

CITY OF  
PORTLAND 2021

# Sunday PARKWAYS

PRESENTED BY  
 KAISER PERMANENTE®



## 2021 ANNUAL REPORT

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# Credits

*Sunday Parkways is a longstanding Portland tradition that brings people together to be physically active and build community connection and resilience.*

## **Credits**

Mayor Ted Wheeler  
City Commissioner Jo Ann Hardesty, Commissioner of Transportation  
City Commissioner Mingus Mapps  
City Commissioner Carmen Rubio  
City Commissioner Dan Ryan

## **City of Portland**

### **Bureau of Transportation**

Chris Warner, PBOT Director  
Art Pearce, Policy Planning & Projects Group Manager  
Catherine Ciarlo, Active Transportation & Safety Division Manager

## **Portland Sunday Parkways Staff**

Renata Tirta, Programs Section Manager  
Alexis Gabriel, Outgoing Sunday Parkways Manager  
Rachel Lobo, Interim Sunday Parkways Manager  
Meghan Mack, Sunday Parkways Coordinator  
Wyle O'Neill, Sunday Parkways Coordinator  
Rich Cassidy, Sunday Parkways Coordinator  
Tom Haig, Communications Specialist  
Diane Devitto, Intern

## **Kaiser Permanente Staff**

Nikki Carter, Marketing  
Sarah Wagener, Marketing  
Jeannie Shay, Marketing  
Jun Hanawa, Graphic Design  
Meghan Kelly, Marketing  
Karen Vitt, Communications

## **PBOT Staff**

Lisa Strader, ADA Program Specialist  
Sarah Peterson, Materials Designer  
Shaina Hobbs, Graphics support

## **Axiom Event Productions Staff**

Neal Armstrong, Project Manager  
Erin Rodin, Program Manager

## **Contractors**

Corinna Wilborn (Wilborn Designs), Graphic design  
Avenue Agency, Social media support

## **Presenting Sponsor**

Kaiser Permanente

## **Promoter Sponsor**

Metro

## **Season-wide Advocate Sponsor**

NW Natural

## **Supporter Sponsors**

AARP Oregon  
iQ Credit Union

## **Portland City Bureau Sponsors**

Planning and Sustainability



# Meet the Sunday Parkways Team

*The Portland Sunday Parkways team is a part of the Active Transportation and Safety Division at the Portland Bureau of Transportation (PBOT) and collaborates with many other teams and bureaus across the city to make each season happen.*

This year our team worked closely with the Kaiser Permanente planning team and Axiom Productions to design and implement a whole new take on the annual Sticker Hunt activity.

To bring this year's vision to life the team learned new skills and tried out new methods to stay connected with Portlanders. In addition to all the activities described in this report, we also scouted over 42 miles of city streets to come up with suggested routes for scooting, biking and walking!



**Erin Rodin**  
EVENT SPECIALIST  
WITH AXIOM  
PRODUCTIONS



**Meghan Mack**  
PROGRAM  
SPECIALIST



**Rachel Lobo,**  
INTERIM  
PROGRAM  
MANAGER



**Renata Tirta**  
ATS PROGRAMS  
SECTION MANAGER



**Rich Cassidy**  
PROGRAM  
SPECIALIST



**Tom Haig**  
COMMUNICATIONS  
SPECIALIST



**Wyle O'Neill**  
PROGRAM  
SPECIALIST



# Portland Sunday Parkways Mission & Vision

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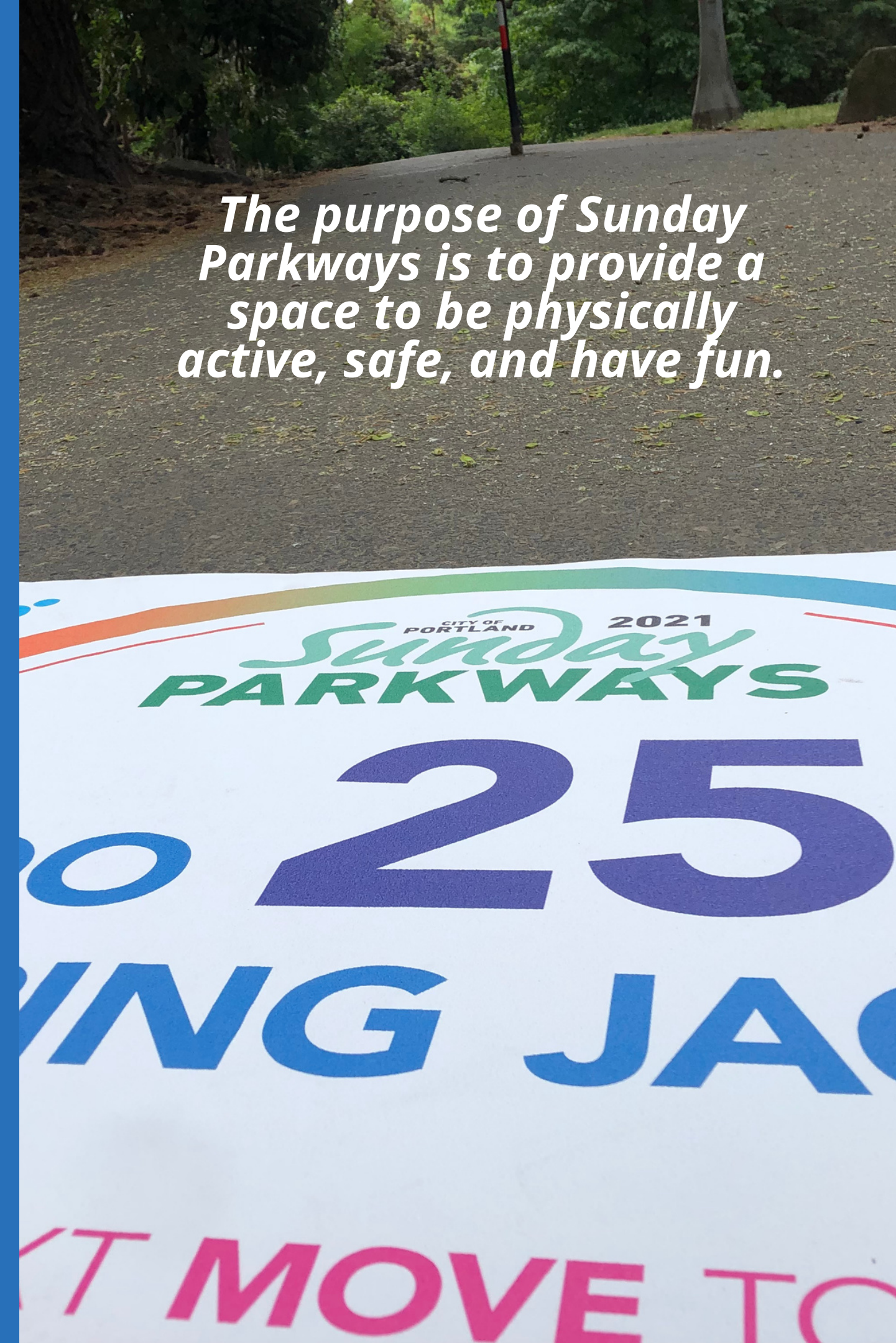
## ***Mission***

