



Explore Washington Park
BOARD PACKET

JULY 2024

2:00- 4:00 p.m.

Oregon Zoo Sunset Room

Explore 
WASHINGTON PARK

AGENDA

AGENDA ITEM	ACTION	LEAD
Welcome		Heidi Rhan
Board Votes Reserve Funds: north end field parking pilot project Consent Agenda: April / May Financials, May Minutes, Investment Strategy	Vote	Heidi Rhan
Setting the stage Washington Park Purpose and Principles Washington Park Strategic Operations Plan	Info	Heather McCarey
Funding Model Study Report for subcommittee Feedback from board	Info / Feedback	Anna Goldrich, Nathan Jones <i>Seeds Fundraisers</i>
Transportation Access Plan: Goals and Evaluation Criteria 10-year Growth Projections Strategy Brainstorm Next Steps	Info / Feedback	Brie Becker Nelson Nygaard
Adjourn		Heidi Rahn

Attachments

- 1 Pilot Project - north end parking
- 2 Consent Agenda Items
 - May Minutes
 - April / May Financials
 - EWP Investment Strategy
- 3 Washington Park Purpose Washington Park Strategic Operations Plan - recap
- 4 Funding Study Committee Report
- 5 Transportation Access Plan: Growth Projections Summary
- 6 Programs Report

Next Board Meetings

September 12 2-4 pm

Location: TBD

Pilot Project:

North-end field parking - Sept / Oct.

Context

The Portland Water Bureau will be closing lower Sherwood September - October. This significantly reduces parking at the north end.

The Ask

Portland Japanese Garden has asked PPR and EWP to address the parking shortage. It was decided to explore using the north-end field for parking on weekends in September and October as a pilot project.

Portland Parks & Recreation requested EWP hire a consultant to work through any permitting issues, as well as develop a staffing and signage plan.

Next Steps

EWP has developed a scope of work for Nelson Nygaard and their subcontractor, Watry Design Inc. to complete.

PPR approved this scope of work with the understanding that completing the scope will provide the information needed to move forward with the pilot project.

Funding / Board Vote

EWP is seeking \$22,000 to cover this one-time pilot project from the Parking Meter Reserve funds (currently at \$618,000).

This funding will cover the cost of the PPR-requested consultant work, signage, and staff to manage parking on the north-end field weekends in September and early October.

Consent Agenda



Consent Agenda

All items in the consent agenda can be found in [THIS](#) folder.

FINANCIALS

April 2024 [Financials](#)


May 2024 [Financials](#)

MINUTES

May 2024 Meeting [Minutes](#)

EWP INVESTMENT STRATEGY

Revised [investment strategy](#) based off of board feedback that prioritizes all funds being FDIC covered.



Recap - Washington Park Strategic Operations Plan

Washington Park

Park Purpose:

To connect people with the culture, diversity, and wonder of nature.

Park Principles:

We are caretakers of the natural world.

We eliminate barriers that exclude.

We embody the nature of Portland.

We are stewards of exploration.

We are One Park - a community of destinations.

Washington Park Strategic Operations Plan

The Washington Park Strategic Operations plan identified plans for EWP to develop. EWP has completed the following: Brand-Identity system, Park-wide Marketing Plan, Park-wide DEI plan, Wayfinding Plan.

The Transportation Access Plan and Funding Model Study fall under the WPSOP and are currently being completed.

 Identity Build a system to support a clear mental model of the Park		 Marketing & Communications Increase awareness, visits and stewardship of One Park		 Access & Circulation Make it easy to enter and explore the Park		 Visitor Services Provide tools and services for park-wide visitor experiences		 Internal Organization Adapt internal systems to support growth and funding	
New Park name	Brand-identity System	Park-wide Marketing Plan	Park-wide DEI Plan	Wayfinding Plan	Transportation and Access Plan	Visitor center(s)	Enhanced Maintenance & Amenity Plan	Funding Model Study	Internal Culture
Request for PP&R to lead a discussion about a Park renaming process and what it entails in terms of:	Build a graphic identity and naming system to support One Park mental model and celebrate the community of destinations	Streamline a park-wide marketing plan and calendar	Develop a plan to build relationships and partnerships to include and empower the BIPOC community	Wayfinding Audit	Study of offsite parking options and viability to inform Park projections on (1) parking (2) mode-split and (3) attendance	Test a kiosk at Stearns Canyon entrance as a continuation of the EWP visitor service program with a focus on providing:	Develop quality standards for the park along with a maintenance plan to ensure ongoing progress and upkeep.	Identify a sustainable funding model to meet current and future needs of the Park. Specifically address funding diversification and plans for:	Clearly define responsibilities project priorities PP&R, EWP Board (recommend an annual budget)
<ul style="list-style-type: none"> Timing Public Engagement Decision Making EWP Board's role 	<ul style="list-style-type: none"> Park logomark Naming and visual lock-up with the Park and Institutions Park Voice Brand application (website, social media, merchandise, etc.) 	<ul style="list-style-type: none"> Develop park-wide and cross-institutional offerings to increase first-time visits Develop a park-wide membership plan 	<ul style="list-style-type: none"> DEI plan to include local Indigenous group(s) to share Indigenous history and heritage of this land within the Park 	<ul style="list-style-type: none"> Visual Brand System and Communication Hierarchy (Park, Institutions, zones) Strategy and Proposed Toolkit (maps, sign types, digital tools, entrances and gateways) Preliminary Design and Prototype Testing Final Design and Implementation Plan 	<ul style="list-style-type: none"> Establish parking projections for the next 5-10 years including mode-split and attendance goals Prioritize the Master Plan phasing strategy project list (transportation projects with asterisks on pages 75 and 77 of Master Plan - SEE APPENDIX D) 	<ul style="list-style-type: none"> An overview of the Park Park Expertise Information on unique experiences and amenities 	<ul style="list-style-type: none"> Year-round restrooms Affordable food options Accessible trails and services Ivy control goals Enhanced water and rest areas Park-wide wifi 	<ul style="list-style-type: none"> Capital improvement projects proposed in the Master Plan Enhanced visitor services and infrastructure On-site and off-site parking solutions 	<ul style="list-style-type: none"> Commit to represent community Park serves EWP Board Invest in inspiring and connecting employees volunteers throughout
						<ul style="list-style-type: none"> Transition plan to permanent visitor center(s) Semi-permanent, year-round visitor center as interim step 		<ul style="list-style-type: none"> The funding model study should also identify a clear process for fund allocation proposals and decisions 	

Funding Study - Committee Report



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WASHINGTON PARK



Funding Model Study Findings from work group

June 4, 2024, 11:30 a.m. – 1:00 p.m. / Zoom

[Link](#) to full meeting notes

Anna Goldrich – Hoyt Arboretum Friends (HAF)
Nathan Jones – Seed Fundraisers
Todd Lofgren – Vibrant Communities (VC)
Heather McCarey – Explore Washington Park (EWP)
Jennifer Parks: Travel Portland (TP)
Heidi Rahn: Oregon Zoo (OZ)
Victor Sanders: VC
Hallie Wilkerson: EWP

Overview

The group discussed programs and capital projects that EWP could fundraise for, as well as potential funding opportunities. This discussion built off a pre-read [document](#) EWP provided the group. EWP is not looking to replace current streams of funding, but rather increase funding for new opportunities.

Programs

In general, the group was in agreement of the potential programs list EWP provide: free transit, Cultural Pass Program, visitor service staff, safety and security, electric charging, visitor services.

Discussion included the need to prioritize the programs, while maintaining a varied list to match different funding opportunities. PPR stated that PPR rangers provide security in the Park and they would not be supportive of creating new security programs.

Capital

In general, the group was in agreement of the potential capital project list EWP provided, acknowledging that the Transportation Access Plan may identify other projects. The list includes: wayfinding, pedestrian safety improvements on Fairview, Lot B parking lot changes, additional parking, transit plaza improvements, and a visitor center.

Discussion included building a community resiliency hub as part of additional parking. There's a strong desire to offset the current offsite parking. PPR expressed interest in exploring additional projects in the master plan. The board previously agreed to prioritize the projects that are currently being scoped by PPR rather than reopening the master plan.

Potential Funding Sources

Grants	There are opportunities for tourism grants through Travel Portland and Travel Oregon- up to \$50,000. There's a need to create a parkwide cohesive strategy round electric charging rather than competing against each other for funds.
Local philanthropic	There's a need to share the Park vision with the surrounding neighborhood, as there are neighborhood goals that could be met with funding, including energy efficiency, invasive removals, and fire/emergency systems.
Planned giving	Forest Park Forever raised over 120M through planned giving, however Washington Park does not currently have the infrastructure to do this.
Corporate Giving	There are large corporate companies in the area, such as Nike, Columbia, Intel, and Alaska Airlines, although partner entities have historically received small dollar amounts from these companies.
City recovery	Highlighting Washington Park's role in the City's recovery could open funding opportunities
City Bond	The last time a bond was passed for PPR was in 2014 and a capital bond is overdue. Some of the projects and efforts being discussed could be funded through this bond.
Venue operating/ Capital budgets	Venues could makes an investment in a one of the Park priorities. This could be challenging given venue budgets, but should be on the table.
Revenue bonds	Something to consider for additional parking – we would use the parking revenue to pay back the bond.

Funding sources to avoid

Tax payer funded bonds, like the Zoo bond, may have legal liabilities regarding what the funds can be spent for – for example, they may not be able to be spent outside of the Zoo property.

This funding model study could develop a process to avoid conflicts of funding opportunities. There could be strategic reasons behind whether multiple entities apply for the same funding source, as well as not apply for the same funding source.

Role of EWP Board

The current board has multiple directors who are also participating in their own fundraising. The current board structure does not allow for high-dollar fundraising for EWP and Washington Park.

Transportation Access Plan: Growth Review

The following information was reviewed in one-on-one meetings between Nelson Nygaard and Transportation Advisory Committee venue representatives.

The goals of these conversations were:

1. Review historical data and confirm interpretations / assumptions.
2. Review Nelson Nygaard's approach for defining a "typical summer day"
3. Discuss feedback and ideas about key factors / variables that should be tested in future analysis.

A summary of this information will be presented at the board meeting.

June 2024

Growth Projections Summary

Transportation Access Plan

Explore 
WASHINGTON PARK

N NELSON
NYGAARD



Growth Projections Overview

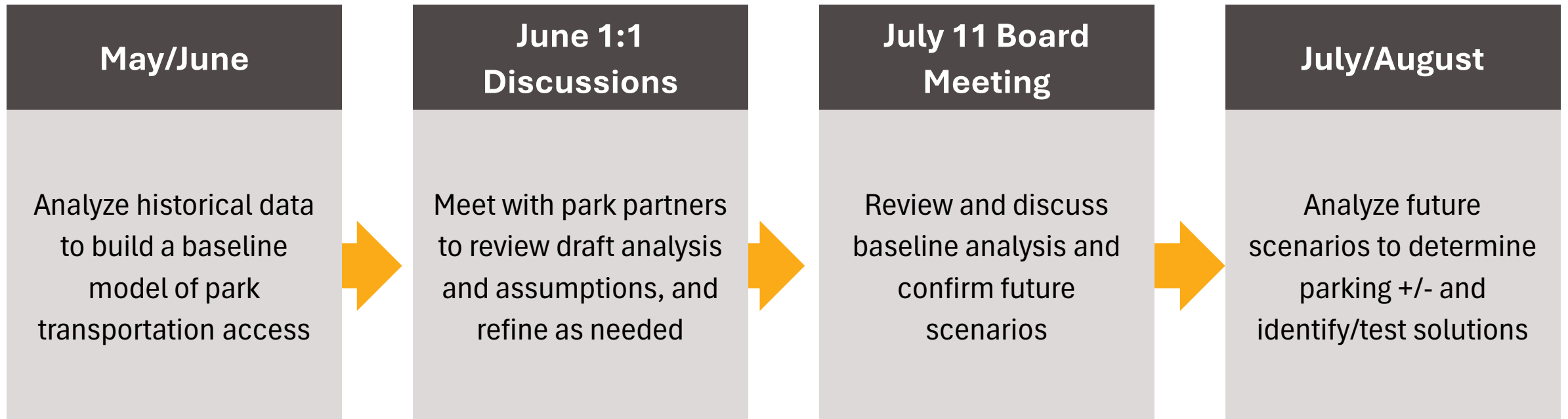


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What is the purpose of this analysis?

1. Establish a shared understanding of transportation and parking dynamics today (“Typical Peak Day”)
2. Build a model to test future scenarios (based on parking demand, mode share, and other variables)
3. Use the scenarios to make strategic planning decisions about how best to support projected growth

How does this work fit into our overall process?



June 1:1's: Questions discussed with venue staff

1. Does the data pass the “smell test” for you?
 - Any of the data look surprising? Anything that seems like it needs a closer look?

2. Any important transportation/parking dynamics that might not be reflected in 2023 attendance and mode split data, or 2022 parking data?
 - Changes to the parking supply that we might have missed?
 - Changes that might affect when/how many visitors you expect (change of hours, new calendar of events, etc.)?

3. Any general questions or confusion?
 - Our goal is a transparent analysis process that everyone can understand and support

June 1:1's: Questions discussed with venue staff

Historical data

- Things we missed? Adjustments needed? Parking demand that is missing (Fairview, others)?

Typical Peak Day 2024 Model

- Questions or concerns about assumptions?

Future growth

- Any edits or updates to growth assumptions?
- Any key assumptions or dynamics that would be helpful to test, to help with planning decisions?

World Forestry Center: Historical Data

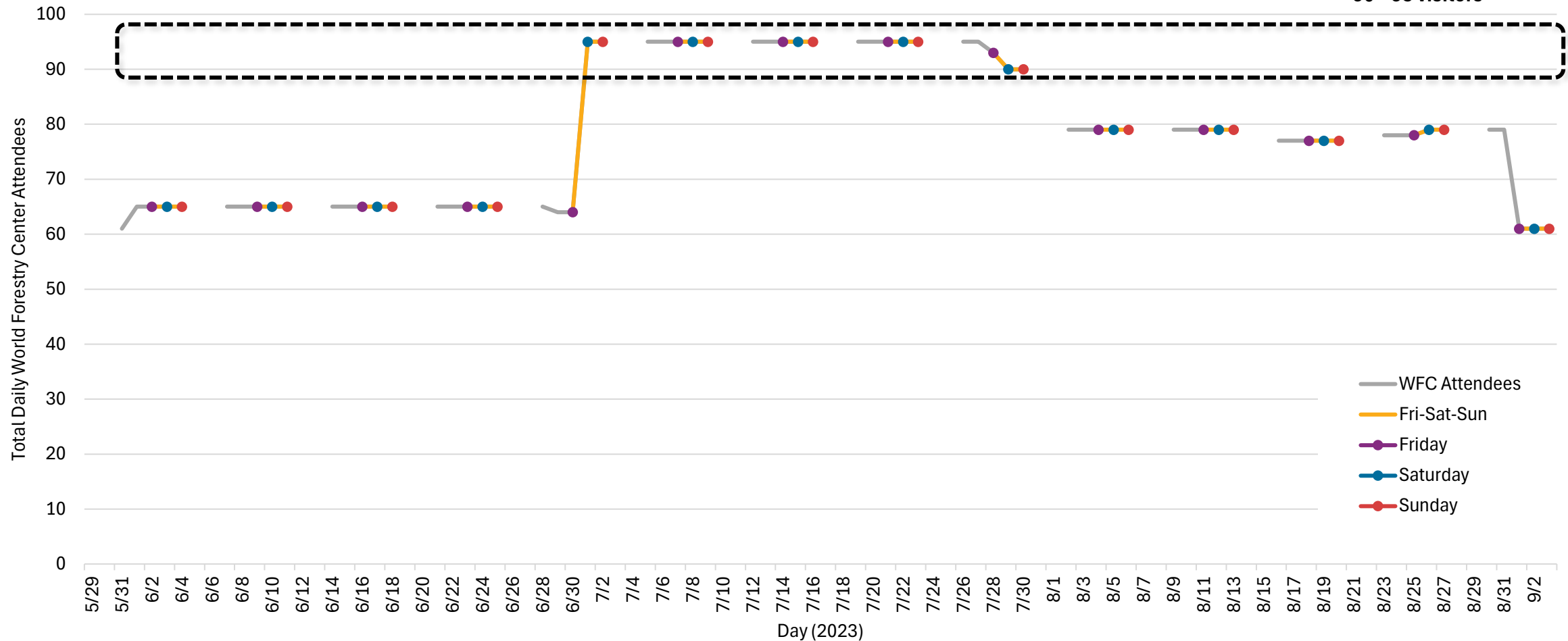


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WFC: Daily Attendance, Summer 2023

World Forestry Center Attendance - Summer 2023

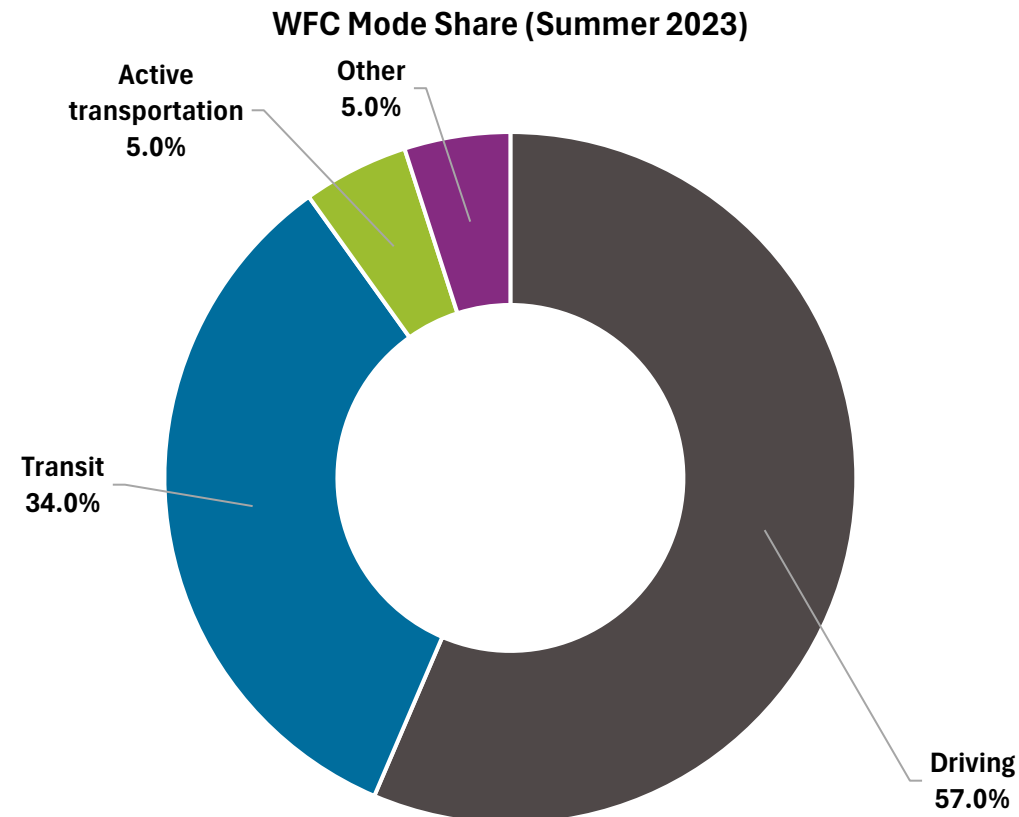
“Typical” busy summer days:
90 – 95 visitors



