

TEN TOES
can make a
BIG DIFFERENCE



a walking campaign

created by

City of Portland Office of Transportation
with a grant funded by
the federal EPA

Pedometers sponsored by Kaiser Permanente



2004

2004 North Portland

Goals

- Increase walking as a transportation choice, particularly for short trips
- Increase awareness of the positive health benefits of walking

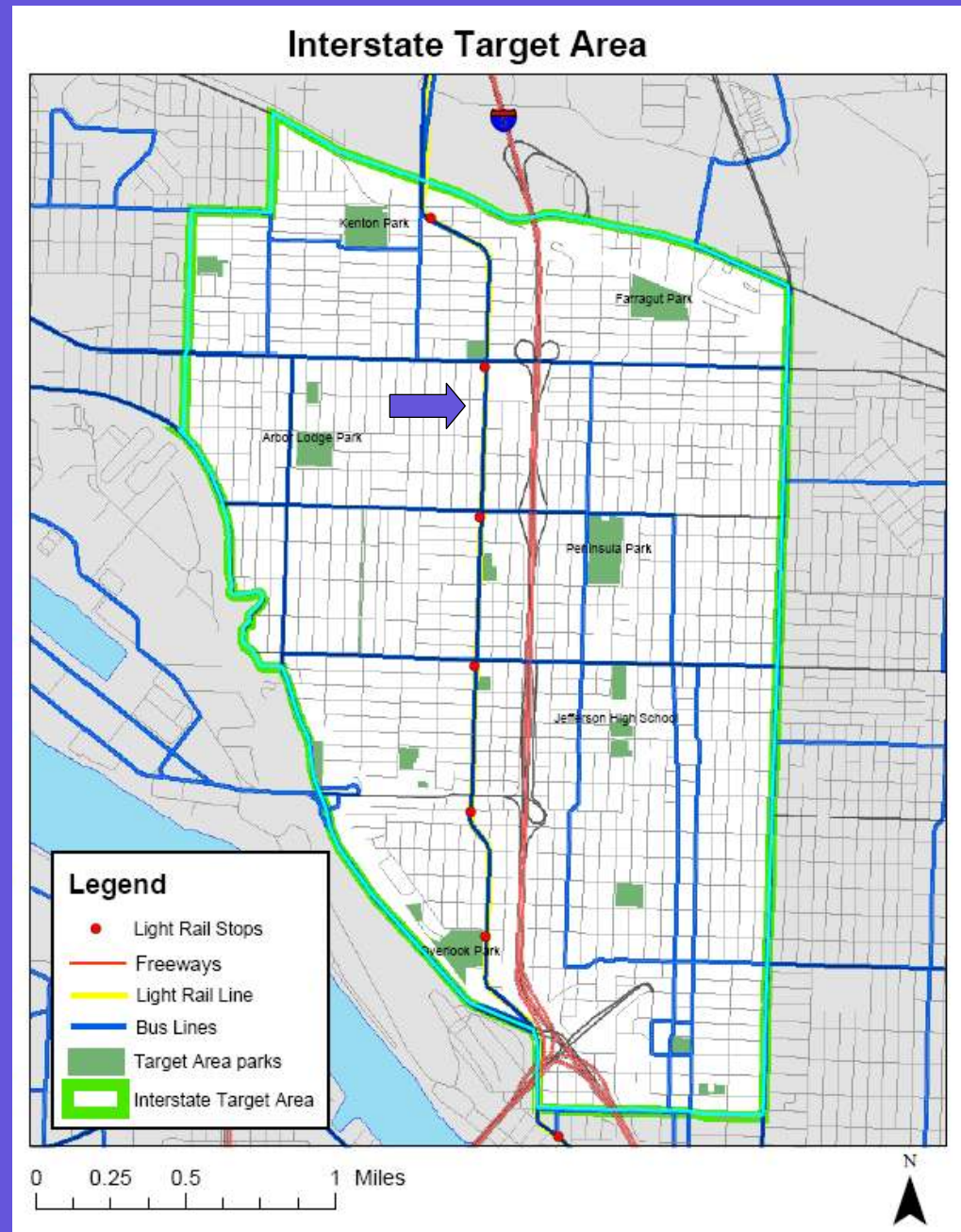
*Walking for short trips is a great
transportation option
that benefits your health too!*

