

June 2022

# Board packet

**JUNE 9, 2022**

- 2:00 - 4:00
- Oregon Zoo, Sunset Room (go through main gates and enter first building on right.)

## CONTENTS

1. Agenda
2. March EWP Financials
3. April EWP Financials
4. April Minutes
5. One Park Marketing Plan
6. PPR Service Delivery Plan
7. Washington Park Trust Fund Financial Report
8. ED Report

# AGENDA

## Board Meeting

June 9, 2022 | 2-4 p.m.

Oregon Zoo, Sunset Room (enter the front gates and go into the first building on your right)  
The Oregon Zoo is comping tickets for people to explore the zoo after the meeting.

AGENDA ITEM	ACTION	LEAD	TIME	
<b>Welcome and partner updates</b>		Anna Goldrich	25	2:00
<b>Consent Agenda</b> <i>March and April Financial Reports</i> <i>April Minutes</i>	Vote	Anna Goldrich	5	2:25
<b>Brand and Wayfinding Plan</b> Update	Info	sparks+sullivan	25	2:30
<b>One Park Marketing Plan</b>	Vote	LeiLani Barney, EWP	25	2:55
<b>PP&amp;R Service Delivery Plan</b>	Vote	Danny Dunn, PPR	25	3:20
<b>Updates (Pay to Park, others)</b>	Info	Danny Dunn, PPR	10	3:45
<b>Adjourn</b>		Anna Goldrich		4:00

**Complimentary tickets to the Oregon Zoo will be provided for after the board meeting.**

### Attachments

- |          |                            |          |                           |
|----------|----------------------------|----------|---------------------------|
| <b>1</b> | March and April Financials | <b>4</b> | PPR Service Delivery Plan |
| <b>2</b> | April Minutes              | <b>5</b> | ED Report                 |
| <b>3</b> | One Park Marketing Plan    |          |                           |

**Next Board Meeting: August 11**

**Location: TBD 2-4:00**

# EWP FINANCIAL REPORT

March 2022



Explore Washington Park  
Statement of Financial Position  
3/31/2022

Prepared by Susan Matlack Jones & Associates  
From EWP Records / For EWP Use Only  
Unaudited

	3/31/2022	6/30/2021	Change
<b>Assets:</b>			
Bank of the Cascades Checking	241,566	199,421	42,145
Bank of the Cascades Savings	-	709,601	(709,601)
Repo Account	606,382	-	606,382
Accounts & Grants Receivable	345,432	162,269	183,164
Prepaid Expenses	3,235	3,235	-
Prepaid Insurance	-	-	-
Furniture, Equipment, & Office Improvements	125,905	125,905	-
Accumulated Depreciation	(62,632)	(58,177)	(4,455)
<b>Total Assets</b>	<b>1,259,889</b>	<b>1,142,254</b>	<b>117,634</b>
<b>Liabilities:</b>			
Accounts Payable	41,129	103,926	(62,797)
Accrued Payroll	18,158	17,626	532
Deferred Revenue	-	76,552	(76,552)
<b>Total Liabilities</b>	<b>59,287</b>	<b>198,104</b>	<b>(138,817)</b>
<b>Net Assets:</b>			
Without Donor Restrictions	1,200,602	944,150	256,452
With Donor Restrictions:			
Total Net Assets With Donor Restrictions	-	-	-
<b>Total Net Assets</b>	<b>1,200,602</b>	<b>944,150</b>	<b>256,452</b>
<b>Total Liabilities and Net Assets</b>	<b>1,259,889</b>	<b>1,142,254</b>	<b>117,634</b>

Explore Washington Park  
Actual Compared to Budget  
09 Months Ending March 31, 2022

Prepared by Susan Matlack Jones & Associates  
From EWP Records / For EWP Use Only  
Unaudited

	Current Month Actual	Year-to- Date Actual	Annual Budget	Remaining Annual Budget	Budget Realized (Expected: 75%)
<b>Revenue:</b>					
Parking Permits	2,380	25,581	30,000	4,419	85%
Grants	-	4,652	110,000	105,348	4%
Meter Revenue	186,750	560,250	747,000	186,750	75%
Shuttle Reimbursement	126,682	415,169	555,000	139,831	75%
Other Reimbursements	32,000	32,000	180,000	148,000	18%
Interest Income	5	40	-	(40)	
Other Revenue	-	77,433	-	(77,433)	
<b>Total Revenue</b>	<b>347,818</b>	<b>1,115,124</b>	<b>1,622,000</b>	<b>506,876</b>	<b>69%</b>
<b>Expenses:</b>					
<b>Personnel</b>					
Salaries and Wages	37,324	315,978	588,382	272,404	54%
Payroll Taxes	4,208	33,181	64,722	31,541	51%
Employee Benefits	3,764	30,836	64,827	33,991	48%
Workers' Comp Insurance	-	(367)	2,832	3,199	-13%
<b>Total Personnel</b>	<b>45,295</b>	<b>379,627</b>	<b>720,763</b>	<b>341,136</b>	<b>53%</b>
<b>Contract Services</b>					
Misc. Contract Services	8,400	53,492	275,000	221,508	19%
Contract Database & Survey	-	105	-	(105)	
Contract ED Support	-	1,200	5,000	3,800	24%
Temporary Staff	-	6,106	10,000	3,894	61%
Contract IT Support	-	250	5,000	4,750	5%
Payroll Services	182	2,373	3,000	627	79%
Accounting Fees	-	5,595	4,000	(1,595)	140%
Bookkeeping	805	7,776	10,000	2,224	78%
Contract Marketing Support	100	15,515	120,000	104,485	13%
Contract Services Ad Buys	840	10,386	38,000	27,614	27%
Radios	74	1,365	3,100	1,735	44%
<b>Shuttle</b>					
Traffic Management Intrapark Shuttle	24,793	257,180	405,000	147,820	64%
Traffic Management Off Site Shuttle	345	23,115	85,000	61,885	27%
Traffic Management Traffic Staff	-	8	6,000	5,992	0%
<b>Subtotal Shuttle</b>	<b>25,138</b>	<b>280,303</b>	<b>496,000</b>	<b>215,697</b>	<b>57%</b>
<b>Total Contract Services</b>	<b>35,538</b>	<b>384,466</b>	<b>969,100</b>	<b>584,634</b>	<b>40%</b>
<b>Occupancy</b>					
Occupancy Rent	1,800	16,200	21,600	5,400	75%
Occupancy Other	183	645	600	(45)	107%
<b>Total Occupancy</b>	<b>1,983</b>	<b>16,845</b>	<b>22,200</b>	<b>5,355</b>	<b>76%</b>
<b>Materials and Supplies</b>					
Telecommunications Internet	132	1,166	2,000	834	58%
Telecommunications Phone	325	3,381	2,400	(981)	141%

Explore Washington Park  
Actual Compared to Budget  
09 Months Ending March 31, 2022

Prepared by Susan Matlack Jones & Associates  
From EWP Records / For EWP Use Only  
Unaudited