Source: EWP Daily Operational Data, 2023, based on proportional attendance to Portland Japanese Garden and Oregon Zoo

WFC: Mode Share (2023)

Travel Mode	Mode Share (%)	Visitors on Peak Day (2023)
Driving	57%	54
Transit	34%	32
Active Transportation	5%	5
Other	5%	5
Total	100%	96



Source: 2023 Annual Transportation Report and EWP daily operational data 2023

"Peak day" in 2023 was the highest recorded attendance of the summer for a non-event day or holiday

WFC: Parking Demand and Utilization

HISTORICAL PARKING UTILIZATION IN LOTS A, B, AND C (SATURDAY AUGUST 13, 2022)

Hourly parking utilization (number of cars parked)

Parking Facility	Capacity	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
Lot A	119	17	111	109	109	107	109	110	105	97	95	95
Lot B	614	501	560	552	540	551	548	549	538	515	493	490
Lot C	222	48	201	205	203	191	189	178	168	160	157	155
Total	955	566	872	866	852	849	846	837	811	772	745	740

Hourly parking utilization (% full by facility)

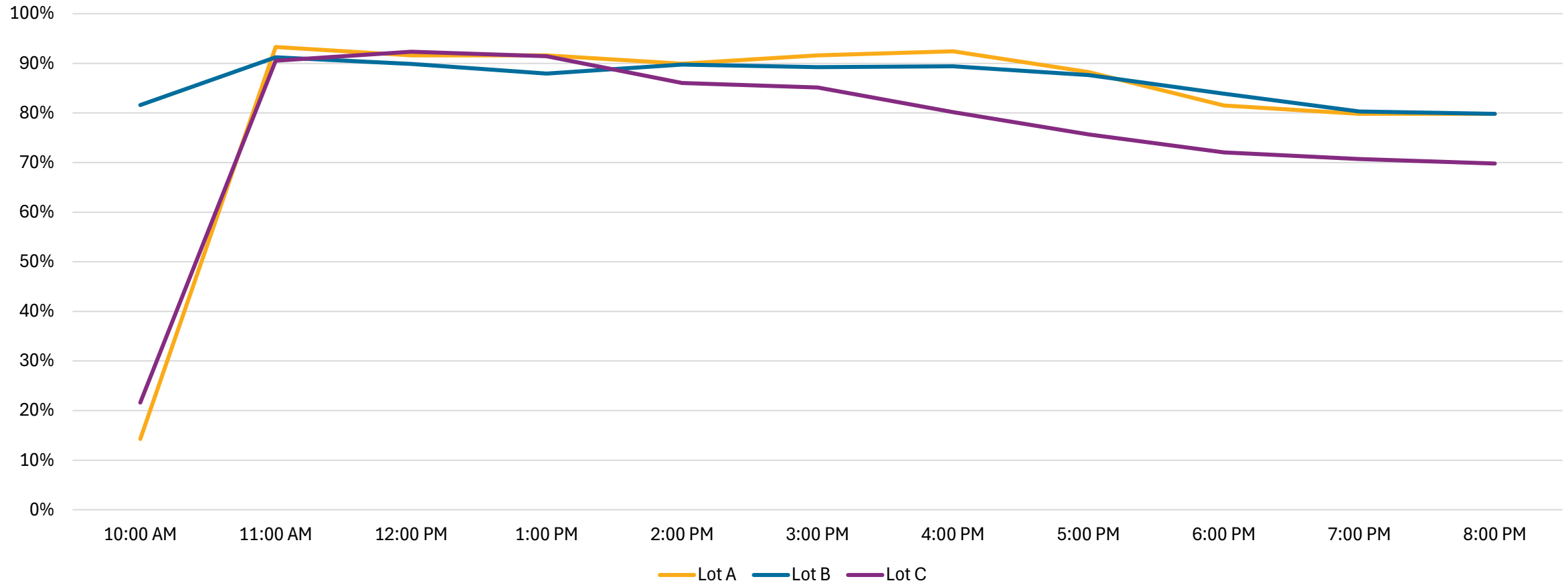
Parking Facility	Capacity	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
Lot A	119	14%	93%	92%	92%	90%	92%	92%	88%	82%	80%	80%
Lot B	614	82%	91%	90%	88%	90%	89%	89%	88%	84%	80%	80%
Lot C	222	22%	91%	92%	91%	86%	85%	80%	76%	72%	71%	70%
Subtotal	955	59%	91%	91%	89%	89%	89%	88%	85%	81%	78%	77%

Lots are effectively full from
11 AM through ~3 PM

WFC: Parking Demand and Utilization

PARKING DEMAND IN LOTS A, B, C, AND SYLVAN OVERFLOW LOTS

Parking Demand by Lot (% Full), 2022



Source: 2023 Parking Toolkit August 13 2022 Data (lots A, B, and C)

**World Forestry Center:
Model and Assumptions for
“Typical Peak Day,” 2024**



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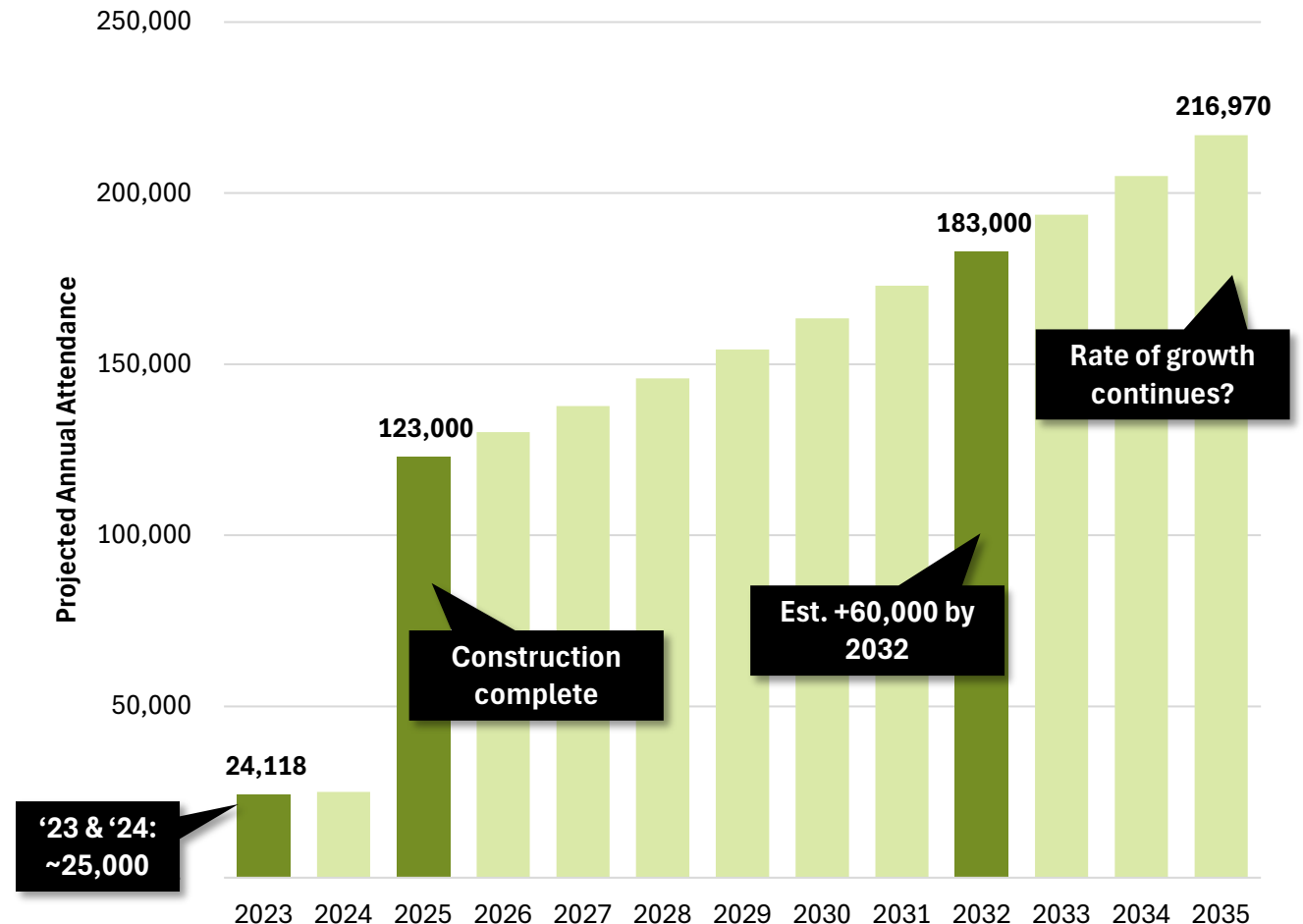
WFC: Assumptions about future growth

- WFC is a unique case; can't use 2024 as a base year to project growth

Discuss:

- Timing of key upgrades? 2025 “base” year?
- Impact of improvements (i.e. bike facilities)? Changes to mode split?
- Employee/staffing changes that need to be considered?
- Changes to day-to-day patterns, or just “scale up” proportionally w/ annual projections?

World Forestry Center: Annual Attendance and Assumptions



WFC: Typical Summer Saturday (2024)

GENERAL ASSUMPTIONS

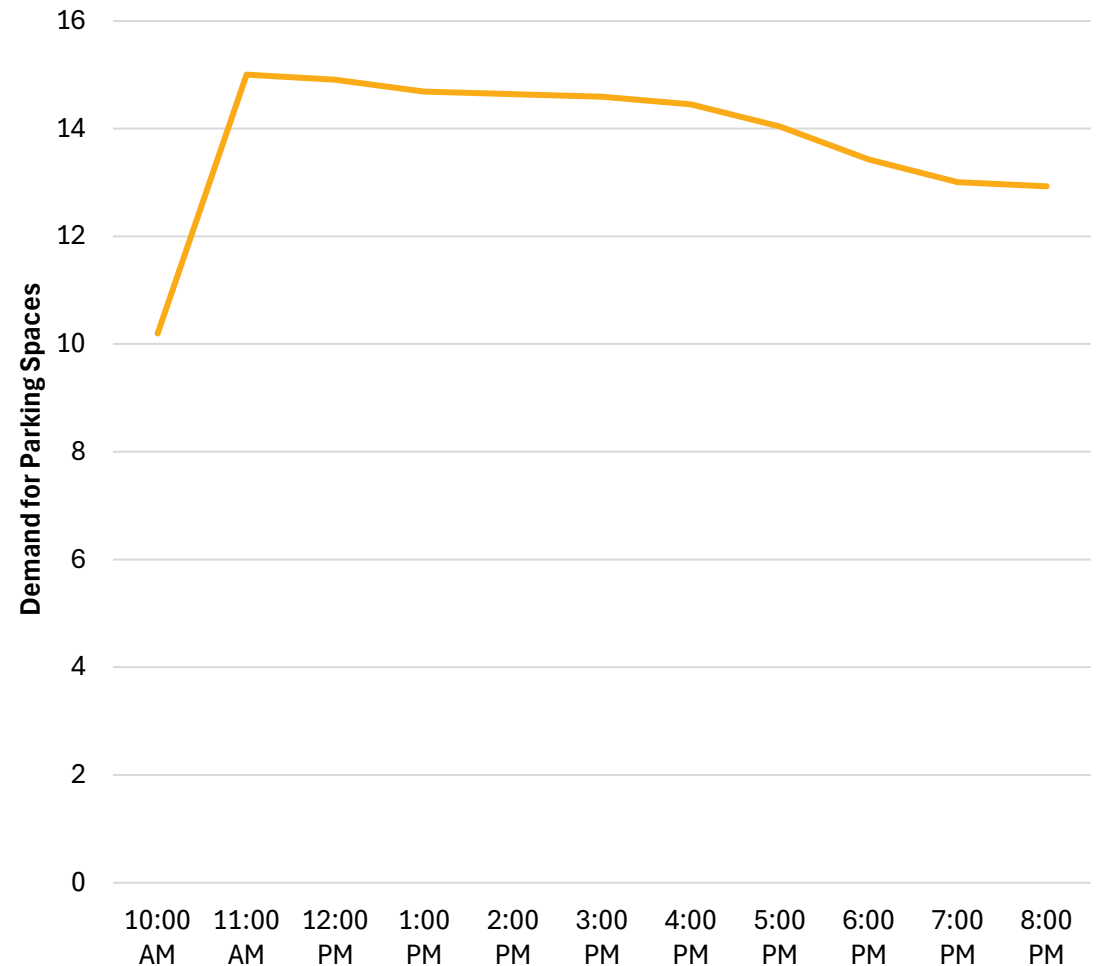
- Growth:
 - 2023 – 2024: est. 5.8%
 - 2025 (construction complete): 123,000 est. annual visitors
 - 2025 – 2035: 5.8% annual growth (+60,000 annual visitors by year 10)
- Mode share for 2024 is the same as 2023

WFC: Typical Summer Saturday (2024)

PARKING DEMAND

- Peak demand: 15 parking spaces (~11 AM)
- Hourly demand factors (% full at each hour of the day) based on 2022 parking toolkit

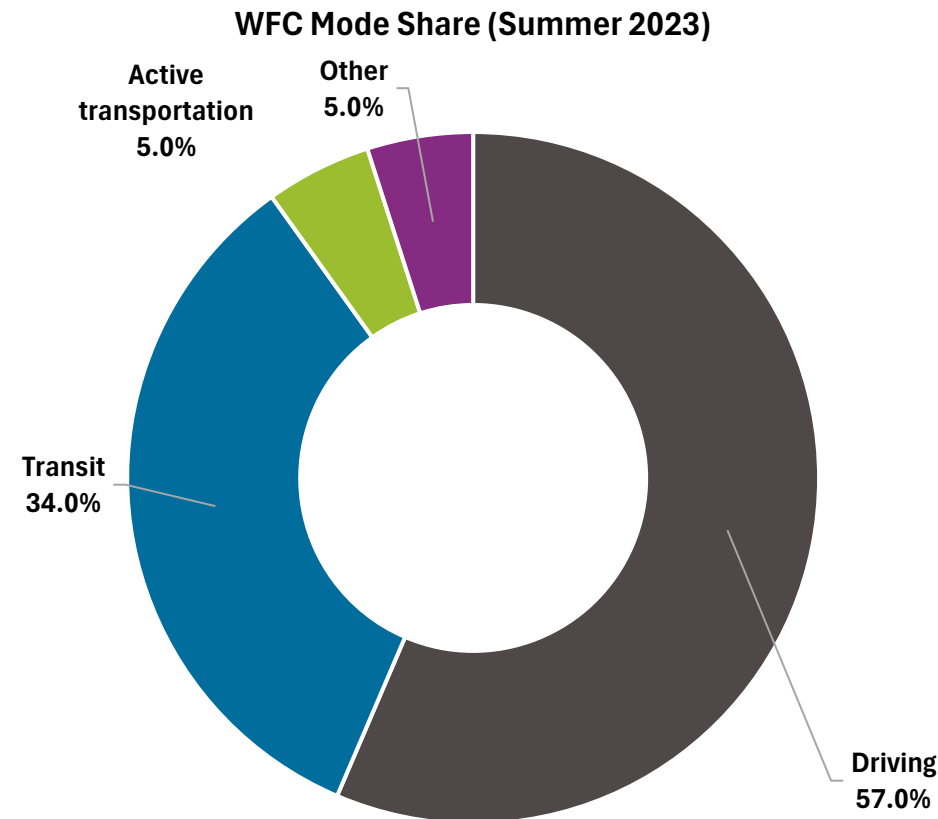
Hourly Parking Demand at the World Forestry Center, 2024



WFC: Typical Summer Saturday (2024)

MODE SHARE

Variable	Assumption	Source or Notes
Total peak day visitors	102 visitors	Typical peak day 2023 + 5.8% growth
People who arrive by driving	57 visitors	Peak day visitors * 57% mode share
Peak parking demand	15 spaces	(needs discussion - see previous slide)
Ratio of peak parking demand to people who arrive by driving	0.28 spaces per person	(calculated)



This is a key figure that will help us project future parking demand – need to discuss

