

ONE PARK MARKETING PLAN

EWP Board Approved June 9, 2022

Explore 
WASHINGTON PARK

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OVERVIEW



OVERVIEW

Introduction

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

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

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

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

Purpose of Plan

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

OVERVIEW

Washington Park Purpose & Principles

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

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

What Informs the Plan

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

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

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

Addendum:

The EWP approved an [addendum](#) to this plan as part of the FY25 Service Delivery Plan. This addendum outlines efforts for FY25.

AUDIENCE



AUDIENCE

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

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

Local Non-visitors

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

Infrequent Visitors

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

Frequent Visitors

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

Tourists

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

A photograph of a golf course green and fairway, viewed from an elevated position. The green is in the center, surrounded by a well-manicured fairway. In the background, a dense forest of tall evergreen trees stretches across the horizon under a clear blue sky. In the foreground, there are lush green bushes and a path. A white rectangular box is overlaid on the left side of the image, containing the text 'GOALS STRATEGIES METRICS' in green, bold, sans-serif font.

GOALS STRATEGIES METRICS

GOALS | STRATEGIES | METRICS

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

Theme: Access

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

Theme: Awareness

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

Theme: Purpose & Mission

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

Theme: Resources

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

INTERNAL COMMUNICATION PROCESS



INTERNAL COMMUNICATION PROCESS

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

Review of Plan – Annually

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

EWP Press Releases – Varies

+ EWP Programs & Information

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

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

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

Feedback Timeline – by press release type:

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

INTERNAL COMMUNICATION PROCESS

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

About Explore Washington Park

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

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

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

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

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

EWP Newsletters

+ Internal (audience: Park partners) – Monthly

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

INTERNAL COMMUNICATION PROCESS

+ External (audience: public) – TBD

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

Ad buys – Varies

+ No Partner Mention

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

+ Partner Mention/Logos

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

Project-based Communications (content & collateral)

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

Explore 
WASHINGTON PARK

ExploreWashingtonPark.org