



AGENDA

Board Meeting

August 12, 2021 | 2-4 p.m.

ZOOM: <https://zoom.us/j/95361381932?pwd=amN5bmNBbVVoeFJzL29BWkIMQmdUZz09>

AGENDA ITEM	ACTION	HANDOUT	LEAD	TIME
Welcome and partner updates <i>PPR: Introduction of Sergio Garcia Vega, Danny Dunn</i>			Goldrich	30
Consent Agenda <i>May and June Financial Reports June Minutes</i>	Vote	1,2,3	Goldrich	5
PPR Service Delivery Plan	Vote	4	PPR Sanders / Dunn	10
Washington Park Trust Fund Financial Report	Info	5	PPR Sanders / Dunn	10
Parkwide impacts <i>1. South Entry Project 2. Portland Children’s Museum Closure</i>	Info		Goldrich / Board packet info	15
EWP Core Identity <i>*First viewed in February</i>	Vote	6	McCarey	10
EWP Executive Committee Proposal	Vote	7	Goldrich / McCarey	10

Next Board Meeting: October 14

Handouts

1	May Financials
2	June Financials
3	June Board Meeting Minutes
4	PP&R Service Delivery Plan
5	PP&R Washington Park Trust Fund Financial Report
6	EWP Core Identity
7	Executive Committee
8	Executive Director Report

HANDOUT #1

Explore Washington Park
Statement of Financial Position
5/31/2021

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

	5/31/2021	6/30/2020
Assets:		
Checking	246,123	124,725
Repo Account	111,337	-
Savings	709,601	600,391
Accounts & Grants Receivable	45	2,020
Prepaid Expenses	1,435	3,235
Furniture & Equipment (net)	68,364	70,105
Total Assets	1,136,905	800,476
Liabilities:		
Accounts Payable	85,153	9,293
Accrued Payroll	23,058	20,750
Deferred Revenue	76,552	84,305
Total Liabilities	184,763	114,348
Net Assets:		
Unrestricted Net Assets	952,142	686,128
Temporarily Restricted Net Assets	-	-
Total Net Assets	952,142	686,128
Total Liabilities and Net Assets	1,136,905	800,476

Prepared by Susan Matlack Jones and Associates, LLC
From EWP Records/For EWP Use Only
Unaudited

		Current Month	Actual YTD	2021 Annual Budget	Remaining Annual Budget	Actual YTD Percent
Revenue:						
1	Parking Permits	2,250	43,252	50,000	6,748	87%
2	Grants	-	7,034	80,000	72,967	9%
3	Meter Revenue	140,675	594,275	735,000	140,725	81%
4	Shuttle Reimbursement	13,069	386,931	708,000	321,069	55%
5	Interest	0	0	-	(0)	
6	Other Revenue	-	84,305	-	(84,305)	
7	Total Revenue	155,994	1,115,797	1,573,000	457,203	71%

Expenses:

Personnel

8	Salaries and Wages	28,519	312,213	454,447	142,234	69%
9	Payroll Taxes	2,996	34,317	49,989	15,672	69%
10	Employee Benefits	2,635	31,480	52,460	20,980	60%
11	Workers' Comp Insurance	-	702	2,835	2,133	25%
12	Total Personnel	34,151	378,712	559,731	181,019	68%

Contract Services

13	Misc. Contract Services	1,225	108,758	150,000	41,243	73%
14	Contract ED Support	-	350	1,500	1,150	23%
15	Temporary Staff	-	18,069	12,000	(6,069)	151%
16	Contract IT Support	250	5,988	3,000	(2,988)	200% Parking Widget

17	Payroll Services	166	2,450	2,504	54	98%
18	Accounting Fees	-	3,312	4,500	1,188	74%
19	Bookkeeping	805	9,366	9,600	234	98%
20	Contract Marketing Support	11,000	23,207	90,000	66,793	26%
21	Contract Services Ad Buys	6,426	21,534	80,500	58,966	27%
<i>Shuttle</i>						
22	Radios	360	1,942	3,000	1,058	65%
23	Traffic Management Intrapark Shuttle	47,084	166,619	399,808	233,189	42%
24	Traffic Management Off Site Shuttle	-	70	155,000	154,930	0%
25	Traffic Management Traffic Staff	-	-	12,000	12,000	0%
26	<i>Subtotal Shuttle</i>	47,444	168,631	569,808	401,177	30%
27	<i>Total Contract Services</i>	67,315	361,665	923,412	561,747	39%

Occupancy

28	Occupancy Rent	1,800	19,800	21,600	1,800	92%
29	Occupancy Other	80	855	-	(855)	Security alarm
30	<i>Total Occupancy</i>	1,880	20,655	21,600	945	

Materials and Supplies

31	Telecommunications Internet	128	1,412	2,000	588	71%
32	Telecommunications Phone	288	3,281	2,000	(1,281)	164%
33	Copier Lease	343	1,537	1,800	263	85%
34	Printing & Copying	16,991	18,731	34,900	16,170	54%
35	Office Supplies	230	1,058	2,500	1,442	42%
36	Miscellaneous Materials & Supplies	171	5,336	4,500	(836)	119% WPFR Training
37	Postage	-	726	3,194	2,468	23%
38	Software	499	5,707	14,000	8,293	41%
39	Uniforms	111	288	2,000	1,712	14%
40	<i>Total Materials and Supplies</i>	18,761	38,078	66,894	28,816	57%

Equipment

41	Computer System	-	791	2,000	1,209	40%
----	-----------------	---	-----	-------	-------	-----

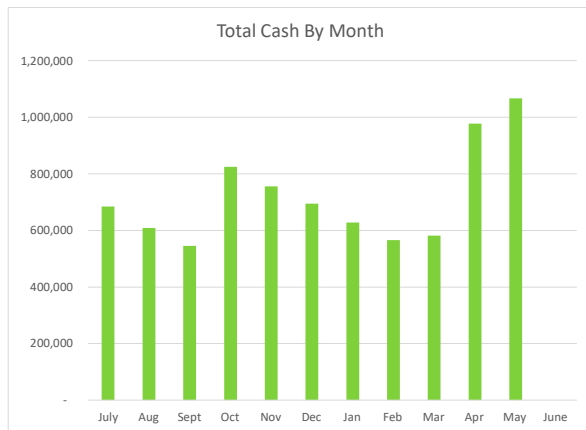
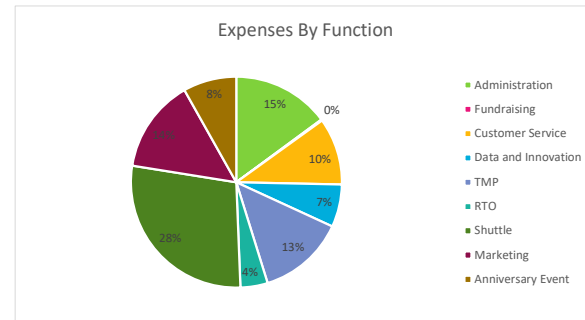
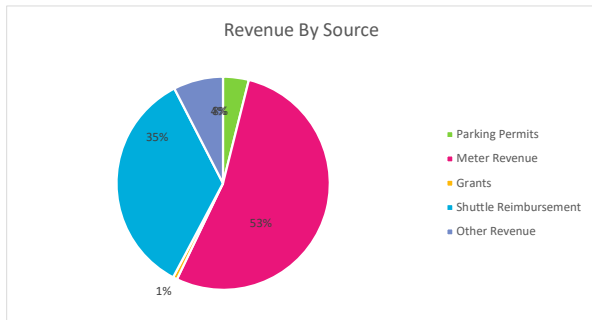
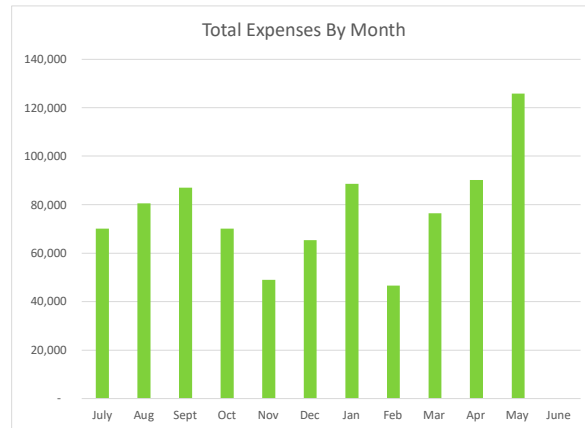
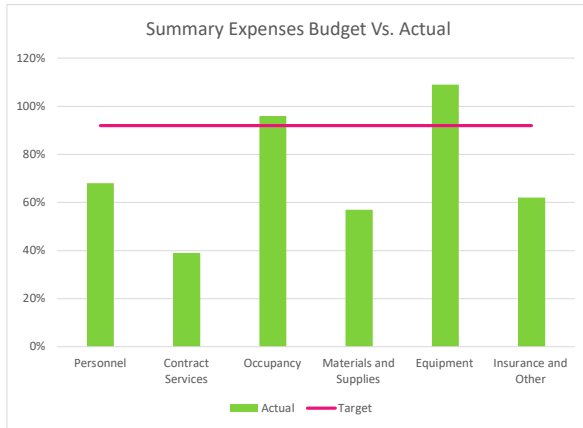
42	Furniture	162	162	1,000	838	16%
43	Traffic Management & Supplies	233	23,776	19,601	(4,175)	121%
44	Capitalized Office Computer	-	4,645	-	(4,645)	
45	<i>Total Equipment</i>	396	29,374	22,601	(6,773)	130%
<i>Insurance and Other</i>						
46	Insurance	539	5,466	5,500	34	99%
47	Bank Fees	52	171	500	329	34%
48	Staff Development	1,555	7,698	8,000	302	96%
49	Board Development	-	2,103	2,000	(103)	105%
50	Travel	-	-	5,000	5,000	0%
51	Vehicle Fuel & Maintenance	269	538	3,000	2,462	18%
52	Public Notice	45	1,254	700	(554)	179%
53	Other Professional Fees & License	-	620	3,000	2,380	21%
54	Miscellaneous Expense	135	1,708	4,000	2,292	43%
55	<i>Total Insurance and Other</i>	2,595	19,557	31,700	12,143	62%
56	Depreciation Expense	636	6,386	10,000	3,614	64%
57	Total Expenses	125,734	854,428	1,635,938	781,510	52%
58	Change in Budgeted Accounts	30,260	261,369	(62,938)		
59	Remove Capitalized Costs	-	(4,645)			
60	Change in Net Assets per GAAP	30,260	266,015			

Explore Washington Park
Actual Compared to Budget
11 Months Ending 5/31/2021

*Prepared by Susan Matlack Jones and Associates, LLC
From EWP Records/For EWP Use Only
Unaudited*

