

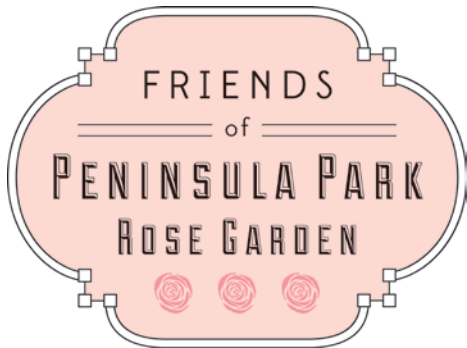


**PORTLAND
PARKS & RECREATION**

Healthy Parks, Healthy Portland



Peninsula Park Rose Garden Preservation Strategy



Leadership Team Meeting
Tuesday December 15, 2015

Creating the Foundation for the Next 100 Years

- ▶ 2014 MOU calls for development of strategic plan
- ▶ Primary stakeholders identified - PP&R, the Friends, volunteers, visitors, neighbors
- ▶ February 2015 brainstorming session - PP&R, the Friends, volunteers
- ▶ Volunteer and PP&R staff surveys of priorities
- ▶ Intercept surveys of visitors and neighbors
- ▶ September 2015 Priority Setting Session - PP&R, the Friends, volunteers
- ▶ Review Team Feedback & Revisions



WHAT THE STRATEGY REPRESENTS

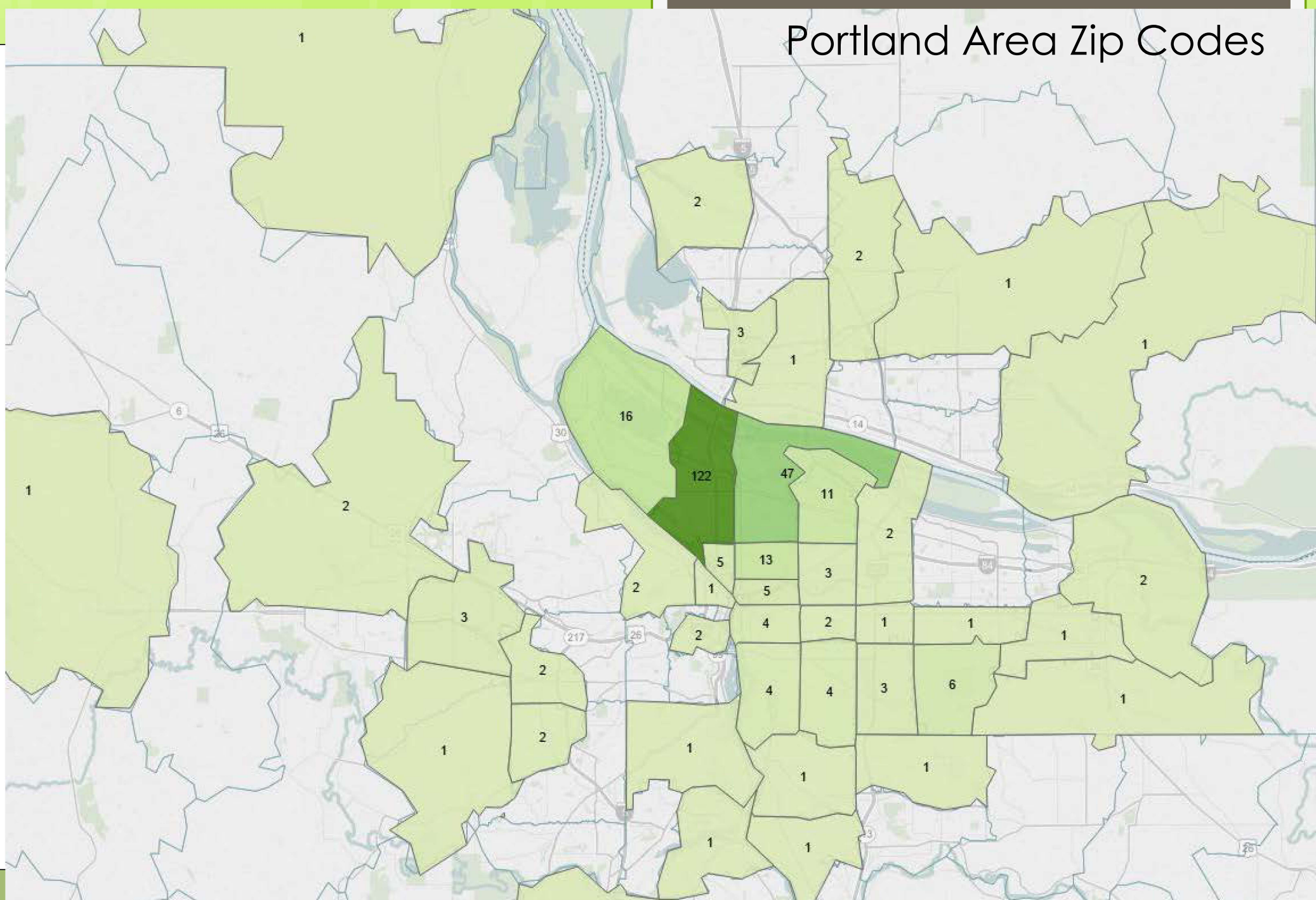
- ▶ A joint commitment of PP&R and the Friends that:
 - ▶ Leverages the vision and mission of both organizations
 - ▶ Creates the foundation for the next hundred years



