

# 2022 ANNUAL REPORT

CITY OF  
PORTLAND 2022

# Sunday PARKWAYS



PRESENTED BY  
KAISER PERMANENTE®



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# Credits

## Portland City Council

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

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Lisa Strader, ADA Program Specialist  
Sarah Peterson, Materials Designer

## Axiom Event Productions Staff

Neal Armstrong, Project Manager  
Erin Rodin, Program Manager  
Brad Nelson, Program Manager

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iQ Credit Union  
Lime  
Water Bureau





# 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 and Axiom Productions to design and implement two new in-person events, and five Sticker Hunt routes!

To bring this year's vision to life the team invested in new communication and outreach methods to connect with Portlanders in underserved areas. We scouted over 50 miles of city streets to provide fun ways for people to stay active discover new ways of getting around.



**Rachel Lobo**  
COMMUNITY PROGRAMS &  
SUNDAY PARKWAYS MANAGER



**Renata Tirta**  
ATS PROGRAMS  
SECTION MANAGER



**Alyssa McGhghy**  
PROGRAM  
SPECIALIST



**Rob Hemphill**  
PROGRAM  
SPECIALIST



**Tom Haig**  
COMMUNICATIONS  
SPECIALIST



**Brad Nelson**  
AXIOM EVENT  
PRODUCTIONS



**Neal Armstrong**  
AXIOM EVENT  
PRODUCTIONS



**Erin Rodin**  
AXIOM EVENT  
PRODUCTIONS



# Portland Sunday Parkways

## Mission & Vision

### Mission

Portland Sunday Parkways promotes healthy active living through a series of free events that open the city'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 tradition.

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





# 2022 Impact Snapshot

Our top priority this year was to bring back this beloved Portland tradition in a way that was safe, equitable and fun. Here are a few highlights from this season:

## Fostered connections in Portland's largest public space, its streets

**30,000+ people** attended our two events in Cully and East Portland

Partnered with **45 organizations**, **120+ vendors**, and **11 sponsors**

**\$36,338 spent** at participating neighborhood businesses

## Centered communities that have been historically underserved

Outreach to **239 neighborhood stakeholders**

**43% People** surveyed lived near the routes

**16% People** survey identified as Black, Indigenous or a Person of Color (BIPOC)

## Spread awareness about Sunday Parkways 2022 program

**331,019 digital impressions** across social media and web

**96,000 pieces of mail** sent to households citywide

**148 signs and decals** installed citywide



# Overview

## *Sunday Parkways celebrated its 15th anniversary with a return to in-person events*

After a two-year hiatus, Sunday Parkways returned for two in-person events this summer highlighting Northeast Cully and East Portland neighborhoods. **30,000 community members** came out to celebrate the **15th anniversary** of this beloved Portland tradition.

In planning this year's events our team considered neighborhoods that are historically underserved by Sunday Parkways. We chose East Portland and Northeast Cully neighborhoods to align with other programs happening in these communities, and to highlight new infrastructure for people biking, walking, and rolling.

Both events featured routes and parks that were new to Sunday Parkways history. Each of the parks had entertainment, food vendors, and organizations sharing information and resources.

To provide programming for people across the city, we partnered with Kaiser Permanente to host the Kaiser Permanente Sticker Hunt--a citywide scavenger hunt. The scavenger hunt featured **five** different neighborhoods that participants could explore May through September.

The final report below outlines our five objectives for the 2022 season and shares the outcomes of this year's Sticker Hunt and events.





# 2022 OBJECTIVES & OUTCOMES





## Objectives & Outcomes

### ***OBJECTIVE 1: Host Two In-Person Events That Are Safe, And That Prioritize Neighborhoods That Have Been Underserved***

This year we chose to do two in-person open streets events due to the continued uncertainty around COVID-19 virus, labor shortages, and staffing capacity.

We selected neighborhoods that have been historically underserved by Portland Sunday Parkways so that community members living there can benefit from the resources, fun, and investment that come with these events. East Portland and Northeast Cully neighborhoods were chosen for this reason.

By focusing on two neighborhoods, we were able to spend significant time building relationships and awareness for the Sunday Parkways program. This investment was particularly crucial for the event in East Portland where there was much less awareness of Sunday Parkways. For both neighborhoods we designed two brand new routes and highlighted parks that we have not featured before.

A top goal in our planning was to minimize the risk of spreading the COVID-19 virus and prioritize the safety of participants, volunteers and staff. We consulted with internal and external stakeholders to design the event in a way that would keep everyone safe and healthy.



# Objectives & Outcomes

## Objective 1: Host Two In-Person Events That Are Safe, And That Prioritize Neighborhoods That Have Been Underserved

### Outputs

- Reduced the number of vendors in each marketplace, and increased spacing between vendors
- Eliminated high contact activities such as bouncy houses
- Provided masks and hand sanitizer to participants and volunteers at information booths

### Outcomes

- Successful delivery of **two in-person events**
- Estimated **15,792 people** attended the Cully Event
- Estimated **15,717 people** attended the East Event



Join your neighbors and  
celebrate 2022 Sunday  
Parkways live events!

June 26  
Northeast Cully  
August 21  
East Portland







## Objectives & Outcomes

### ***Objective 2: Achieve Involvement And Engagement From Community Groups And People Residing In The Impacted Neighborhood***

One of the biggest challenges in hosting in-person events in new neighborhoods is building relationships with community members, organizations and businesses in that area.