Interstate Target Area

Population 33,000

13,000 households

New Light Rail line



- 13,000 households were contacted by direct mail
- Offered a walking kit
- Required to complete a survey

Incentives

Resources

Activities

Rewards

Incentives-Pedometer, walking logs,free wellness exams

Resources- A Walking Map, Wellness brochure

Activities- Escorted walks and rides

Rewards- Coupon book, note pads

N Mississippi Historic District



2 miles
4,000 steps
40 minutes

GET OUTDOORS AND MEET YOUR NEIGHBORS ON THESE GREAT NORTH PORTLAND WALKS!



City of Portland transportation staff and neighborhood volunteers will lead these fun walks, some long, some short.

| <u>DATES</u> | <u>WALKS</u> | <u>MEETING PLACES</u> |
|--------------|---------------------------------|---|
| JUNE 3 THU | Sunken Rose Garden | Sunken Rose Garden North Portland Library, corner of N Killingsworth and Commercial |
| JUNE 19 SAT | Walkin' Wild | Walkin' Wild Paul Bunyan statue, corner of N Interstate and Denver |
| JULY 8 THU | Paul Bunyan to Parks | Paul Bunyan to Parks Paul Bunyan statue, corner of N Interstate and Denver |
| JULY 17 SAT | Overlook Views | Overlook Views Overlook Park, corner of N Interstate and Fremont |
| JULY 22 THU | Willamette Bluff | Willamette Bluff Patton Park, N Interstate and Emerson |
| JULY 31 SAT | Going to the River | Going to the River Craftsman Café, corner of N Interstate and Skidmore |
| AUG 5 THU | N Mississippi Historic District | N Mississippi Historic District Overlook Park, corner of N Interstate and Fremont |
| AUG 14 SAT | Walkin' Wild | Walkin' Wild Paul Bunyan statue, corner of N Interstate and Denver |
| AUG 19 THU | Sunken Rose Garden | Sunken Rose Garden North Portland Library, corner of N Killingsworth and Commercial |
| AUG 28 SAT | Overlook Views | Overlook Views Overlook Park, corner of N Interstate and Fremont |
| SEPT 9 THU | Willamette Bluff | Willamette Bluff Patton Park, N Interstate and Emerson |
| SEPT 18 SAT | Univ. of Portland to MAX | University of Portland to MAX Corner of N Willamette Blvd and Main Campus entrance |
| SEPT 23 THU | Paul Bunyan to Parks | Paul Bunyan to Parks Paul Bunyan statue, corner of N Interstate and Denver |
| OCT 7 THU | N Mississippi Historic District | N Mississippi Historic District Overlook Park, corner of N Interstate and Fremont |
| OCT 16 SAT | Overlook Views | Overlook Views Overlook Park, corner of N Interstate and Fremont |

TIMES

THURSDAYS at 6pm (2-2.5 miles)

SATURDAYS at 9am (3.5-5.5 miles)



9 AUTUMN WALKS

City of Portland transportation staff and neighborhood volunteers will lead these short (2–2.5 mile) and long (3.5–5.5 mile) walks. Wear comfortable shoes. Bring water.

The schedule and meeting times are on the reverse side.

Walk descriptions and meeting places are listed below.

1 Willamette Bluff

Walk the lesser known part of Willamette Blvd, by some lovely homes out to the scenic bluff and back, passing by North Portland's treasure, Interstate Cultural Firehouse Theater.

