TEN TOES can make a BIG DIFFERENCE

TEN TOE EXPRESS
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** - Pedometer, walking logs, free wellness exams

**Resources** - A Walking Map, Wellness brochure

**Activities** - Escorted walks and rides

**Rewards** - Coupon book, note pads
Points of discovery on this walk are the award winning Peninsula Park sunken rose garden, the North Portland Library, Portland Community College Cascade Campus, a new urban village, Portland Boulevard and N Killingsworth MAX Stations, a community art installation and the pedestrian bridge that conveniently crosses I-5 with a great connection to MAX.

Accessibility: Very good with one packed gravel path in the Park, and no curb ramps for two blocks along N Saratoga.

BEGIN at the North Portland Library
1. Cross N Killingsworth at N Commercial
2. Left on N Jessup
3. Right on N Kerby
4. Cross N Ainsworth using pedestrian crossing
5. Enter Peninsula Park and walk along gravel path north towards community center
6. Exit park at corner of N Albina and N Portland Blvd and cross N Portland Blvd
7. Right on N Portland Blvd
8. Left to N Borthwick
9. Walk along N Borthwick, through new development to N Bryant
10. Left on N Bryant
11. Cross N Albina to end of N Bryant at I-5 wall
12. Left onto path
13. Right across N Bryant pedestrian bridge over I-5
14. Left on frontage path
15. Right onto Saratoga
16. Turn left onto N Interstate and walk south back to N Killingsworth
17. Left on N Killingsworth, stay on north side of street
18. Cross to south side of Killingsworth at N Albina
19. Continue on N Killingsworth back to North Portland Library
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.

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<th>WALKS</th>
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<td>Sunken Rose Garden</td>
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<td>JUNE 19</td>
<td>Walkin' Wild</td>
<td>North Portland Library, corner of N Killingsworth and Commercial</td>
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<td>JULY 8</td>
<td>Paul Bunyan to Parks</td>
<td>Walkin' Wild</td>
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<td>JULY 22</td>
<td>Willamette Bluff</td>
<td>Paul Bunyan statue, corner of N Interstate and Denver</td>
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<td>JULY 31</td>
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<td>AUG 5</td>
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<td>AUG 14</td>
<td>Walkin' Wild</td>
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<td>AUG 19</td>
<td>Sunken Rose Garden</td>
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<td>AUG 28</td>
<td>Overlook Views</td>
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<td>SEPT 9</td>
<td>Willamette Bluff</td>
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<td>SEPT 18</td>
<td>Univ. of Portland to MAX</td>
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<td>SEPT 23</td>
<td>Paul Bunyan to Parks</td>
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<td>OCT 7</td>
<td>N Mississippi Historic District</td>
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<td>OCT 16</td>
<td>Overlook Views</td>
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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.
DISTANCE...........2.4 miles or 5,300 steps
TIME................1 hour
MEETING PLACE ....Patton 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.
DISTANCE...........5.5 miles or 9,500 steps
TIME................2 hours
MEETING PLACE ....Corner 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, Glamanns, and Arbor Lodge Parks and the Omaha Parkway. Hop on MAX at the Killingsworth station for a return trip to Paul Bunyan Square.
DISTANCE...........2.5 miles or 5,400 steps
TIME................60 minutes
MEETING PLACE ....Paul 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.
DISTANCE...........2.1 miles or 5,200 steps
TIME................60 minutes
MEETING PLACE ....Trailhead at N Princeton and Carey

5 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.
DISTANCE...........2 miles or 4,000 steps
TIME................40 minutes
MEETING PLACE ....Overlook 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 Madronna Park.
DISTANCE...........3.5 miles or 7,650 steps
TIME................1 hour and 30 minutes
MEETING PLACE ....Overlook 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 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.
DISTANCE...........4.3 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.
TIME................2.5 hours
MEETING PLACE ....Albina/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.
DISTANCE...........4.5 miles or 9,000 steps
TIME................1 hour and 45 minutes
MEETING PLACE ....Paul 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.
DISTANCE...........2.5 miles or 5,400 steps
TIME................1 hour
MEETING PLACE ....North Portland Library, corner of N Killingsworth and Commercial
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<th>MON</th>
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<td>Average Daily Steps from last week</td>
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<td>Day</td>
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<td>Steps Today</td>
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<td>(your daily goal for next week)</td>
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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

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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

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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

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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

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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
81% discovered new neighborhoods
76 % - helped stay active
71 % - Meeting new people
58 % Discovered new parks
49% Discovered new businesses
Results

New trips per week by walking instead of driving

- None: 12%
- 1-2 trips: 28%
- 3-4 trips: 25%
- 5 or more: 35%
Results

New Walking Trips

- None: 7%
- Work: 5%
- Transit: 15%
- Shop: 16%
- Fitness: 13%
- Errands: 22%
- Friends: 13%
- Other: 9%
Results

As a transportation program it was successful in getting more than $\frac{1}{2}$ 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
"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**

<table>
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<th>Shallow</th>
<th>Deep</th>
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<tbody>
<tr>
<td>flyers &amp; brochures</td>
<td>cooking classes &amp; walks</td>
</tr>
<tr>
<td>non participatory classes</td>
<td>Hands on, experiential</td>
</tr>
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Targeting small change

Manageable walks

Going from no activity to little activity = greatest health benefit
Life is out there.
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
Legend

- Purple: Pedestrian and bicycle off-street path/trail
- Green: Pedestrian-only path/trail
- Blue: Bus route and stop
- Black: MAX route
- Orange: MAX station
- Light blue: Bike lanes (steep hill)
- Green: Shared-roadway bike route
- Pink: Shopping area
- Light gray: Industrial area
- Green: School
- Blue: Drinking fountain
- Red: Hospital
- Black: Bike shop
- Orange: Grocery store
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.

5 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

7 Historic Belmont. From the lower slopes of Mt. Tabor walk through unique neighborhoods

8 Belmont farmers market. Join a farmer’s market info session and learn about the benefits of shopping local. Meet local farmers and learn about the season’s best produce.
   **DISTANCE:** 2 miles/4,000 steps  **TIME:** 30 minutes
   **MEETING PLACE:** Belmont Library, SE 39th & Yamhill
Rich Cassidy
City of Portland, Oregon
Transportation Options Division
rich.cassidy@pdxtrans.org