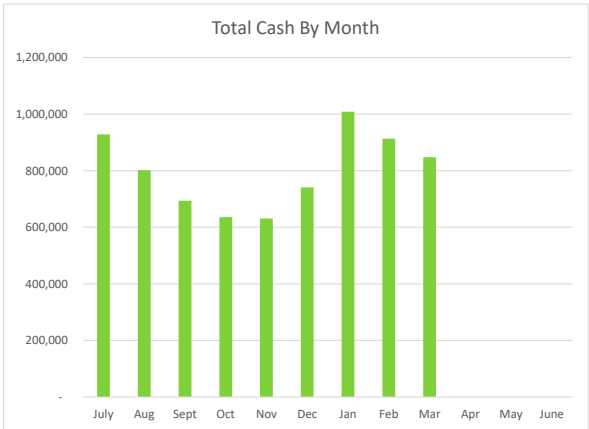
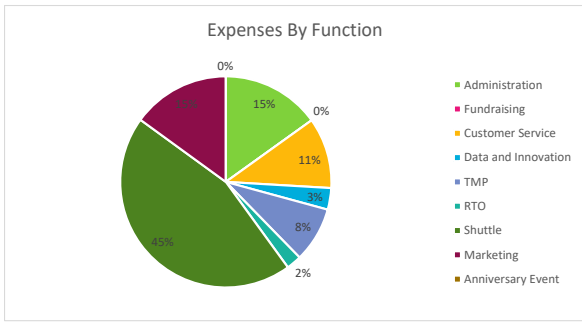
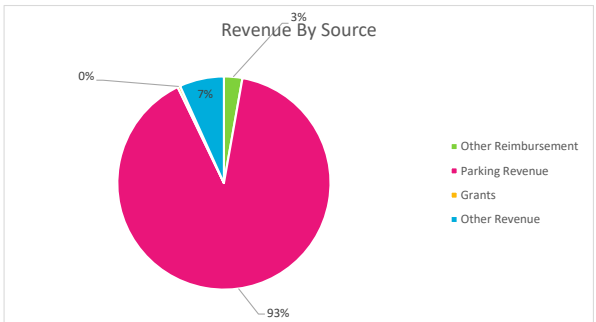
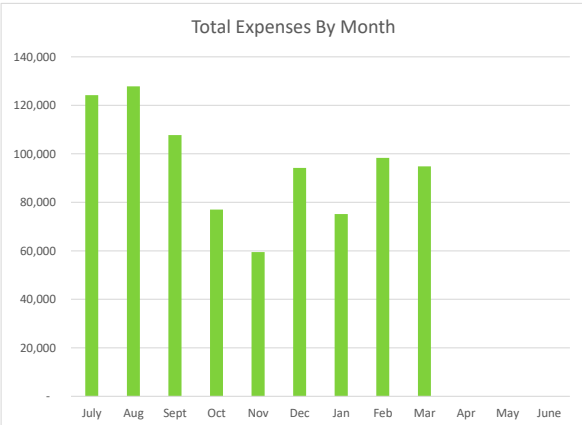
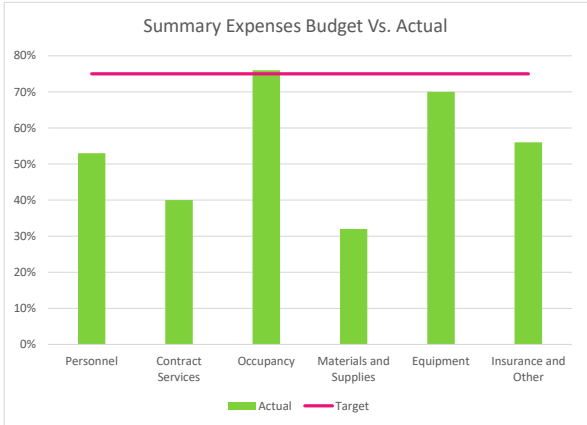
	Current Month Actual	Year-to- Date Actual	Annual Budget	Remaining Annual Budget	Budget Realized (Expected: 75%)
Copier Lease	103	1,044	1,200	156	87%
Printing & Copying	2,993	7,814	24,000	16,186	33%
Office Supplies	216	1,566	3,000	1,434	52%
Misc. Materials & Supplies	65	1,473	26,500	25,027	6%
Postage	9	523	3,000	2,477	17%
Software	433	6,760	11,000	4,240	61%
Uniforms	-	326	2,200	1,874	15%
<b>Total Materials and Supplies</b>	<b>4,277</b>	<b>24,054</b>	<b>75,300</b>	<b>51,246</b>	<b>32%</b>
<b>Equipment</b>					
Computer System	-	1,828	6,000	4,172	30%
Furniture	-	345	3,000	2,655	12%
Traffic Management & Supplies	977	23,832	28,000	4,168	85%
Capitalized Office Computer	0	0	-	(0)	
<b>Total Equipment</b>	<b>977</b>	<b>26,005</b>	<b>37,000</b>	<b>10,995</b>	<b>70%</b>
<b>Insurance and Other</b>					
Insurance	554	4,536	5,500	964	82%
Bank Fees	65	470	100	(370)	470%
Staff Development	3,508	11,211	14,000	2,789	80%
Board Development	-	1,051	5,000	3,949	21%
Travel	-	-	7,000	7,000	0%
Vehicle Fuel & Maintenance	37	318	2,000	1,682	16%
Public Notice	1,738	2,302	700	(1,602)	329%
Other Professional Fees & Licenses	345	1,395	3,000	1,605	47%
Miscellaneous Expenses	-	1,938	2,000	62	97%
<b>Total Insurance and Other</b>	<b>6,247</b>	<b>23,220</b>	<b>39,300</b>	<b>16,080</b>	<b>59%</b>
Depreciation Expense	495	4,455	10,000	5,545	45%
<b>Total Expenses</b>	<b>94,813</b>	<b>858,672</b>	<b>1,873,663</b>	<b>1,014,991</b>	<b>46%</b>
Change in Budgeted Accounts	253,005	256,452	(251,663)	(508,115)	
Remove Capitalized Assets	(0)	(0)			
<b>Change in Net Assets per GAAP</b>	<b>253,005</b>	<b>256,452</b>	<b>(251,663)</b>	<b>(508,115)</b>	

Explore Washington Park  
Actual Compared to Budget - Summary  
09 Months Ending March 31, 2022

Prepared by Susan Matlack Jones & Associates  
From EWP Records / For EWP Use Only  
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 75%)
<b>Revenue:</b>					
Parking Permits	2,380	25,581	30,000	4,419	85%
Metro RTO	-	4,652	110,000	105,348	4%
Meter Revenue	186,750	560,250	747,000	186,750	75%
Shuttle Reimbursement	126,682	415,169	555,000	139,831	75%
Other Reimbursements	32,000	32,000	180,000	148,000	18%
Other Revenue	5	77,473	-	(77,473)	
<b>Total Revenue</b>	<b>347,818</b>	<b>1,115,124</b>	<b>1,622,000</b>	<b>506,876</b>	<b>69%</b>
<b>Expenses:</b>					
Personnel	45,295	379,627	720,763	341,136	53%
Contract Services	35,538	384,466	969,100	584,634	40%
Occupancy	1,983	16,845	22,200	5,355	76%
Materials & Supplies	4,277	24,054	75,300	51,246	32%
Equipment	977	26,005	37,000	10,995	70%
Insurance and Other	6,742	27,676	49,300	21,624	56%
<b>Total Expenses</b>	<b>94,813</b>	<b>858,672</b>	<b>1,873,663</b>	<b>1,014,991</b>	<b>46%</b>
<b>Change in Net Assets</b>	<b>253,005</b>	<b>256,452</b>	<b>(251,663)</b>	<b>(508,115)</b>	

Explore Washington Park  
09 Months Ended 03/31/2022



# EWP FINANCIAL REPORT

April 2022

Explore Washington Park  
Statement of Financial Position  
4/30/2022

Prepared by Susan Matlack Jones & Associates  
From EWP Records / For EWP Use Only  
Unaudited