	Current Month	Actual YTD	2021 Annual Budget	Remaining Annual Budget	Actual YTD %
Revenue:					
Parking Permits	2,250	43,252	50,000	6,748	87%
Metro RTO	-	7,034	80,000	72,967	9%
Meter Revenue	140,675	594,275	735,000	140,725	81%
Shuttle Reimbursement	13,069	386,931	708,000	321,069	55%
Other Revenue	0	84,305	-	(84,305)	
Total Revenue	155,994	1,115,797	1,573,000	457,203	71%
Expenses:					
Personnel	34,151	378,712	559,731	181,019	68%
Contract Services	67,315	361,665	923,412	561,747	39%
Occupancy	1,880	20,655	21,600	945	96%
Materials and Supplies	18,761	38,078	66,894	28,816	57%
Equipment	396	24,729	22,601	(2,128)	109%
Insurance and Other	3,231	25,943	41,700	15,757	62%
Total Expenses	125,734	849,782	1,635,938	786,156	52%
 Change in Net Assets	 30,260	 266,015	 (62,938)		

Explore Washington Park
11 Months Ended 5/31/2021



HANDOUT #2

Explore Washington Park
Statement of Financial Position
6/30/2021

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

	6/30/2021	6/30/20
Assets:		
Checking	199,421	124,725
Savings	709,601	600,391
Accounts & Grants Receivable	153,789	2,020
Prepaid Expenses	3,235	3,235
Furniture & Equipment (net)	67,728	70,105
Total Assets	1,133,774	800,476
Liabilities:		
Accounts Payable	99,662	9,293
Accrued Payroll	17,626	20,750
Deferred Revenue	76,552	84,305
Total Liabilities	193,840	114,348
Net Assets:		
Unrestricted Net Assets	939,934	686,128
Temporarily Restricted Net Assets	-	-
Total Net Assets	939,934	686,128
Total Liabilities and Net Assets	1,133,774	800,476

Explore Washington Park
Actual Compared to Budget
12 Months Ending 6/30/2021

*Prepared by Susan Matlack Jones and Associates, LLC
From EWP Records/For EWP Use Only
Unaudited*

		Current Month	Actual YTD	2021 Annual Budget	Remaining Annual Budget	Actual YTD Percent	
Revenue:							
1	Parking Permits	8,485	51,737	50,000	(1,737)	103%	
2	Grants	-	7,034	80,000	72,967	9%	* Actual expenses reimbursed
3	Meter Revenue	140,675	734,950	735,000	50	100%	
4	Shuttle Reimbursement	13,069	400,000	708,000	308,000	56%	* Actual expenses reimbursed
5	Interest	0	1	-	(1)		
6	Other Revenue	-	84,305	-	(84,305)		
7	Total Revenue	162,229	1,278,026	1,573,000	294,974	81%	
Expenses:							
<i>Personnel</i>							
8	Salaries and Wages	37,238	349,451	454,447	104,996	77%	
9	Payroll Taxes	4,412	38,729	49,989	11,260	77%	
10	Employee Benefits	1,572	33,053	52,460	19,407	63%	
11	Workers' Comp Insurance	-	702	2,835	2,133	25%	
12	Total Personnel	43,222	421,934	559,731	137,797	75%	Staffing not at 100% due to COVID

Contract Services

13	Misc. Contract Services	450	109,208	150,000	40,793	73%	
14	Contract ED Support	-	350	1,500	1,150	23%	*Clarity Consulting, \$5275 coded to line 48 "Staff Development"
15	Temporary Staff	-	18,069	12,000	(6,069)	151%	Admin hired through temporary staffing agency
16	Contract IT Support	763	6,750	3,000	(3,750)	225%	Parking Widget for COVID
17	Payroll Services	349	2,799	2,504	(295)	112%	Extra fees for extra payroll run for 1 VSS staff
18	Accounting Fees	-	3,312	4,500	1,188	74%	
19	Bookkeeping	816	10,182	9,600	(582)	106%	
20	Contract Marketing Support	18,514	41,721	90,000	48,279	46%	Did not complete new website
21	Contract Services Ad Buys	20,840	42,374	80,500	38,126	53%	
Shuttle							
22	Radios	-	1,942	3,000	1,058	65%	
23	Traffic Management Intrapark Sh	64,447	231,066	399,808	168,742	58%	Under budget due to COVID
24	Traffic Management Off Site Shut	-	70	155,000	154,930	0%	Under budget due to COVID
25	Traffic Management Traffic Staff	-	-	12,000	12,000	0%	Under budget due to COVID
26	Subtotal Shuttle	64,447	233,078	569,808	336,730	41%	
27	Total Contract Services	106,178	467,843	923,412	455,569	51%	

Occupancy

28	Occupancy Rent	1,800	21,600	21,600	-	100%	
----	----------------	-------	--------	--------	---	------	--

29	Occupancy Other	130	985	-	(985)		Security Alarm
30	Total Occupancy	1,930	22,585	21,600	(985)		
Materials and Supplies							
31	Telecommunications Internet	128	1,541	2,000	459	77%	
32	Telecommunications Phone	530	3,811	2,000	(1,811)	191%	Remote wireless coverage during Peak Season
33	Copier Lease	85	1,622	1,800	178	90%	
34	Printing & Copying	17,170	35,901	34,900	(1,001)	103%	
35	Office Supplies	77	1,135	2,500	1,365	45%	
36	Miscellaneous Materials & Supplies	216	5,552	4,500	(1,052)	123%	VSS Training
37	Postage	91	817	3,194	2,377	26%	
38	Software	219	5,926	14,000	8,074	42%	
39	Uniforms	-	288	2,000	1,712	14%	
40	Total Materials and Supplies	18,515	56,593	66,894	10,301	85%	
Equipment							
41	Computer System	-	791	2,000	1,209	40%	
42	Furniture	-	162	1,000	838	16%	
43	Traffic Management & Supplies	430	24,206	19,601	(4,605)	123%	Handwashing Stations
44	Capitalized Office Computer	-	4,645	-	(4,645)		
45	Total Equipment	430	29,804	22,601	(7,203)	132%	
Insurance and Other							
46	Insurance	539	6,005	5,500	(505)	109%	
47	Bank Fees	51	222	500	278	44%	
48	Staff Development	1,558	9,256	8,000	(1,256)	116%	Goodbye, birthday gifts, Coaching June Board Celebration; 150th Hats
49	Board Development	946	3,049	2,000	(1,049)	152%	

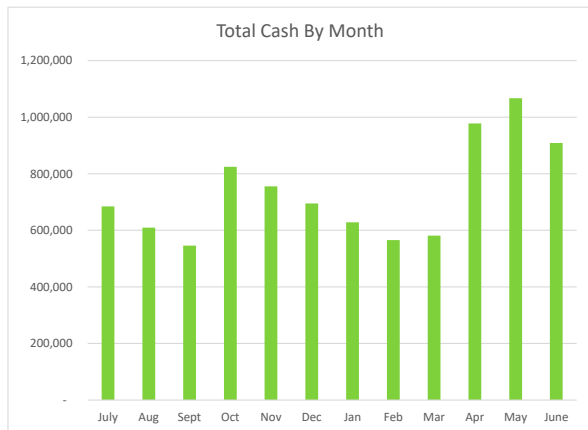
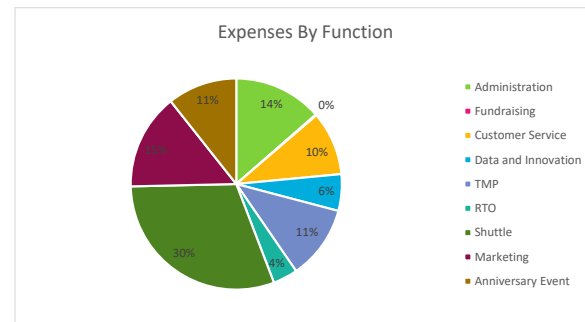
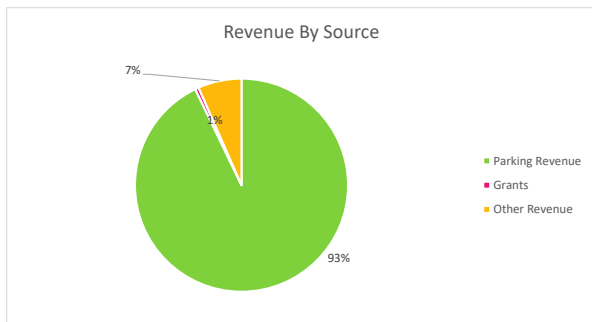
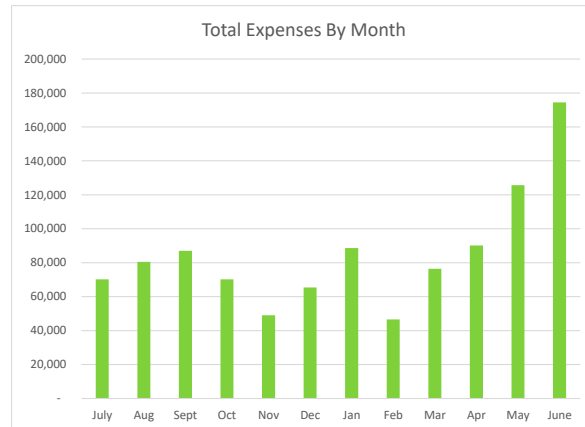
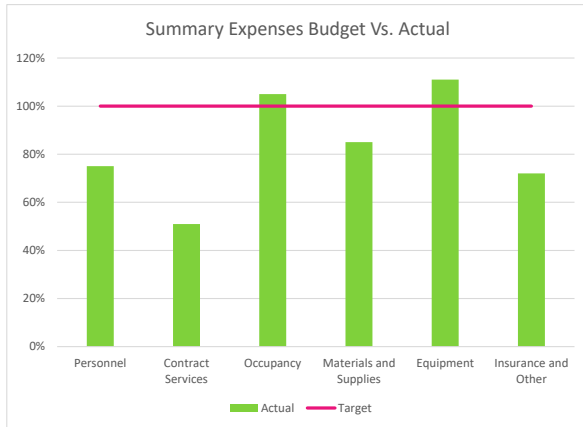
50	Travel	-	-	5,000	5,000	0%	
51	Vehicle Fuel & Maintenance	61	599	3,000	2,401	20%	
52	Public Notice	-	1,254	700	(554)	179%	VSS Posting; VSS Staff Posting; SPM Posting
53	Other Professional Fees & License	-	620	3,000	2,380	21%	
54	Miscellaneous Expense	370	2,078	4,000	1,922	52%	
55	Total Insurance and Other	3,526	23,084	31,700	8,616	73%	
56	Depreciation Expense	636	7,022	10,000	2,978	70%	
57	Total Expenses	174,438	1,028,866	1,635,938	607,073	63%	
58	Change in Budgeted Accounts	(12,209)	249,161	(62,938)			
59	Remove Capitalized Costs	-	(4,645)				
60	Change in Net Assets per GAAP	(12,209)	253,806				

