

# Oregon Chapter of the Wildlife Society

## Small Grant - Final Report

**Project Title:** Coyote-palooza: an Urban Coyote Education and Outreach Event in Portland, OR

Coyotes can survive and even thrive in many different kinds of environments—including in cities and our backyards. We developed Coyote-palooza as a way to spread awareness and information amongst the public about Portland’s urban coyote population, and to promote coexistence between humans and coyotes. Coyote-palooza is a street-fair style event, where visitors can learn about coyote identification and biology, participate in hands-on activities for adults and kids, and discover ways to keep pets and people safe. There are also opportunities to explore the cultural significance of coyotes, the role they play in our ecosystem, and how to coyote-proof your space.

The first annual Coyote-palooza was held on June 1, 2024 in downtown Portland adjacent to the PSU Farmer’s Market. We estimate that over 1,000 visitors attended this event, and we had participation from over 15 local conservation organizations in the Portland metro area. With support from our sponsors, we were able to generate high-value content to encourage participation in this event including: event passports to guide visitors through the booths, visitor take-home prizes, event-branded items (stickers, magnets, temporary tattoos, T-shirts, and tote bags), craft stations with take-home items (such as hazing rattles), a photo-op board, and more!

Learn more about Coyote-palooza: <https://www.portlandcoyote.com/coyotepalooza.html>



Photo credit: Lindsey Sanders



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