



MEMORANDUM

DATE: August 7, 2015

TO: **Parks and Recreation Commission**

FROM: **Beth Nordlund, Executive Director**

SUBJECT: **Anchorage Park Foundation Report**

SUMMER/FALL 2015 SCHEDULE

The Anchorage Park Foundation hosted Park Founders Day in June, and a variety of Park Fix-It days throughout the summer to date. The ninth Youth Employment in Parks season has reached its conclusion. There are still opportunities to attend an event and participate in a personal and meaningful way in projects of your choice.

August

- *August 15* – Pop Carr Fix-It from 9 to noon
- *August 22nd* – David Green Park Fix It from 9 to noon
- *August 26* – Time Capsule burial on the park strip (9th and E)
- *August 29* – Moen Park Fix It from 9 to noon

September

- *September 8* – United Way Day of Caring 9 to 1pm location to TBA
- *September 12* – Girls Scouts at Kiwanis Fish Creek Park
- *September 19* – Dave Rose Fix-It from 9 to noon
- *September 26* – National Public Lands Day
- *Late September* – Balto Seppala Iditarod Ribbon Cutting

October

- *Chester Creek Trail Event*
- *Bridge Party*

ANCHORAGE TRAILS

The Live.Work.Play. Anchorage Trails Initiative is a **strategic branding, marketing and capital improvement campaign**. We will find appropriate, doable things for individuals, businesses, organizations and the community to do to support Anchorage Trails. We have an annual corporate challenge from the Rasmuson Foundation for \$50,000 that we match with time and funds.

Our Trails Initiative Group is working on

- **Connecting** the missing links in our system – we have 250 miles of maintained trails.
- **Resurfacing** the major paved trails, and **rebuilding bridges**
Bond April 2016 should include bridges and resurfacing the Campbell Creek Trail.
- **Health Safety** (wayfinding signs+workplace wellness initiative)
Anchorage Park Foundation will be issuing a Request for Proposals for the sign guidelines and specifications the week of August 10.
- **Promotion (brand + app + maps and materials)**
Fall 2015 the Community Councils and neighborhoods will get a chance to review the neighborhood icons used in the request for proposals for signs.
- **Schools on Trails**
Anchorage Park Foundation will accept an Americorp member to serve as the coordinator for Schools on Trails to work with schools all over Anchorage to find out what teachers and other programs need to get kids outside.
Three pilot projects are underway: Nunaka Valley Elementary at Russian Jack Springs Park; Westchester Lagoon Nature Trail; Ravenwood Elementary

We decided we needed a brand to pull all the work together. It will make the signs, bond promotion, maps and materials, workplace wellbeing efforts, and everything we do seem part of the same campaign. The new brand

- demonstrates that we are all connected by our trails system
- establishes an urban sense of our system, like a metro map might
- allows us to affiliate with our own neighborhoods and trail access points

Much of the APF success in recent years has come from our ability to work with neighbors, volunteers and user groups, **building community through parks**. Now we want to take that kind of success to the trails system. **We are neighborhoodizing the trails.**