DISTANCE2.4 miles or 5,300 steps

TIME1 hour

MEETING PLACEPatton Park, corner of N Interstate and Emerson

2 University of Portland to MAX

Walk along the grand boulevard of North Portland, Willamette Blvd, for sweeping views of the Willamette River and downtown. This scenic walk takes you to MAX and back.

DISTANCE5.5 miles or 9,500 steps

TIME2 hours

MEETING PLACECorner of N Willamette Blvd and Main Campus entrance

3 Paul Bunyan to the Parks

Enjoy a stroll through the Kenton and Arbor Lodge neighborhoods. See Kenton, Gammons, and Arbor Lodge Parks and the Omaha Parkway. Hop on MAX at the Killingsworth station for a return trip to Paul Bunyan Square.

DISTANCE2.5 miles or 5,400 steps

TIME60 minutes

MEETING PLACEPaul Bunyan statue, across from the MAX station, corner of N Interstate and Denver

4 Peninsula Crossing

Hop on the Peninsula Crossing Trail, part of the 40-mile Loop. Enjoy this great connection between the Willamette and Columbia Rivers featuring artwork and wonderful views. The walk also passes George Park, Assumption Village and some special St Johns neighborhoods.

DISTANCE2.1 miles or 5,200 steps

TIME60 minutes

MEETING PLACETrailhead at N Princeton and Carey

5 N Mississippi Historic District

Explore the vibrant neighborhood restaurants, retail shops and galleries along historic N Mississippi Avenue. See Overlook Park, the adjacent MAX Station, and the newly refurbished Failing Street pedestrian bridge.

DISTANCE2 miles or 4,000 steps

TIME40 minutes

MEETING PLACEOverlook Park, corner of N Interstate and Fremont, across from Kaiser Clinic

6 Overlook Views

Discover North Portland's hidden nooks that reveal spectacular views of the Willamette River and the Tualatin Hills. Wander the quiet streets of Overlook Neighborhood, cross the Concord St Pedestrian Bridge, and explore the new Adidas Village and Madrona Park.

DISTANCE3.5 miles or 7,650 steps

TIME1 hour and 30 minutes

MEETING PLACEOverlook Park, corner of N Interstate and Fremont, across from Kaiser Clinic

7 Interstate MAX Art Scene— by popular request

Tour the length of Interstate MAX to view the vibrant and inspirational artworks which express the cultural richness of our community. Starting with a bronze jazz vine sculpture, symbol of the indomitable spirit of the Albina/Mississippi neighborhood, all the way north to the stunning Japanese timber gates marking the entrance to the Expo Center.

DISTANCE4.5 miles one-way (including .5 mile shuttle on MAX) or about 9,000 steps. We will return to the starting point on MAX as well.

TIME2.5 hours

MEETING PLACEAlbina/Mississippi MAX station platform, near the jazz vine sculpture, between N Albina and Mississippi on N Interstate

8 Walkin' Wild

Leaving from Kenton, we'll discover wildlife in our backyard along the Columbia Slough.

DISTANCE4.5 miles or 9,000 steps

TIME1 hour and 45 minutes

MEETING PLACEPaul Bunyan statue, across from the MAX station, corner of N Interstate and Denver

9 Sunken Rose Garden

We'll stroll past the Portland Community College Cascade Campus, through the award winning Peninsula Park Sunken Rose Garden, by the new Rosemont townhouse development, over the N Bryant pedestrian bridge overpass to the N Portland Blvd and Killingsworth MAX stations.

DISTANCE2.5 miles or 5,400 steps

TIME1 hour

MEETING PLACENorth Portland Library, corner of N Killingsworth and Commercial

WEEKLY WALK LOG

WEEK NO.
(check one)

1 2 3 4 5 6 7 8

Your Name _____

Address _____

ZIP _____

Average Daily Steps from last week _____

Daily Goal Average for this week _____

Day

MON

TUE

WED

THU

FRI

Steps Today

Add Steps for All 7 Days

Divide by 7 = Average Daily Steps

Multiply by 1.2
(your daily goal for next week)





The Ten Toe Express is brought to you by the City of Portland Office of Transportation and a grant funded by the federal EPA.



