 Headwaters Café  
 Home Plate Sliders  
 Hungry Heart Cupcakes  
 Impact NW – Voodoo  
 Doughnuts  
 Island Daydream Shave Ice  
 Kathmandu Café  
 Kiyokawa Family Orchards  
 Masala Pop  
 Micro-Mercantes/Hacienda CDC  
 Mita's Italian Ice  
 Mizz'ipi Sistah Chefs  
 Moberi Smoothies  
 Mom's Vegan Kitchen  
 My Mama's Gumbo & More  
 Pedal Kettle  
 Pizzacato  
 Pop/Corn Publishers  
 Portland Farmers Market  
 Po'Shines Café  
 Proyecto La Esperanza  
 River City Roasted Corn  
 Rivers West Catering  
 Ruby Jewel Treats  
 Saigon Kitchen  
 Salvador Molly's  
 Saucy's BarBQue  
 Scoop Organic Ice Cream  
 Soup Cycle  
 Super Dog  
 Taco Pedaler  
 Thrive Pacific NW  
 Tubby's Italian Ice  
 Tula Gluten Free Bakery  
 Two Wahines Hawaiian Shave Ice  
 Tye Dye Pie  
 Verde Cocina  
 Village Crepery  
 Vitamin Water  
 Zuppa

**Business Associations:**

Hawthorne Blvd. Business Association  
 Hillsdale Business & Professional Association  
 Hillsdale Main Street  
 Multnomah Village Business Association

## Volunteer Recruitment and Management

The five events required significant volunteer support on the day of the events as well as organizing the community prior to the events. Sunday Parkways engaged approximately 886 volunteers with 4,773 volunteer hours. This represents a jump of 36% volunteer hours over the previous successful year. Volunteers are recruited, managed and trained by Good Sport Promotion, Inc. in close coordination and with resources from Active Transportation. Other businesses and community organizations provide a significant number of volunteers for activities in the parks and along the routes. These volunteers are not included in these estimates of volunteers who make Portland Sunday Parkways a success.

All volunteers were trained online at 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 t-shirt. Volunteers who worked three or more shifts received the limited edition 2012 Portland Sunday Parkways bandana.

This year ten Superhero Coordinators were trained and deployed to assist in 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.

- ★ 97 intersections (average for each event) needing 145 intersection, mobile, and route set up and take down volunteers plus Superhero Coordinators. All totaled 1,029 volunteer shifts were filled for managing the traffic and participant movement along the routes or 3,624 volunteer hours
- ★ Parks/Marketplaces: 4-5 parks/marketplaces each event set up/clean up = 101 volunteers times approximately 5 hour shifts = 486 hours



- ★ Information booths/donation stations/surveys: = 76 volunteers with 232 hours
- ★ Roving medics/mechanics/photographers: = 33 volunteers = 95 hours
- ★ Pre-event volunteer nights and ongoing office support: 151 volunteers = 338 hours

Instituted in 2011 were two ways for organizations and companies to volunteer as a group or to set up a table on route while volunteering for an intersection on route. 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. These groups received \$7,550 in total for filling much needed volunteer spots.

Groups who were not in a position to afford the \$100 vendor fee took advantage of the volunteer opportunity to staff an intersection with their community group, take care of the volunteer need as well as promote their organization and its goals to participants.

The following is a partial list of organizations, groups and businesses providing Sunday Parkways volunteers. There were many more individuals and small groups that organized themselves into groups but were not specifically identified as "group volunteers" but did, indeed, volunteer as a group.



### Organization Volunteer Groups:

ABC Bike Comite/Hacienda CDC  
AFSCME Local 189 City of Portland Employees Union  
Albina Head Start  
Aurora Chorus  
Bicycle Transportation Alliance  
Bike Temple  
Black United Fund  
Camp Fire Columbia  
Cascade Prime Timers  
Chapter EG, P.E.O.  
Constructing Hope  
Cully Blvd Alliance  
Delta Sigma Theta, Portland Alumnae Chapter  
Farm My Yard  
Friends of the Columbia Gorge  
Friends of Trees  
Good Sport Promotion  
Graceful Space Organizing Services  
Greater Portland Bible Church  
Janus Youth  
Kaiser Permanente  
King Neighborhood Association  
Kiwanis Club of Portland  
LIFE Fellowship Church  
Maplewood Neighborhood Association  
National Psoriasis Foundation  
Neighborhood House  
Omega-3 RD Nutrition Consulting  
Partners of the Americas - OR & Costa Rica  
PCASC Immigrant Rights Committee  
Pearl Rotary Club  
Peninsula Children's Center  
Power Past Coal  
ReDirect Guide  
Rose City Youth Group - Ortiz Center  
Sierra Club  
SMART Transit/City of Wilsonville  
Somali Bantu Community Organization of Oregon  
Sorella Forte  
South Burlingame Neighborhood Association  
Southwest Neighborhoods Inc  
SW Trails  
The Feral Cat Coalition of Oregon  
Tide N Paddled  
Tim Volpert Campaign  
Timbers Army 107ist

