

Annual Transportation Report  
2019

# WASHINGTON PARK

*Explore*  
WASHINGTON PARK



# ACKNOWLEDGMENTS

Explore Washington Park (EWP) would like to acknowledge the EWP Board of Directors for their work in supporting our vision and goals:

Don Moore, *Chair, Oregon Zoo*  
Anna Goldrich, *Vice Chair, Hoyt Arboretum Friends*  
Dave Malcolm, *Secretary, Sylvan Highlands Nbhd. Assoc.*  
Steve Cole, *Treasurer, At-large member*  
Adena Long, *Portland Parks & Recreation*  
Cynthia Haruyama, *Portland Japanese Garden*  
Joe Furia, *World Forestry Center*  
Kathy Goeddel, *Arlington Heights Nbhd. Assoc.*  
Kerry Ayres-Palanuk, *TriMet*  
Ruth Shelly, *Portland Children's Museum*  
Tamara Kennedy-Hill, *Travel Portland*



## EXPLORE WASHINGTON PARK STAFF

Heather McCarey, Executive Director  
Alex Page, Deputy Director  
Danny Dunn, Operations Manager  
Hannah Bogenreuther, Communications Specialist  
Angela Linderman, Office Manager



## PORTLAND PARKS & RECREATION STAFF

Victor Sanders, Program Coordinator





In 2014, PP&R installed a pay-to-park system in Washington Park. All revenue generated from the pay-to-park system is reinvested in and around the Park. This revenue has made this report possible.

EWP is a 501(c)3 non-profit that helps people make decisions about how they get to and around the Park, and ensures they have what they need for a fun, enjoyable visit.

We strive to improve the visitor experience at Washington Park in the following ways:

- By ensuring all visitors have a safe, smooth, and positive experience,
- By giving visitors access to better information and ways to get around the Park,
- By providing responsive customer support and guidance to our visitors.

### **Methodology**

EWP conducts an annual intercept survey throughout the month of August in order to sample Washington Park visitors about their transportation behavior getting to, and around the Park. In all, 1,356 visitor surveys were collected. Trained staff completed these surveys during the first three weeks of August on Fridays and Saturdays from 10:00 am to 3:00 pm. This report is intended to provide a high level look at the transportation behavior and user experience of Washington Park visitors to help the EWP staff and board plan for future transportation needs and programs.

Surveys were conducted at the six major park institutions:

- Portland Children's Museum
- Hoyt Arboretum
- Portland Japanese Garden
- International Rose Test Garden
- World Forestry Center
- Oregon Zoo

This is our 6th annual transportation survey, and while it represents a snapshot in time, it allows us to track changes over the past six years. EWP began these survey efforts in 2014 and continues to use the same survey methodology, developed with Portland State University, to track trends. The surveys seek to identify mode split of how people are traveling to Washington Park along with several other key indicators including:

- Where people are visiting from,
- The average number of people in each group and vehicle,
- Where people park,
- Washington Park free-shuttle use,
- Public transit use,
- Customer satisfaction information,
- Demographic information.

# CONTENTS



**01** **VISITOR PROFILE**  
*Who's coming to the Park?*



**02** **DESTINATIONS**  
*Where are visitors going?*



**03** **MODES**  
*How did they get here?*



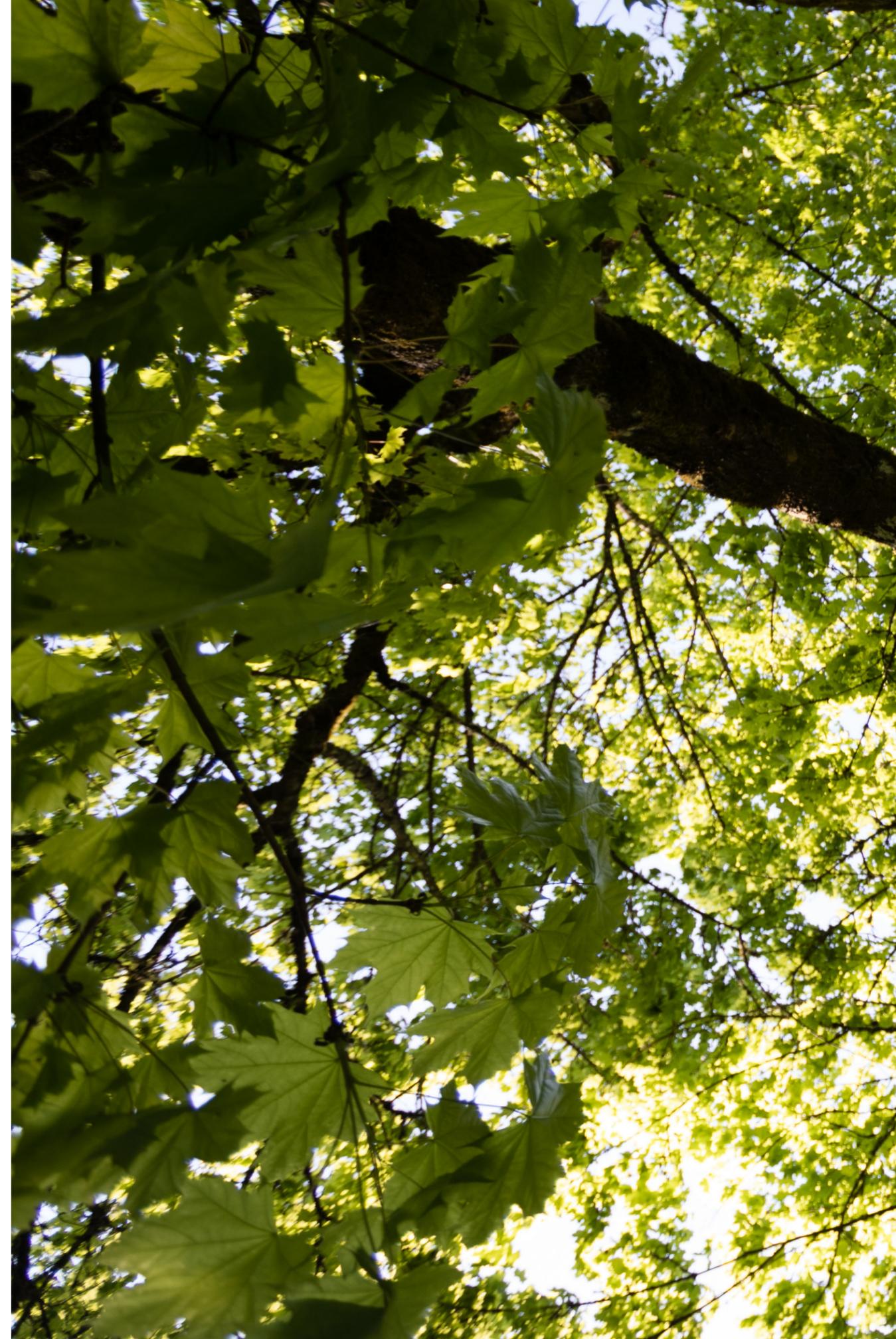
**04** **MOVEMENTS**  
*How did they get around the Park?*



**05** **TRENDS**  
*How are things changing?*



**06** **VISITOR EXPERIENCE & ATTITUDES**  
*How are we serving our guests?*







# VISITOR PROFILES

*Who's coming to the park?*

# WASHINGTON PARK INFORMATION



Provided by  
*Explore*  
WASHINGTON PARK



**BIKETOWN**  
Retrieve a BIKETOWN bike or lock one up for free at the blue racks with the orange BIKETOWN stickers located at the Holocaust Memorial shuttle stop.  
Note that bikes locked elsewhere in the park will incur a \$20 out-of-service-area fee. Bikes must remain on roadway.

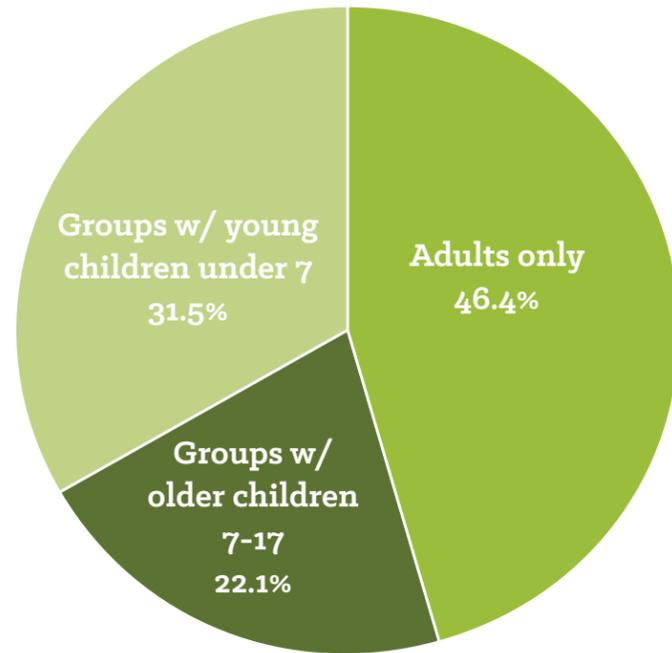
WALK from HOYT ARBORETUM VISITOR CENTER

# PEAK SEASON VISITORS

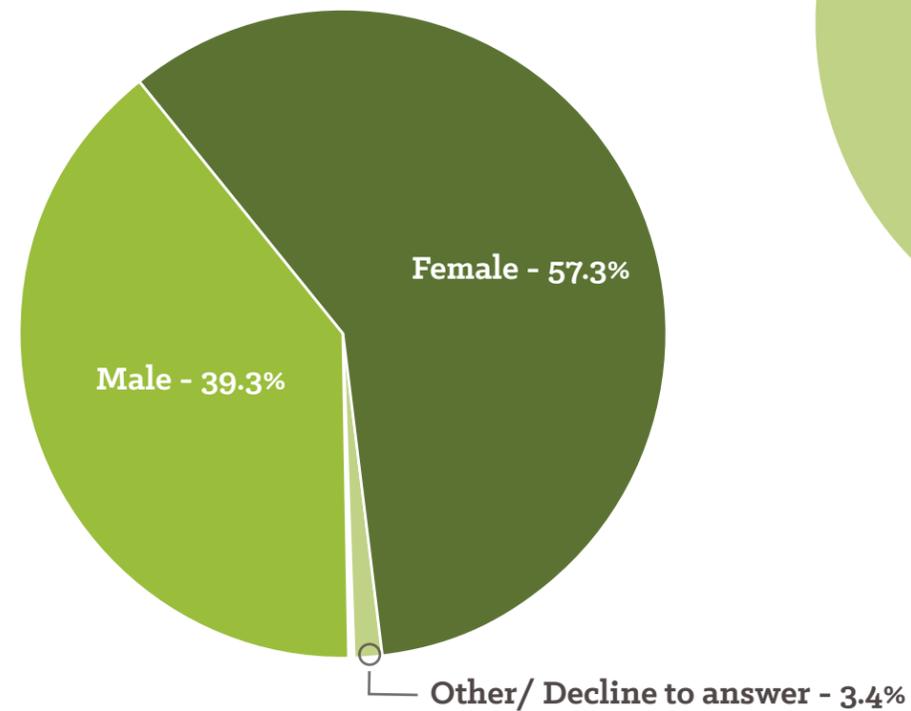
June - August

# 1.3 Million

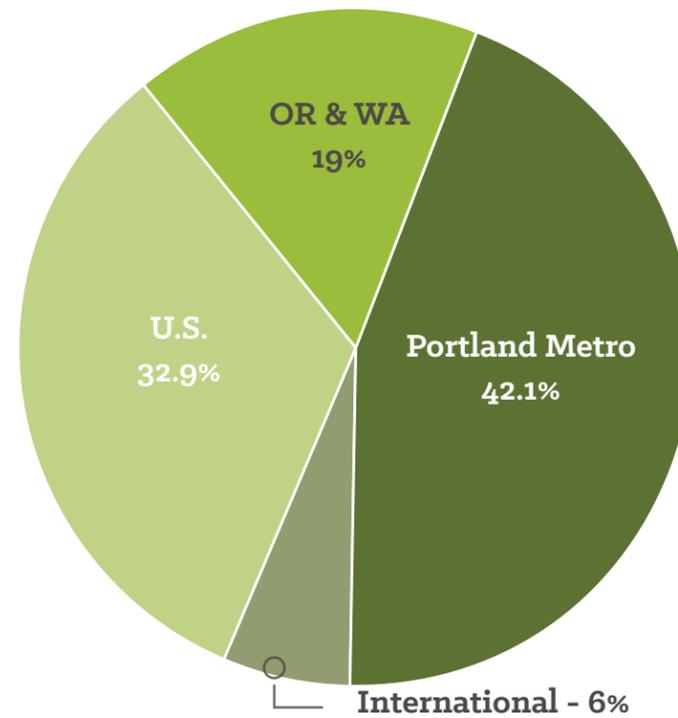
Group Makeup:



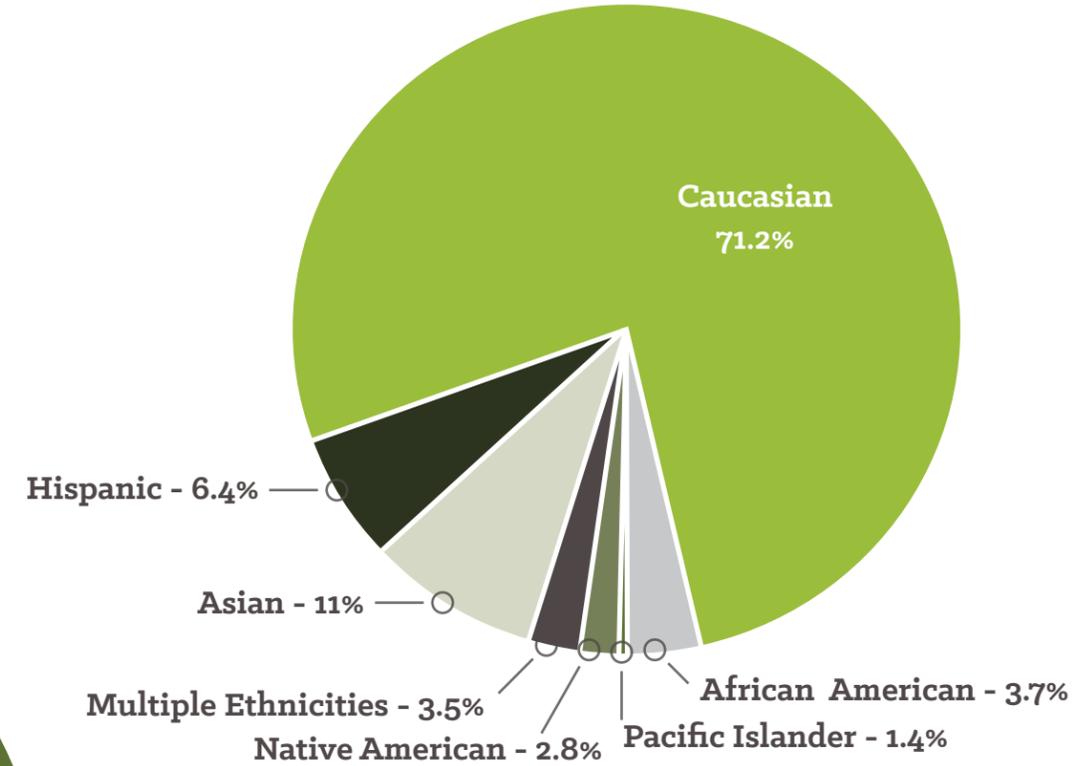
Gender:



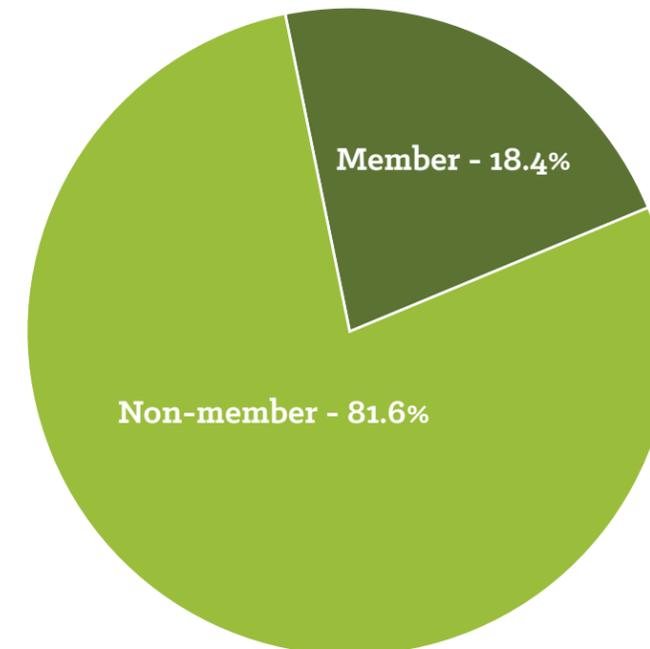
Regional Origin:



Race & Ethnicity:



Membership:



## VISITOR PROFILES



## VISITOR PROFILES

### VISITOR GROUP PROFILES

With over 3 million annual visitors, Washington Park is a major attraction for both local residents and tourists visiting domestically and internationally. The unique mixture of cultural institutions inside the Park brings a wide swath of people from different backgrounds, cultures, and demographics to Washington Park.

Presented here are five unique visitor profiles revealed through analysis of the survey data. Each of these groups – caretaker with children, large groups, Portland locals, couples or friends without children, and U.S. and international tourists - make up a significant portion of visitors at specific venues and tend to experience and interact with Washington Park in a unique set of ways.

### CARETAKER + CHILDREN



#### MOST VISITED VENUES



65%

Children's Museum



32%

Oregon Zoo



38% are members of the Zoo



32% visit the Park monthly



drive to the Park 19% more than the average Park visitor

### LARGE FAMILY / FRIENDS GROUP



#### MOST VISITED VENUES



46%

Oregon Zoo



34%

Rose Garden



73% are visiting with children



take transit 50% less than the average Park visitor



drive 16% more than the average park visitor

## PORTLAND METRO VISITORS



### MOST VISITED VENUES



52%



60%

Hoyt Arboretum Children's Museum



38% are members of a venue

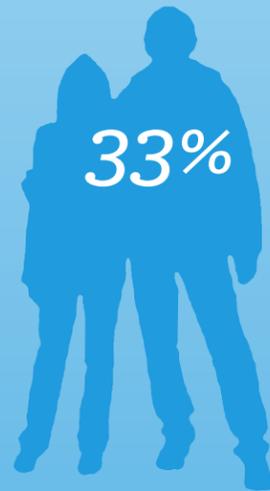


31% are between ages 18 – 34



drive to the Park 14% more than the average Park visitor

## COUPLES / FRIENDS (NO KIDS)



### MOST VISITED VENUES



57%



50%

Rose Garden Japanese Garden



58% are first time visitors



38% of visitors without children are over 55 years old



visitors without children use ridesharing at more than twice the rate of the average Park visitor

## US / INTERNATIONAL TOURISTS



### MOST VISITED VENUES



61%



56%

Rose Garden Japanese Garden



46% visit with children



twice as likely to take car share to the Park



drive to the Park 16% less than the average Park visitor



## VISITOR PROFILES



# DESTINATIONS

*Where are visitors going?*





DESTINATIONS

PEAK SEASON VISITORS

Attendance by Venue:

June - August

1.3 M

Portland Children's Museum



5.3%

Oregon Zoo



44%

World Forestry Center Discovery Museum - .6%



19.2%

International Rose Test Garden



13.5%



Hoyt Arboretum

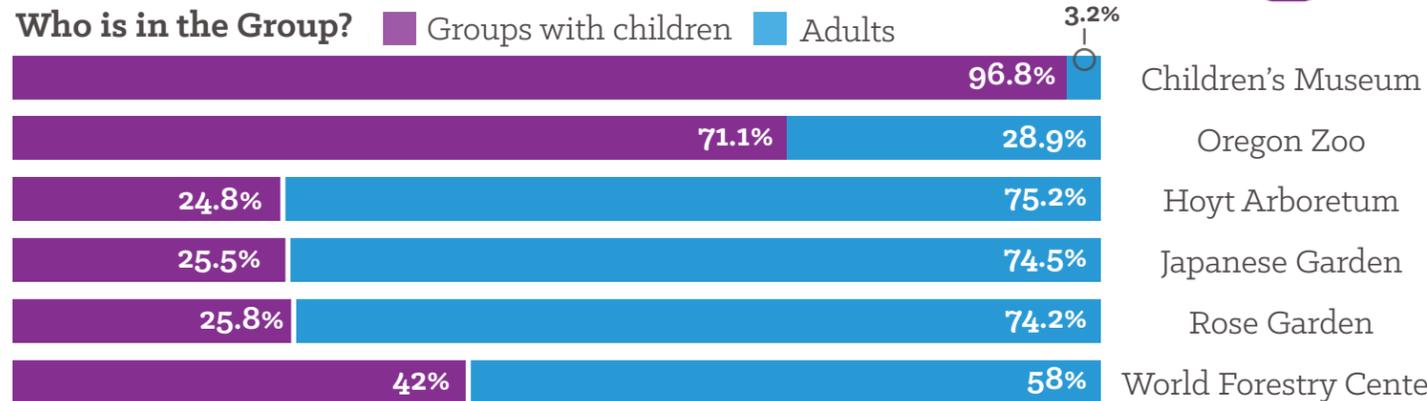
17.3%



Portland Japanese Garden

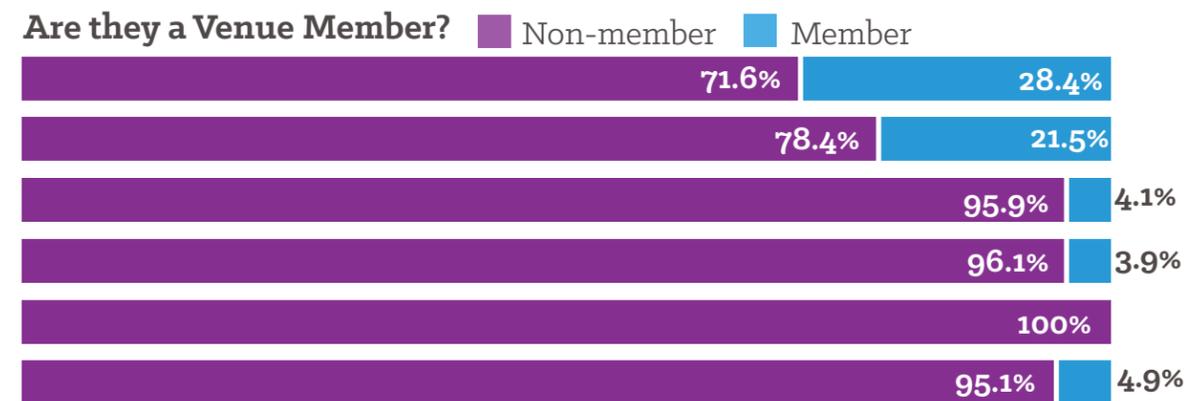
Who is in the Group?

Groups with children Adults



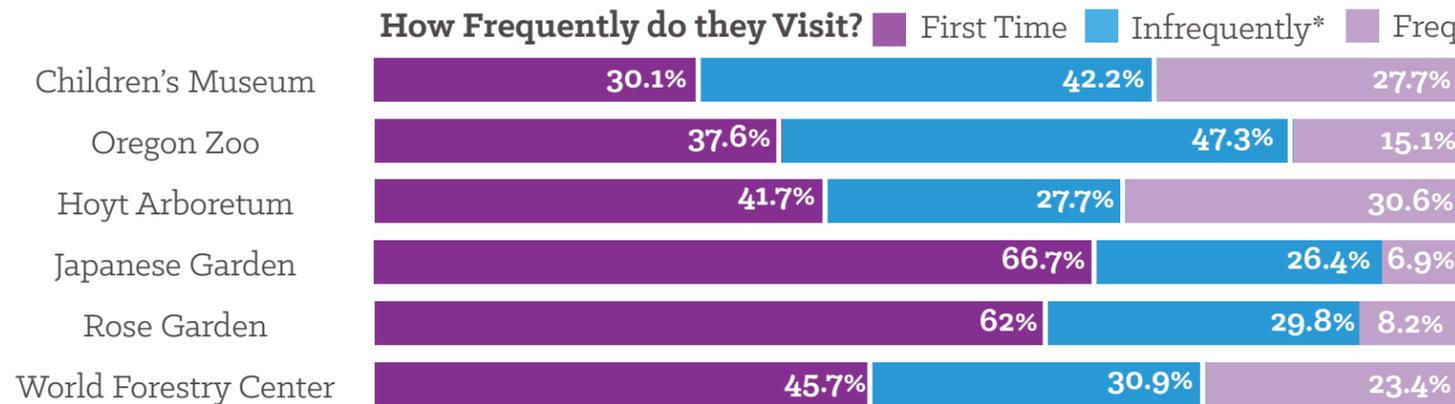
Are they a Venue Member?

Non-member Member



How Frequently do they Visit?

First Time Infrequently\* Frequently\*\*



\*Infrequent visitors are those that visit Washington Park less than once per month.

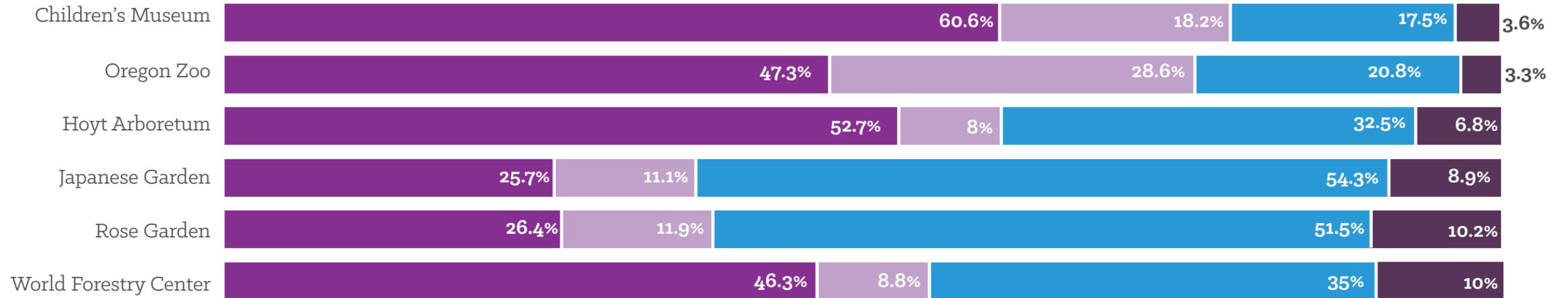
\*\*Frequent visitors are those that visit Washington Park on a monthly, weekly, or daily basis.



