ACKNOWLEDGMENTS

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

Anna Goldrich – Chair, Hoyt Arboretum Friends
Cynthia Haruyama – Vice Chair, Portland Japanese Garden
Dave Malcolm – Secretary, Sylvan Highlands Neighborhood Association
Steve Cole – Treasurer, at-large member
Joe Turner – World Forestry Center
Kathy Coelho – Arlington Heights Neighborhood Association
Adena Long – Portland Parks & Recreation
Billie Moser – Travel Portland
JC Vannatta – Tröndle

EXPLORE WASHINGTON PARK STAFF

Keith Baich – Deputy Director
Erin Bird – Program Coordinator
Elisa Holloway – Visitor Services Specialist
Heather McCarey – Executive Director
Hallie Williamson – Office Manager
Explore Washington Park is a 501(c)3 non-profit dedicated to connecting people with the culture, diversity, and wonder of nature in Washington Park in Portland, Oregon. Our mission is to provide an accessible, inclusive, and cohesive experience for all who visit Portland’s destination park. We are guided by the following principles:

- We are caretakers of the natural world.
- We eliminate barriers that exclude.
- We are stewards of exploration.
- We embody the nature of Portland.
- We are One Park—a community of destinations.

The organization was established in 2014 and is primarily funded through Washington Park’s parking meter revenue in partnership with Portland Parks & Recreation. 100% of parking proceeds stay in the Park and make this report possible.

2022 marks the 9th year of the annual intercept survey. EWP has conducted it each year since developing the survey in conjunction with Portland State University in 2014. To facilitate data-comparison opportunities year-over-year, the bulk of the survey questions have remained unchanged since the first season. The survey is carried out throughout the month of August. In questions focus on revealing the transportation-related decisions, behaviors, and attitudes of visitors, and on collecting demographic information.

This year, EWP staff collected 1,305 visitor surveys in the Park on Fridays and Saturdays between 10 a.m. to 3 p.m. Surveys were collected at high-traffic points at the following four locations:

- Hoyt Arboretum
- Portland Japanese Garden
- International Rose Test Garden
- Oregon Zoo
- World Forestry Center

The methodology included the opportunity for participants to scan a QR code and participate on their own device, instead of on the hand-held device—or paper copy—provided by EWP staff.

Margin of error: A confidence interval calculated for surveying instruments equaled +/- 2%. An interval of +/- 1.5% was calculated for the two estimates found in the results (Hoyt Arboretum and International Rose Test Garden peak season attendance) by conducting modeling that cross-referenced three distinct data sets.

**EXECUTIVE SUMMARY**

Explore Washington Park’s annual survey, completed since 2014, provides the Park with a wealth of information, revealing the transportation-related decisions, behaviors, and attitudes of Washington Park visitors during peak season (June-August).

This year’s survey illuminates a second full year of “recovery” from the COVID-19 pandemic. In the data we see modest increases in usage, length of stay, and cross-venue visitation for park visitors. But numbers are adjusting only incrementally in the direction of pre-pandemic levels.

One of the strengths of this survey and report has been the strong consistency of questions for the better part of a decade. This year, we worked with our RTO grant Diversity, Equity, and Inclusion Consultant (Four Forces) to add three additional questions which will help us understand the experience of underserved audiences in the park as well as further insight into the impression all audiences have of park culture.

**KEY TAKEWAYS**

**Demographics:**

Demographics were extremely similar to those collected in 2021, with the exception of an increase of 50% of international tourists over 2021 numbers.

**Attendance:**

The survey revealed 873,000 visitors in 2022’s peak season, a 5% (+40,000) increase in parkwide attendance over 2021 numbers. This is 67% of pre-pandemic peak season visitor numbers (1.3M).

**Travel to and around the Park:**

At 8%, the public transit usage portion of the mode split is the lowest since surveying started in 2014, which saw a split of 13%. This constitutes a loss of 3 percentage points from our previous year’s survey. Rideshare and private automobile usage increased in correlated percentages.

