

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

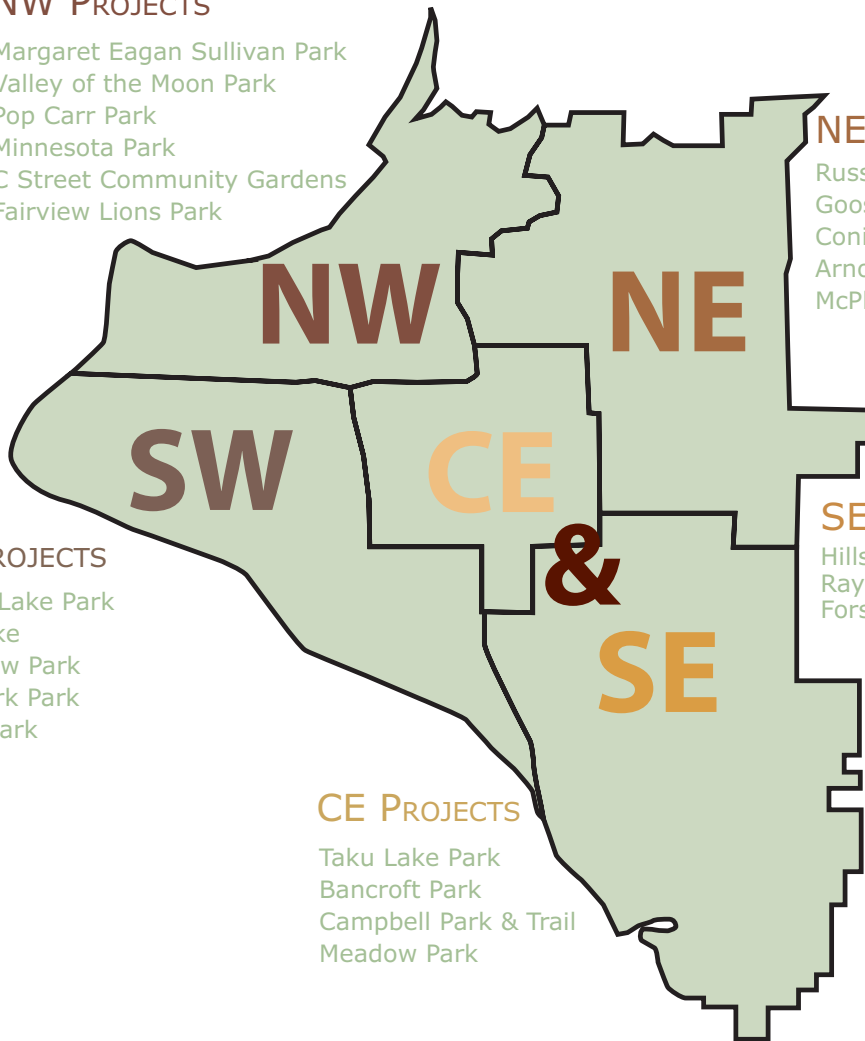
## PHASE I 2005 & PHASE II 2006

### 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**.