Our goal in doing deep community engagement was to reduce our contribution to displacement and gentrification that can take place when external resources are brought into a neighborhood.

***To build awareness for the event, we spent several days visiting the neighborhoods and stopping in to say hello at places of worship, businesses, and community centers along and near the route.***

We contacted and met with organizations who are active parts of the community early in the season. These organizations were invited to be a part of the event by hosting a table or activity, and to help shape the event by recommending vendors and entertainers.

To best serve the diverse populations that live in Northeast Cully and East Portland, we provided translation in **eight** languages: Spanish, Russian, Chinese, Somali, Nepali, Vietnamese, Ukrainian and Romanian on our website and print materials. Our press releases were translated in Spanish and included quotes in Spanish to increase representation of community members whose primary language is not English. In the weeks leading up to the event, we ran **15-second** ads on Spanish radio stations to help get the word out.



# Objectives & Outcomes

## Objective 2: Achieve Involvement And Engagement From Community Groups And People Residing In The Impacted Neighborhood

### Cully Event Outputs

- **7,242 postcards** sent to households along and near the Cully route
- **900 door hangers** distributed to households on the route
- **45 yard signs** were placed along the route and at major intersections
- **40 businesses** visited
- **12 places of worship** visited

### Cully Event Outcomes

- **51% of people** surveyed live in the neighborhood
- **17% of people** surveyed identified as BIPOC
- **28 people** joined Andando en Bicicletas y Caminando (ABC) Spanish Bike Ride
- Booths hosted by **Hacienda, Living Cully and Cully Association of Neighbors (CAN)** present at the event

*"Es una gran manera de disfrutar y sentirse seguro comenzando a reintegrarse a nuestra comunidad después de mucho tiempo en una pandemia que nos paralizó y nos privó de disfrutar de estos paseos. Ahora podemos volver a disfrutar de todo esto y sentirnos libres, seguros y felices." - Bella, member of ABC Bike Group in Cully*

English Translation: It is a great way to enjoy oneself and feel safe starting to reintegrate into our community after a long time in a pandemic that paralyzed us and deprived us of enjoying these rides. Now we can enjoy all this again, and feel free, safe, and happy.

CITY OF PORTLAND 2022  
**Sunday PARKWAYS**  
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# Objectives & Outcomes

## *Objective 2: Achieve Involvement And Engagement From Community Groups And People Residing In The Impacted Neighborhood*

### East Event Outputs

- **6,200 postcards** sent to households along and near the route
- **750 door hangers** distributed to households on the route
- **36 yard signs** were placed along the route and at major intersections
- **50 businesses** visited
- **15 places of worship** visited

### East Event Outcomes

- **32% of people** surveyed live in the neighborhood
- **19% of people** surveyed identified as BIPOC
- **16 people** participated in a community bike ride from Green Lents to the event
- **14 people** joined Community Cycling Center and Slavic Community Center for a group bike ride
- Pop-up hosted by **Rosewood Initiative** and **Bike Works by P:ear** to highlight their new facility



Yard sign promoting NE Cully event, with Spanish on other side



# Objectives & Outcomes

## Objective 3: Spread Citywide Awareness About The 2022 Sunday Parkways Season Offering

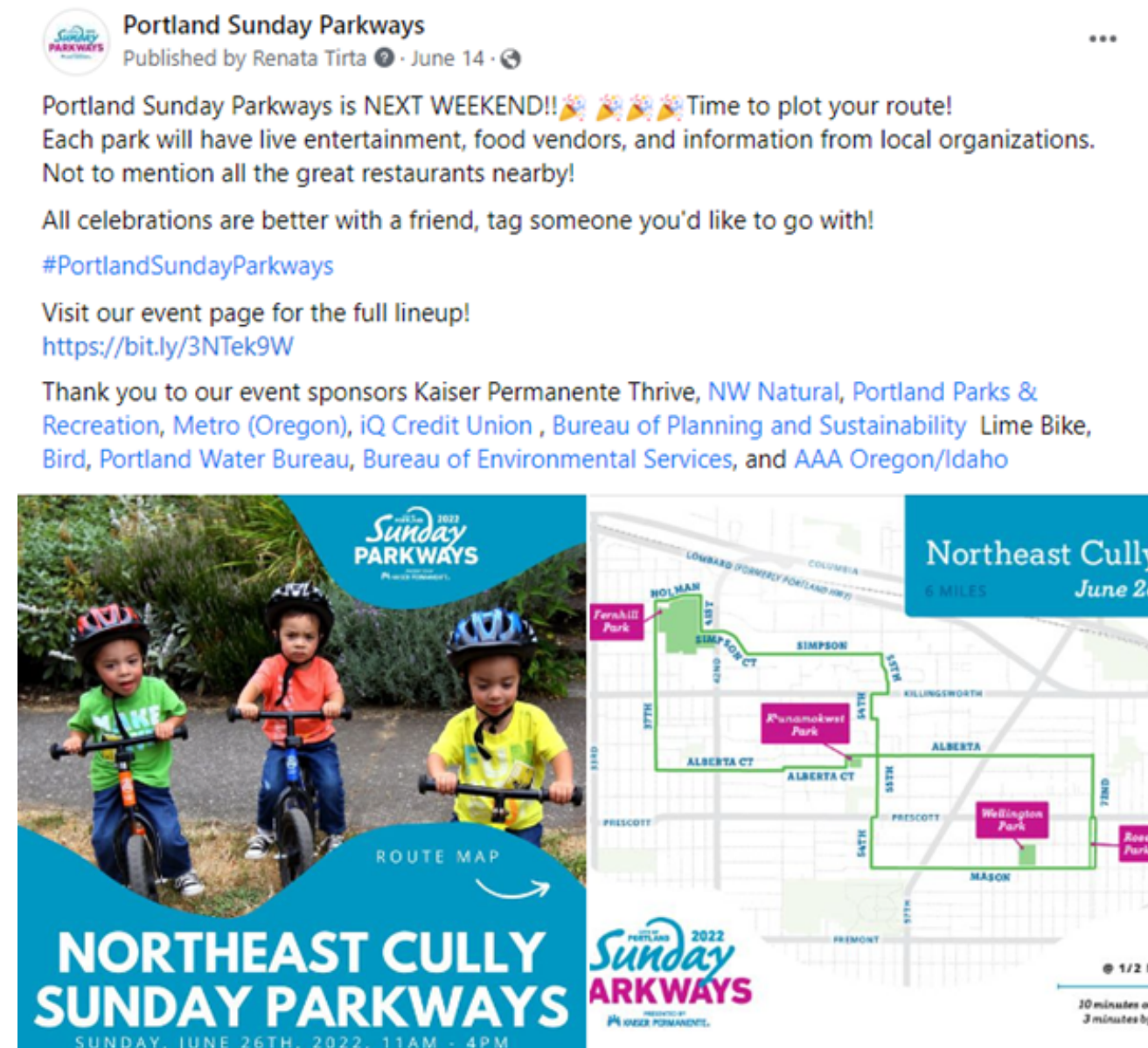
Our communication strategy this season involved a combination of digital and print communications to spread awareness about this year's program, both within the neighborhoods it took place in and the greater Portland area.