With attendance increasing, but transit use decreasing, pressure on parking continues to grow. While attendance between 2019 and 2022 saw a 31% decrease, the number of people using overflow increased by 25% in this same time period.

**Visitor Experience:**

In 2022, Take Promoter Scores (NPS) fell in the upper portion of the “great” range (30-70) for both the park and the shuttle experiences. NPS scores are most likely to be revealed at Washington Park on a “friend,” was 63, a 4% drop from 2021. NPS is calculated using a 200-point scale, ranging from -100 to 100.

New Questions:

This year we added questions to benchmark EWP’s equity efforts. This showed that 95% of people agreed or strongly agreed that they felt welcomed in Washington Park, with only 1% disagreeing and none strongly disagreeing.

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<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
<th>Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>VISITOR PROFILE</td>
<td>Who's coming to the Park?</td>
<td></td>
</tr>
<tr>
<td>05</td>
<td>DESTINATIONS</td>
<td>Where are visitors going?</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>MODES</td>
<td>How did they get here?</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>TRENDS</td>
<td>How are things changing?</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>VISITOR EXPERIENCE &amp; ATTITUDES</td>
<td>How are we serving our visitors?</td>
<td></td>
</tr>
</tbody>
</table>
VISITOR PROFILES
Who’s coming to the Park?

PEAK SEASON VISITORS

2022 Washington Park Visitor Survey Report

2

VISITOR PROFILES
Who’s coming to the Park?

PEAK SEASON VISITORS

2022 Washington Park Visitor Survey Report

2

VISITOR PROFILES
Who’s coming to the Park?

PEAK SEASON VISITORS

2022 Washington Park Visitor Survey Report

2

VISITOR PROFILES
Who’s coming to the Park?

PEAK SEASON VISITORS

2022 Washington Park Visitor Survey Report

2
An analysis of survey data revealed six unique Washington Park visitor profiles. Many of the profile percentages are unchanged or very similar to percentages from the 2021, with a few exceptions:

- **Couple + Friends (No Kids):** This survey revealed a 10% increase in park usage by this demographic over 2021.
- **A nearly 20% decrease in the use of the park by Large Families/Friends groups against 2021 survey results.**
- Roughly one third of total peak season visitors are tourists who stay the night in the Portland area.

### CARETAKER + CHILDREN
- **Oregon Zoo:** 60.3%
- **Rose Garden:** 24.3%

### LARGE FAMILY / FRIENDS GROUP
- **Oregon Zoo:** 60.3%
- **Rose Garden:** 24.3%

### PORTLAND METRO VISITORS
- **Oregon Zoo:** 60.3%
- **Rose Garden:** 24.3%

### COUPLES / FRIENDS (NO KIDS)
- **Rose Garden:** 51.5%
- **Japanese Garden:** 36.3%

### TOURISTS STAYING OVERNIGHT
- **Rose Garden:** 49.5%
- **Japanese Garden:** 35.5%

### SINGLE ADULTS
- **Rose Garden:** 49.5%
- **Japanese Garden:** 35.5%

### VISITOR PROFILES
- **Caretaker + Children**
- **Large Family/Friends Group**
- **Portland Metro Visitors**
- **Couples/Friends (No Kids)**
- **Tourists Staying Overnight**
- **Single Adults**
Destinations
Where are visitors going?

Peak Season Attendance

By Location

Oregon Zoo: 368,992
World Forestry Center: 5,253
Rose Garden: 185,682
Japanese Garden: 125,767
Hoyt Arboretum: 157,386
Oregon Zoo

Who is in the Group?

Groups with Children: 57.1%
Adults: 42.9%

Are they a Venue Member?

Oregon Zoo: 31.5%
Hoyt Arboretum: 6.1%
World Forestry Center: 0.3%
Rose Garden: 50.0%
Japanese Garden: 34.9%
Not a Member: 10.1%

Oregon Zoo: 20.2%
Hoyt Arboretum: 2.0%
World Forestry Center: 1.2%
Rose Garden: 4.6%
Japanese Garden: 11.2%
Not a Member: 6.1%

*Did not open until 6/15
Visitor origins remained nearly identical to those found in 2021. Both 2021 and 2022 saw roughly 60% of regional travelers, those living within 200 miles of the Park, come from Washington state. Though regional travel mirrored previous years, there was an interesting shift in domestic travel this peak season to include far more Central and East Coast destinations in the top 10.

