PORTLAND SUNDAY PARKWAYS 2016 ANNUAL REPORT

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2016 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 connecting neighborhoods across the city. Our streets and public spaces draw people to visit local businesses, interact with neighbors, connect with their community and city, while building physical activity into their daily lives – all inspired by their experiences at Sunday Parkways.

Sunday Parkways is a leader in the "Open Streets" movement, having hosted the 2016 International Open Streets Summit with 200 participants from around the globe. Open Streets activists, researchers, planners and event organizers gathered in Portland to learn from each other and experience one of the longest running and well-managed Open Streets programs in the United States.

The long-term transportation, health, and community benefits of Sunday Parkways are a critical part of this program. These successful events help people discover just how fun it is to walk, bike, roll, and be physically active. This encourages people to build more activity into their daily lives and to consider transit options. Lowering reliance on a traditional car-dominated lifestyle not only helps lower the city's greenhouse gas emissions from cars and trucks, but also assists in helping residents and visitors become aware of 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 seven- 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 community, business and government investments in Portland's vitality, livability, and diversity."***

2016 PORTLAND SUNDAY PARKWAYS

SUNDAY PARKWAYS VISION

The purpose of Sunday Parkways is to provide a space to be physically active, safe, and have fun. The events are a pathway for participants to learn how to incorporate biking, walking, physical activity and active transportation choices into their everyday lives. It provides a path to meet the City of Portland goals of getting 70% of people active by 2035.

Portland Sunday Parkways is a beloved and sustained 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. As a result of the 2016 Open Streets Summit held in Portland, more cities and towns across the nation are following Portland's lead.

> "Portland loves Sunday Parkways and we're sure Milwaukie will too. With the help of longtime presenting sponsor Kaiser Permanente, our community comes together to embrace our streets as livable space that everyone can enjoy.
>
> - Portland Transportation Director Leah Treat

2016 PORTLAND SUNDAY PARKWAYS HIGHLIGHTS

With four events completed this season and one remaining, Sunday Parkways saw 73,600 participants come out and enjoy the traffic-free events. One more event is scheduled for October 2nd in the Sellwood and City of Milwaukie neighborhoods.

This year Portland Sunday Parkways operations were smooth and efficient. With that, the program was able to add several new partnerships and activities to the Sunday Parkways portfolio. They included significant outreach to the homeless community living along the Springwater Corridor during the May East Portland event, Police Bureau community policing efforts to reduce bike theft, highlighting the new bike share BikeTown bikes in July and August, hosting the 2016 International Open Streets Summit during the August Southeast event, creating a cross-boundary partnership with the City of Milwaukie, expanding placemaking with the Pollinator Pathway Project, and catalyzing new Sunday Parkways-like events with two Oregon Walks walking Open Streets events.

BACKGROUND

Sunday Parkways offers five opportunities every year 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 incorporate many Neighborhood Greenways and other car-free or car-light roadways where people can bike, walk, and roll safely every day.

Portland Sunday Parkways is in its ninth season leading the Open Streets movement 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. Health, transportation, recreation, environmental, community and safety interests all benefit from these kinds of strong partnerships implementing Sunday Parkways.

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 Airlines Magazine profile of what to do in Portland. This exemplifies Portland as a walkable, bikeable, and healthy living city. Cities around the country expect Portland to lead with smart innovations and ideas.

Sunday Parkways offers long-term transportation, health and community benefits. When people discover just how much fun it is to walk, bike, roll, skate, and stroll (again), and how easy it is be physically active during Sunday Parkways, they choose to experience "Sunday Parkways Every Day" by

walking to the store, riding their bikes to work, playing in the parks – incorporating physical activity into their everyday lives.