Count your steps to:

EXODUS S.P.A.

4211 N. Interstate Ave.
503-288-3110

\$5 off a pedicure or other service of \$30 or more

expires September 20, 2004



The Ten Toe Express is brought to you by the City of Portland Office of Transportation and a grant funded by the federal EPA.



Count your steps to:

North Portland Acupuncture Clinic

1905 N. Killingsworth St.
503-517-2020

\$25 off first visit with coupon

expires September 20, 2004



The Ten Toe Express is brought to you by the City of Portland Office of Transportation and a grant funded by the federal EPA.



Count your steps to:

Cycle Path

2808 N.E. Martin Luther King Jr. Blvd.
503-793-8862

15% off commuter gear and equipment

expires September 20, 2004



The Ten Toe Express is brought to you by the City of Portland Office of Transportation and a grant funded by the federal EPA.



Count your steps to:

Small World Café

5128 N. Albina St.
503-546-3183

Buy 1 latte or mocha, get 1 free, of equal or lesser value

expires September 20, 2004



Short Tripper

Walk For Short Trips
This Fall

and save money
with these local
businesses



Outreach and Distribution

1,600 Order forms

500 Events



1,300 Special groups

Total= 3,400 kits distributed

The Walks

81% discovered new neighborhoods

76 % - helped stay active

71 % - Meeting new people

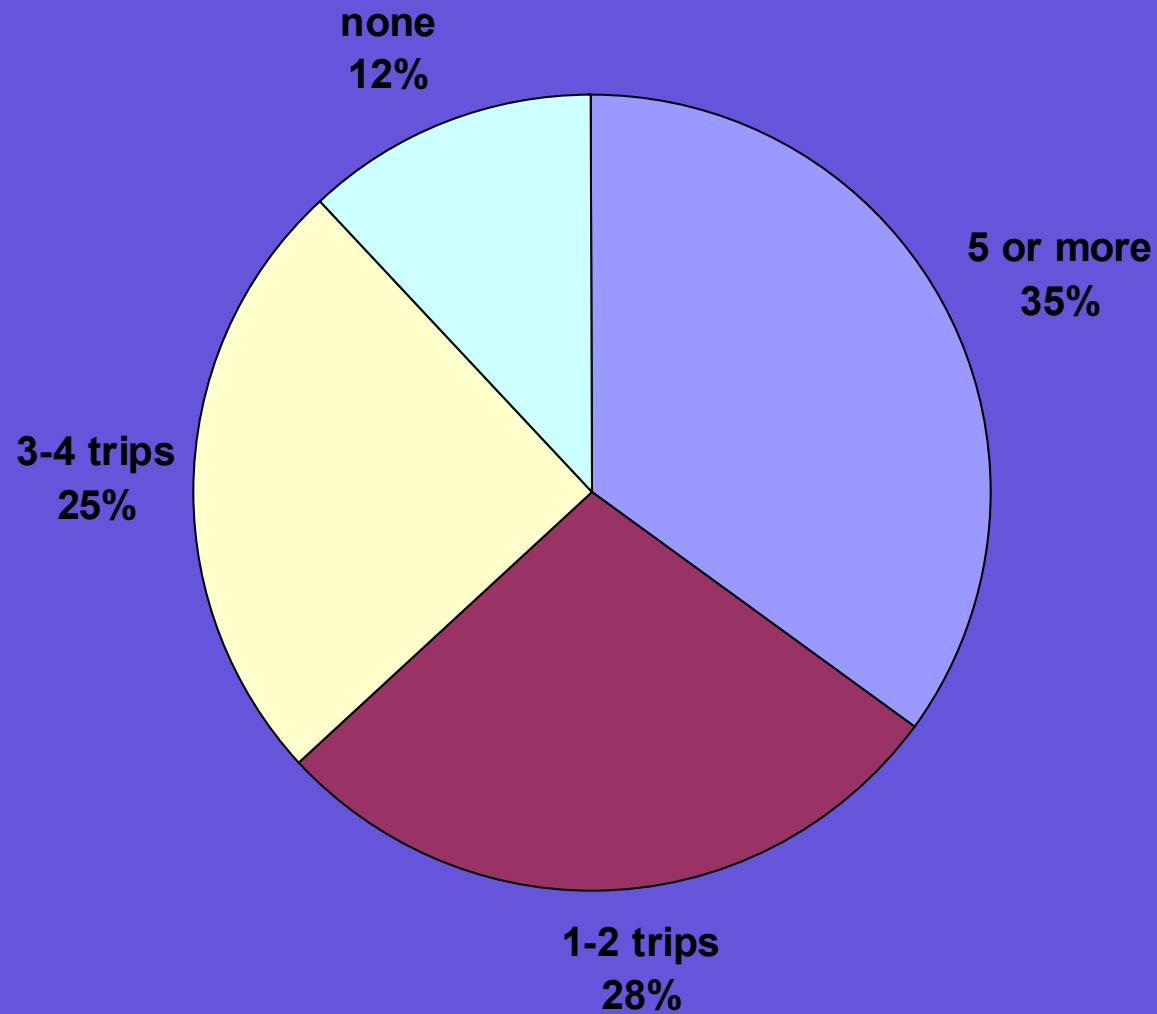
58 % Discovered new parks

49% Discovered new businesses



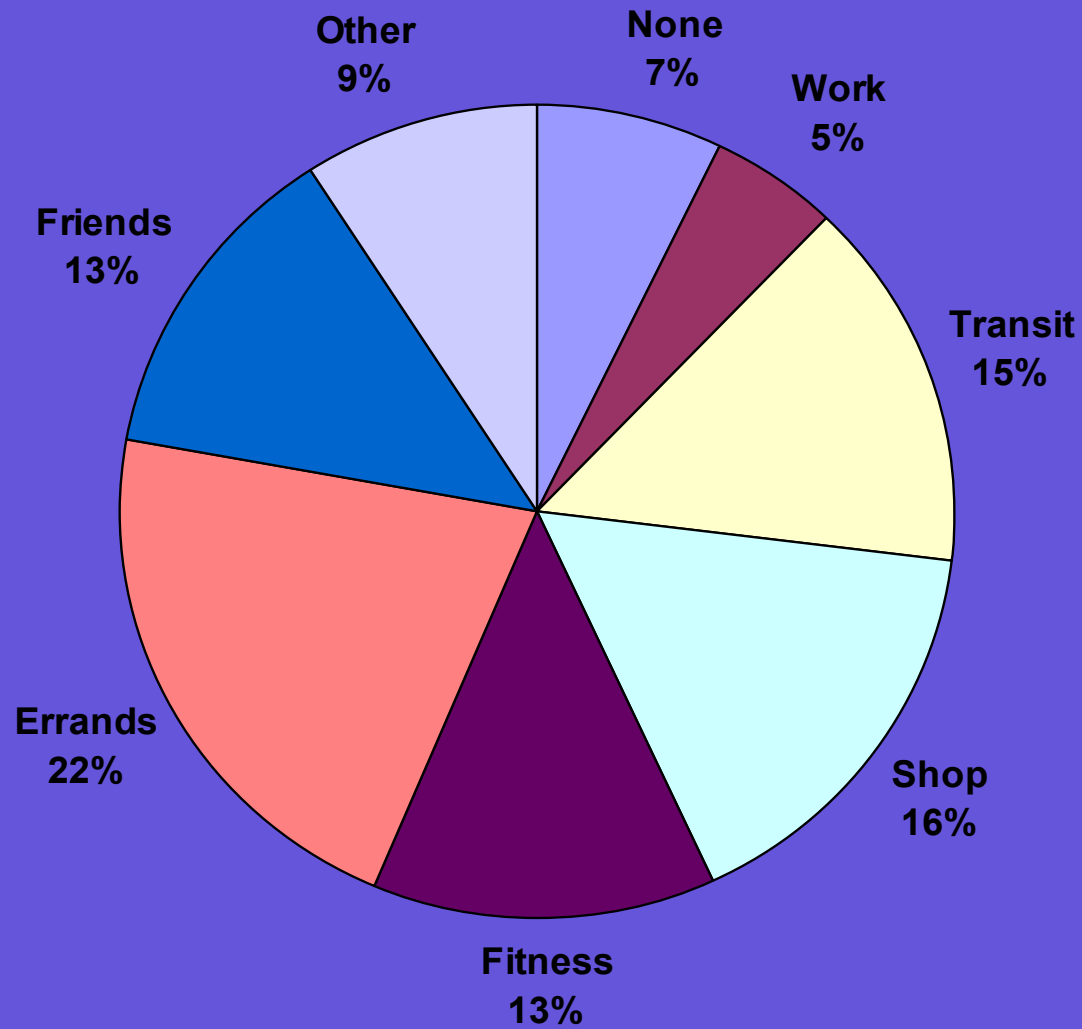
New trips per week by walking instead of driving

