

ANCHORAGE
PARK
FOUNDATION



RASMUSON FOUNDATION
REPORT JUNE 2005



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

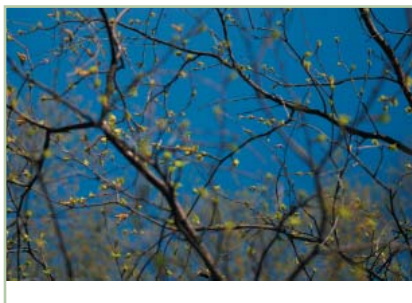
Jeff Clarke, Parks & Recreation Commissioner

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);

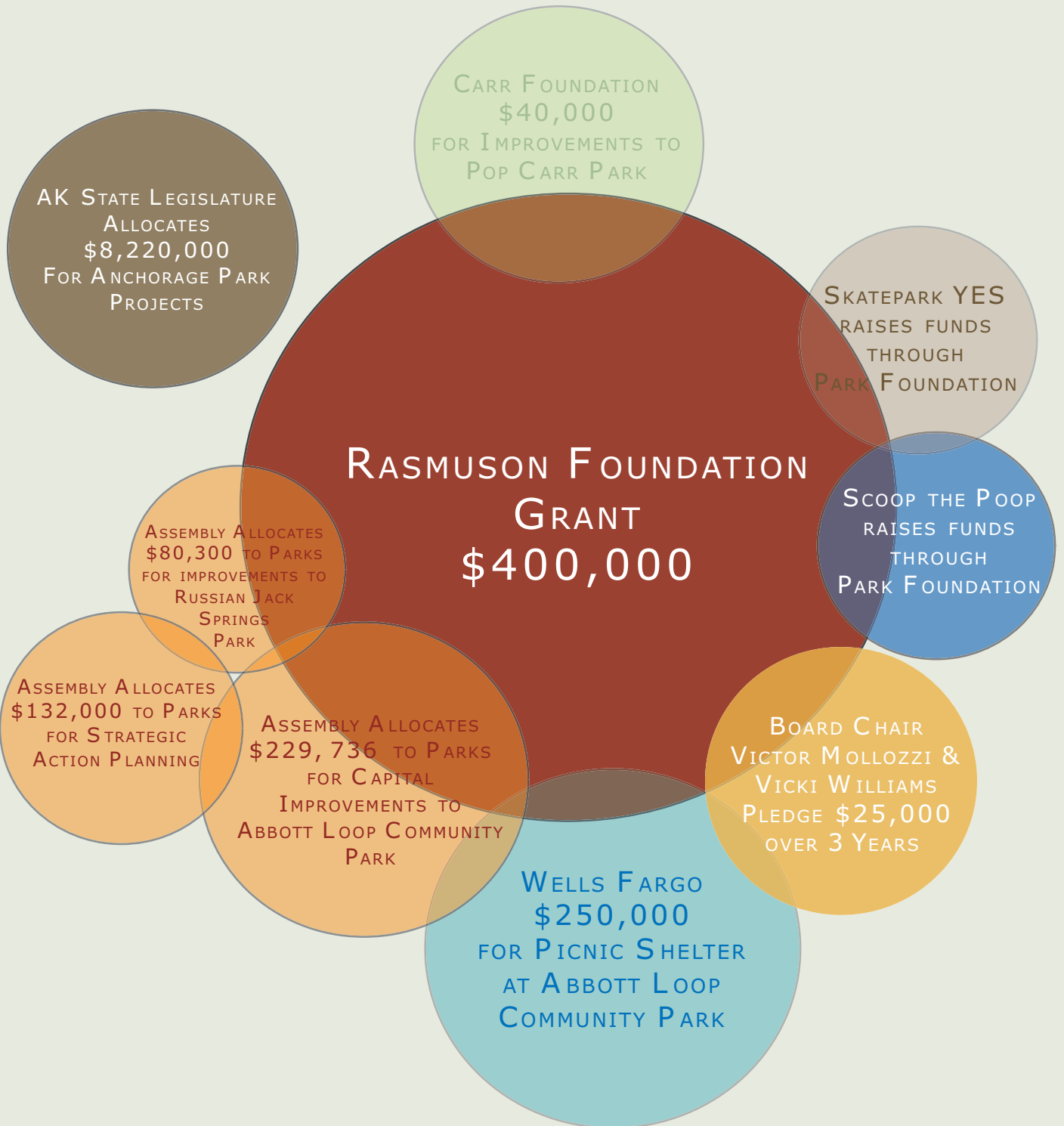
74 **stakeholder interviews**;

Focus Groups of underrepresented populations including youth and ethnic minorities;

Community Council CIP List.