We distributed **96,191** pieces of direct mail across the city including,

- 16-page magazine with maps and stickers to play the Kaiser Permanente Sticker Hunt
- Postcards to neighbors living near the in-person events
- Door hangers to those living on the routes to alert them to the street closure

Digital communications included,

- Weekly posts on Facebook, Instagram and Twitter
- Monthly digital newsletters
- Text subscription program which allowed people to receive updates and notices via text message



Facebook post from June 14, 2022





# Objectives & Outcomes

## Objective 3: Spread Citywide Awareness About The 2022 Sunday Parkways Season Offering

### Outputs

- **13,442 postcards** sent to neighbors
- **1,650 door hangers** delivered to people living on the route
- **Five** digital newsletters sent to **12,000 subscribers**
- **79,000+ Kaiser Permanente Sticker Hunt kits** mailed to neighbors along the routes
- **1000+ handouts** distributed to business, places of worship, community organizations, and libraries
- **750 event brochures** distributed to businesses and places of worship in East Portland
- Events posted to **eight event calendars** including Willamette Week, Pedalpalooza and Bike Portland
- **10 15-second ads** were aired on Spanish language radio leading up to the East event



Opening Our Streets, Connecting Our Communities



Living along the route means you can join the fun just by stepping outside your front door! Here are ways that you can participate, or add to the fun:

- Bike, walk, scoot, or roll along the route with your family and friends
- Host a free garage sale
- Set up a lemonade stand
- Wave hello to the passing crowd
- Take photos and share with #sundayparkways

Please don't block the sidewalk or the event traffic flow if you set up something.

If you need to drive somewhere, you will be able to travel to and from your home; however, we encourage you to postpone driving or limit your trips. There will be barricades and volunteers at the intersections to manage access along the route. We are happy to help!

Visit [PortlandSundayParkways.org](https://PortlandSundayParkways.org) or scan here to learn more:

Para ver esta información en español, visite:

Để đọc thông tin này bằng Tiếng Việt, hãy truy cập:

Прочтите этот текст по-русски на сайте:

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Si aad xogtaan oo af Soomaali ah u akhrido, booqo:

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



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[PortlandSundayParkways.org](https://PortlandSundayParkways.org) 503-823-7599

Northeast Cully Doorhanger





# Objectives & Outcomes



## Objective 3: Spread Citywide Awareness About The 2022 Sunday Parkways Season Offering

### Outcomes

- **158,230 impressions** across Twitter, Instagram and Facebook
- **145,765 paid impressions** on Facebook and Instagram
- **27,024 unique visits** to Sunday Parkways website
- **12,700 followers** on Facebook, **1,766** on Instagram, and **2,758** on Twitter
- **40% average open rate** for digital newsletters and a **4.3% click rate**
- **444 subscribers** to season texting campaigns
- Earned media on **all four local Portland TV news channels** as well as reports in the Oregonian and the Portland Tribune

GET EVENT UPDATES!



CULLY

TEXT "CULLY" TO  
888-520-0526

Social media post inviting  
people to subscribe to text  
updates



## Objectives & Outcomes

### ***Objective 4: Provide Opportunities For People To Engage In Healthy Activities Through Active Transportation Citywide***

To provide programming for people across the city, we partnered with Kaiser Permanente to host the Kaiser Permanente Sticker Hunt—a citywide scavenger that promotes staying active and discovering new parts of Portland.

We designed **five routes** that encouraged people to visit parks and community spaces along the way by biking, rolling, scooting or walking. Each park had one special sidewalk decal that participants were instructed to find. Sidewalk decals promoted messages that align with Kaiser Permanente’s Move, Play, and Connect campaign, and a QR code for people to scan for more information. After visiting all **six featured locations on a route**, participants could turn in their completed map to Portland Nursery to receive a free garden herb.