Survey Result Highlights – What We Found Out

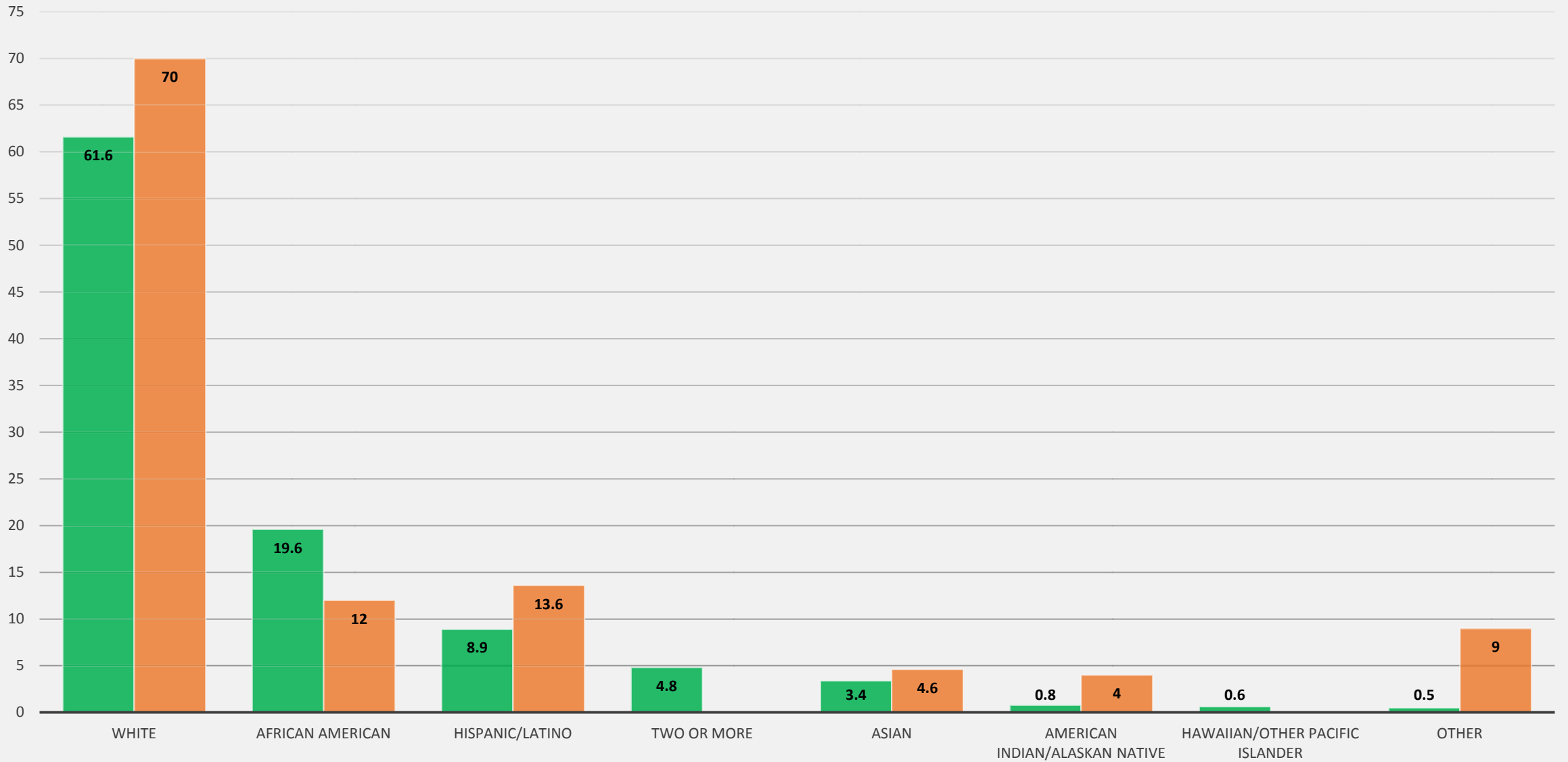
Summer 2015 Peninsula Park Rose
Garden Intercept Survey

