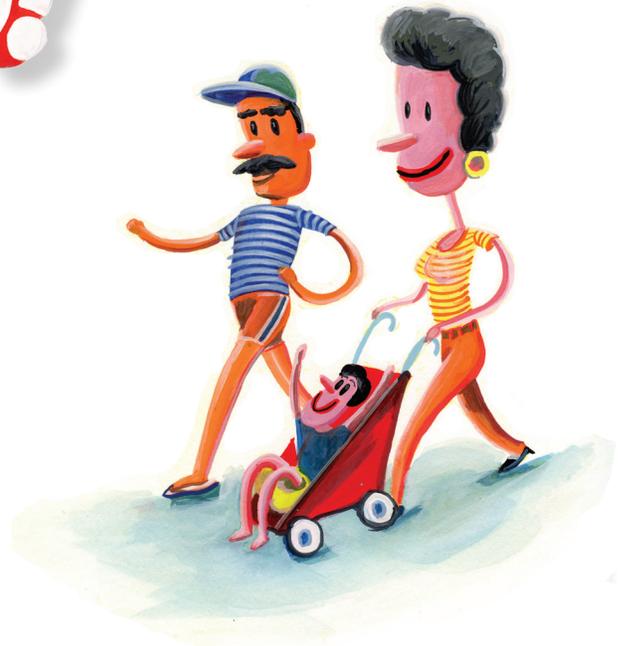


# ¡VAMOS!



Family-friendly routes to explore Cornelius,  
Forest Grove and Hillsboro by foot and by bike.

December 2012

Metro | *Making a great place*

## TABLE OF CONTENTS

Background	2
Project objectives	3
Program phases	4
Map development and planning	4
Partnerships	8
Events	10
Promotions	13
Program future	15
Appendix A: Budget	16
Appendix B: 2011 & 2012 Events	20
Appendix C: Survey and findings	24
Appendix D: Newsfeeds and media	29

## KAISER PERMANENTE COMMUNITY BENEFIT GRANT REPORT

### ¡Vamonos! Let's explore Cornelius, Forest Grove and Hillsboro

Contact:

Katie Edlin or Marne Duke

Regional Travel Options

[katie.edlin@oregonmetro.gov](mailto:katie.edlin@oregonmetro.gov);

[marne.duke@oregonmetro.gov](mailto:marne.duke@oregonmetro.gov)

503-813-7575

600 NE Grand Avenue

Portland, Oregon 97232



### Background

The ¡Vámonos! project aims to increase the awareness of great places to bike and walk among families in Cornelius, Forest Grove and Hillsboro. With a focus on engaging Hispanic communities, Metro has created printed and online maps developed in Spanish and English, focused on the needs and interests of the community. Additionally, the maps are supported and promoted through community partnerships, events, advertising and marketing materials. The ¡Vámonos! project is made possible in part through a grant from the Kaiser Community Health Initiative. *See Appendix B for ¡Vámonos! project budget.*

Building on the success and experiences of Metro's Walk There! book and Bike There! maps, the ¡Vámonos! maps were conceptualized to appeal to Spanish-speaking residents in Washington county and encourage healthy and sustainable modes of transportation and recreation. ¡Vámonos! also complements and builds on the success of additional Metro Spanish-language outreach to encourage sustainable living.

In the summer of 2011, Metro launched a marketing campaign to encourage Hispanic families in Washington County - particularly in Cornelius, Forest Grove and Hillsboro - to live more sustainable lifestyles by reducing, reusing and recycling. The campaign included billboards, radio ads on local Spanish radio stations and more robust resources in Spanish on Metro's website.

The ¡Vámonos! project is led by Metro Public Affairs Specialist Katie Edlin, bilingual outreach specialist Maria Davia, Senior Transportation Options planner Matthew Hampton and contract designer Ryan Sullivan, and overseen by Pam Peck, Metro Communication Manager.

## **¡Vámonos! Budget**

<b>Expenditure</b>	<b>Amount</b>
Map production (design, writing & printing)	\$50,459
Labor	\$67,924
Sponsorships & events	\$15,925
Promotional materials	\$13,146
Advertising purchase	\$17,430
Marketing and translation services	\$21,513
Miscellaneous (mileage, materials)	\$3,810
<b>Total</b>	<b>\$190,210</b>

## **Audience background and approach**

According to U.S. Census data, Hispanics are the fastest growing population segment in the Portland metropolitan region as well as the largest minority group in the area. Despite this, the Hispanic population is underserved by governments, social programs and government authorities. In Washington County, 16 percent of the population is Hispanic and 77 percent of them speak Spanish. Research conducted by Metro has found the majority of Hispanics in the Portland region are low income and live in low income areas.

During all phases of the project Metro strived to develop best practices for how to authentically engage Hispanic communities in projects regarding health and transportation. Crucial to fulfilling Metro's Diversity Action Plan, the project equipped Metro with important relationships in the Washington County Hispanic community and Spanish-language media.

The project has helped establish a set of brand and map standards to use in future outreach efforts by Metro and its partners. By filling the need for walk/bike maps created for the Hispanic community, both in language and in approach, the result is the establishment of a new approach to engage Hispanic communities in planning and the built environment. As one Metro staff member reported: "While the end result of the project is the maps, it's also the relationships with the Hispanic community."

## Project objectives

1. **Engage Hispanic families** in Hillsboro, Cornelius and Forest Grove in the development of bilingual biking and walking maps, as well as outreach activities to promote health through walking and biking.
2. **Increase the awareness of great places to bike and walk** for health, recreation and transportation in the communities of Cornelius, Forest Grove and Hillsboro through printed and web-based biking and walking materials in English and Spanish.
3. **Increase awareness of the benefits of walking and biking** for transportation and health in Cornelius, Forest Grove and Hillsboro, primarily among Hispanic families.
4. **Create community ownership and engagement** of the ¡Vámonos! project and the resulting walking and biking maps and materials.

### Objectives were met through four phases of the ¡Vámonos! project:

1. Map development & production
2. Partnerships
3. Events
4. Promotions

## 1. Map development & production

Since a set of best practices did not exist for developing bilingual maps, Metro conducted extensive research and outreach to establish an approach to map design and distribution. The process also resulted in building strong relationships with partners and residents in the project area.