We also installed posters along the route that showed the map and invited neighbors to join the Sticker Hunt. Due to a rainy May it was very challenging to maintain the decals in parks. Almost every decal had to be replaced at least once in the beginning of the season. In several locations where they continued to disappear either due to people removing them or weather, we adapted the signage and replaced the decals with signs posted on light poles.



# Objectives & Outcomes

## *Objective 4: Provide Opportunities For People To Engage In Healthy Activities Through Active Transportation Citywide*

### Outputs

- **79,391 households** received Sticker Hunt kits in the mail
- **120 Sticker Hunt signs** placed on light poles
- **28 sidewalk decals** placed in parks and community areas
- **4 health and wellness online classes** hosted by Kaiser Permanente

### Outcomes

- **10,560 views** of the Kaiser Permanente Sticker Hunt website, and **6,317 unique visitors**
- **525 scans** of Sticker Hunt sidewalk decal QR codes
- **465 people** registered for Kaiser Permanente online classes, **206 people** participated
- **78 cooking herbs** redeemed at Portland Nursery



Attendees at East Portland event



# Objectives & Outcomes

## ***Objective 5: Support Economic Development***

In addition to hosting vendors in park marketplaces, this year we promoted local businesses and restaurants in Cully and East Portland as spots that people could eat at or shop at during the event. These brick and mortar small businesses play a crucial role in the fabric of a community and have struggled since the beginning of the pandemic.

We partnered with the Here for Portland campaign to distribute stimulus money to support small businesses through \$50 credits which could be used at participating businesses through the Kuto app. The Here for Portland team hosted a booth during both events and gave away credits to anyone who downloaded the app on their phone.

To promote local businesses, we listed them on our online route map, highlighted them on social media and had signs at intersections near groups of businesses directing people to take a moment to go visit them.

***This partnership with Here for Portland gave participants \$50 funds that could be spent that day while also directing money into the immediate neighborhood.***



# Objectives & Outcomes

## Objective 5: Support Economic Development

### Outputs

- **490 participants** received \$50 credits to local businesses in Cully
- **344 people** received \$50 credits to local businesses in East Portland

### Outcomes

- **\$22,131.06** spent at Cully-area businesses using the Kuto App
- **\$6,068** of which were spent on the same day as Sunday Parkways
- **\$14,207** spent at East Portland businesses using the Kuto App



Here for Portland booth at East Portland event





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*Sunday*  
**PARKWAYS**

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**EVENT SNAPSHOTS**



## Objectives & Outcomes



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**Sunday  
PARKWAYS**  
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## Northeast Cully Event Snapshot

Despite extremely hot conditions the Northeast Cully event on June 26th was a huge success! Thousands of community members came out to experience the return of Sunday Parkways and celebrate our 15th anniversary. To avoid the hottest parts of the day, most visitors came early in the morning. Most of the parks and route had slowed down by 2pm with some vendors leaving early.

This was our first time activating a facility not managed by Parks & recreation at Roseway Parkway. It was great to see people enjoying this green space, though there were some challenges with the lack of amenities including ADA ramps, restrooms, and running water which had to be brought in.

One of the most popular parks was Khunamokst which set at the center of the figure eight shaped route and featured the main music stage. Participants came out to dance in the lawn, and the park was full of a sea of bikes.



Participants during the Cully event

*Seeing neighbors along the route offering cool mist, lemonade stands, and other pop-ups was one of the highlights. These acts of kindness really helped participants stay cool and comfortable while exploring the route.*





## Objectives & Outcomes

# Northeast Cully Event Snapshot

### Engagement Outcomes

- **Estimated 15,792 people** attended the event
- **23,684 views** of the event online map
- **184 people** subscribed to the Cully text list
- **116 (63%) people** took the event survey via text
- **15% of people** surveyed identify as BIPOC