SUNDAY PARKWAYS GOALS

Primary Goals for Portland Sunday Parkways 2016

- Increase the health and physical activity of all Portland residents
- Prioritize participation and outreach to low-income and communities of color who are at higher risk for diseases related to lack of physical activity and obesity such as diabetes, heart disease, and other ailments
- Reduce dependence on the car for all transportation trips while increasing active modal choices such as biking and walking
- Show off parks, open spaces and transportation infrastructure
- Provide placemaking while promoting physical activity and contributing to city livability and connectedness
- Increase neighborhood awareness and raise acceptability of bicycling and walking as modes of travel
- Introduce new bike riders and walkers to low-traffic Neighborhood Greenways
- Increase environmental and climate change awareness
- Increase neighborhood mobility and livability
- Increase awareness and messaging regarding healthy eating as part of healthy living
- Increase opportunities for local businesses to stimulate neighborhood economic activity

SPECIFIC PROGRAM EVALUATION METRICS FOR 2016

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 traditional and social 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 2016.

- **Goal:** Recruit 100,000 participants to walk, bike, skateboard, roller skate/blade, and roll (in a wheelchair) for all five events for 2016.

Actual: For the first four events, 2016 saw 73,600 participants. The first event was nearly completely rained out with the lowest participation ever experienced

by a Sunday Parkways at 2,600. With one more event to go, we will be close to our 100,000 participants goal this year.

- **Goal:** Involve 150 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 implementation of the program.
  Actual: Sunday Parkways outreach staff enlisted the help of several interns and key volunteers to reach out to 255 places of worship and community organizations, inviting 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 efforts of the volunteer program. This year the volunteer program and our new intern program staff reached out and involved several new organizations and groups that work with communities of color and low-income residents.
- **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: Vendor participation was way up this year. With the addition of downtown Milwaukie brick and mortar businesses, the economic reach has been greatly increased. To date, 176 vendors/sponsors/non-profits made the marketplaces come alive.
- **Goal:** Reach all area residents within two blocks of a designated route at least six 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: To date, there have been approximately 150 stories during the season with traditional media and calendars listings.

- **Goal:** Engage 750 volunteers with 4,800 volunteer hours.
  Actual: It is estimated that by the end of the season there will be 750 individual volunteers with approximately 5,200 volunteer hours.
- **Goal:** Identify and involve 15-20 activity vendors and 60-80 food and other vendors for each Sunday Parkways date.
  Actual: At least 23 vendors with an activity focus were represented at four events. An average of 100 vendors attended each Sunday Parkways date.
- **Goal:** Provide feedback on increased interest in physical activity and healthy eating through surveys, blogs, and other methodologies.
  Actual: The survey results are yet to be compiled.
- **Goal:** Reduce trash going to the landfill and increase recycling/composting program
  Actual: The information on the pounds of trash, recycling and composting are not available at this date.

PROGRAM ACTIVITIES AND ACCOMPLISHMENTS

SUNDAY PARKWAYS PARTICIPANTS

To date in 2016, 73,600 participants walked, biked, rolled and enjoyed Sunday Parkways. Even with the first East Portland event being rained out, each event has shown to be a wonderful success. We continue to reach diverse audiences and attract new people to participate at the events. May's East Portland event had only 2,600; North Portland saw 25,500, Northeast was enjoyed by 22,500 and Southeast had 23,000 participants.

> My boys are chipping in as per their father son annual tradition, sixth year and counting :) A big thank you to Sunday Parkways. Our exchange student from Iraq, Mohammad, took the July Parkways as one if his most memorable American experience :)))
>
> Anjali Rathore

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

2016 PORTLAND SUNDAY PARKWAYS

2016 EVENT HIGHLIGHTS

Each Sunday Parkways in the five different areas of the city have the same basic design. This includes four to six neighborhoods, seven to nine miles of traffic-free streets, four or six 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 four events held to date.

EAST PORTLAND SUNDAY PARKWAYS

May 15, 2016

The May date was the rainiest Sunday Parkways ever experienced. In spite of the miserable weather, 2,600 people came out to enjoy Sunday Parkways eight-mile route. This event also included the New Portlander Celebration held at Bloomington Park and the Foster Flood Plain activities from the Bureau of Environmental Services as part of Sunday Parkways. The route is wholly on bikeway infrastructure, including Neighborhood Greenways, the Springwater Corridor, and paths through neighborhood parks.