Results



Results

New Walking Trips



Results

As a transportation program
it was successful in getting
more than 1/2 of the participants
to take at least one new trip
by walking instead of driving

*Walking for short trips is a great
transportation option
that benefits your health too!*

Make it personal

and unlike other promotions...

Save Money....Help Keep the Air Clean...

Do it for *YOUR* Health!



*Walking for short trips is a great
transportation option
that benefits your health too!*

**Reinforce the walkability of our great
urban environment**

Show destinations, routes and distances

*Healthy & active living is a
contemporary issue*

*Marketing and outreach for
health educators is very similar to
that of TDM professionals*

Nancy Stevens, Community Benefit Initiatives

Kaiser Permanente

"It enhances exercise in our day-to-day lives and gives people the tools and information to increase physical activity in their daily routines. The Ten Toe Walking Kit provides residents with new resources, local activities and incentives and offers them alternatives to jumping in their car."

Behavior Change

*Not a single event but a
series of attempts*

*Big enough to matter
small enough to achieve*

Parallel Universe

health counselor

health effects

food diaries

cooking classes

intervention

Parallel Universe

| | |
|------------------|---------------------------|
| health counselor | transportation ambassador |
| health effects | trip reduction |
| food diaries | trip diaries |
| cooking classes | walks & bike rides |
| intervention | intervention |

Intervention

shallow

flyers & brochures

non participatory classes

deep

cooking classes & walks

Hands on, experiential

Targeting small change

Manageable walks

*Going from no activity to
little activity= greatest health benefit*



Life is out there.

KAISER PERMANENTE.  thrive

GET UP, GET OUT, AND THRIVE.

