

MINUTES
Board Meeting
November 14, 2 – 4pm, Via Zoom

Attending:

Michael Cavanaugh – Travel Portland (TP)
Steve Cole – at-large
Joe Furia – World Forestry Center (WFC)
Kathy Goeddel – Arlington Heights Neighborhood Association (AHNA)
Anna Goldrich – Hoyt Arboretum Friends (HAF)
Todd Lofgren – Vibrant Communities (VC)
Dave Malcolm – Sylvan Highlands Neighborhood Association (SHNA)
Heather McCarey – Explore Washington Park (EWP)
Heidi Rahn – Oregon Zoo (OZ)
Jason Sipe – Portland Japanese Garden (PJG)
JC Vannatta – TriMet (TM)

Guests:

Brie Becker – Nelson Nygaard (NN)
Danny Dunn – VC
Hallie Killgore – EWP
Meghan McCloskey – EWP
Alex Mercuri – Nelson Nygaard
Mike Murawski – EWP
Ivan Ratcliff – OZ
Victor Sanders – VC
Marty Stockton – Portland Parks & Recreation (PPR)

Heidi welcome EWP's new Operations Director, Mike Murawski, who is in his third week with the team and has a background in museums and non-profits.

Consent Agenda

The consent agenda includes June, July, August, and September 2024 financials and the October 2024 meeting minutes.

Motion: Heidi moves the approval of the November 2024 consent agenda, and the motion passes unanimously.

Board Housekeeping

All board members have signed their conflict-of-interest form. Before the next signing cycle, a lawyer will look over this document to review and update the current language at the request of Metro.

The Executive Committee will continue to work on the board agreement and make changes based on feedback provided at the last meeting. It will be brought back to the board for discussion at a later meeting.

As a reminder, the \$18k Restricted Meter Reserve will continue to be listed separately in the financial reports and there is a policy in place to use these funds. There will be an audit for the current fiscal year once the books close and EWP is looking into hiring a CPA to help with financial questions/concerns.

Funding Model Study

The funding model workgroup last met prior to the EWP October board meeting. The group will reconvene on November 14 to include the set of strategies from the Transportation Access Plan presented by Nelson Nygaard. A draft funding plan will be brought to the board at the January or March board meeting.

Transportation Access Plan – Nelson Nygaard Presentation

Brie begins her presentation for the Transportation Access Plan with an overview of the draft plan that was sent out a week in advance. Today the group will discuss details for each strategy including roles, cost estimates, and timeline. This discussion will focus on feedback such as refining details around implementation and clarifying responsibility. However, strategies will not be added or removed from this last as they were finalized in the October board meeting.

Alex highlights that prioritization of these projects comes down to many factors, including importance, capacity constraints, and strategic sequencing. The sequencing of projects is not defined by project completion. Instead, it is sequenced by which projects should be worked on first, as some of the work could include feasibility studies, permitting processes, etc.

A. Establish a funding model to implement TAP

- Washington Park Funding Model study will provide clarity behind funding concerns

- B. Formally secure access to off-site parking at Sylvan
 - Off-site parking could be leased by PPR or Metro as government landowners
 - Implementation of pay-to-park system with an increase in shuttle service could provide profit to landowners and make this strategy free for the Park
 - Cost range could significantly vary and would likely be reoccurring due to annual lease
- C. Expand transportation marketing and promotion efforts
 - Increasing communication strategies can help the visitor experience by informing them of current and future programs/efforts
 - Significant potential for cross marketing and partnerships, such as coordinated calendar
 - Travel Portland is committed to promotion of Washington Park on social channels and the Park is included in formal destination training for new employees
- D. Implement free transit passes and a free-rail zone between Washington Park and the Sunset Transit Center
 - Change the verbiage from free to subsidized, as someone will be paying for this
- E. Advance plans for a parking lot at the Sherwood field
 - The neighborhoods do not support this strategy as it takes away from park land and should be lower on this prioritization list
 - Temporary use of Sherwood field is not allowed – Would require a change of City Code
 - The language will be changed for this strategy
- F. Advance parking management recommendations from PPR's Parking Management Toolkit – A collection of parking management strategies that use pricing, management tools, and incentives
 - Metro and PPR have the authority to make changes to parking rates
 - Recommendations to come from EWP
 - Change to near-term
- G. Update and optimize on-street parking design and regulations throughout the park
 - Change to near-term as it is important to increase amount of parking per vehicles
 - Could help alleviate parking deficit if the Sherwood field strategy is not possible
 - Likely a consultant hired by PPR
- H. Expand and improve off-site parking shuttles

- Strategy should work in conjunction with Strategy B and be near-term
- I. Improve and expand Washington Park Free Shuttle Service
- Discussion regarding low ridership on the Free Shuttle
 - Change language from improve and expand, to refine
 - Support for refinement will be all EWP partners
 - Include Free Shuttle in TriMet's trip planner
 - Valuable service for people coming outside of 50 miles. Travel Portland's team shares information on this service to many visitors
- J. Expand support for pick-up/drop-off options
- Include tour groups in this strategy implementation
- K. Advance parkwide wayfinding improvements
- Change strategy to near-term
 - Price range for this project is set around \$2 million
- L. Expand and incentivize BikeTown
- M. Continue studying need for/feasibility of a new parking garage at Lot C
- Add Metro to the lead for this strategy
 - Specify that the opportunity can be explored quicker than implementation

The next six months of this work will explore funding options, resource allocation, and where to focus efforts for implementation. Todd suggests the use of a shared template of these strategies that all board members can edit. This would create accountability amongst stakeholders and ensure the work is prioritized.

Heather mentions that the EWP Service Delivery Plan could help serve as this template.

Lot B Redesign was intentionally left out of this list of strategies by request of the 5-parties. However, it feels like an important part of the capital project conversation and should be included in the shared template that was previously discussed.

A majority of the work from the TAP will be overseen by the Transportation Advisory Committee, with quarterly updates back to the board. There may need to be further discussion behind the role of the TAC, as well as establishing a board liaison for the quarterly reports. The TAP will be finalized in December with formal approval to occur in January at the next EWP Board meeting.