Regional Peak Season Attendees (Oregon/Wash/Idaho/N.Ca)
1. Seattle Area 41.1%
2. Los Angeles 8.3%
3. Phoenix 3.7%
4. Denver 3.3%
5. San Francisco Bay Area: 3.1%
6. Salt Lake City 3.0%
7. Other Washington cities 2.7%
Of note: over 60% of regional traffic is from Washington State
Non-regional national travelers (USA)
8. New York 4.2%
9. Chicago 4.0%
Of note: Visitation from Los Angeles saw a significant decrease year over year (-50%)
There is a strong correlation between those who visit the Japanese Garden and the Rose Garden. 12.6% of those who visit Oregon Zoo also visit other destinations. Of the Oregon Zoo visitors, this equates to an estimated 50,000 Oregon Zoo cross-venue attendees.

<table>
<thead>
<tr>
<th>Destination</th>
<th>Percent Visiting Multiple Venues</th>
<th>Percentage of Visiting Multiple Venues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oregon Zoo</td>
<td>51.5%</td>
<td>61.4%</td>
</tr>
<tr>
<td>Japanese Garden</td>
<td>29.5%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Rose Garden</td>
<td>63.0%</td>
<td>16.4%</td>
</tr>
<tr>
<td>Hoyt Arboretum</td>
<td>48.4%</td>
<td>9.2%</td>
</tr>
<tr>
<td>World Forestry Center</td>
<td>15.2%</td>
<td>76.1%</td>
</tr>
</tbody>
</table>
**VISITOR MODE SPLITS**

<table>
<thead>
<tr>
<th>Location</th>
<th>Private Automobile</th>
<th>Transit</th>
<th>Active</th>
<th>Rideshare Service &amp; Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oregon Zoo</td>
<td>79.4%</td>
<td>8.0%</td>
<td>6.8%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Japanese Garden</td>
<td>75.40%</td>
<td>12.30%</td>
<td>9.30%</td>
<td>3.10%</td>
</tr>
<tr>
<td>Rose Garden</td>
<td>88.7%</td>
<td>13.1%</td>
<td>10.9%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Hoyt Arboretum</td>
<td>71.9%</td>
<td>13.6%</td>
<td>12.8%</td>
<td>3.8%</td>
</tr>
<tr>
<td>World Forestry Centre</td>
<td>69.8%</td>
<td>13.8%</td>
<td>12.3%</td>
<td>4.1%</td>
</tr>
</tbody>
</table>

*Includes walking, biking, skateboarding*
**MODE SPLIT DETAILS**

**Passengers Per Vehicle**
- Oregon Zoo: 3.45
- Japanese Garden: 2.93
- Rose Garden: 2.99
- Hoyt Arboretum: 2.43
- World Forestry Center: 2.31

**Mode split by location**
- **Private Automobiles**: 86.0%
- **Transit**: 9.0%
- **Active**: 6.2%
- **Ride Service / Other**: 1.6%

**MODE SPLIT BASED GROUP TYPE**

**Private Auto**
- Adults only: 88.2%
- Groups with Children (1-17 years old): 88.2%

**Transit**
- Adults only: 8.4%
- Groups with Children (1-17 years old): 7.4%

**Active**
- Adults only: 3.3%
- Groups with Children (1-17 years old): 77.0%

**Ride Service & Other**
- Adults only: 0.8%
- Groups with Children (1-17 years old): 0.7%
### TRENDS

**How are things changing?**

#### MODE SPLIT TO THE PARK

<table>
<thead>
<tr>
<th>Year</th>
<th>Private Auto</th>
<th>Transit</th>
<th>Active Rideshare Service</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>82%</td>
<td>7%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>2015</td>
<td>81%</td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>2016</td>
<td>83%</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>2017</td>
<td>82%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>2018</td>
<td>81%</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>2019</td>
<td>79%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>2020</td>
<td>80%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>2021</td>
<td>82%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>2022</td>
<td>81%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>