Portland Area Zip Codes

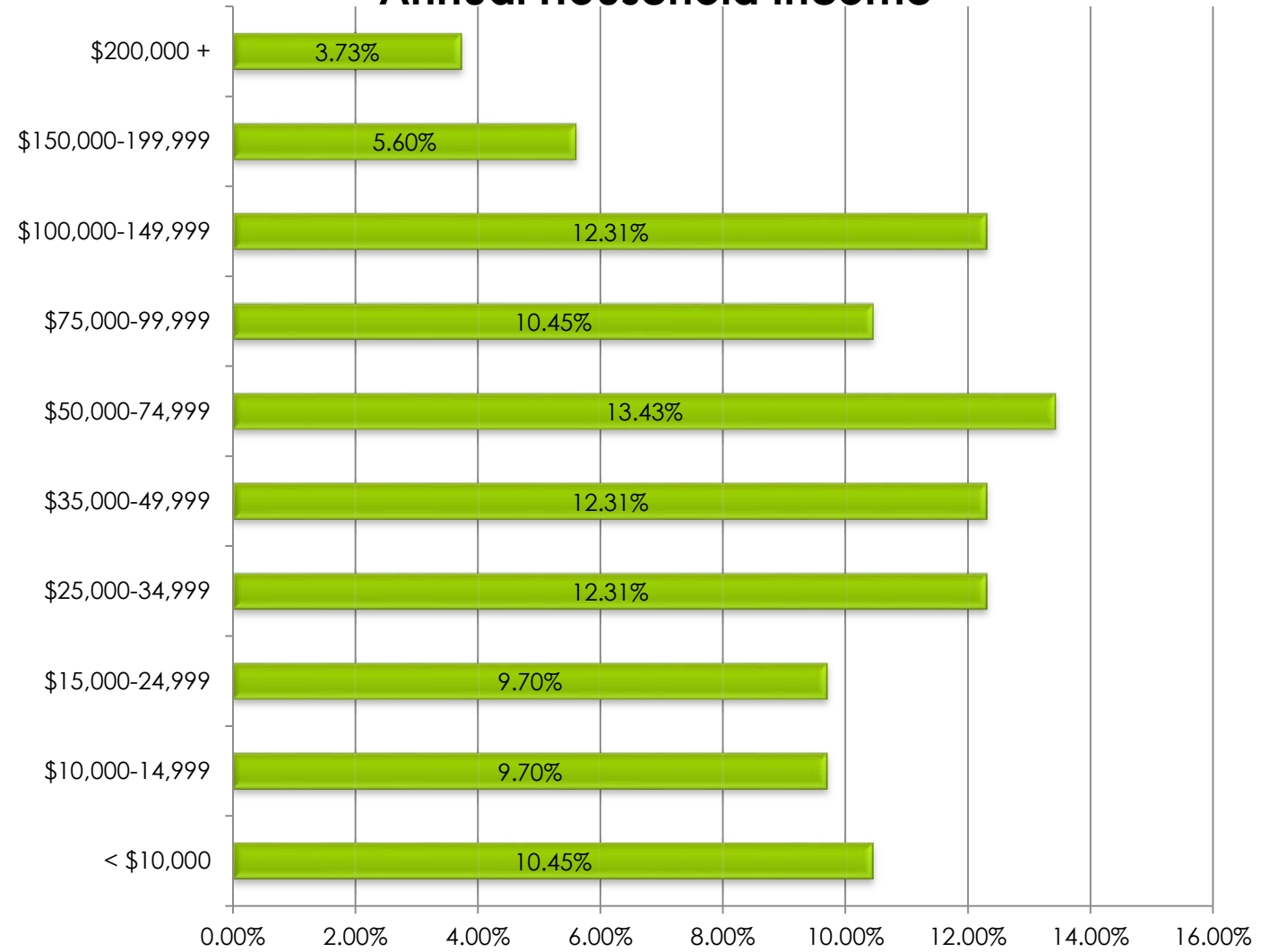


1/2 Mile Service Area Peninsula Park

2010 Census & 2013 American Community Survey vs Intercept Survey 2015

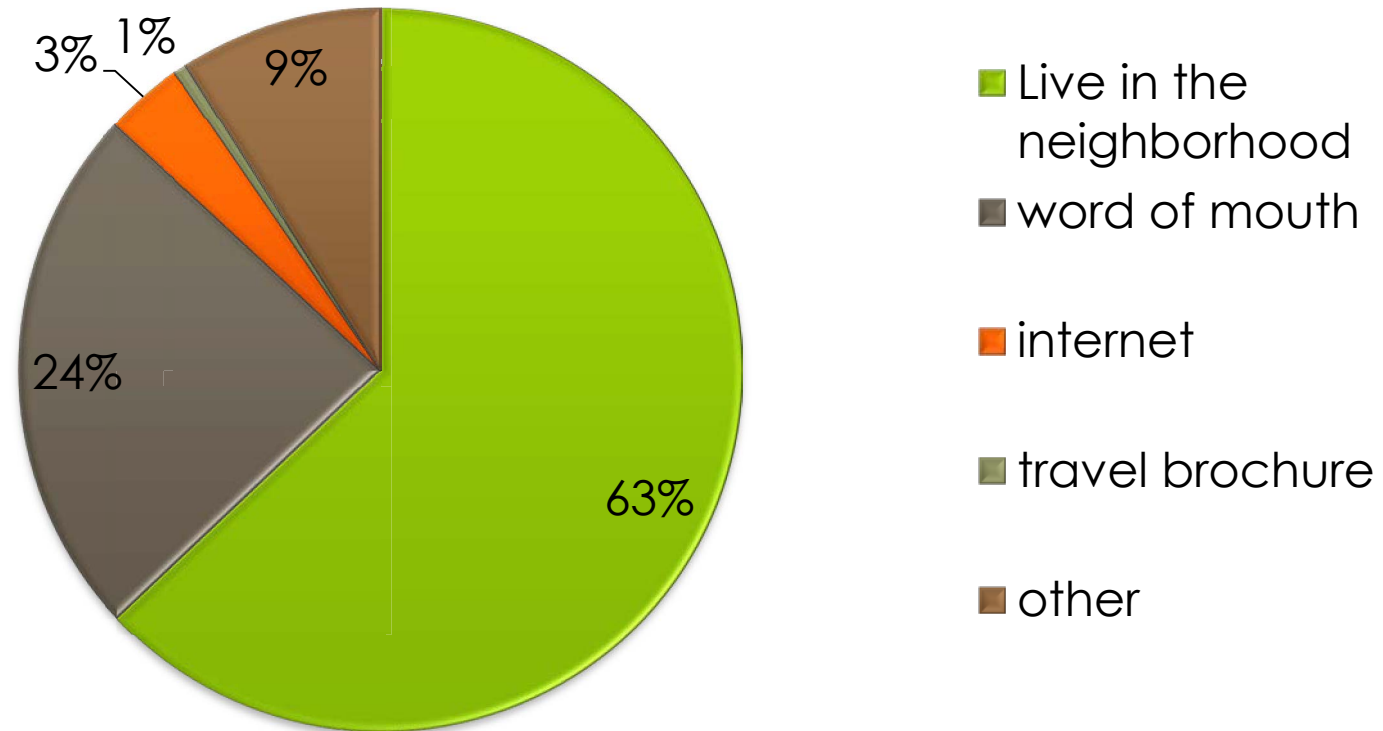


Annual Household Income



■ Annual Household Income

How did you find out about the Garden?



