Acknowledgements

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

Eric Vines, Chair, World Forestry Center
Peggie Schwarz, Vice Chair, Hoyt Arboretum
Dave Malcolm, Treasurer, Sylvan Neighborhood Association
Inessa Vitko, Secretary, TriMet
Mike Abbaté, Portland Parks & Recreation
Joe Angel, Arlington Heights Neighborhood Association
Teri Dresler, Oregon Zoo
Allison Duncan, Arlington Heights Neighborhood Association
Cynthia Haruyama, Portland Japanese Garden
Ruth Shelley, Portland Children’s Museum
Anna Volkova, Community member
Steve Cole, Community member

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 made this report possible.

Explore Washington Park Staff
Heather McCarey, Executive Director
JP McNeil, Program Manager
Wendy Patton, Project Coordinator

Portland Parks & Recreation Staff
Victor Sanders, Program Specialist

For additional information about the EXP surveys, please contact JP McNeil at jp@explorewashingtonpark.org
Explore Washington Park (EXP) helps people make decisions about how they get to and around Washington Park, to ensure they have what they need for a fun, enjoyable visit.

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

- By ensuring all visitors have a safe, smooth, 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.

EXP was formed as a Transportation Management Association and operates as a 501(c)3 non-profit with a license agreement with the City of Portland for transportation management in the park.

The 2015 EXP visitor intercept survey was conducted August 14-15 and August 21-22 at six locations representing the major park attractions:

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

The survey was part of a series of surveys conducted throughout the month of August that targeted visitors, employees, and volunteers in the park. Though the surveys were targeted at different groups, all seek to identify the “mode split” (how people travel to the Washington Park) along with several other key indicators, including:

- Where people came from
- Number of people in the vehicle
- Parking location
- Washington Park free shuttle use
- Public transit use
- Demographic info (age, gender, race)

In all, 867 visitor surveys were collected. The data from these surveys, along with the 417 employee and 490 volunteer surveys collected, gives us a snapshot of conditions in the park during the peak season. This report is intended to provide a high level look at the survey data. More detailed survey information is available from EXP.
who’s coming to the park?

Kate Cummings
The visitor profile was crafted to look beyond just demographics, but to also identify and compare groups of visitors, such as groups with and without children, visitors from near and far, and attraction members or non-members.
Explore Washington Park

where are they going?

DESTINATIONS
Using park attraction attendance figures and some educated guesses, we were able to estimate the share of visitors for the month of August by venue. Looking at our typologies, we can see how different types of visitors come to the park to do different things. It may not be terribly surprising to see that the Children’s Museum is favored by families with children, but it is interesting to note that the Zoo is such a regional draw.
how did they get here?
The heart of the survey is the “mode split” – what transportation mode visitors used to get to the park. Though most people drive to the park, the number of people who drive or take transit varies based on where in the park visitors are heading and also across the different types of visitors.
How people get to the park based on where they come from

<table>
<thead>
<tr>
<th></th>
<th>Auto</th>
<th>Transit</th>
<th>Walk</th>
<th>Bicycle</th>
<th>Other*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland Metro</td>
<td>80%</td>
<td>14%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>NW Regional</td>
<td>89%</td>
<td>9%</td>
<td>*</td>
<td>2%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Outside Oregon &amp;</td>
<td>67%</td>
<td>20%</td>
<td>6%</td>
<td>1%</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Based on written comments, most “Other” responses referred to Uber, taxi, and Pink Trolley trips
## How people get to the park

<table>
<thead>
<tr>
<th>by Park Area</th>
<th>Auto</th>
<th>Transit</th>
<th>Walk</th>
<th>Bicycle</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoo, Children’s, Forestry Ctr.</td>
<td>80%</td>
<td>19%</td>
<td>**</td>
<td>1%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Hoyt Arboretum</td>
<td>82%</td>
<td>14%</td>
<td>2%</td>
<td>2%</td>
<td>**</td>
</tr>
<tr>
<td>Rose/Japanese Garden</td>
<td>72%</td>
<td>12%</td>
<td>8%</td>
<td>1.5%</td>
<td>6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>by Who was in the group</th>
<th>Auto</th>
<th>Transit</th>
<th>Walk</th>
<th>Bicycle</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groups with children</td>
<td>85%</td>
<td>13%</td>
<td>0.5%</td>
<td>0.5%</td>
<td>0.08%</td>
</tr>
<tr>
<td>Adult only</td>
<td>70%</td>
<td>18%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>by Membership</th>
<th>Auto</th>
<th>Transit</th>
<th>Walk</th>
<th>Bicycle</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-member</td>
<td>77%</td>
<td>15%</td>
<td>3%</td>
<td>0.5%</td>
<td>3%</td>
</tr>
<tr>
<td>Member</td>
<td>80%</td>
<td>17%</td>
<td>1%</td>
<td>0.5%</td>
<td>**</td>
</tr>
</tbody>
</table>
how did they get around the park?
Washington Park is a big park – it’s nearly two miles from one end to the other. Getting around the park can seem daunting, especially for those that didn’t drive here. Many people told us that they walk between the different areas of the park. With a free shuttle available to peak-season visitors, others chose this method to get around. A surprising number of visitors said they drove to the park and then used the shuttle to get around.
91,281
Total Shuttle Boardings
May-September 2015

Shuttle boardings by time of day

Shuttle boardings by location

- Washington Park MAX Station
- International Rose Test Garden
- Portland Japanese Garden
- Hoyt Arboretum
- Elephant House/Children's Playground
- Holocaust Memorial
- Vietnam Memorial
- Sacajawea Statue
- Other
- Archery Range

Total Shuttle Boardings: 91,281
May-September 2015
how are things changing?
2015 was the second year in a row that EXP conducted a visitor intercept survey. This allowed us to pull out some trends between this year and 2014. Due to the fact that some questions were updated to help us better understand visitors, some of the comparisons had to be adjusted.

Additionally, EXP conducted employee and volunteer surveys for both years, allowing us to see those trends as well.
what else is happening in the park?
In addition to the summer survey effort, EXP also has trail counters in the park that give us an idea of how many people are using the trail system. Infrared counters are scattered throughout the park, as shown on the map above.

More trail count info available at trafox.net