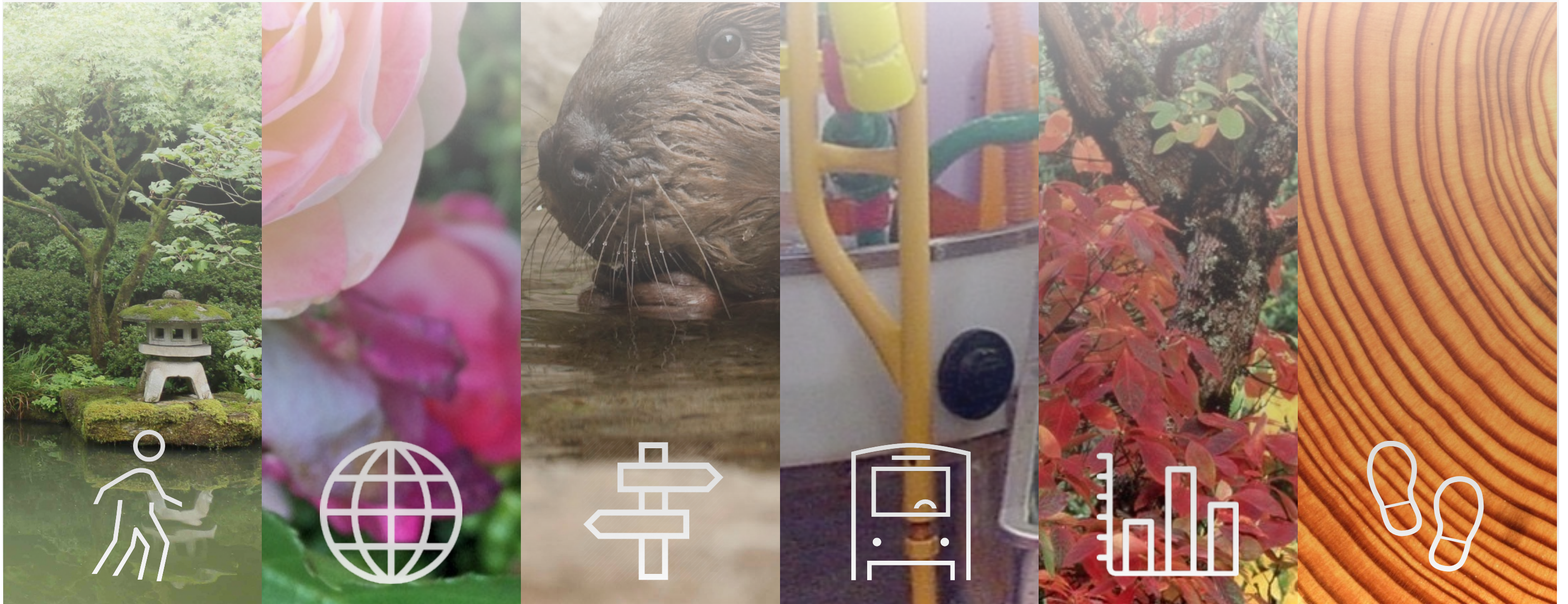


THE WASHINGTON PARK

visitor survey

FALL 2015



EXPLORE WASHINGTON PARK



# 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

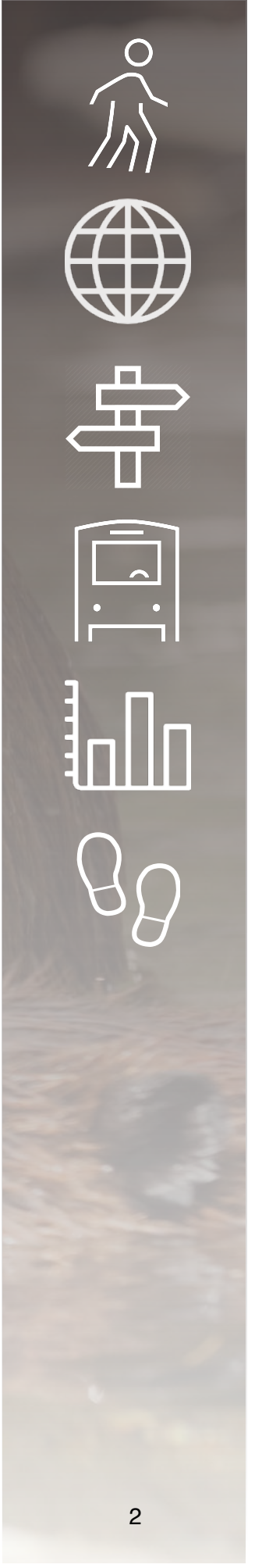
JP McNeil, Program Manager

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](mailto:jp@explorewashingtonpark.org).*



# Explore WASHINGTON PARK

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.

