

EWP Board Meeting Agenda

October 13th, 2022 | 2:00pm – 4:00pm

Zoom: <https://us06web.zoom.us/j/95361381932?pwd=amN5bmNBbVVoeFJzL29BWklMQmdUZz09>

Agenda Item	Action	Lead	Duration	Time
Welcome and Partner Updates		Anna Goldrich	25	2:00
Consent Agenda <i>July & August Financial Reports</i> <i>August Minutes</i>	Vote	Anna Goldrich	5	2:25
Brand and Wayfinding Plan <i>Final Presentation</i>	Vote	Sparks + Sullivan	60	2:30
Peak Season Highlights	Info	Keith Baich, EWP	10	3:30
Seasonal Parking Fee	Info	Danny Dunn, PP&R	10	3:40
ZooLights Transportation Plan	Info	Keith Baich, EWP	10	3:50
Adjourn		Anna Goldrich		4:00

Next Board Meeting: December 8th, 2022

Attachments:

1	July and August Financials
2	August Minutes
3	ED Report

Explore Washington Park August 2022 Financial Report

Statement of Financial Position

8/31/2022

Prepared by Susan Matlack Jones & Associates

From EWP Records / For EWP Use Only

Unaudited

	8/31/2022	6/30/2022	Change
Assets:			
Bank of the Cascades Checking	215,357	223,306	(7,949)
Bank of the Cascades Savings	-	-	-
Repo Account	488,095	535,288	(47,194)
Accounts & Grants Receivable	6,720	373,505	(366,785)
Prepaid Expenses	3,235	3,235	-
Prepaid Insurance	-	-	-
Furniture, Equipment, & Office Improvements	153,544	153,544	-
Accumulated Depreciation	(65,568)	(64,117)	(1,451)
Total Assets	801,382	1,224,761	(423,379)
Liabilities:			
Accounts Payable	107,957	131,672	(23,716)
Accrued Payroll	28,915	32,195	(3,280)
Deferred Revenue	-	-	-
Total Liabilities	136,872	163,867	(26,996)
Net Assets:			
Without Donor Restrictions	664,511	1,060,894	(396,383)
With Donor Restrictions:			
Total Net Assets With Donor Restrictions	-	-	-
Total Net Assets	664,511	1,060,894	(396,383)
Total Liabilities and Net Assets	801,382	1,224,761	(423,379)

Explore Washington Park
Actual Compared to Budget
02 Months Ending August 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: 17%)	Notes
Revenue:						
1 Parking Permits	4,625	8,875	50,000	41,125	18%	
2 Grants	-	-	180,000	180,000	0%	Grant extended to 2023
3 Meter Revenue	-	-	747,000	747,000	0%	
4 Shuttle Reimbursement	-	-	620,000	620,000	0%	
5 Other Reimbursements	-	-	120,000	120,000	0%	
6 Interest Income	110	160	-	(160)		
Total Revenue	4,735	9,035	1,717,000	1,707,965	1%	
Expenses:						
Personnel						
7 Salaries and Wages	48,146	95,057	535,927	440,870	18%	
8 Payroll Taxes	5,619	11,185	58,953	47,768	19%	
9 Employee Benefits	4,822	9,064	50,579	41,515	18%	
10 Workers' Comp Insurance	-	-	2,832	2,832	0%	
Total Personnel	58,587	115,306	648,291	532,985	18%	
Contract Services						
11 Misc. Contract Services	24,785	53,585	270,000	216,415	20%	Metro / WPSOP
12 Contract ED Support	10,728	19,238	45,000	25,763	43%	Interim ED
13 Temporary Staff	6,392	6,392	12,000	5,608	53%	
14 Contract IT Support	-	135	1,500	1,365	9%	
15 Payroll Services	1,134	1,559	3,000	1,441	52%	
16 Accounting Fees	-	-	3,500	3,500	0%	
17 Bookkeeping	-	896	13,000	12,104	7%	
18 Contract Marketing Support	505	7,262	75,000	67,739	10%	
19 Contract Services Ad Buys	17,168	17,168	65,000	47,832	26%	
20 Radios	147	147	1,500	1,353	10%	
Shuttle						
21 Traffic Management Intrapark Shuttle	69,197	142,935	500,000	357,065	29%	
22 Traffic Management Off Site Shuttle	-	15,367	140,000	124,633	11%	
Subtotal Shuttle	69,197	158,302	640,000	481,698	25%	
Total Contract Services	130,055	264,683	1,129,500	864,817	23%	
Occupancy						
23 Occupancy Rent	1,800	3,600	21,600	18,000	17%	
24 Occupancy Other	58	116	600	485	19%	
Total Occupancy	1,858	3,716	22,200	18,485	17%	
Materials and Supplies						
25 Telecommunications Internet	132	264	2,000	1,736	13%	
26 Telecommunications Phone	512	932	5,000	4,068	19%	
27 Copier Lease	129	318	1,200	882	27%	
28 Printing & Copying	4,137	10,133	26,000	15,867	39%	