	4/30/2022	6/30/2021	Change
<b>Assets:</b>			
Bank of the Cascades Checking	224,273	199,421	24,852
Bank of the Cascades Savings	-	709,601	(709,601) Closed this acct
Repo Account	874,832	-	874,832
Accounts & Grants Receivable	0	162,269	(162,269)
Prepaid Expenses	3,235	3,235	-
Prepaid Insurance	-	-	-
Furniture, Equipment, & Office Improvements	125,905	125,905	-
Accumulated Depreciation	(63,127)	(58,177)	(4,950)
<b>Total Assets</b>	<b>1,165,119</b>	<b>1,142,254</b>	<b>22,864</b>
<b>Liabilities:</b>			
Accounts Payable	70,752	103,926	(33,174)
Accrued Payroll	17,181	17,626	(445)
Deferred Revenue	-	76,552	(76,552)
<b>Total Liabilities</b>	<b>87,933</b>	<b>198,104</b>	<b>(110,171)</b>
<b>Net Assets:</b>			
Without Donor Restrictions	1,077,185	944,150	133,035
With Donor Restrictions:			
Total Net Assets With Donor Restrictions	-	-	-
<b>Total Net Assets</b>	<b>1,077,185</b>	<b>944,150</b>	<b>133,035</b>
<b>Total Liabilities and Net Assets</b>	<b>1,165,119</b>	<b>1,142,254</b>	<b>22,864</b>

Explore Washington Park  
Actual Compared to Budget  
10 Months Ending April 30, 2022

Prepared by Susan Matlack Jones & Associates  
From EWP Records / For EWP Use Only  
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 83%)	
<b>Revenue:</b>						
Parking Permits	8,625	34,206	30,000	(4,206)	114%	
Grants	-	4,652	110,000	105,348	4%	Metro grant extended
Meter Revenue	-	560,250	747,000	186,750	75%	
Shuttle Reimbursement	-	415,169	555,000	139,831	75%	
Other Reimbursements	-	32,000	180,000	148,000	18%	WPSOP payment
Interest Income	6	45	-	(45)		
Other Revenue	-	77,433	-	(77,433)		PPP Loan
<b>Total Revenue</b>	<b>8,631</b>	<b>1,123,755</b>	<b>1,622,000</b>	<b>498,245</b>	<b>69%</b>	
<b>Expenses:</b>						
<b>Personnel</b>						
Salaries and Wages	30,396	346,374	588,382	242,008	59%	
Payroll Taxes	3,454	36,635	64,722	28,087	57%	
Employee Benefits	3,442	34,278	64,827	30,549	53%	
Workers' Comp Insurance	-	(367)	2,832	3,199	-13%	Credit with SAIF
<b>Total Personnel</b>	<b>37,292</b>	<b>416,919</b>	<b>720,763</b>	<b>303,844</b>	<b>58%</b>	



Explore Washington Park  
Actual Compared to Budget  
10 Months Ending April 30, 2022

Prepared by Susan Matlack Jones & Associates  
From EWP Records / For EWP Use Only  
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 83%)
<b>Contract Services</b>					
Misc. Contract Services	20,950	74,442	275,000	200,558	Metro RTO / 27% WPSOP
Contract Database & Survey	-	105	-	(105)	
Contract ED Support	-	1,200	5,000	3,800	24%
Temporary Staff	-	6,106	10,000	3,894	61%
Contract IT Support	-	250	5,000	4,750	5%
Payroll Services	174	2,547	3,000	453	85%
					Financial review was unbudgeted
Accounting Fees	-	5,595	4,000	(1,595)	140% cost
Bookkeeping	811	8,587	10,000	1,413	86%
Contract Marketing Support	2,365	17,880	120,000	102,120	15%
Contract Services Ad Buys	1,300	11,686	38,000	26,314	31%
Radios	74	1,439	3,100	1,662	46%
<b>Shuttle</b>					
Traffic Management Intrapark Shuttle	38,531	295,711	405,000	109,289	73%
Traffic Management Off Site Shuttle	9,475	32,590	85,000	52,410	38%

Explore Washington Park  
Actual Compared to Budget  
10 Months Ending April 30, 2022

Prepared by Susan Matlack Jones & Associates  
From EWP Records / For EWP Use Only  
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 83%)
Traffic Management Traffic Staff	-	8	6,000	5,992	0%
<b>Subtotal Shuttle</b>	48,006	328,310	496,000	167,690	66%
<b>Total Contract Services</b>	73,679	458,145	969,100	510,955	47%
<b>Occupancy</b>					
Occupancy Rent	1,800	18,000	21,600	3,600	83%
Occupancy Other	58	703	600	(103)	117%
<b>Total Occupancy</b>	1,858	18,703	22,200	3,498	84%
<b>Materials and Supplies</b>					
Telecommunications Internet	132	1,298	2,000	702	65%
Telecommunications Phone	326	3,707	2,400	(1,307)	154%
Copier Lease	117	1,161	1,200	39	97%
Printing & Copying	68	7,882	24,000	16,118	33%
Office Supplies	252	1,818	3,000	1,182	61%

Jet pack expenses  
for seasonal staff  
Map printing will  
show in next  
report

Explore Washington Park  
Actual Compared to Budget  
10 Months Ending April 30, 2022

Prepared by Susan Matlack Jones & Associates  
From EWP Records / For EWP Use Only  
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 83%)	
						Budgeted more for One Park
Misc. Materials & Supplies	-	1,473	26,500	25,027	6%	events
Postage	-	523	3,000	2,477	17%	
Software	1,357	8,117	11,000	2,883	74%	
Uniforms	1,045	1,371	2,200	829	62%	
<b>Total Materials and Supplies</b>	<b>3,297</b>	<b>27,351</b>	<b>75,300</b>	<b>47,949</b>	<b>36%</b>	
<b>Equipment</b>						
Computer System	-	1,828	6,000	4,172	30%	
Furniture	-	345	3,000	2,655	12%	
Traffic Management & Supplies	9,750	33,582	28,000	(5,582)	120%	
Capitalized Office Computer	(0)	0	-	(0)		
<b>Total Equipment</b>	<b>9,750</b>	<b>35,755</b>	<b>37,000</b>	<b>1,245</b>	<b>97%</b>	
<b>Insurance and Other</b>						
Insurance	554	5,090	5,500	410	93%	
Bank Fees	65	535	100	(435)	535%	FIB REPO monthly fee

Explore Washington Park  
Actual Compared to Budget  
10 Months Ending April 30, 2022

Prepared by Susan Matlack Jones & Associates  
From EWP Records / For EWP Use Only  
Unaudited

