ACKNOWLEDGEMENTS

A special thank you to all those who helped foster the Anchorage Park Foundation in its first 6 months:

Rasmuson Foundation

Mark Begich, Mayor
Municipality of Anchorage

Mary Jane Michael, Executive Director
Office of Economic and Community Development

Beth Nordlund, Development Director, Anchorage Park Foundation

Alaska Community Foundation

The Parks & Recreation Department

Anchorage Park Foundation Board Members
Victor Mollozzi, Chair
Jeff Clarke, Parks & Recreation Commissioner
Jeff Dillon, Director, Anchorage Parks & Recreation Department

The Residents of Anchorage for your participation

Partner Organizations and Donors
The First Six Months

Introduction

On December 17, 2004, Rasmuson Foundation contributed $400,000 to the newly formed Anchorage Park Foundation for capital improvements to parks and trails.

It was the first contribution to our fund in the Alaska Community Foundation.

Anchorage Park Foundation Mission

Advance parks, recreation opportunities, trails, and conservation efforts that enhance the quality of life for all residents and visitors to Anchorage.

Our Goal: Community Priorities

The Anchorage Park Foundation rose to the challenge of accepting the Rasmuson Foundation grant to provide better parks and recreation services to the Anchorage Community.

The Community Priorities List for the Rasmuson Foundation contribution is the result of a multi-faceted, ongoing public participation effort that included:

Community Recreation Survey conducted in February 2005 (311 returned surveys for a 22% response rate);

Public workshops held March 8, 10, 15 & 17 (144 participants) and April 25, 26, 27, 28 & 30 (196 participants);

74 stakeholder interviews;

Focus Groups of underrepresented populations including youth and ethnic minorities;

Community Council CIP List.
The First Six Months
$700,000 raised to date

Rasmussen Foundation Grant
$400,000

Assembly Allocates $80,300 to Parks for Improvements to Russian Jack Springs Park
Assembly Allocates $132,000 to Parks for Strategic Action Planning
Assembly Allocates $229,736 to Parks for Capital Improvements to Abbott Loop Community Park
Wells Fargo $250,000 for Picnic Shelter at Abbott Loop Community Park
AK State Legislature Allocates $8,220,000 for Anchorage Park Projects
Carr Foundation $40,000 for Improvements to Pop Carr Park
Scoop the Poop raises funds through Park Foundation
Skatepark YES raises funds through Park Foundation
Board Chair Victor Mollozzi & Vicki Williams pledge $25,000 over 3 years

THE FIRST SIX MONTHS
$700,000 RAISED TO DATE
WHAT WE HEARD
THE COMMUNITY SAY:

- **Maintenance**—General maintenance of parks and facilities could be better; keep equipment well-maintained for safety.
- **Enforcement & Safety**—Patrols and enforcement of rules and regulations.
- **Planning**—Better planning of parks and coordination between agencies.
- **Community Involvement Process**—Need recognizable communication with public.
- **Partnerships**—Partner with private sector to provide programs and concessions, such as rental equipment; “Parks & Recreation Department needs to foster entrepreneurship around parks and become an enabler rather than a hurdle.”
- **Use of Anchorage School District facilities**—Eliminate redundancy and improve cooperation between both agencies.
- **Programs**—Share resources to offer city-wide programs; inform public of program offerings.
- **Financial Access**—Provide opportunities for low-income families.
- **Park Amenities**—Need drinking water fountains, benches, and toilets in parks.
- **Signage**—Better signs to communicate rules and regulations; directional signs and entryway signs as well as interpretive signs.
- **Communication**—Improve communication methods, including web pages, newsletters, advertisement and other methods to inform the public better about park programs and services.
- **Trail Access**—Create better access to large parks and complete missing links in the system.
- **Stewardship of Natural Resources**—Place a higher value on minimally developed natural green spaces and better manage the natural resource areas.
- **Parks & Recreation Department Image**—Community feedback must have tangible results; “Parks & Recreation must be perceived as integral to people’s lives”
- **Customer Service**—Better focus on customer service by Parks & Recreation staff.

HOW WE’LL RESPOND:
SUMMER 2005
PHASE I

CLEAN & GREEN
SAFE & SECURE

Phase I of Clean & Green will target a few key, high traffic, high need parks and trails in each of the five Park Districts.

Volunteers, Park Maintenance, Horticulture, Community Work Service and private contractors will be used to do the work. Volunteers in parks and on the trails are signs of an involved community and a vibrant system. We will highlight community involvement and results in this high profile campaign.

Rasmuson Foundation contribution will be spent on items for purchase from contractors and businesses; some in the form of grants to Community Councils for volunteer supplies.