Explore Washington Park
Actual Compared to Budget
02 Months Ending August 31, 2022

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

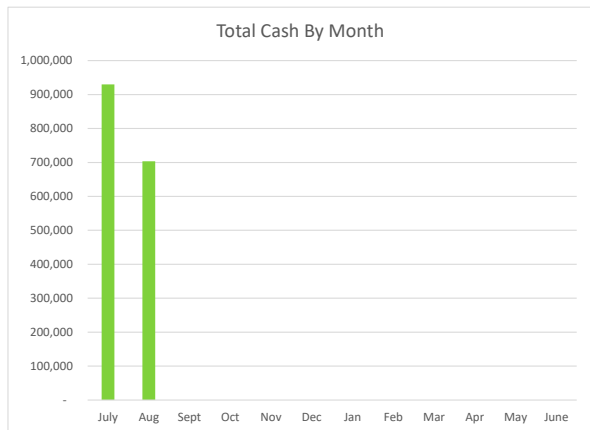
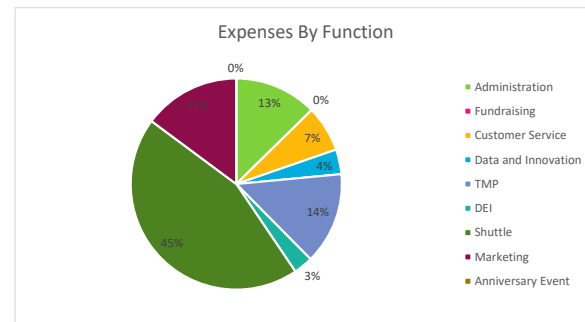
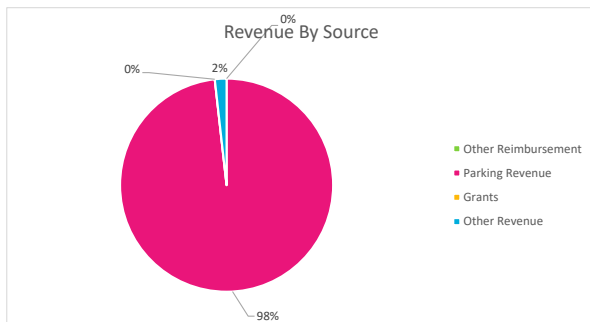
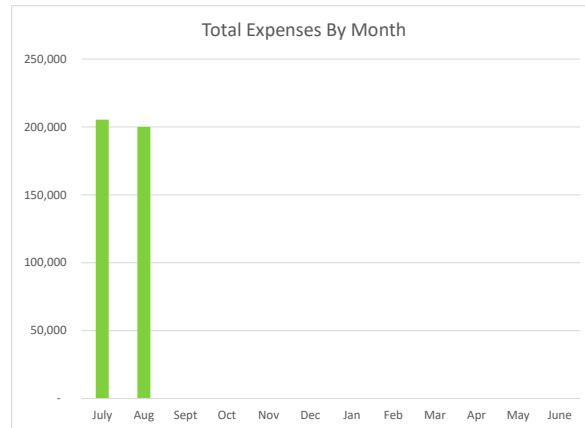
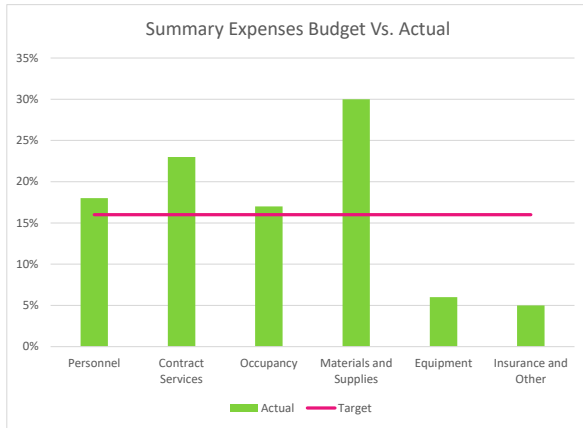
	Current Month Actual	Year-to- Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 17%)	Notes
29 Office Supplies	268	410	3,000	2,590	14%	
30 Misc. Materials & Supplies	164	164	7,000	6,836	2%	
31 Postage	44	44	1,000	957	4%	
32 Software	520	3,681	6,500	2,819	57%	Intercept Survey Software
33 Uniforms	-	-	1,200	1,200	0%	
Total Materials and Supplies	5,906	15,945	52,900	36,955	30%	
Equipment						
34 Computer System	-	-	1,500	1,500	0%	
35 Furniture	-	-	500	500	0%	
36 Traffic Management & Supplies	988	1,503	21,500	19,997	7%	
37 Capitalized Office Computer	0	0	-	(0)		
Total Equipment	988	1,503	23,500	21,997	6%	
Insurance and Other						
38 Insurance	624	1,443	5,500	4,057	26%	
39 Bank Fees	58	134	500	366	27%	
40 Staff Development	-	-	20,000	20,000	0%	
41 Board Development	840	840	17,000	16,160	5%	
42 Travel	-	-	5,000	5,000	0%	
43 Lease Transit Vehicle	-	-	15,000	15,000	0%	
44 Vehicle Fuel & Maintenance	155	155	1,000	845	16%	
45 Public Notice	-	-	700	700	0%	
46 Other Professional Fees & Licenses	-	-	2,000	2,000	0%	
47 Miscellaneous Expenses	243	243	3,000	2,757	8%	
Total Insurance and Other	1,920	2,816	69,700	66,884	4%	
48 Depreciation Expense	725	1,451	10,000	8,549	15%	
Total Expenses	200,039	405,418	1,956,091	1,550,673	21%	
Change in Budgeted Accounts	(195,304)	(396,383)	(239,091)	157,292		
Remove Capitalized Assets	(0)	(0)				
Change in Net Assets per GAAP	(195,304)	(396,383)	(239,091)	157,292		