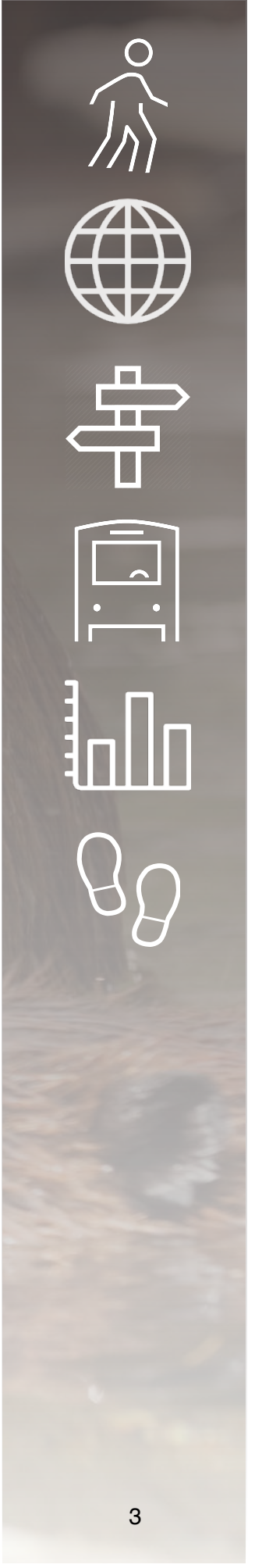
The 2015 EXP visitor intercept survey was conducted August 14-15 and August 21-22 at six locations representing the major park attractions:

- 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.







Kate Cummings

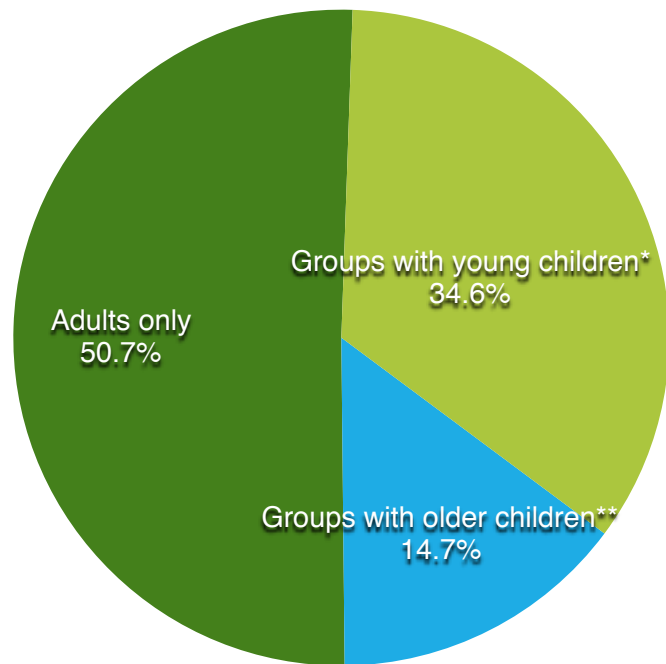


VISITOR PROFILE

who's coming to  
the park?