During the summer of 2010, Metro staff held meetings with the staff at the cities of Hillsboro and Forest Grove, to gauge the initial level of interest surrounding this project. Cities surveyed expressed interest in making these tools available to residents, and limited abilities and budget to undertake the project on their own.

The map development phase of the project involved surveying 180 people from the target areas. Metro conducted one-on-one interviews with community leaders, such as non-profit leaders, business owners and government officials to determine how to create culturally relevant biking



and walking maps. Metro learned about transportation barriers as well as cultural insights for developing effective tools to help families walk and bike in the project area.

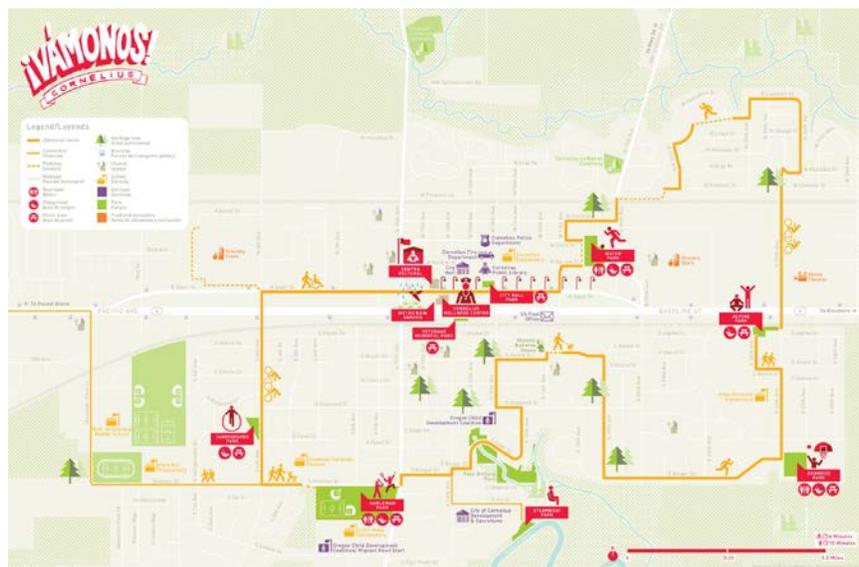
Some of the key findings from these interviews include:

- The need for an event series and face-to-face education, as well as a printed map.
- Engaging youth to help involve parents in walking and biking activities.
- Highlighting free and inexpensive activities and points of interest on maps.
- The use of visuals instead of words on maps to designate points of interest and routes.

Additionally, Metro staff surveyed community residents, primarily Hispanics, about walking and biking and their preferences for education and mapping tools. Residents were surveyed by a Spanish-speaking Metro outreach specialist at popular shopping and community destinations. Metro also leveraged community partners Centro Cultural to present the ¡Vámanos! project to classes and receive feedback from adult and youth students. The findings help Metro identify best practices for engaging Hispanic audiences to encourage walking and biking, as well as popular destinations in the community.

Following surveys and initial development, Metro staff reviewed the mapping data, suggested routes and points of interest with local government contacts at Cornelius, Forest Grove and Hillsboro for accuracy and to help ensure the maps will be maintained beyond the life of the grant.

After the initial design of the maps, Metro staff revisited community leaders and residents to review drafts. Community feedback made apparent Metro's need to design the ¡Vámanos! maps in an approachable way. Metro heard from community members that the new maps needed to be simpler to read, less text heavy and cheaper to produce for the local governments. Research also showed that to increase awareness about safe places to walk and bike and to get people in the target area to actually use the maps, they need to be designed to be engaging and fun.



Following community feedback, including advice on locations to include on the maps, content and routes for the maps were created by local walking guide author Laura Foster.

After seven months of map design and development, the maps and tools were launched in summer 2012. The maps educated families, in a culturally relevant way, about places to walk and bike in their communities, highlighting points of interest, history, commerce and transit stops as well as parks, trails and natural areas.

*See Appendix C: Metro ¡Vámonos! 2011 survey report.*

### **Map design and development key findings**

- Community participation and feedback was integral to the development of culturally appropriate maps, messages and design.
- Guided by community and partner input, the planning and design team had to have a willingness to depart from traditional European mapping styles, which were unappealing to Hispanic communities. Map icons were more colorful, and maps contained less text, and simpler navigation to key destinations that did not include every possible route.
- A cross disciplinary team, consisting of planners, designers, communications professionals and community outreach specialists was important to move the project forward, engage community and delivering a product appealing to public.
- Consistent covers helped to visually tie the maps for each neighborhood together, while still complementing Metro's existing Walk There! and Bike There! maps.
- Feedback from communities indicate maps are very usable and have helped residents to learn about where to bike and walk in their community.
- The large and culturally diverse group made development and design challenging, but a more effective end-product.
- Attributes to include on the map that came up in development were schools, churches and routes suitable for disabled residents. The objective of the map was to target walking and biking for kids and families, with that focus, some areas had to be left unaddressed.
- Transparency, clarity and continued communications about the map and design process were important to overcoming barriers to participation with those who volunteered their time to give feedback.
- Giving equal amount of time to development and dissemination, led to a well-designed and promoted product.

## Lessons learned

- Hierarchy on feedback could be more structured. It was often difficult for staff and contractors to know which feedback was most important, which should drive decisions.
- Specific time periods for evaluation of materials that are clear to everyone is essential.
- Iteration review and revisions should have a pre-established process.
- Storage of data, revisions and on-going feedback should have a predetermined process.

### ¡Vámonos! Forest Grove

Este mapa destaca rutas en Forest Grove, accesibles a toda la familia para explorar a pie o en bicicleta. Úsalo como una guía para ir a iglesias, parques y dondequiera que necesites llegar. Las rutas han sido examinadas y recorridas para comprobar que son seguras y agradables.

Estos son solo algunos de los sitios que descubrirás a lo largo de la ruta de 7.7 millas de ¡Vámonos!

- áreas de juegos en los parques Talisman y Rogers
- un centro acuático y área para andar en patineta en Lincoln Park
- el centro histórico de Forest Grove con tiendas, cafés y mercados al aire libre de temporada
- una cancha de baloncesto y refugios para picnic en Bard Park.