Explore Washington Park
Actual Compared to Budget
12 Months Ending 6/30/2021

*Prepared by Susan Matlack Jones and Associates, LLC
From EWP Records/For EWP Use Only
Unaudited*

	Current Month	Actual YTD	2021 Annual Budget	Remaining Annual Budget	Actual YTD %
Revenue:					
Parking Permits	8,485	51,737	50,000	(1,737)	103%
Metro RTO	-	7,034	80,000	72,967	9%
Meter Revenue	140,675	734,950	735,000	50	100%
Shuttle Reimbursement	13,069	400,000	708,000	308,000	56%
Other Revenue	0	84,306	-	(84,306)	
Total Revenue	162,229	1,278,026	1,573,000	294,974	81%
Expenses:					
Personnel	43,222	421,934	559,731	137,797	75%
Contract Services	106,178	467,843	923,412	455,569	51%
Occupancy	1,930	22,585	21,600	(985)	105%
Materials and Supplies	18,515	56,593	66,894	10,301	85%
Equipment	430	25,159	22,601	(2,558)	111%
Insurance and Other	4,162	30,106	41,700	11,594	72%
Total Expenses	174,438	1,024,220	1,635,938	611,718	63%
 Change in Net Assets	 (12,209)	 253,806	 (62,938)		

Explore Washington Park
12 Months Ended 6/30/2021



HANDOUT #3

Explore

WASHINGTON PARK

Board Meeting

Thursday, June 10th, 2021

Miller Hall, World Forestry Center

Minutes

Present:

Steve Cole – At Large (“AL”)

Scott Cruickshank – Oregon Zoo (“OZ”)

Joe Furia – World Forestry Center (“WFC”)

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

Anna Goldrich – Hoyt Arboretum Friends (“HAF”)

Cynthia Haruyama – Portland Japanese Garden (“PJG”)

Adena Long – Portland Parks & Recreation (“PP&R”)

Dave Malcolm – Sylvan Highlands Neighborhood Association (SHNA)

Heather McCarey – Explore Washington Park (“EWP”)

Billie Moser – Travel Portland (“TP”)

JC Vannatta – TriMet

Guests:

LeiLani Barney – Explore Washington Park (“EWP”)

Andre Lightsey-Walker - Explore Washington Park (“EWP”)

Victor Sanders - Portland Parks & Recreation (“PP&R”)

Gwen Sullivan - Sparks + Sullivan (“S&S”)

Ryan Sullivan – Sparks + Sullivan (“S&S”)

The Board Meeting commenced at 2:08 PM. Anna Goldrich (HAF) chaired the meeting with a quorum present.

1. Member Announcements

- Anna Goldrich (HAF). Anna was grateful to be meeting together and being aware of time constraints only gave a concise report from Hoyt Arboretum. The venue is busy and they are beginning the search for an Education Program Manager.
- Cynthia Haruyama (PJG). Cynthia was happy to report that more visitors are coming to the Japanese Garden. It appears that it will take another year to build back to pre-pandemic attendance. The Japanese Garden is also very short staffed.

- Kathy Goeddel (AHNA). Kathy reported that people are back enjoying the Park and that hunting for parking spaces has begun. The increased traffic from visitors is affecting the traffic flow.
- Scott Cruickshank (OZ). Scott shared that attendance is picking back up to approximately 850 visitors per hour. They are hiring many of their staff back. The Zoo is looking forward to the polar bears and chimpanzees which will be coming later this summer.
- Dave Malcolm (SHNA). Dave reported that the community is moving towards normal.
- Steve Cole (At-Large). Steve shared that as he lives on the East side of Portland he doesn't have anything to report that is pertinent to the Park and its location.
- Joe Furia (WFC). Joe was happy to report that more events are happening and being planned at the World Forestry Center facilities. If an event organizer can affirm that all guests have been vaccinated they will be able to hold a "mask-less" event. Staff will be moving back to the World Forestry Center offices within the next month. A new Experience Director has been hired. It is Tim Hickocks, formerly of the Oregon Museum of Science and Industry. Tim began the week of June 7, 2021.
- Billie Moser (TP). Billie is optimistic for the future as there are very few hotels which are still closed. Occupancy rates are increasing as are partnerships with Travel Oregon. Billie shared that they are planning a marketing campaign in June.
- Adena Long (PP&R). Adena and the rest of Portland Parks and Recreation are gearing up for summer. They are finding it difficult to find enough applicants to fulfil their seasonal staff needs (lifeguards, counselors); this has caused the delay to some summer camps. Portland Parks and Recreation is facing budget cuts and will absorb the costs through levy funding. In July, employees may voluntarily return to work in office. The bureau's strategic and vision plan are wrapping up.
- JC Vannatta (TriMet). JC is very appreciative of the support of all the board members and pledged his and TriMet's support in any way. As the Portland area begins to emerge from the pandemic, destinations will have a huge pull for visitors. JC encouraged all partners to use the Park Max Station to promote events. Hiring staff has also been challenging for TriMet. As we anticipate July 1, and the possible lifting of restrictions by the Governor, TriMet will continue to require masks as it is a federal mandate. During the weekend of July 2 – 4, TriMet is sponsoring a free transit weekend. JC asked that we all promote this. TriMet will also be announcing on June 14, a plan in which they will reduce 25 percent of their carbon footprint.
- Heather McCarey (EWP). Heather relayed that this board meeting was being recorded for "minutes" support. She introduced the 2021 Park Maps. This is the first year that they have been printed in English and Spanish. Heather highlighted the "Discovery

Points” insert for the map which correlates with the 150th Anniversary celebration of Washington Park.

2. Agenda, Minutes and Financial Reports

The Board discussed the meeting’s consent agenda, April 8, 2021 Board minutes, and March 2021 and April 2021 financial reports.

Motion: Approve the Consent Agenda and the March 2021 and April 2021 Financial Reports

Dave Malcolm (SHNA) moved to approve, Joe Furia (WFC) seconded. The motion passed with all in favor and no abstentions.

EWP Budget and Service Delivery Plan

Heather McCarey(EWP) presented the Service Delivery Plan with a goal to approve the 2021 – 2022 EWP budget during the meeting. The presentation was a refresher of the individual discussions she had with each Board member prior to the board meeting. The Service Delivery Plan was created with the EWP Park purpose and principles as guiding precepts. The 2016 Transportation Management Plan goal areas were also considered and incorporated in to the Service Delivery Plan.

Service Delivery Plan

The main sections of the plan were as follows:

- Data and Innovation
 - Collect and interpret data to inform our programs and provide insight to all partners
- Visitor Services
 - Improve the visitor experience
- Marketing
 - Improve people’s mental map of Washington Park while promoting transportation options
- Washington Park Strategic Operations Plan (WPSOP)
- Diversity, Equity and Inclusion
 - Increase and improve the visitor experience for underserved populations
- Off-site Parking
 - Promote the free shuttle and increase awareness of transportation options
- Administration
 - Continue to build a thriving, healthy organization
 - ; diversity, equity and inclusion; off-site parking; free shuttle; administration.

EWP Budget

The budget is divided into eight program areas. EWP has a revenue of approximately \$1,800,000. The larger expense items are the park-wide free shuttle, operation of off-site parking, contract marketing support include building a new website and creating and executing an awareness campaign, miscellaneous contract service (WPSOP), occupancy (\$22,000), equipment (\$37,000, majority of cost for off-site parking). For fiscal year 2020/2021 EWP had a starting balance of \$908,000, an ending balance of \$656,000 and a reserve of \$500,000.

JC Vannatta (TriMet) appreciated the leadership that Heather has given over the past year especially during the pandemic. Anna Goldrich (HAF) expressed that the one on one meetings held prior to board meeting were very helpful.

Motion: Approve the Explore Washington Park Service Delivery Plan and budget for fiscal year 2021/2022

Scott Cruickshank (OZ) moved to approve. JC Vannatta (TriMet) seconded and the motion passed with all in favor and no abstentions.

Portland Parks & Recreation Presentation

Victor Sanders (PP&R) presented an update on the Public Trust Fund and the 2021/2022 Service Delivery Plan. The Public Trust Fund is a second account in PP&R. Every month the general fund pays for all expenses, however, EWP is an exception. Victor reported on the parking program's fiscal recovery. The initial estimate was to receive \$2,000,000 per year however, due to the pandemic 2020 was revised to \$1,800,000. Current receipts are at \$1,900,000 with the expectation that at the end of the fiscal year the original goal of \$2,000,000 will be met. JC Vannatta (TriMet) asked what the difference was between the \$2,000,000 from the previous year. Victor (PP&R) shared that the original estimate was \$3,600,000. The last three months have been an anomaly. April 2021 was the second highest "April" for parking transactions ever. May revenue was down only 8% from the average which was very positive news. The projections are to be back on revenue target. Zoolights held in the winter brings in revenue, however with the Portland Children's Museum closing a good winter revenue stream will be gone.

Year to date revenue is \$1,900,00 and year to date expenses are \$1,600,000. The carryover amounts are \$3,200,000 projecting the end of year to be \$3,500,000 - \$3,600,000. Both EWP and PP&R took voluntary deductions earlier in the pandemic. The estimate for 2021/2022 is \$2,800,000 and for 2022/2023 is \$3,000,000. Expenses are expected to outpace revenue projections. These are new expenses approved by the board and the 6 parties such as the South Entry project and Transportation Management Plan projects during the next two years. PP&R can spend down the overall trust fund and they will continue to carefully monitor expenses and projections.

Heather McCarey (EWP) expressed that \$2,100,000 seems low. Victor Sanders (PP&R) corrected that the amount was \$2,800,000. There is a capital project investigation concerning the Kingston gateway and Hoyt Gateway project. Based on feedback from the Transportation Advisory Committee, these projects have come to a pause and PP&R will engage with parties later this summer concerning them.

Scott Cruickshank (OZ) asked concerning the South Entry Water project. Victor Sanders (PP&R) should have clarified that this was new capital projects and that the South Entry Water project will continue unless there is a catastrophic event. Scott Cruickshank (OZ) asked if parties are on track to meet the timeline for the South Entry Water project and Victor Sanders (PP&R) affirmed that they are.

Portland Parks & Recreation Service Delivery Plan (SDP)

Victor Sanders (PP&R) shared the annual approval which is part of the 6-party agreement concerning expected PP&R services will be. These include major maintenance projects; does not include capital projects unless they are part of the discussion. Board members will find a document in their board packet that we will vote on in our August Board Meeting. PP&R's Desired Outcomes Areas include safety improvements; prosperity; inclusivity and resiliency. The SDP has a focus on 6 major items.

1. Prevent damage to Kingston Avenue and the Wildwood Trail
2. Curb ramps for ADA accessible improvements (American with Disabilities Act)
3. Repair trail sections between Burnside Street and Stearns Canyon
4. Seal, coat, repair asphalt parking lots A, B, C in the south end of the Park
5. Complete the final phase of SW Kingston Drive projects
6. Prevent slides along roads and trails by reducing invasive species and replanting

Other prioritized projects include road system repair; parking area repair; pathway repairs. Victor is planning to meet with everyone individually to discuss and prepare for vote in August 2021.

