

# Explore Washington Park BOARD PACKET

MAY 2024

2:00- 4:00 p.m.

Zoom [Link](#)



Explore   
WASHINGTON PARK

# AGENDA

AGENDA ITEM	ACTION	LEAD
<b>Welcome</b>		Heidi Rhan
<b>Recap: Washington Park Strategic Operations Plan</b>		
Funding Model Study	Info	Heather McCarey
Transportation Access Plan		
<b>Funding Model Study</b>		
Intro consultant	Info /	Nathan Jones
Review scope and process	Feedback	Seeds Fundraisers
Initial concerns		
<b>Transportation Access Plan:</b>		
Intro consultant	Info /	Brie Becker
Review scope and process	Feedback	Nelson Nygaard
Initial concerns		
<b>Major Maintenance Updates</b>	Info	Vibrant Communities
<b>EWP Bank Accounts and Investment Strategy</b>	Vote	Heather McCarey
<b>Consent Agenda</b>		
Restricted Account Policy		
990		
Credit Card Approval	Vote	Heidi Rahn
February / March Financials		
March board meeting minutes		
<b>Partner Updates</b>		Heidi Rahn
<b>Adjourn</b>		Heidi Rahn

## Attachments

- 1 Washington Park Strategic Operations Plan - overview
- 2 Board and Committee Involvement: Funding Model Study / Transportation Access Plan
- 3 Restricted Account Policy
- 4 Credit Card Information
- 5 990
- 6 Financials: February / March
- 7 Minutes: March

## Next Board Meetings

### June 11 (tentative date)

#### Board workshop

Transportation Access Plan: *Transportation Vision and Goals*

### July 11

#### Board Meeting

Seed Fundraisers: update

Transportation Access Plan: key findings and strategy

Board Agreement Form

On-going data reports






\*subject to change

# Washington Park Strategic Operations Plan: Recap



# Washington Park Strategic Operations Plan

Approved June 2021

 <b>Identity</b> Build a system to support a clear mental model of the Park		 <b>Marketing &amp; Communications</b> Increase awareness, visits and stewardship of One Park		 <b>Access &amp; Circulation</b> Make it easy to enter and explore the Park		 <b>Visitor Services</b> Provide tools and services for park-wide visitor experiences		 <b>Internal Organization</b> Adapt internal systems to serve future growth and funding	
New Park name	Brand-identity System	Park-wide Marketing Plan	Park-wide DEI Plan	Wayfinding Plan	Transportation and Access Plan	Visitor center(s)	Enhanced Maintenance & Amenity Plan	Funding Model Study	Internal Org and Culture
Request for PP&R to lead a discussion about a Park renaming process and what it entails in terms of: <ul style="list-style-type: none"> <li>• Timing</li> <li>• Public Engagement</li> <li>• Decision Making</li> <li>• EWP Board's role</li> </ul>	Build a graphic identity and naming system to support One Park mental model and celebrate the community of destinations <ul style="list-style-type: none"> <li>• Park logomark</li> <li>• Naming and visual lock-up with the Park and Institutions</li> <li>• Park Voice</li> <li>• Brand application (website, social media, merchandise, etc.)</li> </ul>	Streamline a park-wide marketing plan and calendar  Develop park-wide and cross-institutional offerings to increase first-time visits  Develop a park-wide membership plan	Develop a plan to build relationships and partnerships to include and empower the BIPOC community  DEI plan to include local Indigenous group(s) to share Indigenous history and heritage of this land within the Park	Wayfinding Audit  Visitor Flow Analysis (pedestrian, bicycle, auto, transit)  Visual Brand System and Communication Hierarchy (Park, Institutions, entrances, zones)  Strategy and Proposed Toolkit (maps, sign types, digital tools, entrances and gateways)  Preliminary Design and Prototype Testing  Final Design and Implementation Plan	Study of offsite parking options and viability to inform Park projections on (1) parking (2) mode-split and (3) attendance  Establish parking projections for the next 5-10 years including mode-split and attendance goals  Prioritize the Master Plan phasing strategy project list (transportation projects with asterisks on pages 75 and 77 of Master Plan - SEE APPENDIX D)	Test a kiosk at Stearns Canyon entrance as a continuation of the EWP visitor service program with a focus on providing: <ul style="list-style-type: none"> <li>• An overview of the Park</li> <li>• Park Expertise</li> <li>• Information on unique experiences and amenities</li> </ul> Consider: <ul style="list-style-type: none"> <li>• Transition plan to permanent visitor center(s)</li> <li>• Semi-permanent, year-round visitor center as interim step</li> </ul>	Develop quality standards for the park along with a maintenance plan to ensure ongoing progress and upkeep.  Consider: <ul style="list-style-type: none"> <li>• Year-round restrooms</li> <li>• Affordable food options</li> <li>• Accessible trails and services</li> <li>• Ivy control goals</li> <li>• Enhanced water and rest areas</li> <li>• Park-wide wifi</li> </ul>	Identify a sustainable funding model to meet current and future needs of the Park. Specifically address funding diversification and plans for: <ul style="list-style-type: none"> <li>• Capital improvement projects proposed in the Master Plan</li> <li>• Enhanced visitor services and infrastructure</li> <li>• On-site and off-site parking solutions</li> </ul> The funding model study should also identify a clear process for fund allocation proposals and decisions	Clearly define roles, responsibilities and project priorities for PP&R, EWP and the EWP Board (recommended on an annual basis)  Commit to diverse representation of the communities the Park serves on the EWP Board  Invest in educating, inspiring and connecting employees, staff and volunteers throughout the Park

