

# **WILLAMETTE PARK ASSESSMENT & RECOMMENDATIONS WORK PLAN**



**Portland State University  
Masters of Urban & Regional Planning Workshop**

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**QUERCUS**  **Planning Group**

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## 1. Project Background

Willamette Park is a 26.85-acre regional park located in Southwest Portland along the western bank of the Willamette River. Acquired in 1926 by the City of Portland, this area is a unique and valuable resource providing residents and visitors of the Portland metropolitan region with a range of recreational and educational opportunities. The recreational amenities within the park include: a boat dock and ramp, multi-use paths, picnic areas, dog off-leash area, two playgrounds, two soccer fields, and four tennis courts. Natural amenities located in the park include: native oak groves, riparian and river habitat, mudflats, and native vegetation.

Willamette Park is a hybrid park, which is a developed park that includes natural areas within the park boundaries. Hybrid parks link people with the natural environment by incorporating more diverse vegetation types and natural settings among developed recreational uses that attract wildlife and serve a larger ecological function. As a hybrid park, Willamette Park's natural amenities are integrated into the park's infrastructure as key assets of the park that provide valuable ecosystem services. Due to the variety of uses as a recreation park, however, managing Willamette Park as a hybrid park is more challenging than other hybrid parks but it is not impossible. Careful planning and consideration of both recreational and natural amenities and the many uses is very important to enhance the user experience and improve the quality of the park for all.

There is currently not a master plan for Willamette Park. Through an assessment of the park amenities and uses, Quercus Planning Group (QPG) aims to provide Portland Parks & Recreation (PP&R) with recommendations that will help with future planning efforts.

## 2. Project Scope

The overarching goal of Quercus Planning Group's ('the Consultant') Workshop project is to aid PP&R ('the Client') **in prioritizing projects that balance the long-term viability and sustainability of Willamette Park with growing user demands.** Portland Bureau of Environmental Services (BES) will serve as a consulting partner agency, as the agency is a major stakeholder with a strong interest in natural resource management for the park and the city. Public involvement is a key component of the process and will be essential to creating alternatives and recommendations for the final product.

During initial discussions with the Technical Advisory Committee (TAC), Quercus Planning Group was given a summary of existing features, issues, and future projects identified by PP&R and BES. Based on recommendations from the TAC and the Consultant's project time frame, work and educational experience, and interests of the team members, three major elements were selected for analysis and recommendation development: recreational opportunities, natural resources, and stewardship and education. The final product will provide preliminary recommendations for the future of



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the park. The goal of this project is for PP&R to be able to use this document to inform future planning efforts and decision-making processes.

## **2.1 Recreational Opportunities**

Purpose: Assess the recreational usage and values at Willamette Park, and develop recommendations for future park improvements that address the recreational desires of the community and support the hybrid nature of the park. Priorities within this focus area include:

- a. Conducting an assessment of recreational uses to better understand the activities occurring within Willamette Park and ensure all uses are compatible with the hybrid park vision.
- b. Identifying desired recreational uses that will give a better understanding of the value of the park both within the community and within the metropolitan region, and will help develop recommendations for future park use.
- c. PP&R is considering a variety of physical amenities improvements that will be included in the assessment, including constructing new sand volleyball and basketball courts, expanding the boat dock, and constructing a boat cleaning station at the dock.
- d. Maintaining public access to the river, as people's ability to see and be next to the river is an essential component of understanding it and supporting conservation.

## **2.2 Natural Resources**

Purpose: Understand the current ecological conditions of Willamette Park and develop recommendations for future actions that enhance the sustainability of the park. Priorities within this focus area include:

- a. Stormwater management, an essential component of natural resource health improvements. Consider issues related to the boat ramp parking lot, the bioswale near the boat ramp, and drainage issues throughout the park.
- b. Heritage oak trees, a unique asset of Willamette Park. Proper management and enhancement is critical to ensure their continued success.
- c. Riverbank restoration along the Willamette River, a major focus for BES and PP&R to provide critical habitat for Chinook salmon and steelhead, which are provided protection under the Endangered Species Act.



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## 2.3 Stewardship & Education

Purpose: Develop recommendations for methods to raise awareness of recreational opportunities as well as natural resource assets and issues within Willamette Park. Priorities within this focus area include:

- a. Research alternatives to signage that will educate the public, reduce the risk of vandalism, and enhance all park users' experiences.
- b. Develop recommendations to encourage environmental education and enhance partnerships for managing natural resources and fostering stewardship.
- c. Provide outreach to dog owners about the dog off leash area.

## 2.4 Overarching Frameworks

There are many frameworks outside the park that will influence the alternatives and final recommendations of the project. These frameworks include:

1. The larger ecological context, which includes the riparian zone and floodplain of the Willamette River, the California Subwatershed, and the Willamette River Watershed.
2. The larger urban context of the South Portland community and Portland metropolitan region.
3. Transportation improvements, which include the Lake Oswego streetcar, the proposed multi-use bicycle commuting path, construction of the new Sellwood Bridge, and circulation within the boat launch parking lot.
4. The Willamette Greenway Trail, a multi-use path that has both local and regional significance.