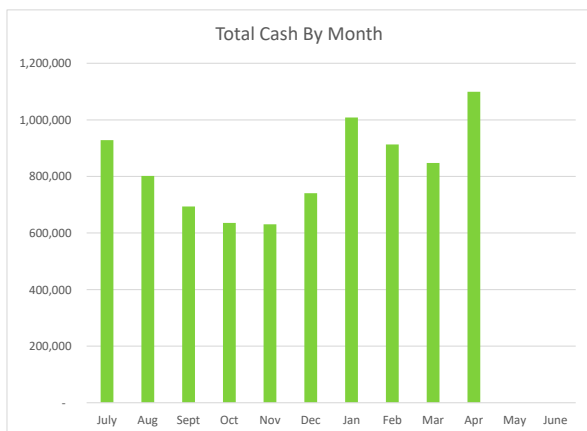
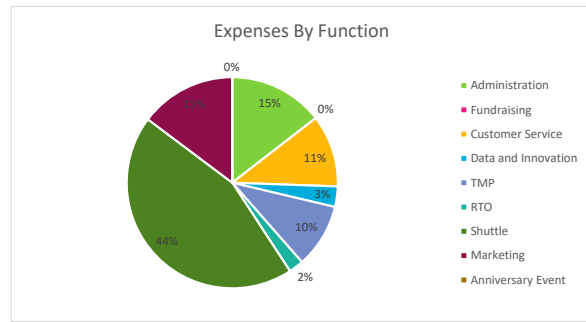
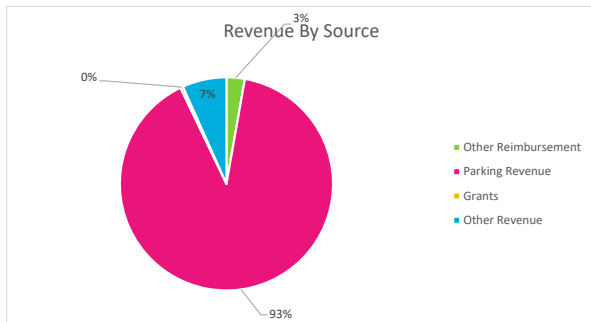
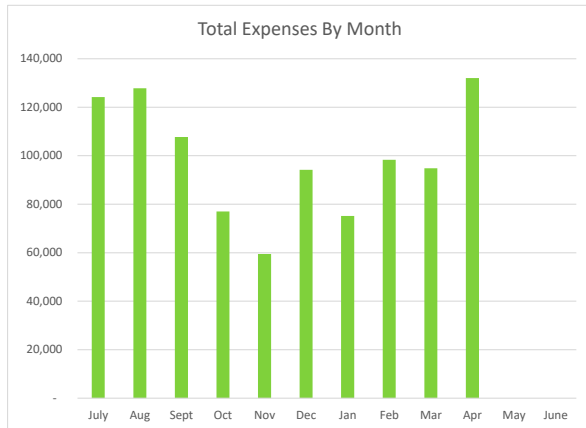
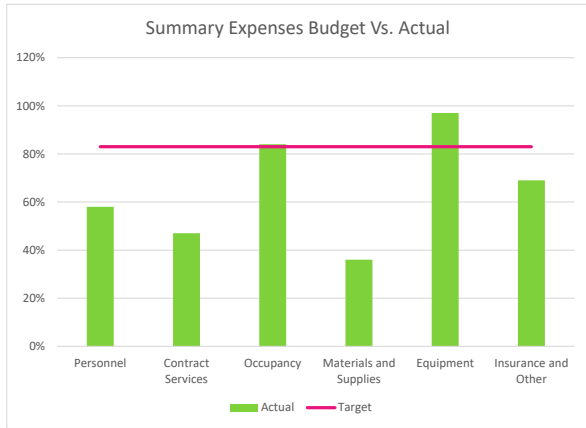
	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 83%)
Staff Development	1,193	12,404	14,000	1,596	89%
Board Development	-	1,051	5,000	3,949	21%
Travel	1,081	1,081	7,000	5,919	15%
Vehicle Fuel & Maintenance	-	318	2,000	1,682	16%
Public Notice	1,163	3,465	700	(2,765)	495%
Other Professional Fees & Licenses	1,457	2,852	3,000	148	95%
Miscellaneous Expenses	165	2,102	2,000	(102)	105%
<b>Total Insurance and Other</b>	5,676	28,897	39,300	10,403	74%
Depreciation Expense	495	4,950	10,000	5,050	50%
<b>Total Expenses</b>	132,047	990,720	1,873,663	882,943	53%
Change in Budgeted Accounts	(123,417)	133,035	(251,663)	(384,698)	
Remove Capitalized Assets	0	(0)			
<b>Change in Net Assets per GAAP</b>	<b>(123,417)</b>	<b>133,035</b>	<b>(251,663)</b>	<b>(384,698)</b>	

Explore Washington Park  
Actual Compared to Budget - Summary  
10 Months Ending April 30, 2022

Prepared by Susan Matlack Jones & Associates  
From EWP Records / For EWP Use Only  
Unaudited

	Current Month Actual	Year-to-Date Actual	Year-to-Date Budget	Year-to-Date Variance	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 83%)
<b>Revenue:</b>							
Parking Permits	8,625	34,206	25,000	(9,206)	30,000	(4,206)	114%
Metro RTO	-	4,652	91,667	87,015	110,000	105,348	4%
Meter Revenue	-	560,250	622,500	62,250	747,000	186,750	75%
Shuttle Reimbursement	-	415,169	462,500	47,331	555,000	139,831	75%
Other Revenue	6	77,478	-	(77,478)	-	(77,478)	
<b>Total Revenue</b>	<b>8,631</b>	<b>1,123,755</b>	<b>1,351,667</b>	<b>227,912</b>	<b>1,622,000</b>	<b>498,245</b>	<b>69%</b>
<b>Expenses:</b>							
Personnel	37,292	416,919	600,636	183,717	720,763	303,844	58%
Contract Services	73,679	458,145	807,584	349,439	969,100	510,955	47%
Occupancy	1,858	18,703	18,500	(203)	22,200	3,498	84%
Materials & Supplies	3,297	27,351	62,750	35,399	75,300	47,949	36%
Equipment	9,750	35,755	30,833	(4,922)	37,000	1,245	97%
Insurance and Other	6,171	33,847	41,084	7,237	49,300	15,453	69%
<b>Total Expenses</b>	<b>132,047</b>	<b>990,720</b>	<b>1,561,386</b>	<b>570,667</b>	<b>1,873,663</b>	<b>882,943</b>	<b>53%</b>
<b>Change in Net Assets</b>	<b>(123,417)</b>	<b>133,035</b>	<b>(209,720)</b>	<b>(342,755)</b>	<b>(251,663)</b>	<b>(384,698)</b>	

Explore Washington Park  
10 Months Ended 04/30/2022



# MINUTES

April 2022



Board Meeting  
Thursday, April 14, 2022  
Zoom Meeting

## Minutes

### Attending

Steve Cole – at large  
Kathy Goeddel – Arlington Heights Neighborhood Association (“AHNA”)  
Anna Goldrich – Hoyt Arboretum Friends (“HAF”)  
Joe Furia – World Forestry Center (“WFC”)  
Cynthia Haruyama – Portland Japanese Garden (“PJG”)  
Adena Long – Portland Parks & Recreation (“PPR”)  
Dave Malcolm – Sylvan Highlands Neighborhood Association (“SHNA”)  
Heather McCarey – Explore Washington Park (“EWP”)  
Billie Moser – Travel Portland (“TP”)  
Heidi Rahn – Oregon Zoo (“OZ”)  
JC Vannatta – TriMet (“TM”)

### Guests

Keith Baich – EWP  
LeiLani Barney – EWP  
Lisa Christy – PJG  
Danny Dunn – PPR  
Vicente Harrison – PPR  
Victor Sanders – PPR  
Colleen Shoemaker – AHNA  
Gwen Sullivan – sparks + sullivan (SS)  
Ryan Sullivan – SS

### Welcome & Partner Updates

- Billie (TP): Employees are now working in the office 3 days a week. TP hired an administrative coordinator. TP is sponsoring an exhibit at Pioneer Place celebrating the Oregon22 World Championships of Track and Field.
- Cynthia (PJG): Cynthia will start a “working Sabbatical” on May 1, 2022 for 3 months. She will not be in office but will stay involved with EWP responsibilities. PJG finalized the purchase of their educational center campus. PJG visitation is back to 2019 levels.
- Joe (WFC): Joe highlighted the need for coordination regarding emergency situations. Chuck Wiley (WFC Facilities Manager) handled the past week’s snow event very well. Rental events are on pace with the 2019 level. The Discovery Museum is reopening in June 2022.
- Heidi (OZ): The Hop into Spring event is this weekend. Spring break visitors to OZ numbered over 50,000. Todd Moore joined the zoo as an Assistant Guest Services Manager; this reflects that more than 50% of their leadership team started employment in the last 18 months.
- Adena (PPR): There were over 700 tree incidents from the recent weather. PPR continues to fill staffing



needs and are gearing up for its summer programs.