Portland Sunday Parkways promotes healthy active living through a series of free events opening the city's largest public space it's 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 vitality, livability, and diversity.

## ***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. Sunday Parkways is modeled after Bogotá Colombia's Ciclovías, held every Sunday on 70 miles of streets. Portland Sunday Parkways is a beloved and sustained Portland tradition.

*The purpose of Sunday Parkways is to provide a space to be physically active, safe, and have fun.*





# 2021 Impact Snapshot

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Though the COVID-19 global health pandemic kept us from gathering in masses, Portland Sunday Parkways was able to adapt using a Choose Your Own Adventure format to encourage community to stay connected, healthy and active with weekly programming from May through September. Here are a few highlights from this season:

## Exploring Portland with the Kaiser Permanente Sticker Hunt

**767 people participated** in the Kaiser Permanente Sticker Hunt, using a text to play model.

**81,000 households** received a series of mailers at their doorstep with information about community programs and events, a set of fun stickers and Sticker Hunt Map.

**600+ signs and sidewalk decals** were placed across the city sharing inspirational messages, and links to learn more about resources.

## Staying connected, healthy and active at home

Through our virtual programming we reached over **28,000 people who were able to join us from the comforts of their own homes.**

They learned from a wide range of experts including artists, chefs, athletes, first responders, transportation planners and more.

We presented **99 events for an average of 19 hours of programming** each month, **garnering 3,167 unique views.**

## Sharing information through social media

Across Facebook, Twitter, and Instagram we garnered more than **1,128,524 impressions** with information about the Kaiser Permanente Sticker Hunt, virtual classes and workshops, and mental health tips.

We were able to serve even more Portlanders through translated social media ads which reached over **31,000 people in Spanish, Russian, Vietnamese and Chinese.**

# Overview

***Sunday Parkways is a longstanding Portland tradition that brings people together to be physically active and build community connection and resilience.***

Now in its 14th year, resilience and adaptation have underpinned the Portland Sunday Parkways program in every way, including adapting to ever-evolving community health conditions, adjusting to working virtually as a team, experiencing major staffing changes and implementing new strategies and technologies to stay connected with community.

Through these changes, Portland Sunday Parkways continued to support community by offering activities and resources for people across Portland neighborhoods. Against the backdrop of the COVID-19 global health pandemic, Sunday Parkways adapted to the moment and met our communities where they are.

Staying true to the goals of improving health and creating more cohesive communities, we offered a “Choose Your Own Adventure” approach to virtual programming and outdoor activities which included weekly activities May through September. Participants were encouraged to pick activities that excite them and engage in them at their own time and pace. This ensured flexibility not only for Sunday Parkways participants, but also for the planning team in the face of changing public health guidance about large in-person events.


This season would not have been possible without the planning and off- season work done by our outgoing Program Manager Alexis Gabriel who accepted a new role within the City of Portland at the start of the season.

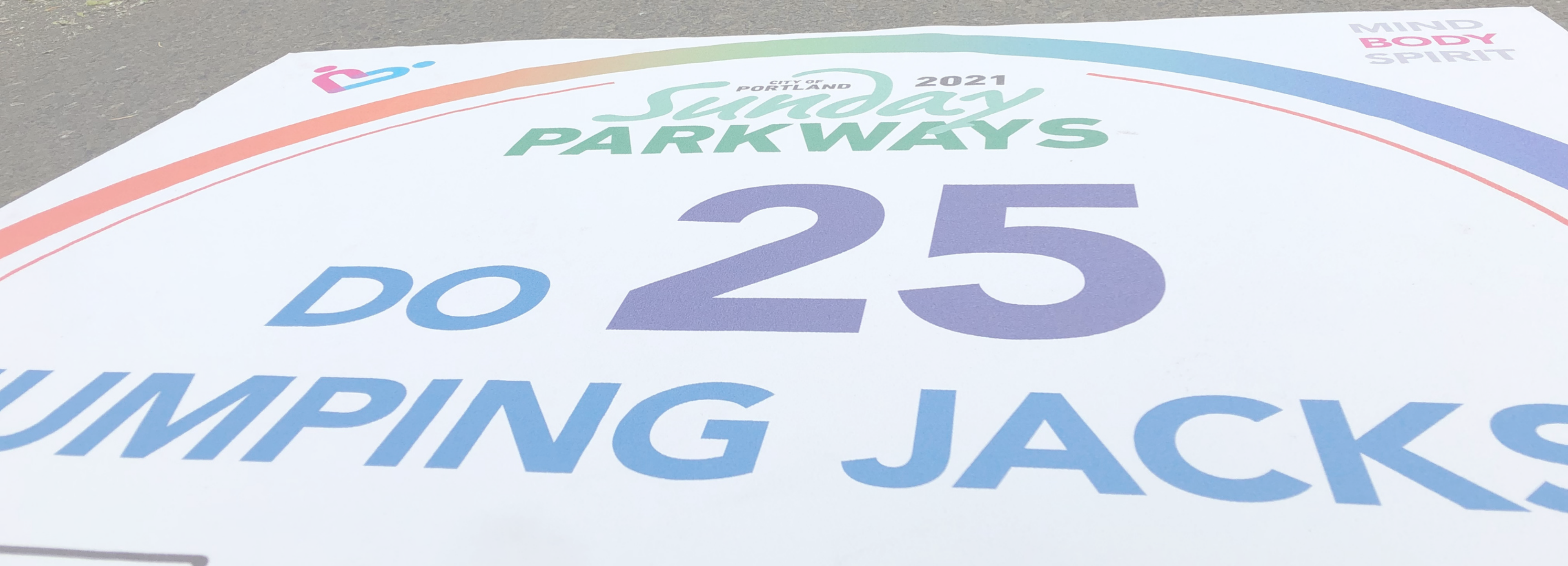
The final report below outlines this year’s five objectives in greater detail and describes the outcomes of this year’s programming.