An additional consideration is the park's operation and maintenance as a hybrid park. It will require careful consideration when proposing alternatives and recommendations.

## 3. Major Tasks

In order to provide insightful information and recommendations to the Client around the Consultant's focus areas, the following tasks will be completed over a five month timeframe.

### 3.1 Task 1: Project Scoping & Problem Assessment

(January to early February, 2010)

Defining the project scope will entail working with the Client to come to an agreement about process, project design and expectations. Assessing the current challenges and opportunities that exist within the park will aid in the development of project scope,



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goals and priorities. During this phase, the project schedule and the overarching internal and external expectations will be clarified with the Client.

- **Task 1.1 TAC Meeting #1** - Introduce Quercus Planning Group members to TAC; QPG learns from TAC about current issues in park.
- **Task 1.2 Develop Schedule for TAC Meetings** - Schedule monthly meetings between QPG and TAC to provide updates and seek feedback throughout the project.
- **Task 1.3 Develop MOU** - Create an agreement between the Client and the Consultant to ensure that expectations and objectives for the project are clear to all parties.
- **Task 1.4 Develop Work Plan** - Provide a framework for the Consultant to follow through the life of the project.
- **Task 1.5 Develop Project Schedule** - Provide a clear outline of the appropriate start times and duration of tasks and project benchmarks.
- **Task 1.6 TAC Meeting #2** - QPG provides the TAC with an outline of major focus areas, tasks and seeks feedback.
- **Task 1.7 Public Involvement Plan** - Develop plan to define public's role and appropriate opportunities for involving the public in the planning process. Consult the Client to determine the appropriate times throughout the project for the public to be involved in the decision making process.

### 3.2 Task 2: Information Gathering

(Mid-January to early April, 2010)

The purpose of collecting information for the project is to aid in a better understanding of the social and ecological characteristics of the park in the context of its past, current and future uses. Information will be collected both on- and off-site.

- **Task 2.1 First Impressions Site Visit** - Visit site to explore the park and gain an introductory understanding through team discussion and visual documentation.
- **Task 2.2 Identify Major Stakeholders** - Work with the Client to identify parties that have a vested interest in this planning process.
- **Task 2.3 Guided Site Visit** - Tour the site with various Client representatives to gain further insight into the opportunities and challenges of the site. The Consultant will conduct between two to three site visits with Client representatives.
- **Task 2.4 Historic Research** - Review a variety of historic documentation (ie. previous plans, maps, websites and newspapers) to gain a deeper understanding of the site.
- **Task 2.5 Client Interviews** - Interview Client representatives to gain further insight into the opportunities and challenges of the site. This task may be conducted in coordination with item 2.3.



- **Task 2.6 Park Observation #1** - Visit the site two different times to document visitor uses within the park. The site visits will occur during different times of day and during at least one week day and one weekend day. This is the first of such visits.
- **Task 2.7 Site Inventory** - Conduct an inventory of the various biophysical characteristics of the park, including vegetation, hydrology, slope, geology, solar exposure, and wind.
- **Task 2.8 Rainy Day Visit** - Visit the site on a day when it is raining. QPG will attempt to visit the site on a day when it has rained for multiple days preceding the visit to ensure that the soil is saturated and can document the paths of stormwater runoff. This is one of the three park observations.
- **Task 2.9 Develop Maps** - Maps will be developed throughout this phase of the project to assist and document information gathering.
- **Task 2.10 Research Park Practices** - Identify successful methods used in other parks for managing natural resources, balancing varied user demands and conflicting uses and educating the public about recreational and ecological assets in the park.
- **Task 2.11 Stakeholder Interviews** - Identify key stakeholder concerns regarding recreational opportunities, natural resources, and stewardship and education in the park. The Consultant will conduct up to 10 stakeholder interviews.
- **Task 2.12 Visit SWNI and Neighborhood Associations** - Notify the surrounding community of the project and build relationships with community leaders.
- **Task 2.13 Intercept Survey** - Ask visitors randomly within the park and individuals that visit QPG's website about their values and desires for the park. As the park has regional significance, this step will ensure that the values and desires of visitors from all communities, not solely the immediately surrounding neighborhoods, are incorporated into the assessment.
- **Task 2.14 Stop & Talk #1** - Host an informal meeting within the park on a weekend afternoon. This meeting will be advertised within the park and to the community through neighborhood association and community leaders, to help get the word out. Park visitors will be encouraged to speak with QPG members to discuss their opinions about the park. QPG will provide copies of the intercept survey and the link to the online survey tool to ensure that park users are reflected in the survey results.
- **Task 2.15 Park Observation #2** - Visit the site at three different times to document visitor uses within the park. The site visits will occur during different times of day and during at least one week day and one weekend day. This series of site visits will occur later in the spring to ensure that peak-season activities are documented in the study. One visit will be conducted in coordination with the Stop & Talk. This will be the third of such visits.