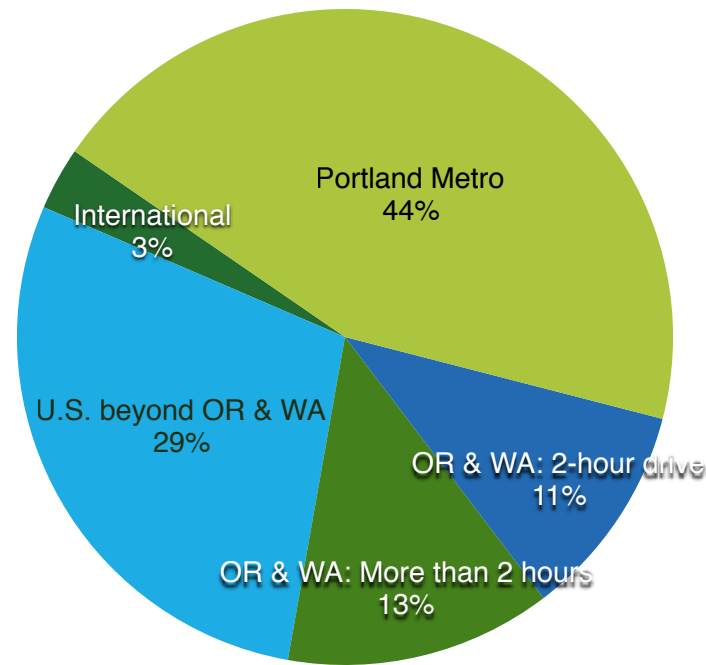
**Who's in the group?**



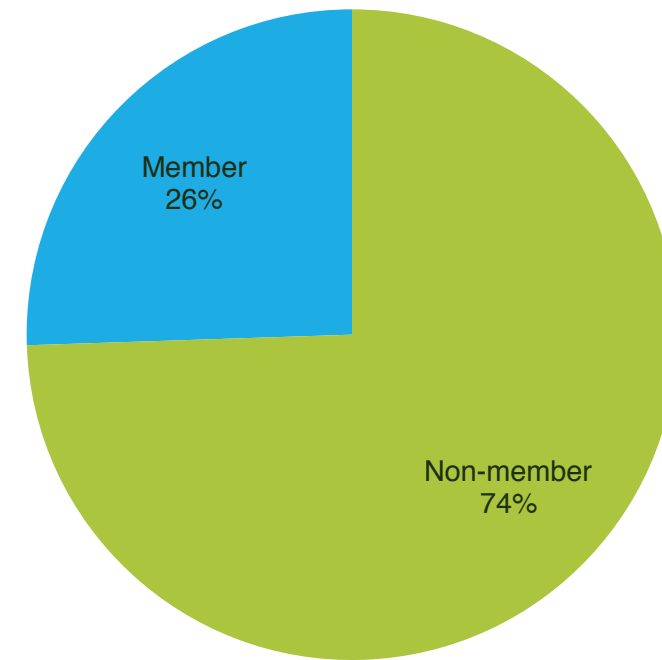
\*Young Children: Under age 7.

\*\*Older Children :Ages 7-17

**Where are they coming from?**

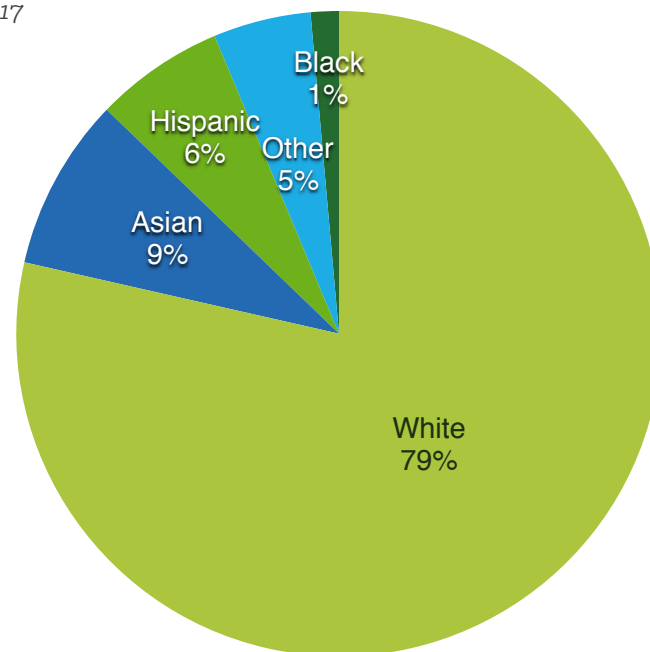


**Are they members?\*\*\***

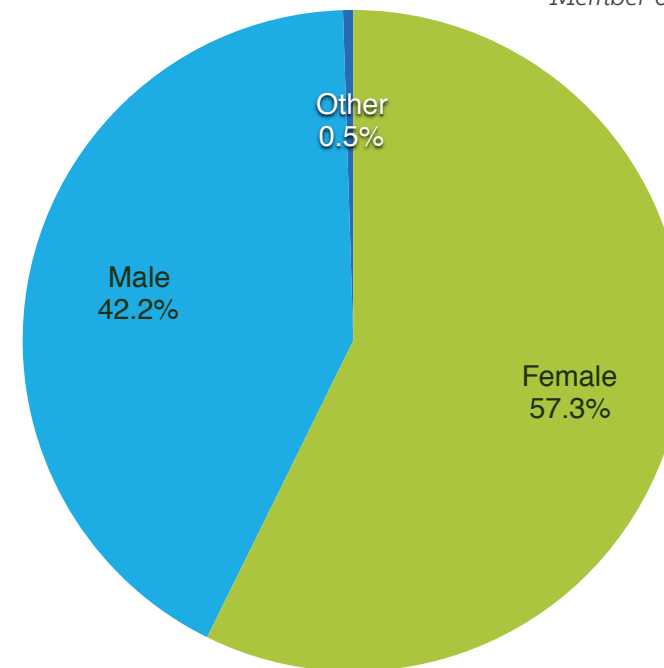


\*\*\*Member of a Washington Park Attraction

**Race & Ethnicity**



**Gender**



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.