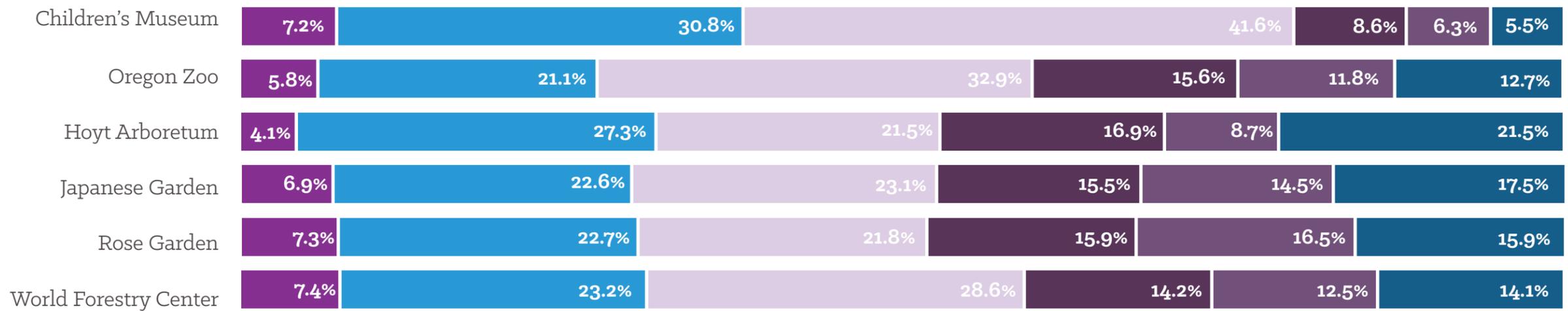
DESTINATIONS

# VISITOR DESTINATIONS

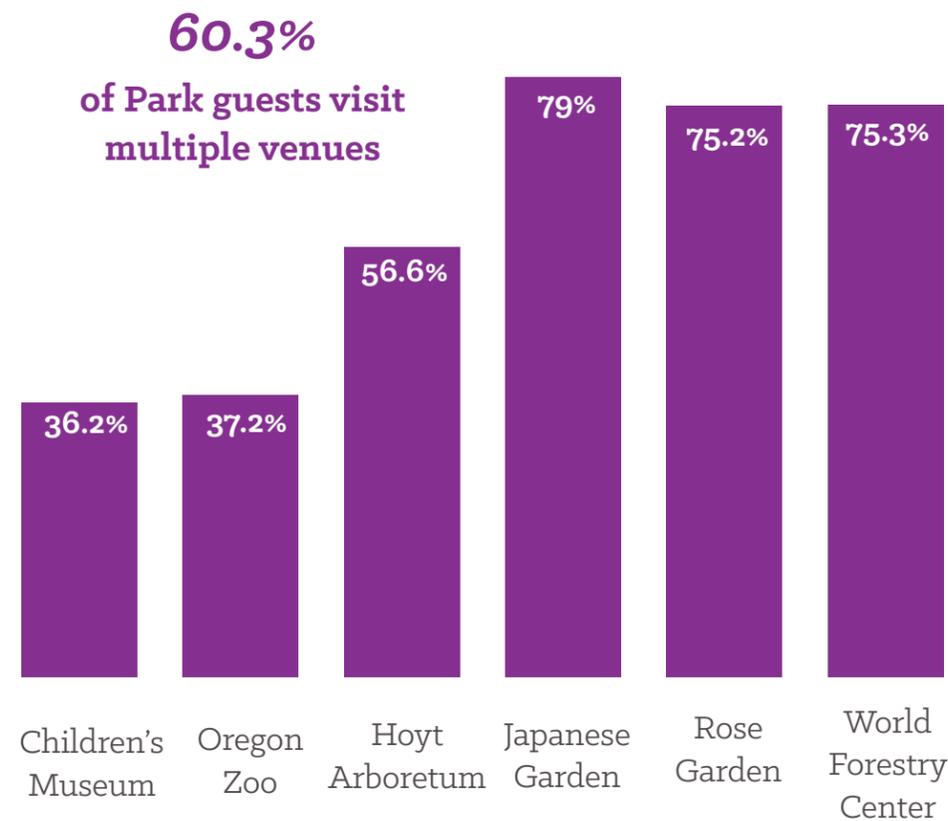
**Where are they Coming From?** ■ Portland ■ OR / WA ■ U.S.A ■ International



**Survey Respondent Age:** ■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+



Percent of venue guests visiting multiple locations



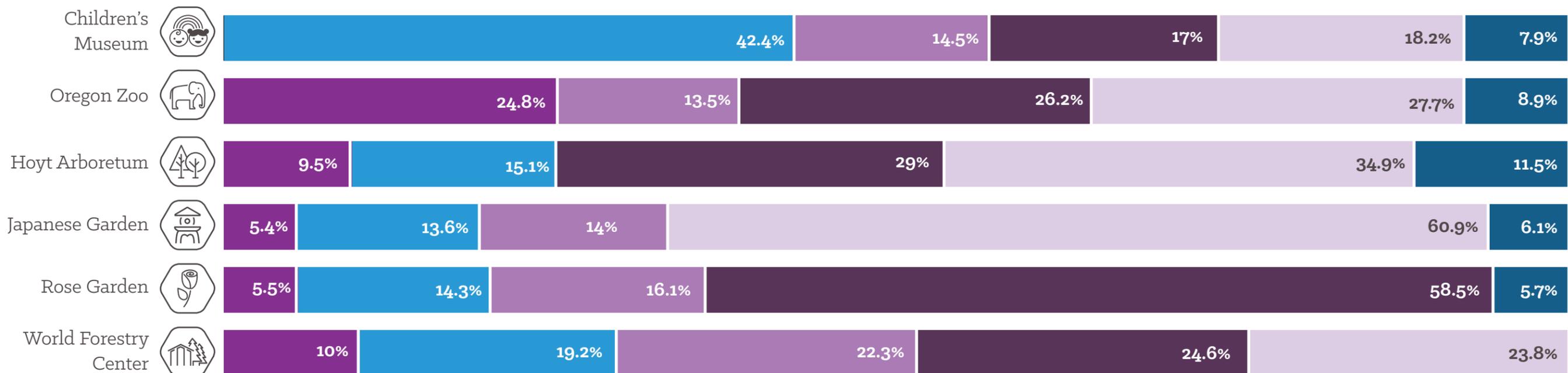
## CROSS VENUE ATTENDANCE

60.3% of guests visit multiple institutions when coming to Washington Park. Cross venue attendance patterns show that specific cultural institutions have strong connections to one another. Nearly 43% of all Children's Museum attendees visiting another institution choose to visit the Oregon Zoo, one of the strongest correlations among two such institutions.

Similarly, the Rose Garden and Portland Japanese Garden are very tied to one another, with about 60% of each

institution's attendees visiting the other. Hoyt Arboretum is also tied to the two gardens, with a combined 64% of Hoyt attendees also going to one of the two gardens. Two institutions that don't show a strong cross venue correlation are the Oregon Zoo and World Forestry Center. Both institution's visitors tend to visit other park institutions fairly equally, not showing a strong preference for any of the other institutions.

**Cross Venue Attendance:** ■ Children's Museum ■ Oregon Zoo ■ Hoyt Arboretum ■ Japanese Garden ■ Rose Garden ■ World Forestry Center



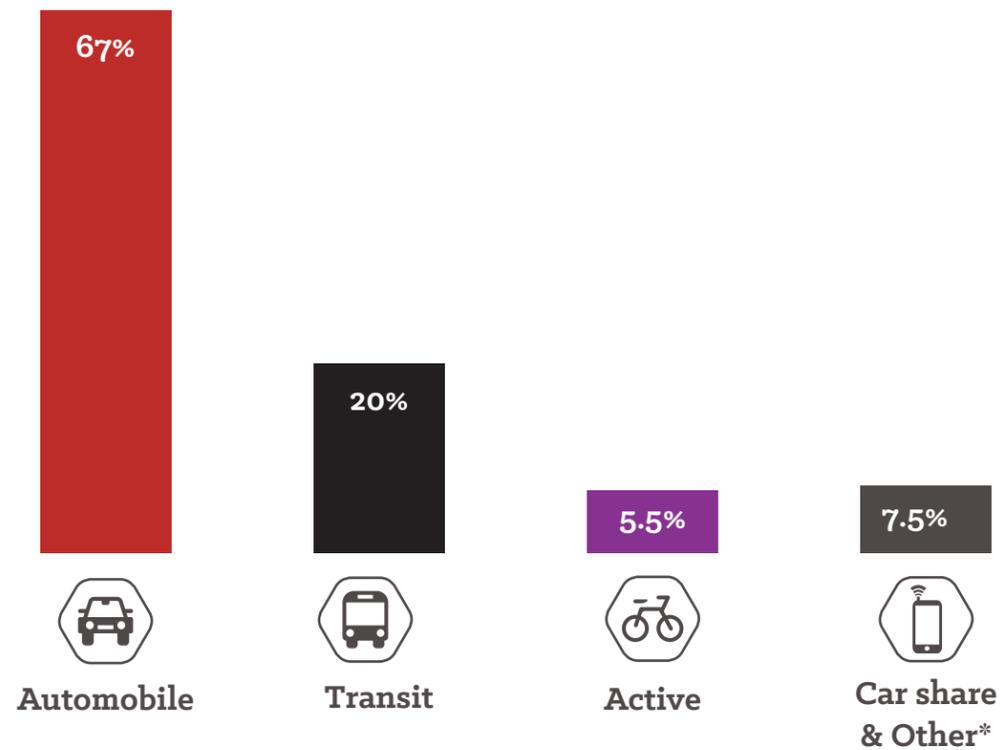
DESTINATIONS



# PARK VISITOR MODE SPLITS

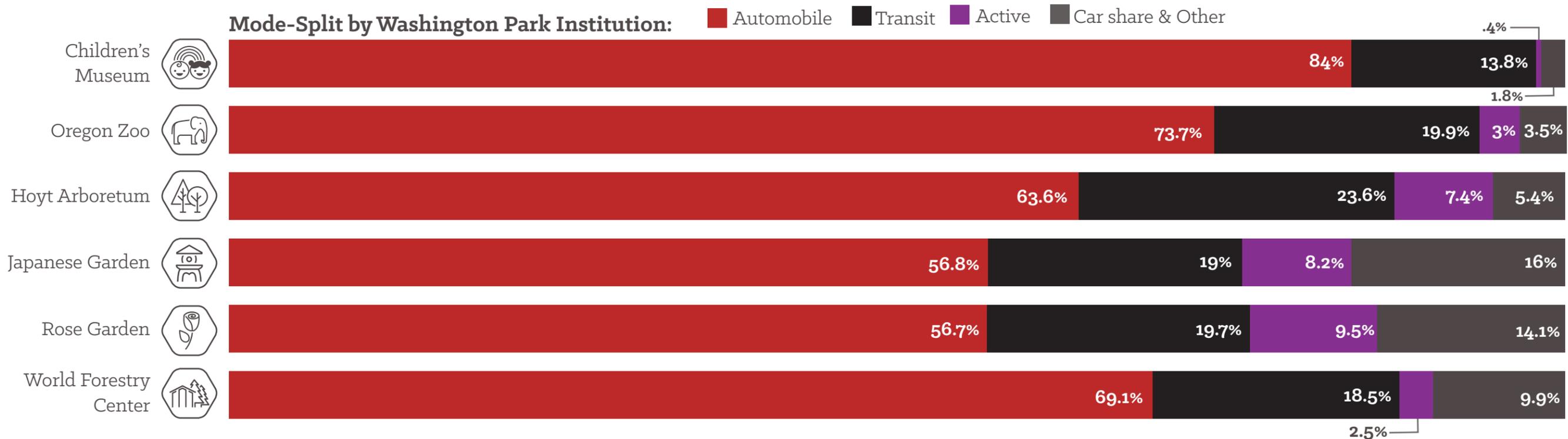
Each institution exhibits unique mode-split patterns based on visitor demographics, visitor origins, and institution marketing. The Portland Japanese Garden and Rose Garden have the lowest automobile mode-split thanks to the prevalence of tourists, a higher percentage of adult only visitors, and messaging around transit options and the EWP shuttle. At the same time, they exhibit the highest car share mode-split, most likely due to the high proportion of tourists.

Park Wide Mode-Split:



\* Other includes Car2Go, tour bus, taxi, and trolley.