Explore Washington Park
Actual Compared to Budget - Summary
02 Months Ending August 31, 2022

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Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 17%)
Revenue:					
Parking Permits	4,625	8,875	50,000	41,125	18%
Metro RTO	-	-	180,000	180,000	0%
Meter Revenue	-	-	747,000	747,000	0%
Shuttle Reimbursement	-	-	620,000	620,000	0%
Other Revenue	110	160	-	(160)	
Total Revenue	4,735	9,035	1,717,000	1,707,965	1%
Expenses:					
Personnel	58,587	115,306	648,291	532,985	18%
Contract Services	130,055	264,683	1,129,500	864,817	23%
Occupancy	1,858	3,716	22,200	18,485	17%
Materials & Supplies	5,906	15,945	52,900	36,955	30%
Equipment	988	1,503	23,500	21,997	6%
Insurance and Other	2,646	4,267	79,700	75,433	5%
Total Expenses	200,039	405,418	1,956,091	1,550,673	21%
Change in Net Assets	(195,304)	(396,383)	(239,091)	157,292	

Explore Washington Park
02 Months Ended 8/31/2022



Explore Washington Park July 2022 Financial Report

Statement of Financial Position

7/31/2022

Prepared by Susan Matlack Jones & Associates

From EWP Records / For EWP Use Only

Unaudited

	7/31/2022	6/30/2022	Change
Assets:			
Bank of the Cascades Checking	236,834	223,306	13,527
Bank of the Cascades Savings	-	-	-
Repo Account	693,125	535,288	157,837
Accounts & Grants Receivable	6,345	373,505	(367,160)
Prepaid Expenses	3,235	3,235	-
Prepaid Insurance	-	-	-
Furniture, Equipment, & Office Improvements	153,544	153,544	-
Accumulated Depreciation	(64,843)	(64,117)	(725)
Total Assets	1,028,240	1,224,761	(196,522)
Liabilities:			
Accounts Payable	138,225	131,672	6,553
Accrued Payroll	30,200	32,195	(1,995)
Deferred Revenue	-	-	-
Total Liabilities	168,425	163,867	4,557
Net Assets:			
Without Donor Restrictions	859,815	1,060,894	(201,079)
With Donor Restrictions:			
Total Net Assets With Donor Restrictions	-	-	-
Total Net Assets	859,815	1,060,894	(201,079)
Total Liabilities and Net Assets	1,028,240	1,224,761	(196,522)