We All Can Ride  
Woodlawn Home Community

## Sponsorships and Fundraising

In-kind and cash contributions were solicited from individuals, groups, and businesses. This year Sunday Parkways Every Dollar Counts campaign with direct mail, emails, online giving, and phone banks raised \$18,000 from individuals by the May 13th event. Sponsorships, grants, vendors, and fundraising efforts raised \$457,956. See next page for 2012 fundraising and income goals.

## 2012 Sponsors:

Kaiser Permanente	Zuke's
Universal Cycles	Partyworks
Metro	Food Front
Portland Parks and Recreation	Pediatric Associates of the Northwest
Getaround	Marinello Schools of Beauty
Bike Gallery	Bureau of Environmental Service
Port of Portland	Bike N Hike
REI	Milagros Boutique
ODOT	Liberty Mutual
Whole Foods Market	Home Forward
NW Health Foundation	
NW Natural	
Clif Kids	



## Resources - Sunday Parkways 2012 Budget

Early in 2012, the income budget was modified to reflect significant increases in sponsorships and donations and decreases in City of Portland funding. The City of Portland contribution was reduced from 53% to 36% of total income and expenditures.

Materials and Services	Per event	Actual for 5	
Logistics Traffic Control	\$21,010	\$105,050	
Volunteer Organizing	\$20,640	\$103,200	
Community Outreach	\$11,118	\$55,588	
Day of Event	\$8,671	\$43,356	
<b>Total of M&amp;S</b>	<b>\$61,439</b>	<b>\$307,194</b>	
Staffing		% FTE	
Coordinator/Program Manager	\$9,225	\$46,124	40%
Senior Planner	\$8,538	\$42,692	40%
TDM II	\$6,812	\$34,060	40%
Organizer (Staff Assistant)	\$4,620	\$23,101	67%
TDM Staff Overtime	\$957	\$4,785	
<b>Total Staffing Costs</b>	<b>\$30,152</b>	<b>\$150,762</b>	
<b>Costs Grand Total</b>	<b>\$91,591</b>	<b>\$457,956</b>	
Income			
City of Portland		\$170,000	
Kaiser Permanente Grant		\$100,000	
Activity and Food Vendors	\$5,904	\$29,521	
Individual Contributors	\$4,762	\$23,810	
Community Sponsorships		\$134,625	
<b>Income Total</b>		<b>\$457,956</b>	

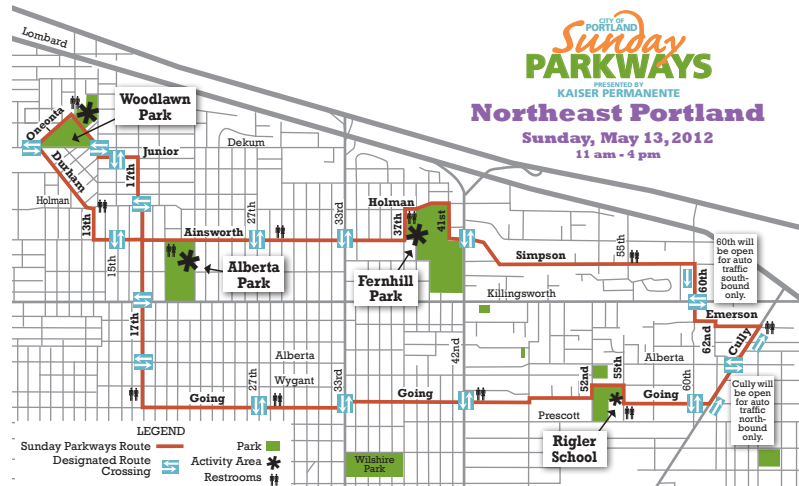
<sup>2</sup>Portland Police, PBOT Traffic Investigations and Bureau of Maintenance, and a portion of Portland Parks and Recreation Sunday Parkways staffing expenditures are included in Materials and Services expenses.

<sup>3</sup>Kaiser Permanente donated signage and other in-kind support in addition to \$100,000 in direct cash sponsorship.