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### 3.3 Task 3: Vision & Goals

(Late January to early April, 2010)

This task assesses the data gathered in the previous phase and identifies common values from the community and the Client. This understanding will help QPG to evaluate the alternatives developed in subsequent phases and provide meaningful and relevant recommendations.

- **Task 3.1 Identify Patterns and Themes from Information Gathering and Public Involvement** - Use information gathered through various client and stakeholder interviews, and public involvement procedures identified in the Information Gathering phase, to identify frequently highlighted challenges, desires and values for the park.

### 3.4 Task 4: Alternatives Development & Evaluation

(Mid-March to early May, 2010)

The intention of developing a variety of alternatives is to explore different methods for addressing challenges and opportunities within a space. The alternatives are then evaluated against the vision and goals identified in the previous phase to identify the most appropriate solutions and improvements. QPG will synthesize the data collected in the Information Gathering and Public Involvement phase to develop the alternatives.

- **Task 4.1 Develop Alternatives** - Develop an array of alternatives that address the issues identified related to recreational opportunities, natural resources, and stewardship and education in the park.
- **Task 4.2 Develop Evaluation Criteria** - Use patterns and themes identified in the Vision and Goals phase of the project to develop criteria to evaluate the alternatives.
- **Task 4.3 Evaluate Identified Alternatives** - Apply the criteria to the alternatives to identify the most appropriate methods to address the challenges and opportunities identified in the park.
- **Task 4.4 Conduct Community Meeting and Stop & Talk #2 to Review Alternatives** - Review proposed alternatives with the public to determine that information collected is correct and if additional alternatives should be integrated into the planning process. Community members will be requested to evaluate proposed alternatives to assist QPG with the development of the final recommendations.



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### 3.5 Task 5: Recommendation Development & Evaluation

(Mid-April to early May, 2010)

Final recommendations will be developed with consultation from the community, the Client, and the Technical Advisory Committee. The final recommendations will develop priorities for the park which balance environmental and social uses.

- **Task 5.1 Develop Draft Recommendations** - Develop recommendations based on the alternatives evaluation process. Incorporate them into the draft assessment and recommendations document for review by the Client, TAC, and Workshop professors.
- **Task 5.2 Develop Final Recommendations** - Consider the comments received from the review process to develop final recommendations for the final assessment and recommendation document.

### 3.6 Task 7: Final Products

(April to early June, 2010)

Quercus Planning Group will provide the Client with a final written assessment of the park and recommendations. The document will include a short executive summary, a current inventory of park resources (both recreational and natural), conflicts and management issues, and desired uses, features, and amenities that PP&R, BES and the community identified. This assessment will be accompanied by various maps as agreed upon between the Client and QPG. Final recommendations will include strategies for balancing the recreational and ecological uses of the park. The final product will be titled *Willamette Park Assessment and Recommendations*. As requested by the Client, QPG will also present the final product to various groups at the City. The final product will be posted on the website for the community to view.

#### Elements of the final product (as identified by PP&R):

- History of the park/background
- Park characteristics
- Regional significance of natural resources and recreation activities
- Pressures on the park/limitations/opportunities
- Interactions within the park, including people, recreation and natural resources
- Issues identification and alternatives
- Recommendations and next steps

#### Tasks included in the development of the final product:

- **Task 7.1 Develop Final Report Template** - This will ensure that a professional product is assembled for the Client.



- **Task 7.2 Develop Maps for Final Report** - Create various maps to identify features, challenges and opportunities throughout the park, and to highlight the alternatives and recommendations.
- **Task 7.3 Develop Draft Report** - Submit draft report to the TAC at least one week in advance.
- **Task 7.5 Class Presentation** - Present findings from the planning process to classmates and the Client, including alternatives and recommendations for the future of the park.
- **Task 7.5 Public Presentation** - Present findings from the planning process to the Client and various stakeholders, including alternatives and recommendations for the future of the park.
- **Task 7.7 Final Report** - Include revisions developed during the draft report review and presentations phases.

### 3.7 Task 8: Project Management

(January to June, 2010)

Effective project management will ensure that the Willamette Park Assessment and Recommendations project is completed in a timely manner while following an inclusive and efficient planning process and compiling a quality product. Each member of Quercus Planning Group is responsible for overseeing a major component of the process and for developing major elements of the final product.