Explore Washington Park
Actual Compared to Budget
01 Months Ending July 31, 2022

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Unaudited

	Current Month Actual	Year-to- Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 08%)	Notes
Revenue:						
1 Parking Permits	4,250	4,250	50,000	45,750	9%	Grant extended to 2023
2 Grants	-	-	180,000	180,000	0%	
3 Meter Revenue	-	-	747,000	747,000	0%	
4 Shuttle Reimbursement	-	-	620,000	620,000	0%	
5 Other Reimbursements	-	-	120,000	120,000	0%	
6 Interest Income	50	50	-	(50)		
Total Revenue	4,300	4,300	1,717,000	1,712,700	0%	
Expenses:						
Personnel						
7 Salaries and Wages	46,911	46,911	535,927	489,016	9%	
8 Payroll Taxes	5,566	5,566	58,953	53,387	9%	
9 Employee Benefits	4,241	4,241	50,579	46,338	8%	
10 Workers' Comp Insurance	-	-	2,832	2,832	0%	
Total Personnel	56,718	56,718	648,291	591,573	9%	
Contract Services						
11 Misc. Contract Services	28,800	28,800	270,000	241,200	11%	Metro / WPSOP
12 Contract ED Support	8,510	8,510	45,000	36,490	19%	Interim ED
13 Temporary Staff	-	-	12,000	12,000	0%	
14 Contract IT Support	135	135	1,500	1,365	9%	
15 Payroll Services	425	425	3,000	2,575	14%	
16 Accounting Fees	-	-	3,500	3,500	0%	
17 Bookkeeping	896	896	13,000	12,104	7%	
18 Contract Marketing Support	6,757	6,757	75,000	68,244	9%	
19 Contract Services Ad Buys	-	-	65,000	65,000	0%	
20 Radios	-	-	1,500	1,500	0%	
Shuttle						
21 Traffic Management Intrapark Shuttle	73,738	73,738	500,000	426,262	15%	
22 Traffic Management Off Site Shuttle	15,367	15,367	140,000	124,633	11%	
Subtotal Shuttle	89,105	89,105	640,000	550,895	14%	
Total Contract Services	134,628	134,628	1,129,500	994,872	12%	
Occupancy						
23 Occupancy Rent	1,800	1,800	21,600	19,800	8%	
24 Occupancy Other	58	58	600	542	10%	
Total Occupancy	1,858	1,858	22,200	20,342	8%	
Materials and Supplies						
25 Telecommunications Internet	132	132	2,000	1,868	7%	
26 Telecommunications Phone	419	419	5,000	4,581	8%	
27 Copier Lease	189	189	1,200	1,011	16%	
28 Printing & Copying	5,997	5,997	26,000	20,003	23%	
29 Office Supplies	142	142	3,000	2,858	5%	

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Actual Compared to Budget
01 Months Ending July 31, 2022

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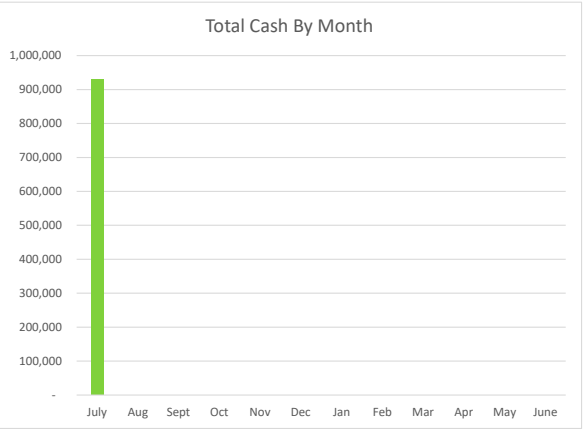
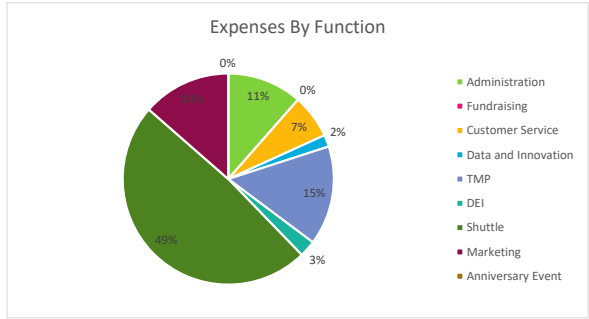
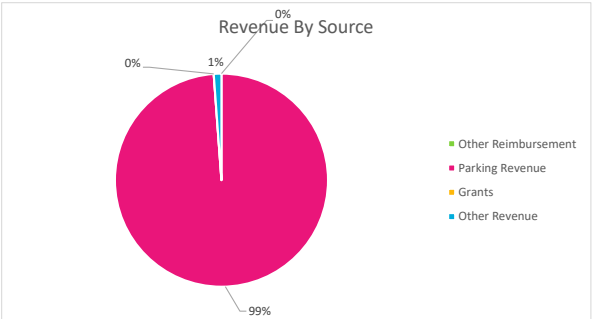
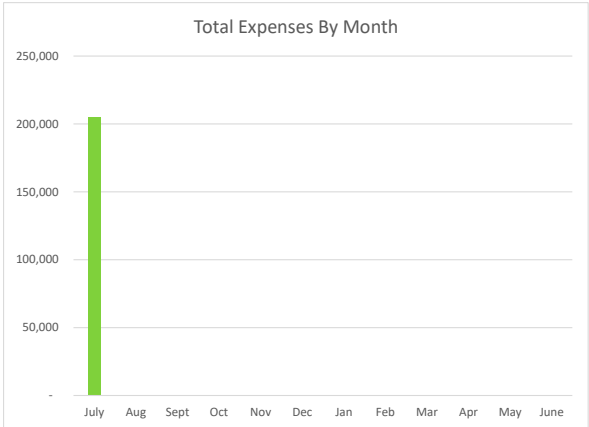
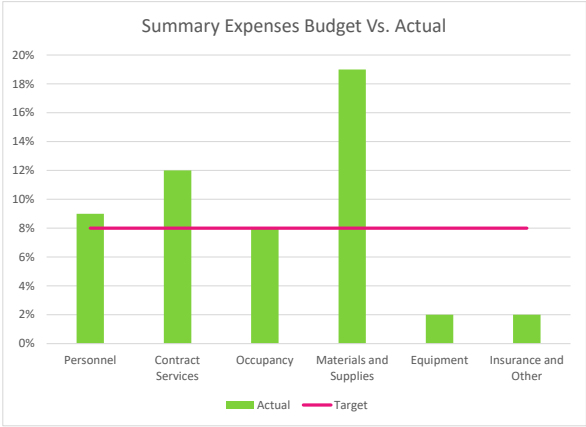
	Current Month Actual	Year-to- Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 08%)	Notes
30 Misc. Materials & Supplies	-	-	7,000	7,000	0%	
31 Postage	-	-	1,000	1,000	0%	
32 Software	3,160	3,160	6,500	3,340	49%	Intercept survey software
33 Uniforms	-	-	1,200	1,200	0%	
Total Materials and Supplies	10,039	10,039	52,900	42,861	19%	
Equipment						
34 Computer System	-	-	1,500	1,500	0%	
35 Furniture	-	-	500	500	0%	
36 Traffic Management & Supplies	515	515	21,500	20,985	2%	
37 Capitalized Office Computer	0	0	-	(0)		
Total Equipment	515	515	23,500	22,985	2%	
Insurance and Other						
38 Insurance	819	819	5,500	4,681	15%	
39 Bank Fees	77	77	500	423	15%	
40 Staff Development	-	-	20,000	20,000	0%	
41 Board Development	-	-	17,000	17,000	0%	
42 Travel	-	-	5,000	5,000	0%	
43 Lease Transit Vehicle	-	-	15,000	15,000	0%	
44 Vehicle Fuel & Maintenance	-	-	1,000	1,000	0%	
45 Public Notice	-	-	700	700	0%	
46 Other Professional Fees & Licenses	-	-	2,000	2,000	0%	
47 Miscellaneous Expenses	-	-	3,000	3,000	0%	
Total Insurance and Other	896	896	69,700	68,804	1%	
48 Depreciation Expense	725	725	10,000	9,275	7%	
Total Expenses	205,379	205,379	1,956,091	1,750,712	10%	
Change in Budgeted Accounts	(201,079)	(201,079)	(239,091)	(38,012)		
Remove Capitalized Assets	(0)	(0)				
Change in Net Assets per GAAP	(201,079)	(201,079)	(239,091)	(38,012)		