¡Camina y anda en bicicleta cada vez que puedas! Cada milla caminada o recorrida en bicicleta es buena para tu salud, tu bolsillo y el planeta. Caminar una milla toma alrededor de 20 minutos, andarla en bicicleta alrededor de 8 minutos.

Encuentra consejos de seguridad y aprende más sobre los lugares a lo largo de la ruta en [www.oregonmetro.gov/vamonos](http://www.oregonmetro.gov/vamonos).

Para ampliar tu viaje en autobús y MAX visita: [www.trimet.org](http://www.trimet.org).

Aprende por qué caminar mejora tu salud en: [www.everybodywalk.org](http://www.everybodywalk.org) (en inglés).

#### Sobre Metro

Elegido por los ciudadanos, Metro es un gobierno regional que ayuda a que el área metropolitana de Portland sea un magnífico lugar para vivir, trabajar y de diversión para ti y tu familia.

Metro no asume ninguna responsabilidad por errores en este guía. No se espera eludir Metro responsable legalmente por daños o pérdidas de cualquier tipo relacionadas con los datos o la información contenida en este guía. Los usuarios de esta mapa están de acuerdo con usarlo bajo su propio riesgo.



### ¡Vámonos! Forest Grove

This map highlights family-friendly routes to explore by foot and by bike in Forest Grove. Use it to get to school, church, parks and anywhere you need to go. Creators of the map tested the routes to ensure they are safe and enjoyable.

Here are just a few of the sites you'll discover along the 7.7-mile ¡Vámonos! route:

- playgrounds at Talisman and Rogers parks
- an aquatic center and skatepark at Lincoln Park
- historic downtown Forest Grove, with shops, cafes and a seasonal farmers market
- basketball courts and picnic shelters at Bard Park.

Walk and bike whenever you can! Each mile on your feet or on a bike is good for your health, your wallet and the planet. Walking 1 mile takes about 20 minutes; biking takes about 8 minutes.

Find safety tips and learn more about sites along the route at [www.oregonmetro.gov/vamonos](http://www.oregonmetro.gov/vamonos).

Extend your trip with the bus and MAX at [www.trimet.org](http://www.trimet.org).

Learn why walking is good for your health at [www.everybodywalk.org](http://www.everybodywalk.org).

#### About Metro

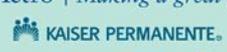
An elected regional government, Metro helps make the Portland metropolitan area a great place to live, work and play for you and your family.

Metro disclaims any responsibility for errors in this guide. No one expects should Metro be liable for any damages or losses of any kind related to data or information contained in this guide. Users of this map agree that their use is at their sole risk.






Metro | Making a great place



Drive less.  
Save more.


## 2. Partnerships

Prior to the project, community members and government officials agreed there is a lack of resources for biking and walking in English or Spanish for the project area, and were eager for materials and opportunities to engage the public around walking and biking. Enthusiasm for the program led to area officials and organizations willing to participate in development and promotion.

Additionally, Metro worked in close partnership during map development with organizations and local governments, resulting in a high-level of partner participation in events and promotion on the maps.

Metro established partnerships with the following community organizations in the project area:

- Adelante Mujeres
- M&M Swap Meet and Futsal Center
- Centro Cultural
- City of Cornelius
- City of Forest Grove
- City of Hillsboro
- Virginia Garcia Memorial Foundation
- Washington County Bicycle Transportation Coalition
- Washington County
- Willamette Pedestrian Coalition.

Metro provided financial sponsorships to Adelante Mujeres, Centro Cultural, Virginia Garcia Memorial Foundation, Washington County Bicycle Transportation Coalition and Willamette Pedestrian Coalition to support their participation and assistance with engaging Hispanic families and residents in walking and biking activities.

Metro also developed relationships with diverse individuals, vendors and businesses because of this project, such as Univision, Hispanidad, Bustos Media, Lara Media, Izo Marketing, Hillsboro Chamber of Commerce, City of Hillsboro's Latino Outreach Advisory Committee and the Cornelius Committee: A Vision for an Accessible Community.

To build capacity of partners, in the final months of the project, Metro conducted two 'Train the Trainer' workshops for Virginia Garcia Health Clinic staff. Metro staff provided trainees with walking routes, scripts for Cornelius and Forest Grove and 100 promotional bags and materials.

Participants plan to give patients of the clinic tours to encourage physical activity. Equipping community organizations with route planning skills, facilitation techniques, route scripts and marketing materials will also ensure continued encouragement of walking and biking in target audiences in Washington County.



### **Partnerships key findings**

- Personal relationships were key to success of the project.
- Partnerships helped lessen the stigma of working with the government held by some community members and partners.
- Spanish-speaking outreach staff was paramount to the success of many partnerships.
- Community members acknowledge the benefits of active transportation and want to improve both personal and community health.

### **Lessons learned**

- Not every partner could keep commitments stated at the beginning of the project, primarily due to staff capacity.
- There will be difficulty in sustaining community relationships as the project ending.

### 3. Events

From surveys, Metro learned that Hispanic families would like to learn about walking and biking through events and face-to-face education. This required orchestrating events such as guided walks and bike rides that take families on safe routes pulled from the maps, as well as participating in existing community events.

Expansion of the project to include events and outreach led to an increase of scope from what was outlined in the original grant proposal. Metro spent \$115,000 instead of the proposed \$90,000, in addition to the \$75,000 from Kaiser grant, to complete the project and meet the objectives in a culturally relevant way.

Metro educated the community about the personal and community benefits of walking, biking and taking transit through direct outreach with Latino families at 24 events from April to September 2011 and 16 additional events in 2012. During those events, Metro distributed 73,000 ¡Vamonos! maps and 2,000 promotional material packs and had interactions with over 4,300 residents, establishing Metro as an active community partner.



In May 2011, Metro hired a bilingual temporary employee, Maria Davia Bores, to help conduct bilingual outreach with Hispanic families at existing community events during summer and fall of 2011, including Forest Grove and Hillsboro farmers markets, OMSI's Power of the Pedal, Sunday Parkways, Centro Cultural's Día de los Niños festival in Cornelius and Celebrate Hillsboro, among others. Metro used these events as opportunities to distribute educational information on recycling and sustainable living, as well as gauge interest and knowledge level of walking and biking.