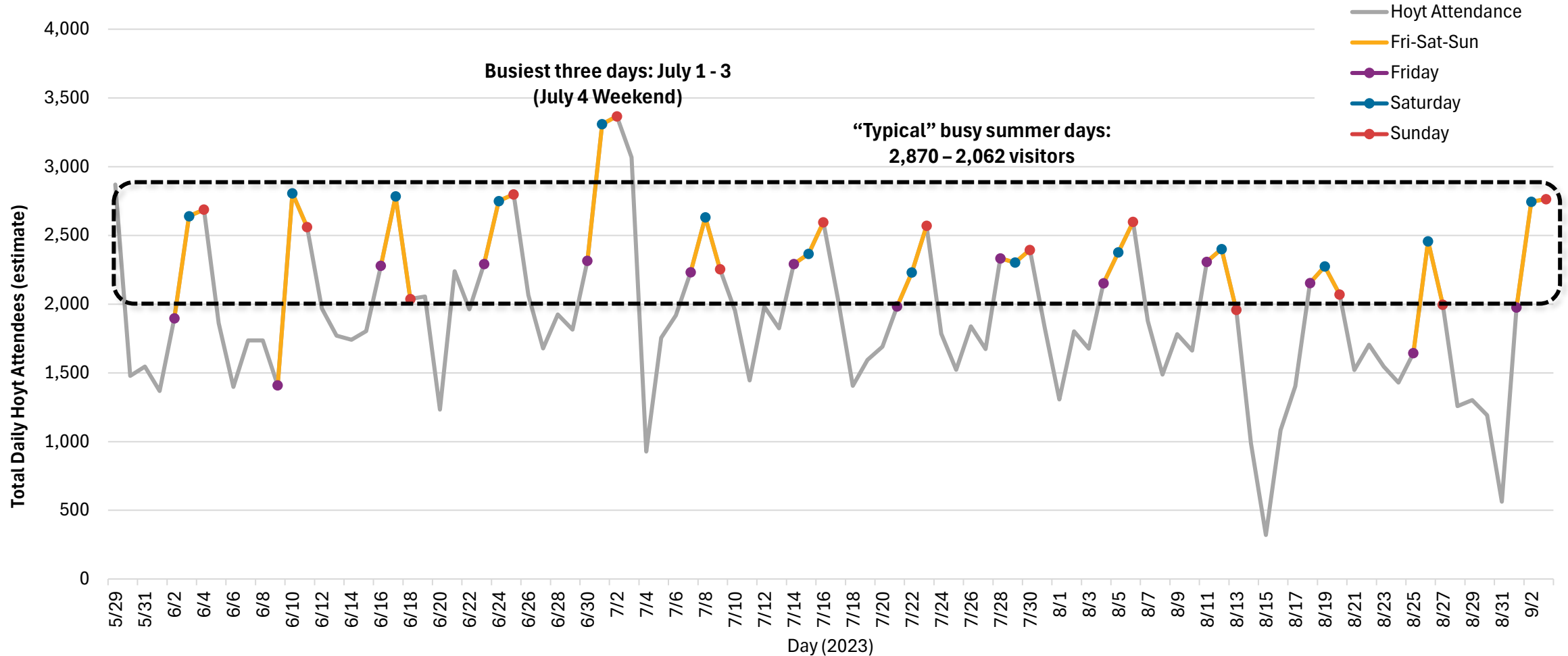
Hoyt Arboretum: Historical Data



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Hoyt: Daily Attendance, Summer 2023

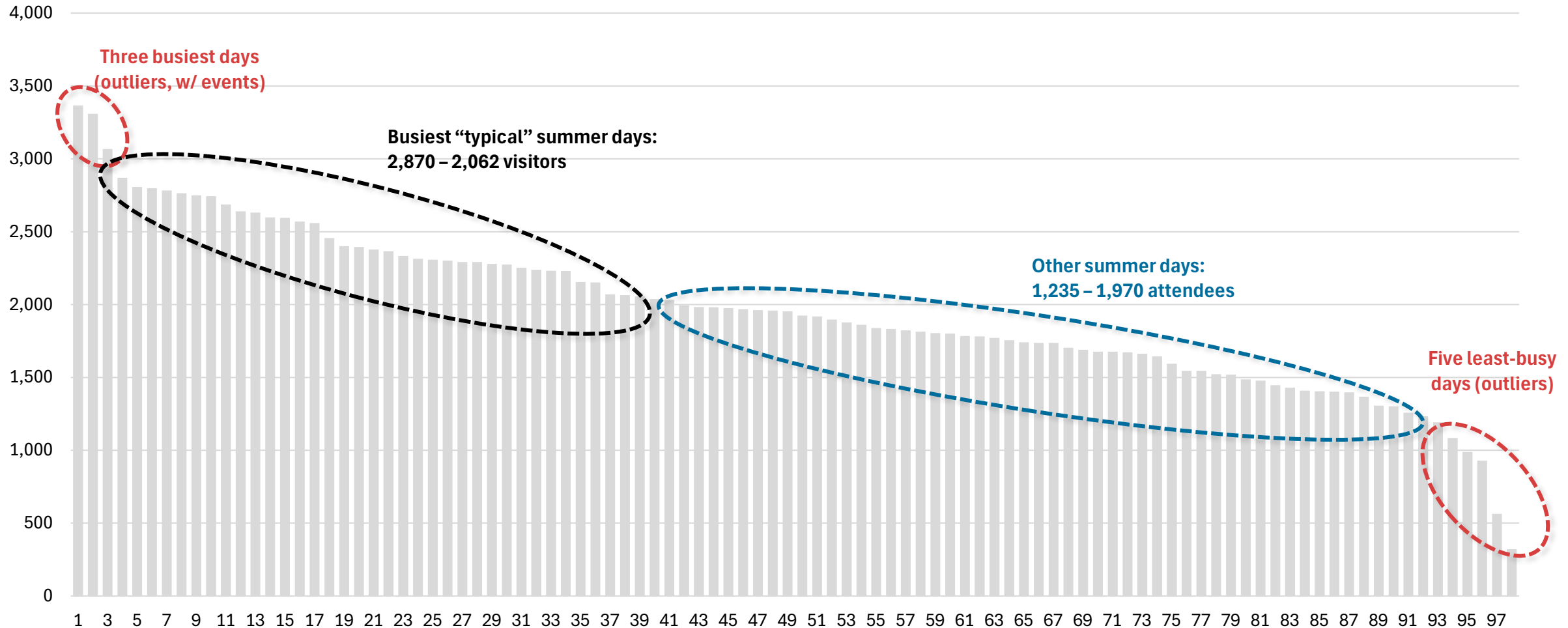
Hoyt Attendance (Estimate) - Summer 2023



Source: EWP Daily Operational Data, 2023, based on proportional attendance to Portland Japanese Garden and Oregon Zoo

Hoyt: Ranked Daily Attendance, Summer 2023

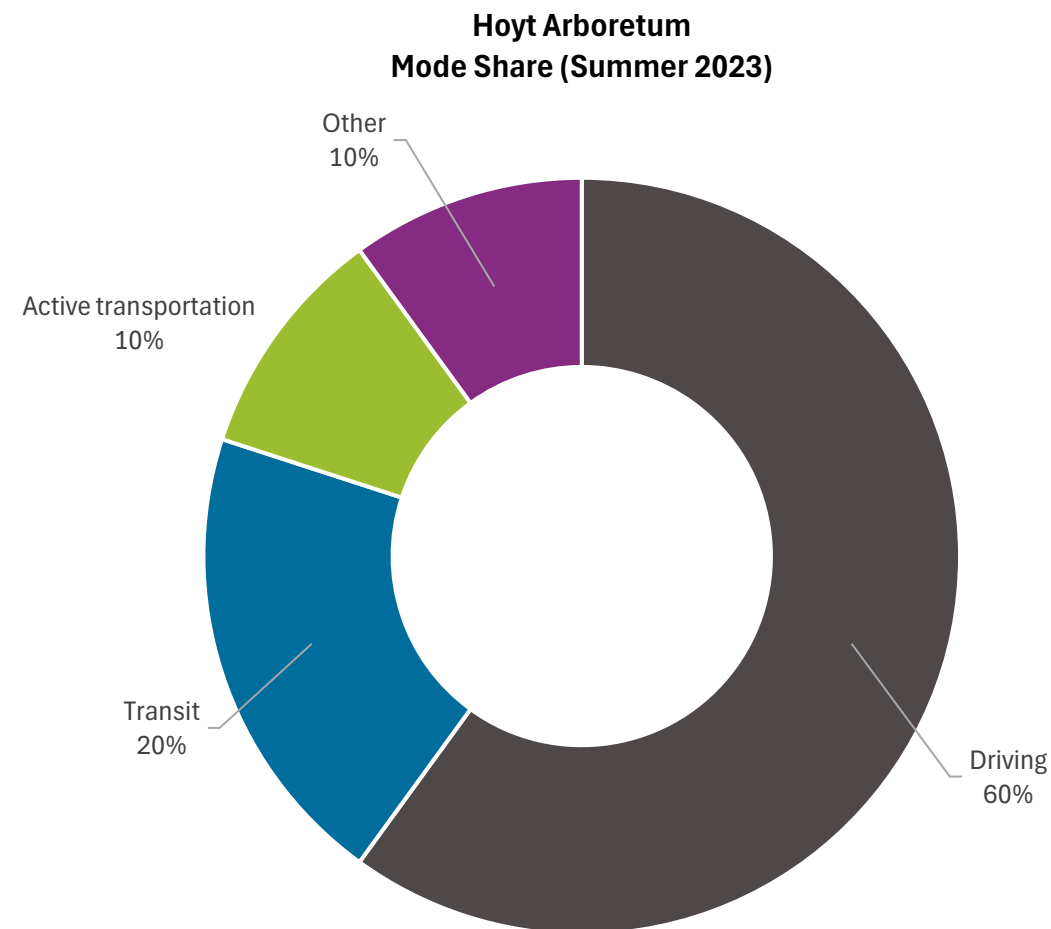
Total Daily Hoyt Attendees (Summer 2023), Sorted From High to Low



Source: EWP Daily Operational Data, 2023, based on proportional attendance to Portland Japanese Garden and Oregon Zoo

Hoyt: Mode Share (2023)

Travel Mode	Mode Share (%)	Visitors on Peak Day (2023)
Driving	60%	1,722
Transit	20%	574
Active Transportation	10%	287
Other	10%	287
Total	100%	2,870*



Source: 2023 Annual Transportation Report and EWP daily operational data 2023

*"Peak day" in 2023 was the highest recorded attendance of the summer for a non-event day or holiday

Hoyt: Parking Demand and Utilization

HISTORICAL PARKING UTILIZATION IN HOYT LOTS (SATURDAY AUGUST 13, 2022)

Hourly parking utilization (number of cars parked)

Parking Facility	Capacity	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
Hoyt Lots	40	39	40	40	39	36	39	37	35	32	28	27
Fairview?	?											
Total Hoyt Parking	40	39	40	40	39	36	39	37	35	32	28	27

Hourly parking utilization (% full by facility)

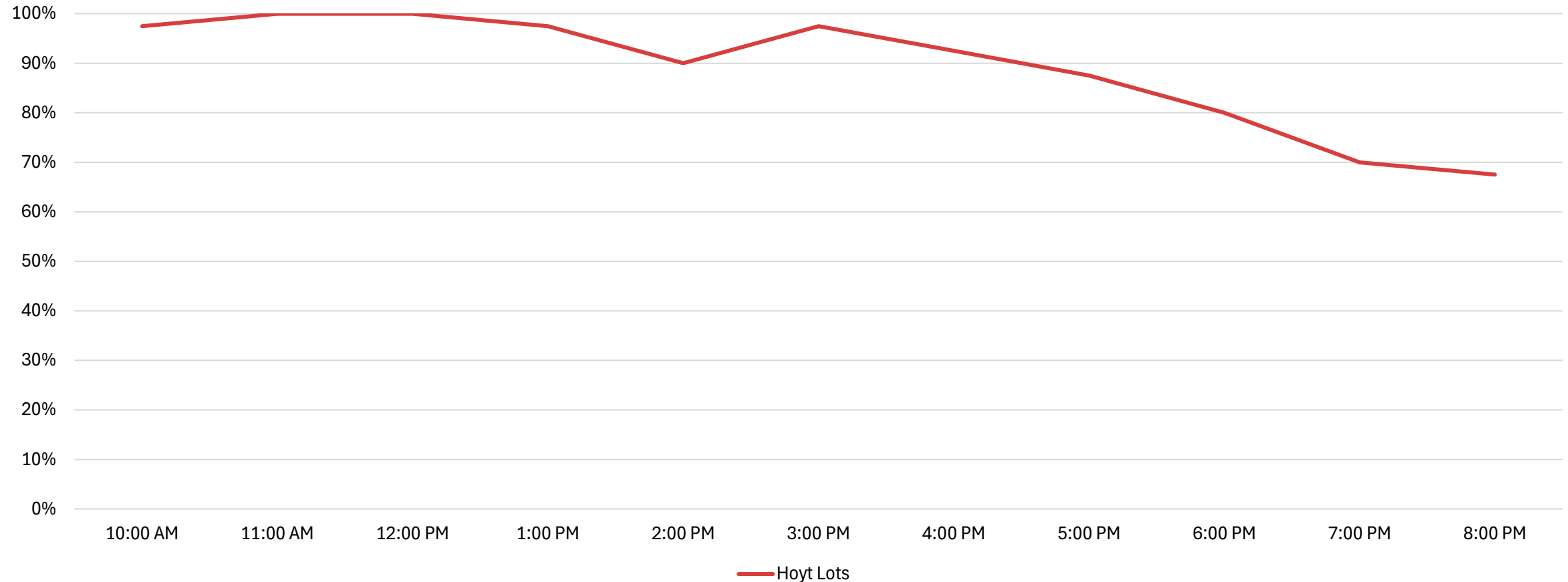
Parking Facility	Capacity	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
Hoyt Lots	40	97.5%	100.0%	100.0%	97.5%	90.0%	97.5%	92.5%	87.5%	80.0%	70.0%	67.5%
Fairview?	?											
Total Hoyt Parking	40	97.5%	100.0%	100.0%	97.5%	90.0%	97.5%	92.5%	87.5%	80.0%	70.0%	67.5%

Lots are full from
10 AM – 4 PM

Hoyt: Parking Demand and Utilization

HISTORICAL PARKING UTILIZATION IN HOYT LOTS (SATURDAY AUGUST 13, 2022)

Parking Demand by Lot (% Full), 2022



Source: 2023 Parking Toolkit August 13 2022 Data

**Hoyt Arboretum:
Model and Assumptions for
“Typical Peak Day,” 2024**



3

Hoyt: Typical Summer Saturday (2024)

GENERAL ASSUMPTIONS

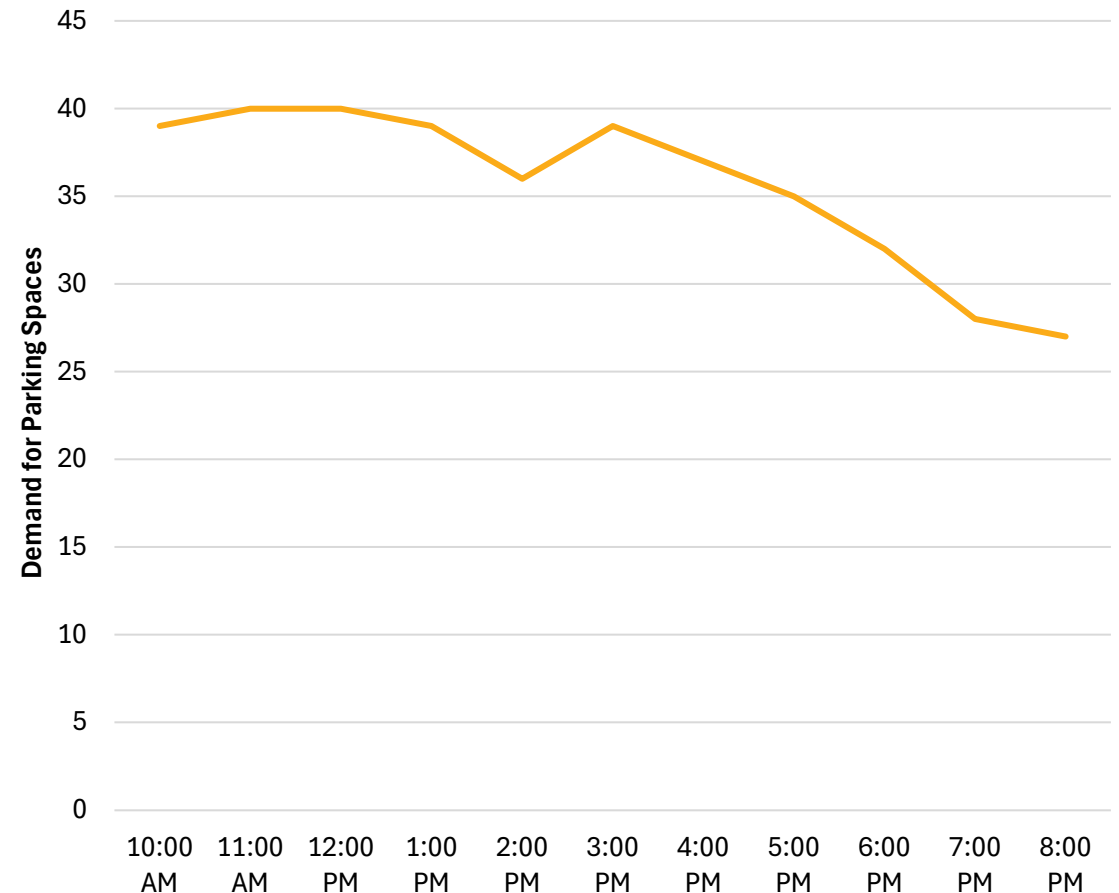
- 5% growth from 2023 to 2024
- Mode share for 2024 is the same as 2023
- Include parking on Fairview?
 - Not included in parking toolkit, but anecdotally, seems to play a key role on busiest days

Hoyt: Typical Summer Saturday (2024)

PARKING DEMAND

- Peak demand: 40 parking spaces (11 - 12 PM)
(maximum capacity of lots)
 - Additional demand? Fairview?
- Hourly demand factors (% full at each hour of the day) based on 2022 parking toolkit
 - Does not include Fairview
 - Discuss: what other parking needs to be included to better reflect how people get to/from Hoyt?
Revisions to visitor totals?