### Volunteer Outcomes

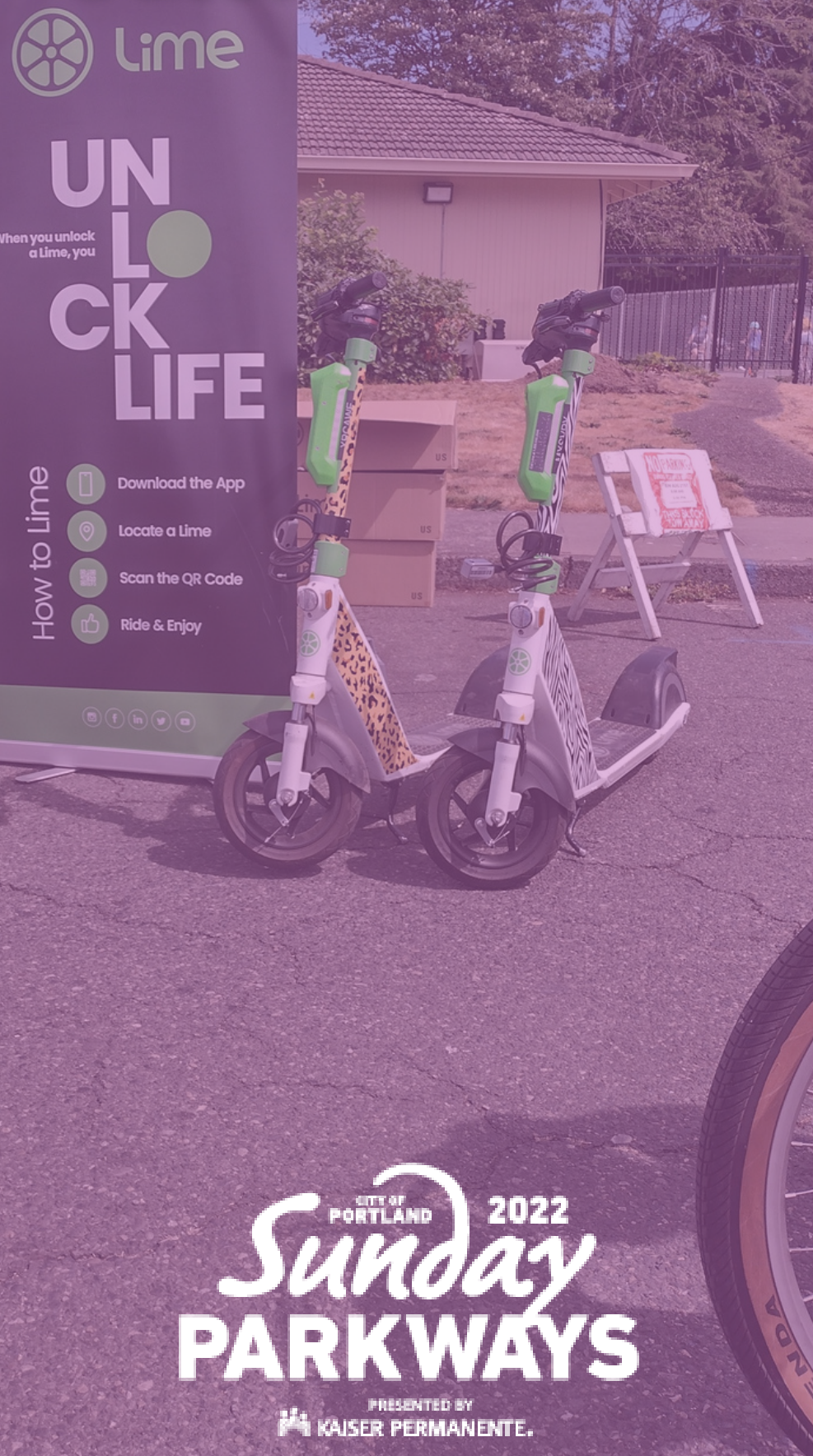
- **150 people** volunteered
- **4 organizations** hosted intersections
- **11 organizations** recruited volunteers to raise funds for their organizations

### Participants shared some of their favorite parts of the event

- *Neighbors along the route using their own hoses and water to spray down bikers*
- *Connecting with other Black people*
- *I loved the PBOT trucks that people could climb into and take pictures*
- *Experiencing different neighborhoods on bike and sharing together with others in this joyful event. It's like a party on bikes!*



# Objectives & Outcomes



## East Portland Event Snapshot

The East event which featured a new down and back route from Gateway Discovery Park to Parklane Park was full of families, neighbors and people of all ages enjoying themselves in the streets. Each park was bustling with activity, and the Pedestrian Party hosted by Oregon Walks, Rosewood Initiative Multnomah County REACH and led by Mysti Krewe of Nimbus was a hit.

Our sponsor Lime offered 50% off scooter rides and had its highest ridership day of August in East Portland. In addition, BIKETOWN had its highest Sunday ridership of the summer that day.

There was a traffic playground installed at Lincoln Elementary School for participants to learn to ride and the rules of the road. Attendees appreciated this offering; however, we did experience challenges of getting participants involved due to the location being behind Lincoln City Park.



**Family prepares to ride at Ventura Park**

***One of the featured parks was Gateway Discovery Park, a newer city park that opened in 2018. Many participants expressed that they didn't know this park existed or that this was the first time visiting this beautiful park.***



# Objectives & Outcomes

## East Portland Event Snapshot

### Engagement Outcomes

- **Estimated 15,717 people** attended
- **24,229 views** of the event online map
- **207 people** subscribed to East text list
- **95 (46%) people** took the event survey via text
- **31% of people** surveyed identify as BIPOC

### Volunteer Outcomes

- **105 people** volunteered
- **5 organizations** hosted intersections
- **9 organizations** recruited volunteers to raise funds for their organizations

### Participants shared some of their favorite parts of the event

- *The little kids selling lemonade on their front lawns along the course*
- *Talking with the vendors and learning about all the great community building work being done*
- *Seeing neighborhoods and parts of Portland usually ignored*
- *Being able to ride through neighborhoods without traffic and the park activities*
- *Seeing the happy bike riders pass my intersection*



Participants at the East Portland event waving to the camera

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**Sunday PARKWAYS**  
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# What We Heard From You: Survey Findings



# Survey Findings

## *What We Heard From You*

Community feedback and input are incredibly important to the success of Sunday Parkways programs, and this year especially so with our return to in-person events and a new team of staff. For our survey we offered a quick text version, a paper version during the event and a longer online version. During the events, we solicited subscriptions via text. Subscribers then got questions to answer and a link to a longer survey. Here is what we heard from survey respondents:

### Cully Post-Event Survey

**115 people** participated in the survey

- **51%** were from the neighborhood
- **97%** felt safe during the event
- **100%** experienced joy during the event
- **79%** felt the event represented Cully
- **17%** identified as BIPOC
- Most respondents spoke **English**, other languages represented were **Russian**, and **Spanish**
- The most common words used to describe the event were: **Community**, **Delightful**, **Fun**, **Hot**, **Joyful**

### East Post-Event Survey

**95 people** participated in the survey

- **32%** were from the neighborhood
- **75%** felt safe during the event
- **87%** experienced joy during the event
- **56%** felt the event represented East Portland
- **19%** Identified as BIPOC
- Most respondents spoke **English**, other languages represented were **American Sign Language**, **Mandarin**, **Spanish**, and **Vietnamese**
- The most common words used to describe the event were: **Fun**, **Community**, **Joyful**, **Pleasant**





# Thank you to our sponsors!

---

Portland Sunday Parkways is very grateful for its 2022 sponsors! They not only support us financially, but they also bring fun and valuable information to these community events. Several of the sponsors have been long time supporters and partners with our program.