- Anna (HAF): Anna observed the most damage she has seen at the Arboretum in at least the past 6 years. HAF hired two new staff members
- Heather (EWP): EWP hired a Programs Coordinator and Weekend Visitor Services Supervisor and will hire an Office Manager.

### **Agenda, Minutes and Financial Reports**

The Board discussed the consent agenda, February 2022 Board minutes, and the January 2022, and February 2022 financial reports.

**Motion:** Cynthia moved to approve the January and February 2022 financial reports, and February 2022 Board minutes, Steve (at large) seconded and the motion passed unanimously.

### **Brand and Wayfinding Plan Update**

Gwen (SS) and Ryan (SS) presented an update on the Brand and Wayfinding Plan. They appreciated meeting with and gaining feedback from Board members. The goals are to develop a brand and wayfinding plan to improve access, circulation, and visitor experience at the Park as well as to implement a One Park process of participation, collaboration and trust.

Roles and responsibilities include project lead, design lead, Advisory Committee, and the EWP Board. Heather is the single point of contact for the project. Design leads are sparks + sullivan (Gwen and Ryan). The Advisory Committee consists of Heather, Anna, JC (TM), Kathy (AHNA), Lisa (PJG), Becky (HAF), and Krista Swan (OZ). Danny (PPR) provides design review feedback. The committee works collaboratively with the project lead. Each committee member is responsible to ensure their internal teams and processes are managed and that information is shared in a timely manner. Joe requested that Tyler Quinn (WFC) be included on the Advisory Committee. The EWP Board is to champion the work and approve the final deliverables. The first Advisory Committee meeting is scheduled for April 25, 2022.

Adena expressed her appreciation for Heather taking on the role as contact for the project and working with PPR's requests for timeline and approval. Heather and Lisa expressed gratitude for the work and vision of Gwen and Ryan (SS)

### **EWP Service Delivery Plan**

Heather shared a high-level overview of the Service Delivery Plan that the Executive Committee previously submitted and reviewed.

### **EWP FY2223 Budget**

Heather shared the FY2223 Explore Washington Park Budget that the Executive Committee previously reviewed. Discussion concerning the budget included the following: Cynthia expressed concerns about the cost-of-living allowance for staff and if this is sufficient to keep staffing wages competitive. MTR Western (Intrapark Shuttle contractor) requested additional funding due to rising fuel costs. Heather expressed confidence that additional funds for staff and other expenses can be covered by financial reserves. Adena requested a cost benefit analysis per ride, type of vehicle, time of day and additional metrics be completed. Heather shared that currently a cost analysis is being done per rider. Victor (PPR) suggested that there are other metrics to consider. Dave (SHNA) asked if the budget includes funds for the TriMet Plaza restrooms. Heather confirmed that the budget does not.

**Motion:** Joe moved to approve the EWP Service Delivery Plan, Heidi seconded and the motion passed unanimously.

**Motion:** Steve moved to approve the EWP FY2223 budget, Heidi seconded and the motion passed unanimously.

The Board discussed the upcoming arrival of Heather's baby, happily referred to as the "One Park" baby. JC confirmed that Heather can use her accrued vacation and sick leave. Heather shared she was working with Page Two Partners, Leadership Services to find an interim director during her leave. The estimated cost for the interim director is \$40,000. Board approval is required for expenditures over \$10,000.

**Motion:** JC moved to approve a four-month parental unpaid leave for Heather, Billie seconded and the motion passed unanimously.

**Motion:** Billie moved to approve a four-month interim director for EWP and contract with Page Two Partners, Leadership Services to identify and retain said interim director, Kathy seconded and the motion passed unanimously.

#### **Restrooms at TriMet Plaza**

Danny shared a summary of restroom maintenance responsibility and contract history. The PPR contract to clean the TriMet Plaza restrooms on April 30, 2022. EWP reached out to TriMet to create a new contract and will have the contract for the next five years. The issue for discussion arises from deciding where the funds should come from to pay for the continued maintenance of these restrooms.

Anna confirmed that these maintenance expenses would be an added expense to the EWP budget. Dave asked if PPR has reserves in their budget. Victor explained that PPR's reserves are in the Trust Fund. Kathy asked if there's precedent to allocate funds from the Washington Park Transportation and Parking Management Agreement ("WPTPMA") amendment (a.k.a. 6-party agreement) without amending the WPTPMA. Victor said that the exact process would need to be confirmed. Heather expressed that there was a Director's meeting immediately following the conclusion of this Board meeting and that could be an opportunity to take a vote. Cynthia suggested that we allocate funds out of the reserves for a one-time process or vote to amend the agreement. Billie appreciated the thoughtfulness and work of Danny and all others involved. Anna confirmed that all present were willing to vote for the funding and where the funding was coming from at the following Director's Meeting.

Meeting adjourned at 3:18 p.m.

Next Board Meeting is scheduled for June 9, 2022 and will be in person at OZ.

EXPLORE WASHINGTON PARK

# ONE PARK MARKETING PLAN



# ONE PARK MARKETING PLAN- DRAFT



# TABLE OF CONTENTS

1

## OVERVIEW

- + Introduction & purpose
- + One Park purpose & principles
- + Who & what informs plan

4

## AUDIENCE

6

## GOALS | STRATEGIES | METRICS

10

## INTERNAL COMMUNICATION PROCESS



# OVERVIEW

A vibrant garden scene featuring a wooden pavilion with a thatched roof in the middle ground. The foreground is filled with dense green foliage and bright yellow flowering bushes. In the background, tall evergreen trees stand against a clear blue sky. The overall atmosphere is bright and sunny.



# OVERVIEW

## Introduction

The 2022 One Park Marketing Plan (Marketing Plan) is an outcome of the Washington Park Strategic Operations Plan, which was approved by the Explore Washington Park (EWP) Board of Directors in 2021 and established a One Park vision for Washington Park in Portland, Oregon.

That One Park vision includes Washington Park partners working together with a united focus to improve parkwide access and experiences for all visitors. Explore Washington Park champions this vision by bringing partners together to coordinate efforts, and at multiple levels from board to committee, including the EWP Marketing Committee

Explore Washington Park is devoted to providing opportunities to welcome underrepresented communities and we are guided by our Diversity, Equity, Inclusion, and Accessibility (DEIA) Commitment:

We recognize the on-going history of inequities in our country and are committed to creating an equitable, accessible, and inclusive environment. We are dedicated to the ongoing development of our staff's skills to engage in diversity, equity, accessibility, and inclusion work while improving access to decision-making and reshaping systemic elements to improve DEIA. We are devoted to using our influence to elevate the voices of underrepresented communities until equity is achieved.

## Purpose of Plan

The purpose of the One Park Marketing Plan is to provide a unified strategy to guide cohesive, parkwide marketing and communication efforts through a One Park lens over the next five years. Its contents are driven by our mission to provide an accessible, inclusive, and cohesive experience for all who visit Portland's destination park as well as by Washington Park's purpose and principles.

# OVERVIEW

## **Washington Park Purpose & Principles**

We are dedicated to connecting people with the culture, diversity, and wonder of nature in Washington Park, and are guided by the following principles:

- We are caretakers of the natural world.
- We eliminate barriers that exclude.
- We are stewards of exploration.
- We embody the nature of Portland.
- We are One Park: a community of destinations.

## **What Informs the Plan**

Several sources informed the One Park Marketing Plan. Among them – the WPSOP, the EWP Marketing Committee with representation from organizations within the Park, Portland Parks & Recreation, and other key stakeholders, EWP annual intercept visitor survey data, the Washington Park Transportation and Parking Management Agreement (“6-Party Agreement”), the EWP/PP&R Agreement, as well as previous marketing work by Brink Communications and Pyramid Communications.