#### Graphs

1. **Private Auto**
   - 2014: 82%
   - 2015: 81%
   - 2016: 83%
   - 2017: 82%
   - 2018: 81%
   - 2019: 79%
   - 2020: 80%
   - 2021: 82%
   - 2022: 81%

2. **Transit**
   - 2014: 7%
   - 2015: 7%
   - 2016: 6%
   - 2017: 6%
   - 2018: 5%
   - 2019: 4%
   - 2020: 5%
   - 2021: 5%
   - 2022: 4%

3. **Active Rideshare Service**
   - 2014: 8%
   - 2015: 7%
   - 2016: 6%
   - 2017: 5%
   - 2018: 6%
   - 2019: 5%
   - 2020: 6%
   - 2021: 6%
   - 2022: 5%

4. **Other**
   - 2014: 5%
   - 2015: 5%
   - 2016: 5%
   - 2017: 5%
   - 2018: 4%
   - 2019: 5%
   - 2020: 5%
   - 2021: 5%
   - 2022: 5%
MODE SPLIT WITHIN THE PARK

<table>
<thead>
<tr>
<th>Year</th>
<th>Private Auto</th>
<th>Transit</th>
<th>Active</th>
<th>Car Share and Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>27%</td>
<td>18%</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>2015</td>
<td>27%</td>
<td>18%</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>2016</td>
<td>27%</td>
<td>18%</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>2017</td>
<td>27%</td>
<td>18%</td>
<td>16%</td>
<td>23%</td>
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<tr>
<td>2018</td>
<td>27%</td>
<td>18%</td>
<td>16%</td>
<td>23%</td>
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<tr>
<td>2019</td>
<td>27%</td>
<td>18%</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>2020</td>
<td>27%</td>
<td>18%</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>2021</td>
<td>27%</td>
<td>18%</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>2022</td>
<td>27%</td>
<td>18%</td>
<td>16%</td>
<td>23%</td>
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TRENDS

PARK TRENDS

Peak Season Free Shuttle Ridership

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ridership</td>
<td>76,841</td>
<td>107,898</td>
<td>99,904</td>
<td>86,816</td>
<td>93,214</td>
<td>3,399</td>
<td>46,771</td>
<td>64,981</td>
</tr>
</tbody>
</table>

Park Visitors Visiting More Than One Location

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>31.4%</td>
<td>43.0%</td>
<td>45.8%</td>
<td>46.5%</td>
<td>60.5%</td>
<td>63.3%</td>
<td>66.9%</td>
<td>57.1%</td>
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</tbody>
</table>

NEW FOR 2022
### Frequency of Visits

<table>
<thead>
<tr>
<th>Year</th>
<th>First Time</th>
<th>Infrequently</th>
<th>Frequent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>45.9%</td>
<td>32.4%</td>
<td>21.7%</td>
</tr>
<tr>
<td>2015</td>
<td>47.0%</td>
<td>33.7%</td>
<td>19.3%</td>
</tr>
<tr>
<td>2016</td>
<td>42.8%</td>
<td>34.7%</td>
<td>22.5%</td>
</tr>
<tr>
<td>2017</td>
<td>43.2%</td>
<td>36.4%</td>
<td>20.4%</td>
</tr>
<tr>
<td>2018</td>
<td>46.0%</td>
<td>37.8%</td>
<td>16.2%</td>
</tr>
<tr>
<td>2019</td>
<td>48.0%</td>
<td>38.6%</td>
<td>13.4%</td>
</tr>
<tr>
<td>2020</td>
<td>47.0%</td>
<td>38.4%</td>
<td>15.6%</td>
</tr>
<tr>
<td>2021</td>
<td>52.8%</td>
<td>34.6%</td>
<td>12.6%</td>
</tr>
<tr>
<td>2022</td>
<td>52.8%</td>
<td>34.6%</td>
<td>12.6%</td>
</tr>
</tbody>
</table>