We partnered closely with **Kaiser Permanente**, our presenting sponsor, to keep Portlanders active with the Sticker Hunt. The event wouldn't be possible without the support of **Portland Parks and Recreation** and the use of their park spaces. We appreciate **Lime** for offering rental discounts during the event and **Bird** for providing education on vehicle sharing transportation options. The **Bureau of Environmental Services** are a staple at this event with the fish hats they hand out to attendees while providing education on how to protect our rivers and streams. We are grateful for the partnership with the **Portland Water Bureau** who keeps attendees hydrated with their water bottle fill up station. **NW Natural** had the Cowout educational booth on display about the benefits of natural gas. In addition, we're grateful to the long-time support of **Metro**, **IQ Credit Union**, **AAA**, and **Bureau of Planning & Sustainability**.



## Thank You Sponsors!



# Appendix



# Appendix: Partners

## Organizational Partners

Adaptive BIKETOWN & BIKETOWN  
Bike Farm  
Community Cycling Center  
Cully Boulevard Alliance  
David Douglas High School  
Green Lents  
Here for Portland  
Living Cully  
Multnomah County REACH  
Oregon Raspberry & Blackberry Commission  
Oregon Walks  
Outer Rim  
PDX 311  
P:ear Bike Works  
Pedalpalooza  
Portland Community College  
Portland Fire and Rescue  
Portland Office of Community and Civic Life  
Portland Parks & Recreation  
Portland Bureau of Planning & Sustainability  
Portland Bureau of Transportation  
Portland Street Response  
Portland Water Bureau  
Prosper Portland  
Safe Routes to School  
The Rosewood Initiative

## Programming Partners

Carroll Raaum Swing Orchestra  
Children Healing Arts Project  
Circus Cascadia  
DJ Doc Rock  
DJ O.G One  
DJ Prashant  
Every Body Athletics  
Friends of Noise  
Hip Hop Soulsation Academy  
Jessa Campell & the Saplings  
Make Music Day PDX  
Montavilla Jazz  
Mysti Krewe of Nimbus  
Portland Opera  
Portland Free Play  
Portland Play Streets  
Red Yarn  
Rose City Rollers  
The Numberz FM  
White Cane Safety

## Portland Bureau of Transportation Staff

Abby Hauth  
Abra McNair  
Alyssa McGhghy  
Anamaria Perez  
Blair Vallie  
Bryan Nguyen  
Clay Veka  
Cory Long  
Dustin Gordon  
Dylan Rivera  
Eligeah Hodges  
Geoff Judd  
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Hannah Schafer  
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Jacob Sherman  
Jamey Duhamel  
Jana LaFreneir  
Jennie Beyerl  
John Stevens  
Lale Santelices

Lisa Strader  
Laurel Priest  
Maggie Derk  
Meghan Russell  
Melissa Kostecky  
Michael Espinoza  
Mike Serritella  
Noah Hanser-Young  
Rachel Bolton  
Rachel Lobo  
Reed Buterbaugh  
Renata Tirta  
Richard Nasiombe  
Rob Hemphill  
Roshin Kurian  
Sherry Chiang  
Stacey Lauer  
Steve Hoyt-McBeth  
Timo Forsberg  
Tom Haig



# Appendix: Materials



Example of signage posted on utility poles



Example of Kaiser Permanente sidewalk decals placed in featured parks



Front cover of 16 page Sticker Hunt kit





# Appendix: Materials, Continued

SUNDAY PARKWAYS IS BROUGHT TO YOU BY:

Kaiser Permanente has been a Portland Sunday Parkways supporter since the beginning in 2008. We are excited and proud to once again be the presenting sponsor of Sunday Parkways.

NW Natural is pursuing renewable resources and new technologies to reduce carbon emissions affordably and reliably. Learn more about our commitment to a low-carbon energy future at [nwnatural.com/DestinationZero](http://nwnatural.com/DestinationZero).

Metro works with communities, businesses and residents in the Portland metropolitan area to chart a wise course for the future while protecting the things we love about this place.

AAA has been dedicated to helping members with roadside assistance, travel and insurance services, discounts and much more including bicycle roadside assistance for over 100 years. [AAA.com/bike](http://AAA.com/bike).

Portland Parks and Recreation have proudly partnered with Sunday Parkways since 2008. We believe that sustaining a healthy park and recreation system makes Portland a great place to live, work and play.

Lime is on a mission to build a future of transportation that is shared, affordable, and carbon free. We hope you enjoy our new scooter! Bird is a last-mile electric vehicle sharing company dedicated to bringing low-cost, environmentally friendly transportation solutions to communities across the world.

IQ Credit Union is banking built for the PNW. We offer financial products and services for any unique stage in life, from consumer and business banking to home loans, insurance, and investment services.

Portland Water Bureau serves excellent drinking water to almost one million people every day. Visit the hydration station and fill up those water bottles!

