ACKNOWLEDGMENTS

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

Eric Vines, Chair, World Forestry Center
Peggie Schwarz, Vice Chair, Hoyt Arboretum
Dave Malcolm, Treasurer, Sylvan Highlands Neighborhood Association
Inessa Vitko, Secretary, TriMet
Mike Abbaté, Portland Parks & Recreation
Allison Duncan, Arlington Heights Neighborhood Association
Don Moore, Oregon Zoo
Cynthia Haruyama, Portland Japanese Garden
Ruth Shelly, Portland Children’s Museum
Steve Cole, At-Large Board 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 has made this report possible.

EXPLORE WASHINGTON PARK STAFF
Heather McCarey, Executive Director
Lewis Kelley, Program Manager
Jessica Van Raden, Operations Manager

PORTLAND PARKS & RECREATION STAFF
Victor Sanders, Program Specialist
Explore Washington Park (EWP) helps people make decisions about how they get to and around the Park, and ensure 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.

EWP was formed in 2013 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.

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, 990 visitor surveys were collected in multiple languages including English, Spanish, German, Japanese, and Russian. The data from these surveys, along with 267 employee and 427 volunteer surveys, give us a snapshot of conditions in the Park during the peak season of June, July, and August. This report is intended to provide a high level look at transportation behavior of Washington Park visitors to help the EWP staff and board plan for future transportation needs and programs.

Surveys were conducted with temporary staff across six of the major attractions within the bounds of the Park including:

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

The survey is part of a series of surveys conducted throughout the peak season that targets visitors, employees, and volunteers in the Park. 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.
VISITOR PROFILE
Who's coming to the Park

DESTINATIONS
Where are visitors going?

MODES
How did they get here?

MOVEMENTS
How did they get around the park?

TRENDS
How are things changing?

OTHER DATA
What else is happening in the Park?
VISITOR PROFILES

Who’s coming to the park
VISITOR PROFILES

1.2 M

Gender:
- Female - 54.7%
- Male - 43.8%
- Transgender / Non-conforming - 1.5%

Membership:
- Member - 25.4%
- Non-member - 74.6%

Race & Ethnicity:
- Caucasian - 77.5%
- Hispanic - 6.3%
- African American - 3.7%
- Asian - 7.6%
- Pacific Islander - 2.8%
- Native American - 2.1%

Regional Origin:
- Portland Metro - 48%
- U.S. - 29.6%
- OR & WA - 17.3%
- International - 5.1%

Group Makeup:
- Groups w/ young children under 7 - 33.9%
- Groups w/ older children 7-17 - 17.8%
- Adults only - 48.3%

Peak Season Visitors:
2016 Washington Park Visitor Survey Report
Presented here are five unique visitor profiles revealed through analysis of the survey data. Each of these groups - women with children, large family and friends groups, park neighbors, friends and couples, 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.
**VISITOR PROFILES**

**PARK NEIGHBORS**
- Washington Park neighbors live close to the Park in SW and NW Portland.
- 33% are members of a venue
- 26% are over the age of 55
- more than twice as likely than the average Park visitor to bike or walk to the Park
- drive to the Park 30% less than the average Park visitor

**Couples / Friends**
- Groups of two come mainly from outside the Portland Metro Area
- 40% use the free Shuttle, almost double the rate of the average Park visitor
- 25-34 year olds make up the largest age group visiting without children
- visitors without children take transit 25% more than the average Park visitor
- drive to the Park 13% less than the average Park visitor

**US / INTERNATIONAL TOURISTS**
- Tourists from outside the Portland Metro area are twice as likely to be first time visitors.
- 55% visit with children
- twice as likely to take car share to the Park
- take transit 10% more than the average Park visitor
- drive to the Park 18% less than the average Park visitor

**MOST VISITED VENUES & PROPORTION OF VENUE VISITORS**

**Japanese Garden**
- 27.6% of visits

**Rose Garden**
- 35.8% of visits

**Hoyt Arboretum**
- 13.7% of visits

**Japanese Garden**
- 59.7% of visits

**Rose Garden**
- 60.2% of visits
Where are visitors going?
**PEAK SEASON VISITORS:**

- **1.2M**

### Attendance by Venue:
- **World Forestry Center - .8%**
- **Discovery Museum**
- **Portland Children’s Museum**
- **Hoyt Arboretum**
- **Portland Japanese Garden**
- **International Rose Test Garden**
- **Oregon Zoo**