- **Task 8.1 Develop Promotional Products** - Logos, information sheets, flyers, business cards and other materials will be created to advertise the project and increase stakeholder interest.
- **Task 8.2 Develop Website** - Create website to inform the Client, stakeholders and interested parties of updates and milestones in the project planning process.
- **Task 8.3 TAC Meetings** - Receive guidance from the Client and major stakeholders.
- **Task 8.4 Work Plan Assessment #1** - At a set mid-project milestone, review the Work Plan to make changes based on unforeseen challenges experienced by QPG and gathered information discovered during the planning process. This is an opportunity for QPG to grow as planning practitioners.
- **Task 8.5 Work Plan Assessment #2** - At the conclusion of the project, conduct a final review of the Work Plan to once again to learn from the planning process. Similar themes, such as unforeseen challenges, may be explored during this assessment process.
- **Task 8.6 Schedule Maintenance** - Ensure that tasks are completed on time and team members are notified of upcoming deadlines. Also to modify the schedule as needed based on the project's progress.



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## 4. Consultant, Client & Advisory Roles

Quercus Planning Group identified the following specific roles for each of the consultants.

- Maren Murphy will be the Client Liaison between Quercus Planning Group, PP&R, and BES. She will coordinate meetings, conducting communications, and responding to client questions through e-mail and phone. She will communicate client direction to the group and help ensure that Quercus Planning Group is meeting the goals of the Client.
- Bernadette Le will be the Project Manager. She will maintain the schedule for all project tasks and tracking the budget (time and monetary). She will coordinate the schedule and tasks to ensure that Quercus Planning Group is meeting deadlines and accomplishing tasks outlined in the Work Plan in a timely and efficient manner.
- Julia Babcock will be the Public Involvement Coordinator. She will work with the Client's Public Involvement Coordinator to identify stakeholders to interview and involve, as well as coordinate the public outreach process. She will ensure that our public involvement process meets the Client's standards while being inclusive to all interested stakeholders.
- Amy Rossa will be the Logistics Coordinator. She will be responsible for coordinating tasks related to producing memos, reports and documents throughout the project as well as the content of the final products. She will create project templates and promotion products, while providing the final review to ensure format consistency of all documents.

The Client is committed to the success of the project and will sign a Memorandum of Understanding outlining their roles.

- Portland Parks & Recreation is the Client. Bryan Aptekar is PP&R's Project Coordinator for this project.
- Portland Bureau of Environmental Services is a partner and major stakeholder in this process. Mary Bushman is BES' Project Coordinator for this project.

The Technical Advisory Committee has agreed to meet monthly (at a minimum) to guide the Client and Consultant through the products associated with the project.

- Bryan Aptekar, West Service Zone Coordinator, PP&R
- Mary Bushman, Environmental Specialist, BES
- Terri Davis, West Service Zone Manager, PP&R
- Marissa Dorais, Stewardship Coordinator, PP&R
- Nancy Gronowski, Senior Planner, PP&R
- Elizabeth Kennedy-Wong, Public Involvement Specialist, PP&R
- Don McTaggart, Parks Maintenance Supervisor, PP&R
- Emily Roth, Natural Resource Planner, PP&R
- Mark Wilson, Restoration Ecologist, PP&R

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## 5. Timeline & Budget
























Quercus Planning Group developed a schedule and hour budget to assist in project management. The timeline will guide the team members of when activities are to begin and end, and to ensure that tasks are completed in the correct order. The budget tracks tasks identified in Section 3 of this document. The timeline and budget are provided in Appendix 1 and 2.



## 6. Appendices

### 6.1 Appendix 1: Timeline

	January	February	March	April	May	June
<b>Major Tasks</b>						
<b>1. Project Scoping &amp; Problem Assessment</b>						
1.1 TAC Meeting #1						
1.2 Develop Schedule for TAC Meeting						
1.3 Develop MOU						
1.4 Develop Work Plan						
1.5 Develop Schedule						
1.6 TAC Mtg #2						
3.1 Public Involvement Plan						
<b>2. Information Gathering</b>						
2.1 First Impressions Site Visit						
2.2 Identify Major Stakeholders						
2.3 Guided Site Visit						
2.4 Historical Research						
2.5 Client Interviews						
2.6 Park Observation #1						
2.7 Site Inventory						
2.8 Rainy Day Visit						
2.9 Develop Maps						
2.10 Research Park Practices						
2.11 Stakeholder Interviews						
2.12 Introduce to SWNI and Neighborhood Associations						
2.13 Intercept Survey						
2.14 Stop & Talk						
2.15 Park Observation #2						
<b>3. Vision &amp; Goals</b>						
3.1 Identify Patterns and Themes from IG and PI						
<b>4. Alternatives Development &amp; Evaluation</b>						
4.1 Develop Alternatives						

	January	February	March	April	May	June
<b>Major Tasks</b>						
4.2 Develop Criteria						
4.3 Evaluate Identified Alternatives						
4.4 Conduct Community Meeting to Review Alternatives						
<b>5. Recommendation Development &amp; Evaluation</b>						
5.1 Develop Draft Recommendations						
5.2 Develop Final Recommendations						
<b>6. Final Products</b>						
6.1 Develop Report Template						
6.2 Develop Maps for Final Report						
6.3 Develop Draft Report						
6.4 Submit Draft Report to TAC						
6.5 Class Presentations						
6.6 Public Presentation						
6.7 Final Report						
<b>7. Project Management</b>						
7.1 Develop Promotional Products						
7.2 Develop Website						
7.3 TAC Meetings						
7.4 Work Plan Assessment #1						
7.5 Work Plan Assessment #2						
7.6 Schedule Maintenance						