Portland Bureau of Environmental Services (BES) adds rain gardens and green street planters to City streets to soak up stormwater, calm traffic, and add natural beauty. Portland GPWS

Portland Bureau of Planning & Sustainability (BPS) is dedicated to making Portland more equitable, healthy, prosperous and resilient through long range planning, climate action, clean energy, data and technology, and waste management.

Para ver esta información en español, visite:  
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 想要阅读此信息 的 简体中文 版本, 请 访问:  
 Si ud voglia sapere di 中文版本, visitate: [www.ckhkrd.com](http://www.ckhkrd.com)

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

The City of Portland is committed to providing meaningful access. To request translation, interpretation, modifications, accommodations, or other auxiliary aids or services, contact 503-823-5185, Relay: 711.

2022  
**Sunday PARKWAYS**  
 PRESENTED BY  
 KAISER PERMANENTE  
 CELEBRATING  
 15 YEARS

**East Portland  
 Event Brochure**  
 Sunday, August 21, 2022  
 10am - 4pm

Opening Our Streets, Connecting Our Communities

PORTLAND 2022  
**Sunday PARKWAYS**  
 PRESENTED BY  
 KAISER PERMANENTE  
 CELEBRATING  
 15 YEARS

*Help make  
 this year special!*  
 Sign-up to volunteer  
 Make a donation  
[PortlandSundayParkways.org](http://PortlandSundayParkways.org)

Come celebrate with neighbors and friends on this 4.5-mile stretch of car-free streets!  
 Enjoy free entertainment in the parks, and stop by the marketplaces for delicious food and drinks.

The only streets affected by this temporary closure will be the streets on the route, which will include designated crossings and volunteers to help you get where you need to go.

Visit [PortlandSundayParkways.org](http://PortlandSundayParkways.org) or scan the QR code to learn more

Text **EAST** to 888-520-0526  
for event updates!

**East Portland**  
Sunday, August 21, 2022  
11am - 4pm

**Sunday Parkways route**

- Bike route
- Food vendors and marketplaces
- Restrooms
- Free bike tune up
- Water bottle fill-up
- Dedicated car crossings
- BIKETOWN stations
- BIKETOWN service area eastern boundary
- Bus routes

1 MILE  
30 minutes on foot, 6 minutes by bike

### Gateway Discovery Park

Portland Opera a la Cart performances  
11am-1pm  
Roller Skate Party with free Rose City  
Rollers skate rentals 12pm - 3pm  
CONNECT with your inner artist to  
make a community mural with Kaiser  
Permanente and Rather Severe  
Friends of Noise DJs 1:30pm - 3:30pm  
BIKETOWN for All and Adaptive  
BIKETOWN

**Splash pad**  
Visit the Here for Portland tent to  
receive \$50 to spend at local businesses!

### Ventura Park

**Hip Hop Stage**

- Hip Hop Soulstation Academy dance  
performances, 12pm, 1pm, 2pm
- The Numberz, Jm DJ Sets, 11am,  
12:30pm, 1:30pm, 2:30pm

**MOVE** your body in these easy exercise  
circuits with Kaiser Permanente  
**Splash pad**

### Lincoln City Park

**Portland Play Streets**  
Traffic Playground at Lincoln  
Elementary  
Zumba with Portland Parks & Rec  
11am - 3:30pm  
PLAY with Kaiser Permanente  
Playworks

**Pedestrian Party at 11:30am**  
Come to Lincoln Elementary just south  
of the park to walk to Parklane with  
Mysti Krew of Nimbus and their  
wondrous parasols

**Rosewood Initiative Pop-up**  
at 141st and Main

### Parklane Park

Marketplace sponsored by NW Natural

**Live Music Stage 11:30am - 3:45pm**

- Carol Raum Swing Orchestra,  
11:30am
- DJ Prashant - Bollywood Dance,  
1:10pm
- Jessa Campbell & the Saplings - family  
entertainment, 2:45pm

Circus Cascadia Interactive family-  
friendly circus activities

**NOURISH** body and mind with a  
cooking demo by Chef Greg with Kaiser  
Permanente

### Ride BIKETOWN for free!

Get free, unlimited 60-minute rides on  
BIKETOWN on the day of the event.

\*Rides must start or end on the Sunday  
Parkways route and end within the service  
area to be eligible. Please remember to lock  
the bike before the 60 minutes runs out.  
You can then start another free trip up to  
60 minutes.

### KAISER PERMANENTE, PRESENTING SPONSOR

Visit all four Kaiser Permanente  
booths and collect a free garden  
herb plant when complete.

SEE THE FULL LINE-UP AND EVENT DETAILS AT [bit.ly/EASTPDx](http://bit.ly/EASTPDx)

## Sunday Parkways brochures distributed through outreach and at the events

Portland Sunday Parkways presented by Kaiser Permanente is coming to your neighborhood on Sunday, June 26th!

¡Portland Sunday Parkways presentado por Kaiser Permanente viene a su vecinidad el domingo 26 de junio!

## Northeast Cully

*Sunday, June 26, 2022*  
*11am – 4pm*


Join us for this family-friendly celebration highlighting parks and places to walk, roll or bike. Streets on this 6-mile route will be closed to car traffic. There will be designated crossings, and residents who live on the route will be able to get to and from their homes; however we strongly encourage postponing driving until after the event. We will have barricades and volunteers at intersections to help you get to where you need to go.

Visit [PortlandSundayParkways.org](http://PortlandSundayParkways.org) or scan here to learn more:





Text  
CULLY  
to  
**888-520-0526**  
for event  
updates!