The route included the most activity areas/parks of any route with six: Ed Benedict, Bloomington, Glenwood, and Lents Parks plus the Foster Flood Plain Area and Gilbert Heights Elementary School.

In the last year, the number of people who were living along Springwater Corridor in tents and make-shift housing grew exponentially. Additionally, there were several crimes and incidents along the corridor between people riding their bikes and homeless men and women living there in the months prior to the event. Portland Sunday Parkways route included the corridor, so our team went into action working with social services and non-profits that engage with the homeless

community to both notify residents along the corridor that the event was coming to their area, as well as provided an opportunity for civic engagement by these agencies and organizations to talk with our participants regarding homeless issues.

The community organizations and agencies encouraged the residents living on the corridor to clean up the pathway the day before the event as well as provide several tabling opportunities along the route. Unfortunately, the event was scantly attended due to the rain. The event was incident free. The press wrote several media stories about this activity, which allowed Sunday Parkways to be seen as a bridge builder with the homeless community instead of sowing the seeds of fear.

THE PARKS FOR NEW PORTLANDERS PROGRAM TEAMS UP WITH SUNDAY PARKWAYS FOR ITS FIRST CULTURAL CELEBRATION

In partnership with Sunday Parkways on May 15th, the Parks for New Portlanders program organized a New Portlanders Cultural Celebration & Family Day at Bloomington Park to welcome New Portlanders to their new home, programs, and services. It provided an opportunity to bring the New Portlander community together and show government commitment for diversity, inclusiveness, and the celebration of cultures. We had performers from around the globe who are now based in Portland.

For the first time and formally, Native American performers conducted a ceremony that made history by welcoming New Portlander families to this land. City, County and community leaders also welcomed a Syrian refugee family who had arrived in the country two weeks earlier.

This event provided the platform for our local leaders to let newcomers know that this City, its parks, and Portland is their new home! This was also the first time in this nation's history that refugee family were welcomed via the Sunday Parkways.

Som Nath Subedi, Program Coordinator

NORTH PORTLAND SUNDAY PARKWAYS
June 26, 2016

North Portland again saw the largest attendance of the season on this 9.5-mile route with 25,500 people. It incorporated five activity areas/parks: Peninsula, Arbor Lodge, McCoy, and Kenton Parks plus the Willamette Bluff, which overlooks the Willamette River and Forest Park.

The route was changed slightly this year to incorporate the Community Cycling Center's (CCC) Bike Hub in the New Columbia area. This skills track and bicycle repair station is used by low-income neighbors that live nearby. CCC staff was on hand to help participants repair, tune up and get some air in their bike tires.

POLICE BUREAU'S BIKE THEFT TASK FORCE TRADES INEFFECTIVE CABLE BIKE LOCKS FOR MORE SECURE BIKE U-LOCKS AT THE NORTH SUNDAY PARKWAYS

Sunday Parkways provides a unique opportunity for City of Portland agencies to meet residents right in their own neighborhood. This is especially true for the Portland Police Bureau's Bike Theft Task Force, who offered the first 50 people a free U-lock with a trade in for a cable lock. This partnership between Project 529 and Abus has as its goal to address the epidemic of bike theft in Portland. In addition to giving out all the bike locks in the first hour, officers were on hand to register bikes. Registration is free and easy to do and facilitates the police reuniting the registrant with their recovered stolen bicycle.

NORTHEAST PORTLAND SUNDAY PARKWAYS
JULY 24, 2016

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

Northeast Portland's community has been hard at work revitalizing the Cully neighborhood. This year participants had the opportunity to enjoy one of the newest Portland parks: K^{h}unamokwst Park, where Andando en Bicicletas en Cully (ABC) organized its bilingual bike fair, and neighbors got a chance to play on the new play structures and in the park. Here are some of the other activities and community groups that participated in the Northeast Sunday Parkways "Bright Spots":

- Heart of Woodlawn (NE Dekum & Durham)
  People and families coming together for fun and a stronger community.
- St. Andrews Catholic Church (southwest corner of NE Alberta St. & 9th Ave)
  Welcoming and inclusive for persons of every life situation.
- Our 42nd Avenue (northeast corner of NE Alberta Ct. & 42nd Ave)
  Nurturing business development by the community, for the community.
- Living Cully (Khunamokwst Park)
  Community development that creates economic, ecological and social benefits for Cully residents.
- Simpson Street Farm (4800 NE Simpson St)

City farm in the heart of Cully, growing food for farmers markets and restaurants in NE Portland.