Mode-Split by Washington Park Institution:



MODES



## MODES

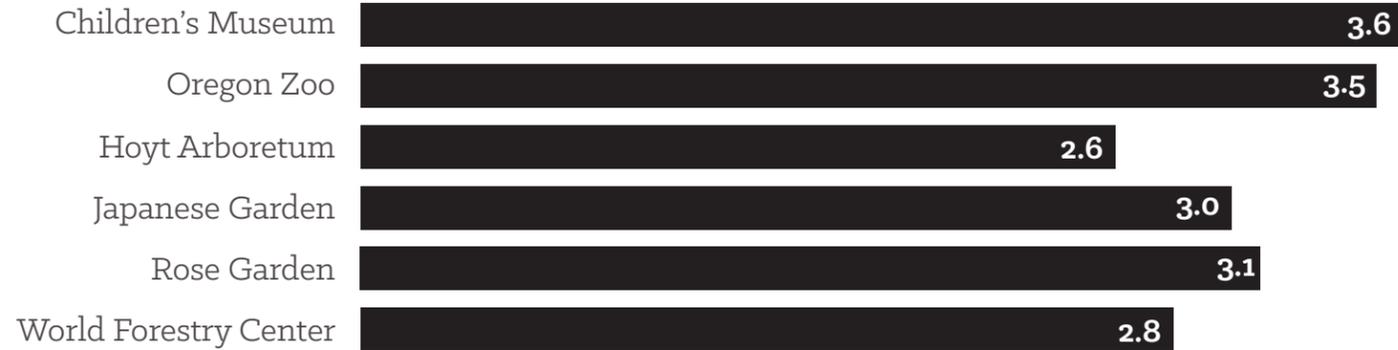
# MODE SPLIT DETAILS

Transportation choices are heavily influenced by several key demographics, mainly; where visitors are coming from, whether children are part of the group, how often people visit the Park, and whether or not visitors are members of an institution.

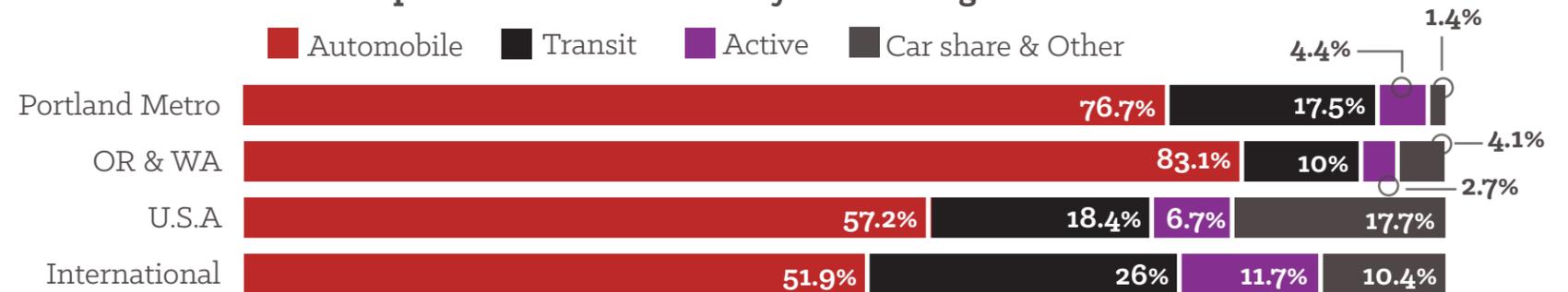
People living in Oregon and Washington, but outside of the Portland Metro area, are much more likely to drive to Washington Park compared with visitors from the United States or abroad. Tourists are more likely to take transit, car share, or walk.

One of the biggest factors in determining the transportation mode to the Park is the presence of children. Groups with children are more likely to drive, and take transit compared with groups consisting of adults only.

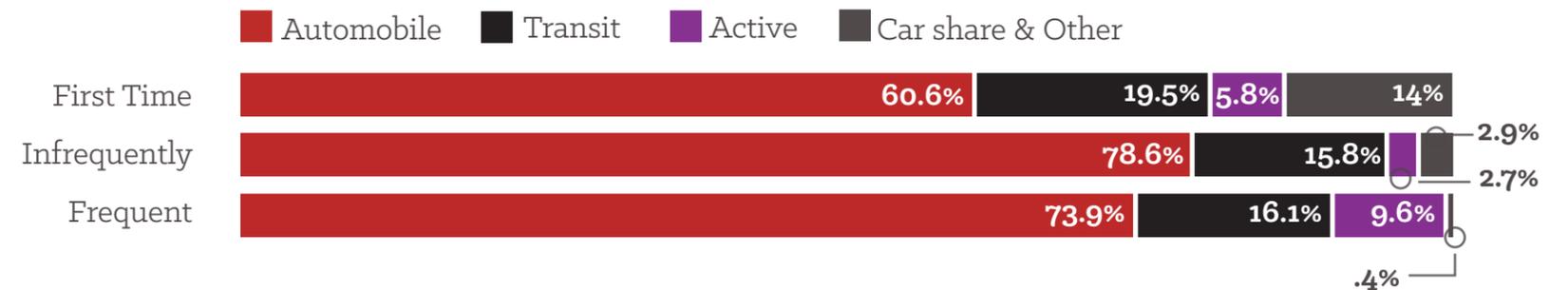
**Passengers per Private Vehicle:** 3.19 Parkwide Average



**Mode-Split Based on Where they are Coming From:**

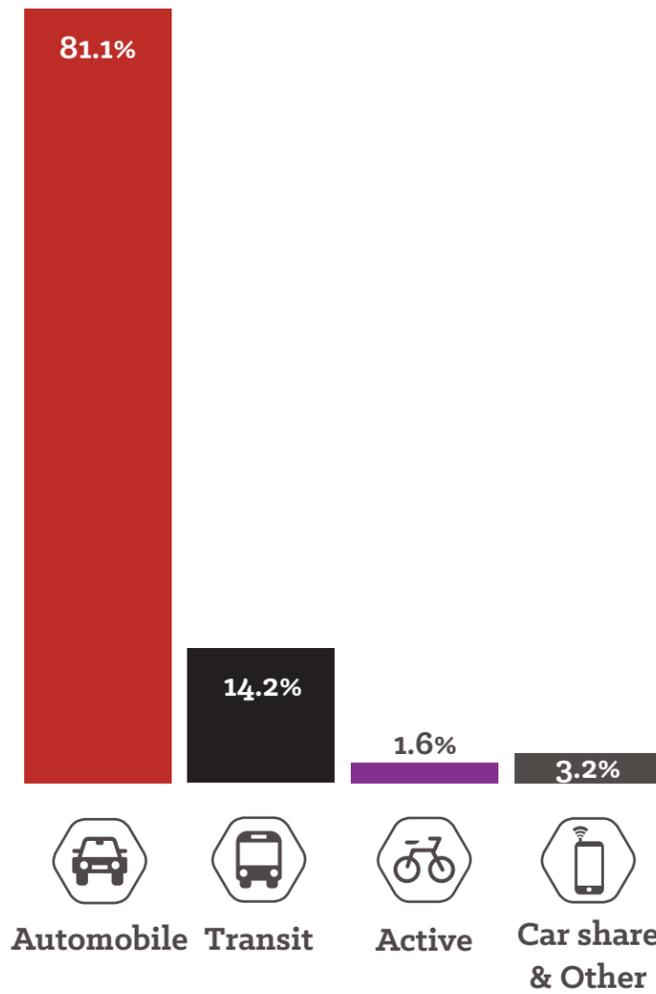


**Mode-Split Based on Frequency of Visit:**

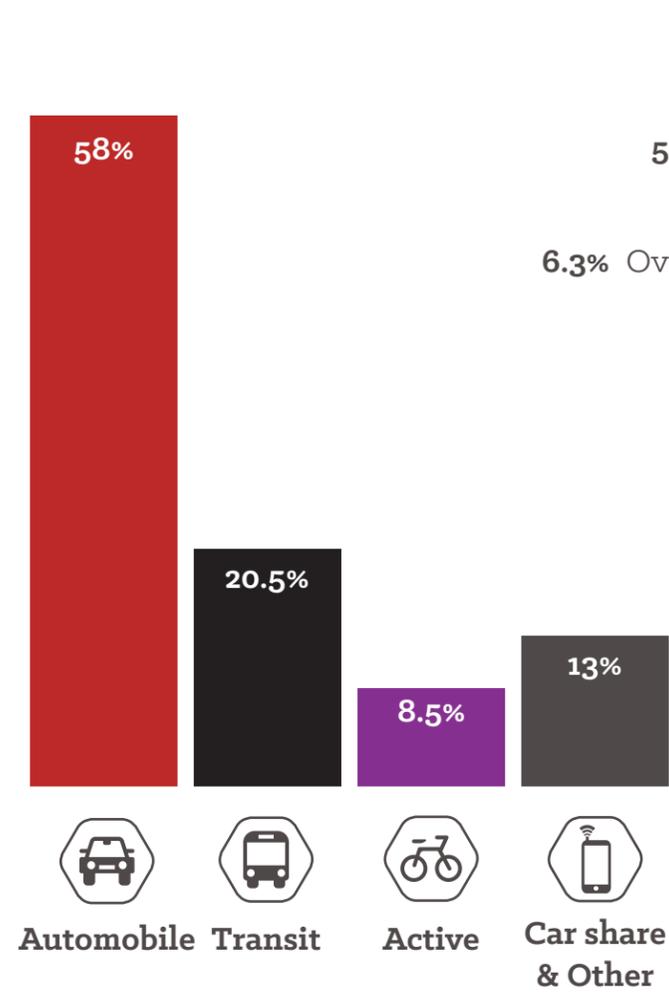


**Mode-Split Based Group Type:**

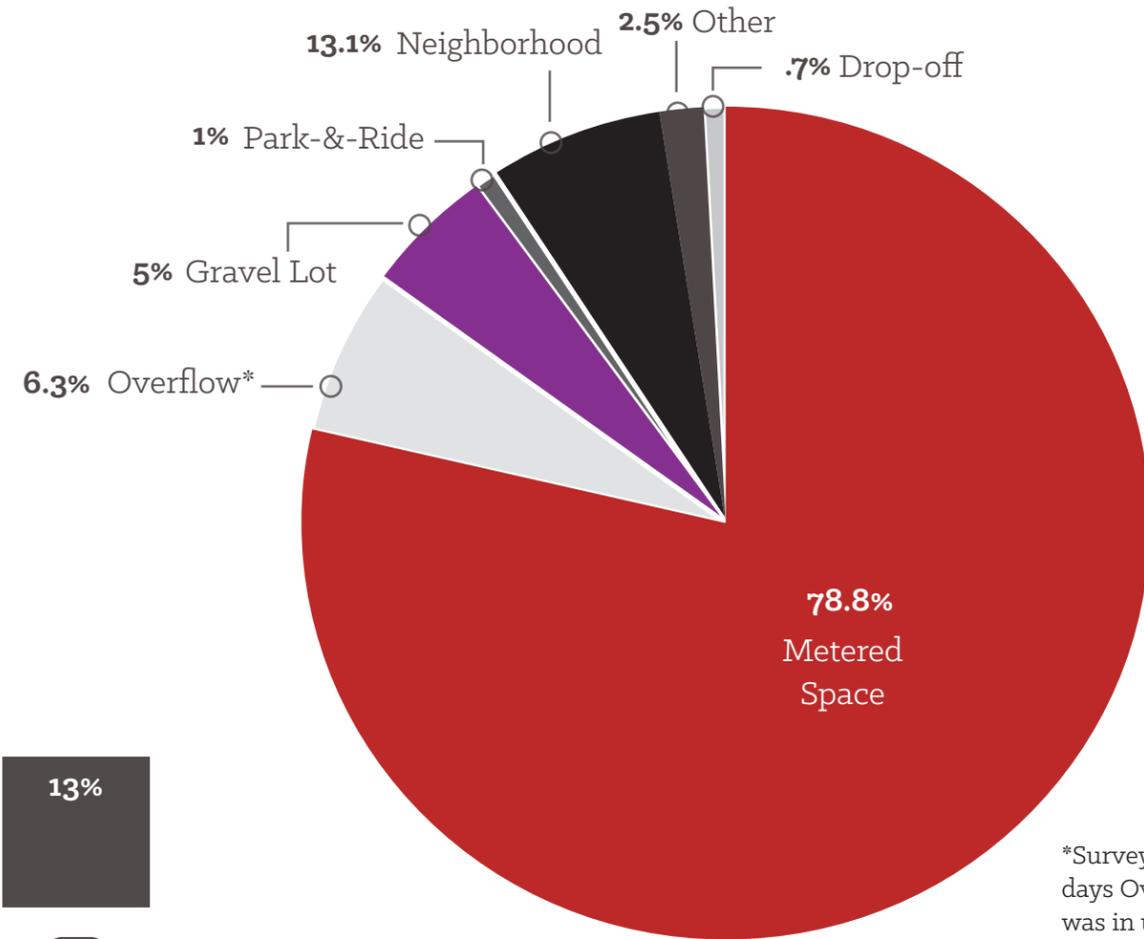
**Groups with Children (1-17 years old), Mode-Split:**



**Adult only, Mode-Split:**



**Parking Location of People Driving to Park:**



\*Survey took place on days Overflow Parking was in use.