Overwhelmingly Agree,



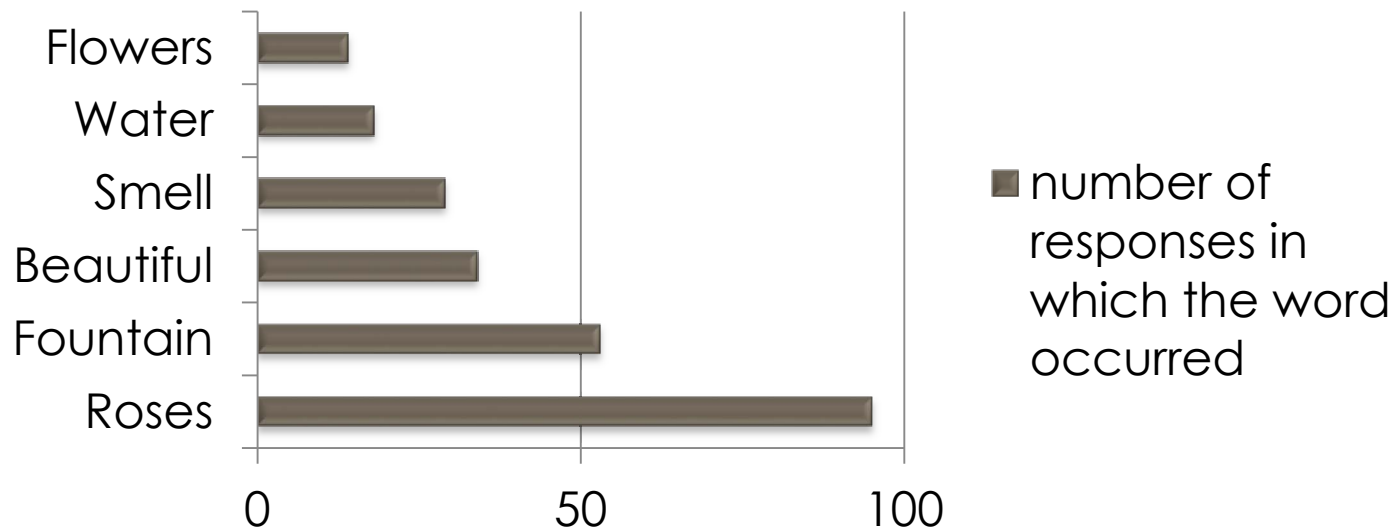
It is about the Roses!!!

What is your favorite thing about visiting the Peninsula Park Rose Garden?

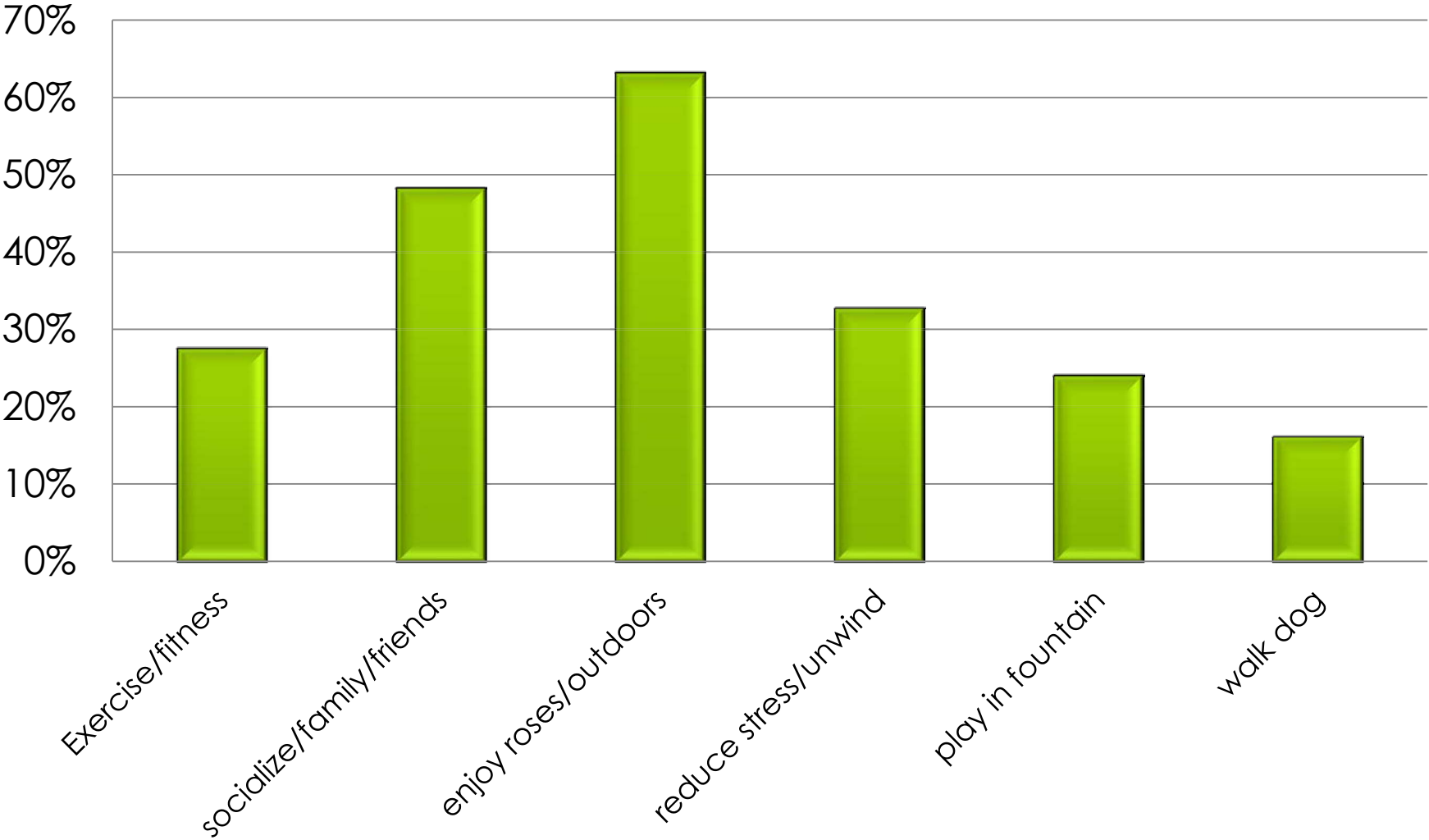
Gazebo Volunteers Scenery Reading Variety Path Trees Space
Flowers Nature Smell Pull up Bars Fountain
Friendly Roses Photos Beautiful Running Water
Children Garden Portland Park Relaxing Benches Clean