JC Vannatta (TriMet) asked if PP&R allows volunteers to complete trail repairs or is it strictly completed by contractors? Victor Sanders (PP&R) replied that there are some volunteer opportunities available but that most work is completed by PP&R staff or contractors. Anna Goldrich (HAF) shared that Hoyt Arboretum has many volunteer events with their trail stewardship efforts.

Explore Washington Park's 150th Anniversary Celebration

LeiLani Barney (EWP) presented details on the Washington Park's 150th Anniversary Celebration. Discovery Points is a park wide interactive experience featuring marked locations connecting to visitors with experiences and cultures of the past 150 years. EWP worked extensively with all members of the Marketing Committee (representatives of Park venues) to agree on goals and concepts. The visitor experience includes walking up to pulse-cold modulation (PCM) marker, retrieving their cell phone, scan the QR code to access the information for that particular discovery point. There is also an audio option that may be selected. The entire experience (written, audio) is presented in English and Spanish. Visitors can also experience the discovery points online. For help in discovering the discovery points, GPS locations also available.

EWP has placed sixty-seven commemorative banners throughout the Park. In addition the TriMet Max stations have 150th posters. There are TriMet buses and a Max trains featured with the 150th design.

JC Vannatta (TriMet) suggested posting time lapse of wrapping the Max train on EWP social media accounts. This is an opportunity to promote transit to the Park as well as the free shuttle. He then asked how long the 150th Anniversary campaign was lasting. LeiLani Barney (EWP) shared that the campaign was planned for 6 months, through December 2021. Anna Goldrich (HAF) expressed that this was a very exciting project and celebration.

Washington Park Strategic Operations Plan (WPSOP) Phase 1 Presentation

Gwen Sullivan and Ryan Sullivan (S&S) presented an overview and reminder of last year's work sharing specific items of WPSOP Phase 1 that the Board will vote on. They shared the history of the beginning Transportation Management Plan (TMP) and request to complete the TMP from the Portland City Council to. EWP has worked closely with PP&R to confirm that this work fulfills what was promised to the City Council and the original TMP. Eight months of work have completed the WPSOP Phase 1 objectives. Dave Malcolm (SHNA) asked how to interpret the slide that was presented. Gwen Sullivan (S&S) explained that "faded out" project listings already have resources allocated to them and that other projects are planned for the WPSOP Phase 2. Steve Cole (At Large) asked about the process for renaming parks and if this would include involving the public at large. Adena Long (PP&R) explained that part of the process will involve engaging the public. PP&R is considering renaming many parks in response to the racial uprising and social justice issues brought to the forefront in the past year. Billie Moser (TP) asked if the allotted \$200,000 for wayfinding and \$30,000 for contingency were realistic. Heather McCarey (EWP) replied in the affirmative.

Motion: Approve the proposed Washington Park Purpose and Principles

Joe Furia (WFC) moved to approve and Billie Moser (TP) seconded. The motion passed with all in favor and no abstentions.

Motion: Approve the Washington Park Strategic Operations Plan

Billie Moser (TP) moved to approve and Scott Cruickshank (OZ) seconded. The motion passed with all in favor and no abstentions.

Adena Long (PP&R) expressed the importance of PP&R involvement from the beginning of all projects

Motion: Approve the existing WPSOP Phase 2 Budget Allocations

JC Vannatta (TriMet) moved to approved and Adena Long (PP&R) seconded. The motion passed with all in favor and no abstentions.

Meeting adjourned at 3:05 p.m. and all enjoyed a reception. Participants reconvened in 10 minutes for a "One Park" presentation consisting of remarks by Heather McCarey (EWP), a video and the sharing of the *One Park* commemorative book.

HANDOUT #4



Portland Parks & Recreation
Washington Park Parking Program
Service Delivery Plan
FY 21/22

REVIEW DRAFT - FOR
ADOPTION AUG 2021



PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland





Portland Parks & Recreation Washington Park Parking Program **Service Delivery Plan** **2021-2022**

Effective July 1, 2021
Prepared by Danny Dunn
Program Coordinator for Washington Park



PORTLANDPARKS.ORG
Carmen Rubio, Commissioner
Adena Long, Director



A letter from the Director and the Washington Park team

This year's annual plan strives to address the recovery around the financial impacts of the COVID-19 pandemic that emerged late in FY 2019-20. The COVID-19 crisis presented an opportunity to prioritize projects that put equity at the center of every decision we make.

Since 2014, the paid parking program has provided funding to ensure a dedicated and enhanced service level to Washington Park. The revenue of the pay to park program has provided a plethora of benefits to the park and its visitors, including improved maintenance, funding for capital improvements, improved security, and the shuttle services provided by Explore Washington Park.

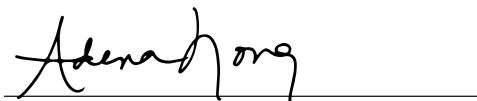
PP&R recognizes the desire for increased transparency and accountability on how parking funds are used in Washington Park. That's why we've developed the Washington Park Service Delivery Plan.

This annual plan captures the best of our planning, management, and leadership models to ensure our key partners and our community feel confident about our expenditures. This annual outlook explains how Portland Parks & Recreation will deliver services related to transportation and parking in Washington Park using pay to park revenue.

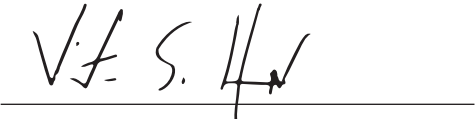
Each service area that receives pay to park funding has accountable goals and guidelines to ensure all funds are spent in mission-driven ways to support

the outcomes desired by PP&R, our key partners, and most importantly, our visitors. As always, our guiding document for providing these services is the 2012 Transportation & Parking Agreement, also known as the 6-party agreement or the 2012 Agreement (City Council Ordinance 185779).

We look forward to our continuing the work with our key partners in Washington Park in delivering world-class services to our visitors.



Adena Long
Director



Vicente Harrison
Park Ranger Program Manager

Tonya Booker
Land Stewardship Manager

Danny Dunn
Washington Park Program Coordinator

Sergio Vega Garcia
Washington Park Maintenance Supervisor

p. 6	Context
p. 8	Program Management
p. 10	Parking Maintenance Services
p. 12	Security Services
p. 16	Major Maintenance
p. 22	Explore Washington Park Services
p. 24	Capital Projects

Aligning our various strategies, guidance, and missions

The decision to install paid parking in Washington Park included an agreement detailing exactly how meter revenue should be spent. Most of the outcomes of the 2012 Transportation & Parking Agreement are Portland Parks & Recreation's (PP&R) responsibility to complete. This includes ensuring funds are passed through to Explore Washington Park, the non-profit transportation management association that was born out of the 2012 Agreement.

This document outlines the specific objectives and guidelines PP&R will undertake to achieve our service delivery.

In addition to the 2012 Transportation & Parking Agreement, PP&R also recognizes the 2016 Transportation Management Plan for Washington Park. Whenever applicable, our objectives and guidelines are aligned with the desired outcomes of the 2016 Transportation Management Plan.



2012 Agreement (updated in 2020)



2016 Transportation Management Plan

Explore Washington Park created the Transportation Management Plan (TMP) in 2016 with a 5-year outlook to achieve a variety of strategies and programs designed to create an excellent visitor experience and reduce vehicle trips. Some of the goals and strategies in the TMP can be achieved with the assistance of PP&R or may be influenced by the service delivery of PP&R.

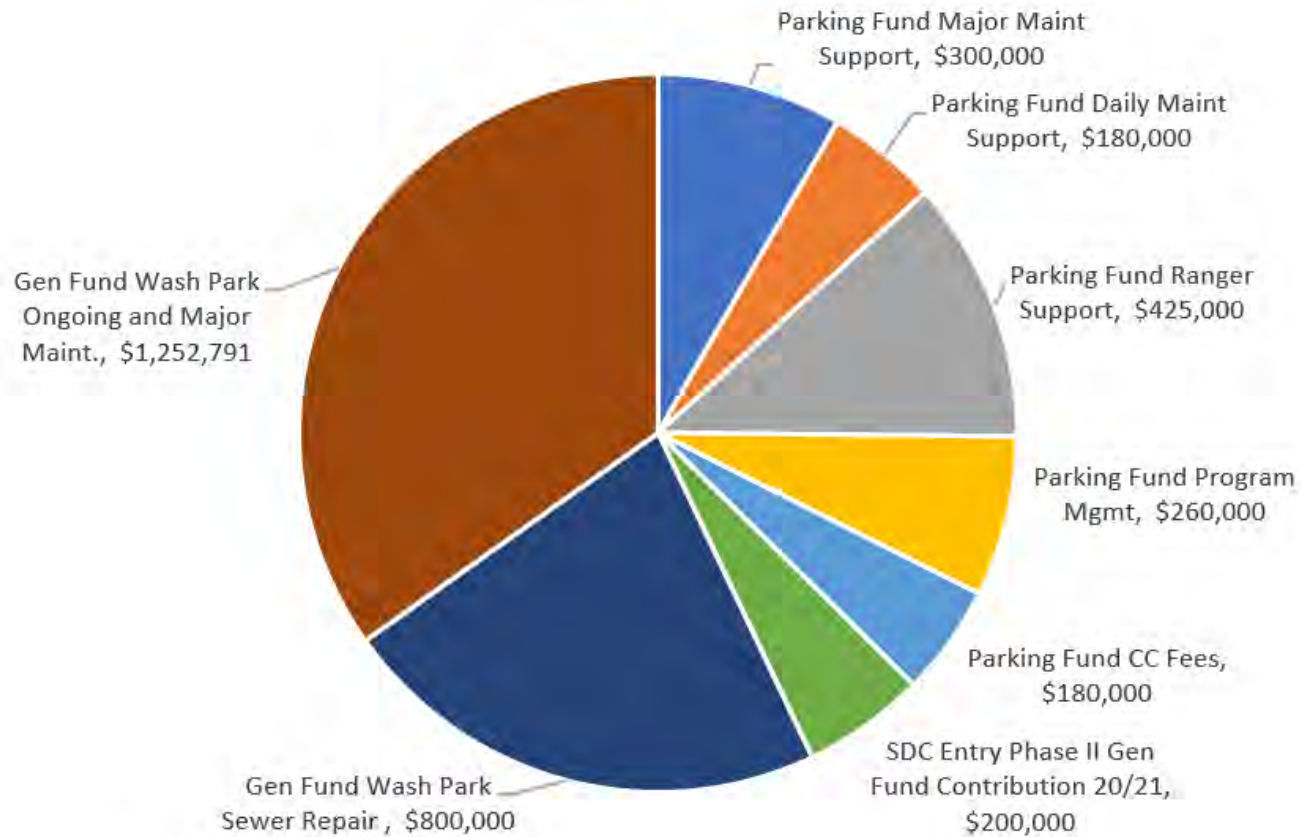


2017 Portland Parks Strategic Plan

Wherever applicable, our service delivery objectives and guidelines align with the PP&R strategic plan.