# 2021 OBJECTIVES & OUTCOMES

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# Objectives & Outcomes



## *Objective 1: Maintain the Spirit of Portland Sunday Parkways*

Sunday Parkways has a long history as a program that centers around community, connection, creativity, fun and learning. This spirit drove the desire to innovate during COVID-19 and maintain the magic of this program, even when we couldn't be together in person.

### *Through the Kaiser Permanente Sticker Hunt*

This year included a new take on the long tradition of the Kaiser Permanente Sticker Hunts which historically has taken place on Sunday Parkways days and routes. This year we collaborated with Kaiser Permanente to launch a fun scavenger hunt style game encouraging people to explore Portland parks and streets by walking, biking, and rolling that could be done all summer long, across the city.

To host the Sticker Hunt we took a multimedia approach. Printed signs and maps were posted on poles, decals that highlight businesses, bike shops and transportation projects were installed on sidewalks, and Kaiser Permanente decals and signs were posted in four featured parks on each route.

At each sign, sticker or decal participants texted a key word to a phone number. This entered players into the game and sent them an automated reply message with links to more resources and information.

We designed this activity to be flexible, allowing participants to play anytime day or time, and to showcase Portland's 100+ miles of Neighborhood Greenways and Slow Streets which were implemented in response to COVID-19. By creating a citywide, text-based Sticker Hunt activity we were able to engage people in a COVID-19 safe way, while encouraging them to participate in fun challenges with their family and friends.



# Objectives & Outcomes

## Objective 1: Maintain the Spirit of Portland Sunday Parkways

### Outcomes of Kaiser Permanente Sticker Hunt

**767 People** participated in the text to play campaign for the Sticker Hunt

**321 Sticker Hunt kits** including a sticker sheet and map were requested through QR codes by 245 people

**126 Prizes and rewards** including gift cards to local restaurants, tickets to concerts, and grand prizes from Rose City Rollers & Montavilla Jazz were distributed to participants and randomly drawn winners



*Sticker Hunt participant finding decals in the park*





# Objectives & Outcomes

## *Objective 1: Maintain the Spirit of Portland Sunday Parkways*

### Through Virtual Programming

In 2021 we continued offering weekly virtual programming as an option for community to stay connected, healthy and active. Connecting virtually allowed people to join us from the comforts of their own homes and learn from a wide range of experts including artists, chefs, athletes, first responders, transportation planners and more.

Like last year, the virtual programming drew a wide-ranging audience and amplified diverse voices and knowledge in the Portland community. Virtual events were offered online on Facebook LIVE and on Zoom for participants to watch live or at a later time.

Working with diverse community partners and leaders, online classes included an array of fitness takeovers ranging from Zumba to yoga, musical performances for people young and old, cooking classes with local chefs, art classes, zine workshops, wellness webinars, community discussions hosted by the Office of Community and Civic Life, fire safety with Portland Fire and Rescue as well as presentations from PBOT employees on a range of projects and programs that directly affect people's daily lives. Weekly programs also featured a broad range of disability-focused programming, offering fitness with EveryBody Athletics, art therapy with Children Healing Art's Project, and pedestrian safety guidance from blind and low vision pedestrians who use white canes. This is another opportunity to amplify diverse voices and allow community members to see themselves in our Sunday Parkways content.

For anyone unable to visit our Sticker Hunt routes in-person we offered virtual sticker opportunities throughout the season for people to enter to win prizes from home. We aired a virtual sticker, which included a secret text word for 15 seconds as we read the text out loud at the top and end of our Transportation Highlight and Disability programming sessions. Participants were instructed to text the word on the screen to the number listed in order to enter the campaign.



# Objectives & Outcomes

## *Objective 1: Maintain the Spirit of Portland Sunday Parkways*

### Outcomes of virtual programming

Over **28,000 people** were reached through information about virtual events

**3,167 People** viewed virtual event videos live or later

**387 Responses** to Facebook events

**99 Virtual events** took place over five months May - September

**22 Disability focused events**



*Yoga en Espanol con Pame*

*Our virtual programming drew a wide-ranging audience – and it amplified diverse voices and knowledge in the Portland community.*

# Objectives & Outcomes

## *Objective 2: Maintain Community Connection and Relationships*

While we couldn't gather in person this year for large scale events, we also knew we didn't want to lose our connections to the hundreds of thousands of people who make Sunday Parkways a vibrant, people-centered program. Programs and communications were designed to reach attendees, neighbors, vendors, volunteers, staff, community organizations, advocates and beyond. We reached out to community members using direct mail and digital communications, with the goal of bringing moments of joy to people in their homes. This is especially critical at a time when health statistics show that a large number of people are experiencing stress, isolation and poor mental and physical health.

### *Through Direct Mail*

Each month, residential addresses along the Sunday Parkways routes received two mailings: 1) A postcard announcing this year's program and a route map and 2) a Sticker Hunt kit. The kit was comprised of a Kaiser Permanente Sticker Hunt map, a sheet of stickers, and a Sunday Parkways brochure describing the season's activities. The Sunday Parkways brochures highlighted events and programs hosted by community partners. It also put valuable information directly on peoples' doorstep about City programs such as community health fairs, back-to-school planning from the Safe Routes to School team, and public plaza activations featuring Black, Indigenous and People of Color (BIPOC) businesses.



# Objectives & Outcomes

## Objective 2: Maintain Community Connection and Relationships

### Outcomes of Direct Mail

**162,813 Pieces of information-packed mail** were sent to households along the routes with information about the route and community events



"We loved getting the map and stickers in the mail, it motivated us to go out and ride!" - Kris B



# Objectives & Outcomes

## *Objective 2: Maintain Community Connection and Relationships*

### Through Digital Communications

Sunday Parkways continued to leverage social media platforms including Twitter, Facebook, and Instagram to share information, engage with community and spread joy. During 2020 and 2021, these tools became even more crucial to build and maintain connections. Social media channels were used to engage people in virtual events in real time, share community resources and wellness information and remind people about the Kaiser Permanente Sticker Hunt activity. Social media was a great method of interacting with Portland Sunday Parkways participants as well as community partner organizations. By engaging on social media participants were able to share photos and their experiences participating in the Kaiser Permanente Sticker Hunt, as well as feedback about the routes.