Word occurrence: by the numbers

number of responses in which the word occurred

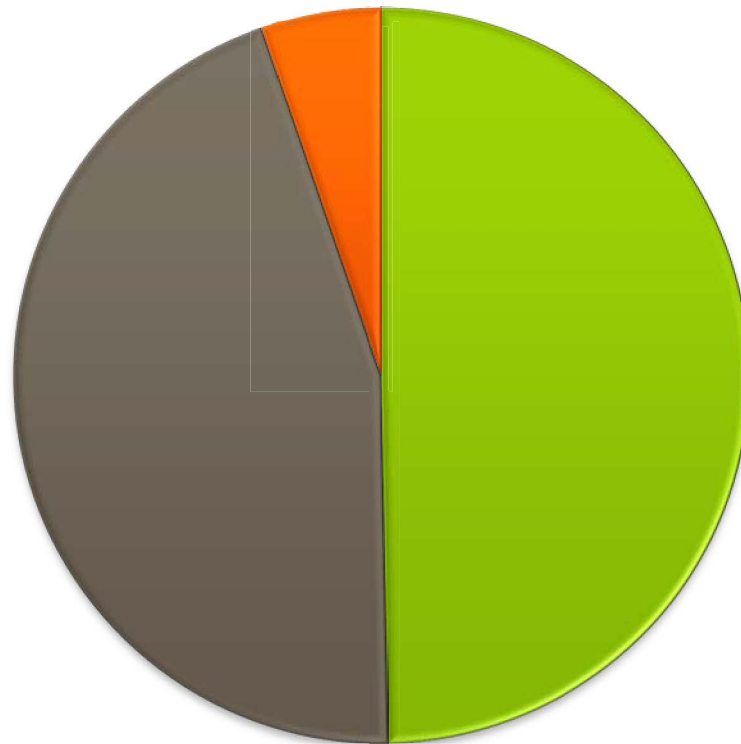


Motivation for Visiting



Did you come here for the Rose Garden or the larger park?