General fund contributions in Washington Park for FY 21/22

Fig 1. FY 21/22 Washington Park General and Parking Fund Contributions
 Based on approved budgets for this FY (subject to change as part of fall and spring budget adjustments)



Service 1. Program management

What this service area covers

This service area includes management of the pay-to-park parking program, as well as oversight of all other PP&R service line-items for Washington Park. A program coordinator is dedicated to the Washington Park parking and transportation program to ensure the success of this service.

Service area owner and division

Owner
Washington Park Program Coordinator

Division
Security Division

Expected budget

\$260,000 Management
\$180,000 Credit Card Fees
Annually

How this service can help the Transportation Management Plan

PP&R will utilize the following goals that were outlined in the 2016 Transportation Management Plan as a lens for implementing and providing services for Program Management:

- PM.4.4 Develop a timeline and strategy for parking rate changes
- PM.4.5 Develop parking programs and policies that affirm venue goals and financial strength
- COMM.1.5 Provide annual reports on parking revenue
- VS.1.1 Monitor annual expenditures of parking revenue
- VS.1.2 Determine whether there is adequate parking revenue to support projects and programs
- VS.1.3 Ensure parking structure is sensitive to venue attendance, mission vitality, and financial strength
- CE.1.5 Use a customer service framework for decision making

Service level goals and assumptions for Program Management

Table 1.a

Program management services		Service level goal	Assumptions
a.	Management, repair, and lifespan replacement of parking meters	95% uptime for all meters	PBOT to continue providing this service through a contract
b.	Maintenance of signs and markings	95% of all parking signs and markings in fair or better condition	Typical vandalism/damage to signs and markings
c.	Management of permits (volunteer, employee, and special use permits)	100% of all permits issued on-time and via online sales, except special use permits	PP&R transitions to digital permit system in 2022 for most permits; e-purse cards remain in use for volunteers
d.	Development of parking policies for recommendation to leadership and stakeholders	Match policies and recommendations to the goals and objectives as indicated within the 2016 TMP and the PP&R Strategic Plan	Policy goals and objective changes may occur after 2021 WPSOP update
e.	Maintain ParkingKitty contract and marketing for mobile parking payment	50% of all visitors using mobile payment by spring 2021	PBOT continues use of ParkingKitty for synergy
f.	Citywide 311 service for parking help desk calls	95% of calls to help desk answered in 90 seconds or less	311 team provides this service; Parks Customer Service as back-up
g.	Financial reporting and forecasting of overall program budget to public and 6-parties	Quarterly reporting at EWP Board and online dashboard available for public	
h.	Management of meter funds, credit card fees, and fund dispersement to EWP	All funds in a City trust fund account, with reporting monthly	Maintain dispersement per 6-party agreement
i.	Trainings and materials for internal and external partners on parking program	Annual trainings to front-line staff in coordination with EWP	
j.	Management of technology and parking data to inform decisions for partners and visitors	95% uptime for real-time parking widget; new real-time signage where appropriate	No major technology changes to meters
k.	Development of Parking Management Toolkit	Comprehensive resource that highlights opportunities to improve parking management bureau-wide	
l.	Upgrades to meter system to match needs	Up to 15 meters changed to CWT full-screen model for visitor ease and system synergy	Fall 2021

Service 2. Parking maintenance

What this service area covers

This service area covers day-to-day maintenance of the parking areas and roads of Washington Park above and beyond that which is supported by the general fund. This service area also includes clean and care of the overflow parking areas. These funds supplement and do not replace general fund contributions.

Service area owner and division

Owner
Washington Park Maintenance Supervisor

Division
Land Stewardship Division

Expected budget

\$180,000
Annually

How this service can help the Transportation Management Plan

The 2016 Transportation Management Plan does not specifically call out maintenance of parking assets. Only one specific improvement area that is slightly connected is included below.

- AM.2.8 Engage TriMet on implementation of improvements to the existing Washington Park MAX Station.

Service level goals and assumptions for Parking Maintenance

Table 2.a

Parking maintenance services	Service level goal	Assumptions
a. Daily clean and care of parking areas, roads, and sidewalks	Routine patrols for trash and once-daily intensive cleaning of roads/parking areas	Modest increase in visitorship; same level of events
b. Maintenance of parking signs and markings	95% of all parking signs and markings in fair or better condition	Typical vandalism/damage to signs and markings
c. Maintenance of TriMet restrooms for transit guests	Twice daily cleaning during peak season; add'l as-needed	PP&R maintains maintenance responsibility and continues to hold contract with TriMet
d. Daily clean and care of overflow parking areas	Daily cleaning of overflow lots when overflow is in use.	Same number of days of use
e. Replacement of parking and roadway landscaping as necessary to improve maintenance efficiency and improve appearance	Replacement of landscaping in parking lots, shuttle stops and roadways to meet Bureau of Development services and PP&R standards	No new assets added
f. Seasonal leaf and storm clean-up	Removal of storm debris and leaf buildup as needed	Non FEMA-designated disaster related clean-up
g. Enhanced care of shuttle stop areas, park gateways, and roads	Maintain good or better landscaping at gateways and shuttle stop areas	Same number of shuttle stop locations
h. Snow and ice removal	<p>PP&R and contractor to perform snow and ice management on identified routes (Lots A, B, SW Kingston Ave) in anticipation and during snow event (snow events over 1 inch).</p> <p>PP&R to provide snow and ice management after snow event when City is re-opened. If PP&R cannot provide this service, the Zoo may commence snow removal in Lot B and charge the reasonable costs for doing so to the City, funds will be repaid through the trust fund.</p>	Service provided when venues are open or anticipated to be open. No services provided during FEMA-designated event or State of Emergency for snow/ice events.

Service 3. Security services

What this service area covers

This service area covers enhanced and dedicated Park Ranger and parking enforcement services at Washington Park. Park Rangers serve as park ambassadors, problem solvers, and as necessary, a deterrent to park rule violations.

Service area owner and division

Owner
Park Ranger Program Manager

Division
Operations & Strategies

Expected budget

\$425,000
Annually

How this service can help the Transportation Management Plan

PP&R will utilize the following goals that were outlined in the 2016 Transportation Management Plan as a lens for implementing and providing security services:

- CE.1.3 Work with park stakeholders to improve safety, security, and emergency readiness in the park
- CE.1.5 Use a customer service framework for decision-making
- CE.1 Increase user convenience, safety, and comfort
- CE1.1 Provide peak season customer support

General fund contribution

The Ranger program in Washington Park is paid primarily by parking revenue, but receives support from the general fund. Parking fees pay for straight labor and vehicle hours; all other overhead, administrative, call center, and supervisory costs are paid by the general fund for the Washington Park program. This ensures that the parking funds are supplemental to, and not a replacement of, general fund support. In addition, general fund patrols occur in Washington Park as part of routine lock-up/evening patrols, and sporadic weekly patrols in peak and off-peak season.

Service level goals and assumptions for security services

Table 3.a

Security services	Service level goal	Assumptions
a. Daily presence and response throughout Washington Park, including incident response and reports, referrals to police or social service agencies, and referrals for maintenance issues.	In peak season, provide service from 7:00 a.m. to 7:30 p.m. daily Mon-Thur and until 8:30 p.m. Fri-Sun; in off-peak season maintain service from 7:00 a.m. to 5:00 p.m. daily. On city-recognized holidays, service will be provided as indicated but staffing may be reduced to 1 team.	Modest increase in visitorship. Peak season is defined as May through September.
b. Provide services during park events.	Provide all indicated services during events.	At least 30 days notice is needed. Events on city-recognized holidays will require double overtime and may require approval for additional funding. If events require staffing levels that will impact the general level of service in Item A, approval must be received by the 6-parties.
c. Response and patrol based on the prioritized hierarchy of park needs.	See Table 3.b	
d. Lock/unlock park restrooms and gates as needed.	All gates and restrooms are unlocked within 15 minutes of the prescribed time.	Assets locked/unlocked by maint. or night team are continued.
e. Maintain call center service during hours Rangers are on duty.	All calls answered in a timely manner; follow up to caller provided on same day if requested.	New dedicated Ranger dispatch goes online in summer 2021; currently provided by PP&R Customer Service
f. As requested by EWP, setup and removal of overflow parking signs and markings; traffic control and assistance to EWP at overflow and main lots.	All signage and markings put up in advance of overflow events per EWP needs; all signage removed after use and before businesses return to work. Traffic control is provided as requested by EWP.	Same number of overflow days of use. If additional teams above typical are needed to assist at overflow, at least 30 days notice is needed.

Service 3. Security services (continued)

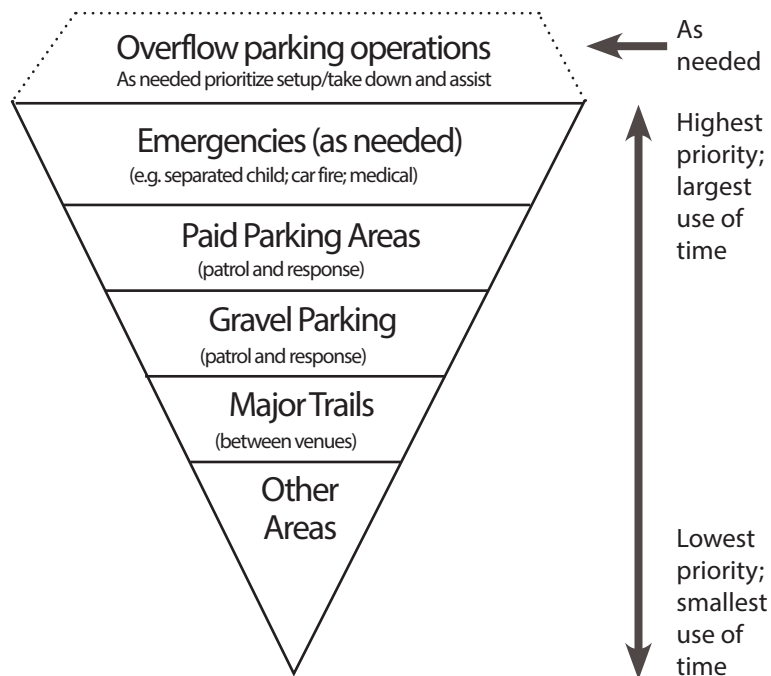
Service level goals and assumptions for security services

Table 3.a (continued)