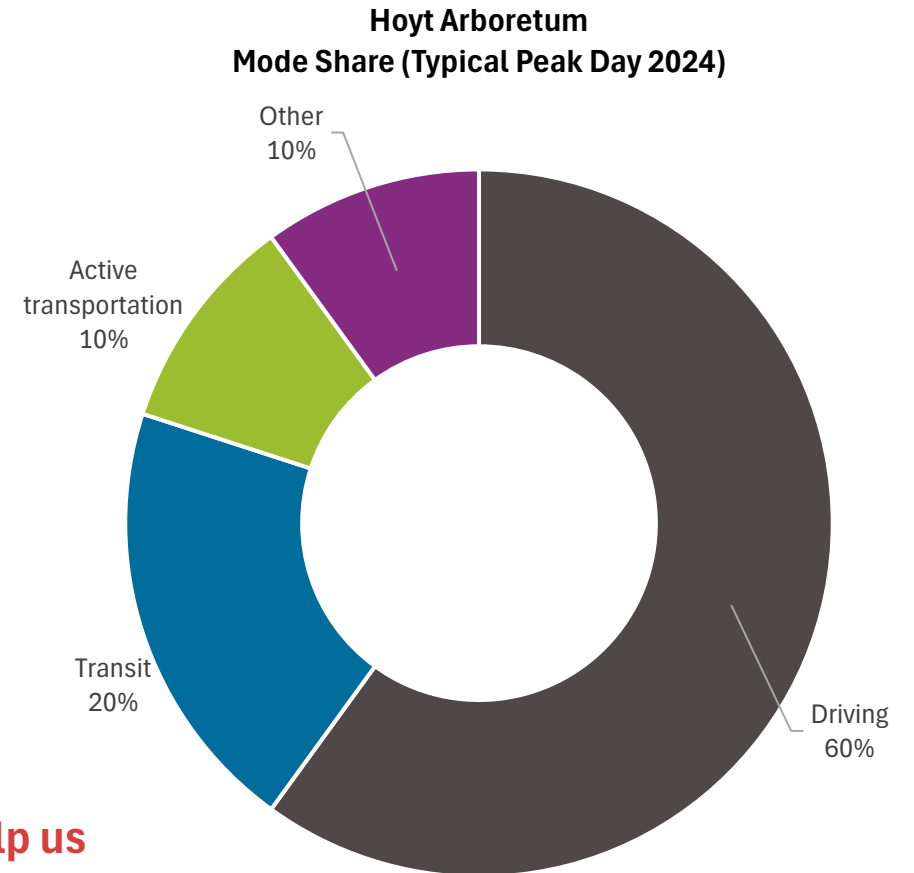
Hourly Parking Demand at Hoyt, 2024



Hoyt: Typical Summer Saturday (2024)

MODE SHARE

Variable	Assumption	Source or Notes
Total peak day visitors	3,014 visitors	Typical peak day 2023 + 5% growth
People who arrive by driving	1,808 visitors	Peak day visitors * 60% mode share
Peak parking demand	40+ spaces	(needs discussion - see previous slide)
Ratio of peak parking demand to people who arrive by driving	0.02 spaces per person	(calculated)



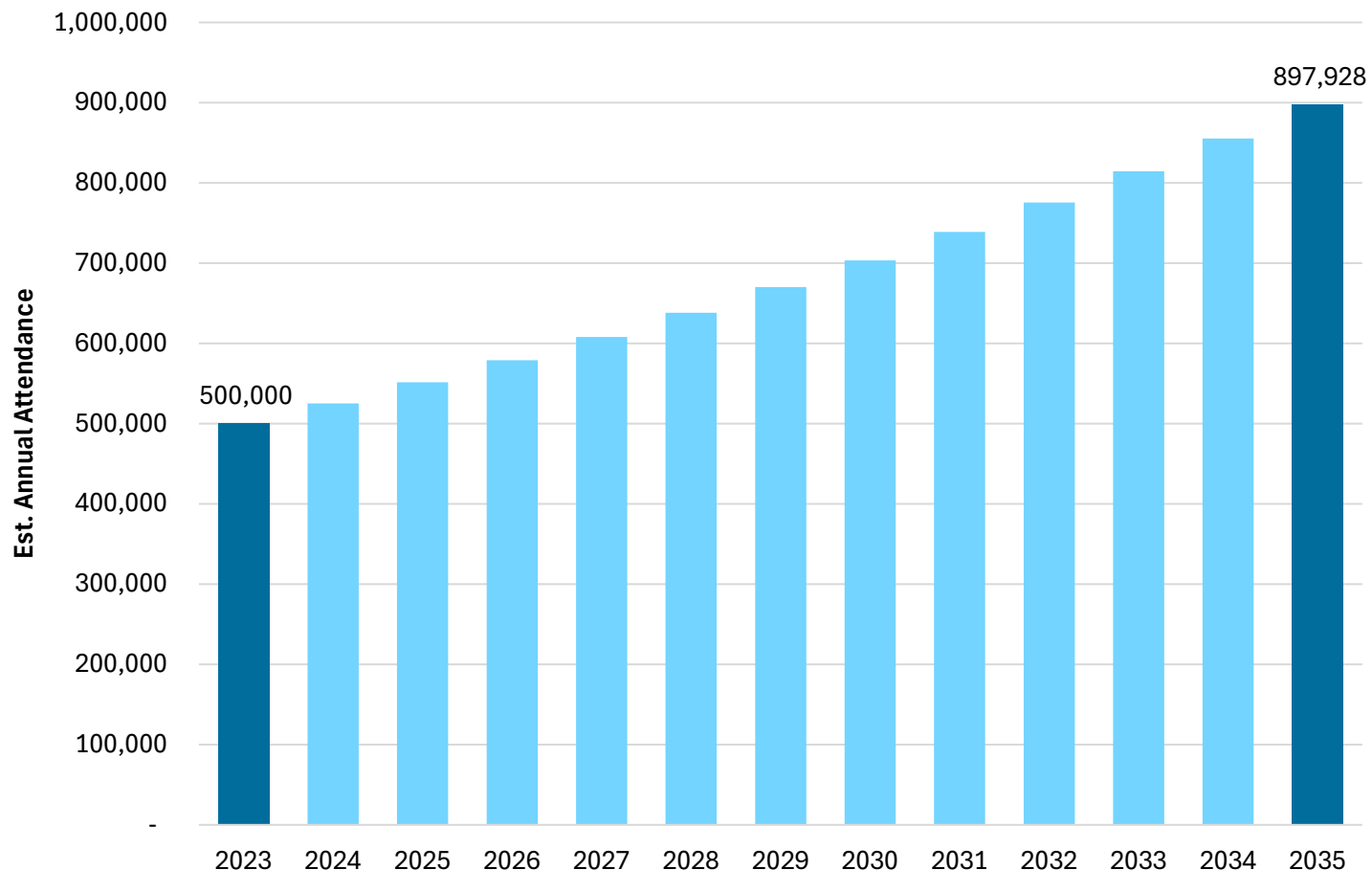
This is a key figure that will help us project future parking demand – need to discuss

Hoyt: Projected Growth

Assumptions and Questions

- Est. growth: 500,000 annual attendees today, with 5% annual growth
 - Reasons for 5%? Anticipate “leveling off”?
- Other related changes to consider (i.e. more employees/staff on site each day)?
- Daily growth is proportional to annual?

Hoyt Arboretum - Est. Annual Attendance



Source: Growth projections/assumptions provided by Hoyt Arboretum staff

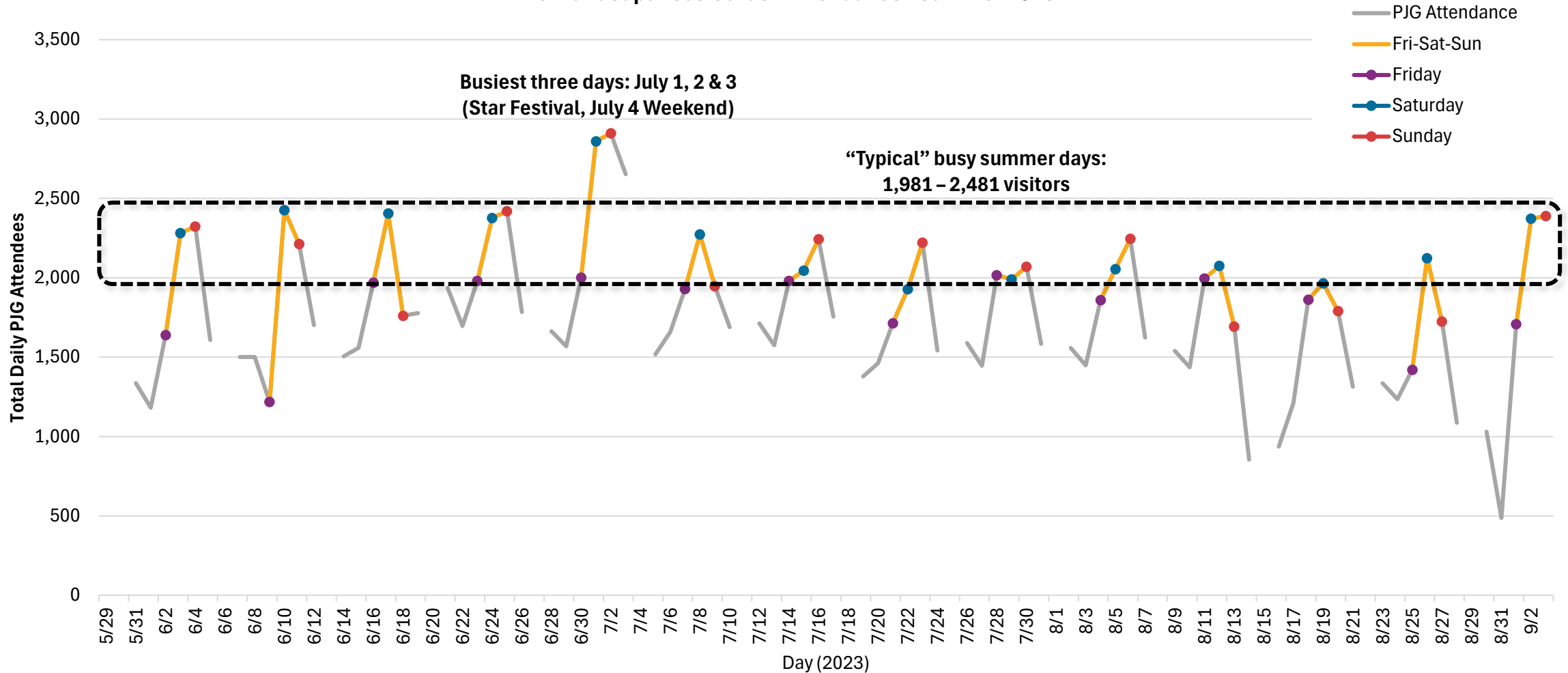
Portland Japanese Garden: Historical Data



2

PJG: Daily Attendance, Summer 2023

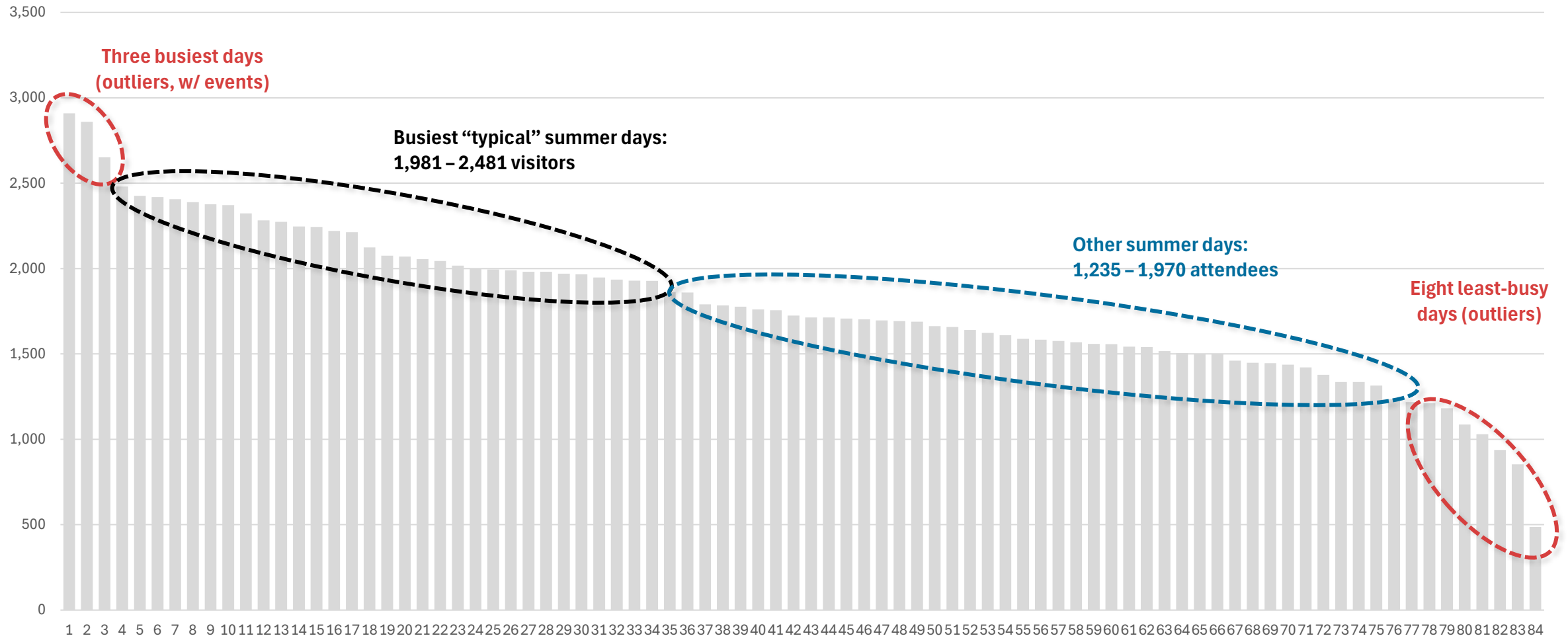
Portland Japanese Garden Attendance - Summer 2023



Source: EWP Daily Operational Data, 2023

PJG: Ranked Daily Attendance, Summer 2023

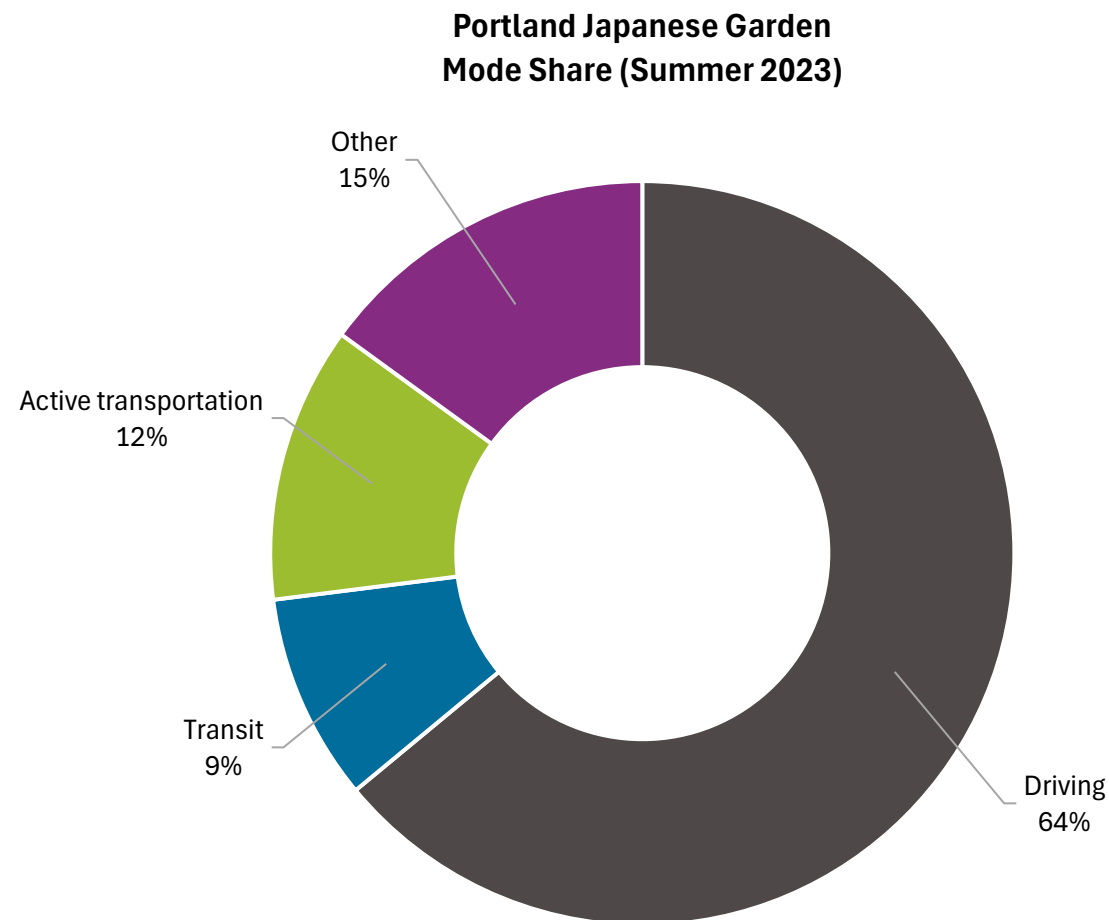
Total Daily PJG Attendees (Summer 2023), Sorted From High to Low



Source: EWP Daily Operational Data, 2023

PJG: Mode Share (2023)

Travel Mode	Mode Share (%)	Visitors on Peak Day (2023)
Driving	64%	1,616
Transit	9%	227
Active Transportation	12%	303
Other	15%	379
Total	100%	2,481*



Source: 2023 Annual Transportation Report and EWP daily operational data 2023

*"Peak day" in 2023 was the highest recorded attendance of the summer for a non-event day or holiday (2,481 tickets sold)

PJG: Parking Demand and Utilization

HISTORICAL PARKING UTILIZATION IN RG WAY, PJG LOT, AND KINGSTON AVE (SATURDAY AUGUST 13, 2022)

Hourly parking utilization (number of cars parked)

Parking Facility	Capacity	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
RG Way, PJG Lot, & Kingston	159	92	123	130	132	134	138	141	129	122	122	122
Sherwood Blvd	186	9	98	152	157	148	152	156	141	122	116	113
Total PJG/RG Area	345	101	221	282	289	282	290	297	270	244	238	235

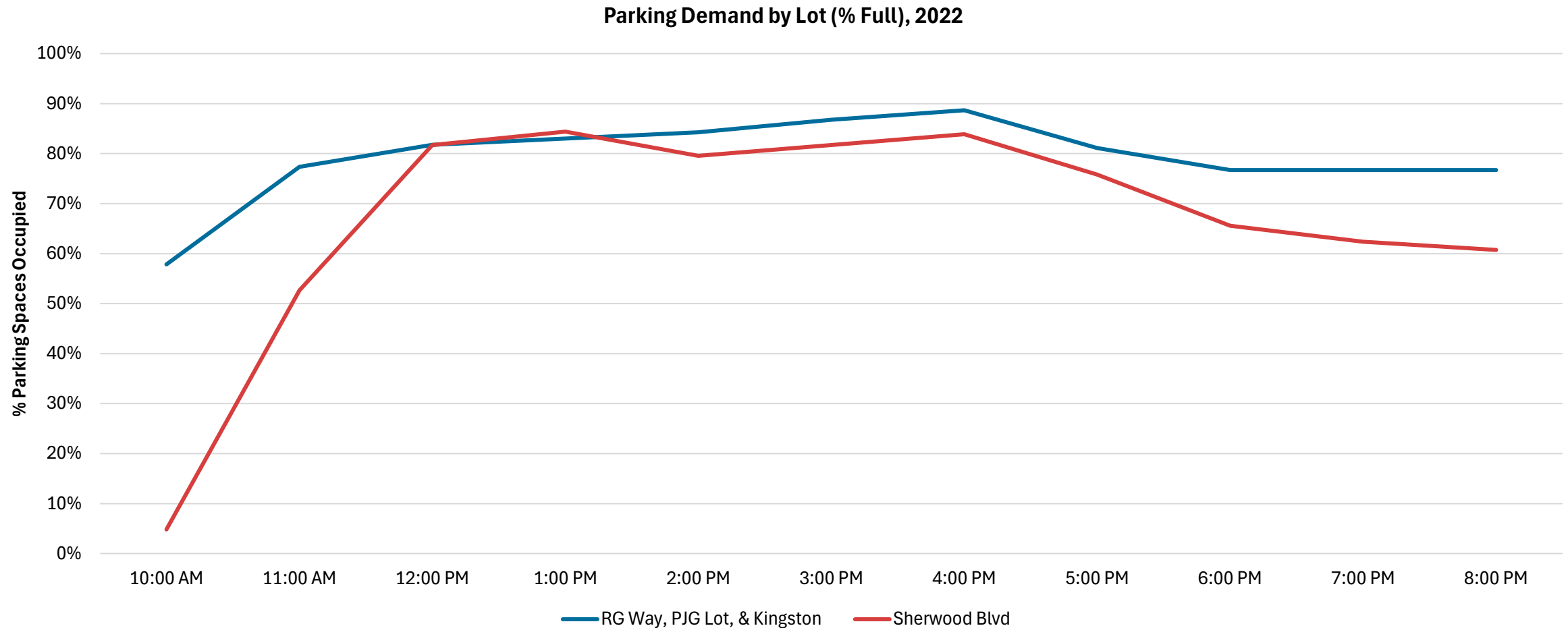
Hourly parking utilization (% full by facility)