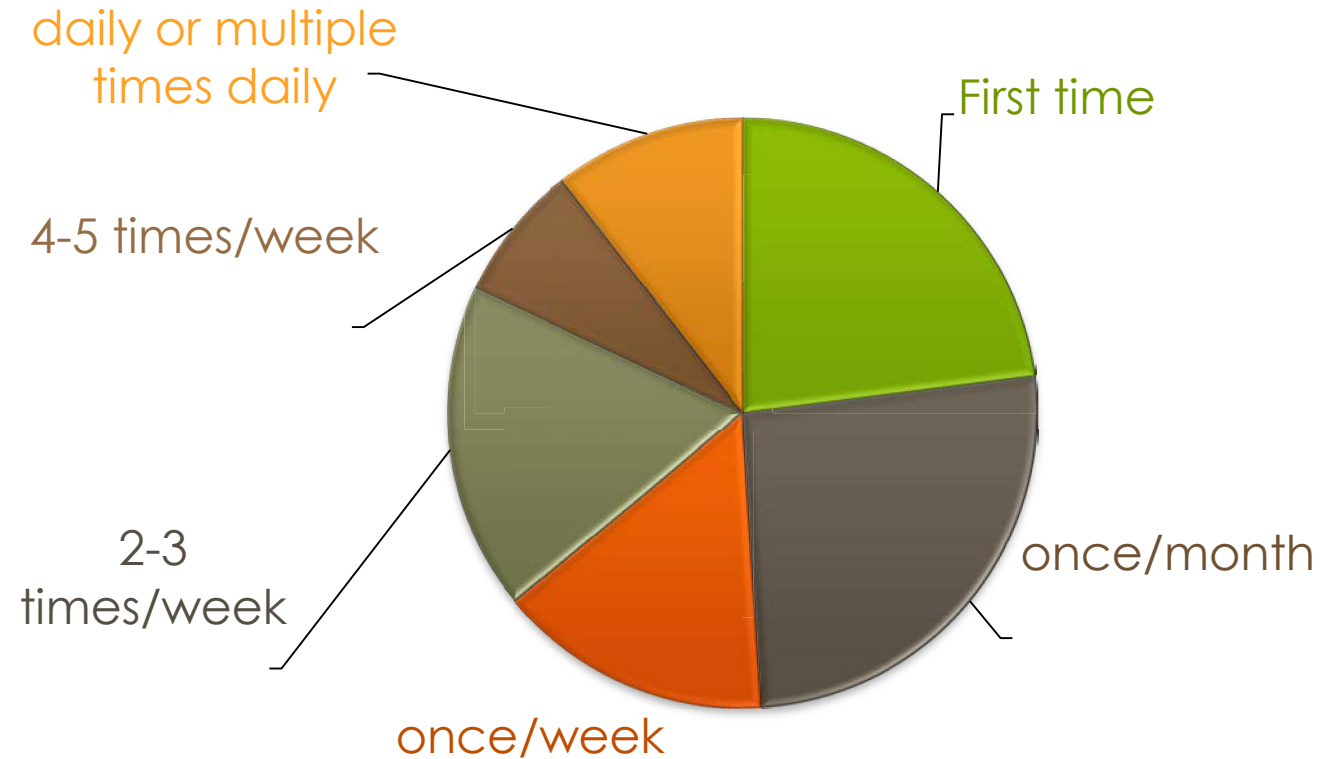
Reason for Visit Today



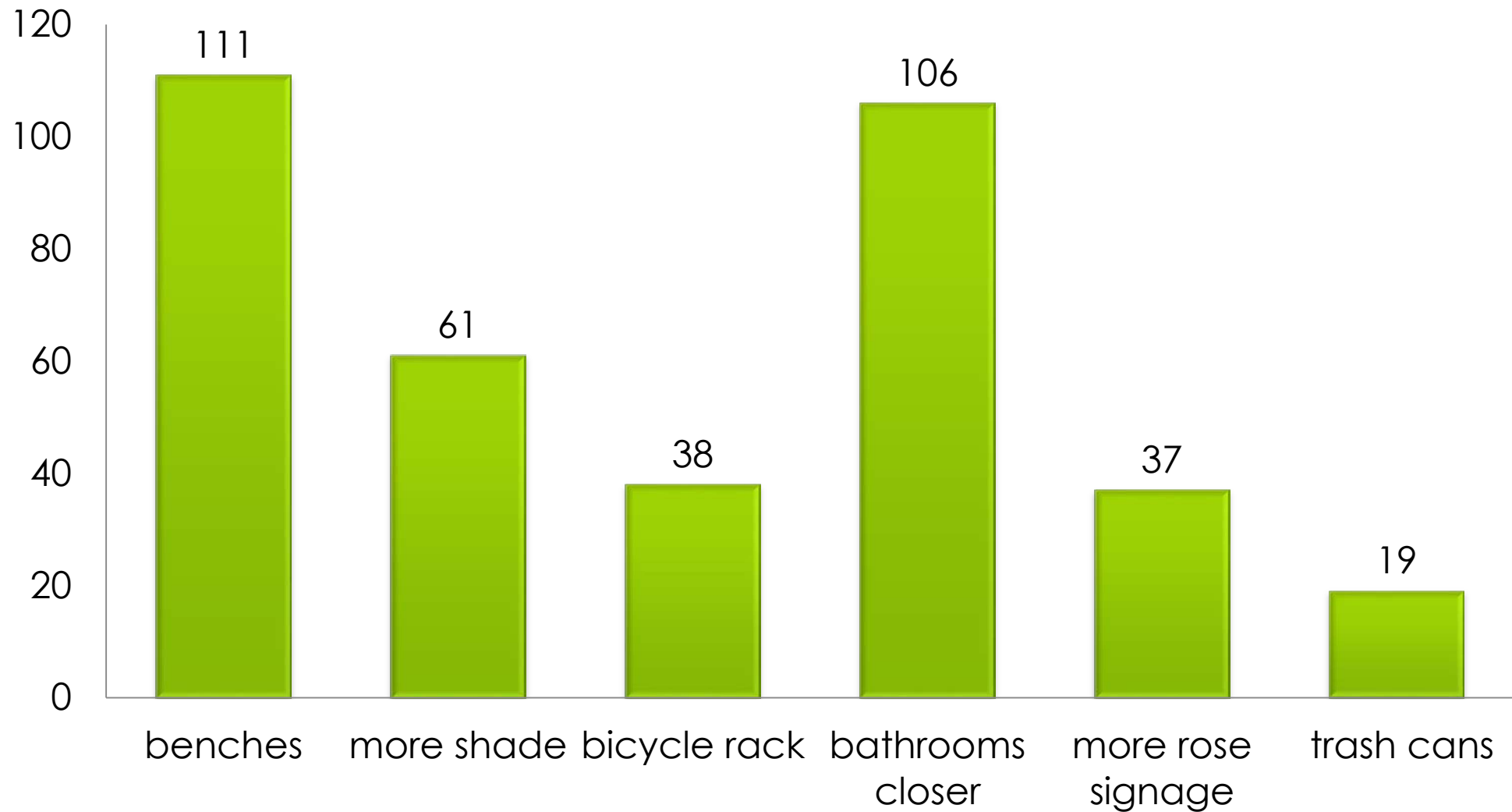
- Rose Garden primarily
- both Garden and larger park
- mainly the park

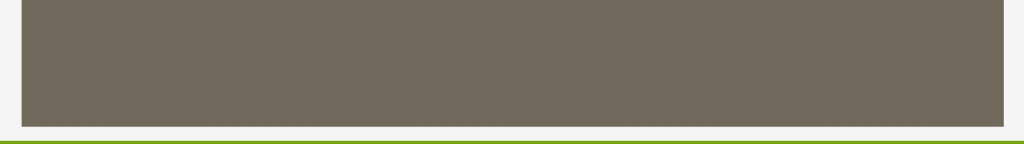
Over half of guests visit at least once a week.

Visit Frequency



What would make your visit more enjoyable?





“This is the cornerstone of the city, used to be the place. It has history. It’s a cornerstone of North Portland. Should be celebrated more than it is.”

“I really appreciate that it’s here and that volunteers are here. I’m happy that my tax dollars are going to the upkeep and cleanliness of this park”

“It’s just amazing, the volunteer contingency planning is really community-minded, I like watching the roses develop over the year.”