The Marketing Plan will work in tandem with other parkwide initiatives outlined in the WPSOP – including the to-be-approved Diversity Equity Inclusion Access Plan, Brand & Wayfinding Plan, and Transportation Access Plan – which all feed into the One Park vision.

The One Park Marketing Plan is intended to serve as the framework for marketing the Park holistically and will be reviewed annually by the EWP Marketing Committee. Unforeseeable factors, including COVID-19, may impact the strategies, and their metrics, used to accomplish the plan’s goals.



# AUDIENCE





# AUDIENCE

To best support Washington Park and its cultural organizations, the One Park audience outlines a mix of visitors, existing and potential.

The following audience groups prioritize underrepresented communities first and foremost; we are committed to improving our communication strategies to better reach these communities.

---

## **Local Non-visitors**

They live in the Portland area, but don't visit Washington Park because they either don't know what it is and offers, can't easily access it, or don't see themselves in the Park.

## **Infrequent Visitors**

They have visited a destination within Washington Park, but may not have known they were in Washington Park. They don't visit often because it's not top of mind for them, they can't easily access it, or they don't see themselves as Park regulars.

## **Frequent Visitors**

They frequently visit Washington Park and its destinations and enjoy sharing their experiences with family and friends.

## **Tourists**

They're traveling to Portland and are unfamiliar with the city. They're also excited to experience its unique culture, whether they planned the details of their trip or not.



A scenic view of a golf course. In the foreground, there are lush green bushes and a path. In the middle ground, a green is visible, surrounded by a path and a dense forest of tall evergreen trees in the background. The sky is clear and blue.

# GOALS STRATEGIES METRICS



# GOALS | STRATEGIES | METRICS

The 2022 One Park Marketing Plan’s goals and supporting strategies reinforce the unified parkwide vision with four key themes: access, awareness, purpose & mission, and resources. Baseline metrics will be collected upon the implementation of the strategies.

## Theme: Access

Goals	Strategies	Metrics
Increase visits from underrepresented communities.	<ul style="list-style-type: none"> <li>• Use DEIA Plan recommendations to create opportunities to welcome underrepresented communities</li> </ul>	<ul style="list-style-type: none"> <li>• Parkwide visitor data</li> <li>• TBD</li> </ul>
	<ul style="list-style-type: none"> <li>• Provide language translations for <a href="http://explorewashingtonpark.org">explorewashingtonpark.org</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="http://explorewashingtonpark.org">explorewashingtonpark.org</a> is accessible in multiple languages</li> </ul>
	<ul style="list-style-type: none"> <li>• Ensure frontline &amp; communication staff have adequate DEIA trainings</li> </ul>	<ul style="list-style-type: none"> <li>• Frontline &amp; communication staff receive regular DEIA trainings</li> </ul>
	<ul style="list-style-type: none"> <li>• Translate parkwide maps</li> </ul>	<ul style="list-style-type: none"> <li>• Maps made available in multiple languages</li> </ul>
Increase transit use to and around the Park.	<ul style="list-style-type: none"> <li>• New TriMet Line 63 route &amp; Free Shuttle schedule awareness campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in Line 63 &amp; Free Shuttle ridership</li> <li>• Parkwide visitor data</li> </ul>
	<ul style="list-style-type: none"> <li>• Promote Park transit options</li> </ul>	
	<ul style="list-style-type: none"> <li>• Inclusion of parkwide transit options in partner communications</li> </ul>	

## Theme: Awareness

Goals	Strategies	Metrics
Increase parkwide awareness, visits, and stewardship of One Park.	<ul style="list-style-type: none"> <li>One Park awareness campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Parkwide visitor data</li> <li>Increase in website traffic</li> <li>Increase in media mentions</li> </ul>
Increase first-time visitors to the Park.	<ul style="list-style-type: none"> <li>Create and promote parkwide &amp; cross-organizational offerings</li> </ul>	<ul style="list-style-type: none"> <li>Parkwide visitor data</li> </ul>
Elevate perception of Washington Park as Portland's destination park.	<ul style="list-style-type: none"> <li>Local &amp; regional ad-buys</li> </ul>	<ul style="list-style-type: none"> <li>Ad / media impressions</li> </ul>
	<ul style="list-style-type: none"> <li>Create and promote itineraries</li> </ul>	<ul style="list-style-type: none"> <li>Printed itineraries distributed</li> <li>Increase in digital itinerary traffic</li> </ul>
Streamline parkwide communication.	<ul style="list-style-type: none"> <li>Parkwide press releases</li> </ul>	<ul style="list-style-type: none"> <li>Earned media coverage &amp; mentions</li> </ul>
	<ul style="list-style-type: none"> <li>Share &amp; coordinate social media content promoting parkwide information, supporting partners</li> </ul>	<ul style="list-style-type: none"> <li>Social media reach, mentions, impressions, followers</li> <li>Increase number of partner mentions &amp; content shares</li> <li>EWP mentioned &amp; tagged in partners' social posts, when appropriate</li> </ul>
	<ul style="list-style-type: none"> <li>Produce e-newsletters to share parkwide information &amp; events, internally &amp; externally</li> </ul>	<ul style="list-style-type: none"> <li>Regularly published newsletters</li> <li>Increase in newsletter open rates</li> </ul>
	<ul style="list-style-type: none"> <li>Build new website with enhanced features &amp; capabilities for parkwide info &amp; trip planning</li> </ul>	<ul style="list-style-type: none"> <li>Launch of new website</li> <li>Increase in media mentions</li> </ul>
	<ul style="list-style-type: none"> <li>Create &amp; maintain external parkwide event calendar</li> </ul>	<ul style="list-style-type: none"> <li>Launch of event calendar on current website</li> <li>Increase calendar/event open rates</li> </ul>

## Theme: Purpose & Mission

Goals	Strategies	Metrics
Elevate cultural organizations' missions through the One Park Marketing Plan.	<ul style="list-style-type: none"> <li>Coordinate w/partners on focused messaging for parkwide press releases, social media, campaigns, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Inclusion of partners' mission messaging in parkwide communication</li> </ul>
Increase awareness of parkwide purpose to connect people to nature.		<ul style="list-style-type: none"> <li>Inclusion of parkwide purpose in EWP &amp; partner communications</li> </ul>

## Theme: Resources

Goals	Strategies	Metrics
Provide parkwide information and tools to support a cohesive visitor experience.	<ul style="list-style-type: none"> <li>Create &amp; maintain an internal parkwide calendar</li> </ul>	<ul style="list-style-type: none"> <li>Shared access to event calendar with partners</li> </ul>
	<ul style="list-style-type: none"> <li>Parkwide maps &amp; collateral</li> </ul>	<ul style="list-style-type: none"> <li>Maps/collateral printed &amp; distributed</li> </ul>
	<ul style="list-style-type: none"> <li>Frontline staff training on parkwide offerings, including transit options</li> </ul>	<ul style="list-style-type: none"> <li>EWP + partner's frontline staff trained ahead of peak season</li> <li>EWP services &amp; tools shared via internal partner communications</li> </ul>
	<ul style="list-style-type: none"> <li>Free Shuttle driver training on parkwide offerings, including transit options</li> </ul>	<ul style="list-style-type: none"> <li>Free Shuttle drivers trained ahead of peak season</li> </ul>



# INTERNAL COMMUNICATION PROCESS





# INTERNAL COMMUNICATION PROCESS

An internal process of communication establishes a timeline and guide for partner involvement in items included in the Marketing Plan's strategies.

---

## Review of Plan – Annually

Explore Washington Park and the Marketing Committee will review the One Park Marketing Plan on an annual basis and make updates, as needed, taking into consideration other parkwide plans outlined in the WPSOP, including the to-be approved DEIA Plan, Brand & Wayfinding, and Transportation Access Plan.