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	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 08%)
Revenue:					
Parking Permits	4,250	4,250	50,000	45,750	9%
Metro RTO	-	-	180,000	180,000	0%
Meter Revenue	-	-	747,000	747,000	0%
Shuttle Reimbursement	-	-	620,000	620,000	0%
Other Revenue	50	50	-	(50)	
Total Revenue	4,300	4,300	1,717,000	1,712,700	0%
Expenses:					
Personnel	56,718	56,718	648,291	591,573	9%
Contract Services	134,628	134,628	1,129,500	994,872	12%
Occupancy	1,858	1,858	22,200	20,342	8%
Materials & Supplies	10,039	10,039	52,900	42,861	19%
Equipment	515	515	23,500	22,985	2%
Insurance and Other	1,621	1,621	79,700	78,079	2%
Total Expenses	205,379	205,379	1,956,091	1,750,712	10%
Change in Net Assets	(201,079)	(201,079)	(239,091)	(38,012)	

Explore Washington Park
01 Month Ended 7/31/2022



EWP Board Meeting

Minutes

August 11th, 2022

2:00 – 4:00 p.m.

<https://us06web.zoom.us/j/95361381932?pwd=amN5bmNBbVVoeFJzL29BWklMQmdUZz09>

Attending

Anna Goldrich – Hoyt Arboretum Friends (“HA”)

Jani Iverson – Explore Washington Park (“EWP”)

Joe Furia – World Forestry Center (“WFC”)

Adena Long – Portland Parks & Recreation (“PPR”)

Billie Moser – Travel Portland (“TP”)

Heidi Rahn – Oregon Zoo (“OZ”)

JC Vannatta – TriMet (“TM”)

Cynthia Haruyama – Portland Japanese Gardens (“PJG”)

Kathy Goeddel – Arlington Heights Neighborhood Association (“AHNA”)

Dave Malcolm – Sylvan Highlands Neighborhood Associations (“SHNA”)

Steve Cole: at large

Guests

Keith Baich – EWP

LeiLani Barney – EWP

Hallie Wilkerson – EWP

Colleen Shoemaker - AHNA

Danny Dunn – PPR

Victor Sanders – PPR

Vicente Harrison – PPR

Lisa Christy – PJG

Ryan Sullivan – Sparks + Sullivan (SS)

Deputy Passi - OZ

Welcome & Partner Updates

Billie Moser (TP): If any information is needed regarding occupancies, feel free to reach out. Leisure travel on weekends is up, while business travel throughout the midweek is down. Event strategy that PPR has been putting out seems to be revitalizing downtown Portland through feedback from retailers, as well as information provided on the occupancy site.