2005 Eastside Portland

Ten Toe Express

Kaiser Permanente's

Community Health Initiative



ten toes can make a big difference

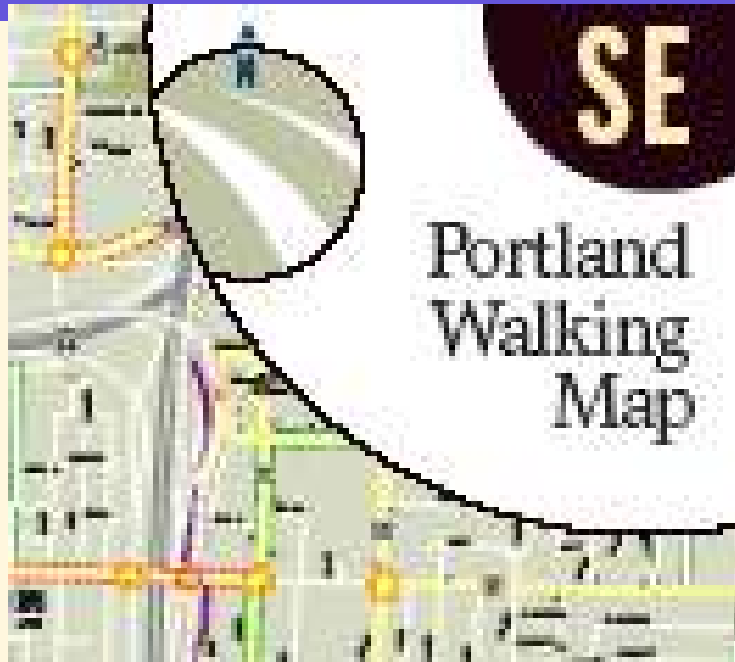


a walking campaign
brought to you by



and





rs.org

Portland Walking Map

Life is out there.
GET UP, GET OUT AND THRIVE!

KAISER PERMANENTE.  thrive

Legend

- | | | |
|---|--|---|
|  Pedestrian and bicycle off-street path/trail |  Shopping area |  Hospital |
|  Pedestrian-only path/trail |  Industrial area |  Bike shop |
|  Bus route and stop |  School |  Grocery store |
|  MAX route |  Drinking fountain | |
|  MAX station | | |
|  Bike lanes (→ steep hill) | | |
|  Shared roadways/bike routes | | |

*Healthy & active living is a good way
to further community building*

*It's not just about eating and
getting active*

*It's about socializing and
relationships and a lifestyle*

*Healthy & active living is a good way
to further community building*

People made new friends on walks

Store owners got involved

*People found new parks &
places to shop*

Neighbors help lead walks

11 upcoming ten toe walks

1 Mt. Tabor Historical Homes and Heritage Trees. Climb some steps and wind through the beautiful neighborhoods on the north and west sides of Mt. Tabor, passing by great historic homes and heritage trees.

DISTANCE: 4.5 miles/9,000 steps **TIME:** 90 minutes
MEETING PLACE: Shogren House, NE 63rd & Glisan

2 Exploring Mt. Tabor. Explore the paths and historical features of one of Portland's finest parks. Awesome views will be the payoff for a walk with many steps and a healthy elevation gain.

DISTANCE: 2.5 miles/5,000 steps **TIME:** 60 minutes
MEETING PLACE: SE 60th & Salmon

3 Laurelhurst to Lone Fir. Tour parks and gardens with a special tour of Lone Fir Cemetery, where some of Portland's earliest prominent citizens are laid to rest.

DISTANCE: 3.5 miles/7,000 steps **TIME:** 90 minutes
MEETING PLACE: Belmont Library, SE 39th & Yamhill

4 Laurelhurst Historical Homes & Heritage Trees. Tour the Laurelhurst neighborhood, once the Ladd's sheep farm home to many beautiful historical homes.

7 Sketchbook Journal Walk. Keeping a sketchbook is a great way to stay in touch with your creative self. SE Portland artist and teacher Monte Shelton will lead the walk with "sketching stops" along the way, ending in Laurelhurst Park. Bring a sketchbook and pencil/pen.

DISTANCE: 2 miles/4,000 steps **TIME:** 45 minutes of walking and 60 minutes sketching
MEETING PLACE: Muse Art and Design, 4224 SE Hawthorne Blvd. 503.231.8704

6 Pup Crawl. Walk to the store. Walk the dog. Walk for exercise. Do all three at once! Join us for a stroll as we stop for free doggie treats at several neighborhood businesses.

DISTANCE: 3 miles/6,000 steps
TIME: 60 minutes
MEETING PLACE: Pawsitively Clean, SE 39th & Hawthorne



5 60 minutes at the market. **MEETING PLACE:** Belmont Library, SE 39th & Yamhill

8 Historic Belmont. From the lower slopes of Mt. Tabor, walk through unique neighborhood

Rich Cassidy

City of Portland, Oregon

Transportation Options Division

rich.cassidy@pdxtrans.org