- Leaven Community (Alberta Park on NE 19th Ave between Ainsworth St. & Jarrett St.)
  Home of the NE Portland Tool Library, Kitchen Share, and a whole lot more.

BikeTown, Portland's innovative new bike sharing system, was online for the Northeast Sunday Parkways. Through a generous offer of BikeTown, Sunday Parkways participants got a discount to try the bikes out at the event. This partnership was even larger for the Southeast event where BikeTown stations are peppered throughout the area.

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SOUTHEAST SUNDAY PARKWAYS
August 21, 2016

Southeast Portland Sunday Parkways was held in conjunction with the 2016 International Open Streets Summit. Over two hundred participants from every continent except Europe and Antarctica were represented. They all came to Portland to learn, network and see how Portland's unique style for Open Streets events operates effectively. Sunday Parkways is one of only a rare few programs that prioritizes low-traffic neighborhood streets over large and iconic main streets. This emphasis is in keeping with Portland's goal of encouraging people to ride and walk every day – and Sunday Parkways shows them where these comfortable and safer streets are.

CHARLES BROWN, NEW BRUNSWICK, NJ WITH KIRSTEN WILKENS AND MARCELA GUERRERO CASAS FROM CAPE TOWN, SOUTH AFRICA

Kaiser Permanente's Dr. Phil Wu spoke and moderated the only summit plenary open to the public built upon one of four summit themes: Inspiring Community Resilience – Health/Physical Activity.

> *Open Streets gets residents outside and engaged in physical activity and fun social gatherings. In the U.S. and Canada, most Open Streets seek to encourage people to incorporate physical activity into everyday mobility. The Saturday plenary addressed the nexus of Open Streets, community connections, equity and health.*

SELLWOOD/MILWAUKIE SUNDAY PARKWAYS
October 2, 2016

We anticipate the final event of the season will be one of the most exciting events with a new route that includes downtown Milwaukie. This two city collaboration came from a request by the City of Milwaukie Mayor and Council to run their own Sunday Parkways event. The team decided to work together for two years, and then the City of Milwaukie will have the experience and know-how to host their own Sunday Parkways event(s) in 2018.

This upcoming event includes the Bureau of Environmental Services and Native American Tribal Council's Salmon Celebration at Westmoreland Park. This Celebration representa a very successful collaboration between several city bureaus, non-profits, and other agencies as well as Native American groups.

COMMUNITY NOTIFICATION AND EARNED MEDIA

Sunday Parkways outreach efforts reached every Portland resident at least three times. Most were reached via extensive online and television media coverage, social media and other web-based communication tools before, during, and after the events. Prior to each event, two Sunday Parkways mailers were distributed to residents in each area of Sunday Parkways. Additionally, for all households along a new route or new part of a route, a door hanger was dropped off. Several neighborhoods with particularly difficult traffic control received a letter outlining the route and access instructions.

> Our first ride and really enjoyed it. One of the best community activities we have participated in. We won't miss going to future rides! It was so much more than we had imagined! Thank you!!!
> Leigh Dreher

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, school-based health centers, coffee shops and at community events. An additional 3,000 flyers in Spanish were distributed during events and to organizations, churches, and other venues with Spanish-speaking members, customers and visitors.

Ten A-board route maps, sponsored by New Relic, and 20 smaller corner intersection signs were used to help guide participants throughout the day.

2016 PORTLAND SUNDAY PARKWAYS

Sunday Parkways continues to grow its social media presence. Currently, Sunday Parkways has 10,627 Facebook "Likes" and 2,135 Twitter followers.