This summer Portland Sunday Parkways also sent monthly digital newsletters to over 11,000 subscribers with updates on our programming, community events, digital resources and more.



*Social media channels have been important tools to engage people in virtual events in real time, and to share community resources and wellness information and remind people about the Kaiser Permanente Sticker Hunt activity.*



# Objectives & Outcomes

## Objective 2: Maintain Community Connection and Relationships

### Outcomes of Digital Communications

**1,128,524 Impressions** across Facebook, Instagram, and Twitter

Paid ad campaigns in August and September reached **177,368 people** resulting in **3,540 clicks**, and a click through rate of 4.71%

**165,368 Impressions** across translated ads in Spanish, Russian, Chinese, and Vietnamese, yielding **308 clicks**

**21,275 Unique page views** across Sunday Parkways website

**13,211 People** engaged in our content across Facebook, Twitter, and Instagram

5 digital newsletters sent to over 12,000 subscribers with **25% avg. open rate, 4% avg. click rate**



*Social media post from Sticker Hunt participant*

Facebook	Twitter	Instagram
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12,369	1,203	2,666
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A photograph of a person on a bicycle with a backpack and helmet talking to a person on a sidewalk during a Sunday Parkway event. The person on the bicycle is wearing a green shirt and a blue backpack. The person on the sidewalk is wearing a light blue shirt and dark pants. They are standing on a sidewalk next to a street. In the background, there are trees and a building.

## Objectives & Outcomes

### *Objective 3: Encourage Use of Active Transportation as a Component of Healthy Living*

#### Through Suggested Neighborhood Routes

While this year's Sunday Parkways did not include any actual street closures, programs were designed to take advantage of Portland's Neighborhood Greenways, which have physical features designed to slow down car traffic and prioritize walking and biking and the Slow Streets program which was part of PBOT's COVID-19 response.

As part of each route, Sunday Parkways signs and maps were posted on poles, barricades, and barrels that help slow vehicle traffic. These acted as visual identifiers for people playing the Sticker Hunt while simultaneously promoting the activity to passersby who are unaware.

Websites for each route also featured a Google Map version of the Sticker Hunt route which made it easier for people to see the route and features in the area on their smartphones as they went from place to place. Participants were directed to the route websites through QR codes on the posted signs and sidewalk decals, as well through text messages campaigns to participants with short links.

*The intent of using these lower-traffic streets was to make walking, rolling and bicycling safer and more comfortable for Sunday Parkways 2021 participants.*

# Objectives & Outcomes

## Objective 3: Encourage Use of Active Transportation as a Component of Healthy Living

### Outcomes of Suggested Neighborhood Routes

**20,311 Views** across five Google Maps

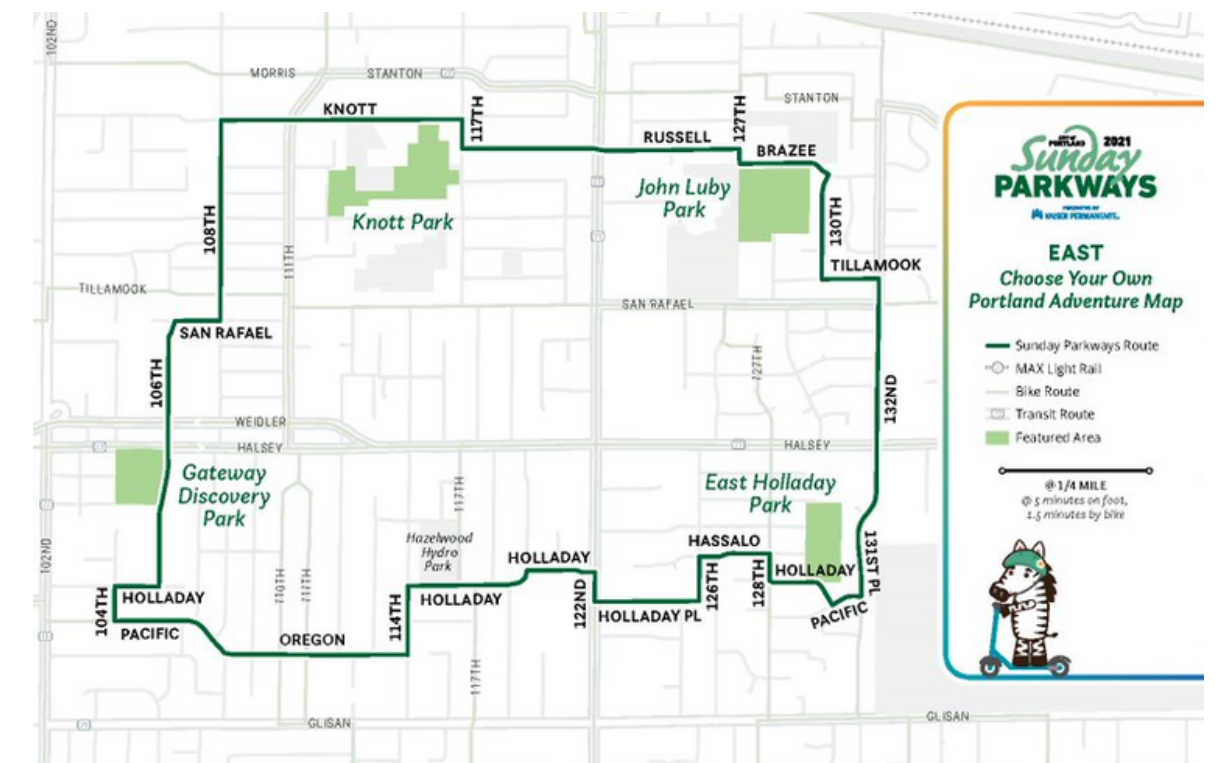
**1,062 Hits** to QR codes on signage along the routes

**604 Signs and pavement decals** installed across the city

**140 Signs** posted showing a neighborhood map and route



*Barrel and barricade signage on the North route*



*Map graphic showing the East route*





# Objectives & Outcomes

## *Objective 3: Encourage Use of Active Transportation as a Component of Healthy Living*

### **Through Sharing Transportation Information**

This year, each Choose Your Own Adventure route featured a set of Sunday Parkways sidewalk decals strategically placed to highlight recently completed or upcoming transportation projects such as the NW Flanders Neighborhood Greenway, as well as active transportation spots like BIKETOWN stations.