## 2012 Portland Sunday Parkways Timeline

### May 13 Northeast Portland Sunday Parkways

Located in the most densely populated Latino neighborhoods in Portland, this Mother's Day route included the Cully Cycletrack – a bikeway designed to separate cars and bicycles. It also showed off the Going Street Neighborhood Greenway – a low-traffic street where riders and walkers can experience something like a Sunday Parkways every day of the year.



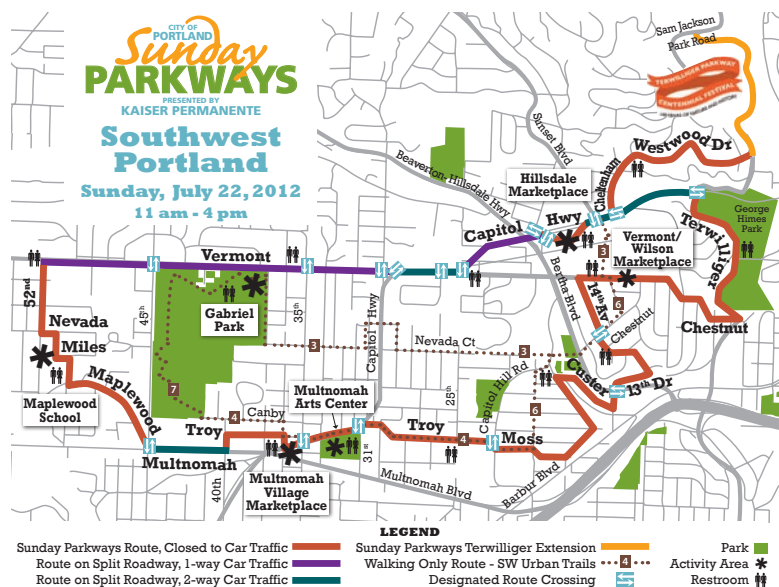
### June 24 North Portland Sunday Parkways

Celebrating the fifth anniversary of Sunday Parkways in Portland, Kaiser Permanente hosted a community leaders ride and lunch. Turn out was 24,000 for this north event featuring the Kenton, Arbor Lodge, and Peninsula Parks and the newer McCoy Park in the heart of New Columbia – a mixed-income housing project.



### July 22 Southwest Portland Sunday Parkways

Showed off the Southwest Urban Trails with the first walk-only section of a Sunday Parkways event. Hillsdale Shopping Center and Multnomah Village, two vibrant business districts anchored this hilly ride and walk. Kaiser Permanente organized a 2-mile Every Body Walk guided walk with 75 participants.





## August 26 Southeast Portland Sunday Parkways

The southeast event again coincided with the annual Hawthorne Street Fair and highlighted activities in Laurelhurst, Colonel Summers, Ivon, and Mt. Tabor Parks which has a basketball court located on the now extinct volcano crater.



## September 30 East Portland Sunday Parkways

East Portland neighborhoods include more children than any other part of town. This neighborhood was chosen to engage the school community in conjunction with Safe Routes to School International Walk + Bike to School Day held the first week in October.





## Appendices

2012 Sunday Parkways Media Impressions and Collateral Materials Report

2012 Sunday Parkways Poster

Sample 2012 Sunday Parkways Brochure

Sample 2012 Sunday Parkways Door Hanger

## 2012 Media Impressions and Collateral Material

Portland Sunday Parkways enjoys substantial media coverage and impressions through the seven month season, mid-March to mid-October. What follows is a specific breakdown of the types of exposure afforded Sunday Parkways in 2012.

### Portland Sunday Parkways Collateral Materials and Distribution

- ★ 11x17 All-season Portland Sunday Parkways poster – Distributed to 1,100 area businesses
- ★ 4x6 All-season Portland Sunday Parkways postcard – 72,000 (54,000 in English, 18,000 in Spanish)
- ★ Mailers with return postcard – 62,700 households
- ★ Door hangers along route – 6,650 households
- ★ Event brochures/mailings – 62,700 households plus 400 at events
- ★ Lawn signs – 200 households
- ★ Sunday Parkways banners – 6 per event or 30 banner placements
- ★ Marketplace and park signs – 40 per event or 200 sign placements
- ★ Sunday Parkways traffic signs – 300 per event or 1,500 sign placements
- ★ Sunday Parkways volunteer t-shirts – 1,000
- ★ Sunday Parkways bandanas – 300
- ★ Neighborhood Greenways: Sunday Parkways Every Day postcards – 1,000

### Traditional and Online Media

Over 250 different media/blog/stories with 36 million media impressions including the following venues:

#### Print, Television & Radio

The Oregonian  
Portland Tribune  
Willamette Week  
The Portland Mercury  
The Scanner  
The Asian Reporter  
KATU Television  
KGW Television  
KOIN Television  
KPTV FOX 12 Television  
KEX Radio  
KXL Radio  
KINK Radio  
KBOO Radio