¡Vámonos! events continued in 2012 with a series of Metro hosted events in the summer and fall. Metro joined with community partners to host 12 community events that guided and encouraged residents to walk and ride in Washington County. Over 1,000 participants attended these events where they received ¡Vámonos!s drawstring backpacks with ¡Vámonos! maps, reflective bands, bike lights and upcoming event information.



Survey research showed Metro should focus on engaging children and teens, which helps to involve the whole family and encourage parents in recreational activities. In the fall of 2012 Metro staff reached out directly to elementary schools included in the three map areas. To coincide with National Walk and Bike to School Day, schools were offered ¡Vámonos! packs to distribute to students during existing school events. Eight elementary schools expressed interest in distributing ¡Vámonos! packets, which went to 1,385 children.

*See Appendix D for information on schools and 2011-2012 events.*

### Events key findings

- Events are essential to getting people out walking and biking.
- Events helped Metro raise awareness of the project, solicit feedback and participation during the development phase, and disseminate maps and marketing materials.
- Tying efforts with a leading health advocate, Virginia Garcia Memorial Foundation, gave Metro the opportunity position walking and biking as a healthy and active living opportunity.

- A good percentage of people were repeat attendees to Metro hosted walking and biking events.
- As the events are geared at families for 2012, program staff felt on target for the level of difficulty. Women especially enjoyed having a designated bike route leader.
- While notification to the school district offices was needed, the most efficient way to proceed with distributing materials to children was to contact schools directly to see if a teacher or administrator would accept and arrange to distribute materials.

### Lessons Learned

- Due to delays in map production, events had a late start in 2012. Extra time in the spring to build awareness through advertising and promotion would have helped boost participation in summer events. There were also missed opportunities to partner with other community events held earlier in the spring.
- Longer event series would have led to more participation, as event attendance peaked as the series ended.
- Several participants asked for events to be more physically challenging. Adult only events would have been successful, with faster walking or cycling pace.
- Including a sign-in sheet at events to capture demographic information would enable follow-up communications.
- Participants were interested in self-guided walks/rides in their communities.

### 4. Promotion

Building on the efforts of Metro’s Spanish-language promotional campaign in the spring of 2011 to encourage Hispanic families in Washington County to live more sustainably, Metro looked to expand promotion of active transportation into a separate campaign.

The ¡Vamonos! media campaign ran from June to October 2012, and included radio spots, billboards and web resources about walking and biking. Radio stations also provided opportunities for on-air interviews about community events with



staff, remote appearances with radio personalities along with the advertising purchase. See *Appendix B2 for media purchase.*

The campaign was developed with feedback on design, messaging and media placement from Hispanic community partners, such as Adelante Mujeres, Centro Cultural, Familias en Acción and other members of the local Hispanic community. Hispanidad, an advertising and marketing agency with expertise in reaching Hispanic audiences, was contracted by Metro to design ads, make media purchases, create and conduct surveys and translate outreach content.

To complement the advertising and maps, a suite of marketing materials were created that created enthusiasm around the campaign and increased safety of participants. Reflective ankle/wrist straps, bright drawstring bags and flashing clip-on lights were designed by Hispanidad and produced to distribute to event participants.

Metro staff used press opportunities on the Metro web site and through earned media opportunities with community papers in Washington County. See Appendix F for listing of Metro media announcements.

### **Promotion key findings**

- Spanish radio ads were found to be a very effective way to reach Hispanic audiences to launch the map in spring and summer of 2012. At the September events, nearly half of attendees learned of the event through radio.
- Word of mouth was strong for event participation. Many attendees reported hearing about events and the program from neighbors and Metro community partners.
- Promotional materials were very popular and added to event safety for participants.
- Billboards were rated as effective, as many event participants marked that as where they learned of the initiative.

### **Lessons learned**

- Staff and partners suggested the design of the billboards be modified. The words and images were too small on the billboard and resulted in difficulty in reading.

Promotional item	Amount	Cost
Maps (printing only)	90,000	\$12,969
Drawstring bags	2,000	\$2,941
Flashing lights	2,000	\$2,998
Reflective straps	2,000	\$3,732

### Future of ¡Vamonos!

To establish longevity and sustainability for the tools developed as part of this project, Metro worked with local governments and community partners to adopt, maintain and promote the maps and materials after the grant funds expired. This will allow the project to live after Metro’s initial facilitation in the community it serves, assuring continuance and stability of the program and Metro’s presence as a community partner.

Metro is working to provide mentorship and sponsorship opportunities to continue promotion of existing maps, as well as expanding the map concept to other areas in the region.



## Appendix A: Budget

Acctg Date	Monetary Amount		Description	Vendor
6/30/2012	2,950.00		Vamonos Illustrations	Eben Dickinson
6/30/2012	4,916.00		January 2012 Srvc	Paste in Place
6/30/2012	1,805.00		Contract Services - MET	Paste in Place
6/30/2012	4,342.00		march 2012 design service	Paste in Place
6/30/2012	2,295.00		Vamonos Design - June 2012	Paste in Place
6/30/2012	6,715.00		Vamonos - Designs - may 2012	Paste in Place
6/30/2012	4,717.50		Vmonos Designs April 2012	Paste in Place
	<b>27,740.50</b>	<b>Map Design Services Total</b>		
9/30/2012	650.00		Point of interest handout	Heinrich Marketing Inc
6/30/2011	2,175.00		Biking Brochures - proof reading/translation	Heinrich Marketing Inc
10/31/2011	775.00		Walk There Translation	Heinrich Marketing Inc
11/15/2011	100.00		Power of Petal translation	Heinrich Marketing Inc
6/25/2012	500.00		Vamonos Translation - Svcs thr	Heinrich Marketing Inc
6/30/2012	100.00		Metro Event Waiver translation	Heinrich Marketing Inc
6/30/2012	625.00		Vamonos Map translation	Heinrich Marketing Inc
9/30/2012	25.00		Translation	Heinrich Marketing Inc
6/30/2012	625.00		Vamonos Map	Heinrich Marketing Inc
	<b>5,575.00</b>	<b>Translation Total</b>		
8/24/2011	32.19		mileage	Maria Davila
6/30/2012	37.43		mileage	Katie Edlin
6/30/2012	48.78		mileage 3/10-4/11/12	Maria Davila
6/30/2012	29.10		mileage	Maria Rosa Davila Bores
	<b>147.50</b>	<b>Mileage Total</b>		
8/22/2012	14.01		W/E 8/22/2012	Petty Cash
8/22/2012	22.60		W/E 8/22/2012	Petty Cash
1/12/2012	405.30		Edlin	QFC #5205
9/13/2012	129.63		BLACKHORSE	YESENIA MARKET INC
40877	263.19		food for events	Katie Edlin
8/13/2012	120.00		Food RTO Summer 2012 Outreach	PASTELERIA Y PANADERIA
11/14/2011	15.25		Blackhorse	PAYPAL ANNESTAUCHE
9/12/2011	39.95		Blackhorse	OREGONIAN PUBLISHING C
6/13/2011	17.77		Blackhorse	AMAZON MKTPLACE PMTS