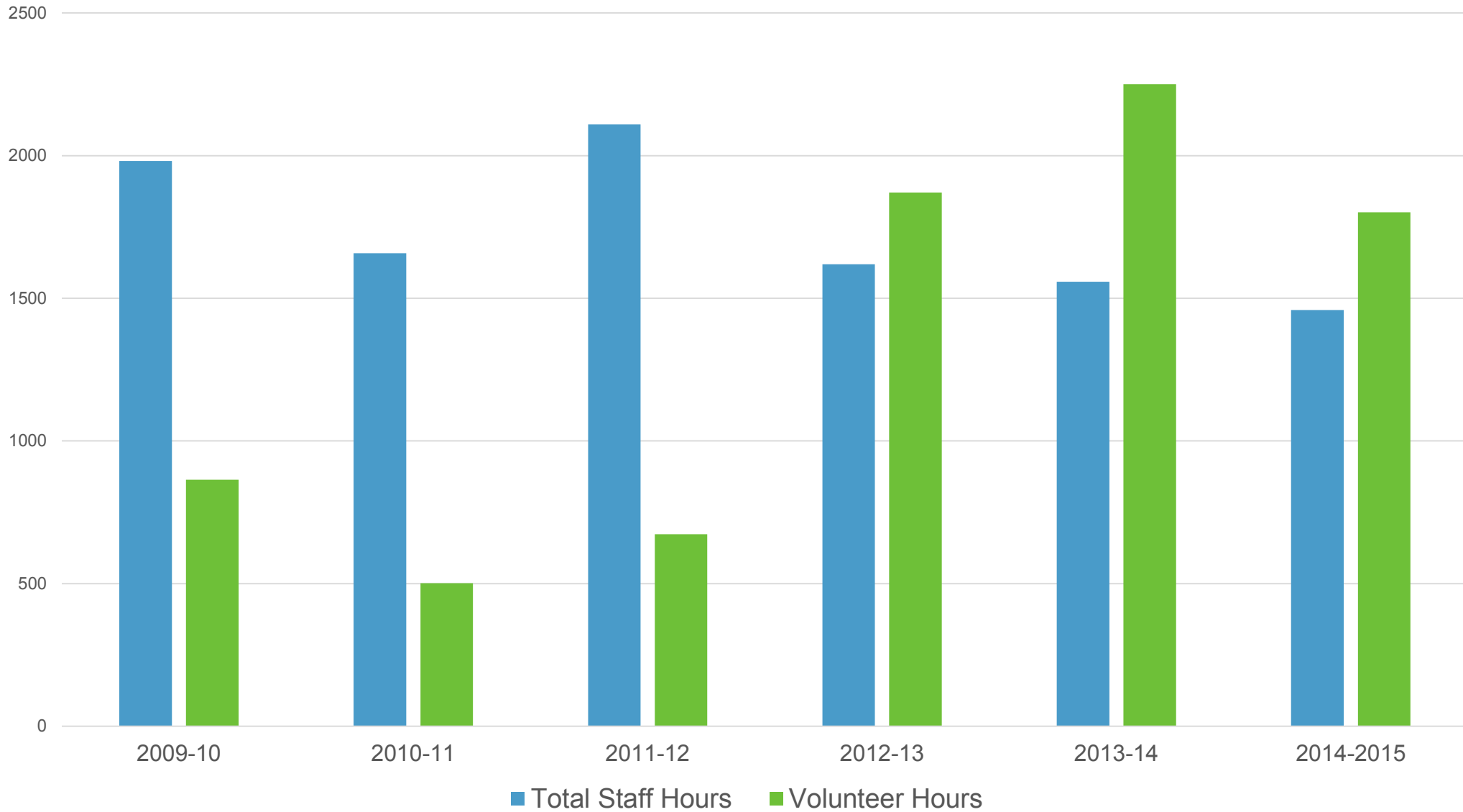
THE CONTEXT

Staff and Volunteer Support

Volunteer Hours Soar 234% 2012-2014

	Peninsula Park Rose Garden PP&R Maintenance		Friends of Peninsula Park Rose Garden
Year	Total Dollars	Total Staff Hours	Volunteer Hours
2009-10	94,809.33	1980.75	864
2010-11	79,541.45	1658	501
2011-12	103,872.78	2109.25	673
2012-13	85,101.51	1619.5	1871
2013-14	95,885.05	1558	2250
2014-15	91,969.13	1458.5	1801
Total	\$551,179.23	10384	7960

Peninsula Park Rose Garden Staff and Volunteer Hours





THE PRESERVATION STRATEGY

Peninsula Park Rose Garden Preservation Strategy Vision:



A world-class public garden of great beauty and rich historical legacy that generations of Portland residents and visitors seek out for quiet reflection, social connection, education and celebration.

PENINSULA PARK ROSE GARDEN MISSION



Create a **sustainable** foundation for realizing the Vision for the next **100 years**. We accomplish this by:

STRATEGIC OBJECTIVE #1

Maintain Stunning Roses

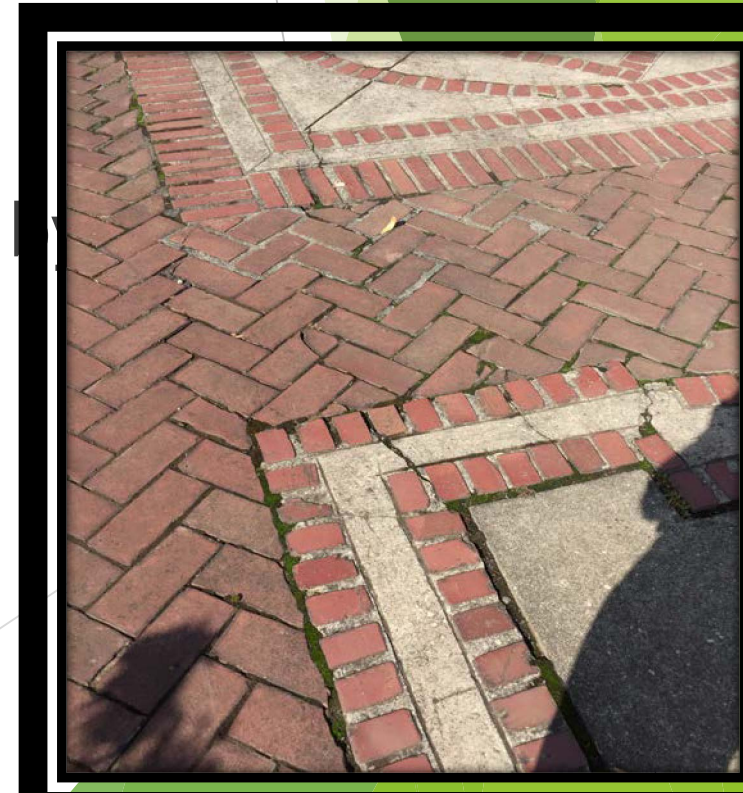
- ▶ One full time seasonal employee dedicated to the Garden (2017)
- ▶ One Dedicated Full Time Horticulturist (2018)
- ▶ Increase volunteer time to 2500 hours (2019)
- ▶ Mulch Garden floor and slope annually (2018)
- ▶ Replace and expand Garden irrigation system (2020)