## EWP Press Releases – Varies

### + EWP Programs & Information

For EWP press releases about or related to EWP programs or services (e.g. Free Shuttle, offsite parking, visitor services, etc.), EWP will inform the Marketing Committee, but not engage the group for input.

### + Partner Organization Mention/Comment (in coordination of EWP programs)

For EWP press releases that include specific mention of a partner's programming or services, EWP will directly involve those specific partners.

Feedback Timeline – by press release type:

- Immediate Press Release (info that needs to get out within 48 hours)
  - ASAP – EWP will call the partner organization representative who handles press/public information as soon as possible to discuss.
- Planned Press Release
  - 7 business days – EWP will give partner(s) seven business days to provide feedback on newsletter content.



# INTERNAL COMMUNICATION PROCESS

+ Boilerplate – the following language would be used in all EWP press releases:

## *About Explore Washington Park*

Explore Washington Park is a non-profit dedicated to connecting people with the culture, diversity, and wonder of nature in Washington Park in Portland, Oregon.

Washington Park, managed by Portland Parks & Recreation, is one of Oregon's top tourist destinations. At 410 acres, it is home to the Portland Japanese Garden, Hoyt Arboretum, World Forestry Center, Oregon Zoo, and the International Rose Test Garden, as well as memorials, an archery range, playgrounds, tennis courts, and 15+ miles of trails.

Explore Washington Park strives to improve Park access and the visitor experience. Its programs include the Washington Park Free Shuttle, which runs daily, year-round to connect people to the Park's many destinations.

The organization was established in 2013 and is primarily funded through parking meter revenue in partnership with Portland Parks & Recreation.

To learn more, visit [explorewashingtonpark.org](http://explorewashingtonpark.org). Join us @explorewashingtonpark on Instagram and Facebook, and @ExploreWAPark on Twitter .

## **EWP Newsletter**

+ Internal (audience: Park partners) – Monthly

For EWP produced internal newsletters, EWP will source information for partner-related content from partners' websites, newsletters, and social media. If additional detail is needed, EWP will reach out to individual partner(s). Partners can also request EWP to consider adding specific events or information to the newsletter .

# INTERNAL COMMUNICATION PROCESS

## + External (audience: public) – TBD

For EWP produced public-facing newsletters, EWP will source information for partner-related content from partners' websites, newsletters, and social media. If additional detail is needed, EWP will reach out to individual partner(s). Partners can also request EWP to consider adding specific events or information to the newsletter.

## Ad buys – Varies

### + No Partner Mention

For ad buys about or related to EWP programs or services (e.g. Free Shuttle, offsite parking, visitor services, etc.), EWP would inform the Marketing Committee, but not engage the group for input.

### + Partner Mention/Logos

Partners will have seven business days to provide feedback on content/messaging/design of ad buys that specifically mention partner(s) or use their logos.

## Project-based Communications (content & collateral)

For project-based content and collateral (e.g. parkwide map/brochure and one-time campaigns), EWP will outline the timeline at the beginning of each project.

*Explore*   
**WASHINGTON PARK**

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

## PPR SERVICE DELIVERY PLAN

PPR will email this to the board.

# WASHINGTON PARK TRUST FUND FINANCIAL REPORT

PPR will email this to the board.

# EXECUTIVE DIRECTOR REPORT

April - May



# EXECUTIVE DIRECTOR REPORT

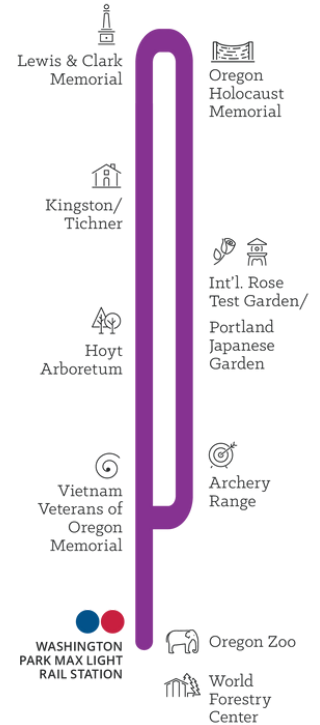
APRIL - MAY 2022

## WASHINGTON PARK FREE SHUTTLE

- The Free Shuttle is running daily 9:30 a.m. to 7 p.m. with frequency every 10-20 minutes.
- The shuttle now serves 4 additional stops on Fairview for the Arlington Heights neighbors when requested. It also serves a new stop at SW Kingston and Tichner to better connect to Burnside.
- We are on-track for a July launch of GPS enabled audio announcements on all of the buses to better serve visually impaired riders.

Arrives every  
**15-30**  
MINUTES

**RUNS DAILY**  
April - September  
9:30 a.m. - 7 p.m.  
October - March  
10 a.m. - 4 p.m.



## VISITOR SERVICE PROGRAM

- We hired a great group of Visitor Service staff who began work on May 26. They went through two full days of training, including DEI training from Four Forces.
- They will provide services at the Rose Garden and TriMet plazas, as well as at the offsite lots.
- They will be in the field 10 a.m. - 4 p.m. daily until Labor Day.

## THE HIGHLIGHTS

- Free Shuttle runs daily and serves additional stops
- Visitor Service staff to provide service at the Rose Garden and TriMet

# EXECUTIVE DIRECTOR REPORT

APRIL - MAY 2022

## TRIMET LINE 63

- TriMet started servicing the new Line 63 route on May 15. Line 63 now links Pioneer Courthouse Square to the Portland Japanese Garden & Int'l Rose Test Garden.
- Buses serve the gardens on the hour from 10 a.m. to 6 p.m.
- The buses are wrapped for easy identification. Thank you to TriMet for one bus wrap donation!



## ONE PARK PICNIC

- Explore Washington Park is hosting our first ever One Park event on June 17 between 11 a.m. – 2 p.m.
- We will have lunch, music, lawn games, and the chance to meet other parkwide staff.
- Please pass along the invitation to your staff who work in Washington Park. Registration is required. Contact [info@explorewashingtonpark.org](mailto:info@explorewashingtonpark.org)

## THE HIGHLIGHTS

- New TriMet Line 63 from Pioneer Courthouse Square to the gardens
- EWP One Park event kicks off in June

# EXECUTIVE DIRECTOR REPORT

APRIL - MAY 2022

## STAFF UPDATES

- We've been hiring! Please help us welcome the following:



### **ELISA HOLLOWAY**

*Weekend Visitor Services Supervisor*

- "E" worked as a Visitor Service member last summer and is now overseeing offsite parking and visitor service staff on weekends.

### **ERIN BIRD**

*Programs Coordinator*

- Erin will help oversee our on-site visitor service programs, include the Free Shuttle, offsite parking and our visitor service staff. Erin will also assist Keith Baich, our Senior Program Manager, on planning and programmatic efforts.



*Executive Director*

- As a reminder, I will be on parental leave July – October.
- Jani Iverson will serve as the Interim Director and can be reached at [jani@explorewashingtonpark.org](mailto:jani@explorewashingtonpark.org).

*GIS Mapping Intern*

- We are in the process of hiring an intern to help map signs and assets in the Park for the One Park Brand and Wayfinding plan.