6/13/2011	24.00		Edlin	37SIGNALS-CHARGE.COM
6/13/2011	500.00		Blackhorse	37SIGNALS-CHARGE.COM
6/13/2011	65.99		Blackhorse	AMAZON MKTPLACE PMTS
6/13/2011	53.98		Blackhorse	AMAZON MKTPLACE PMTS
6/13/2011	35.31		Blackhorse	Amazon.com
6/2/2012	92.44		Farwell	5/14/12 BI-MART
6/2/2012	16.00		Blackhorse	6/13/12 COMMUNITY NEWSPAPERS
6/2/2012	60.00		Meeting supply	6/13/12 KETTLEMANS BAGELS#3575
1/12/2012	56.75		Edlin	66 STANFORDS
5/14/2012	95.00		Blackhorse	PAYPAL FAMILACCION
10/13/2011	50.00		Edlin	PAYPAL IZO INC
6/30/2012	20.00		reconciled 8/31/11	Petty Cash
6/30/2012	20.00		Reconciled 11/15/11	Petty Cash
6/30/2012	20.00		Reconciled 11/15/11	Petty Cash
8/13/2012	120		Food RTO Summer 2012 Outreach	PASTELERIA Y PANADERIA
8/13/2012	198.24		Food RTO Summer 2012 Outreach	COSTCO.COM ONLINE
7/30/2012	75		phone chgs july-oct 2012	Maria Davila
8/22/2012	25		phone chgs july-oct 2012	Maria Davila
	<b>2,555.41</b>	<b>Misc. Total</b>		
6/30/2012	149.00		vamos banner	Graphic Information Systems Inc
6/13/2011	170.94		Blackhorse	DISPLAYS 2 GO
8/20/2012	376.00		vamos sign	Boothster LLC
8/13/2012	25.73		Bike repair Kits	AMAZON MKTPLACE PMTS
10/15/2012	386.63		vamos sign frame	Boothster LLC
	<b>1,108.30</b>	<b>Materials total</b>		
1/18/2012	1,000.00		Registration PDX Bicycle Show	Pedal Nation Events LLC
6/30/2011	312.50		market chef	Hillsboro Farmers' Markets
6/30/2012	600.00		2012 hillsboro latin fest	Hillsboro Chamber of Commerce
6/30/2011	750.00		2011 celebrate hillsboro	City of Hillsboro
6/30/2011	125.00		children's day celebration	Centro Cultural of Washington County
6/30/2011	312.50		market sponsor	Forest Grove Farmers Market
6/30/2011	75.00		conference booth fee	Desarrollo Integral De La Familia
3/1/2012	2,000.00		parking lot use	M&M Marketplace
	<b>5,175.00</b>	<b>Event fees &amp; expenses total</b>		

8/29/2012	8,971.00	931024-2	FY 13 - Printing Services	B & B Print Source
9/18/2012	3,998.00	931024-2	FY 13 - Printing Services	B & B Print Source
6/24/2011	2,041.60		2010 bike maps + overrun	Bridgetown Printing Company
5/23/2011	1,376.00	929872-100	Planning Printing	City of Portland
	<b>16,386.60</b>	<b>Printing Services Total</b>		
11/18/2011	2,550.00	930562-30	Radio buy	Heinrich Marketing Inc
1/27/2012	1,700.00	930562-35	Radio buy	Heinrich Marketing Inc
6/30/2012	3,000.00		walking radio production	Heinrich Marketing Inc
8/22/2012	3,700.00	930562-42	Billboard production	Heinrich Marketing Inc
9/30/2012	1,800.00	930562-42	Billboard buy	Heinrich Marketing Inc
11/16/2012	794.75	930562-42	Radio buy	Heinrich Marketing Inc
11/16/2012	3,884.50	930562-42	Radio buy	Heinrich Marketing Inc
	<b>17,429.25</b>	<b>Media Buy Total</b>		
5/8/2012	250.00	930562-37	Map account management	Heinrich Marketing Inc
11/30/2011	791.66	930562-31	New Web Pages - Vamonos	Heinrich Marketing Inc
6/30/2011	1,988.79		market research	Heinrich Marketing Inc
6/30/2011	2,000.00		marketing recommendation & cre	Heinrich Marketing Inc
10/31/2011	2,700.00	930562-27	Creative concepting - advertising	Heinrich Marketing Inc
6/30/2012	500.00		Project Support Vamonos	Heinrich Marketing Inc
8/22/2012	2,125.00	930562-42	Creative account management	Heinrich Marketing Inc
9/30/2012	1,550.00	930562-42	Media buy account management	Heinrich Marketing Inc
	<b>11,905.45</b>	<b>Marketing account management</b>		
6/30/2012	4,000.00	930562-6	Creative Services - Survey	Heinrich Marketing Inc
	33.93		pre-campaign intercept	Heinrich Marketing Inc
	<b>4,033.93</b>	<b>Survey Total</b>		
6/30/2012	10,148.04	930562-39	Promotion materials creation & production -slap/bags	Heinrich Marketing Inc
8/1/2012	2,998.40	0000007954	Bike Light Flashers - Vamonos	Ray Richards Marketing
	<b>13,146.44</b>	<b>Promotional Materials Total</b>		
2/10/2012	2,000.00		sponsorship	Centro Cultural of Washington County
2/15/2012	2,000.00		vamonos mapping project	Forest Grove Farmers Market