JC Vannatta (TM): Still hiring and tackling current employee shortages. Full service requires 350 drivers and many lines have been cut due to lack of operators. Focus has gone towards improving safety and security along buses and trains. A new bus wrap and transit line called FX2 division line will launch September 18th and will run from Downtown Portland to Gresham.

Dave Malcolm (SHNA): Sylvan Highlands does not have any updates.

Adena Long (PPR): Awarded a \$700,000 grant for the South Entry project that will help cover increase in construction costs. The Park had its first concert series since 2019 and found that EWP's extended transportation service and communication was very helpful for this event. There have been issues regarding the request made by ADA's Technical Advisory Committee regarding the archery range shuttle stop. One of PPR's civil engineers advise the shuttle stops closer to the range and stays on the street. However, MTR Western, the shuttle vendor, has expressed safety concerns and EWP has been asked to elevate the concern.

Heidi Rahn (OZ): Last Zoo Night of the summer series that includes music, food and beverage vendors, and animal interactions. This series was a pilot-pivot from the large concert series to connect with the community and manage financial risk. Campus updates have begun which includes upgrades to office buildings to allow more flexibility for drop-ins.

Colleen Shoemaker (AHNA): A residents committee has been set up to pursue Firewise community status for Arlington Heights. This group will work with Portland Fire & Rescue and the Department of Forestry.

Joe Furia (WFC): Reopening of the museum has happened and included two new exhibits around rethinking wildfire and the future of our forests. An event was held last Saturday with Bryan David Griffith and Dr. Paul Hessburg and virtual content will be made for those who missed it. More events to come in the Fall that will focus on wildfire health, as well as affordable housing and innovative wood products. The largest Timberline Investment Conference in the world will be hosted here on September 20-23.

Jani Iverson (EWP): Introducing Hallie Wilkerson who will be attending these meetings moving forward. Annual intercept survey will be starting this week and eight temporary staff members were hired to assist with getting these surveys completed. The goal is 1200 surveys, and a report will follow. The Temple parking lot, formally known as the church parking lot, has been secured for overflow parking with a signed agreement in place. Feedback on the Wayfinding project is appreciated, and preparation of the prototype deployment is in progress.

Steve Cole (at large): Check signing and working with the budget has gone smoothly.

Anna Goldrich (HA): Been a busy summer with Portland Parks and Recreation camps, a series of Family Forest days, and pop-up nature tables. Successful summer fundraising event occurred before the heat wave and the event has not been held in two years. Wrapping up the strategic planning process which focuses on pulling the board together for a common vision and tackling long term planning. The Park is looking rough after weather extremes and there is a hole in staffing as the Nursery Manager was lost.

Agenda, Minutes and Financial Reports

The board discussed the consent agenda, June 2022 Board minutes, and the May 2022 and June 2022 financial reports.

Motion: JC Vannatta (TM) moved to approve the discussed documents, Steve Cole (at large) seconded and the motion passed unanimously.

Brand and Wayfinding Plan Update

Ryan Sullivan (SS) presented an update for the Brand and Wayfinding Plan. The project is more than half-way completed and is moving into the prototype phase. The design work will be presented to the advisory committee in September for the near-final draft. The final draft will be presented to the Board in October. A workshop was held in June to receive feedback from staff, rangers, and the public.

After extensive feedback for the Brand Identity, the Washington Park logo was simplified. However, there is still work to do to integrate the Portland Japanese Garden into the logo mark as the characteristics between the Rose Garden and the Portland Japanese Garden differ. They will continue to work with Lisa Christy to find a resolution.

Three pieces of feedback were received in terms of Wayfinding. One institution does not want the orientation station in front of their entrance. Sparks + Sullivan advocates the position of the stations stay near entrances to increase visitor awareness of other locations. Site surveys will be conducted for all signs that require a foundation; therefore, site locations may change. All signs will look the same except the South Entry sign, as PPR has worked on this location and other gateway entrances into the park. Three types of materials were presented to the advisory committee with similar costs but differences in maintenance. More feedback on this topic is welcomed.

A point was made regarding the intensive maintenance mass timber would take. There are concerns behind the cost of maintenance and the City of Portland keeping up with these requirements. The World Forestry Center is in favor of mass timber due to the reduction in carbon-intensive products.

The advisory committee has chosen the TriMet Plaza as the best location for the prototype signs including the Park Icon, Orientation Station, and Wayfinding Sign. Each sign will have a QR code to invite visitors to fill out a survey to share thoughts on the graphic identity. Prototypes are planned to be installed on August 26 and will stay out through September 12.