STRATEGIC OBJECTIVE #2

Preserve the Historical Legacy

- ▶ Complete hardscape repair and restoration as described in Masonry Assessment
 - ▶ Drains, pier caps, balustrades, railings & baluster (2017)
 - ▶ Vertical brick, concrete curbs and walkways 2018
- ▶ Complete the original plan for the Garden (2021)



STRATEGIC OBJECTIVE #3

Promote the Town Square/Raise the Profile

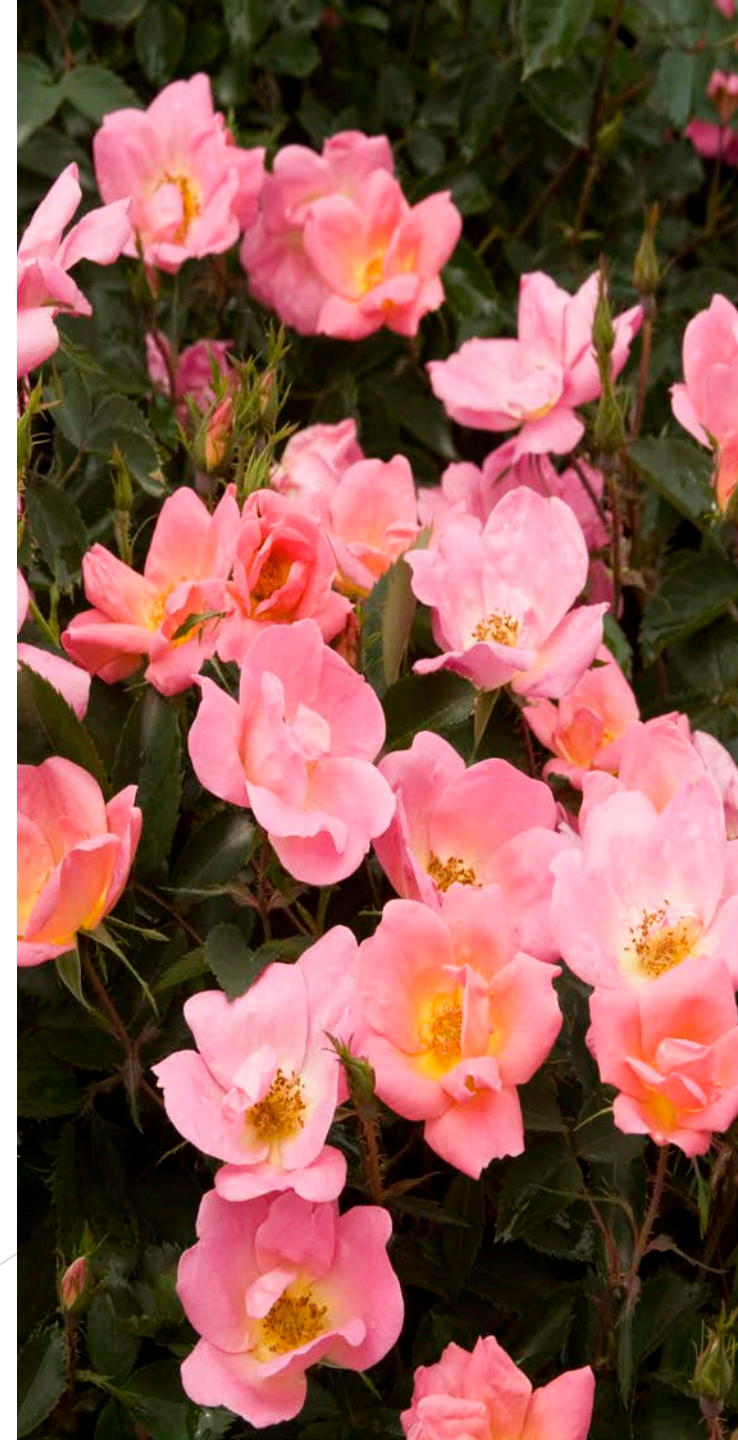
- ▶ At least 3 neighborhood events hosted or sponsored by the Friends annually (2017)
- ▶ As least 2 city-wide events hosted or sponsored by the Friends annually (2018)
- ▶ Install selected Garden amenities (bike racks, signage) (2016)



STRATEGIC OBJECTIVE # 4

Financing the Vision

- ▶ Develop comprehensive plan for supporting Garden maintenance (2016)
- ▶ Develop comprehensive plan to access private money to fund a portion of hardscape repair (2017)
- ▶ Develop comprehensive plan to access private money to fund a portion of the construction of the pergola (2018)



THE JOURNEY





NEXT STEPS

- ▶ Draft Preservation Strategy delivered week of December 16
- ▶ Feedback received by January 4
- ▶ Formal approval of Preservation Strategy January 11

IT'S ALL ABOUT PARTNERSHIP!





Even Better - Together