6/30/2012	250.00		civic engagement program	Latino Network
2/15/2012	2,500.00		VG walk Sponsorship	Virginia Garcia Memorial Health Center
2/15/2012	2,000.00		Sponsorship	Washington County Bicycle Transportation
8/22/2012	2,000.00		Walktober Hispanic events	Willamette Pedestrian Coalition
	<b>10,750.00</b>	<b>Sponsorship Total</b>		
6/30/2012	88.90		Vamonos - 5/1-31/12 Svcs	Laura O Foster
6/30/2012	1,004.50		Vamonos - 4/1-30/12 Svce	Laura O Foster
6/30/2012	2,142.00		Vamonos - 3/1-31/12 Srvc	Laura O Foster
6/30/2012	2,082.50		June 2012 Srvc	Laura O Foster
8/31/2012	472.50		FY 13 - Vamonos Writing	Laura O Foster
10/30/2012	542.50		FY 13 - Vamonos Writing	Laura O Foster
	<b>6,332.90</b>	<b>Writing Services Total</b>		
11/15/2012	37,064.63		Katie Edlin FY11-13	
11/15/2012	27490.48		Maria Davia FY11-13	
11/15/2012	3368.99		Marne Duke FY13	
<b>Total:</b>	<b>190,210.38</b>			

**Appendix B: Events**

**2011 Events**

Month	Event name	Partner organization	Location	Attendance
<b>April</b>				
30-Apr	Dia de los Ninos	Centro Cultural	Cornelius	500
<b>May</b>				
12-May	Latino Equity Conference	Familias en accion	PSU	No booth-people interaction
22-May	Sunday Parkways East	City of Portland	East Portland	170
25-May	Forest Grove Farmers Market	Adelante Mujeres	Forest Grove	100
<b>June</b>				
8-Jun	Forest Grove Farmers Market	Adelante Mujeres	Forest Grove	150 Surveys-21
11-Jun	Hillsboro Area	Hillsboro	Hillsboro	58
19-Jun	Latino Home Fair	Hacienda	Oregon Zoo	90
22-Jun	Pedalpalooza	Adelante Mujeres	Forest Grove Farmers Market	20
25-Jun	Cully Neighborhood Roll and Stroll	Cully Association of Neighbors	Cully Neighborhood	45
26-Jun	Sunday Parkways North	City of Portland	North Portland	290
28-Jun	Hispanic Trade Event	Chamber of commerce	Convention Center	no counting
<b>July</b>				
9-Jul	Hillsboro Farmers Market	Hillsboro Farmers Market Inc	Hillsboro	200
13-Jul	Forest Grove Farmers Market	Adelante Mujeres	Forest Grove	200
23-Jul	Celebrate Hillsboro	City of Hillsboro	Hillsboro	500

30-Jul	Beaverton International Festival	Adelante Mujeres	Forest Grove	300
<b>August</b>				
2-Aug	Cornealius National Night out	The Cornelius Police Department	Harleman Park Cornelius	300
10-Aug	Forest Grove Farmers Market	Adelante Mujeres	Forest Grove	150
13-Aug	Legacy Mount Hood Healthy Kids Fair		Gresham	no counting
16-21 Ago	Clackamas County Fair		Clackamas	no counting
20-Aug	Hillsboro Farmers Market	Hillsboro Farmers Market Inc	Hillsboro	200
25-Aug	Gresham outreach event	Metro/El Programa Hispano	Gresham	no counting
25-Aug	Equity Ride 2011	ODOT	Lent Park-Gresham	about 150
28-Aug	M&M swap meet center		Walnut St., Hillsboro	about 250
28-Aug	Sunday Parkways	City of Portland		no counting
<b>September</b>				
15-Sep	Hispanic Heritage breakfast		Salem Convention Center	n/a
17-Sep	M&M swap meet center		Walnut St., Hillsboro	85
24-Sep	OMSI		OMSI pavillion	100
25-Sep	Sunday Parkways (Janis Mc Donald and Hacienda)	City of Portland	NE Portland	n/a
<b>October</b>				
15-Oct	Open Trip Planner	TriMet		no counting

	launch			
6-Oct	Hispanic Heritage month	Portland timbers	JELD-WEN	n/a
<b>November</b>				
4-Nov	Be seen be save event	Trimet	Pioneer Square	n/a
<b>TOTAL</b>				<b>3,808</b>

**Appendix B: Events**

**2012 Events**

Month	Event name	Partner organization	Location	Attendance
<b>April</b>				
4/28/2012	Dia del niño	Centro cultural	Eco Shaw Elementary School	300
4/29/2012	Latino cultural festival	Hillsboro chamber of commerce	Main St. Hillsboro	300
<b>July</b>				
7-Jul	Futsal bike ride	Futsal	Futsal	15
11-Jul	Hillsboro lunch program walk	none	Shute Park	25
11-Jul	Forest Grove Farmers market bike ride	Adelante Mujeres	Forest Grove Farmers Market	0
21-Jul	Celebrate Hillsboro	City of Hillsboro	Downtown Hillsboro	400
28-Jul	Cornelius Walk	City of Cornelius	Centro Cultural at cornelius	16
28-Jul	Orenco New Seasons bike fair	City of Hillsboro	New Seasons Orenco	20
<b>August</b>				
7-August	Cornelius night out	Cornelius police department	Harleman Park	200
15-August	Hillsboro lunch program stroll	none	McKinney Park	14
15-August	Forest Grove bike ride	Adelante Mujeres	Forest Grove Farmers Market	41
19-August	Wilsonville Streets	City of Wilsonville	Wilsonville at PALERMO & SOFIA PARK in the VILLEBOIS, neighborhood	200
<b>September</b>				
19-September	Forest Grove walk	Adelante Mujeres	Main St. between Pacific Ave. and 21st	42
22-September	Cornelius Bike ride	Centro cultural and BTC	1110 N Adair St., Cornelius, OR	14
<b>October</b>				
7-October	OMSI Clever Together	OMSI	OMSI	250
20-October	Virginia Garcia wellness walk	Virginia Garcia	Cornelius Wellness Center	250
19-Oct	Virginia Garcia Health Fair	Virginia Garcia	Cornelius Wellness Center	200
<b>November</b>				
4-Nov	OMSI	OMSI	lower floor special event space	200

## **¡Vámonos! Outreach and Survey II Findings Report**

**April 2012**

### **Overview**

Outreach staff from Metro's Regional Travel Options program interviewed and surveyed members of the Hispanic community in Cornelius, Forest Grove and Hillsboro during April 2012. The purpose of the interviews and surveys with Hispanics living in Cornelius, Forest Grove and Hillsboro was to get their feedback about the ¡Vámonos! map design. The findings will let us know if there are corrections needed to make this map a comprehensive, useful and fun tool.