To date, there were 167 Facebook posts and 199 Tweets delivered during the 2016 season.

PortlandSundayParkways.org is again the most popular web page in the City of Portland's PortlandOregon.gov website. Portland Sunday Parkways six e-newsletters were sent to 8,264 Portland area residents. Additionally, 11 volunteer e-newsletters were sent to 1,347 active volunteers. Active Transportation Division sent out 10 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)	20,000
SP Flyers (Spanish)	3,000
SP Mailers	140,080
SP Door hangers	600
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

To date, Portland Sunday Parkways has garnered over 19 million media and marketing impressions.

There were approximately 150 media stories, calendar listings, and blogs. Sunday Parkways was promoted on 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.

Every place of worship in the area affected 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.

Media outlets and venues included:

Print, Television and Radio
The Oregonian
Portland Tribune
Willamette Week
Portland Mercury
USA Today
Clackamas Review
Southeast Examiner
Hollywood Star News
Oregon Jewish Life
KATU Television
KGW Television
KOIN Television
KPTV Fox
KEX Radio
KXL Radio
KINK Radio
KBOO Radio
OPB Radio

Internet/Online (Partial list)
Oregonlive.org
BikePortland.org
PDX Pipeline
Kaiser Permanente Share
Travel Portland
AARP Oregon
ORBike
Yelp
American Trails
BicyclePaper.com
Dave Knows Portland
City Repair Project
Activate Portland
Environmental Communications

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BTA Blog
Multnomah County Library
GoLocalPDX
Kidical Mass PDX
PDX Parent
Seattle Bike Blog
Portland Activate Hub
Portland Pedal Power
Portland Review
Red Tricycle
North Portland Greenway
Metro News
SW Trails PDX
Portland Patch
Timbers Army
Ride Oregon Ride
Portland Transport

NEIGHBORHOOD OUTREACH AND ORGANIZING

This year, Sunday Parkways developed several new relationships with community organizations to broaden the reach of active transportation and environmental stewardship.

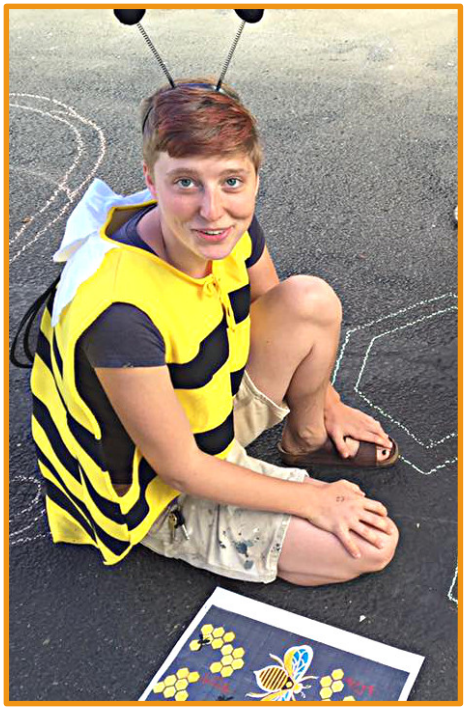
Modeled on Sunday Parkways, Oregon Walks created two open streets events: one in downtown called Connecting the Park Blocks on the Green Loop, and one in the Cully neighborhood called Oregon Walkways: Cully Camina. Each route closed 1 ½ to 2 miles of streets and opened them for walkers (and others on bike and other wheeled conveyances). Sunday Parkways provided technical assistance and support, including social media, traffic, parks and marketplace planning.

The Park Blocks event was held in conjunction with the 2016 International Open Streets Summit in August and was a collaboration with Better Block PDX, the Bureau of Planning and Sustainability, The City Repair Project and PBOT.

For Cully Camina, Oregon Walks recruited 42 volunteers, 50 vendors, 2 music acts, 1 dance group Over 1,000 pedestrians came out to explore the Cully neighborhood.