**96%** of people parking in overflow are Zoo guests

**91%** of people parking on neighborhood streets are visiting the gardens or Hoyt Arboretum

**Non-Member Mode-Split:**



**Member Mode-Split:**



**MODES**



# MOVEMENT

*How did they get around  
the Park?*

# INTRAPARK SHUTTLE AND OVERFLOW BUS

Boardings March – September:

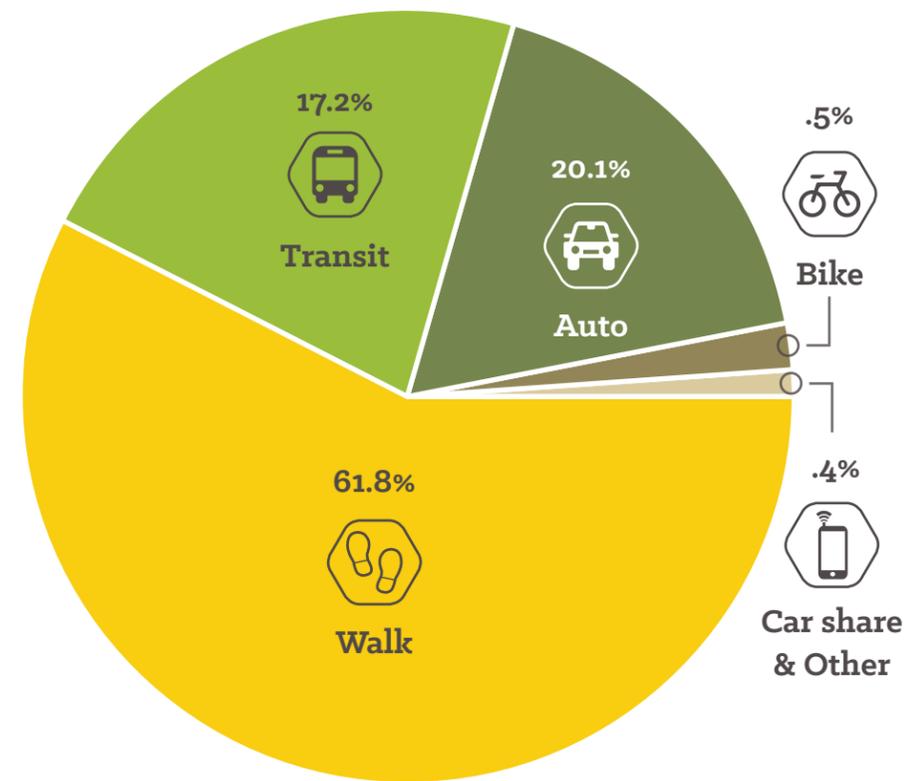
127,274

Interpark Shuttle

42,427

Overflow Bus

Mode-Split Within the Park:



MOVEMENT

People Using the Intra-Park Shuttle:



How Intra-Park Shuttle Riders Get to the Park:



Where Intra-Park Shuttle Riders Came From:

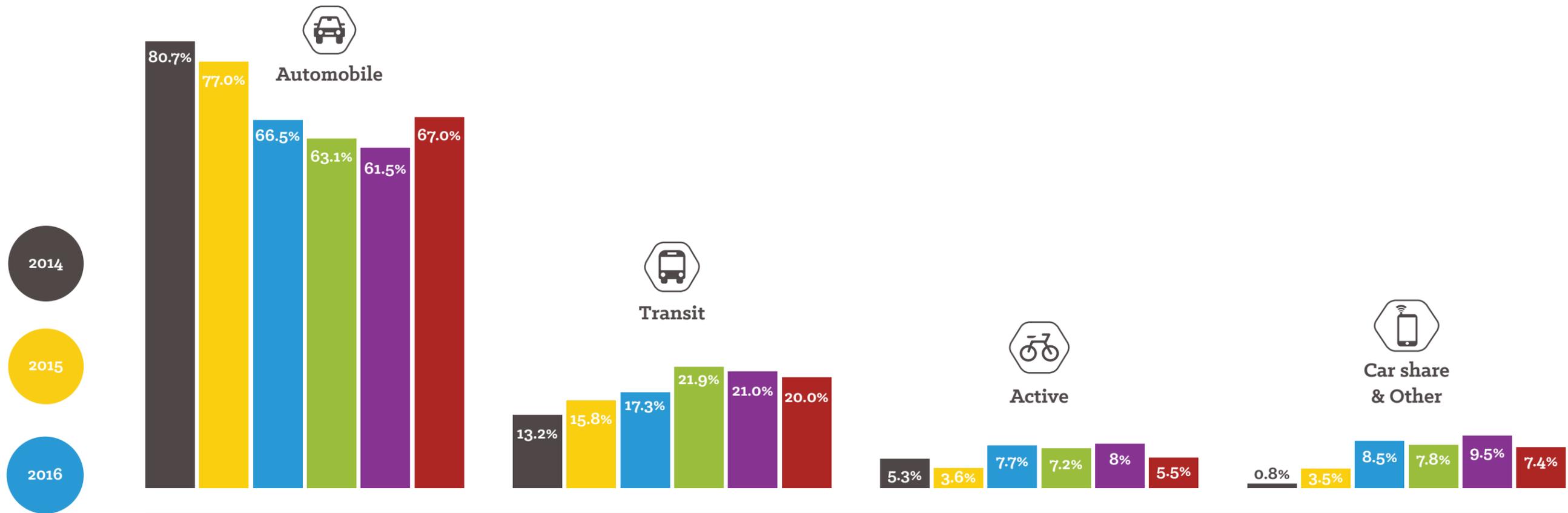




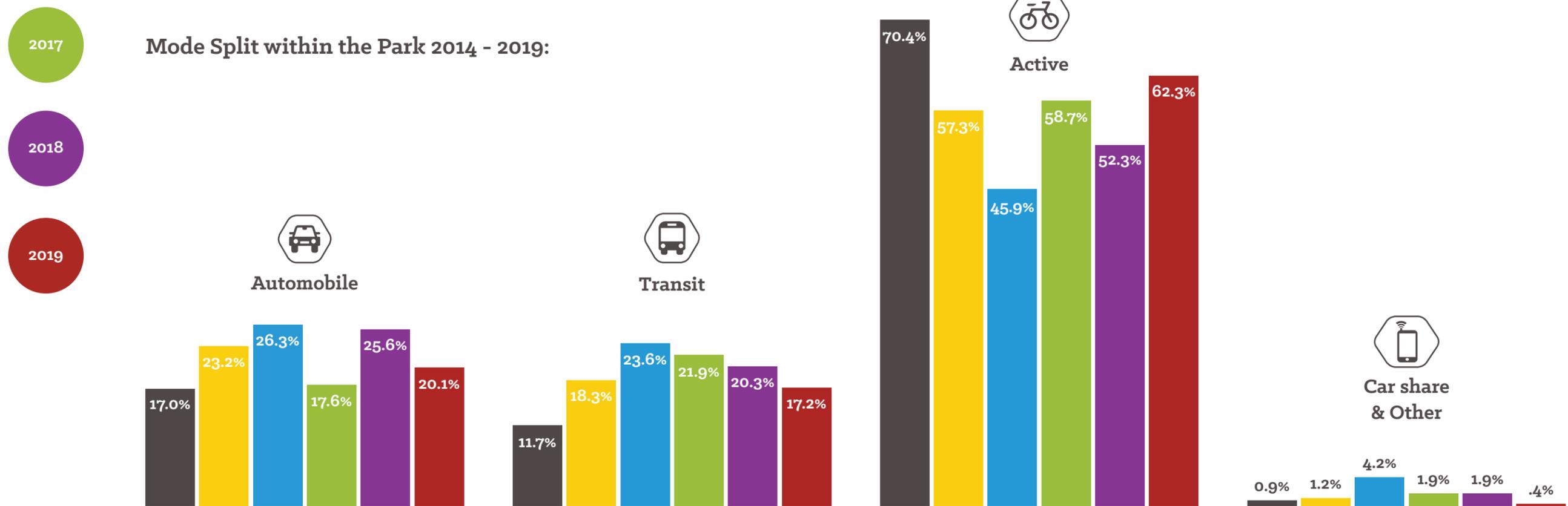
# TRENDS

*How are things changing?*

Mode Split to the Park 2014 - 2019:



Mode Split within the Park 2014 - 2019:



TRENDS

Percent Change in Mode Split 2014 – 2019

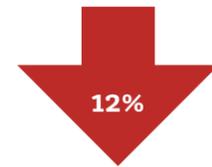


TRENDS

 Automobile

 Transit

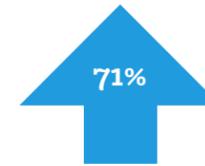
 Children's Museum



 Oregon Zoo



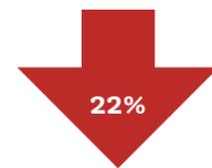
 Hoyt Arboretum



 Japanese Garden

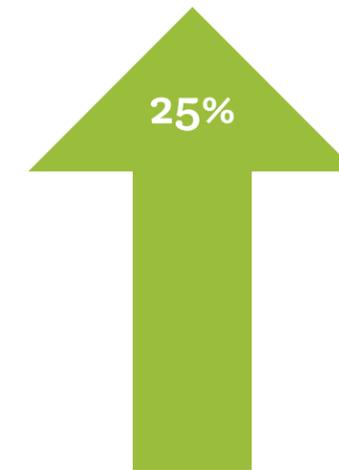
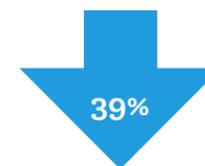


 Rose Garden



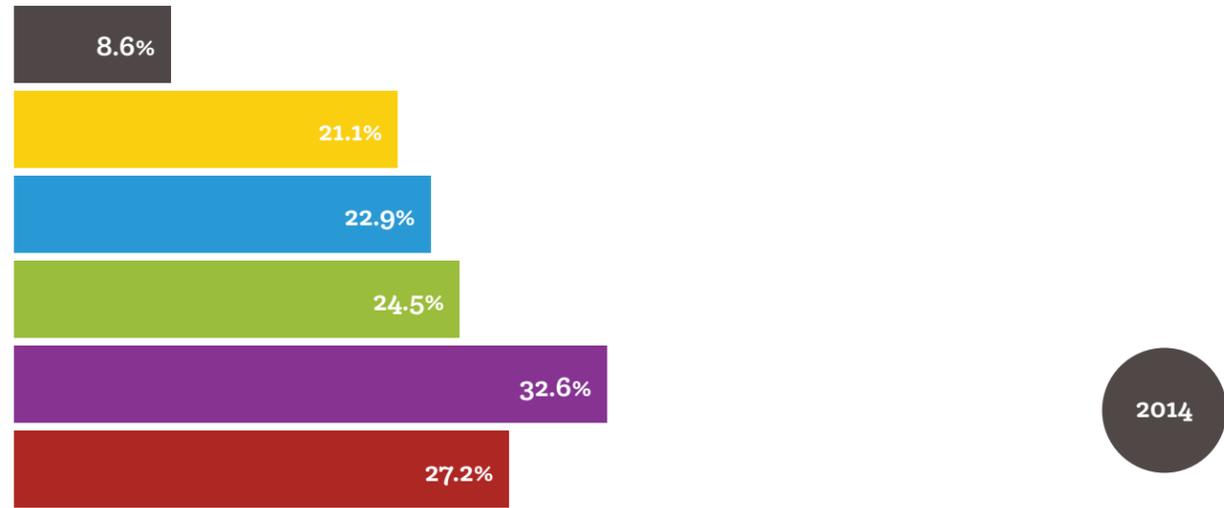
 World Forestry Center

No Change

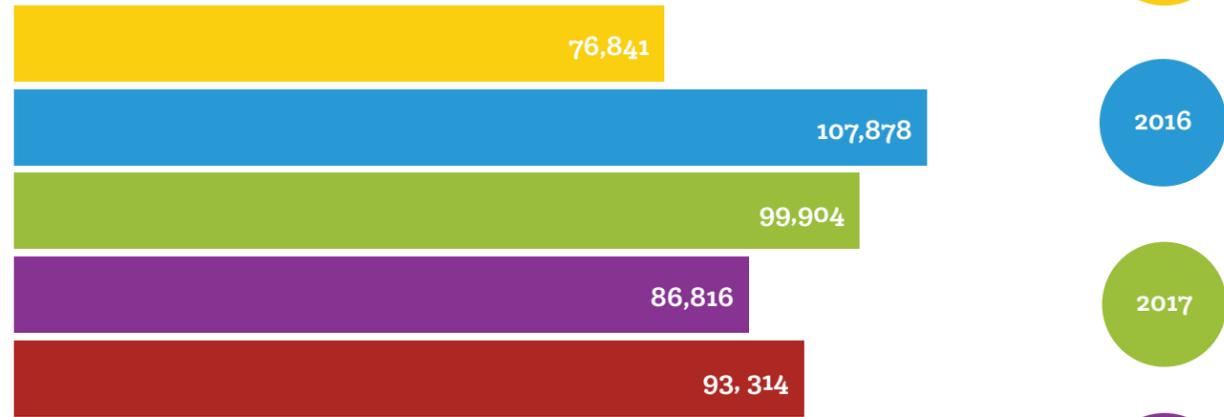


*Parkwide attendance*

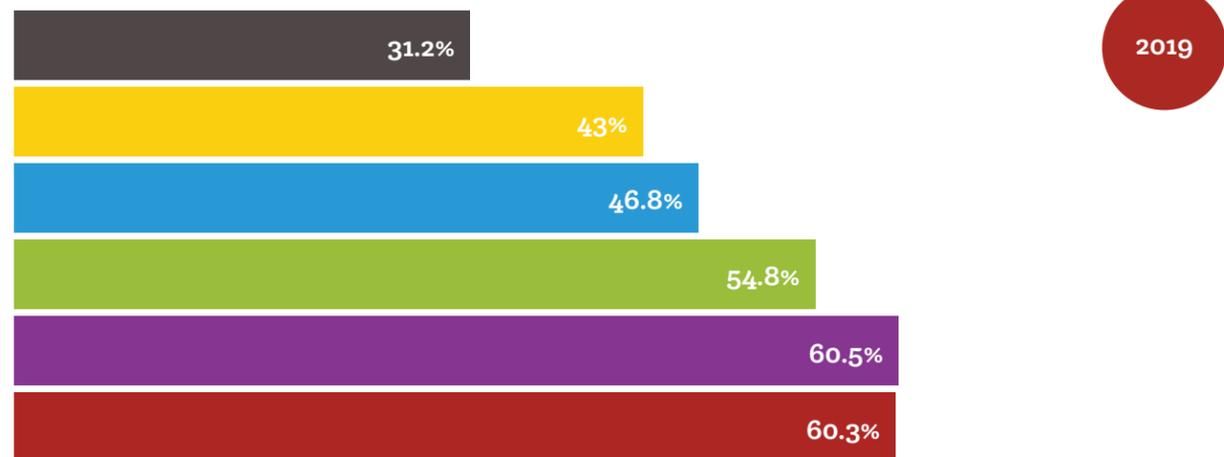
**Park Visitors Using the Intra-Park Shuttle 2014 - 2019:**