Metro staff spoke with and surveyed 123 people ranging from ages 9 to 60 years old. The groups surveyed included:

- Centro Cultural: Men and women between 18 and 60 years old.
- Adelante Mujeres: Women between 18 and 60 years old.
- Adelante Chicas: Girls between 9 and 10 years old.
- M&M Swap Meet Center: Kids and adults between 10 and 60 years old.
- Futsal: Kids and adults between 7 and 50 years old.

Staff attended classes and meetings at Centro Cultural, Adelante Mujeres, Adelante Chicas at Cornelius Elementary School, M&M Swap Meet Center and a futsal (indoor soccer) complex in Hillsboro. During the presentations, Metro staff gave a brief update of the ¡Vámonos! Project since last time met, and explained how the information shown had been gathered. Then, staff conducted a discussion about the map design.

Staff asked the following questions:

- Does the map make you think this is a fun place to visit?
- What does this icon tell you? (pointing at different icons)
- Do you think the map is colorful?
- Can you read the labels easily?
- Show me how would you do to go from point A to point B using the route?
- Would you use this route?

At the end of the presentation, people answered a short survey regarding the map design (see survey tool below). Metro and Kaiser Permanente provided a healthy snack of trail mix.

### **Findings**

Of the 124 Hispanics surveyed, 69% thought the map is fun, 65% find it educational and easy to read, 59% find it colorful and 48% comprehensive.

95% think it does a good job showing places important for the community, where they want to go, places that they care about.

People were asked to check the places they were able to see in the map. These are the results:

1. Grocery Store : 78%
2. Park: 93%
3. Schools: 75%
4. Church: 69%
5. Hospital/health clinic: 72%
6. City hall: 60%
7. Police station: 52%
8. Fire Station: 64%
9. Movie Theater: 56%

90% of the people said they were able to find their way to places using this map.  
 85% of the people said they would use the map to walk or bike with their family.  
 91% of the people said the map helps them learn about new places to walk or bike.  
 90% of the people said they learned something new about their community.

### **Feedback from the community on specific project areas**

#### **Forest Grove**

##### Adelante mujeres

- Only women were surveyed
- Women live in Cornelius, Forest Grove, Hillsboro, Beaverton and Aloha
- 95% of the women though the map is educational
- 88% thought it is colorful
- 72% thought it is easy to read
- 66% thought it is fun
- All the class thought it achieves its purpose of showing places important for them, places they want to go and care about
- Everybody found the parks, schools, hospital, grocery store, fire station and churches easily.
- They struggle a little to find the city hall.
- 30% of the class said they have found a police station, but the map was not showing one.
- All the class said they can use this map to find their way to places, and they want to use it to walk and bike with their family.
- Everybody said it helps them learn about places to walk and bike, and new things about their community.
- Bridget said Fern Hill loop should be on the map
- People said they walk along Sunset Dr, more than main street
- People said it would be to show swimming and fishing in Hagg Lake, because that is what they do.

### Adelante chicas

- Only 9-10 years old girls were surveyed
- Half of the girls live in Cornelius, and the other half in Forest Grove
- Opinion would vary a lot
- More than 60% of the class thought the map is fun and educational
- Less than 55% thought it was easy to read and colorful
- Only 15% of the class though it was hard to read
- 26% found it confusing and 11% boring
- Although the small percent of girls saying it was confusing, only 7% said it was comprehensive
- 88% said the map does a good job showing places important for them, places they want to go
- Parks, schools, hospitals, grocery stores and city hall were easy to find.
- Less than half of the class was able to find the fire station, Movie Theater and the churches.
- Most of the class said they would be able to find the park using the map, and they would use it to walk or bike with their family
- Most of the class said the map shows them new places to walk and bike
- Most of the class said they learned something Forest Grove

### **Cornelius**

- Most of the people surveyed lived in Cornelius, the rest were residents from Forest Grove and Hillsboro
- The words used more often to describe map are easy to read, fun and educational.
- Colorful and comprehensive where also mentioned consistently.
- Not a lot of students thought the map was hard to read.
- Almost all the group thought the map achieves its goal
- The easiest places to find were parks, grocery stores and churches.
- People had a hard time finding the fire department because the icon was hard to understand
- People said some icons were not obvious: fire department, movie theater and City hall
- It was easier for people to read the labels and the legend to find places
- People suggested to add all items to the legend because there is where they go when they are trying to find things quickly
- People struggled to find the school because of the color. Icon was fine.
- People asked to mark Virginia Garcia and Centro Cultural in their right locations. One across the other
- Although at this moment there was not police department, half of the class answered that they could find it. A question arises: Where they not really paying attention at the map or they were confused by any other icon?

- Almost everybody in the class said it would be easy to find their way to the park using the map, they would use this map to walk and bike with their families, and that the map helped to know new places to walk and bike.
- Almost all said that they had learned something new about their community.
- In general people said they liked the map they mentioned they wanted more "decorations". The map seems empty to them.
- A lot of requests for pathways construction along the route, or their neighborhoods.
- Cornelius community seems very engaged with the community issues.

## Hillsboro

### M&M swap meet center

- 40% of the people surveyed live in Hillsboro. The other 60% of the people surveyed were from other cities, in general Beaverton or Gresham.
- 85% the people found the map fun and colorful. 70% found it educational, easy to read and comprehensive. 20% found it hard to read and confusing.
- People that would find the map confusing were in general people in their 60's.
- It was a common to hear that some colors on the map (like yellow) and light grey were hard to read, and some icons hard to understand. Although people said the map layout was clear. People will use street names a lot to find their ways in the map.
- 100% of the people thought the map achieves its goal.
- Everybody was able to find parks. 80% of the people found grocery stores. Between 60% and 75% of the people were able to find churches, hospitals/clinics, police station and fire station. Between 40% and 50% of the population were able to find schools and the movie theater.
- Specifically, people will struggle to understand the police station icon, the fire station icon, the library at SHARC computer access icon. Many times they would go to the legend to locate destinations, and they would complain about not finding stuff on the legend.
- About 90% of the people said they would use this map to find their way to different destinations with their families. They would use it to walk or bike and to learn about new places, and they said they learned something.
- Many people knew the city already, so it was easier for them to locate destinations. For those who did it know it would take them longer to find places.
- Kids and teenagers would understand the map pretty fast, then young adults and finally elder people who would struggle a lot.
- Other comments included:
  - Trimet max line gives a good reference to find yourself in the map.
  - The use of universal symbols is important because we human beings remember and relate things with images.
  - The map is educational because of the icons.
  - It needs to be done in Spanish, and not o the same map because it will get confusing, but in another map.