Security services	Service level goal	Assumptions
h. Provide routine and urgent assistance to visitors both proactively and as calls-for-service are received.	Train all full-time Rangers to be Wilderness First Aid Certified; naloxone trained, Epi for Anaphylaxis trained, Mental Health First aid trained and trained in Customer Service Excellence. DPSST certification, OC spray; defense tactics; Leave No Trace; verbal judo trained per Ranger standards.	Annual training per Health Safety and Environmental review for training modules.
i. Issue warnings, exclusions, and citations to individuals in violation of park rules, pursuant to City standards.	Respond to all calls for service either in person or via phone to the reporting party. All dispositions are to be closed the same day, as appropriate.	Level of authority maintained by Council and Commissioner in Charge; Title 20 changed to reflect increased responsibility for permit violations.
j. Monitor suspicious behavior, actively discouraging nuisance behavior, make contact with nuisance individuals as tactically appropriate, and notify police and security partners when needed.	Respond to all calls for service that are received during Ranger hours. If unable to respond, follow-up with reporting party the same day. Calls for service are referred to Police when appropriate.	No major changes to Ranger SOP's on security protocols.
k. Provide park venue staff with regular check-in's and quarterly information sharing on potential security, safety, and information issues. Supervisor to be on the Park Emergency Coordination Committee.	Check in with front-line staff at least 2x per week by each Ranger on duty; provide quarterly security briefing and information sharing with park partners and outside agencies.	Interest by all parties to continue meeting on a quarterly basis.
l. Clear camps from the park property per City protocol.	When identified, camps are posted and cleared within the minimum amount of time allowed by City Code.	No changes to city code on posting and removals; Water Bureau, ODOT, and PBOT property remain off jurisdiction.
n. Provide parking enforcement services.	Formal complaints on parking citations less than 5% of total citations issue annually.	Same level of compliance or better annually.
o. Maintain information delivery and sharing program through eDelivery (GroupMe or similar)	All known emergencies and urgent issues are shared via eDelivery (GroupMe or similar)	No changes to GroupMe service or ability to find equivalent

Table 3.b

Response and patrol priorities



Service 4. Major maintenance

What this service area covers

This service area covers major maintenance to Washington Park access assets. It includes projects from minor repairs like potholes, to major rehabilitations for street repaving or culvert replacement.

Service area owner and division

Owner
Washington Park Program Coordinator

Division
Land Stewardship Division

Expected budget

\$300,000
Annually

How this service can help the Transportation Management Plan

The 2016 Transportation Management Plan does not specifically call out maintenance of parking and access assets. Future updates may wish to include asset maintenance as part of the overall plan to ensure a world-class transportation system.

General fund contribution

Major maintenance is supplemental to general fund support provided for other Capital Projects in Washington Park that are access related. Some recent examples where general funds were used in lieu of parking funds include:

- ADA parking space investigation for Lot B
- Culvert and landslide repair on SW Kingston Dr
- Certified dark-sky plan for parkwide lighting (including parking lots and roads; starting in 2019)

Service level goals and assumptions for major maintenance

Table 4.a

Major maintenance services	Service level goal	Assumptions
a. Repair and rehabilitation of transportation and access assets to good or better condition.	Fully expending major maintenance fund annually on approved improvements to the park.	No catastrophic failures.
b. Ongoing management of Capital Project and major maintenance inventory and selection.	Annual project list is shared with stakeholders for review and feedback.	Stakeholder involvement of Explore Washington Park Board. EWP prioritizing transportation projects from the Washington Park Master Plan per WPSOP
c. Marketing of "Your Parking Fund at Work" program.	Materials placed at job site indicating the use of parking funds for the improvement.	

Service 4. Major Maintenance (continued)

Qualified projects for Major Maintenance funding

Only those projects that meet the assigned criteria are eligible for this funding (Table 4.c).

Future project lists will be developed in consultation with the Transportation Advisory Committee.

The purpose of the major maintenance fund is to improve the park access infrastructure through repair and maintenance. This improves the visitor experience and creates the following desired outcomes.

Please see Page 7 for general fund contribution information.

Table 4.b

Major Maintenance funding desired outcomes

Decision Making for Desired Outcome of Major Maintenance Funding

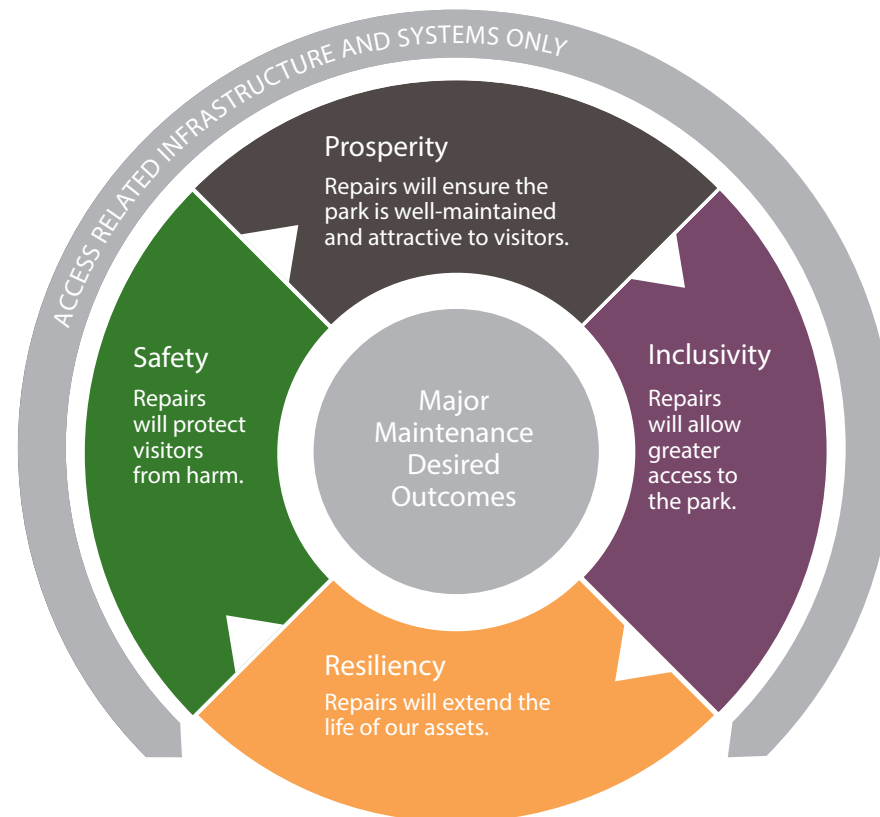


Table 4.c

Major Maintenance funding priorities and qualifying criteria

Priority 1. Road System Repairs	Priority 2. Parking Area Repairs	Priority 3. Pathway repairs
<p>Qualifying projects include any road within Washington Park where projects will meet the <i>Desired Outcomes</i> (Table 4.b) of the program. Examples:</p> <ul style="list-style-type: none"> • Repaving/repairing roadways • Pothole repair • Culvert repair • Landslide hazard repair and prevention along roadsides • Safety improvements, such as crosswalks, signage, fencing • Repair to roadside and right-of-way drainage and landscape • Protecting roads from erosion 	<p>Qualifying projects include any parking area within Washington Park where projects will meet the <i>Desired Outcomes</i> (Table 4.b) of the program. Examples:</p> <ul style="list-style-type: none"> • Repaving or sealcoating parking areas • Regrading gravel parking areas • Pothole repair • Stormwater system repairs • Lighting repairs and improvements • Safety improvements, such as signage, fencing, and ADA upgrades • Stripe work and repair • Repair to lot landscape beds and improvements 	<p>Qualifying projects include pathways within Washington Park that provide a direct A-B connection between cultural institutions or pathways within parking areas <u>and</u> where projects will meet the <i>Desired Outcomes</i> (Table 4.b) of the program. Examples:</p> <ul style="list-style-type: none"> • Repairing cracked and damaged sidewalks and pathways • Upgrading curb ramps to meet ADA standards • Updating maps and markers • Resurfacing pathways • Safety improvements such as signage, lighting, or fencing • Protecting paths from erosion/slides

Service 4. Major maintenance (continued)

6-Year Proposed Project List

Repairs and Replacements for ADA

- ★ Replace north end curb ramps to meet ADA requirements/standards (\$35k)
- Replace south end curb ramps to meet ADA requirements/standards
- Repair missing sidewalk link and shoulder along SW Knights Blvd at Veteran's Memorial
- Repair crosswalk link on SW Kingston Av at Portland Japanese Garden at bulb out (\$22k)

Linkage Repairs

- ★ Repair damaged trail sections in Stearns Canyon with asphalt paving or re-grading of trails; remove damaged retaining walls (\$45k)
- Repair damaged concrete and asphalt paths parkwide
- Repair damaged trail connections on identified signature Gardens-to-MAX trails
- Lower SW Sherwood Blvd parking area repairs (lighting, trail connection, shoulders)

Rehabilitation to extend life

- ★ Final phase of SW Kingston Dr rehabilitation paving (\$95k)
- ★ Zoo Lots A, B, C, SW Knights Blvd sealcoat and asphalt repairs (\$60k)
- ★ Prevent damaging slides in areas with significant slopes by removing invasive plants and revegetating hillsides: west side of SW Kingston Ave; sections of SW Kingston Dr; slopes above and below Wildwood and MAC Trails between the Gardens and MAX. (\$45k)
- Rehabilitation of SW Rose Garden Way pavement along shuttle/bus curbs
- Parkwide parking lot and road stormwater culvert and inlet repairs
- Rehabilitation of SW Fisher Ln
- Repair parkwide parking lot and roadway lighting gaps and damage
- Install additional lighting after parkwide parking lot and road assessment
- SW Kingston Av sealcoat and asphalt repairs
- Ongoing thermoplast sidewalk, space number, and space line repair

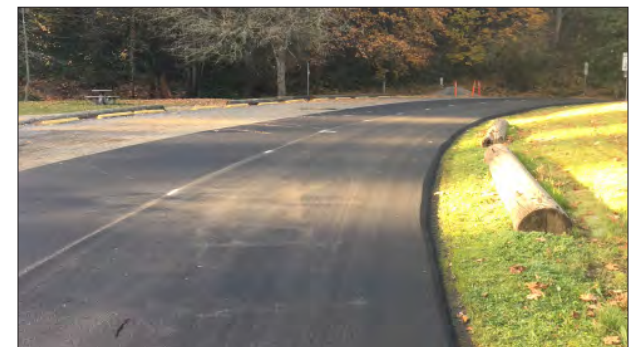
- Guardrail replacement parkwide
- Retaining wall and slide repairs – SW Kingston Dr, SW Upper Cascade, SW
- SW Knights Blvd at Hoyt curves road drainage repair
- Repairs to Bristlecone Pine Trailhead parking lot

Please see Page 7 for general fund contribution information.