**Peak Season Intra-Park Shuttle Boardings 2015 - 2019:**



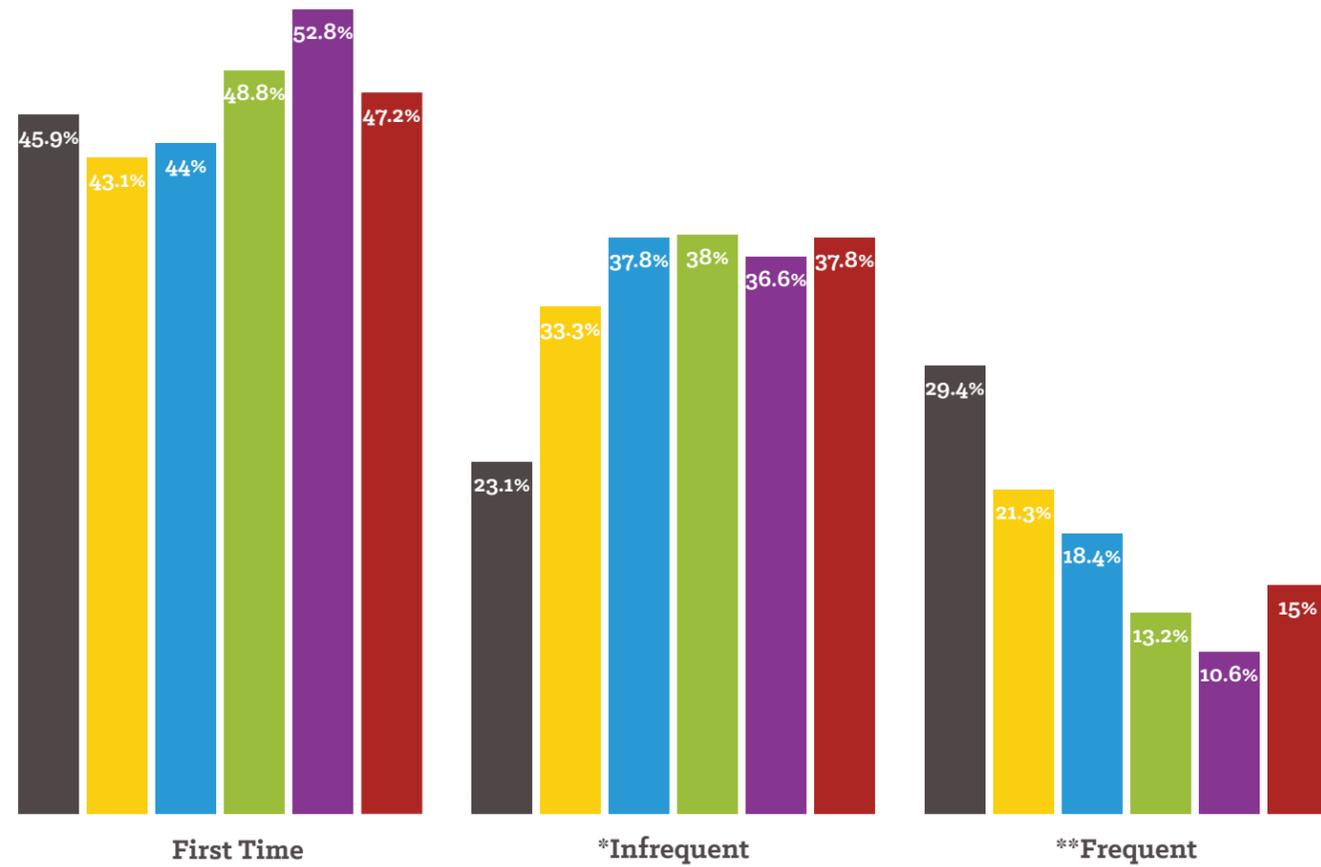
**Park Guests Visiting More than One Institution 2014 - 2019:**



# INTRA-PARK TRENDS

Several trends emerge when looking at six years' worth of data. The percent of park guests visiting more than one institution increased by 64% since 2014. In general, the percent of frequent visitors has decreased, although 2019 shows a slight increase. This mirrors the trend for an increase in tourists vs local visitors.

**Frequency of Visits 2014 - 2019:**



\*Infrequent visitors are those that visit Washington Park on a few times per year or less.  
 \*\*Frequent visitors are those that visit Washington Park on a monthly, weekly, or daily basis.



TRENDS

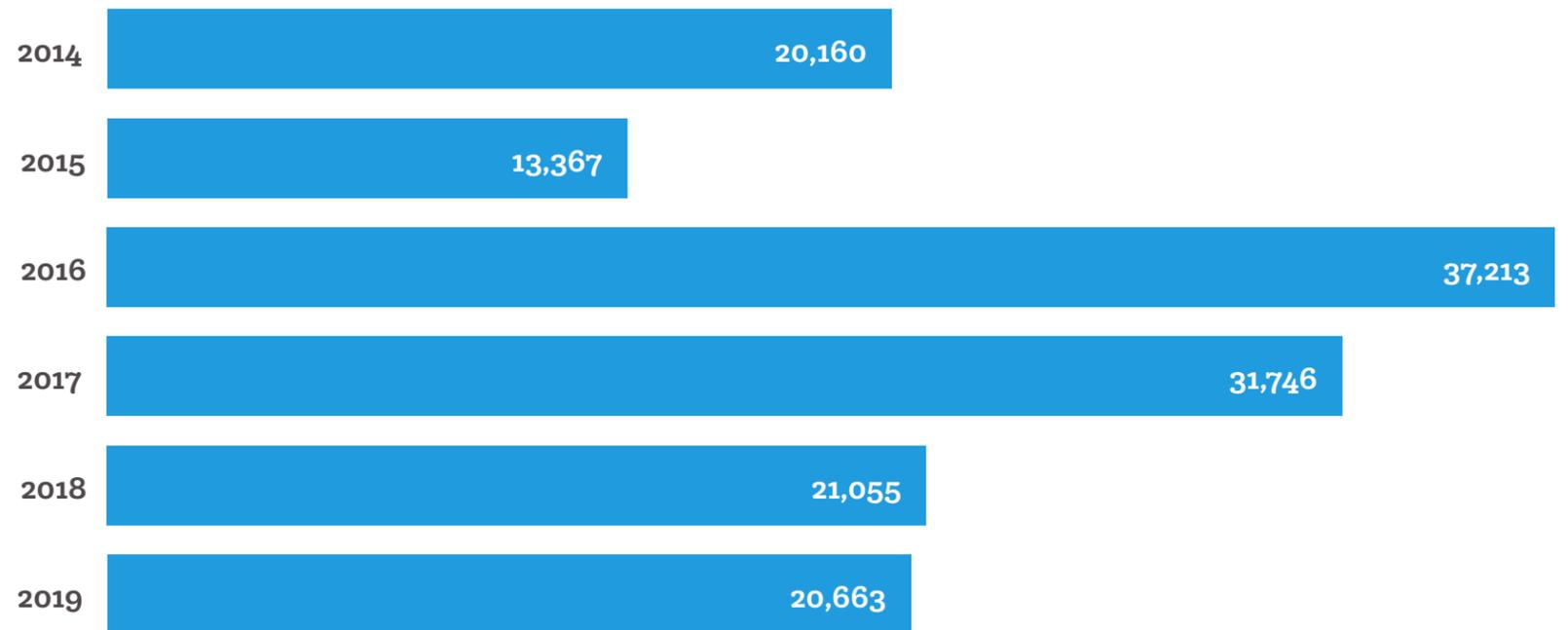


## TRENDS

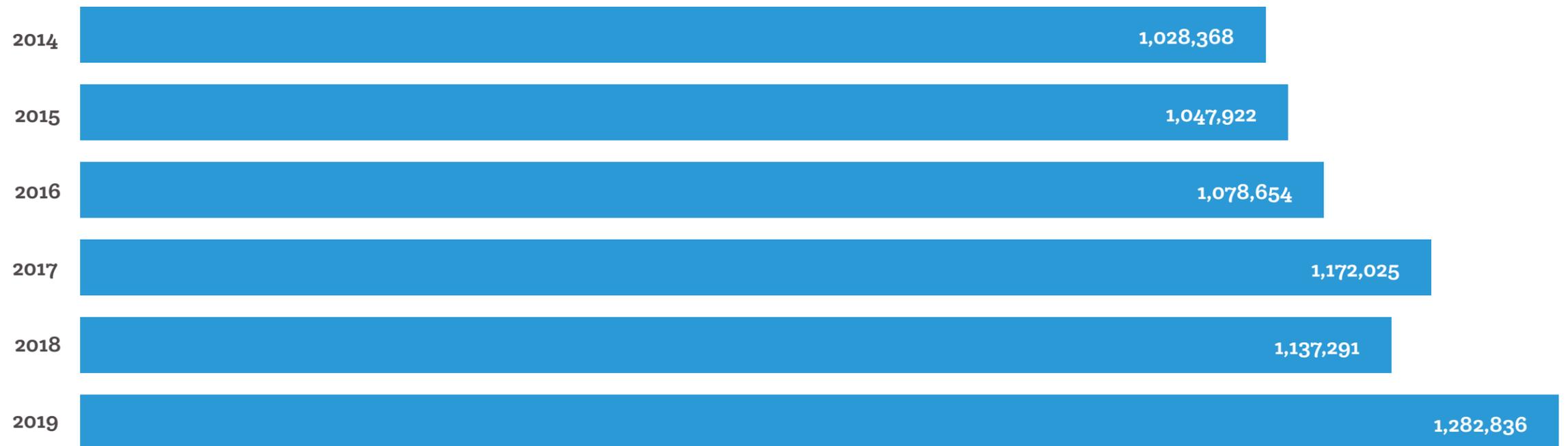
# PARKING AND ATTENDANCE TRENDS

Between 2014 and 2019 peak seasons, attendance to the Zoo increased by 11%. The data suggests this can be attributed to increased transit ridership, as transit use increased 25% during the same period. Driving trips to the Zoo were less significant, with overflow bus passenger rides increasing by only 2% during the same period. Overall park attendance since 2014 is also up by 25%.