Parking Facility	Capacity	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
RG Way, PJG Lot, & Kingston	159	57.9%	77.4%	81.8%	83.0%	84.3%	86.8%	88.7%	81.1%	76.7%	76.7%	76.7%
Sherwood Blvd	186	4.8%	52.7%	81.7%	84.4%	79.6%	81.7%	83.9%	75.8%	65.6%	62.4%	60.8%
Total PJG/RG Area	345	29%	64%	82%	84%	82%	84%	86%	78%	71%	69%	68%

Lots are effectively full from
2 PM – 4 PM

PJG: Parking Demand and Utilization

HISTORICAL PARKING UTILIZATION IN RG WAY, PJG LOT, AND KINGSTON AVE (SATURDAY AUGUST 13, 2022)



Source: 2023 Parking Toolkit August 13 2022 Data

**Portland Japanese Garden:
Model and Assumptions for
“Typical Peak Day,” 2024**



3

PJG: Typical Summer Saturday (2024)

GENERAL ASSUMPTIONS

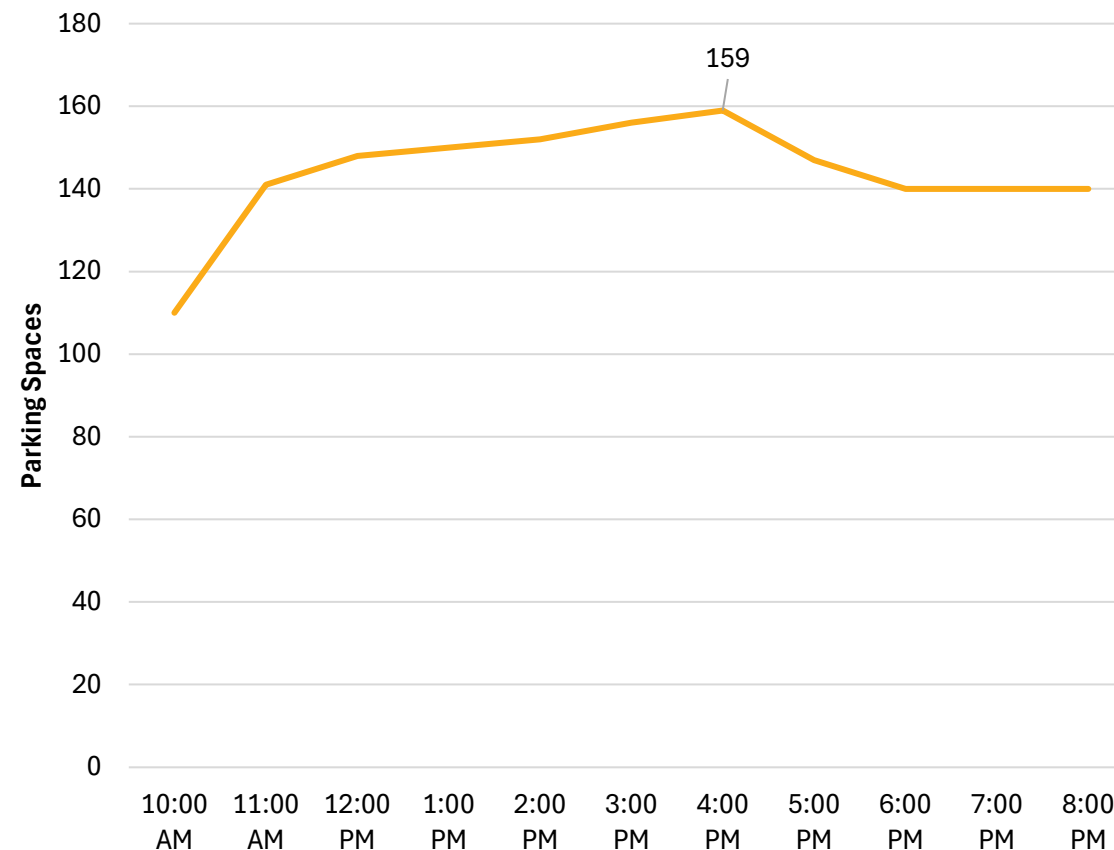
- 1.8% growth from 2023 to 2024 (based on target of 500,000 annual visitors by 2035)
- Mode share for 2024 is the same as 2023
- “Round up” peak parking demand to 100% full in lots/on-street spaces near PJG and RG
 - While data indicates 88-89% full at peak, staff observe it is effectively 100%
- Portland Japanese Garden and Rose Garden parking:
 - Recognize that many people visit both destinations
 - For planning purposes, assume a 44%/56% split for PJG and RG share of parking demand in parking nearby (based on mode share and peak season attendance per 2023 annual transportation report)

PJG: Typical Summer Saturday (2024)

PARKING DEMAND

- Peak demand: 159 parking spaces (4 PM)
- Hourly demand factors (% full at each hour of the day) based on 2022 parking toolkit
 - Adjusted so that demand for parking in the vicinity of PJG and RG is 100% at peak times
 - Assumes PJG accounts for 44% of local parking demand (56% Rose Garden)

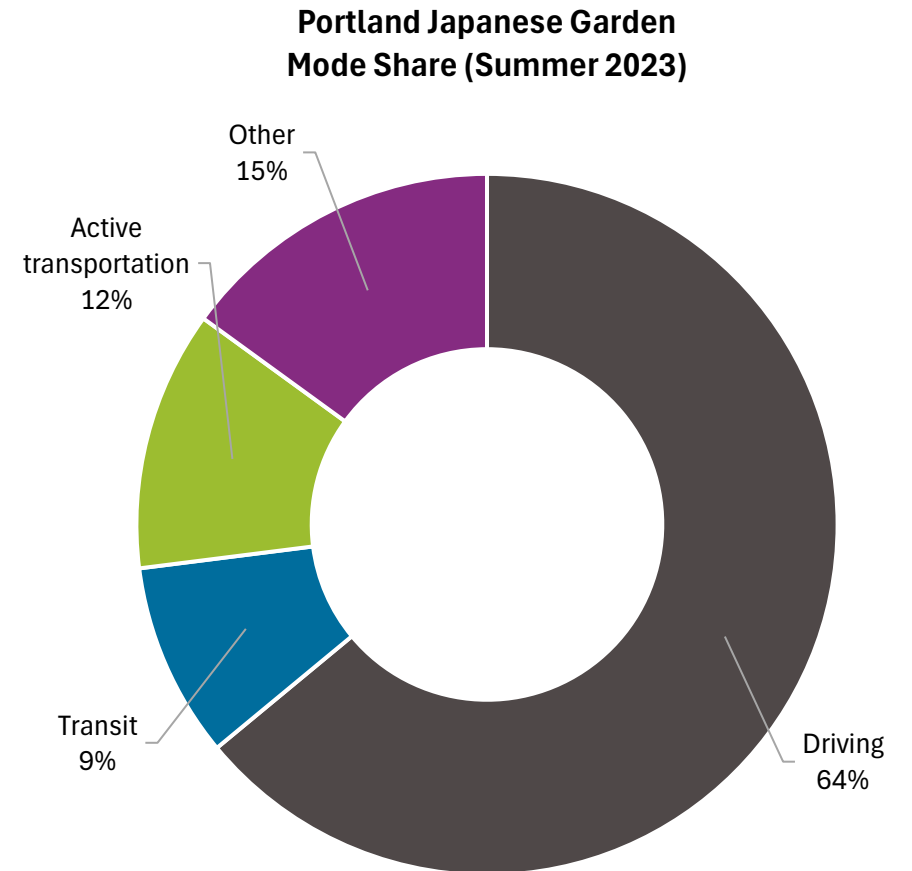
Hourly Parking Demand at the Portland Japanese Garden, Peak Summer Day 2024



PJG: Typical Summer Saturday (2024)

MODE SHARE

Variable	Assumption	Source or Notes
Total peak day visitors	2,525 visitors	Typical peak day 2023 + 1.8% growth
People who arrive by driving	1,616 visitors	Peak day visitors * 64% mode share
Peak parking demand	159 spaces	(see previous slide)
Ratio of peak parking demand to people who arrive by driving	0.10 spaces per person	(calculated)



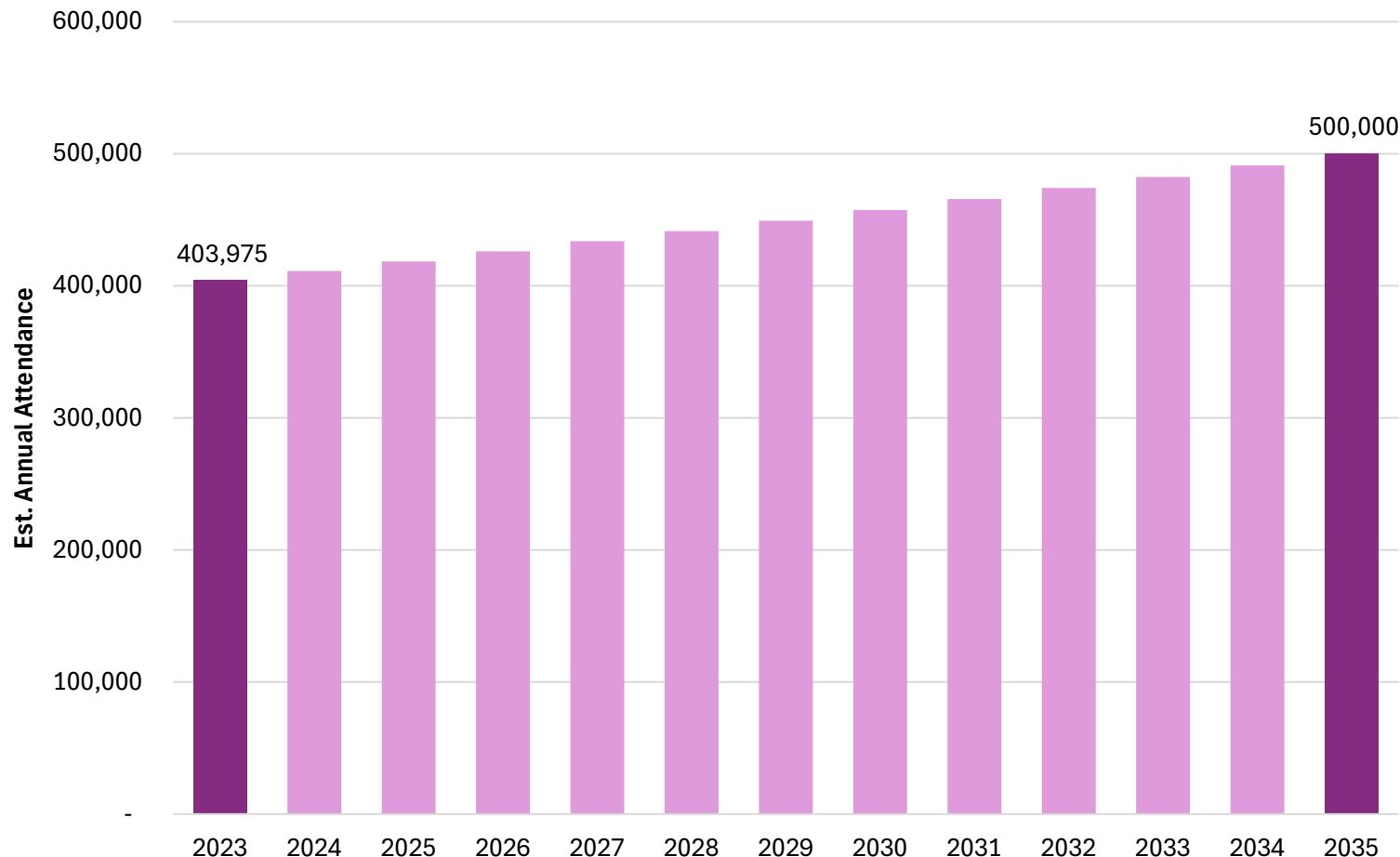
This is a key figure that will help us project future parking demand

PJG: Projected Growth

Assumptions

- Est. growth: 500,000 annual attendees
 - By 2035? Earlier?
- Other related changes to consider (i.e. more employees/staff on site each day)?
- Daily growth is proportional to annual?

Portland Japanese Garden - Est. Annual Attendance



Source: Growth projections/assumptions provided by Portland Japanese Garden staff

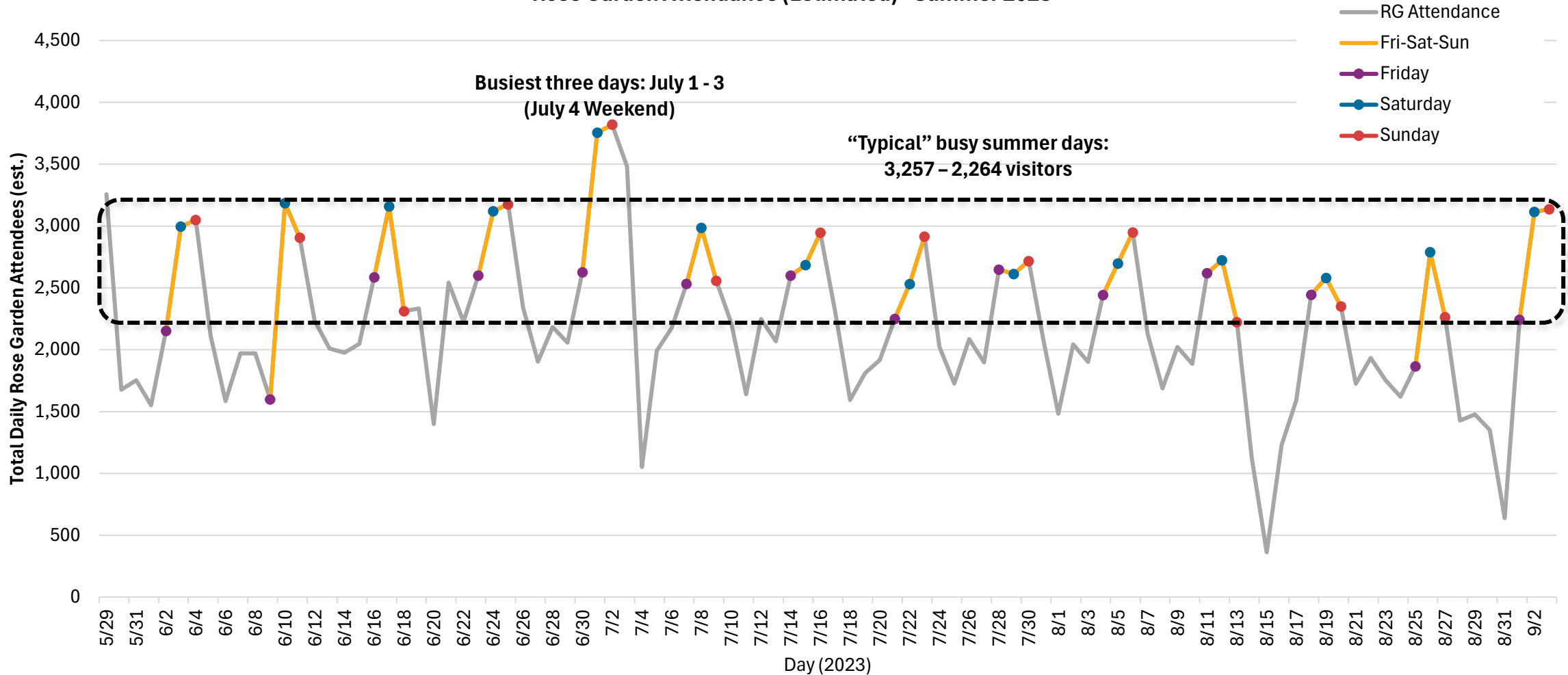
Rose Garden: Historical Data

A large red circle containing the white number 2, positioned on the right side of the slide.