PLACEMAKING FOR POLLINATORS: CITY REPAIR'S POLLINATOR PATHWAY PROJECT AT SUNDAY PARKWAYS

In 2015, City Repair and Pollinator Arts seeded the idea of inspiring our local community project sites to create pollinator habitat and artwork around intersection paintings. Soon after, local beekeeper (and founder of the Community Cycling Center) Brian Lacy jumped on board offering his support. We led workshops facilitating the creation of mason bee homes and insect hotels. We also encouraged placemaking sites to install pollinator-friendly plants in their yards and parking strips.



In 2016, local pollinator specialists including landscape architect Jadene Mayla, founder of Pollinator Parkways, Sherrie Pelsma, Green Lents Pollinator Habitat Coordinator Adriana Escobedo-Land, botanist Rose Madrone and the Portland Bureau of Transportation's Sunday Parkways Program Coordinator Alexis Gabriel all joined this initiative. As this collaborative grows in expertise and ability, we realize the potential we have to hold space for the power of local placemaking initiatives to support our beloved pollinators

City Repair specializes in community building installations and processes in the public right-of-way. Parking strips are often under-utilized spaces in our urban landscapes. City Repair has been at the forefront of developing numerous creative ways to utilize these zones for community building. We have created pre-approved designs for small installations including bike shelters, kiosks, trellises, benches, poetry kiosks and even community composting facilities for these zones.

And we're nowhere near done! In fact, our role in all of this has been to facilitate people's ability to have power in their places. So many of these "innovations" are neither new nor created by us. Rather they are the return of "village patterns" in urban contexts and are created by the people living in these places. Our pollinator pathway initiative, then, is just another piece of what we think creates thriving places for all living creatures. In other words, we are pooling in our collective creativity and resources to bring wildlife back into the city with beautiful, inspiring, abundant places that people and pollinators can enjoy.

Ridhi D'Cruz
Placemaking Co-Director and Associate Director

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.

Most take this car-free opportunity to ride their bicycles, stroll and jog. There are also wheelchair users, roller skaters, street skiers, unicycle riders, and all manner and shape of two, three and four wheel conveyances. Sunday Parkways has become a defining events when numerous small children have mastered riding a two-wheel bike.

Activities offered by vendors, community groups, health practitioners and agencies included:

- Acrobatic performances and lessons
- Climbing wall
- Disc golf
- Slack lines
- Zumba classes
- Skateboarding ramps and rails
- Bike skills track
- Bouncy inflatable house
- Juggling
- Soccer
- Obstacle courses
- Hula hooping
- Bollywood dancing
- Stilt walking
- Zumba classes
- Unicycle riding
- Organized bike rides and walks
- Boot camp demo classes
- Hand cycles
- Tai Chi classes

VOLUNTEER PROGRAM

Sunday Parkways require significant volunteer support. Projected for the full season, there will be 1,200 volunteer shifts with 5,200 volunteer hours by 750 individual volunteers. Volunteers are recruited, managed and trained by Axiom Event Productions in close coordination with, and resources from, the Active Transportation and Safety 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 above and beyond these estimates of volunteers that make Portland Sunday Parkways a success.

All volunteers were trained online and again on-site for each event. Volunteer guides, maps and other resources were provided to each volunteer along with snacks, water, coffee, and a t-shirt. Only volunteers can get the popular 2016 Sunday Parkways orange t-shirt. Volunteers who work more than three shifts receive the limited edition 2016 Portland Sunday Parkways bandana.

> I really like the really cool view into the guy's dance moves. It really spoke to me. I liked that it had that feel, that you could tell that it was raining, and it felt like he was causing the rain. Like a rain dance. I did notice how everyone stopped what they were doing and was paying attention. The dancers were mesmerizing and that was what I was trying to capture.
>
> Volunteer photographer, Kevin Koch

The number of lead volunteers remained steady at 22 people. 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 routes. The Information Booth Coordinators managed 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 and low-income people. This amounts to approximately $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 this volunteer opportunity to staff an intersection with their community group, as well as promote their organization and its goals to participants.