- **52.9%**
- **16.4%**
- **13.9%**
- **13.9%**
- **9.6%**
- **9.6%**
- **6.6%**

### Who is in the group?

- **Groups with children**
- **Adults only**

<table>
<thead>
<tr>
<th>Destination</th>
<th>Groups with children</th>
<th>Adults only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s Museum</td>
<td>87.1%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Hoyt Arboretum</td>
<td>81.2%</td>
<td>18.8%</td>
</tr>
<tr>
<td>Japanese Garden</td>
<td>81.3%</td>
<td>18.7%</td>
</tr>
<tr>
<td>Rose Garden</td>
<td>82.1%</td>
<td>17.9%</td>
</tr>
<tr>
<td>World Forestry Center</td>
<td>75.9%</td>
<td>24.1%</td>
</tr>
<tr>
<td>Oregon Zoo</td>
<td>72.6%</td>
<td>27.4%</td>
</tr>
</tbody>
</table>

### Average group size:

- **Children’s Museum**: 3.74
- **Hoyt Arboretum**: 2.42
- **Japanese Garden**: 3.47
- **Rose Garden**: 3.16
- **World Forestry Center**: 2.81
- **Oregon Zoo**: 4.43

### How frequently do they visit?

- **First Time**
- **Infrequently**
- **Frequently**

<table>
<thead>
<tr>
<th>Destination</th>
<th>First Time</th>
<th>Infrequently*</th>
<th>Frequently**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s Museum</td>
<td>20%</td>
<td>42.7%</td>
<td>39.3%</td>
</tr>
<tr>
<td>Hoyt Arboretum</td>
<td>31.1%</td>
<td>42.7%</td>
<td>26.2%</td>
</tr>
<tr>
<td>Japanese Garden</td>
<td>68.8%</td>
<td>31.1%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Rose Garden</td>
<td>12.4%</td>
<td>68.8%</td>
<td>21%</td>
</tr>
<tr>
<td>World Forestry Center</td>
<td>49.4%</td>
<td>64.2%</td>
<td>35.4%</td>
</tr>
<tr>
<td>Oregon Zoo</td>
<td>34.1%</td>
<td>49.4%</td>
<td>15.2%</td>
</tr>
</tbody>
</table>

### Are they a venue member?

- **Non-member**
- **Member**

<table>
<thead>
<tr>
<th>Destination</th>
<th>Non-member</th>
<th>Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s Museum</td>
<td>59.3%</td>
<td>40.7%</td>
</tr>
<tr>
<td>Hoyt Arboretum</td>
<td>88.5%</td>
<td>11.5%</td>
</tr>
<tr>
<td>Japanese Garden</td>
<td>94.8%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Rose Garden</td>
<td>93.3%</td>
<td>6.7%</td>
</tr>
<tr>
<td>World Forestry Center</td>
<td>98.4%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Oregon Zoo</td>
<td>96.3%</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

*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.

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2016 Washington Park Visitor Survey Report
Each venue draws a unique demographic of visitors into Washington Park and some of these details are brought to the surface here.

The largest draw for visitors within Washington Park is by far the Oregon Zoo, drawing approximately 1.6 million visitors annually. The Oregon Zoo and Portland Children’s Museum have very similar visitor profiles, consisting of mainly larger groups with children coming from the Portland Metro area and visiting a single venue. These two venues also feature the largest portion of visitors that are annual members and that visit the Washington Park on a frequent basis compared with the Park as a whole.

The remaining venues, Hoyt Arboretum, Japanese Garden, Rose Garden, and World Forestry Center also share similar visitor profiles, predominately consisting of slightly smaller, adults only groups that visit less frequently and more likely to be visiting from outside the Portland Metro area.

Where are they coming from?

<table>
<thead>
<tr>
<th>Venue</th>
<th>Portland Metro</th>
<th>OR / WA</th>
<th>U.S.A</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s Museum</td>
<td>51.6%</td>
<td>15.6%</td>
<td>35.1%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Hoyt Arboretum</td>
<td>26.6%</td>
<td>11.4%</td>
<td>54.4%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Japanese Garden</td>
<td>29.8%</td>
<td>10.4%</td>
<td>52.6%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Rose Garden</td>
<td>43.2%</td>
<td>13.5%</td>
<td>35.1%</td>
<td>8.1%</td>
</tr>
<tr>
<td>World Forestry Center</td>
<td>55.4%</td>
<td>23.2%</td>
<td>17.5%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Oregon Zoo</td>
<td>55.4%</td>
<td>23.2%</td>
<td>17.5%</td>
<td>3.6%</td>
</tr>
</tbody>
</table>

Survey respondent age:

<table>
<thead>
<tr>
<th>Venue</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s Museum</td>
<td>77%</td>
<td>37.9%</td>
<td>16.2%</td>
<td>12.3%</td>
<td>77%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Hoyt Arboretum</td>
<td>11.7%</td>
<td>23.4%</td>
<td>22.7%</td>
<td>13.6%</td>
<td>16.2%</td>
<td>12.3%</td>
</tr>
<tr>
<td>Japanese Garden</td>
<td>12.9%</td>
<td>26.1%</td>
<td>20.7%</td>
<td>15.4%</td>
<td>17.3%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Rose Garden</td>
<td>14.5%</td>
<td>29.3%</td>
<td>16.8%</td>
<td>16.5%</td>
<td>15.9%</td>
<td>8.8%</td>
</tr>
<tr>
<td>World Forestry Center</td>
<td>16.2%</td>
<td>29.7%</td>
<td>13.5%</td>
<td>13.5%</td>
<td>4.4%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Oregon Zoo</td>
<td>12%</td>
<td>37.7%</td>
<td>31.8%</td>
<td>9%</td>
<td>6.9%</td>
<td>2.6%</td>
</tr>
</tbody>
</table>
The numerous attractions inside Washington Park provide visitors with the opportunity to curate their experience in a number of ways depending on the unique combination of attractions they choose to visit. Overall, the Portland Japanese Gardens and the Rose Garden have the highest portion of people that visit multiple venues while the Oregon Zoo and the Portland Children’s Museum have the largest number of visitors attending a single venue.

Visitors choosing to visit more than one venue do so in a fairly predictable way, as there is a strong correlation between people visiting certain venues. The Oregon Zoo and Portland Children’s Museum share many visitors thanks to their proximity and similar appeal to family oriented entertainment and education. We see this as well among Portland Japanese Garden and Rose Garden visitors, many of whom visit the two gardens in a single trip to Washington Park.
How did they get here?
The automobile is the predominate mode of transportation for people getting to Washington Park followed by transit, car share, and finally active modes such as walking and biking. Each of the venues exhibits their own unique mode split based on the venue’s visitor demographic and where visitors are coming from. The Oregon Zoo has a significant influence on the overall mode split of the Park seeing as it attracts the largest number of visitors each year.

The Portland Children’s Museum and Oregon Zoo have the highest proportion of visitors traveling by car, most likely due to the predominately child and young family focus of the two venues. In fact, the Portland Children’s Museum was the only venue where not a single survey respondent indicated they took transit. Conversely, the Portland Japanese Gardens and Rose Garden have the lowest automobile mode split thanks to the prevalence of tourist and higher percent of adult only visitors.
A visitor’s choice of mode in getting to Washington Park is heavily correlated with several key demographics. People living in the Portland Metro area are much more likely to drive to Washington Park compared with tourists visiting from outside the Portland Metro, whom are more likely to take transit, car share, or walk. Frequency of visits also plays an important role, with first time and frequent visitors having a lower automobile mode share compared with infrequent visitors, likely because first time visitors are predominately tourists and frequent visitors come from neighborhoods closer to Washington Park and understand transit option the best.

One of the biggest factors in determining the mode of travel to the Park is the presence of children. Groups with children are 50% more likely to drive when visiting the Park compared with groups consisting of adults only. A number of factors may be contributing to this fact, such as parents not feeling comfortable bringing their children on transit, the added inconvenience of strollers on transit, and the extra time that transit can take.

### Mode Split Details

#### Passengers per private vehicle:

<table>
<thead>
<tr>
<th>Children’s Museum</th>
<th>Hoyt Arboretum</th>
<th>Japanese Garden</th>
<th>Rose Garden</th>
<th>World Forestry Center</th>
<th>Oregon Zoo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0%</td>
<td>20%</td>
<td>40%</td>
<td>60%</td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td>3.21</td>
<td>2.11</td>
<td>2.50</td>
<td>2.66</td>
<td>3.27</td>
</tr>
</tbody>
</table>

#### Mode Split based on where they are coming from:

<table>
<thead>
<tr>
<th>Location</th>
<th>Automobile</th>
<th>Transit</th>
<th>Car share &amp; Other</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland Metro</td>
<td>71.2%</td>
<td>17.2%</td>
<td>8.8%</td>
<td></td>
</tr>
<tr>
<td>OR &amp; WA</td>
<td>70.2%</td>
<td>14.5%</td>
<td>9.7%</td>
<td>5.6%</td>
</tr>
<tr>
<td>U.S.A</td>
<td>48.6%</td>
<td>18.8%</td>
<td>18.3%</td>
<td>14.4%</td>
</tr>
<tr>
<td>International</td>
<td>51%</td>
<td>32.7%</td>
<td>6.1%</td>
<td>10.2%</td>
</tr>
</tbody>
</table>