### Offsite Bus Ridership Peak Season

<table>
<thead>
<tr>
<th>Year</th>
<th>Ridership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>20,160</td>
</tr>
<tr>
<td>2015</td>
<td>24,997</td>
</tr>
<tr>
<td>2016</td>
<td>33,733</td>
</tr>
<tr>
<td>2017</td>
<td>32,055</td>
</tr>
<tr>
<td>2018</td>
<td>40,995</td>
</tr>
<tr>
<td>2019</td>
<td>28,055</td>
</tr>
<tr>
<td>2020</td>
<td>50,436</td>
</tr>
<tr>
<td>2021</td>
<td>30,473</td>
</tr>
<tr>
<td>2022</td>
<td>15,078</td>
</tr>
</tbody>
</table>

### Parking June-August 2022

- North End: 151 Minutes
- South End (ABC + VVM + Hoyt): 293 Minutes

### Total Peak Season Attendance

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>1,028,368</td>
</tr>
<tr>
<td>2015</td>
<td>1,140,324</td>
</tr>
<tr>
<td>2016</td>
<td>1,177,026</td>
</tr>
<tr>
<td>2017</td>
<td>1,194,814</td>
</tr>
<tr>
<td>2018</td>
<td>1,235,390</td>
</tr>
<tr>
<td>2019</td>
<td>1,192,096</td>
</tr>
<tr>
<td>2020</td>
<td>1,274,147</td>
</tr>
<tr>
<td>2021</td>
<td>922,540</td>
</tr>
<tr>
<td>2022</td>
<td>873,580</td>
</tr>
</tbody>
</table>

### Parking Transactions

- North End: 97,962
- South End (ABC + VVM + Hoyt): 136,850

---

**Note:** Frequency of visits and other data points are for illustrative purposes and may not reflect actual survey results.
VISITOR EXPERIENCE AND ATTITUDES
How are we serving our visitors?

I feel welcome here in Washington Park

Evaluate the statement: People of all backgrounds (race, ethnicity, sexual orientation, gender identity, ability, religion/spirituality, nationality and socioeconomic status) are treated with respect in Washington Park

NEW QUESTIONS FOR 2022

Strongly Agree
Agree
Neither agree nor disagree
Disagree
Strongly Disagree
Prefer not to answer

Strongly Agree
56.3%
Agree
27.0%
Neither agree nor disagree
12.5%
Disagree
0.0%
Strongly Disagree
0.0%
Prefer not to answer
0.0%

As noted in the Executive summary, three additional questions were added to this year’s survey. They were developed, with the assistance of Four Forces consulting, to help us understand the experience of underserved audiences in the park, as well as to give us further insight into the impression all audiences have of park culture.

I see different kinds of people (race, ethnicity, sexual orientation, gender identity, ability, religion/spirituality, nationality and socioeconomic status) visiting Washington Park.

Evaluate the statement: People of all backgrounds (race, ethnicity, sexual orientation, gender identity, ability, religion/spirituality, nationality and socioeconomic status) are treated with respect in Washington Park

NEW QUESTIONS FOR 2022

Strongly Agree
54.6%
Agree
25.3%
Neither agree nor disagree
12.5%
Disagree
0.0%
Strongly Disagree
0.0%
Prefer not to answer
0.0%
VISITOR EXPERIENCE

Free Shuttle Ridership

-100 0 100

10.0% 18.0% 72.0%

Detractors Passives Promoters

Net Promoter Score 63 (200 point scale)

What is a Good Net Promoter Score?

Needs Improvement (-100-0) Good (0-30) Great (30-70) Excellent (70-100)

VISITOR EXPERIENCE

How likely are you to recommend Washington Park to a friend?

7.0% 22.0% 72.0%

Detractors Passives Promoters

Net Promoter Score 65 (200 point scale)

What is a Good Net Promoter Score?

Needs Improvement (-100-0) Good (0-30) Great (30-70) Excellent (70-100)
Staff greeted 37,554 park visitors in peak season and handled 687 phone/internet requests. Total of 38,241 customer service interactions.