#### Internet and Online (Partial list)

Oregonlive.org  
BikePortland.org  
UrbanMamas.org  
PDX Pipeline  
Metro Parent  
Neighborhood Notes  
Dave Knows Portland  
Food Carts Portland  
ORBike  
Forbes Online  
Bicycle Transportation Alliance blog  
Elders in Action  
HandsOn Greater Portland  
Metro News  
Portland Transport  
NW Kid Chasers

As part of Portland Sunday Parkways in southwest *The Oregonian* produced a pull-out section with articles, the route map and advertisers.

### Social Media/Sunday Parkways E-Newsletter

Portland Sunday Parkways e-newsletter is distributed to 13,500 unique email addresses. Portland SmartTrips email blasts reach an additional 13,500 households with Sunday Parkways messages.

Currently, Sunday Parkways has 6,455 Facebook “Likes” with 55,500 daily reaches for each month during the season. The Twitter account has 775 followers. PortlandSundayParkways.org is the most popular web page in the City of Portland PortlandOnline.com website.



# CITY OF PORTLAND *Sunday* PARKWAYS

PRESENTED BY  
**KAISER PERMANENTE**

2012 • 11 am – 4 pm

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.

*Opening  
Our Streets,  
Connecting Our  
Communities*



**Brought to you by:**



PORTLAND PARKS & RECREATION  
Healthy Parks. Healthy Portland.

Northwest Health Foundation • REI • ODOT  
NW Natural • Clif Kids



**NE May 13    N June 24    SW July 22    SE Aug 26    E Sept 30**

[PortlandSundayParkways.org](http://PortlandSundayParkways.org)

503-823-7599

For ADA Title II or Civil Rights Title VI Accommodations, Translation/Interpretation Services, Complaints, or for additional information, call 503-823-5358, TTY: 503-823-6868, or use Oregon Relay Service: 711.

**Southeast Sunday Parkways is brought to you by:**

**Don't miss the last 2012 Sunday Parkways!**  
**September 30**  
**East Portland**

The only streets affected by the temporary closure are those on the route. You will be able to drive on the other streets and cross the route at designated intersections on the main streets.

**How you can help:**  
**VOLUNTEER and/or make a donation.**  
 We need 400 volunteers to make this happen.

[www.PortlandSundayParkways.org](http://www.PortlandSundayParkways.org)  
 click on volunteers  
 Or call 503-823-7599

**Portland Sunday Parkways**  
 KAISER PERMANENTE

invites you to get out, meet your neighbors, and enjoy a 9-mile loop of traffic-free streets. Walk, bike, roll or run and enjoy activities in the parks along the two-way route with no start or finish.

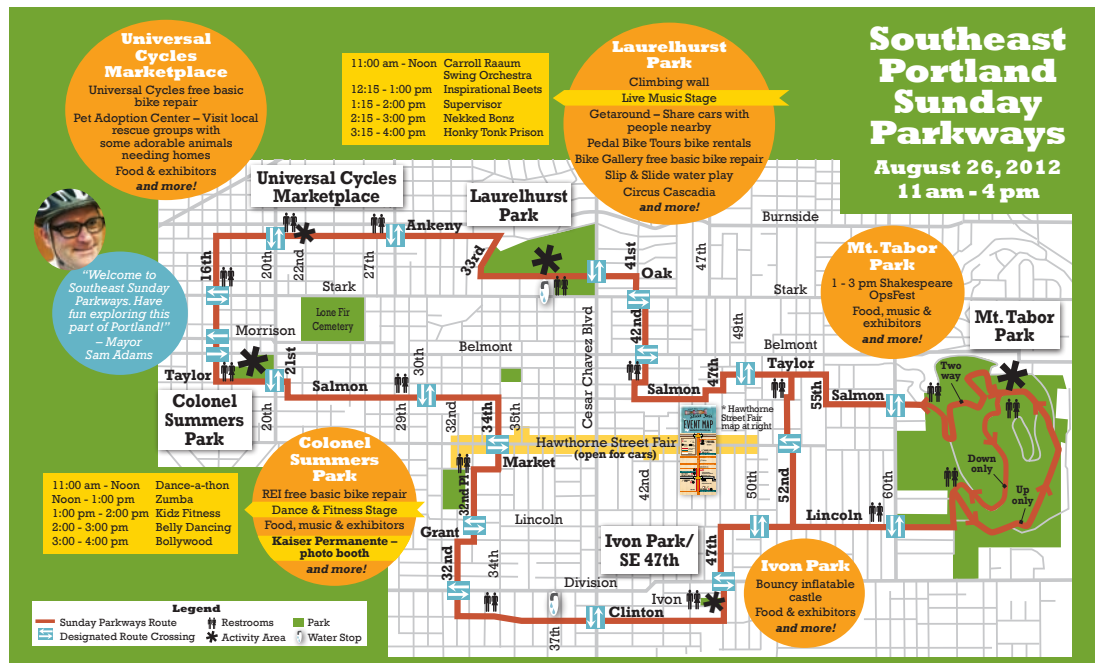
*Opening Our Streets, Connecting Our Communities*