Sidewalk decals were placed in front of bike shops on or near the Sunday Parkways routes to highlight community resources for biking and encourage people to try the route using a bicycle.

Finally, in our virtual programming we introduced a weekly series called Friday Transportation Highlights. These virtual presentations on Facebook Live featured PBOT project and program managers sharing information about their work. These presentations were an opportunity for community members to hear directly from the staff working on these programs and ask questions. Topics included Safe Routes to School, Capital Projects, the Transportation Wallet Program, biking tips and resources, Vision Zero and more.

***Our goal was to engage participants in learning about climate-friendly options to get around – and introduce projects that make it safer and more comfortable to take those trips.***

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# Objectives & Outcomes

## Objective 3: Sharing Transportation Information Outcomes: Encourage Use of Active Transportation as a Component of Healthy Living

### Outcomes of Promoting Active Transportation

**42 Sidewalk decals** highlighting transportation project and programs

**34 Sidewalk decals** highlighting local bike shops

**17 Virtual Transportation Highlight** events featured on Facebook Live, with 3,156 views



*"I've done SE, North, and East. What I enjoyed most was seeing neighborhoods I otherwise would not have." - Andy S*



# Objectives & Outcomes

## *Objective 4: Share Resources About Holistic Health and Wellness to Underserved Communities*

In 2021 our digital presence was our primary means of reaching these communities to share a variety of information, tools, and methods to support physical wellness and mental health. Our primary theme for this Portland Sunday Parkways was to build resilience within our community on a personal level. With self-care and personal safety as core messages that we aimed to share.

### **Through Social Media & Virtual Events**

Sunday Parkways social media platforms were used to share information about community resources and health each week. Topics for Portland Sunday Parkways curated content included weekly mental health posts, free community events, fire safety, COVID-19 health guidance, and highlighting places for recreation around Portland.

Virtual classes also featured information for healthy living such as cooking classes, body positivity, toxic productivity, finding joy in movement, inclusive exercise, accessible art classes and hosted community discussions.

A series of conversations with the Portland Office of Community and Civic Life engaged viewers in topics including youth personal safety, placemaking, art and recovery. Pride month was celebrated with Drag Queen Story Time and other popular children's performers were also featured in Music Monday programs. Each week, disability-focused included classes on athletics, and healing arts for children.

We were able to increase access to this information and resources in several ways: through live closed captioning at our virtual events; by hosting virtual events in other languages (such as Yoga in Spanish) and by translating a series of webpages about the Sticker Hunt into five languages.

We also identified opportunities to support organizations and events focused on health for Black communities, such as a series of bike rides hosted by Multnomah County REACH and other partners. These rides highlighted the health benefits and joy of biking and took place throughout the city. Through our partnership with the Community Cycling Center, Sunday Parkways provided bikes for participants who may not own a bike, and bike tune-up and repair services for those who brought their own bikes.



# Objectives & Outcomes

## Objective 4: Share Resources About Holistic Health and Wellness to Underserved Communities

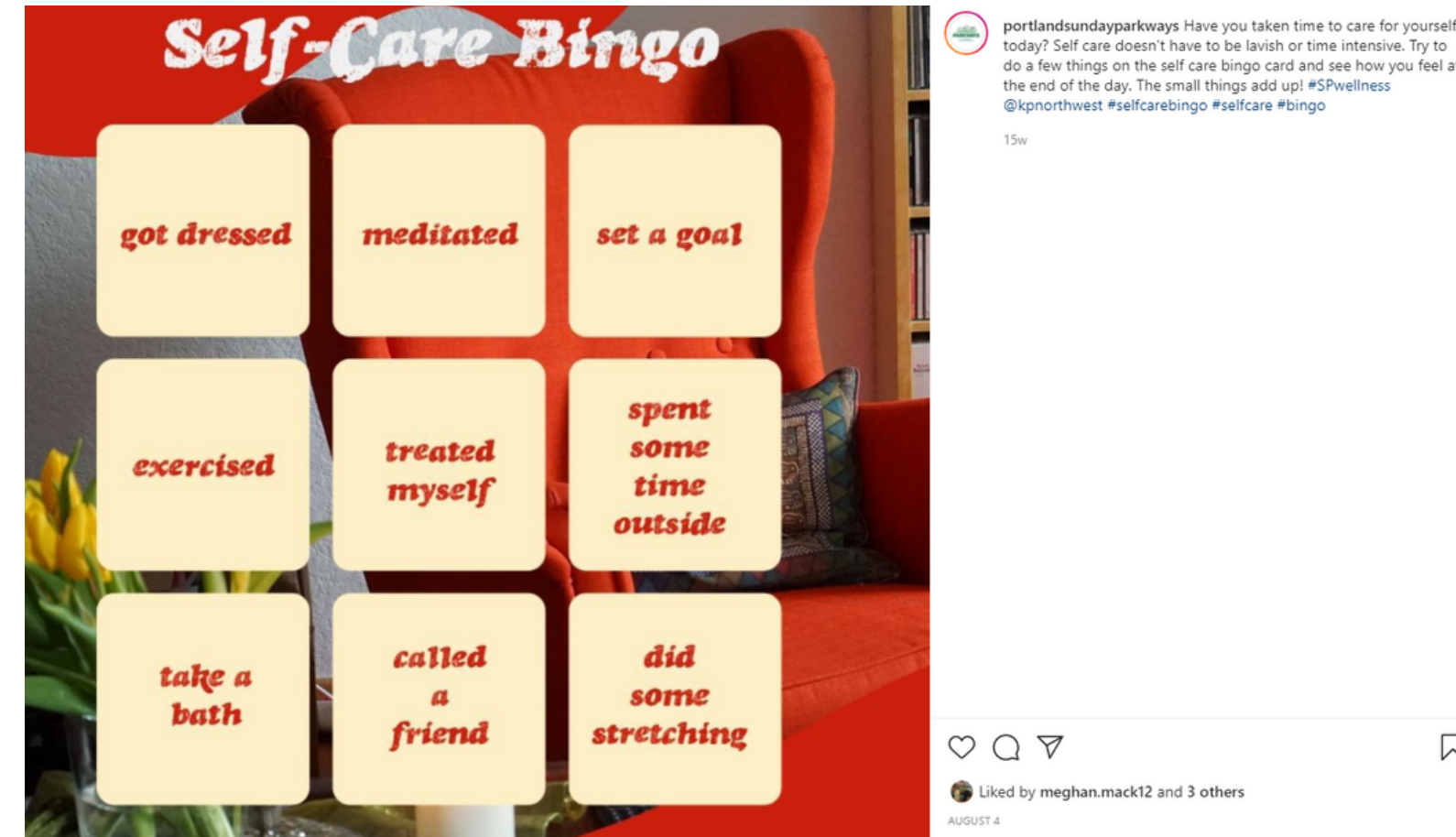
### Outcomes of Social Media & Virtual Events