## Washington Park Strategic Operations Plan (WPSOP): Transportation Access Plan / Funding Model Study

May 2024

The WPSOP outlined tactics to improve the visitor experience, including the development of a Transportation Access Plan and Funding Model Study. This document details the Board and subcommittee's role in the completion of that work.

	Role	Authority
Board	Guide EWP staff and consultants Ensure the plans improve the visitor experience and are in-service to Park partners Align on priorities related to transportation and future funding.	Final approval
TAC	Foster transparency and trust by sharing feedback and priorities Guide EWP: data, modes split goals, parking capacity goals, parking scenarios	Direct the work before it goes to the Board.

		May	June	July	August	September	October	November
Transportation	Board	<b>Board Meeting</b> Intro to consultant Review scope / deliverables, process and roles Board concerns	<b>June Workshop</b> 90 minute Transportation vision and goals Initial findings	<b>Board Meeting</b> 90 minute Key findings + strategy		<b>Board Meeting</b> 90 minute Draft strategy feedback		<b>Board Meeting</b> 30 minutes Draft Final Plan
	Transportation Advisory Committee	<b>May 22</b> Report: role and process Feedback: data, initial findings Check-in		<b>July 24 / (possibly Aug)</b> Report: findings Feedback: data, mode split, parking scenarios Check-in			<b>October 23</b> Report: draft plan Feedback: draft plan Check-in	
Funding	Board	<b>Board Meeting</b> Intro to consultant Review of scope Process: working group Board concerns		<b>Board Meeting</b> Working Group Report Check-in		<b>Board Meeting</b> Working Group Report Check-in		<b>Board Meeting</b> Final Plan
	Board Work Group		Discussion: Programmatic / capital projects to fund Funding sources to go after / avoid		Discussion: Refinement based on board feedback Collaboration opportunities		Review draft with draft TAP findings: project funding priorities	

# EWP Bank Accounts and Investment Strategy



# Bank Accounts and Investment Strategy

## BANK ACCOUNTS

EWP has two funding types; each of which has its own banking:

- Unrestricted
  - Unrestricted EWP: PPP Loans, grants, interest, future fundraising
  - Unrestricted Meter: Parking meter revenue through City contract
- Restricted
  - Fund set up with a one-time payment of \$618K from the City
  - Funds must be used for items related to the City contract and approved by the board

Starting FY 24/25, EWP's financial reports will provide statements for:

- Unrestricted EWP funds
- Unrestricted Meter funds
- Restricted funds

## INVESTMENT STRATEGY

### Current Strategy

- Prioritizes FDIC coverage on all funds.
- Funds are in a SWEEPS account and checking account.
- Pro: Ensures funds are safe if banks collapse
- Cons: little to no interest

### Proposed Strategy

- Utilize a 7-month CD, two money market accounts and a checking account.
- This combination maximizes the return while ensuring liquidity to cover expenses.
- Unrestricted Funds
  - 7-month CD, money market, checking account
  - Interest reinvested in unrestricted funds
  - Approx. Interest (at 4.25% offered by First Interstate Bank): \$42K annually
- Restricted Funds
  - Money marketing
  - Interest reinvested in restricted funds
  - Approx. Interest (at 4.25% offered by First Interstate Bank): \$29K annually



# Consent Agenda



# Consent Agenda

All items in the consent agenda can be found in [THIS](#) folder.