2

Rose Garden: Daily Attendance, Summer 2023

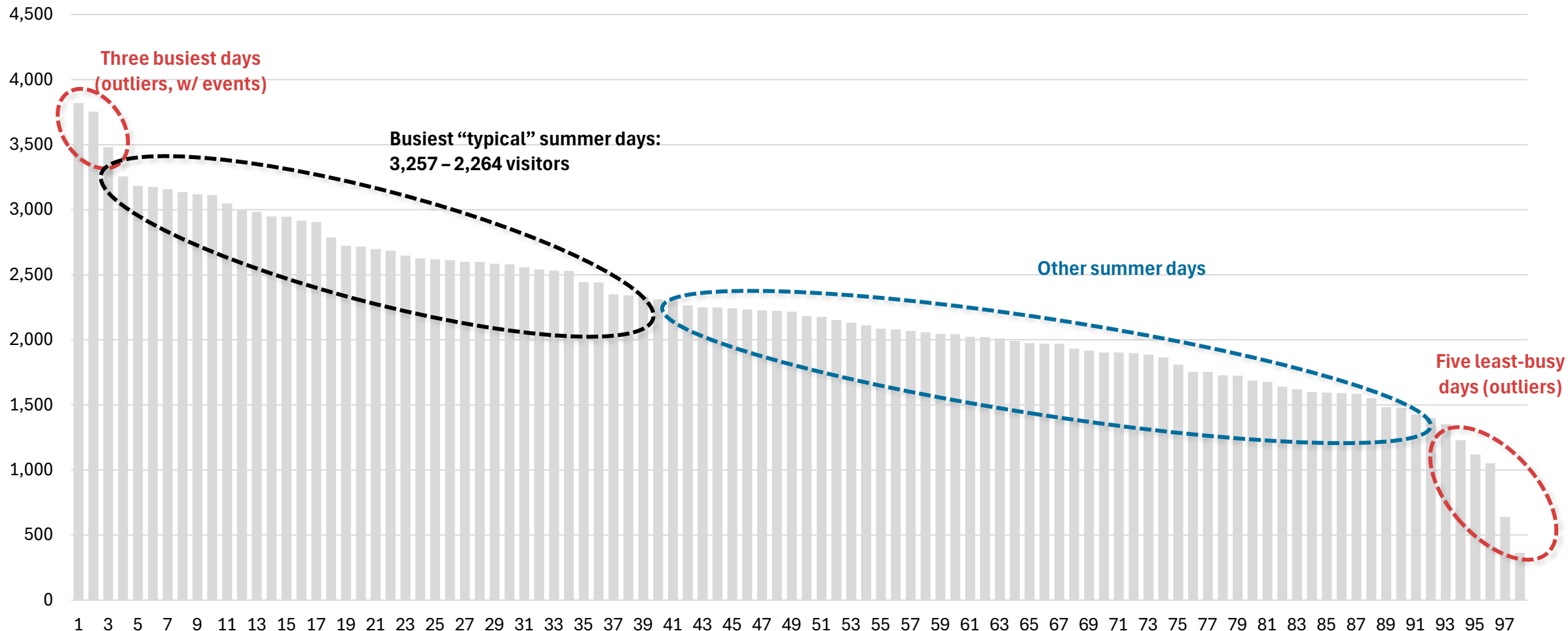
Rose Garden Attendance (Estimated) - Summer 2023



Source: EWP Daily Operational Data, 2023, based on proportional attendance to Portland Japanese Garden and Oregon Zoo

Rose Garden: Ranked Daily Attendance, Summer 2023

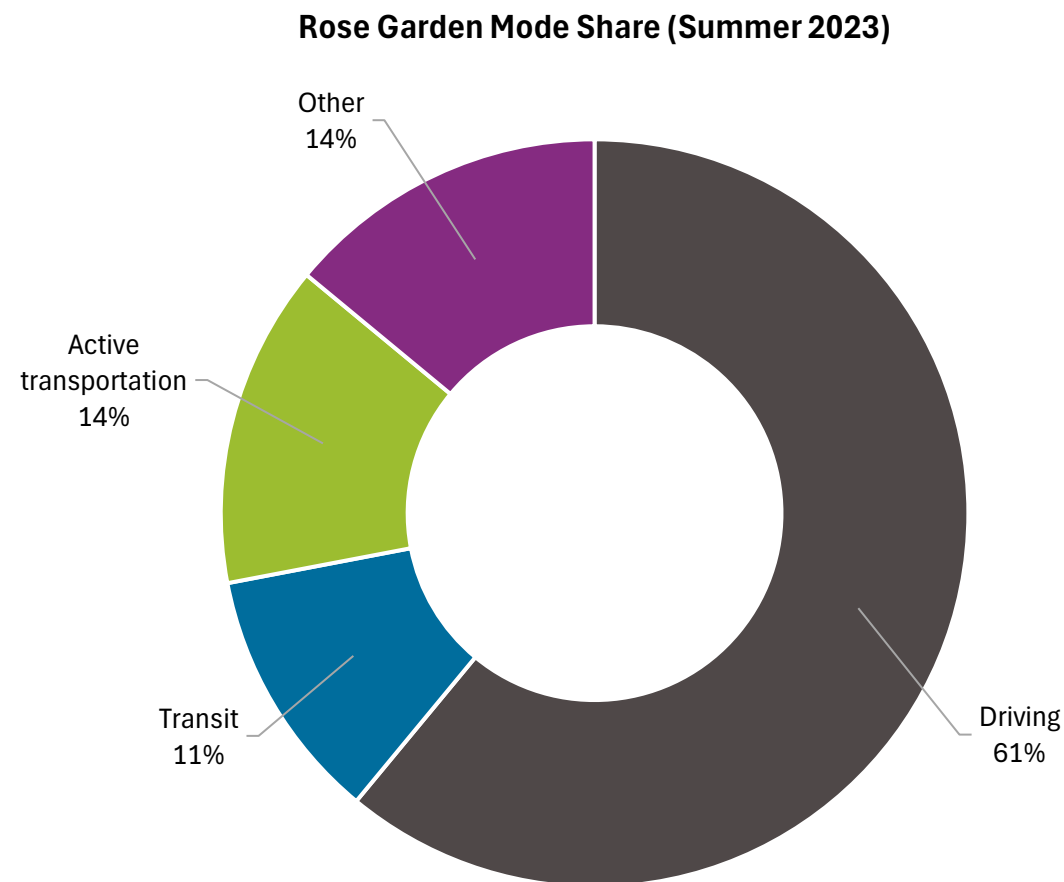
Total Daily Rose Garden Attendees (Summer 2023), Sorted From High to Low



Source: EWP Daily Operational Data, 2023, based on proportional attendance to Portland Japanese Garden and Oregon Zoo

Rose Garden: Mode Share (2023)

Travel Mode	Mode Share (%)	Visitors on Peak Day (2023)
Driving	60%	1,986
Transit	11%	358
Active Transportation	14%	456
Other	14%	456
Total	100%	3,257*



Source: 2023 Annual Transportation Report and EWP daily operational data 2023

*"Peak day" in 2023 was the highest recorded attendance of the summer for a non-event day or holiday

Rose Garden: Parking Demand and Utilization

HISTORICAL PARKING UTILIZATION IN RG WAY, PJG LOT, AND KINGSTON AVE (SATURDAY AUGUST 13, 2022)

Hourly parking utilization (number of cars parked)

Parking Facility	Capacity	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
RG Way, PJG Lot, & Kingston	159	92	123	130	132	134	138	141	129	122	122	122
Sherwood Blvd	186	9	98	152	157	148	152	156	141	122	116	113
Total PJG/RG Area	345	101	221	282	289	282	290	297	270	244	238	235

Hourly parking utilization (% full by facility)

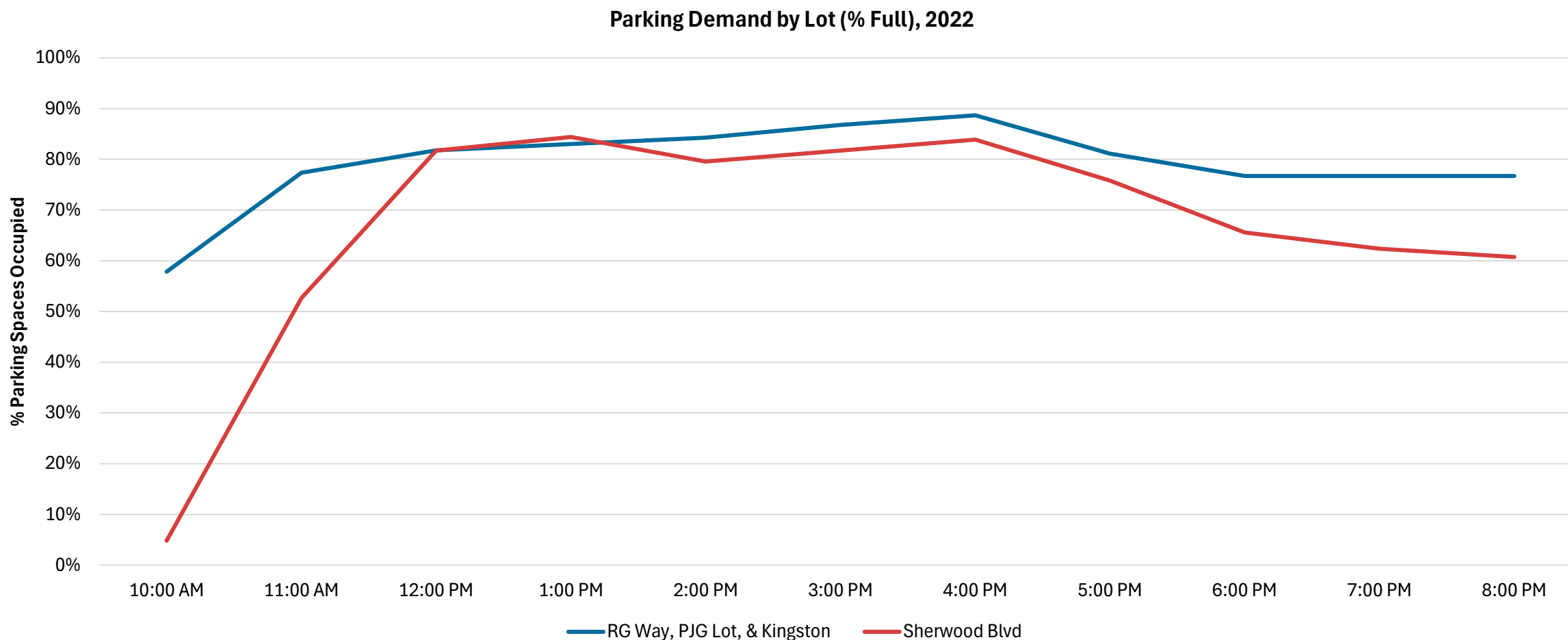
Parking Facility	Capacity	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
RG Way, PJG Lot, & Kingston	159	57.9%	77.4%	81.8%	83.0%	84.3%	86.8%	88.7%	81.1%	76.7%	76.7%	76.7%
Sherwood Blvd	186	4.8%	52.7%	81.7%	84.4%	79.6%	81.7%	83.9%	75.8%	65.6%	62.4%	60.8%
Total PJG/RG Area	345	29%	64%	82%	84%	82%	84%	86%	78%	71%	69%	68%

Lots are effectively full from
2 PM – 4 PM

Assumption: RG accounts
for 56% of area parking
demand (PJG 44%)

Rose Garden: Parking Demand and Utilization

HISTORICAL PARKING UTILIZATION IN RG WAY, PJG LOT, AND KINGSTON AVE (SATURDAY AUGUST 13, 2022)



Source: 2023 Parking Toolkit August 13 2022 Data

**Rose Garden:
Model and Assumptions for
“Typical Peak Day,” 2024**



3

Rose Garden: Typical Summer Saturday (2024)

GENERAL ASSUMPTIONS

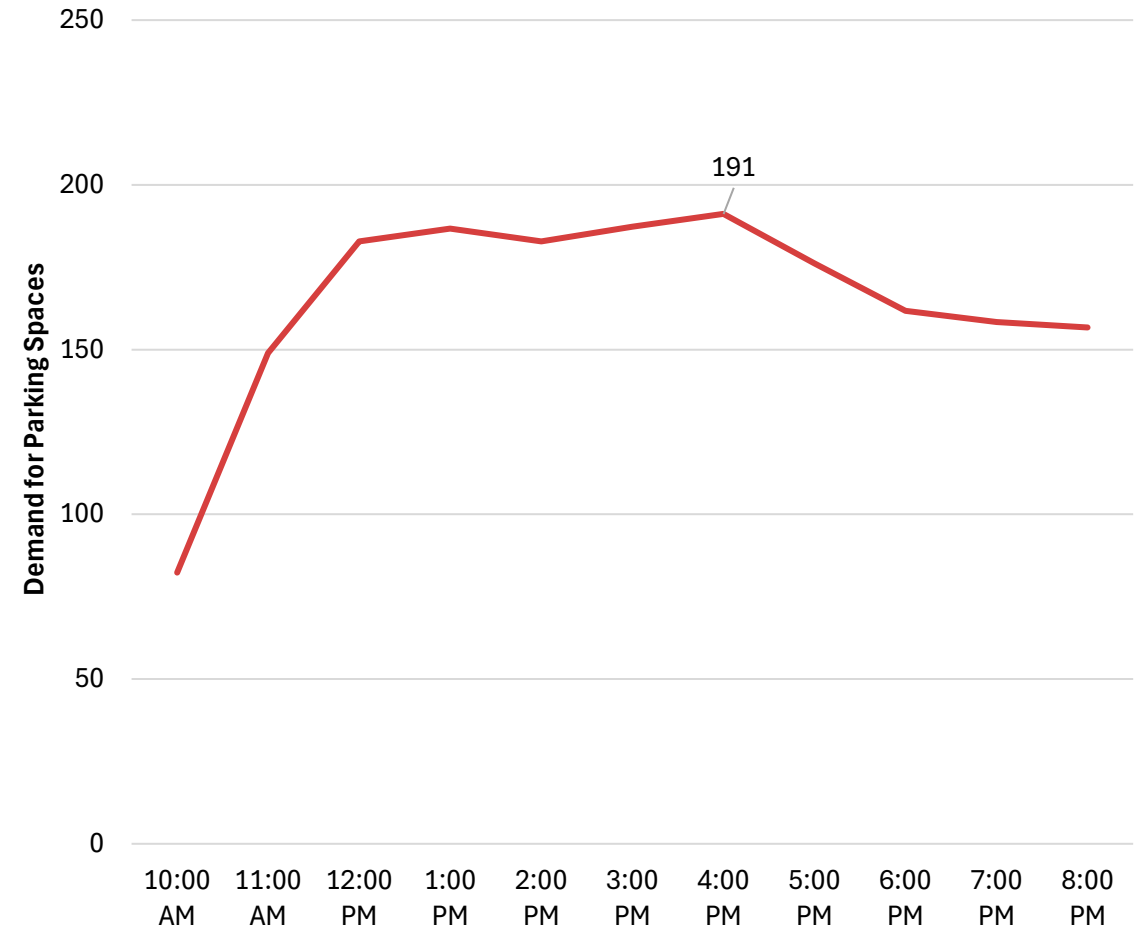
- 1.79% growth from 2023 to 2024
- Mode share for 2024 is the same as 2023
- “Round up” peak parking demand to 100% full in lots/on-street spaces near PJG and RG
 - While data indicates 88-89% full at peak, staff observe it is effectively 100%
- Portland Japanese Garden and Rose Garden parking:
 - Recognize that many people visit both destinations
 - For planning purposes, assume a 44%/56% split for PJG and RG share of parking demand in parking nearby (based on mode share and peak season attendance per 2023 annual transportation report)

Rose Garden: Typical Summer Saturday (2024)

PARKING DEMAND

- Peak demand: 191 parking spaces (~4 PM)
- Hourly demand factors (% full at each hour of the day) based on 2022 parking toolkit
 - Adjusted so that demand for parking in the vicinity of PJG/RG is 100% at peak times
 - Assumes RG accounts for 56% of local parking demand (44% Rose Garden)

Hourly Parking Demand at Rose Garden, 2024

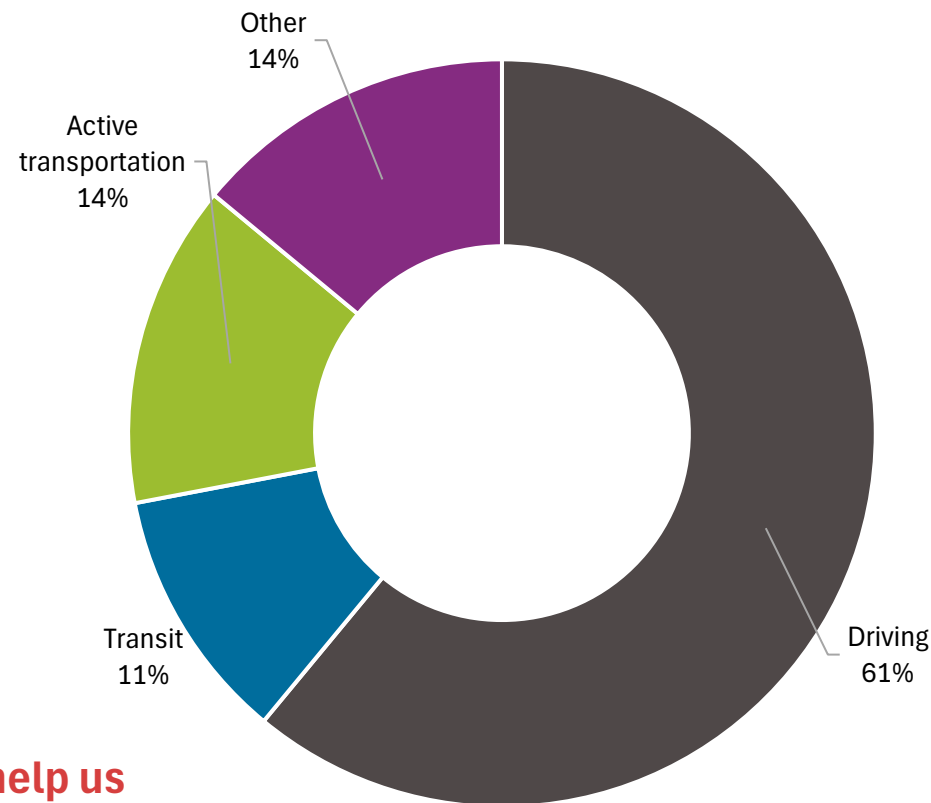


Rose Garden: Typical Summer Saturday (2024)

MODE SHARE

Variable	Assumption	Source or Notes
Total peak day visitors	3,257 visitors	Typical peak day 2023 + 1.8% growth
People who arrive by driving	2,022 visitors	Peak day visitors * 64% mode share
Peak parking demand	191 spaces	(needs discussion - see previous slide)
Ratio of peak parking demand to people who arrive by driving	0.09 spaces per person	(calculated)

Rose Garden Mode Share (Typical Day 2024)