2016 PORTLAND SUNDAY PARKWAYS

SUNDAY PARKWAYS VOLUNTEERS LEAD AT THE 2016 INTERNATIONAL OPEN STREETS SUMMIT AUGUST 18-21, 2016

The City of Portland, Portland State University's Initiative for Bicycling and Walking, and the Open Streets Project hosted the 2016 International Open Streets Summit on the same weekend as August's Southeast Sunday Parkways. This presented a fantastic opportunity for Portland to set a detailed and unique example for municipalities around the world on how an "Open Streets" event can be a tool for community building and volunteer engagement.

Sunday Parkways is successful in large part due to the core of brilliant, engaged, and committed volunteers that donate their time and expertise to make each and every event shine. Nowhere was that more evident in 2016 than at the Open Streets Summit. Dozens of Sunday Parkways volunteers, including many volunteers that make up Sunday Parkways' high-level volunteer leadership (Superhero Coordinators, Info Booth Coordinators, pre-event packing volunteers) signed up to help out at both the Summit and Southeast's Sunday Parkways.

HENNY ALAMILLO MIGUEL, LOS ANGELES CICLAVIA

At the Summit, Sunday Parkways volunteers helped run breakout sessions, registration tables, give tours of Portland's public bicycling and walking infrastructure, and answer Summit attendee questions. At Southeast Sunday Parkways, Summit attendees shadowed and interviewed volunteers that they'd met over the course of the Summit, giving an international audience direct, real-time access to the people making these events a success. This intersection of events presented to Summit attendees an opportunity to engage with our volunteers and learn more about not only the internal organization and workings of Sunday Parkways, but how volunteer leadership and ownership of a community event creates continuity, enriches everyone involved with the event, and ripples outward to foster engagement far beyond any individual event. The Summit also presented Sunday Parkways' volunteers the opportunity to see firsthand how internationally important their engagement is, and that they are the heart of a world-class movement.

BUSINESS OUTREACH

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

The vendor program was overhauled in 2016 to allow our vendors and partners to register and pay online. This has enabled our staff to spend more time tracking and recruiting new community businesses to Sunday Parkways as opposed to hours of processing paperwork.

There was an average of 101 vendors and sponsors per event. Vendor fees for the 2016 season added up to $40,500 to date. 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 Marketplace spaces sold out before the events.

All neighborhood businesses 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.

We love being a part of this event, because it's always an upbeat, happy experience. We enjoy seeing kids attempting to balance a shave ice and a bike. Our fellow vendors are always a joy to work with. We have never worked with such an organized staff. The volunteers and staff are more than thorough, and a delight to work with each season.

As a minority entrepreneur, we get to experience the city from different vantage points, different flavors from each neighborhood, always unique. Portland is viewed with disparate lenses...so varied, yet - united with bicycle access. Active, happy people from all ages, cultures and ethnic backgrounds. We enjoy seeing how vast the bike culture in Portland is. This event is a delight and we hope it continues well into the future.

Earl Fonville

Two Wahine's Hawaiian Shave Ice

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. Approximately $9,227 has been raised to date.

In 2016, 22 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, Metro, NW Natural, and Whole Foods. Several new season-wide sponsors joined this year including: Hannah the Pet Society, IKEA and the partners from Milwaukie.

Presenting Sponsor: Kaiser Permanente
Promoter Sponsors: New Relic, AAA Oregon/Idaho, Metro
Advocate Season-wide: Bike Gallery, car2go, Clif Kid, Hannah the Pet Society, Lam Research, Celebrate Milwaukie Farmers Market, NW Natural, Umpqua Bank, and Whole Foods Market
Advocate Event Sponsors: Bureau of Planning & Sustainability, Bureau of Environmental Services and Pacific Foods
Supporter Season-wide: AARP of Oregon, Bureau of Emergency Management, Fire and Rescue Bureau, IKEA, and North Clackamas Chamber of Commerce
Supporter Single Events: Portland General Electric

SUNDAY PARKWAYS PRELIMINARY PROGRAM BUDGET

The program is scheduled to spend the full budget amount by the end of the season.