**Legend**



Activity Duration



Technical Advisory Committee Meeting



**Willamette Park Workshop Project Budget**  
**Quercus Planning Group**

**6.2 Appendix 2: Budget**

Phase- Task	Description	Lead Team Member	Maren	Bernadette	Julia	Amy	Total
<b>1. Project Scoping &amp; Problem Assessment</b>							
1.1	TAC Meeting #1	Maren	2	1.5	1.5	1.5	6.5
1.2	Develop Schedule for TAC Meeting	Maren	1	0	0	0	1
1.3	Develop MOU	Amy	0	2.5	0	4	6.5
1.4	Develop Work Plan	Amy	5	5	5	8	23
1.5	Develop Schedule	Bernadette	0	10	0	0	10
1.6	TAC Mtg #2	Maren	2	1.5	1.5	1.5	6.5
1.7	Develop Public Involvement Plan	Julia	1	1	3	1	6
<b>2. Information Gathering</b>							
2.1	First Impressions Site Visit	Amy	1.5	1.5	1.5	1.5	6
2.2	Identify major stakeholders	Julia	0	0	4	0	4
2.3.1	Schedule guided site tours	Maren	2	0	0	0	2
2.3.2	Attend guided site visit	Maren	6	6	6	6	24
2.4	Historical Research	Amy	4	4	4	7	19
2.5.1	Identify appropriate interviewees - Client Interviews	Maren	2	0	0	0	2
2.5.2	Develop format/questions	Julia	3	2	4	2	11
2.5.3	Set-up Interviews	Maren	2	0	0	0	2
2.5.4	Conduct Interviews	Maren	5	5	5	5	20
2.5.5	Develop Technical Memo Template	Amy	0	0	0	1	1
2.5.6	Write Technical Memo #1	Maren	3	1	1	1	6
2.6	Park Observation #1	Bernadette	3	3	3	3	12
2.7	Site Inventory	Bernadette	4	4	0	0	8
2.8	Rainy Day Visit	Amy	1.5	1.5	1.5	1.5	6
2.9	Develop Maps throughout the process	Maren	20	10	0	0	30
2.10.	Research Park Practices	Bernadette	4	7	4	4	19
2.11.1	Identify appropriate interviewees - Stakeholder Interviews	Julia	0	0	1	0	1
2.11.2	Develop format/questions	Julia	2	2	2	2	8
2.11.3	Set-up Interviews	Julia	0	0	4	0	4
2.11.4	Conduct Interviews	Julia	5	5	5	5	20
2.11.5	Write Technical Memo	Julia	1	1	3	1	6
2.12	Introduce to SWNI and Neighborhood Assoc.	Julia	3.5	3	2.5	3	12

Phase-Task	Description	Lead Team Member	Maren	Bernadette	Julia	Amy	Total
2.13.1	Develop questions for Intercept Survey	Julia	2	2	4	2	10
2.13.2	Develop Online Survey	Julia	2	0	0	0	2
2.13.3	Conduct Survey	Julia	2	2	2	2	8
2.13.4	Write Technical Memo #3	Amy	1	1	1	3	6
2.14.1	Prepare for Stop & Talk	Julia	2	2	2	2	8
2.14.2	Conduct Stop & Talk Event	Julia	4	4	4	4	16
2.14.3	Write Technical Memo	Julia	1	3	1	1	6
2.15	Parks Observation #2	Bernadette	2	2	2	2	8
<b>4. Vision &amp; Goals</b>							
3.1	Identify Patterns and Themes from IG and PI	Bernadette	4	4	4	4	16
<b>5. Alternatives Development &amp; Evaluation</b>							
4.1	Develop Alternatives	Amy	6	6	6	6	24
4.2	Develop Criteria	Amy	1	1	1	1	4
4.3	Evaluate Identified Alternatives	Amy	2	2	2	2	8
4.4	Conduct Community Meeting to Review Alts	Julia	5	5	7	5	22
<b>6. Recommendation Development &amp; Evaluation</b>							
5.1	Develop Draft Recommendations	Maren	4	4	4	4	16
5.2	Develop Final Recommendations	Maren	3	3	3	3	12
<b>7. Final Products</b>							
6.1	Develop Report Template	Amy	0	0	0	3	3
6.2	Develop Maps for Final Product	Maren	10	6	0	0	16
6.3	Develop Draft Report	Julia	10	10	10	10	40
6.4	Submit Draft Report to TAC	Maren	1	0	0	0	1
6.5	Class Presentations	Julia	3	3	3	3	12
6.6	Public Presentation	Julia	3	3	3	3	12
6.7	Final Report	Amy	10	10	10	12	42
<b>8. Project Management</b>							
7.1	Develop Promotional Products	Amy	2	1	1	8	12
7.2	Maintain Website	Maren	20	0	0	0	20
7.3	TAC Meetings	Maren	6	4.5	4.5	4.5	19.5
7.4	Work Plan Assessment #1	Amy	1	1	1	1	4
7.5	Work Plan Assessment #2	Bernadette	1.5	1.5	1.5	1.5	6
7.6	Schedule Maintenance	Bernadette	0	18	0	0	18
<b>TOTAL HOURS:</b>							<b>654</b>