THE FIRST SIX MONTHS

\$700,000 RAISED TO DATE



THE NEXT SIX MONTHS

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

VOLUNTEERS

Brush Cutting
Paint Bollards & Sign Posts
Clean Up
Rake Leaves
Planting
Trail Maintenance
Spread Gravel
Install Equipment (Certified)
Weeding
Water
Refill Poop Stations
Fertilize/Lime
Boardwalk/Gravel Trail

COMMUNICATION

TRAIL MAPS-REI
WEB PAGE
BROCHURE
INTERPRETIVE SIGNS
TRAIL WATCH SIGNS

PARK MAINTENANCE/ HORTICULTURE

Refinish Signs
Weeding, Strip & Trim
Parking Lot Clean Ups
Locks-Gates
Trail Maintenance Equipment
Resurface Hard T rail
Pruning/Tree Trimming
Fertilize
Irrigation
Graffiti Busters
Trash Pick Up/Increase to Weekends
Poop Station Refills

COMMUNITY WORK SERVICE

Brush Cutting
Reposition Bollards
Clean Trails
Build Walls
Special Event Clean Up

CONTRACTORS

New Bollards-Purchase & Install
Poop Stations
Signs
Replace Park & Trail Play Equipment & Surface
Sand at Beaches & Volleyball Courts
Benches
Trash Receptacles (Quality Standard/Bear Proof if appropriate)
Picnic Tables
Gates & Fences
Asphalt Surface
Purchase Trees & Shrubs
Sign Post Installation
Parking Lot Striping
Bike Trail Striping
Security -Cameras/Phones
Tree Clearing— Cutting & Chipping
Irrigation
Lighting

PROJECT LIST BY PARK DISTRICT

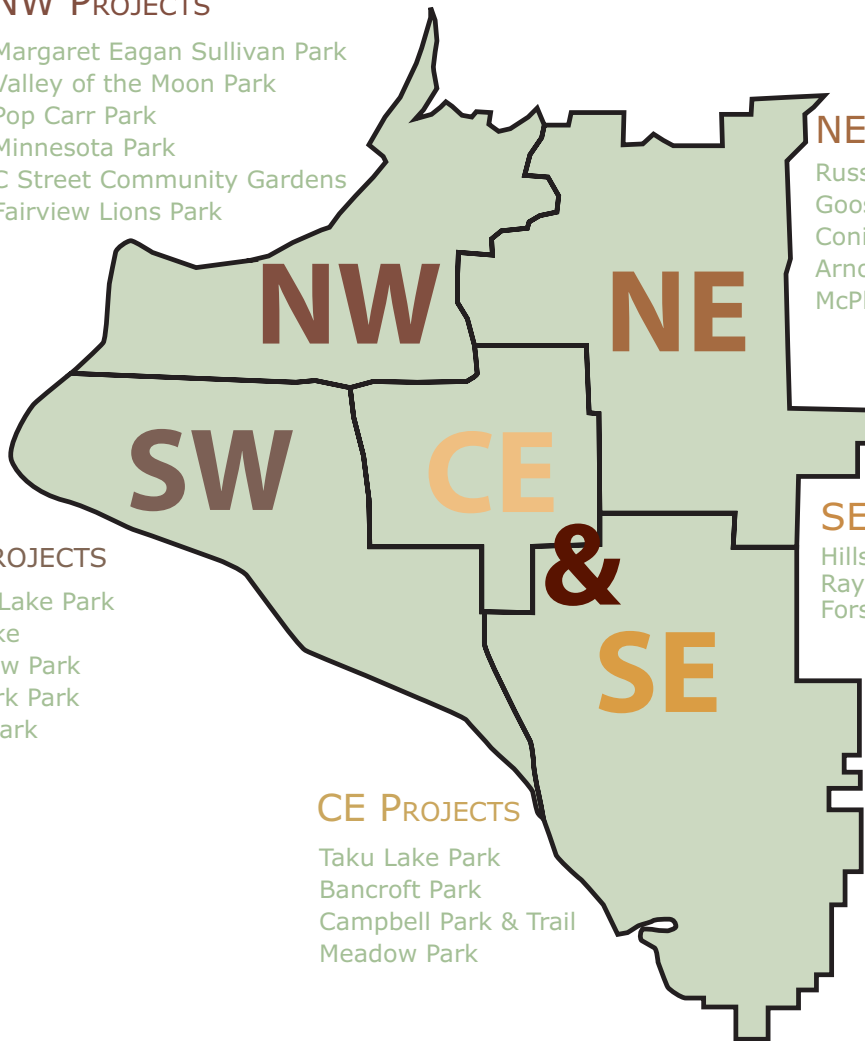
PHASE I 2005 & PHASE II 2006

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



SW PROJECTS

Connors Lake Park
 Jewel Lake
 Oceanview Park
 Cutty Sark Park
 Kincaid Park

SE PROJECTS

Hillside Park
 Ray E. Storck Homestead Park
 Forsythe Park

CE PROJECTS

Taku Lake Park
 Bancroft Park
 Campbell Park & Trail
 Meadow Park

NEEDED

IMMEDIATE

DOABLE

WIDE COMMUNITY
 SUPPORT

THE NEXT YEAR



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.

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