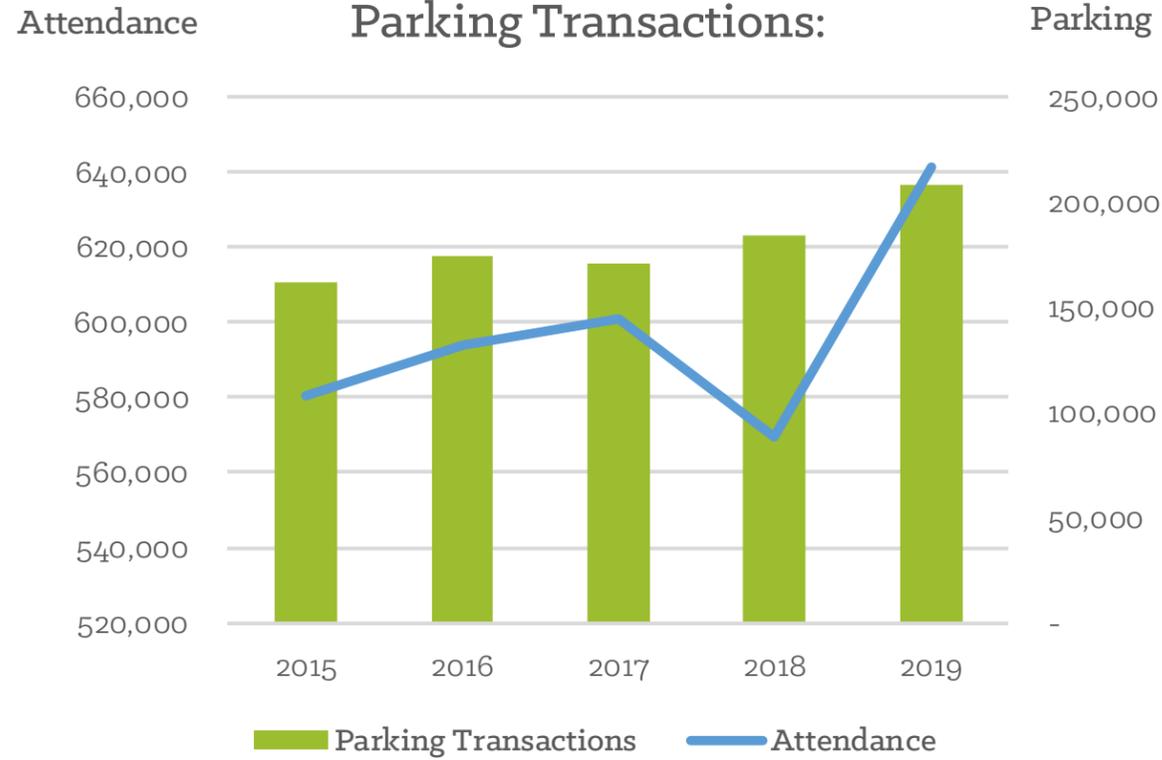
Overflow Bus Ridership Peak Season 2014 – 2019:



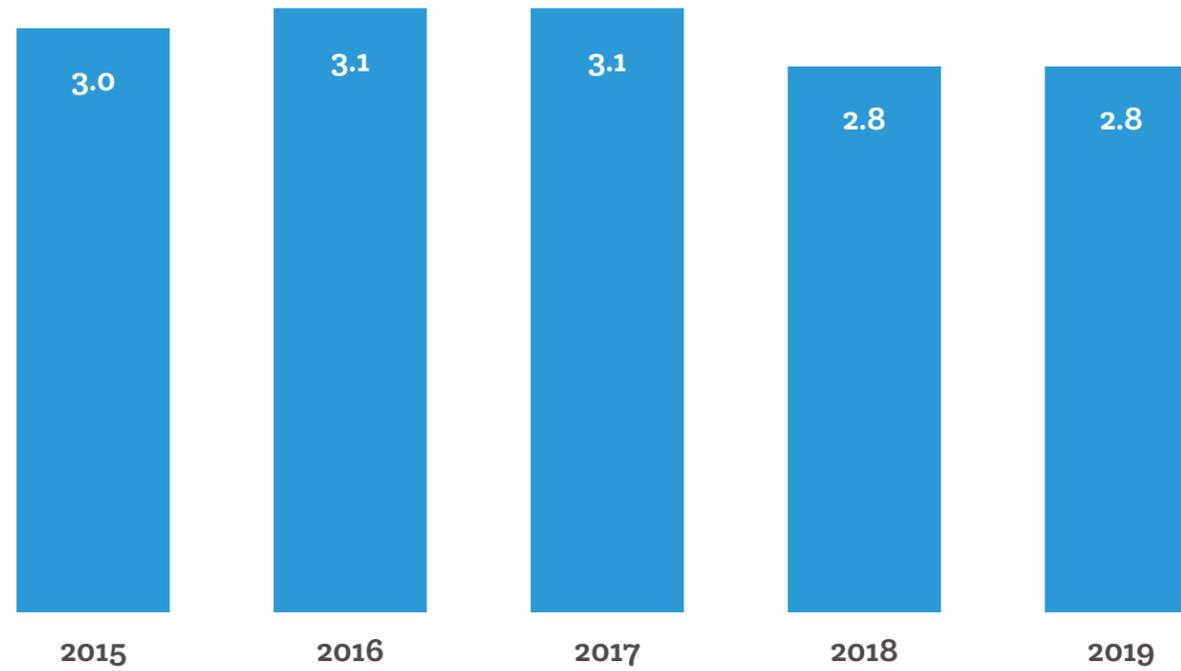
Total Peak Season Attendance 2014 – 2019:



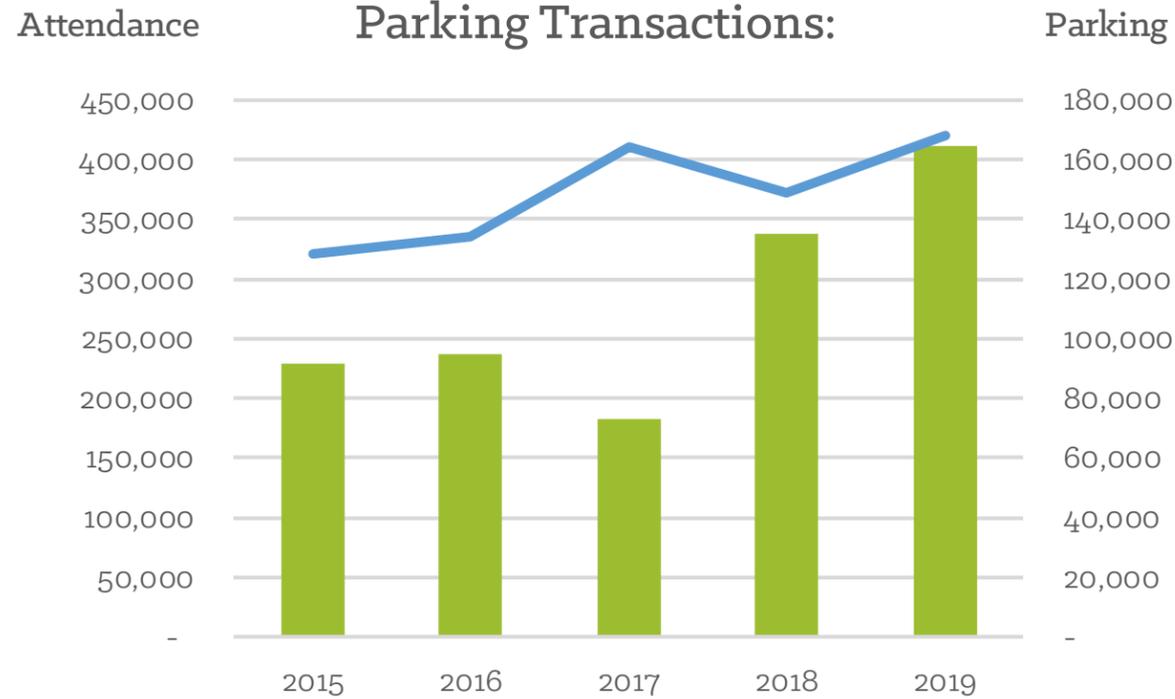
### South End Attendance and Parking Transactions:



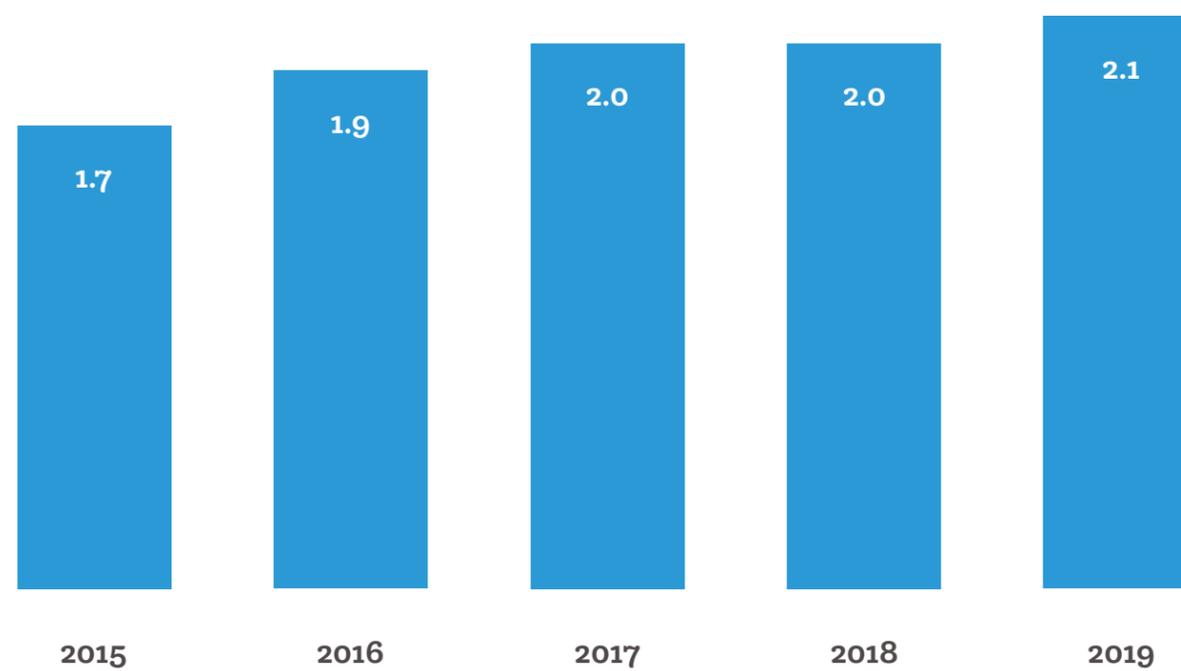
### South End Average Purchase Hours:



### North End Attendance and Parking Transactions:



### North End Average Purchase Hours:



TRENDS



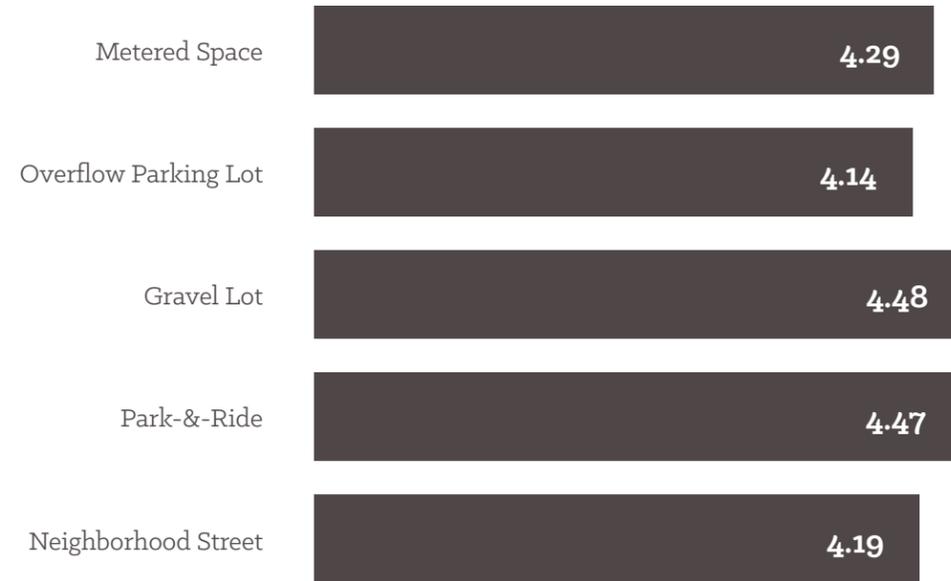
# VISITOR EXPERIENCE & ATTITUDES

*How are we  
serving our guests?*



# VISITOR EXPERIENCE

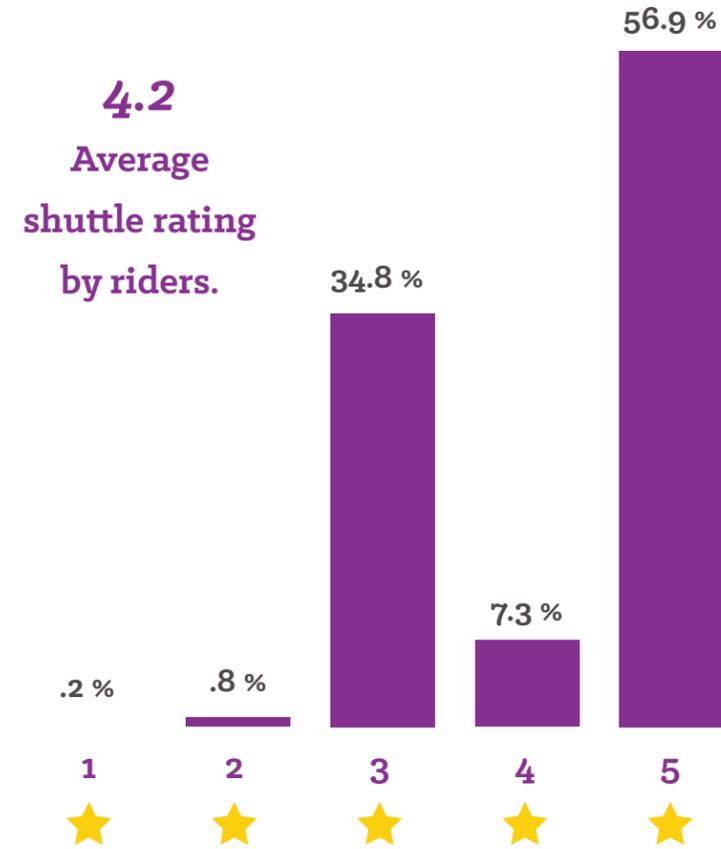
## Automobile Travel Experience Based on Parking Location:



## Travel Experience by Mode to Washington Park:



## Intra-Park Shuttle Rider Rating:



## Net Promoter Score:

**Parkwide  
average: 77.6%**



VISITOR  
EXPERIENCE  
&  
ATTITUDES



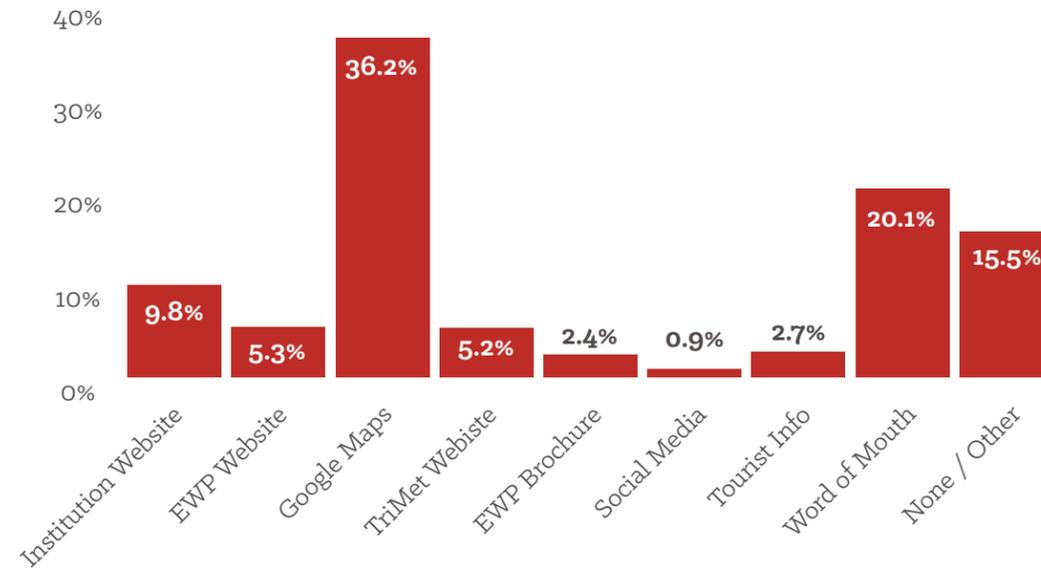
**VISITOR  
EXPERIENCE  
&  
ATTITUDES**

## PRE-TRIP INFORMATION & VISITOR ATTITUDES

36% of all park guests getting their information from Google Maps, making it an important pre-trip tool. Tourist are 60% more likely than locals to use Google Maps for pre-trip information. Visitors getting information from TriMet, Explore Washington Park or from tourist information providers are more likely to take transit, while visitors getting no pre-trip information are most likely to drive.

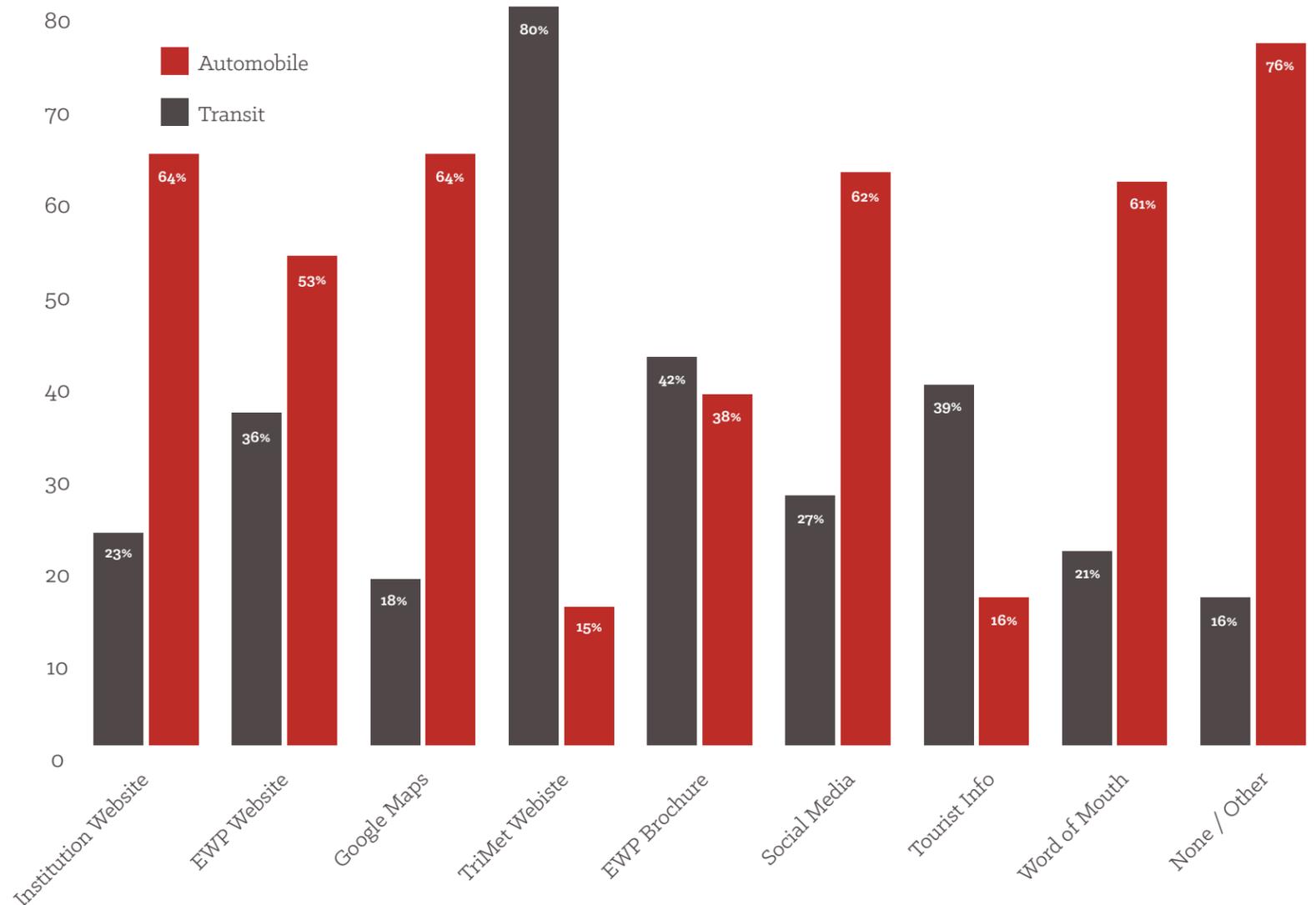
64% of visitors using Google Maps drive, suggesting this may be a good tool to use in the future to promote transportation options and parking information.

**Pre-Trip Information Source:**



Tourist are **60% more** likely to use Google Maps for pre-trip information than the average park user.

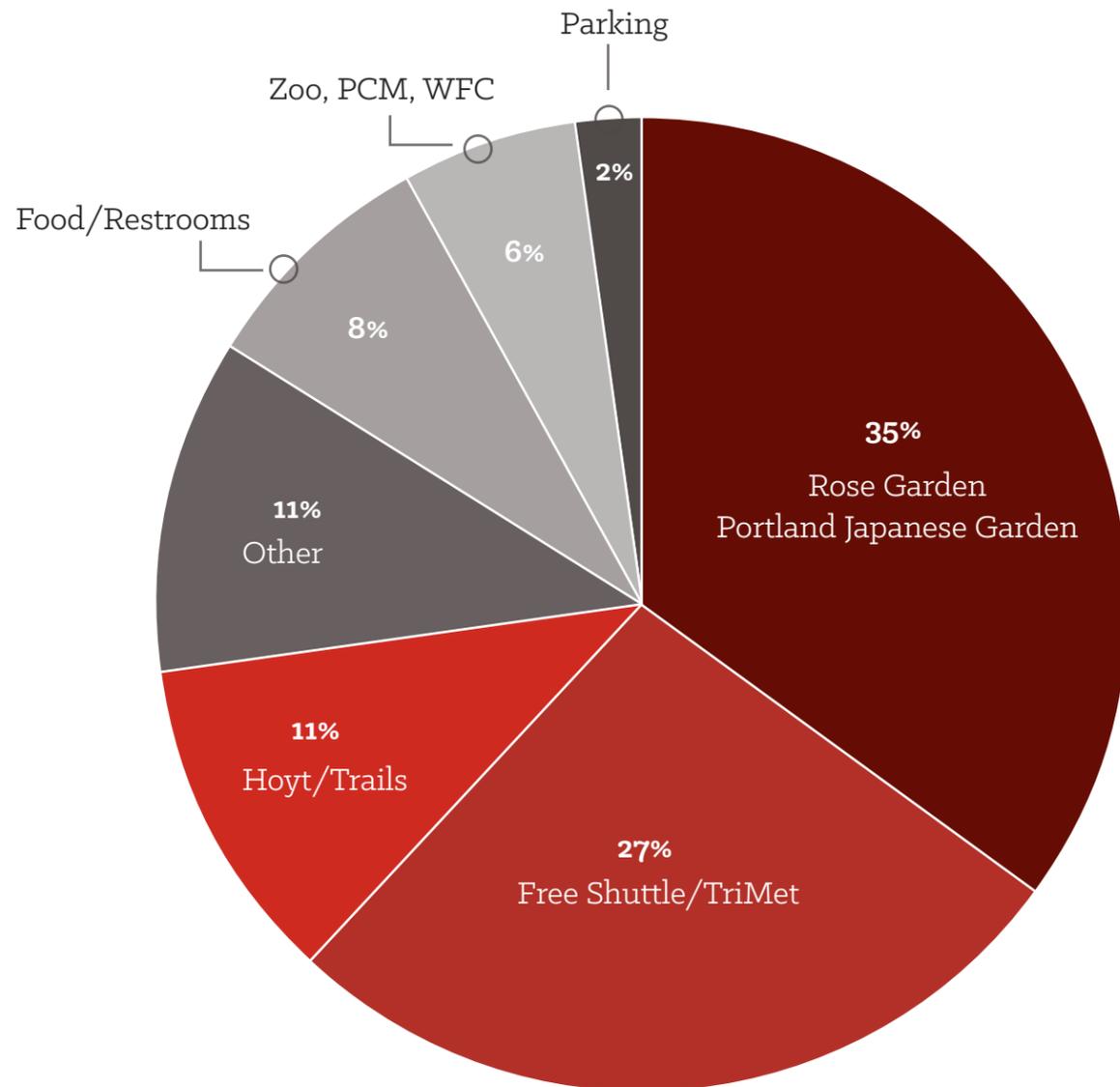
**Mode-Split to Park and Exposure to Pre-Trip Information:**



# CUSTOMER SERVICE

During the 2019 peak season, Explore Washington Park had four customer service representatives. They helped over 45,000 guests at the Rose Garden, TriMet Plaza, Oregon Zoo Education Center, and overflow parking lots, and handed out over 15,000 maps.

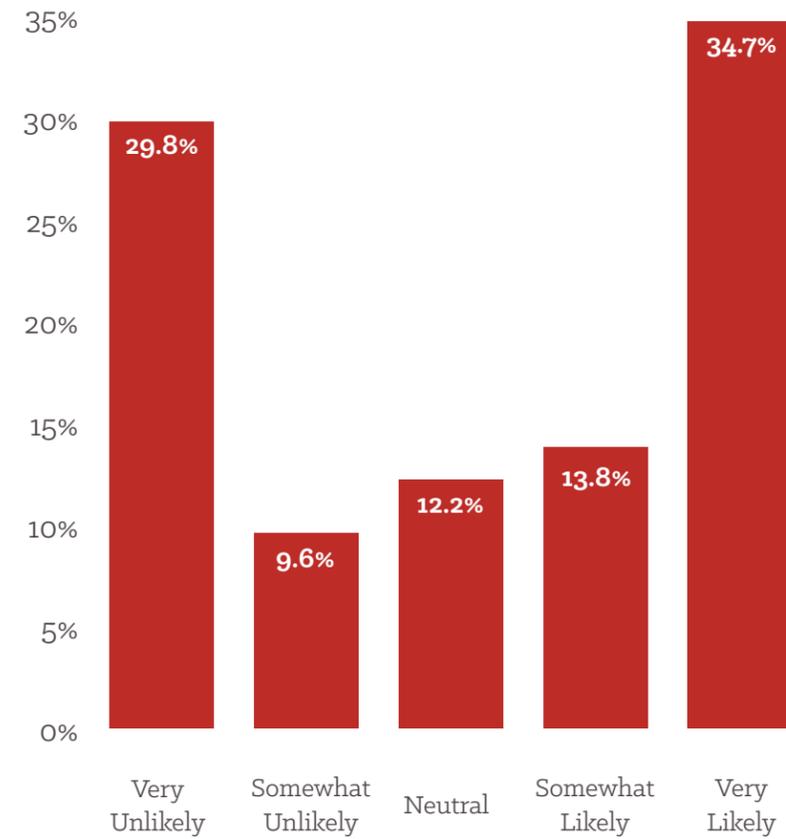
Topics of conversations with customer service representatives:



Directly helped over  
**45,000**  
people

Handed out over  
**15,000**  
maps

Likelihood Visitors Driving Will Take Transit on Their Next Visit:



VISITOR  
EXPERIENCE  
&  
ATTITUDES

Annual Transportation Report 2019