**2022**  
*Sunday*  
**PARKWAYS**


PRESENTED BY  
**KAISER PERMANENTE.**


SUNDAY PARKWAYS IS BROUGHT TO YOU BY:















Portland Sunday Parkways presented by Kaiser Permanente is coming to your neighborhood on Sunday, August 21st!

¡Portland Sunday Parkways presentado por Kaiser Permanente viene a su vecinidad el domingo 21 de agosto!

# Sunday PARKWAYS


PRESENTED BY KAISER PERMANENTE.


## East Portland

*Sunday, August 21, 2022*  
11am – 4pm

Join us for this family-friendly celebration highlighting parks and places to walk, roll or bike. Four and a half miles of streets (see map) will be closed to car traffic during the event. Residents who live on the route will be able to get to and from their homes and cross at designated crossings. We strongly encourage postponing driving until after the event. We will have barricades and volunteers at intersections to help you get to where you need to go.




Visit [PortlandSundayParkways.org](https://PortlandSundayParkways.org) or scan here to learn more:
















Text  
**EAST**  
to  
**888-520-0526**  
for event updates!

SUNDAY PARKWAYS IS BROUGHT TO YOU BY:

## Sunday Parkways postcard sent to neighbors along the routes



CITY OF  
PORTLAND 2022

*Sunday*

**PARKWAYS**

PRESENTED BY

 KAISER PERMANENTE.



# Appendix: Materials, Continued

Lawn signs placed along both routes English on one side and Spanish on the other

**FREE NEIGHBORHOOD EVENT  
COMING JUNE 26<sup>TH</sup>**

CITY OF  
PORTLAND **2022**  
*Sunday*  
**PARKWAYS**

PRESENTED BY  
 **KAISER PERMANENTE®**

**EVENTO COMUNITARIO GRATUITO  
EL 26 DE JUNIO**

CITY OF  
PORTLAND **2022**  
*Sunday*  
**PARKWAYS**

PRESENTADO POR  
 **KAISER PERMANENTE®**

Social Media Graphic

Join your  
neighbors and  
celebrate 2022  
Sunday Parkways  
live events!

CITY OF  
PORTLAND **2022**  
*Sunday*  
**PARKWAYS**  
PRESENTED BY  
KAISER PERMANENTE®

**June 26**  
*Northeast Cully*  
**August 21**  
*East Portland*



CITY OF  
PORTLAND **2022**  
*Sunday*  
**PARKWAYS**  
PRESENTED BY  
KAISER PERMANENTE®



# Appendix: Materials, Continued

**波特兰市东区  
周日大道  
(Sunday  
Parkways)**

周日, 2022 年 8 月 21 日  
早上 11 点到下午 4 点

**邀请您!**

跟我们一起参加这个免费、适合全家并可以与社群交流的活动! 我们会将您社区的街道封闭不让车辆进入, 所以您可以自由在路上行走、骑单车、到处逛逛游玩!



**關於活动的资讯更新, 请传简讯  
EAST 至 888-520-0526!**

**Восточный  
Портленд:  
«Воскресные  
бульвары»**

Воскресенье,  
21 августа 2022 г.  
11.00 – 16.00

**Вас приглашают!**

Примите участие в этом бесплатном, доступном общественном мероприятии для семей! Улицы вашего района будут перекрыты для автомобильного транспорта, так что вы сможете гулять по ним пешком, ездить на велосипедах и роликах и играть на них!



**Текст: EAST по номеру 888-520-0526  
для получения новостей о мероприятии!**

**Sunday Parkways  
у східній частині  
Портленду**

Неділя  
21 серпня 2022 р.  
11:00 – 16:00

**Ви запрошені!**

Приєднуйтеся до безкоштовного, сімейного та доступного громадського заходу! Ми перекриємо рух автомобілів у вашому районі, щоб ви могли вільно ходити пішки, їздити на велосипеді, кататися і гратися на вулицях міста!



**Щоб дізнатися новини про захід,  
відправте СМС з текстом EAST на  
номер 888-520-0526!**

**East Portland  
आईतबार  
Parkways**

आईतबार,  
अगस्ट 21, 2022  
बिहान 11 बजे देखि-  
दिउसो 4 बजे सम्म

**तपाईंलाई निमन्त्रणा छ!**

यस निःशुल्क रहेको, परिवार-मैत्री र पहुँचयोग्य सामुदायिक कार्यक्रममा हामीसँग सहभागी हुनुहोस्! हामी तपाईंको छिमेकका सडकहरूमा कारहरूलाई बन्द गर्नेछौं जसले गर्दा तपाईं हिड्न, बाइक चलाउन, रोल गर्न र त्यसमा खेल्न सक्नुहुन्छ!



**कार्यक्रमको अद्यावधिकको  
लागि EAST to 888-520-0526 मा  
संदेश पठाउनुहोस्!**

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



**Portland Sunday Parkways**

**Sunday Parkways**

**Sunday Parkways**

Sunday Parkways is a chance to get out, meet your neighbors, and enjoy a 6 mile loop of car-free streets. Walk, bike, roll, or run and enjoy the many FREE activities and entertainment in the parks along the two-way route with no start or finish.



**Northeast Cully**  
Sunday, June 26, 2022  
11am – 4pm

PortlandSundayParkways.org 503-823-7599

Door hanger for  
Cully Event

Translated flyers in Chinese,  
Russian, Ukrainian, and  
Nepalese