It was brought to question how much the overall project will cost as the dollar amounts have not been presented. Ryan Sullivan (SS) reiterated that the cost will be roughly the same for all material options. However, overall cost is difficult to calculate as we are currently working with 2022 dollars and the

implementation is anticipated in the next 1-2 years. He estimates that the production of signage to cost more than 1.5 – 2 million dollars.

Lisa Christy (PJG) has concerns regarding the lack of signage/prototyping in the North end of the park between the Rose Garden and the Portland Japanese Garden. There are not clear markings for entrances or public transportation, which causes a lot of confusion, especially for visitors who are from out of town. Ryan Sullivan (SS) expressed that there are budget restrictions, as well as challenges with the park permitting process. However, there are opportunities to explore more prototype testing in other areas of the park as this project progresses.

Kathy Goeddel (AHNA) expressed her concerns with the entrances proposed by PP&R as the design was not approved through the Board. Arlington Heights feels the architecture is brutalist and inconsistent with the rest of the park. Victor Sanders (PPR) mentioned that a part of the Master Plan recommendation was to make entrances to the park more apparent. A conclusion has not been made regarding what the designs will be. This is a good opportunity to start finalizing the ideas that are still up for consideration.

Trust Fund Financial Report

Danny Dunn (PPR) began his presentation for Washington Park Parking Trust Fund Financials for fiscal year 2021 – 2022. Revenue exceeded projections and expenses are consistent with the budgeted amount. Credit card fees are lower than average which is likely influenced by different charges at the parking meter and Parking Kitty. Per the 6-Party agreement, unspent Major Maintenance funds will carry into the next fiscal year, which includes \$439,406.

The Trust Fund Report includes a \$1.1 million increase for this fiscal year, yet Q4 revenue decreased when compared to 2021. Some observations for our upcoming year include construction impacting parking revenue, normalization of events in the park, and PPR is completing a Parking Management Toolkit. Parking revenue is projected at \$3.4 million for 2022 – 2023.

Danny Dunn (PPR) wrapped up his presentation and Adena Long (PPR) opened the conversation to the carryover of unused funds, which is governed by the 6-party agreement. It was agreed that this conversation should wait until Heather McCarey's return.

Safety & Security Committee

Keith Baich (EWP) and the EWP team will be restarting the Safety & Security Committee that has existed in the past but had multiple disruptions such as COVID and staff departures. The need to communicate amongst stakeholders and create a Park-Wide Emergency Plan has become apparent in this most recent peak-season. This will allow for updates and coordination between venues, as well and the Park Rangers who handle safety and security throughout The Park. Stakeholders were invited to let Keith Baich know who should be on this committee.

Anna Goldrich (HA) revisited the ADA issue at the Archery Range. A meeting with MTR is scheduled for the following week. The issue is that MTR has safety concerns regarding the position of the new shuttle stop not providing space to pull out of the road where there are curves and potential blind spots where vehicle may try to pass. EWP will continue to work with MTR to find a suitable resolution.

EXECUTIVE DIRECTOR REPORT

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Update from Jani Iverson, Interim ED

The EWP team did a great job in working together and providing excellent visitor service through the peak season. While our team worked well together over the summer, I am sad to announce that we have some staff changes. Our Digital Marketing Specialist, Rachel Gorban, has enrolled in school full time to pursue her dream of becoming a tattoo artist. Leilani Barney, our Senior Communications Manager, has likewise decided to pursue other challenges at this time. We wish them both the best of luck and thank them for their considerable contributions.

Scheduled departures in this period included that of our peak seasonal Visitor Services team (post Labor Day, in September), as well as the departure of our seasonal GIS Mapping Intern, Nathan Kossnar. These departures marked the end of tasks well completed, as well as the end of peak season at the park.

Staffing plans moving forward will be coordinated closely with Heather McCarey. I'm grateful for the continued support that Leilani Barney has offered, on a contractual basis, to help prepare us for communication and messaging needs during this interim period. The staff changes also provide an opportunity to assess future organizational needs and to refine job descriptions as needed.

Identity

The work of Sparks+Sullivan has continued, with a 90% completion report currently making the rounds for advisory committee feedback. S+S will present a complete project brief of the Brand & Wayfinding Plan at the October 13th board meeting for final approval of the concept.

A big thank you to all who attended the last advisory committee meeting and who have provided continuing feedback on the design and wayfinding plans. Your continued input is showing up in these final rounds of materials. Thank you!!

Prototypes

- Prototypes of the Park icon, orientation station, and pedestrian wayfinding were installed in the TriMet Plaza for approximately three weeks (Aug. 26 – Sept. 12). Good levels of public feedback were collected, and this feedback informed the current plan.
- The orientation station prototype remains in the EWP office, should anyone want to take another look at this piece of wayfinding collateral.