## THE HIGHLIGHTS

- EWP welcomes new staff to the team

# EXECUTIVE DIRECTOR REPORT

APRIL - MAY 2022

## PROGRAM AREA UPDATES

### MARKETING AND COMMUNICATIONS

**EWP STAFF:** LeiLani Barney, Rachel Gorban

### TRANSIT AWARENESS CAMPAIGN:

EWP is partnering with TriMet to promote transit options to and around Washington Park for peak season. Highlights include:

- Press release announcing expanded access to and around Washington Park via the new Line 63-Washington Park/SW 6th route and Free Shuttle service picked up by Willamette Week.
- Be on the lookout for Washington Park wrapped TriMet buses! EWP created the designs and worked with TriMet to wrap two buses that run the new Line 63 route.
- EWP is developing videos for social media with influencers to promote Park transit options via Line 63, MAX Light Rail, & the Free Shuttle. These will work in tandem to support TriMet's ridership recovery campaign efforts, including radio and TV ads promoting transit to explore the Park's destinations.



## THE HIGHLIGHTS

- Expanded transit options to the Park press release picked up by media
- EWP-designed Washington Park wraps go live on Line 63
- EWP developing videos to promote transit to Park, support TriMet's campaign



# EXECUTIVE DIRECTOR REPORT

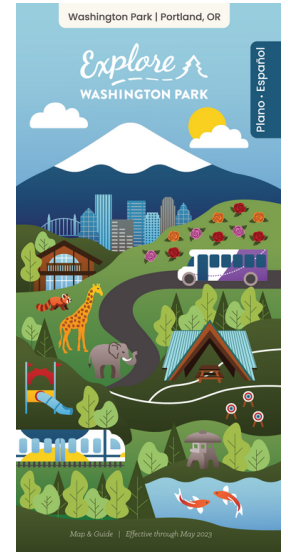
APRIL - MAY 2022

## 2022 PARKWIDE MAP & BROCHURE:

- The new editions – in Spanish & English – are now being distributed and are also available virtually. They reflect updated Park partner details as well as the new Line 63 & Free Shuttle information.

## UPDATED PEAK SEASON COLLATERAL:

- EWP staff have been updating visitor service booth & kiosk signs and materials ahead of peak season as well as the large wall map on the TriMet Plaza.



## TRIMET STATION ADS:

- EWP staff are updating ad space designs in the tunnel, including eight posters that reflect new Line 63 & Free Shuttle info.

## PARKWIDE EVENT CALENDAR:

- EWP staff are creating a multi-purpose event calendar to give a holistic snapshot of what's happening parkwide via 1) public events published on the EWP website plus, 2) a backend resource for internal partners to reference both public & private events in one place.

## THE HIGHLIGHTS

- Spanish & English maps reflect the newest Park & transit information
- Collateral and ads are being updated
- EWP creating a parkwide event calendar for website

# EXECUTIVE DIRECTOR REPORT

APRIL - MAY 2022

## MARKETING COMMITTEE

- 1/19 meeting: discuss outline & partner involvement for One Park Marketing Plan, peak season prep, parkwide map timeline, Line 63 & Free Shuttle updates & awareness campaign plans, Discovery Points next steps.
- 3/3 – 3/16 partner one-on-ones: pre-workshop prep to discuss each org's key focus areas and ideal goals & outcomes of One Park Marketing Plan.
- 3/30 meeting: Brand & Wayfinding Plan info session + One Park Marketing Plan workshop to discuss audience, goals, strategies & metrics.
- 5/18 meeting: review One Park Marketing Plan final draft as a group following feedback & initial edits to first draft that came out of workshop. Noted a date is being determined to discuss pay-by-plate parking changes.

## DIVERSITY, EQUITY, INCLUSION AND ACCESS WORK

**EWP STAFF:** Keith Baich

## DEI COMMITTEE MEETING (also referred to as "DEI Work Group")

*Meeting 4/13*

- Codified committee goals.
- Discussed and agreed upon the sharing of venue-specific DEI -related data and programs materials to create parkwide profile.
- Discussed the way the committee can assist on venue-specific DEI projects, including current EWP Metro RTO grant.

## THE HIGHLIGHTS

- Marketing Committee has met multiple times on parkwide topics, including the One Park Marketing Plan
- DEI Committee reviews parkwide DEI efforts & agrees to assist EWP with Metro RTO grant



# EXECUTIVE DIRECTOR REPORT

APRIL - MAY 2022

- May/June EWP attending one-on-one listening sessions with venue staff to create parkwide profile.

*June DEI Committee meeting tentative agenda:*

- Report on one-on-one venue sessions.
- Discuss facilitation listening session as related to Metro RTO grant.
- Answer questions related to upcoming DEI training (available for committee members).

## **RTO GRANT:**

- Four Forces consultants signed on to facilitate RTO grant listening session and assist/consult in subsequent RTO grant steps.
- Consultant meeting/Kickoff May 26th. Later in June, DEI Consultant Nathan Baptiste, founder of EDI Mindfulness, will begin a series eight sessions for EWP permanent staff.
- EWP internal staff DEI training was kicked off in this period. On May 20th Four Forces Consultants presented a 2-hr DEI/visitor experience training to both peak season and permanent EWP employees.

## **DEI TRAININGS FOR EWP STAFF AND COMMITTEE MEMBERS**

- Explore Washington Park is working with Nathan Baptiste, founder of EDI Mindfulness, to offer a Racial Equity, Diversity, & Inclusion Foundations Training Series for EWP staff and EWP Committee Members.
- The purpose is to develop shared language, awareness, conceptual frameworks, and practice communicating to address racial equity, diversity, and inclusion challenges.
- The first workshop will take place over two days: June 10 from 9 – 10:30 and June 16 from 1:30 – 3 pm.
- Participation can be in-person or virtual. We will reach out to venue committee members with the invitation.

## **THE HIGHLIGHTS**

- RTO consultants signed on to assist in grant steps
- EWP staff to participate in DEI training series

# EXECUTIVE DIRECTOR REPORT

APRIL - MAY 2022

## OPERATIONS

**EWP STAFF:** Keith Baich, Erin Bird

## PEAK-SEASON OPERATIONS

- In the period operations hired for the recently vacated Programs Specialist role (departure of Todd Moore) and welcomed Erin Bird to the newly titled Programs Coordinator Role.
- Further hiring, training, and onboarding in the period included the Visitor Services Supervisor (Weekends) Elisa "E" Holloway, and 6 peak season Visitor Services Representatives.
- Training was completed the week of May 16th, and staffing of park visitor services booths began just before the Labor Day weekend.

## OFFSITE PARKING

- The property that EWP uses for weekday offsite parking was recently purchased by Portland Balaji Temple.
- EWP sent a letter to the new property owner requesting a meeting to discuss future use of the parking.

## ARCHERY RANGE - ADA IMPROVEMENTS

- PP&R is completing ADA improvements at the archery range.
- As a result of this work, PPR proposes moving the EWP shuttle stop from its current location to the middle of the archery range parking area.
- MTR has safety concerns regarding the new proposed stop location and is working to coordinate a solution between the MTR Safety Manager and PPR staff.

## THE HIGHLIGHTS

- Visitor Services Representatives trained and began assisting in the Park
- EWP requests meeting to discuss use of offsite parking
- MTR is coordinating a solution for potential shuttle stop safety concerns

# EXECUTIVE DIRECTOR REPORT

APRIL - MAY 2022

## TRIMET LINE 63

- Operations completed the on-brand painting, part procurement and delivery of shuttle stops signs to TrimMet for install.
- Shuttle stop signage was installed the weekend of May 14-15 in preparation for the introduction of adjusted Line 63 stops and related adjustments to Washington Park shuttle stops.

## EWP DATA PLAN

- Operations kicked off next steps in creation of EWP data plan by meeting with data consultant Steve Halasz.
- Discussion included plans for database management/hygiene, additions to our data sets, analysis of use of annual survey data, and possible future collaborations with additional consultants to create perhaps a data dashboard and/or other visualization tools.
- More to follow in upcoming months.

## THE HIGHLIGHTS

- Line 63 signage updated to reflect new stops
- EWP met with data consultant and discussed steps for EWP data plan