$250,000 of Municipal funds will augment Park Maintenance, Horticulture and Community Work Service for increased services provided.

This initiative will give the Anchorage Park Foundation the visibility needed to inspire other community contributions.
### Phase I - Summer 2005

**Clean & Green**

**Safe & Secure**

<table>
<thead>
<tr>
<th>Volunteers</th>
<th>Park Maintenance/Horticulture</th>
<th>Community Work Service</th>
<th>Contractors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brush Cutting</td>
<td>Refinish Signs</td>
<td>Brush Cutting</td>
<td>New Bollards-Purchase &amp; Install</td>
</tr>
<tr>
<td>Paint Bollards &amp; Sign Posts</td>
<td>Weeding, Strip &amp; Trim</td>
<td>Reposition Bollards</td>
<td>Poop Stations</td>
</tr>
<tr>
<td>Clean Up</td>
<td>Parking Lot Clean Ups</td>
<td>Clean Trails</td>
<td>Signs</td>
</tr>
<tr>
<td>Rake Leaves</td>
<td>Locks-Gates</td>
<td>Build Walls</td>
<td>Replace Park &amp; Trail</td>
</tr>
<tr>
<td>Planting</td>
<td>Trail Maintenance</td>
<td>Special Event Clean Up</td>
<td>Play Equipment &amp; Surface</td>
</tr>
<tr>
<td>Trail Maintenance</td>
<td>Equipment</td>
<td></td>
<td>Sand at Beaches &amp; Volleyball Courts</td>
</tr>
<tr>
<td>Spread Gravel</td>
<td>Resurface Hard Trail</td>
<td></td>
<td>Benches</td>
</tr>
<tr>
<td>Install Equipment (Certified)</td>
<td>Pruning/Tree Trimming</td>
<td>Trash Receptacles (Quality Standard/Bear Proof if appropriate)</td>
<td>Trash Busters</td>
</tr>
<tr>
<td>Weeding</td>
<td>Fertilize</td>
<td>Picnic Tables</td>
<td>Irrigation</td>
</tr>
<tr>
<td>Water</td>
<td>Irrigation</td>
<td>Gates &amp; Fences</td>
<td>Graffiti Busters</td>
</tr>
<tr>
<td>Refill Poop Stations</td>
<td>Graffiti Busters</td>
<td>Asphalt Surface</td>
<td>Security - Cameras/Phones</td>
</tr>
<tr>
<td>Fertilize/Lime</td>
<td>Trash Pick Up/Increase to Weekends</td>
<td>Purchase Trees &amp; Shrubs</td>
<td>Tree Clearing - Cutting &amp; Chipping</td>
</tr>
<tr>
<td>Boardwalk/Gravel Trail</td>
<td>Poop Station Refills</td>
<td>Sign Post Installation</td>
<td>Irrigation</td>
</tr>
</tbody>
</table>

**Communication**

- Trail Maps-REI
- Web Page
- Brochure
- Interpretive Signs
- Trail Watch Signs

**Anchororage Park Foundation**
PROJECT LIST BY PARK DISTRICT
PHASE I 2005 & PHASE II 2006

NW PROJECTS
- Margaret Eagan Sullivan Park
- Valley of the Moon Park
- Pop Carr Park
- Minnesota Park
- C Street Community Gardens
- Fairview Lions Park

NE PROJECTS
- Russian Jack Springs Park
- Goose Lake Park
- Conifer Park
- Arnold Muldoon Park
- McPhee Park

SE PROJECTS
- Hillside Park
- Ray E. Storck Homestead Park
- Forsythe Park

SW PROJECTS
- Connors Lake Park
- Jewel Lake
- Oceanview Park
- Cutty Sark Park
- Kincaid Park

CE PROJECTS
- Taku Lake Park
- Bancroft Park
- Campbell Park & Trail
- Meadow Park

Wide Community Support

RASMUSON FOUNDATION REPORT JUNE 2005
We will use a similar criteria for establishing which parks and trails to include in Phase II of Clean & Green and Safe & Secure.

2006 Phase II

2005 results will provide the springboard for an even larger 2006 summer campaign.

Before & after photos, a Phase I improvement inventory, great press and community energy will enable us to raise funds in the fall and winter to hit the ground running for Phase II of Clean & Green and Safe & Secure.

The more funds raised, the farther down the community-generated parks and recreation priorities list we will reach.

Our newly hired Park District Managers are working to forge relationships with the communities they serve, and Clean & Green, Safe & Secure will be a great community-building effort that pays dividends for all.