## Futsal

- About 66% of the people surveyed was from Hillsboro, and the other 33% from other places (Beaverton).
- 100% of the people thought the map is fun, and about 90% thought it is educational, easy to read, comprehensive and colorful. Only one person said it was hard to read and confusing. This person was over 50 years old, a person whom would walk a lot and knew the city very well, so he said he did not need a map to move around.
- About 93% of the people said the map achieves its goal.
- About 93 % of the people were able to find grocery stores, parks and the hospital.
- About 79% of the people were able to find schools, the police department and fire station.
- Between 50 % and 60% of the people were able to find the City Hall, Movie Theater and churches.
- About 86% of the people said they would find their way to the park, would use the map to walk or bike with their family, and the map helps them to learn about places to walk and bike in their community.
- Only about 60% of the people said they learn something new about their community.
- Other comments included:
  - Add water splash symbol to the legend
  - Font can be a little bigger to read better
  - Add everything to the legend
  - Name the map at the top-left of it, that is how we are use to start reading
  - There is too much empty space
  - Font is blurry and too light
  - All the icons are more important than the labels
  - Do not make different icon type for the schools and universities/colleges.
  - The college icon is clearer.
  - The SHARC icon needs some work
  - Not all icons are obvious, they need to be.
  - Jaime Miranda: "Imagine if I am not interested, and then it is not catchy".
  - The senior center old man seems to be hiking or skiing
  - Hare- Field looks like a shelter
  - Bigger icons
  - Is the kid next to the splash pad doing yoga?
  - Legend is an important tool and key

## **SURVEY TOOL IN ENGLISH**

### **Please check where you live:**

- Cornelius
- Forest Grove
- Hillsboro
- Other

**1. Please check which three words best describe the map for you?**

- Fun
- Colorful
- Educational
- Easy to read
- Hard to read
- Boring
- Comprehensive
- Confusing
- Other (write in your own) \_\_\_\_\_

**2. Does the map do a good job of showing places that are important to you, places you want to go, places you care about in your community?**

- Yes
- No
- 

**3. Check which places you see on the map:**

- Grocery stores
- Parks
- Schools
- Churches
- Health clinic/hospital
- City Hall
- Police station
- Fire Station
- Movie Theater

**4. Would you be able to find your way to a park using this map?**

- Yes
- No

**5. Would you use this map to walk or bike with your family?**

- Yes
- No

**6. Does this map help you learn about new places to walk or bike?**

- Yes
- No

**7. Did you learn something new about your community by looking at this map?**

- Yes
- No

**8. Anything else you want to add?** \_\_\_\_\_  
\_\_\_\_\_

**SURVEY TOOL IN SPANISH**

**Por favor marque la ciudad en donde vive:**

- Cornelius
- Forest Grove
- Hillsboro
- Otro

**1. Marque los adjetivos que mejor describan éste mapa**

- Divertido
- Colorido
- Educativo
- Fácil de leer
- Difícil de leer
- Aburrido
- Claro
- Confuso
- Otro (Especifique cual) \_\_\_\_\_

**2. ¿Piensa que el mapa cumple con la función de mostrar destinos que son de su interés y que usted quisiera visitar en su comunidad?**

- Sí
- No

**3. Seleccione los destinos que aparecen en el mapa**

- Supermercados
- Parques
- Escuelas
- Iglesias
- Clínica/Hopital
- Edificio del Ayuntamiento
- Estación de Policia
- Estación de Bomberos
- Cine

**4. ¿Cree usted que podría encontrar el camino para llegar al parque utilizando éste mapa?**

- Sí
- No

**5. ¿Usted utilizaría éste mapa para caminar o andar en bicicleta con su familia?**

- Sí
- No

**6. ¿Le ayuda el mapa a conocer nuevos lugar para caminar o andar en bicicleta?**

- Sí
- No

**7. ¿Aprendiste algo nuevo acerca de tu comunidad al ver éste mapa?**

- Sí
- No

**8. Algún comentario que desee proporcionar**

---

—

The following posts and stories were posted on the Metro newsfeed to promote the ¡Vamonos! program:

- <http://www.oregonmetro.gov/index.cfm/go/by.web/id/38129>
- <http://news.oregonmetro.gov/1/post.cfm/vamonos-join-metro-kaiser-permanente-and-virginia-garcia-for-the-walk-for-wellness>
- <http://news.oregonmetro.gov/1/post.cfm/sun-sets-on-a-summer-of-free-vamonos-events>
- <http://news.oregonmetro.gov/1/post.cfm/vamonos-let-s-go-celebrate-hillsboro-and-play-air-guitar>
- <http://news.oregonmetro.gov/5/post.cfm/vamonos-join-metro-kaiser-permanente-and-virginia-garcia-for-the-walk-for-wellness-1>
- <http://news.oregonmetro.gov/5/post.cfm/sun-sets-on-a-summer-of-free-vamonos-events>
- <http://www.oregonmetro.gov/index.cfm/go/by.web/id/40753>
- <http://calendar.oregonmetro.gov/events/index.php?com=detail&eID=6889>
- <http://www.oregonmetro.gov/index.cfm/go/by.web/id=40761>
- <http://calendar.oregonmetro.gov/events/index.php?com=detail&eID=6649>
- <http://calendar.oregonmetro.gov/events/index.php?com=detail&eID=6651>
- <http://calendar.oregonmetro.gov/events/index.php?com=detail&eID=6607>
- <http://calendar.oregonmetro.gov/events/index.php?com=detail&eID=6605>