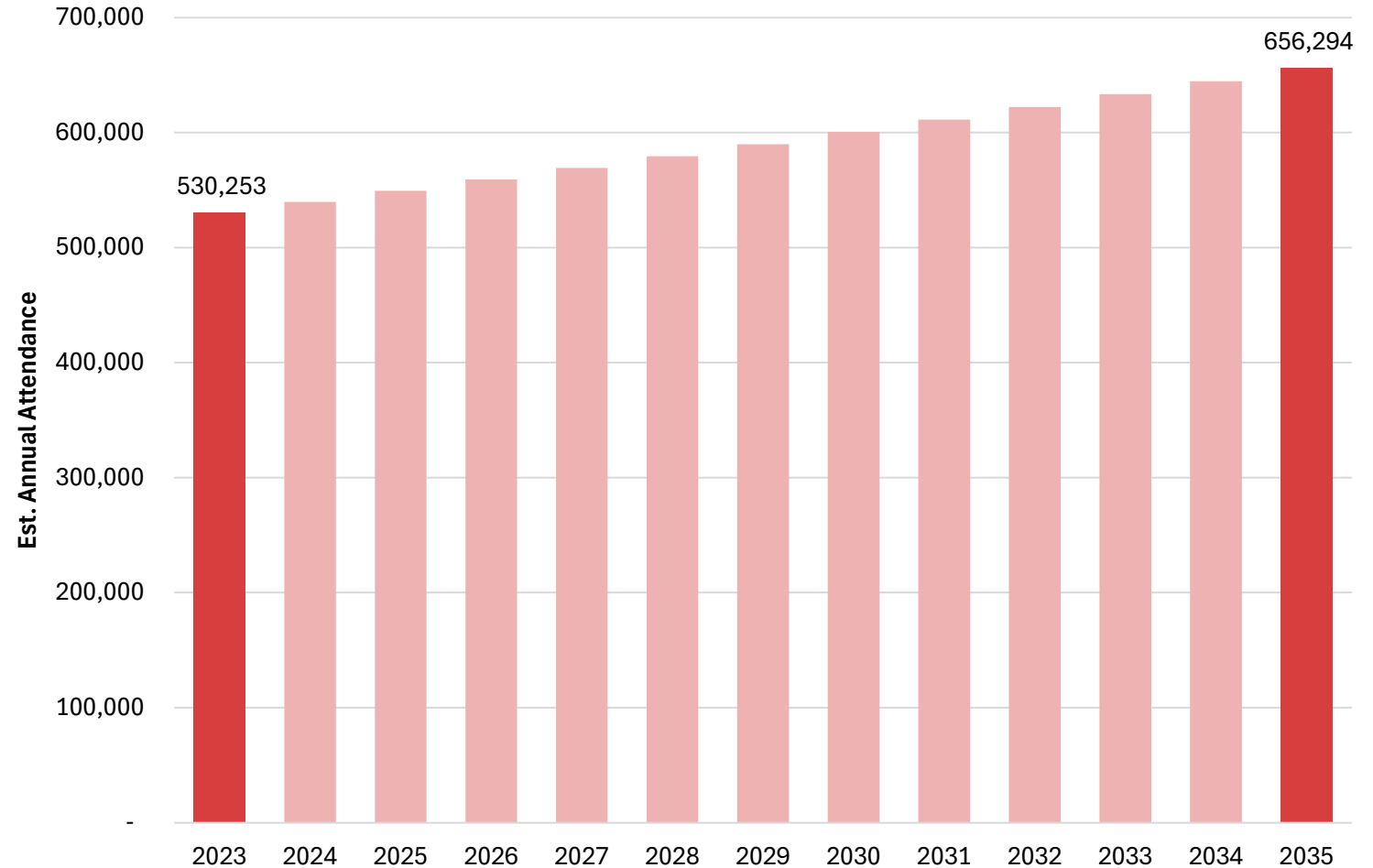
This is a key figure that will help us project future parking demand – need to discuss

Rose Garden: Projected Growth

Assumptions and Questions

- Assume annual attendance remains proportional to Rose Garden
 - Reasons to depart from that?
 - “Max” capacity to anticipate?
- Other related changes to consider?
- Daily growth is proportional to annual?

Rose Garden - Est. Annual Attendance



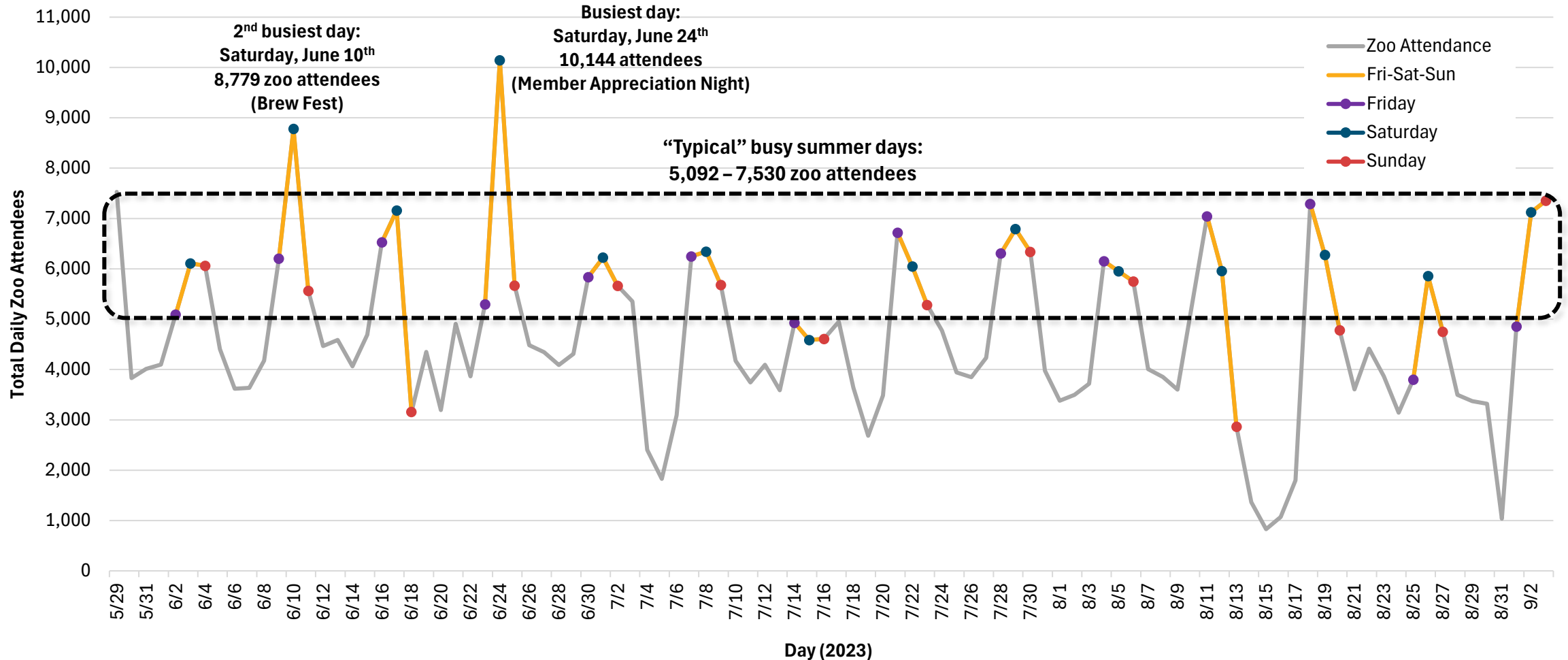
Oregon Zoo: Historical Data



2

Oregon Zoo: Daily Attendance, Summer 2023

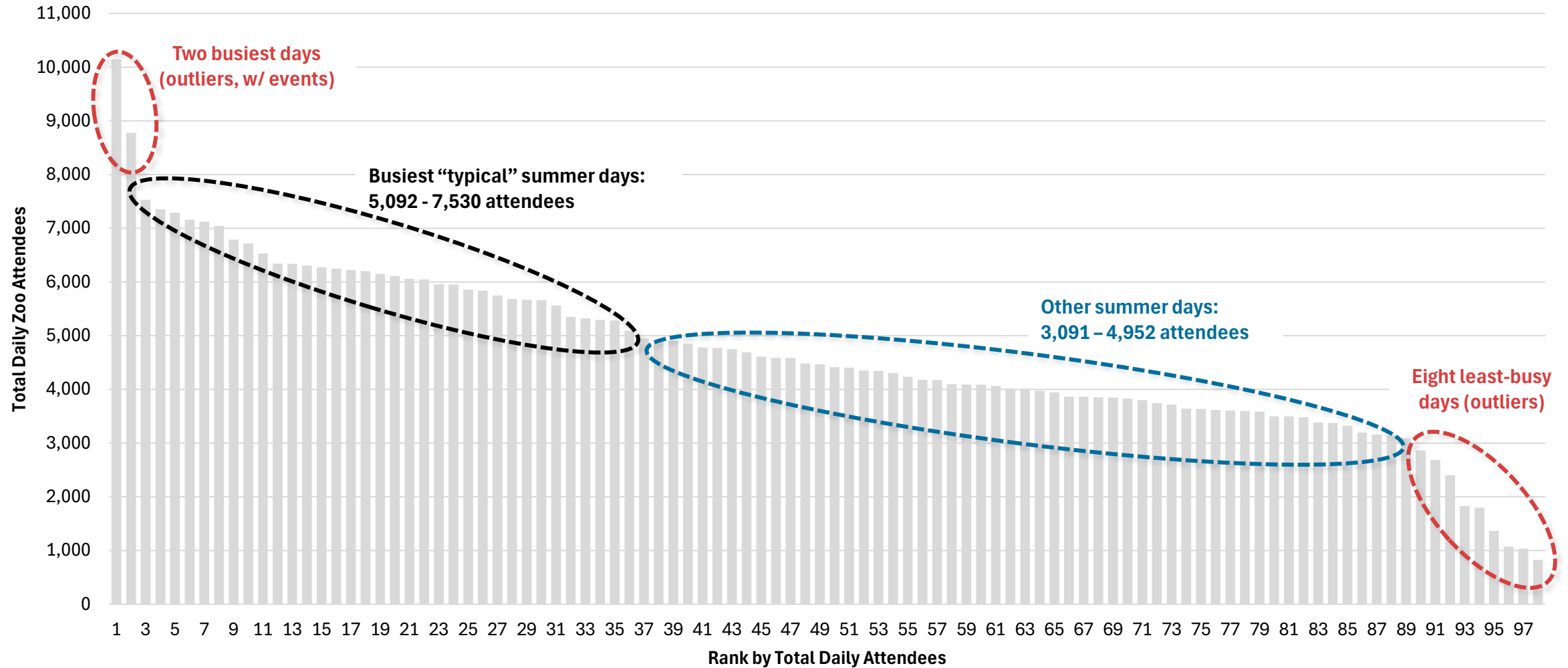
Total Daily Zoo Attendees (Summer 2023)



Source: EWP Daily Operational Data

Oregon Zoo: Ranked Daily Attendance, Summer 2023

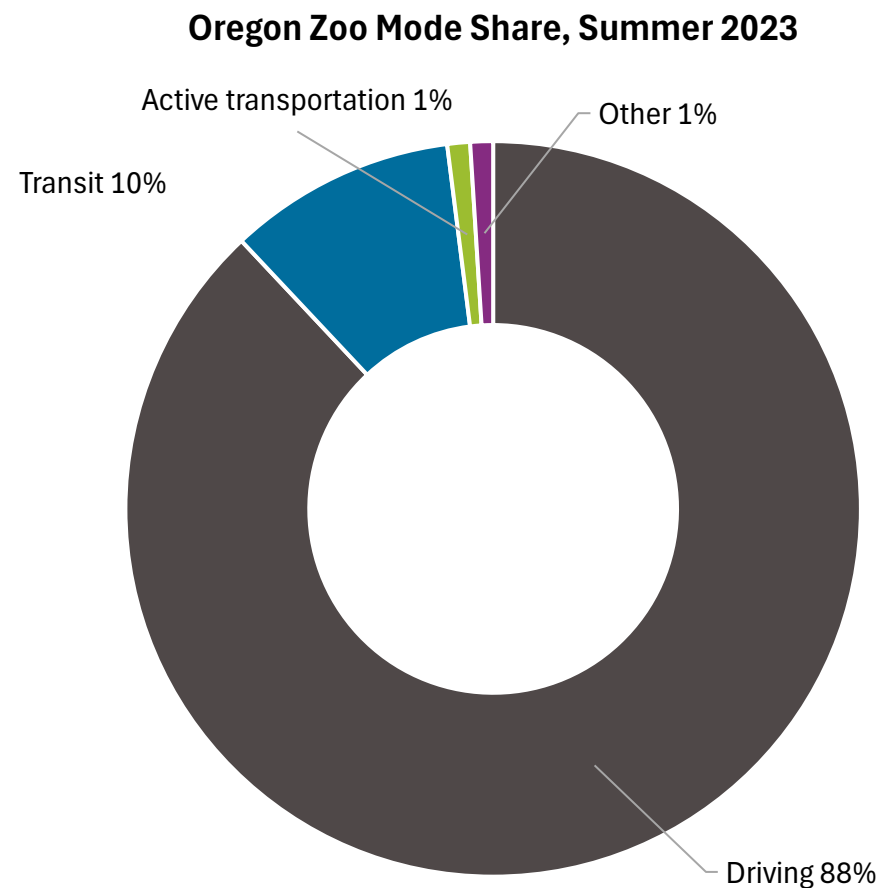
Total Daily Zoo Attendance (Summer 2023), Sorted From High to Low



Source: EWP Daily Operational Data

Oregon Zoo: Mode Share (2023)

Travel Mode	Mode Share (%)	Visitors on Peak Day (2023)
Driving	88%	6,626
Transit	10%	753
Active Transportation	1%	75
Other	1%	75
Total	100%	7,530*



Source: 2023 Annual Transportation Report

*"Peak day" in 2023 was the highest recorded attendance of the summer for a non-event day (7,530 tickets sold)

Oregon Zoo: Parking Demand and Utilization

HISTORICAL PARKING UTILIZATION IN LOTS A, B, AND C (SATURDAY AUGUST 13, 2022)

Hourly parking utilization (number of cars parked)

Parking Facility	Capacity	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
Lot A	119	17	111	109	109	107	109	110	105	97	95	95
Lot B	614	501	560	552	540	551	548	549	538	515	493	490
Lot C	222	48	201	205	203	191	189	178	168	160	157	155
Subtotal	955	566	872	866	852	849	846	837	811	772	745	740
Sylvan (est.)	347	0	174	312	312	295	278	243	174	69	17	0
Total	1,302	566	1,046	1,178	1,164	1,144	1,124	1,080	985	841	762	740

Hourly parking utilization (% full by facility)

Parking Facility	Capacity	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
Lot A	119	14%	93%	92%	92%	90%	92%	92%	88%	82%	80%	80%
Lot B	614	82%	91%	90%	88%	90%	89%	89%	88%	84%	80%	80%
Lot C	222	22%	91%	92%	91%	86%	85%	80%	76%	72%	71%	70%
Subtotal	955	59%	91%	91%	89%	89%	89%	88%	85%	81%	78%	77%
Sylvan (est.)	347	0%	50%	90%	90%	85%	80%	70%	50%	20%	5%	0%
Total	1,302	43%	80%	90%	89%	88%	86%	83%	76%	65%	59%	57%

Lots are effectively full from
11 AM through ~3 PM

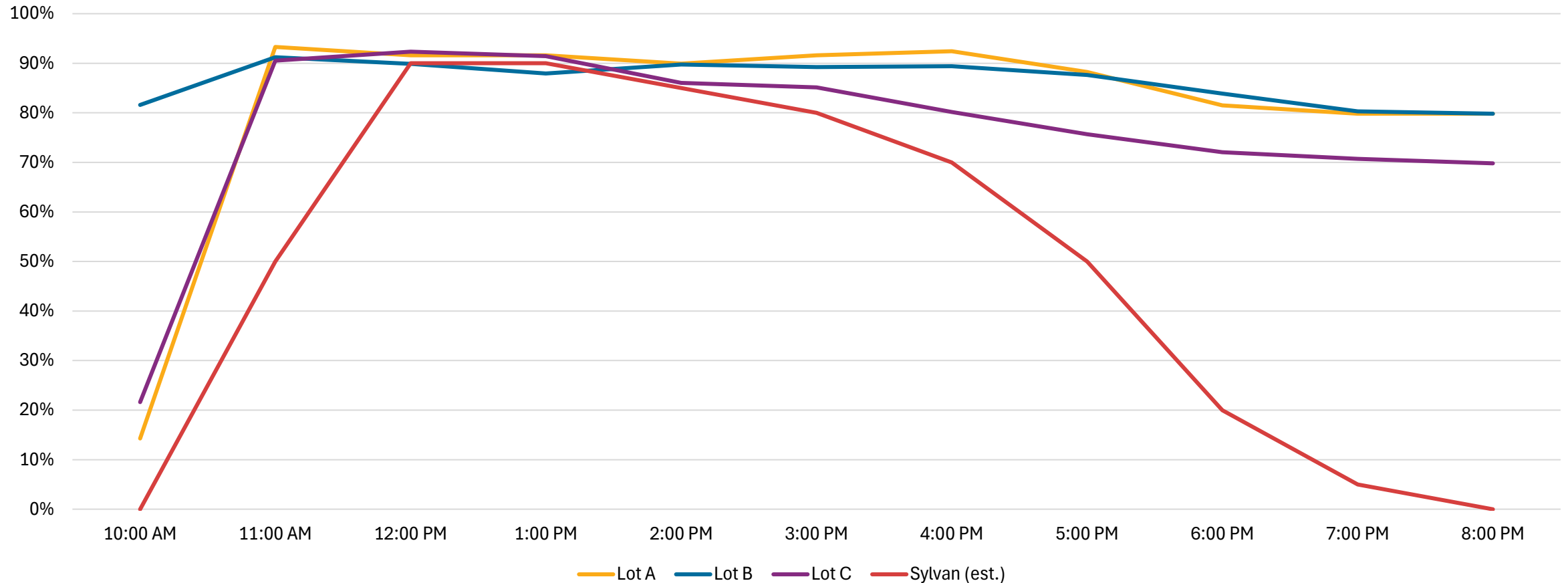
Overflow @ Sylvan: 90% full
at peak; drop off 2 – 5 PM

Source: 2023 Parking Toolkit (lots A, B, and C), EWP daily operational data for summer 2023 (Sylvan)

Oregon Zoo: Parking Demand and Utilization

PARKING DEMAND IN LOTS A, B, C, AND SYLVAN OVERFLOW LOTS

Parking Demand by Lot (% Full), 2022



Source: 2023 Parking Toolkit August 13 2022 Data (lots A, B, and C); EWP daily operational data for summer 2023 (Sylvan)

**Oregon Zoo:
Model and Assumptions for
“Typical Peak Day,” 2024**

3

Oregon Zoo: Typical Summer Saturday (2024)