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## 6.3 Appendix 3: Memorandum of Understanding

### Memorandum of Understanding between Portland Parks & Recreation and Quercus Planning Group for the "Willamette Park Assessment & Recommendations"

#### I. PURPOSE & SCOPE

**Whereas** Portland Parks & Recreation ('the Client'), Portland Bureau of Environmental Services (major stakeholder) and Quercus Planning Group ('the Consultant') have a common goal for the "Willamette Park Assessment & Recommendations" to assist Portland Parks & Recreation and the Bureau of Environmental Services to describe a balance between the long-term viability and sustainability of the park with growing user demands. The Assessment & Recommendations will focus on the following elements:

- Natural resource management;
- Recreation; and
- Education.

#### II. BACKGROUND

Quercus Planning Group consists of four Portland State University Masters of Urban and Regional Planning students. The Consultant is entering into this MOU with the intent of gaining insight into the planning process through an independent Workshop project focused on Willamette Park. The students are entering into this agreement with Portland Parks & Recreation as they are the owner of Willamette Park and responsible for its operation, maintenance and long-term success as a public park and natural resource. Portland Bureau of Environmental Services will serve as a consulting partner to Portland Parks & Recreation, throughout this project, as they are a major public agency stakeholder. This partnership has been established as both agencies have a vested interest in improving stormwater management and enhancing the natural resources in Willamette Park and the adjacent Willamette River.

#### III. RESPONSIBILITIES

Each party will appoint a person to serve as the official contact and coordinate the activities of each organization in carrying out this MOU. The initial appointees of each organization include:

**Quercus Planning Group**  
Maren Murphy  
quercus.planning@gmail.com

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### **Portland Parks & Recreation**

Bryan Aptekar  
bryan.aptekar@ci.portland.or.us

### **Portland Bureau of Environmental Services**

Mary Bushman  
mary.bushman@bes.ci.portland.or.us

The organizations agree to the following tasks under this MOU:

#### **Quercus Planning Group will:**

1. Collect information and provide a summary of current park stakeholder trends, desires and uses;
2. Work collaboratively to identify project staffing needs and resource requirements;
3. Provide all documents for review at least one week prior to the feedback deadline;
4. Develop a final document with alternatives, recommendations and maps to assist the Client to best achieve the balance previously mentioned; and
5. Provide presentations to the public and the Client at key points in the process.

#### **Portland Parks & Recreation will:**

1. Review documents and provide feedback as requested by the Consultant within the agreed upon timeline;
2. Provide assistance in coordinating and implementing public outreach;
3. Provide financial support and resources for project materials (paper and electronic) and public outreach; and
4. Provide a desk, computer log-in and website space for the Consultant to use as needed.

#### **Portland Bureau of Environmental Services will:**

1. Review documents and provide feedback as requested by the Consultant within the agreed upon timeline;
2. Provide assistance in coordinating and implementing public outreach;
3. Provide technical assistance in assessment and development of alternatives related to stormwater issues and natural resource.

**Now Therefore** Portland Parks & Recreation, Portland Bureau of Environmental Services and Quercus Planning Group agree to the following **joint responsibilities:**

1. Collaborate, where appropriate, on public outreach, information gathering, development of alternatives and consultation;
2. Identify stakeholders and partners; and
3. At a minimum, conduct monthly meetings between the Client and the Consultant.



#### IV. FUNDING

This MOU does not include the reimbursement of funds for work carried out by the Consultant. The Consultant may request funds for outreach or other project-related material which shall be discussed on a case-by-case basis.

#### V. EFFECTIVE DATE & SIGNATURE

This MOU shall be effective upon the signature of authorized official representing the Client and the Consultant. It shall be enforced from February 1, 2010 to June 9, 2010. The Client and the Consultant indicate agreement with this MOU by their signatures.