RENTED SEGWAY  
 MUST BE  
 PORTLAND OR  
 PERMIT NO 653

**FREE!**

**CITY OF PORTLAND**  
**Sunday PARKWAYS**  
 PRESENTED BY  
**KAISER PERMANENTE**

**Southeast**  
**Sunday, Aug. 26, 2012**  
**11 am - 4 pm**



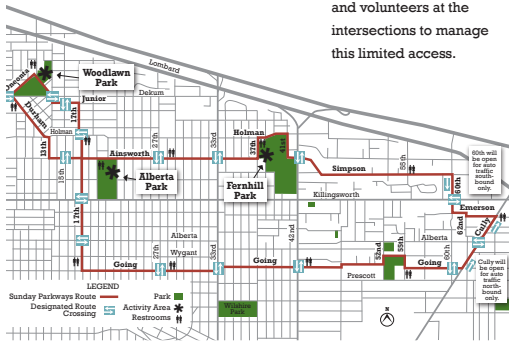
# CITY OF PORTLAND *Sunday* PARKWAYS PRESENTED BY KAISER PERMANENTE

*Opening Our Streets, Connecting Our Communities*

## Northeast Portland Sunday Parkways

**Sunday,  
May 13, 2012  
11 am - 4 pm**

Residents along the route will be able to get to and from their homes; however, we strongly encourage you to postpone driving or limit your trips. There will be small barricades and volunteers at the intersections to manage this limited access.



**Portland Sunday Parkways  
is brought to you by:**



PORTLAND PARKS & RECREATION  
Healthy Parks, Healthy Portland



Northwest Health Foundation • REI • ODOT • NW Natural • Cliff Kids

The Portland Bureau of Transportation (PBOT) fully complies with Title VI of the Civil Rights Act of 1964, and related statutes and regulations in all programs and activities. Contact the Title VI Coordinator at Room 1200, 1101 SW 5th Ave, Portland, OR 97204, or by telephone 503-823-5559, City TDD 503-823-6888. To help ensure equal access to City programs, services and activities, the City of Portland will reasonably modify policies/procedures and provide auxiliary aids/services to persons with disabilities. Call 503-823-5566, TDD 503-823-6888 with such requests or visit [www.portlandonline.com/index.cfm?c=43393](http://www.portlandonline.com/index.cfm?c=43393).

# CITY OF PORTLAND *Sunday* PARKWAYS PRESENTED BY KAISER PERMANENTE

**Sunday Parkways  
is just around  
the corner!**

**Sunday,  
May 13, 2012  
11 am - 4 pm**

**Sunday Parkways is a chance to get out,  
meet your neighbors, and enjoy an 8-mile  
loop of traffic-free streets. Walk, bike, roll,  
or run and enjoy the many activities and  
entertainment in the parks along the two-  
way route with no start or finish.**

**See Map on Reverse Side**

### **If your house is on the route:**

- Please limit or postpone your driving between 11 am to 4 pm.
- If possible, park your car in the driveway or around the corner off the route.
- Volunteers will escort you or your guests if you need to drive on the route to get to or from your house.
- All of the major streets and bus routes in the area will be open so there are plenty of alternate routes available.
- Let friends and visitors know about the event and traffic-free streets.
- Help us identify the route by requesting one of our special lawn signs for houses along the route.

**For more information or  
TO SIGN UP TO VOLUNTEER**

[www.PortlandSundayParkways.org](http://www.PortlandSundayParkways.org)

503-823-7599

[PortlandSundayParkways@portlandoregon.gov](mailto:PortlandSundayParkways@portlandoregon.gov)

**City of Portland**  
**Bureau of Transportation**  
**Portland Sunday Parkways**

1120 SW 5th Avenue, 8th floor

Portland OR 97204

(503) 823-PKWY (7599)

[linda.ginenthal@portlandoregon.gov](mailto:linda.ginenthal@portlandoregon.gov)

[www.PortlandSundayParkways.org](http://www.PortlandSundayParkways.org)