**53 Virtual classes** supporting mental and physical wellness

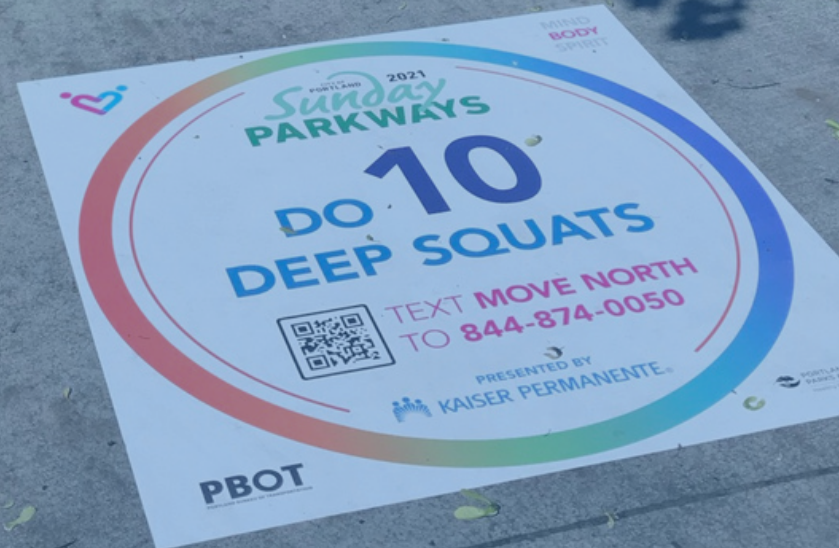
**21 Weeks** of weekly mental health-themed social media posts

**5 Health webinars** hosted by Kaiser Permanente

*Sunday Parkways continues to look for ways to center underserved communities and communities of color in our programming.*



*Wednesday mental health social media post encouraging people to take time for self-care*





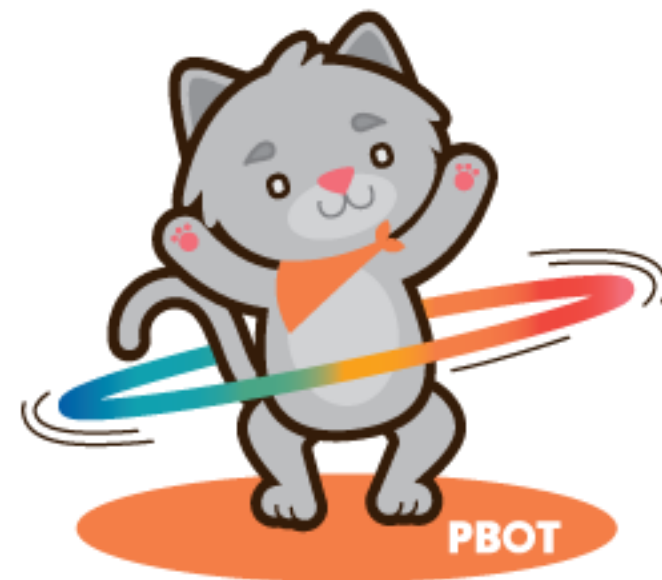
# Objectives & Outcomes

## *Objective 5: Support Community Partners and Small Businesses*

Over the past couple of years entertainers, artists, and performers have been hit particularly hard by the pandemic. The Sunday Parkways virtual programming gave them a platform to share their talents.

Online programming and social media posts featured many of our community partners' events and messaging. We worked with the disability community, BIPOC groups, and other city bureaus such as Fire & Rescue, Planning and Sustainability, and Emergency Communications. We also highlighted programs from Oregon Walks and AARP activities for seniors and retired persons.

For Sticker Hunt grand prizes we contracted with Montavilla Jazz and Rose City Rollers, partners who usually perform at our in-person events, to offer exciting – but still COVID-19 friendly performances to our grand prize winners.



*Highlighting the creativity and unique nature of Portland's vast community organizations and small businesses has always been at the forefront of Sunday Parkways events – and this year was no different.*



# Objectives & Outcomes

## Objective 5: Support Community Partners and Small Businesses Outcomes

### Outcomes of Partnerships

**76 Sidewalk decals** highlighting local businesses including restaurants and bike shops

**\$19,725 in direct payments** to engage local entertainers, entrepreneurs, and creatives

Prizes purchased from **24 businesses and organizations**

***“Skate Party: YAYYYYYY!!!! - My daughter takes skate lessons at Oaks Park and has considered roller derby!! - There is a lot of squealing going on in this house! Also, we loved the sticker hunt and biking experience.” - Anna S.***



*Sunday Parkways Staff attend Rosewood Initiative's Saturday Celebration*



# What We Heard From You: Survey Findings



# Survey Findings

## What We Heard From You

Each year Sunday Parkways gathers feedback from community to understand how we can continue to improve our programs. This year we asked participants to complete an online survey in order to understand what they thought of the new format we tried, their comfort with COVID-19 and what they value about Sunday Parkways as we start designing a return to in-person closed streets events for 2022. We shared the invitation to this 10-minute survey through postcard mailers, a text message to all participants, and digital communications and received 533 responses.