★ = priority project for this year

Previously completed projects

- Repaired stairs off parking area in Rose Garden
- Install new curbs and reconfigure parking on SW Rose Garden Way to prioritize shuttle service
- Repair/repave of large sections of roadway on SW Kingston Dr
- Repave MAC Trail/Garden access trail
- Repair/repave of SW Knights Blvd section
- Repair/repave of Lot B drive aisle and safety speed hump installation
- Repair of SW Fairview Blvd, including stormwater curb and safety speed hump installation
- Installation of safety crossing on SW Knights Blvd at Portland Children's Museum
- Repair/repave of pathway between Sacajawea to Gardens
- Repair of safety markings and signage parkwide
- Repair/repave of SW Cascade Drive
- Repair of entrance pathways and stairs at SW Lewis and Clark Circle
- Repair of entrance pathway at Stearn's Canyon
- Repair and replacement of temporary parking lot landscape at south entry
- Repair and replacement of crosswalks parkwide
- Regrading and repair of gravel turnouts
- Repair/repave of slip parking area at Hoyt
- Installation of safety fencing on SW Knights Blvd at Lot B
- Replacement of gate in Stearn's Canyon to bollards for bike access
- Installation of crosswalk on SW Kingston Dr at MAC Trail
- Installation of bike racks parkwide
- Installation of curb stops throughout the park to prevent encroachments into pedestrian zones
- Spot repair to concrete sidewalks and roadways as needed (potholes, etc)
- Signature trail wayfinding improvements, combined with general fund contribution
- SW Sherwood Blvd back-in angled parking improvements.



Service 5. Explore Washington Park pass-through service

What this service area covers

This service area covers the pass through of funds from Portland Parks & Recreation to Explore Washington Park. PP&R currently funds Explore Washington Park via quarterly payments for services as outlined in the 2012 Agreement.

Service area owner and division

Owner
Bureau Contracts Manager

Division
Property Management/Contracts

Expected budget

\$1,482,000
Annually

Service level goals and assumptions for passthrough service

Table 5.a

Passthrough services	Service level goal	Assumptions
a. On a scheduled quarterly basis PP&R will provide Explore Washington Park with the contractual funds.	100% on-time delivery per contract.	On-time delivery of invoice from Explore Washington Park for the contractual amount. Valid contract Delivery of required documents per 6 party agreement to PP&R

Service 6. Identified Capital and Code-Required Improvements

What this service area covers

This service area covers the identified capital improvements per the 6-party agreement.

Known capital improvements are listed on the service level goals.

Because capital improvements and code-required improvements may change over time pursuant to the 6-party agreement, generic service goals are also listed.

Service area owner and division

Owner
Capital Projects Team

Division
Planning Division

Service level goals and assumptions for code-required improvements

Table 6.a

Capital project services	Service level goal	Assumptions
a. Complete code-required stormwater improvements pursuant to the 6-party agreement.	Complete improvements per timeline established in the Agreement.	Existing commitments are maintained.
b. Perform project management and manage capital improvements for identified parking and transportation capital improvements.	Complete improvements per timeline established in the Agreement.	Projects are included with a lead time appropriate for assigning capital project team members.
c. Marketing of "Your Parking Fund at Work" program.	Materials placed at job site indicating the use of parking funds for the improvement.	

This page left blank.



PORTLANDPARKS.ORG

Ted Wheeler, Mayor
Adena Long, Director



HANDOUT #5



August 6, 2021

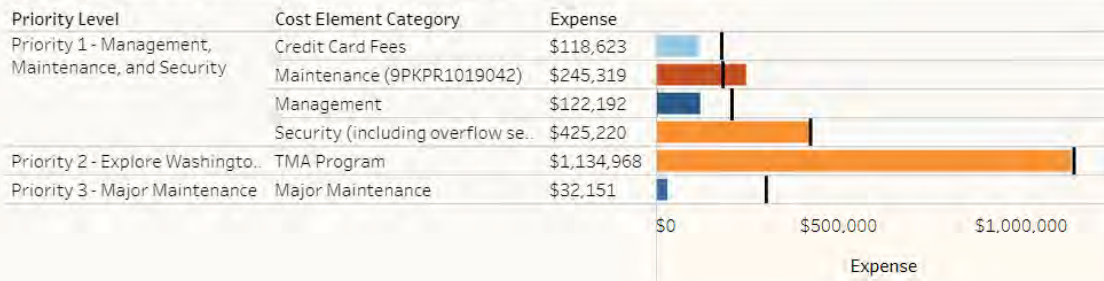
Portland Parks & Recreation
Update to Explore Washington Park Board
Presented by Danny Dunn

1. Financial Trust Fund Update

We ended the fiscal year with \$300,000 more than anticipated. As previously mentioned, projections are trending downward for this current fiscal year due to uncertainty in COVID restrictions and impacts with PCM leaving the park, and therefore we are being conservative in our projected revenue (\$3m for FY 21/22). Measures to reduce costs may be needed if we are not meeting goals this fall and winter with off-peak revenue. New capital project funding will be scarce in the coming years.

	Actual Revenue	Actual Expenses	Trust Balance
FY 20/21	\$2,345,008	(\$2,078,474)	\$266,534
Carryover Balance in Trust Fund (from prior years)			\$3,292,852
		Trust fund balance after expenses	\$3,559,386

Year-to-Date by Cost Element Category



* Due to coding errors, some major maintenance and management expenses are showing in regular maintenance, appearing as an over expenditure in this category.

Total Actual Expenses Compared to Total Allocated Budget



2. Service Delivery Plan

Administration

1120 SW 5th Avenue, Suite 858
Portland, Oregon 97204
503-823-PLAY (7529) | Fax 503-823-6007

PORTLANDPARKS.ORG
Commissioner Carmen Rubio
Director Adena Long



PP&R has completed the final version of the FY 21-22 Service Delivery Plan (SDP). This is an annual endeavor. The plan consists of internal and stakeholder feedback:

- a. **Each year, PP&R checks major needs with our professional Asset team.**
 - i. We review opportunities for general fund or Bond collaboration.
 - ii. Over time, many needs for the park have come from prior needs inventories and are part of our “6-year project” list in the SDP.
- b. **Meet annually with the TAC and Partners.**
 - i. May 2021: Met with TAC to review service levels, projects.
 - ii. May 2021: Requested more ideas via e-mail on service, projects.
 - iii. June-August 2021: Met with park partners 1-1 to confirm approach, generate more ideas on projects.
- c. **Present plan to 6-parties and EWP Board for implementation.**
 - i. Annually, usually in July.

Our current major maintenance project list for the upcoming year based on the feedback we’ve heard includes:

Major Maintenance Focus FY 20/21

- a. North End:
 - i. Prevent damaging road and trail blocking slides by revegetating along hillsides of SW Kingston Av, Kingston Dr, and Wildwood Trail (ivy removal);
 - j. Investigate immediate needs on Fisher Lane;
 - k. Replace curb ramps to meet ADA/north end/Hoyt;
 - l. Repair damaged trail sections between Burnside and Gardens along Stearn’s Canyon
- b. South End:
 - i. Lots A, B, C Sealcoat, Restripe, and Asphalt Repair;
 - j. Final phase of SW Kingston Dr Repave
 - k. Replace graffitied and sun faded signs parkwide

Park Ranger Service Levels

The plan calls for maintaining existing service levels, while also benefiting from new Ranger services at Pittock. Paid parking at Pittock has allowed us to increase Ranger presense in Washington Park to 10:00 p.m. nightly, from around May through September. Prior service levels ended Rangers around 8:00 p.m. in the summer, except for event nights. A new Ranger Dispatch program is starting in September from 7:00 a.m. to 11:00 p.m. daily. This program will also bolster the hours of customer service phone coverage to the park after hours.

3. South Entry Project Update

- a. Early Assistance Application has been submitted to BDS

- b. Submitted alignment approval to ODOT and will receive initial review comments this month
- c. Parks will enter an IGA with ODOT for improvements that span between the two property owners

Timeline Update:

- i. BDS Permit Approvals Sept 2021-Jan 2022
- ii. Council Approval to Submit Construction Contract April 2022
- iii. Bid Process/Intent to Award June 2022
- iv. Construction fall 2022 through winter 2023.
- v. **Impacts: ZooLights 2022, Summer 2023 (i.e. limited access to camp drop off at Ed Center; overflow drop off zone issues)**

4. Portland Children's Museum building

The facility was officially vacated at the end of July. PP&R will be doing an internal assessment of the property. More information will be available in the winter.

HANDOUT #6



WASHINGTON PARK PURPOSE

To connect people to the culture, diversity, and wonder of nature.

WASHINGTON PARK PRINCIPLES

The principles are meant to inspire behavior, guide decisions, shape goals, and offer a clear sense of direction and meaning for the overall Park.

We are caretakers of the natural world.

How can we improve the health of our park and planet?

We eliminate barriers that exclude.

How can we make visitors feel welcome and safe?

We are stewards of exploration.

How can we make it easier to explore the Park?

We embody the nature of Portland.

How can we celebrate and contribute to Portland's unique identity?

We are One Park: a community of destinations.

How can we reinforce the strength of a community of destinations?

Commented [h1]: Added from WPSOP process

EWP MISSION

Explore Washington Park's mission is to support the Park purpose by providing ~~provide a more~~an accessible, inclusive, and cohesive experience for all who visit Portland's ~~premier~~destination park.

VISION

NOTE: Explore Washington Park's vision will be informed by the work being done on the Washington Park Strategic Operations Plan (WPSOP).

EWP COMMITMENT to DIVERSITY, EQUITY, INCLUSION, and ACCESSIBILITY

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 (DEAI) work while improving access to decision-making and reshaping systemic elements to improve DEAI. We are devoted to using our influence to elevate the voices of underrepresented communities until equity is achieved.

EWP KEY AUDIENCES

DRAFT Explore Washington Park Identity Overview

Updated: 08/21



Explore Washington Park's key audiences have investment in the Park. They are critical to the success and future of Washington Park.

- All Park visitors (existing, potential, future)
- Washington Park's cultural institutions & partners
- Local community (members & governments)

CORE VALUES

NOTE: Explore Washington Park's core values will be informed by the work being done on the Washington Park Strategic Operations Plan (WPSOP)

EWP CORE PRACTICES

Our core practices embody what our organization does and drive the work we do.

- **Access** – The Park should feel inclusive, safe, and easy for everyone to get to, visit, and navigate.
- **Educate** – We are data- and values-~~driven~~**informed**. Collecting, distilling, and sharing our Park's data helps us, and the Park's partners better understand the Park's current and potential visitors. It allows us to create tools to improve the visitor experience.
- **Unite** – When partners work collectively towards a cohesive Park experience, we provide an overall better experience for all visitors.
- **Connect** – We connect the community and visitors to nature. We strive to better connect underserved communities to the Park. We want all stakeholders to connect with the Park holistically and become personally invested.
- **Sustain** – Environmental and financial sustainability both ensure a healthy future for the Park.

WASHINGTON PARK PURPOSE

To connect people to the culture, diversity, and wonder of nature.

WASHINGTON PARK PRINCIPLES

The principles are meant to inspire behavior, guide decisions, shape goals, and offer a clear sense of direction and meaning for the overall Park.