## FINANCIALS

February 2024 [Financials](#)

March 2024 [Financials](#)

## MINUTES

March 14 Meeting [Minutes](#)

## 990

FY22-23 990 [form](#)

## RESTRICTED ACCOUNT POLICY

As a result of the contract negotiations, EWP will receive a \$618,000 deposit from the City of Portland. This will serve as a board-designated RESTRICTED OPERATING FUND to be used towards scope of services within the contract between the City of Portland and EWP. Approval of the [policy](#) provided in this board packet is needed to receive these funds.

## REWARDS CARD

EWP is moving forward with opening a Rewards Credit Card account through First Interstate Bank with an increased credit limit of 50,000. The cost of opening this account is \$50/card, with a maximum of \$200. The new Rewards cards will earn interest that will cover the annual fees as well as provide interest to the organization. First Interstate Bank must receive board approval for the credit increase of \$50,000 in order to open this new account.

# Program Report

## MARKETING AND EQUITY OUTREACH

### Awareness Campaigns

Multiple awareness campaigns centering transit and highlighting Washington Park as a community of destinations have been finalized. You can expect to see:

- One Park illustrations on 36 TriMet buses (May – August)
- Targeted video advertisements on streaming TV apps and websites (May – June)
- All-new creative at the Washington Park MAX station, including floor graphics, wall wraps, and panels (May 2024 – 2026)

### Washington Park Map & Guide

A revitalized and refreshed Washington Park Map & Guide Brochure will be in racks in May. It features a newly designed map that's to scale, editorial itineraries that encourage visitors to interact with the Park in a new way, and a more efficient fold to improve overall experience.

### Social Media Reach

We have drastically increased our digital reach (Facebook 260%; Instagram 570%) and content interactions (Facebook 203%; Instagram 192%) to build awareness of the Park and its offerings. Washington Park continues to maintain an incredible 4.7 star rating on Google.

### Equity Access - Tabling

In March, we participated in our first tabling event, and we've scheduled 15 more in the Portland Metro area (May – September), where we'll be distributing free transit passes to members of underserved communities to use for travel to and from Washington Park.

### New Partnerships

Since the last board meeting, we've partnered with Family Preservation Project, SWANA Rose Center, People's Co-op, Vive Northwest, Immigrant Mutual Aid Coalition to distribute hundreds of TriMet passes.

A partnership with Vive NW is underway to help make Washington Park more accessible and increase knowledge of the Park. A DEI shuttle pilot program will bring 60 BIPOC community members to the Park throughout three events beginning in June. This month, we are working on preliminary research to identify neighborhoods in the Portland Metro area and beyond with the greatest transportation needs.

# PROGRAM REPORT

## OPERATIONS

### Peak Season

Hiring: EWP is welcoming 5 new staff and 3 returning staff to the field for this peak season.

- Onboarding training to occur May 13-15th
- Returning staff include returning Zoo Lights seasonal Lead Shane Bailey
- Team will be visiting all the partner organizations and also will be meeting with Travel Portland staff.

### Transportation Access Plan

TAP Consultant: EWP worked in conjunction with the Transportation Advisory Committee (TAC) to apply board-approved deliverables to an RFP to secure a TDM and parking strategies consultant for the project. Applications and interviews were completed and Nelson Nygaard was chosen to complete the project.

### Offsite Operations

Explore Washington Park completed the busiest Zoo Lights season since pre-Covid.

EWP staff met with the Oregon Zoo to develop an expectations agreement around offsite operations. The result was an ongoing conversation regarding integrating traffic control and offsite parking innovations from zoo Lights into peak season operations. Currently scoping resources and costs.

Spring Break off site operations included three 8,000+ ridership days, presenting further indicators of a likely busy peak season this year for the park.

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### Data/Data Tools

During this phase of the project EWP compared database server options and data visualization tools and chose Sql Server as the database and Power BI as the data visualization tool (PowerBI). Work is nearing completion on the data integration, and staff training will begin in May/June.

### Portland Water Bureau Project

Portland Parks and Recreation have reached out to EWP for assistance in providing feedback for PWB traffic control plan during upcoming PWB work to finalize reservoir construction. EWP had provided this assistance as well as other estimates of cost and resource adjustment associated with the impending project.

# PROGRAM REPORT

## OPERATIONS CONTINUED

### One Park Event

Explore Washington Park completed our spring One Park event for parkwide staff and volunteers on April 17th at Portland Japanese Garden.

Attendance was 40+ staff and volunteers, including the attendance of a number of volunteers from the Portland Rose Festival Foundation.

We wish to thank Portland Japanese Garden, Lisa Christy and Jason Sipe for their welcome and assistance.



Flowers and origami from One Park event.