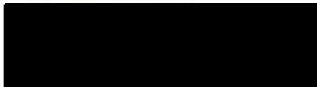
##### Quercus Planning Group

  
Date 2/1/2010

Julia Babcock

  
Date 02/01/2010

Bernadette Le

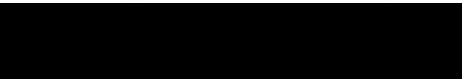
  
Date 02/01/2010

Maken Murphy

  
Date 02/01/2010

Amy Rossa

##### Portland Parks & Recreation

  
Date 2/3/2010

Bryan Aptekar

##### Portland Bureau of Environmental Services

  
Date 2/1/2010

Mary Bushman

## 6.4 Appendix 4: Internal Statement of Understanding

### Internal Statement of Understanding for Quercus Planning Group

The members of Quercus Planning Group (Julia Babcock, Bernadette Le, Maren Murphy, and Amy Rossa) agree to the following:

- Our group will always provide agendas for our meetings and we will only meet when our meetings can be productive.
- The work from this project will be divided equally between group members and that each member will be responsible for their work.
- Each member will also record how many hours they spend on a task and if needed should ask for assistance.
- As a group, we will also be purposeful in addressing issues that arise quickly and directly with the individual whom the issue(s) is related to.
- We will be respectful of other group members' feelings.

This Statement of Understanding shall be effective upon the signatures of all Quercus Planning Group members. It shall be enforced from January 22, 2010 to June 9, 2010. The group members indicate agreement with this Statement by their signatures.

#### Quercus Planning Group

[Redacted Signature]

Julia Babcock

2/1/2010

Date

[Redacted Signature]

Bernadette Le

02/01/2010

Date

[Redacted Signature]

Maren Murphy

02/01/2010

Date

[Redacted Signature]

Amy Rossa

02/01/2010

Date



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## **6.5 Appendix 5: Public Involvement Plan**

# **WILLAMETTE PARK ASSESSMENT & RECOMMENDATIONS PUBLIC INVOLVEMENT PLAN**

**Portland State University  
Masters of Urban & Regional Planning Workshop**

**Julia Babcock | Bernadette Le | Maren Murphy | Amy Rossa**

**03.01.2010**



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## **1. Project Scope**

The overarching goal of the project is to aid Portland Parks & Recreation (PP&R) in prioritizing projects that balance the long-term viability and sustainability of Willamette Park with growing user demands.

## **2. Project Background**

### **2.1 History of Project/Site/Surrounding Area**

Willamette Park is a 26.85 acre regional park located in Southwest Portland along the western bank of the Willamette River. Acquired in 1926 by the City of Portland, the park features natural and recreational amenities but currently lacks a master plan and long-term vision. Natural amenities include: historic oak habitat, river habitat, and native vegetation. Recreational amenities include: a boat dock and ramp, multi-use paths, picnic areas, dog off-leash area, two playgrounds, two soccer fields, and four tennis courts. The use characteristics for Willamette Park are not currently fully understood. Some of the amenities, such as the boat launch and the paved trail, draw users from around the region. Information from parking meters and park permits will provide some data about park use. Public involvement will be conducted to gather further information about user characteristics and preferences. This project will focus on an assessment of current uses and natural features in order to balance growing user demands with the preservation and restoration of natural habitat in the park. The assessment will be synthesized into a set of alternatives and recommendations for future park improvements, titled *Willamette Park Assessment and Recommendations*.

### **2.2 Community Role to Date**

Generally, the community has played a role in other public involvement processes related to Willamette Park including (most recently) the Fulton Pump Station Project.

### **2.3 Funding**

This project is being conducted by Quercus Planning Group (QPG), which is made up of four Masters of Urban and Regional Planning students from Portland State University. This project does not include the reimbursement of funds for work carried out by QPG. QPG may request funds for outreach or other project-related material which will be discussed on a case-by-case basis.

## **2.4 Political Support**

This project is a preliminary assessment that will end with a set of recommendations to better inform the management of Willamette Park. Because there are not major decisions being made during the project, it is not anticipated that there will be a high level of political scrutiny.

## **3. Project Direction**

How will the project be developed? The project is being developed by Quercus Planning Group and consists of the following six phases:

1. Project Scoping & Problem Assessment (*January to early February, 2010*)
2. Information Gathering (*Mid-January to early April, 2010*)
3. Vision & Goals (*Late January to early April, 2010*)
4. Alternatives Development & Evaluation (*Mid-March to early May, 2010*)
5. Recommendation Development & Evaluation (*Mid-April to early May, 2010*)
6. Final Products (*April to early June, 2010*)

## **4. Project Designer**

Quercus Planning Group will be designing the project in conjunction with Portland Parks & Recreation and in partnership with Portland Bureau of Environmental Services.

Timeline: January 2010 - early June 2010

Budget: Quercus Planning Group will not be seeking money, but 654 hours have been budgeted for the completion of this project.

## **5. Public Involvement Overview**

### **What is the public role in this process?**

Quercus Planning Group will be working with the public to gain an understanding about their use and vision of the park, in order to develop alternatives and recommendations.



**How will they achieve this role?**

The public will support QPG by completing intercept surveys in the park, online surveys and by attending Stop & Talk's in the park, and community meetings.