We are caretakers of the natural world.

How can we improve the health of our park and planet?

We eliminate barriers that exclude.

How can we make visitors feel welcome and safe?

We are stewards of exploration.

How can we make it easier to explore the Park?

We embody the nature of Portland.

How can we celebrate and contribute to Portland's unique identity?

We are One Park: a community of destinations.

How can we reinforce the strength of a community of destinations?

EWP MISSION

Explore Washington Park's mission is to support the Park purpose by providing an accessible, inclusive, and cohesive experience for all who visit Portland's destination park.

EWP COMMITMENT to DIVERSITY, EQUITY, INCLUSION, and ACCESSIBILITY

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 (DEAI) work while improving access to decision-making and reshaping systemic elements to improve DEAI. We are devoted to using our influence to elevate the voices of underrepresented communities until equity is achieved.

EWP KEY AUDIENCES

Explore Washington Park's key audiences have investment in the Park. They are critical to the success and future of Washington Park.

- All Park visitors (existing, potential, future)
- Washington Park's cultural institutions & partners
- Local community (members & governments)

EWP CORE PRACTICES

Our core practices embody what our organization does and drive the work we do.

- **Access** – The Park should feel inclusive, safe, and easy for everyone to get to, visit, and navigate.
- **Educate** – We are data- and values-informed. Collecting, distilling, and sharing our Park’s data helps us, and the Park’s partners better understand the Park’s current and potential visitors. It allows us to create tools to improve the visitor experience.
- **Unite** – When partners work collectively towards a cohesive Park experience, we provide an overall better experience for all visitors.
- **Connect** – We connect the community and visitors to nature. We strive to better connect underserved communities to the Park. We want all stakeholders to connect with the Park holistically and become personally invested.
- **Sustain** – Environmental and financial sustainability both ensure a healthy future for the Park.

HANDOUT #7



Executive Committee – PROPOSAL

Members

Chair, Vice Chair, Treasurer, Secretary, Executive Director

Purpose

- Provide support to the ED in off-board meeting months
- Review annual budget and workplan and make recommendations to the board
- Review policies and best practices and provide recommended updates to the board
- Review accounting policies and internal financial controls.

Meeting Frequency

Every other month as-needed

Authority

The Executive Committee is an advisory committee and may not exercise Board authority.

HANDOUT #8



Executive Director Report

June – July 2021

Staff Updates

Senior Program Manager

We are in the process of hiring a Senior Program Manager who will oversee our DEI, data, and visitor services programs, as well as our Visitor Service Specialist. We hope to fill the position by the end of August.

Visitor Services

Visitor Inquiries

EWP provided the following visitor services:

- 319 phone calls on info line from 5/15 - 8/2
- 49 website form inquiries since form launched on June 1st
- 25,943 visitor impressions from Memorial Day weekend thru July 31st by EWP Visitor Service staff.

Offsite Parking

- Offsite has been available beginning weekend of July 17th and every weekend (Saturday/Sunday) thereafter as zoo increases capacities
- Only one day needed to activate thus far: Saturday, July 24th
- Through turnover with zoo's timed ticketing, parking lots have been able to accommodate all park visitors in lots

Annual Survey

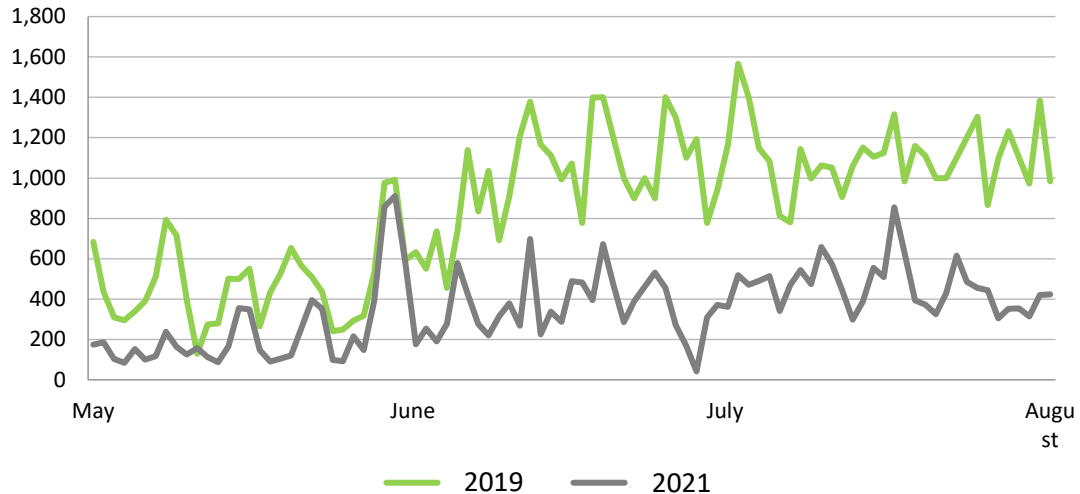
- Annual Intercept Survey upcoming at five locations
 - Hoyt Arboretum, Oregon Zoo, Portland Japanese Garden, International Rose Test Garden, and the playground
- Dates:
 - Friday, August 13th and Saturday, August 14th
 - Friday, August 20th and Saturday, August 21st
 - Friday, August 27th and Saturday, August 28th - 10 am to 3 pm each day

Free Shuttle

- Shuttle in operation everyday, 9:30 am - 7 pm
- COVID Procedures:
 - Face coverings required
 - Running at full capacity
 - Hand sanitizer on all buses
 - Plexi-glass shield separates drivers
- Ridership
 - 31,868 riders from March 20th thru July 18th
 - 2021 May – July ridership is 58% lower than 2019 May – July ridership.
 - Several factors account for this:

- Overall, national transit ridership continues to be low – [April 2021 vs April 2019 was 66% lower](#)
- Visits from tourist, who are more likely to take transit and our shuttle, remains lower (57% of shuttle riders were tourist in 2019)

2019 vs 2021 Daily Ridership



Marketing and Communications

Staff lead: LeiLani Barney

Website – EWP’s new interim site (ahead of building out a more robust site) has the following upgrades:

- [Free Shuttle tracker](#) now integrated into our site (vs sending people to external site).
- [Email integration](#) so visitors can now contact us directly through explorewashingtonpark.org

Newsletter

- Revived internal partner newsletter in July to go out on a monthly basis.
- Messaging focused on keeping partners aware of parkwide happenings to better assist visitors.

150th Anniversary Campaign

- **TriMet MAX and bus wraps** – they’re riding around live across the Portland metro.

Again, a HUGE thanks to TriMet for donating the full wrap

- **Social media:**
 - EWP has seen a boost in overall engagement and followers
 - Since the campaign's launch in early June:
 - Followers: +287 followers (18% growth)



- Engagements: 1,872 across platform via likes, comments, views, saves, shares
 - Top Audience Markets: Portland at 36.4% | Beaverton at 3.8% | Hillsboro + Vancouver, WA at 2.9% each
- Partnership with artist/influencer Mike Bennett, who held a Washington Park scavenger hunt for his Discovery Points-themed art cutouts
- We're incorporating transit options and parking tools awareness into overall campaign messaging.
- **Campaign website**
 - Adding tier 2 virtual edition Discovery Points to 150th site – washingtonpark150.org – to help further expand visitors' mental map of the Park. Provided in English and Spanish.
 - Analytic highlights:
 - Top geo-locations visitors from: Portland metro/Salem, Los Angeles, Seattle area
 - Overall Unique visitors – approx. 1,200 | Total Page Visits – approx. 1,700
 - Top Landing Pages: home page, IRTG (English), Hoyt (English), PJG (English), PJG (Spanish)
 - Top Referring Websites: pdxparent.com, google, explorewashingtonpark.org, Facebook, linktr.ee/Instagram, Twitter
- **Media highlights** – KPTV [TV](#) + [online](#), [Portland Tribune](#), [SE Examiner](#), [Patch.com](#), [PDX Parent](#) recurring calendar entry

Construction Alert

Sherwood will be closed starting September 7 for three to four weeks for the reservoir project. Additionally, Sacajawea Blvd will be closed, which means no one can exit the Park at Park Place, although they can enter there.

The closure was initially scheduled for August but we lobbied for September.

We've asked if Sherwood can remain open on weekends, and will know if this is possible the week of August 16th.

This obviously impacts parking for the north end. To help mitigate this:

- EWP will be prepared to run offsite shuttles every weekend in September in case garden visitors park in the south lots.
- EWP will work to extend visitor service staff on weekends through September to help with offsite parking.
- We'll push transit as a key option for accessing the garden.
- EWP will work with partner communications team to message transit and parking options.

Board of Directors

<p>CHAIR Anna Goldrich <i>Executive Director</i> Hoyt Arboretum Friends 4000 SW Fairview Blvd. Portland, OR 97221 (503) 823-1648 anna@hoytarboretum.org <i>Alternate: Becky Schreiber</i></p>	<p>VICE CHAIR Cynthia Haruyama <i>Deputy Director</i> Portland Japanese Garden P.O. Box 3847 Portland, OR 97208-3847 (503) 542-0295 charuyama@japanesegarden.com <i>Alternate: Lisa Christy</i></p>	<p>SECRETARY Dave Malcolm Sylvan Highlands Neighborhood Association 1511 SW Skyline Blvd. Portland, OR 97221 (503) 805-9587 dmall.shna@comcast.net</p>
<p>TREASURER Steve Cole At-large 2209 NE Stanton Portland, Oregon 97212 (503) 754-7713 Stevencole86@gmail.com</p>	<p>Kathy Goeddel Arlington Heights Neighborhood Association 2767 SW Rutland Terrace Portland, OR 97205-5853 Kathy.go@comcast.net (503) 228-2599 Alternate: Shannon</p>	<p>Heidi Rahn <i>Interim- Executive Director</i> Oregon Zoo 600 NE Grand Avenue Portland, OR 97232 (503) 797-1790 Heidi.Rahn@oregonmetro.gov</p>
<p>Adena Long <i>Director</i> Portland Parks & Recreation 1120 SW Fifth Ave., Suite 1302 Portland, OR 97204 (503) 823-5379 Adena.long@portlandoregon.gov <i>Alternate: Tonya Booker</i></p>	<p>Billie Moser VP International Affairs and Community Engagement Travel Portland 100 SW Main Street Suite, 1100 Portland, OR 97204 (541) 554-0790 billie@travelportland.com</p>	<p>JC Vannatta <i>Executive Director of Public</i> Affairs TriMet 1800 SW 1st, Suite 300 Portland, OR 97201 (503) 962-7520 vannattj@trimet.org <i>Alternate: Jon Bell</i></p>
<p>Joseph Furia <i>Executive Director</i> World Forestry Center 4033 SW Canyon Rd Portland, OR 97221 (503) 488-2119 jfuria@worldforestry.org Alternate: Chuck Wiley</p>		