### Overall Participation

This year’s Choose Your Own Adventure format allowed community to participate in a variety of ways depending on what interested them. Here is what we heard from survey respondents:

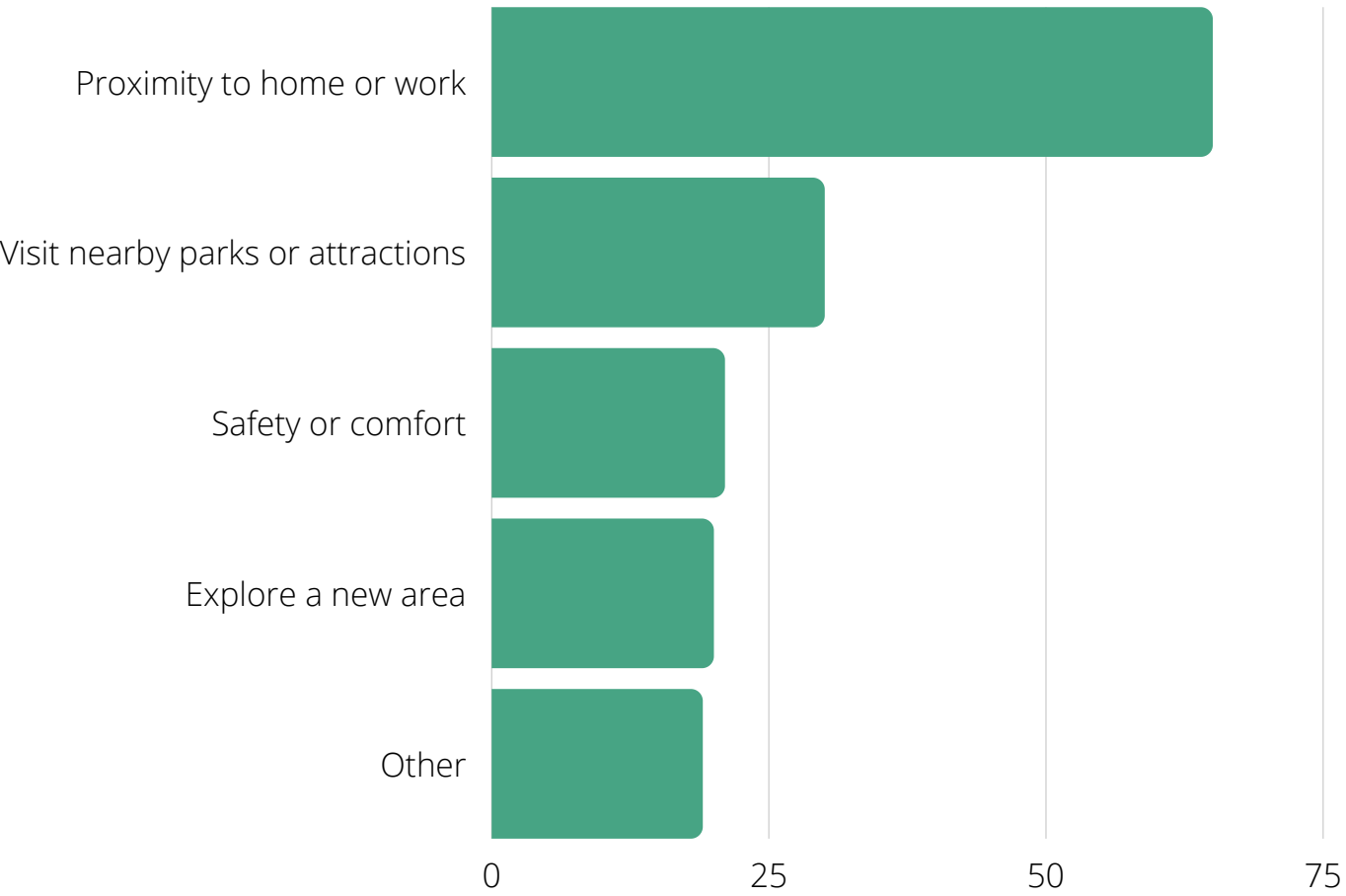
- 8% participated in our virtual programming
- 22% joined the Kaiser Permanente Sticker Hunt
- 44% rode, walked, or rolled at least one of our Portland Sunday Parkways suggested routes

### Suggested Routes and Kaiser Permanente Sticker Hunt

68% of respondents explored at least one of the Sunday Parkways suggested routes and Sticker Hunts, the most popular routes were Northeast, Southeast, and North Portland.

Most respondents chose the routes they participated in due to the proximity to home or work (65%), and 30% of respondents said they chose it to visit a nearby park, landmark or Greenway.

Reasons for choosing a route





# Survey Findings

## What We Heard From You, Continued

### Virtual Programming

Of the respondents who participated in our virtual programming, 33% attended at least 1 virtual event and 37% attended more than 3 virtual programs. The most popular classes were the cooking classes, music Monday performances, art classes and fitness takeovers

### Future of Open Streets

When asked to rank their favorite elements of traditional Sunday Parkways events, “biking, walking, or rolling along the routes” and “streets that are closed to cars” were the highest rated responses.