#### Mode split based on visitor frequency:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Automobile</th>
<th>Transit</th>
<th>Car share &amp; Other</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Time</td>
<td>52.5%</td>
<td>20.3%</td>
<td>15.6%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Infrequently</td>
<td>75.4%</td>
<td>14.9%</td>
<td>6.1%</td>
<td></td>
</tr>
<tr>
<td>Frequent</td>
<td>48.4%</td>
<td>35.8%</td>
<td>23.7%</td>
<td>2.2%</td>
</tr>
</tbody>
</table>
Groups with older children, mode split:
- Automobile: 77.3%
- Transit: 13.4%
- Car share & Other*: 4.6%
- Active: 4.6%

Adult only, mode split:
- Automobile: 52.8%
- Transit: 21.8%
- Car share & Other*: 11.5%
- Active: 13.9%

Non-member mode split:
- Automobile: 60.2%
- Transit: 19.4%
- Car share & Other*: 9.8%
- Active: 10.6%

Member mode split:
- Automobile: 72.5%
- Transit: 14.4%
- Car share & Other*: 4.2%
- Active: 9%
How did they get around the Park?
VISITOR MOVEMENT WITHIN THE PARK

Walking is the predominate mode of travel within Washington Park to get in-between venues followed closely by the automobile and then the free shuttle coming in third. Venues that are close to each other have the most cross-over attendance which is mostly accomplished by Park visitors walking between the venues, such as between the Oregon Zoo and the Portland Children’s Museum or the Japanese Garden and the Rose Garden. Travel between the north and south end of the Park, being farther apart and hilly, is mainly accomplished via the free shuttle or private automobile.

Approximately one quarter of visitors indicated that they had taken or planned on taking the free shuttle to get around the Park. Shuttle ridership is spread out throughout the day between 10 am and 7 pm. Ridership grows slowly throughout the morning, finally peaking around 3 pm and then quickly falling off as Park venues close around 5 pm and the shuttle service ends. The busiest shuttle stops are the Washington Park MAX station, Rose Garden, and Japanese Garden stops, indicating a strong flow between the north and south ends of the Park.

Mode split of people getting around within the Park:

- Walk: 44.4%
- Automobile: 26.6%
- Transit: 23.8%
- Car share & Other*: 4.2%
- Bike: 1.5%
People Visiting Multiple Attractions:

- Multiple Attractions - 46.8%
- One Attraction - 53.2%

People Using the Shuttle:

- Yes - 22.9%
- No - 77.1%

How Shuttle Riders Get to the Park:

- Car - 33.5%
- Transit - 41.8%
- Car Share & Other - 13.9%
- Active - 10.8%

Where Shuttle Riders Came From:

- City of Portland - 18.5%
- Portland Metro - 18%
- WA / OR - 10.1%
- United State of America - 47.1%
- Intl. - 6.3%

Shuttle ridership by family type:

- With children - 10.2%
- Adult only - 18.8%

Proportion of visitors by mode of travel whom take the Shuttle:

- Automobile - 11.1%
- Transit - 47.9%
- Car Share & Other - 32.5%
- Active - 21.9%

VISITOR SHUTTLE USE

Shuttle riders are predominately made up of tourists coming from outside of Washington and Oregon. Since tourists likely have less foreknowledge of the recreational opportunities within Washington Park, they might be more willing to ride the free shuttle to get the opportunity to fully explore the Park. Two thirds of free shuttle riders arrived at the Park via transit, car share, or by walking or biking. Without access to a vehicle once inside the park, the free shuttle is a convenient option for exploring the Park.

Based on group makeup, groups consisting of adults only were the most likely to take the free shuttle. Seeing as groups with children predominately visit either the Oregon Zoo or Portland Children’s Museum and mostly chose to visit only a single venue, it appears that there is relatively low demand from groups with children to use the shuttle service to visit venues within Washington Park.
128,155
Total Shuttle Boarding
May - September 2016

Most Popular Shuttle Stops:

- Washington Park MAX Station: 40.8%
- International Rose Garden: 25.6%
- Portland Japanese Garden: 14.3%
- Hoyt Arboretum: 5.5%
- Holocaust Memorial: 4.1%
- Playground: 3.6%
- Vietnam Veterans Memorial: 1.9%
- Lewis & Clark Entrance: 1.5%
- Reservoir: 1.5%
- Archery Range: 1.3%
How are things changing?
TRANSPORTATION TRENDS SHAPING THE PARK

Car share is an increasingly important mix of how people are getting to Washington Park. Since their deployment, services such as Uber and Lyft have quickly grown to capture nearly 10% of the Park’s overall mode split, this is especially true of the Japanese Garden and Rose Garden.