EXECUTIVE DIRECTOR REPORT

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Marketing & Communications

Bill Walton Transit Awareness Campaign

- EWP partnered with Bill Walton – former Trail Blazer /NBA All-Star / Portland and public transportation fan – to create two videos promoting transit options to and around Washington Park. View them via [this DropBox link](#)
- An ad campaign was run with KGW between August 10 - August 28th. This campaign exceeded the stated goals of the campaign, reaching the target audience of adults between the ages of 25-54, living in Multnomah, Clackamas and Washington counties.



Pay By Plate

- Messaging around the change in the parking payment system was developed and implemented on the website and through social media.
- The upgrade means visitors can move between spaces. It's also expected to reduce citations by removing the potential for mis-entered parking space numbers.

Vive NW Partnership

- EWP has been working with Vive NW – an organization focused on connecting diverse communities to the outdoors – to highlight transit as a way to access nature.
- Three short videos have been created for use in future social media campaigns.
- The videos are in Spanish with English subtitles and will be released on EWP's social channels as well as shared with partners on the marketing committee.
- Due to the delay in completing the videos, they will be used before next peak season.

Access and Circulation

Nathan Kossnar: GIS Mapping Intern

- Nathan completed the GIS mapping project, pinpointing nearly 2,000 signs during June – September both in and around the vicinity of Washington Park. His work is already informing the One Park Brand & Wayfinding plan.
- There is the possibility that Nathan will return for future projects related to permitting and other steps in implementing the wayfinding plan.

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Archery Range

- PP&R has moved forward with preparing the archery range shuttle stop to be ADA accessible. EWP has been working closely with the shuttle vendor, MTR, to ensure safety needs of the drivers can be accommodated with the changes to the shuttle stop. In addition, staff have reached out to PBOT ADA Coordinator Lisa Stradler for further information.
- MTR has remained firm on its position that shuttles must be able to leave the roadway at this stop for service to be safe for drivers and riders. EWP went over the plan in detail with MTR, brainstorming solutions. The current direction is allowing the shuttle to pull off the road and drop off riders on the upper half (closer to archery range) of the concrete pad.
- This solution is acceptable to MTR. The solution requires that roughly 2-3 parking spots would be removed before and after the concrete pad, allowing the shuttle the turning room to pull off the roadway and pull back to the roadway. The net loss of parking stops may be less than those removed as a parking spot will be gained from removal of the current shuttle stop.

Annual Intercept Survey

- EWP conducted its 2022 annual survey Fridays & Saturdays:
 - Aug.12-13, Aug.19-20, Aug. 26-27
- Staff collected surveys at the following locations:
 - Hoyt Arboretum, Oregon Zoo, World Forestry Center Discovery Museum, Portland Japanese Garden, Int'l Rose Test Garden
- The survey participation goal (1200 surveys) was exceeded, with just under 1300 surveys completed by the general public.

Internal Organization

Safety & Security

- The re-established Safety & Security Committee met in August. Its stated purpose: to utilize the committee to coordinate security functions (key personnel, communications) across venues within the park. Furthermore, to develop the "6 party agreement" mandated parkwide "Emergency Response Plan." Steps were taken by the committee to make progress on both stated functions/goals. Another committee meeting is scheduled in October.
- EWP has completed an emergency management plan for internal use, and shared with the committee members.

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DEI

- We have scheduled the rest of the series of planned DEI trainings with Nathan Baptiste, founder of EDI Mindfulness. These are scheduled to occur in November, January, and February, corresponding to Heather's return. Invitations will be sent shortly to board members as well as organizational partners to see if others would like to attend these follow-up sessions.
- RTO Grant: The two community listening sessions have been completed by Four Forces to gather insights about barriers to visiting Washington Park. This information was presented at the last DEI committee meeting. The next phase of the work is the building of an engagement/outreach plan informed by what was heard at those sessions.

Policy Updates

- Heat response protocol was refined to clearly outlined staff decisions in extreme heat conditions.
- The EWP covid policy has been updated to reflect changes in the CDC recommendations.

Visitor Services

Peak Season

From June 1st through September 6th, Explore Washington Park's seasonal Visitor Service Representatives staffed, daily, two to four visitor service booths in Washington Park. Staff answered questions, gave directions, handed out venue maps and guides, and generally presented a positive and helpful assistance presence at many of the highest traffic points in the park. Within the season, staff recorded over 37,000 interactions with visitors, making this summer one of very high engagement.

As in previous peak seasons, Visitor Services staff ran off-site parking operations for the park, initiating operations on Thursdays-Sundays in which demand outstripped onsite parking supply. In a further sign of recovery from Covid-related low-traffic, 2022 peak season off-site operations included 25,098 rider trips.



The operations team is systematizing inventory tracking for both peak season and ZooLights needs.