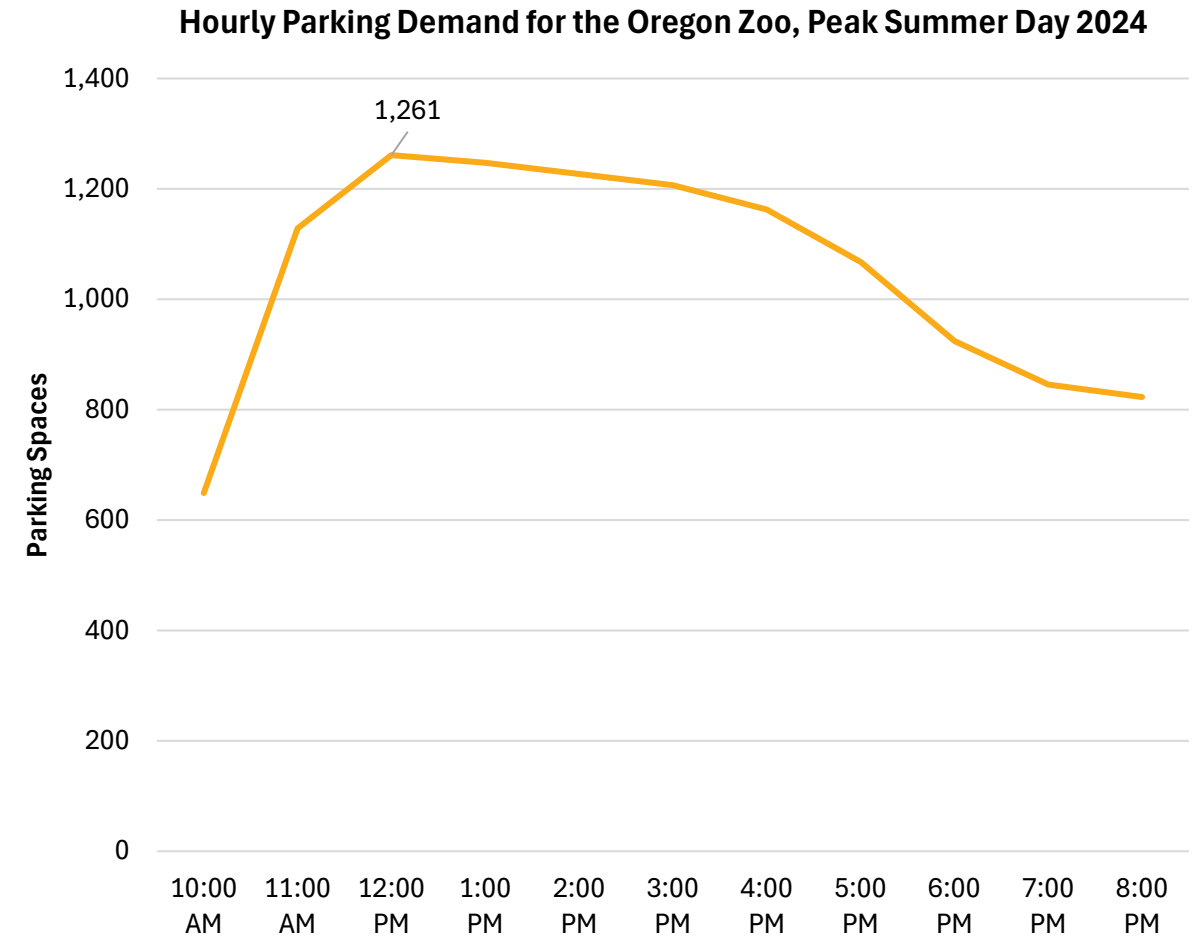
GENERAL ASSUMPTIONS

- 3% growth from 2023 to 2024
- Mode share for 2024 is the same as 2023
- “Round up” peak parking demand to 100% full in lots A, B, and C
 - While data indicates 91-93% full, staff observe it is effectively 100% - possibly some people not paying, etc.
- Keep overflow lots at 90% full at peak

Oregon Zoo: Typical Summer Saturday (2024)

PARKING DEMAND

- Peak demand: 1,261 parking spaces (12 PM)
- Hourly demand factors (% full at each hour of the day) based on 2022 parking toolkit
 - Adjusted so that demand for lots A, B, and C is 100% at peak times
 - Assumes Sylvan lots are 90% full at peak times

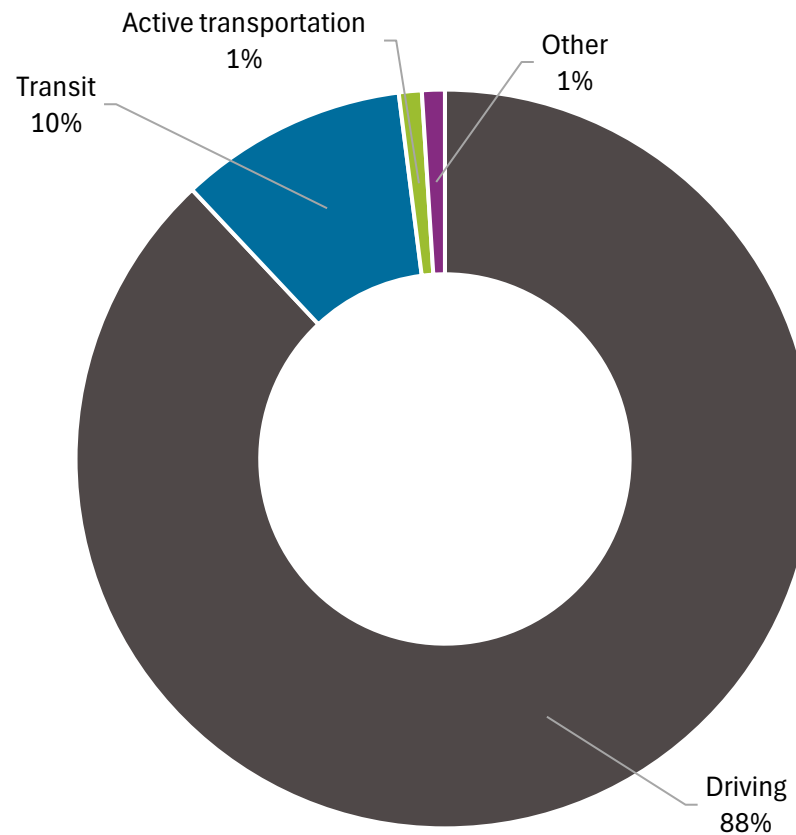


Oregon Zoo: Typical Summer Saturday (2024)

MODE SHARE

Variable	Assumption	Source or Notes
Total peak day visitors	7,756 visitors	Typical peak day 2023 + 3% growth
People who arrive by driving	6,825 visitors	Peak day visitors * 88% mode share
Peak parking demand	1,261 spaces	(see previous slide)
Ratio of peak parking demand to people who arrive by driving	0.18 spaces per person	(calculated)

Oregon Zoo Mode Share (Typical Peak Day, 2024)



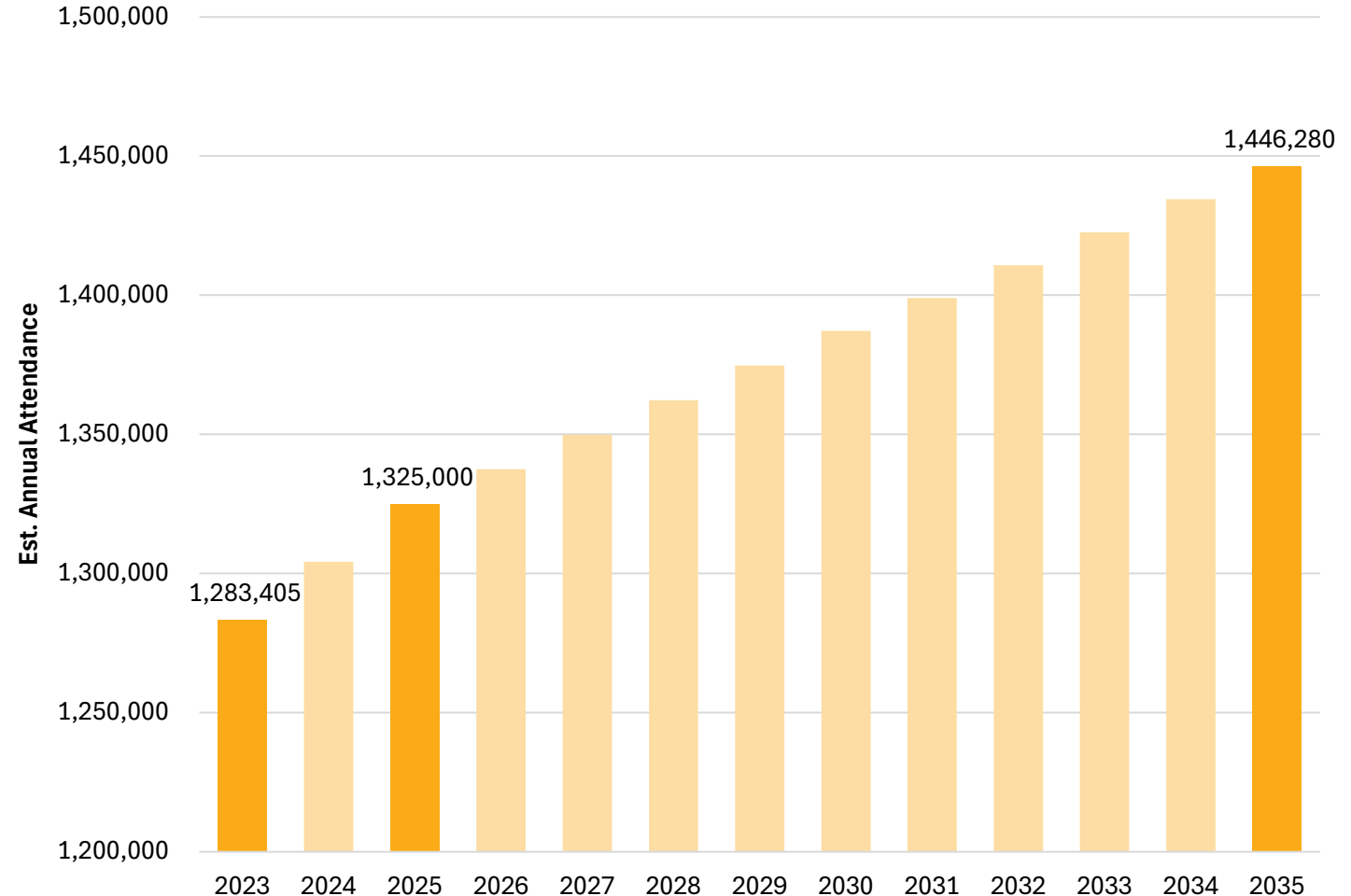
This is a key figure that will help us project future parking demand

Oregon Zoo: Projected Growth

Assumptions

- Est. annual attendance:
 - 1,325,000 in 2025
 - 1,446,280 in 2035
- Daily growth is proportional to annual?
- Other related changes to consider (i.e. more employees/staff on site each day)?
 - “deferred” demand on busiest days due to limited parking?

Oregon Zoo - Est. Annual Attendance



Source: Growth projections provided by Oregon Zoo staff

Thank You



Program Report

OREGON VIETNAM VETERANS LIVING MEMORIAL



HOYT
ARBORETUM
1987

WELCOME TO THE GARDEN
AS ALL THAT LEAFS
AND BLOSSOMS HERE
CAME FROM SEED.
SO TOO DID THE IDEA
FOR THIS LIVING MEMORIAL.
THE SEEDS OF ITS
CREATION WERE PLANTED
BY FIVE VETERANS AND
THE PARENTS OF A MARINE
KILLED IN VIETNAM.
THEY BEGAN THE OREGON
WORK WHEN THEY
RETURNED IN 1982 FROM
THE DEDICATION OF THE
NATIONAL MEMORIAL.
THESE FIVE, JOINED BY
OTHER VETERANS AND
MANY VOLUNTEERS, CHOSE
THE SITE AND DESIGN
AND BEGAN THE GATHERING
OF FUNDS WITH WHICH
TO BUILD AND PLANT.
THE PEOPLE OF OREGON,
RECONCILED BY SORROW
AND DESIRING TO HONOR
THE DEAD, GAVE
GENEROUSLY TO THIS
GARDEN'S CREATION
WITH THE WISH THAT
ALL WHO COME HERE MAY
KNOW REFRESHMENT
AND PEACE.

Program Report

MAREKETING AND EQUITY OUTREACH

Awareness Campaigns

Multiple awareness campaigns centering transit and highlighting Washington Park as a community of destinations have been finalized. You can expect to see:

- One Park illustrations on 36 TriMet buses (May – August)
- Targeted video advertisements on streaming TV apps and websites (May – June)
- All-new creative at the Washington Park MAX station, including floor graphics, wall wraps, and panels (May 2024 – 2026)

Washington Park Map & Guide

A revitalized and refreshed Washington Park Map & Guide Brochure will be in racks in May. It features a newly designed map that's to scale, editorial itineraries that encourage visitors to interact with the Park in a new way, and a more efficient fold to improve overall experience.

Social Media Reach

We have drastically increased our digital reach (Facebook 260%; Instagram 570%) and content interactions (Facebook 203%; Instagram 192%) to build awareness of the Park and its offerings. Washington Park continues to maintain an incredible 4.7 star rating on Google.

Equity Access - Tabling

In March, we participated in our first tabling event, and we've scheduled 15 more in the Portland Metro area (May – September), where we'll be distributing free transit passes to members of underserved communities to use for travel to and from Washington Park.

New Partnerships

Since the last board meeting, we've partnered with Family Preservation Project, SWANA Rose Center, People's Co-op, Vive Northwest, Immigrant Mutual Aid Coalition to distribute hundreds of TriMet passes.

A partnership with Vive NW is underway to help make Washington Park more accessible and increase knowledge of the Park. A DEI shuttle pilot program will bring 60 BIPOC community members to the Park throughout three events beginning in June. This month, we are working on preliminary research to identify neighborhoods in the Portland Metro area and beyond with the greatest transportation needs.

PROGRAM REPORT

OPERATIONS

Peak Season

- EWP hired and trained 7 peak season staff, who are currently in the field daily at multiple points in the park, handing out maps, answering questions, and assisting with some traffic control operations.
- Visitor services field team has had a great start of the summer and have had 20,000 interactions with the public through July 1st. This puts the team ahead of last year's pace by 23% and trending towards exceeding summer 2024 interaction goals.

Data Collection and Management

- Explore Washington Park finalized implementation of a new sql server database that utilizes Microsoft Power BI.
- The system will create data visualizations and allow for deeper data analysis for EWP and partners and tracks data from 2014-present
- EWP is diligently preparing for the peak season Annual Transportation Report surveying. Intercept surveys will occur in the Park in August with a goal of more than 1200 respondents.

Construction

- EWP has worked closely with PP&R and the Portland Water Bureau to adjust the traffic control plan during upcoming (July-September) peak season road closures during reservoir completion. The plan was adjusted to best serve visitors, the Washington Park Free Shuttle operations, and our partners.
- EWP staff responded to PJG requests for additional signs during PPRs construction at the Rose Garden
- EWP staff rerouted the shuttle to respond to road closures due to PPR construction

Transportation Access Plan

- Explore Washington Park has been working closely with consultant Nelson Nygaard in the prior three-months on the Transportation Access Plan.
- The team has completed the first board workshop, and continues to work through data analysis, goals, and strategies with consultant Nelson Nygaard.
- The team met one-on-one with venue Transportation Advisory Committee members.

Offsite Operations

- EWP is in final negotiations with the managers of offsite "Lot 3" for continued use of these stalls
- EWP expects this lot to be back on-line within the month.

PROGRAM REPORT

OPERATIONS CONTINUED

One Park Event

- EWP had our seasonal One Park event June 26th in the Shakespeare Garden of the Washington Park Rose Garden.
- The event was held during the breakfast hour and included snacks, bagels and coffee service.
- It was a great success, attended by roughly 40 Park employees.

MARKETING AND EQUITY OUTREACH

MARKETING

In May and June, our **advertisements were seen 8.7+ million times** on TriMet buses, posters hanging in Washington Park station, streaming-television commercials, social media, print magazines, and the morning news. These public awareness campaigns center public transit and highlight the Park as a community of destinations.

Campaign impressions led to **37K website users and 305K profile views** on Google Search and Google Maps in May and June. **Free Shuttle ridership reached 30.2K** over the two-month period.

We're currently in the process of adding audio to the Free Shuttle to help orient, entice, and educate visitors as they ride the loop, enhancing the experience for all riders.

Since the last board meeting, we also printed **69.5K maps** to be distributed on the shuttle and throughout the Park, Portland International Airport, Travel Portland Visitor Center, and the larger Metro area. They're available on our website in seven languages.

EQUITY

In June, we completed our **first shuttle run to Washington Park from an underserved, Spanish-speaking community** in Portland. Twenty visitors were bussed to the Park and provided free passes to the paid institutions. A Spanish tour was given on our Free Shuttle as visitors toured the Park.

As part of our Transit Pass Program, we partnered with local nonprofits and tabled at various farmer's markets and a Juneteenth event to distribute **1,532 TriMet passes** in May and June.

EXECUTIVE DIRECTOR GOALS

The attached Executive Director goals reflect feedback from the Board Chair and Executive Committee.

The following outlines the 6 month, annual, and professional development goals for the Executive Director.

SIX MONTH GOALS

Goal	Completed and board approved Transportation Access Plan
Indicator	Board approved document
Goal	Completed and board approved Funding Model Study
Indicator	Board approved document
Goal	Every staff member has clear list of 6 month, annual and professional development goals.
Indicator	Document with listed goals and indicators
Goal	Each committee has clear purpose, goals, indicators and annual agenda calendar
Indicator	Document with listed goals, indicators and agendas

ANNUAL GOALS

Goal	Staff retention
Indicator	86% staff retention (no more than 1 staff turnover) 100% retention of leadership team (Deputy Director, Marketing and Outreach Manager)
Goal	Run finances to stay within board approved budget
Indicator	90% revenue is met / Expenses stay within 15% of approved budget
Goal	Completed Service Delivery Plan
Indicator	Report on Service Delivery Plan that shows 90% completion
Goal	Secured funding for next FY
Indicator	Staff and programs are proportional to the funding
Goal	Effectively activate board members
Indicator	Attendance and participation at Board and Executive Committee meetings, One Park events

PROFESSIONAL DEVELOPMENT GOALS

Goal	Improved understanding of fundraising and development approaches
Indicator	Number of trainings around fundraising development fundraising Clearly identified next steps around fundraising and development
Goal	Utilize ten-year anniversary board gift to get inspired by other destination parks
Indicator	One trip to an “inspirational Park”
Goal	Increased understanding of how to work through challenging conversations and people.
Indicator	Completed coursework / training
Goal	Increased understanding of board governance models
Indicator	Completed coursework / training