Each venue is generally showing a consistent trend for the three years from 2014 through 2016 with automobile mode split falling at each venue while transit and car share increase. The Portland Japanese Garden and Rose Garden saw the largest decreases in automobile mode split over these three years, from approximately 75 to just above 50%.

The Visitor Survey has been conducted since 2014, giving us the chance to start confidently looking at trends now that three years of data exist and discern some of the impacts that Explore Washington Park programs are having on visitor behavior. A consistent upwards trend in the number of visitors enjoying multiple venues seems to have developed over the last three years, increasing from 31 to 46%. This trend, in conjunction with increased shuttle ridership numbers, might be partly explained by the increase in improved branding and visibility of the free shuttle service, resulting in people exploring more of the Park and attending multiple venues.

Another interesting three-year trend appears to be developing in the frequency of visits as less people appear to be visiting the park on a frequent basis. While the proportion of first time visitors held steady at around 45%, infrequent visitors have increased from 23 to 38% while frequent visitors have seen a decrease from 30 to 18%.

The Visitor Survey has been conducted since 2014, giving us the chance to start confidently looking at trends now that three years of data exist and discern some of the impacts that Explore Washington Park programs are having on visitor behavior. A consistent upwards trend in the number of visitors enjoying multiple venues seems to have developed over the last three years, increasing from 31 to 46%. This trend, in conjunction with increased shuttle ridership numbers, might be partly explained by the increase in improved branding and visibility of the free shuttle service, resulting in people exploring more of the Park and attending multiple venues.
Venue mode split trend 2014 - 2016:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Children's Museum</td>
<td>18</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Hoyt Arboretum</td>
<td>12</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Japanese Garden</td>
<td>24.2</td>
<td>26</td>
<td>25.3</td>
</tr>
<tr>
<td>Rose Garden</td>
<td>7.4</td>
<td>6.8</td>
<td>3.7</td>
</tr>
<tr>
<td>World Forestry Center</td>
<td>11</td>
<td>12.2</td>
<td>7.4</td>
</tr>
<tr>
<td>Oregon Zoo</td>
<td>5.1</td>
<td>6.8</td>
<td>3.7</td>
</tr>
</tbody>
</table>

Employee mode split: 2014 - 2016:

<table>
<thead>
<tr>
<th>Mode</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobile</td>
<td>58</td>
<td>58.1</td>
<td>62.2</td>
</tr>
<tr>
<td>Transit</td>
<td>24.2</td>
<td>26</td>
<td>25.3</td>
</tr>
<tr>
<td>Car share &amp; Other</td>
<td>11</td>
<td>12.2</td>
<td>7.4</td>
</tr>
<tr>
<td>Active</td>
<td>6.8</td>
<td>3.7</td>
<td>5.1</td>
</tr>
</tbody>
</table>

Volunteer mode split: 2014 - 2016:

<table>
<thead>
<tr>
<th>Mode</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobile</td>
<td>74</td>
<td>71</td>
<td>80.9</td>
</tr>
<tr>
<td>Transit</td>
<td>9.7</td>
<td>12</td>
<td>8.7</td>
</tr>
<tr>
<td>Car share &amp; Other</td>
<td>14.3</td>
<td>14.5</td>
<td>8.6</td>
</tr>
<tr>
<td>Active</td>
<td>2</td>
<td>2.5</td>
<td>1.8</td>
</tr>
</tbody>
</table>
Intra-park mode split 2014 - 2016:

Overall mode split for the park is showing the same trends appearing at the venue level, with automobile mode share decreasing from 80 to 67% while transit, car share, walking, and biking take up more of the overall mode split. This shift represents a 18% decrease in automobile mode share compared with a 31% increase for transit, 45% increase for active modes, and a 962% increase for car share.

Intra park mode split are generally mirroring the mode split for visitors getting to the park, with transit and car share seeing consistent growth over the three years measured. However, one big difference is the fact that more people indicated that they are choosing to drive within the park, almost doubling from 17 to 35% in three years and that less people are choosing to walk between destinations within the Park, decreasing from 69 to 41%. This could partially be explained by more people choosing to visit multiple attractions that are farther apart from each other, making walking between these venues a less attractive option.

Frequency of visits 2014 - 2016:

*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.