**How will the public be notified?**

The public will be notified of opportunities to be involved in this process through the project website: <http://quercusplanning.wordpress.com>, publications in the SW Neighborhood News monthly newsletter, fliers at neighborhood businesses and community buildings (including park and neighborhood association facilities) and through Portland Parks & Recreation.

**How will they be engaged?**

The public will be engaged in this process by Quercus Planning Group requesting input and opinions in the information gathering phase of the project (through surveys, events, and personal contact) and Quercus Planning Group requesting comments in the alternative phase at two public events.

## **6. Stakeholder Outreach**

**Who has a vested interest in this project?**

Park users (formal and informal users, park stewardship groups, recreational users, dog owners, boaters, etc.) surrounding neighborhoods, surrounding property and business owners, surrounding schools all have a vested interest in this project. In addition, several city bureaus are involved with activities and facilities in the park including but not limited to the Portland Water Bureau, the Bureau of Environmental Services and the Bureau of Planning and Sustainability.

**Who needs to care about this project?**

Participation in the process is voluntary. However, anyone or any entity that has a stake in the future of the park should be encouraged to become involved as these recommendations could shape future decisions about the park.

**Who is responsible for contacting these individuals/groups?**

Quercus Planning Group is responsible for providing public outreach to identified stakeholders.

## 7. Publications/Notification

**Meeting/Event Notices/Fliers:** Quercus Planning Group will develop fliers in conjunction with the Stop & Talk, and public meeting events.

**Website:** Quercus Planning Group will keep a website up to date with information about public involvement opportunities and ways to get involved. The website is: <http://quercusplanning.wordpress.com>.

**Media:** Quercus Planning Group will work with South West Neighborhood News to advertise public events.

**Public Meetings:** Quercus Planning Group plans to hold a public meeting during the Alternatives Development & Evaluation phase.

**Displays:** Quercus Planning Group will develop maps and station signs for the Stop & Talk, and public meeting events.

## 8. Public Involvement Schedule

Date	Event
February 4	Parks Committee Meeting (introduction to project)
February 15	Start Stakeholder Interviews
February 20-28	Online Survey
February 20-22	Intercept Survey
March 1-31	Online Survey
March 5	End Stakeholder Interviews
April 3	Stop & Talk #1- Information Gathering and Intercept Survey
April 1-4	Online Survey
April 7	South Portland Neighborhood Association Meeting
May 2	Stop & Talk #2 - Alternatives
May 3	Community Meeting - Alternatives



## 8.1 Information Gathering Phase

The information gathering phase consists of different activities scheduled between Quercus Planning Group and the public to gather feedback from the public about they use to the park and what their vision is for the park's future. The timeline below shows the activities that will be conducted in the Information Gathering Phase and the timeline in which Quercus Planning Group will prepare and execute the task.

Activity	Timeline
Public Involvement Plan	1/25-2/12
Stakeholder Interviews	2/12-3/5
Intercept Survey	2/20-4/3
Stop & Talk #1	2/17-4/3
Online Survey	2/22-4/4

## 8.2 Alternative Development & Evaluation Phase

The alternative development phase will be the result of synthesizing all of the comments and qualitative data collected in the information gathering phase. Alternatives will be presented to the public for comments to shape the final recommendations. The timeline below shows the activities that will be conducted in the Alternative Development & Evaluation Phase and the timeline in which Quercus Planning Group will prepare and execute the task.

Activity	Timeline
Stop & Talk #2	4/25-5/2
Community Meeting	4/25-5/3

## 8.3 Activity Descriptions

- **Public Involvement Plan** - Develop plan to define public's role and appropriate methods for involving the public in the planning process.
- **Stakeholder Interviews** - Learn from key stakeholder concerns regarding natural resources, recreational opportunities, and stewardship and education in the park. The Consultant will conduct up to 10 stakeholder interviews.
- **Introduce to SWNI and Neighborhood Associations** - Notify the surrounding community of the project and build relationships with community leaders.

- **Intercept Survey** - Ask visitors in the park about their values and desires for the park. As the park has regional significance, this step will ensure that the values and desires of visitors from all communities, not solely the immediately surrounding neighborhoods, are incorporated into the assessment.
- **Online Survey** - Ask individuals that visit QPG's website about their values and desires for the park. This survey will be very similar to the Intercept Survey.
- **Stop & Talk** - Host two informal meetings within the park. The first will be during the information gathering phase, the second will provide an opportunity for feedback on alternatives development. These meetings will be advertised through local neighborhood associations, business associations and community leaders and within the park. Park visitors will be encouraged to speak with QPG members to discuss their opinions about the park. QPG will provide copies of the Intercept Survey and the link to the online survey tool to ensure that park users are reflected in the survey results.
- **Conduct Community Meeting to Review Alternatives** - Review proposed alternatives with the public to determine that information collected is correct and if additional alternatives should be integrated into the planning process. Community members will be requested to evaluate proposed alternatives to assist QPG with the development of the final recommendations.