SUNDAY PARKWAYS 2016 ACTUALS TO DATE 9/27/2016			
Materials and Services	**Per event**	**Four events**	
Logistics Traffic Control	$15,794.89	$63,180.00	
Volunteer Organizing	$24,840.74	$99,362.96	
Community Outreach	$6176.52	$24,706.09	
Day of Event	$8,253.38	$33,013.52	
Total of M&S	*$55,066*	*$220,262*	
Staffing			% FTE
Coordinator/Program Manager	$13,660.70	$54,642.78	50%
Senior Planner	$11,607.60	$46,430.38	60%
TDM Assistant (Organizer)	$10,158.20	$40,632.78	100%
TDM Staff Overtime	$3,035.94	$12,143.77	
Total Staffing Costs	*$38,462*	*$153,850*	
Costs Grand Total	**$93,528**	**$374,112**	
Income			
City of Portland		$166,370	
Kaiser Permanente Grant		$100,000	
Activity and Food Vendors	$8,140*	$40,700	
Individual Contributors		$9,227	
Community Sponsorships		$154,399	
Income Total		**$470,496**	

***accounts for five events**

APPENDICES

Route Maps

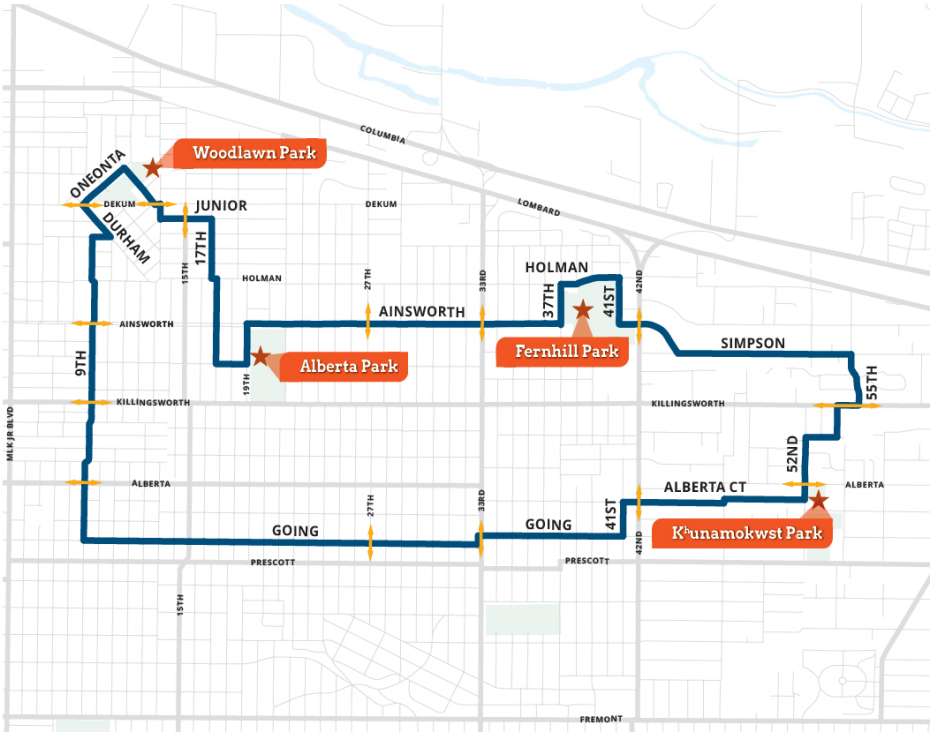
Sunday Parkways Poster

Website Links

East Portland Route Map

North Portland Route Map

Northeast Portland Route Map



Northeast Route 2016

Southeast Portland Route Map

Southeast Route 2016

Sellwood/Milwaukie Route Map

2016 PORTLAND SUNDAY PARKWAYS

2016 Sunday Parkways Poster

2016 Website Links

Portland Sunday Parkways Website

PortlandSundayParkways.org

Portland Sunday Parkways Donations

portlandoregon.gov/transportation/sundayparkways

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facebook.com/PortlandSundayParkways

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