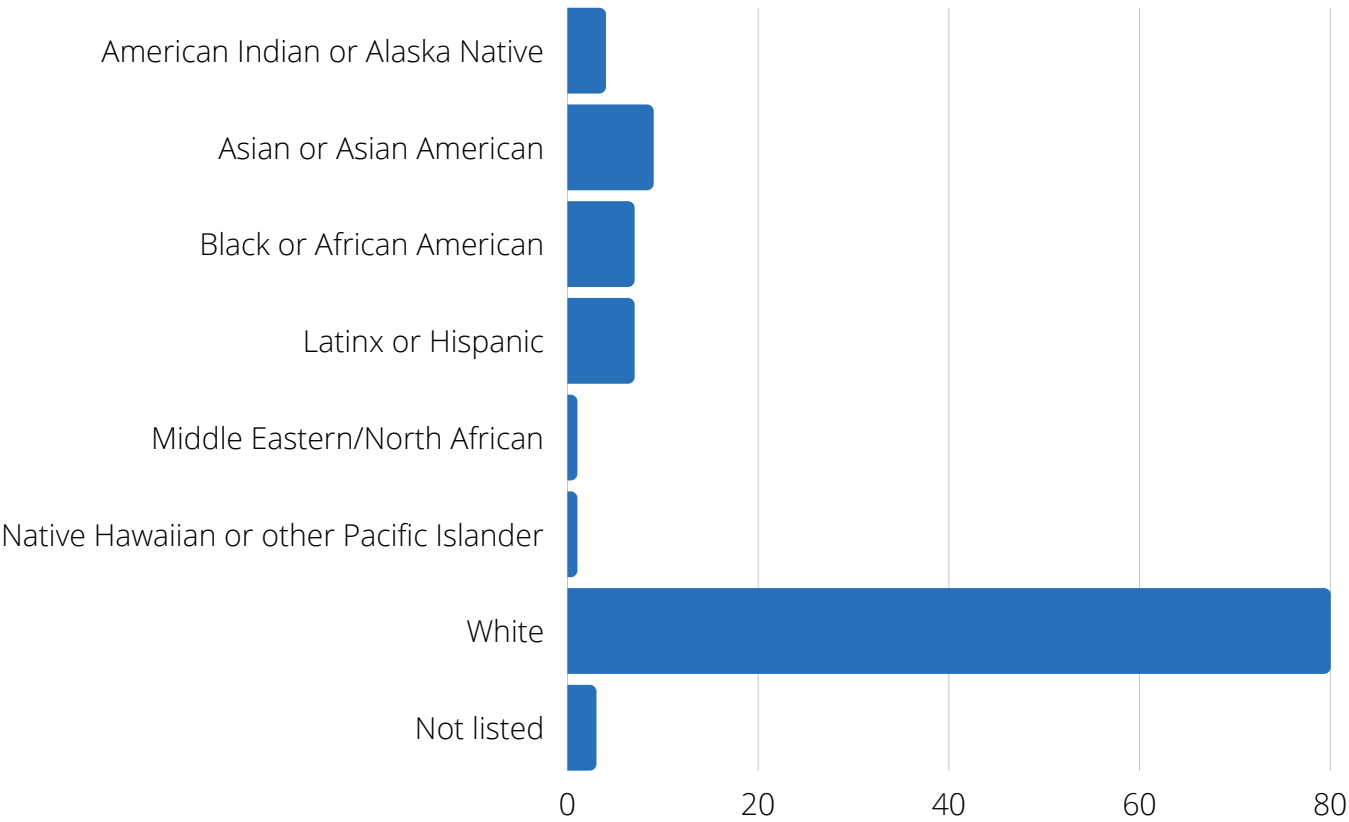
Most respondents said they feel comfortable at outdoor gatherings of less than 25 people if a mask is required (80%) and a little over half said they feel comfortable with large outdoor gatherings if masks are required (56%) This feedback will be valuable in helping us shape future events that are safe, comfortable and of course, fun.

### Demographics of Survey Respondents

Survey respondents were asked to share personal demographic information at the end of the survey to help us better understand who this survey reached, and how we can improve in reaching a diverse audience.

- 39 people identified as being an enrolled member and/or a descendant of a Federal or State recognized American Indian Tribe or Alaskan Native Village/Corporation.
- 17% of survey respondents identified as living with a disability.
- 96% of respondents speak English at home, 6% of respondents identified as speaking Spanish. Other languages identified as spoken at home were Arabic, Cantonese, Madrin, Romanian, Japanese, Polish, and Vietnamese.

### Racial & Ethnic Identity





# Thank You to our Sponsors!

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Portland Sunday Parkways is very grateful for its 2021 sponsors. Several of the sponsors have been long time supporters and partners with our program. We partnered closely with **Kaiser Permanente**, our presenting sponsor, to bring back the Sticker Hunt, in a fresh new way. We had so much fun with **AARP** co-hosting our second annual virtual Intergenerational Trivia Night, and they provided amazing prizes to the winners! The **Bureau of Planning and Sustainability**, and **iQ Credit Union** teamed up with us to create online programming and social media posts. **NW Natural**, provided exciting prizes this year for the Sticker Hunt, and we're grateful to the long time support of **Metro**.





# Appendix



# Appendix: Partners

## Partners & Collaborators

Adaptive BIKETOWN & BIKETOWN  
Age Friendly Portland  
Community Cycling Center  
Imagine Black  
Friends of the Green Loop  
Paseo  
Portland Parks & Recreation  
Portland Bureau of Planning & Sustainability  
Prosper Portland  
Pedalpalooza  
Montavilla Jazz  
Multnomah County REACH  
Rose City Rollers  
The Rosewood Initiative  
The Rose Quarter

## Virtual Programming Partners

### Entertainers

Adriana Javiar – Cathartic Kenesis  
Andy Furgeson – Red Yarn Music Productions  
DJ Anjali and the Incredible Kid  
Anni Kupper – The Circus Project  
Donna Mation – Center Space  
Hana Howsmon – Community Center a part of Bike Break  
James Bradley – Po'Shines Café de la Soul  
Jamie Minkus – Emerge  
Joe Ferriera – Portland Tango  
Kevin Cook – Poison Waters  
Keyante Watkins – Dance Instruction  
Keyonda McQuarters – Forge Fitness  
Matt Aranez – Community Cycling Center  
Maddeline McGraw – Community Cycling Center  
Nate Hughes – The Circus Project  
Pame Rosende – Moonlight Yoga  
Prashant Kakad – DJ Prashant  
Robert Spurlock – Metro  
Simon Tam – The Slants  
Tyra Lovato – Trainer Tyra

## Organizational Partners

Children Healing Arts Project  
EveryBody Athletics  
Independent Printing Resource Center  
The Office of Community and Civic Life  
Portland Fire and Rescue

## Portland Bureau of Transportation (PBOT) Staff

Courtney Duke – Long Range Planning  
Dan Layden – Capital Projects  
Francesca Jones – 2040 Freight Plan  
Gabe Graff – Capital Projects  
Geren Shankar – PBOT and TriMet Bridges  
Lale Santelices – Safe Routes to School  
Laura Vegas – Transportation Ambassadors  
Matt Kelly – Vision Zero  
Mike Serritella – North Portland in Motion  
Nick Falbo – Green Loop and Southwest in Motion  
Rachel Lobo – Transportation Ambassadors  
Sarah Goforth – Transportation Wallet in Parking Districts  
Timo Forsberg – Portland by Cycle Bike Breaks



# Appendix: Materials



Example of sidewalk decals placed along the route



Example of Kaiser Permanente sidewalk decals placed in featured parks



# Appendix: Materials, Continued



Examples of Sunday Parkways brochure included in mailings



Example of Kaiser Permanente Sticker Hunt Kit sent to households along the route or requested by mail