VISITOR PROFILE





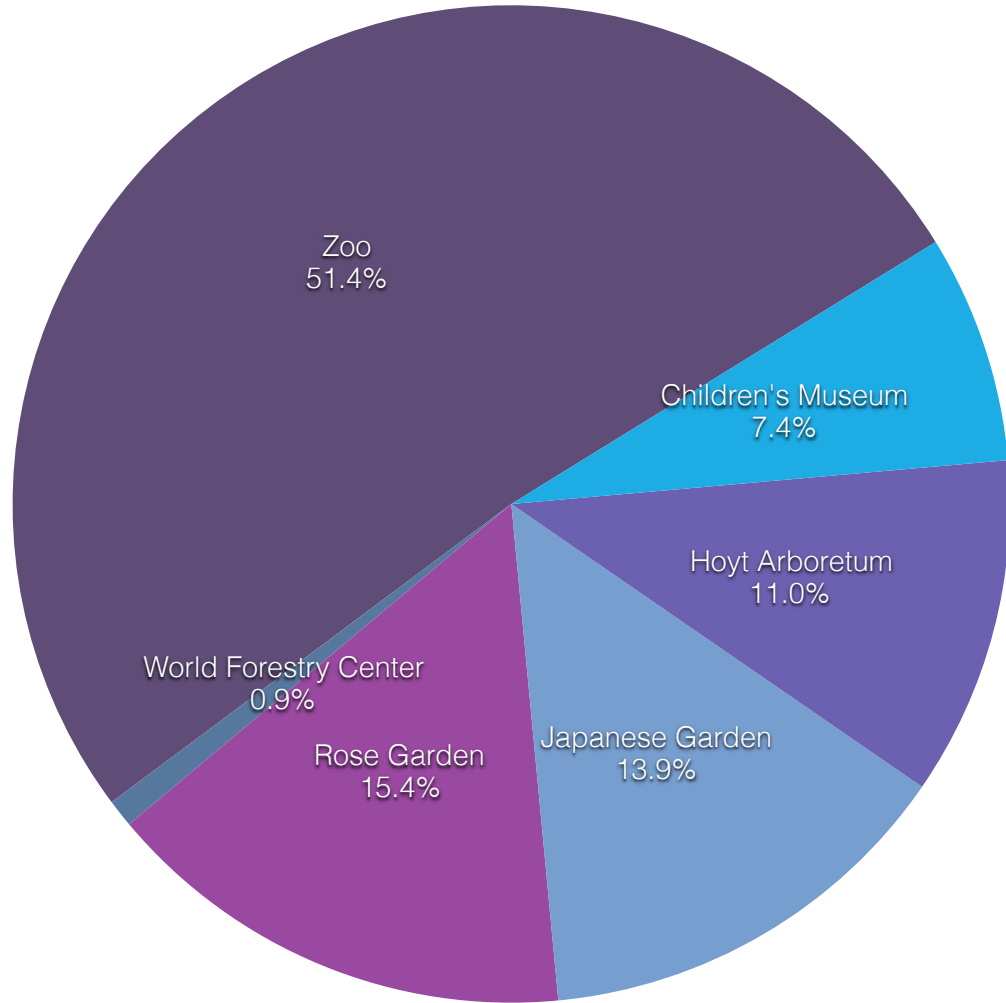
DESTINATIONS

where are they  
going?



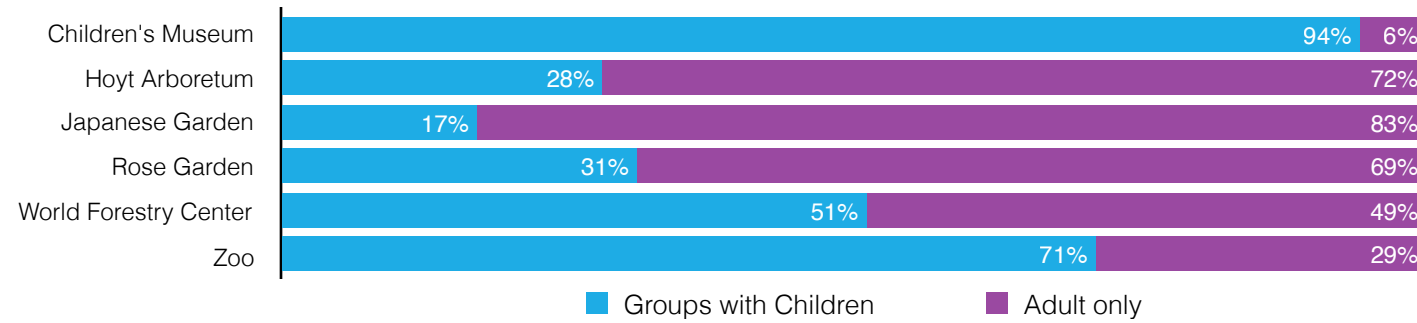


### Parkwide attendance percentage - August 2015\*

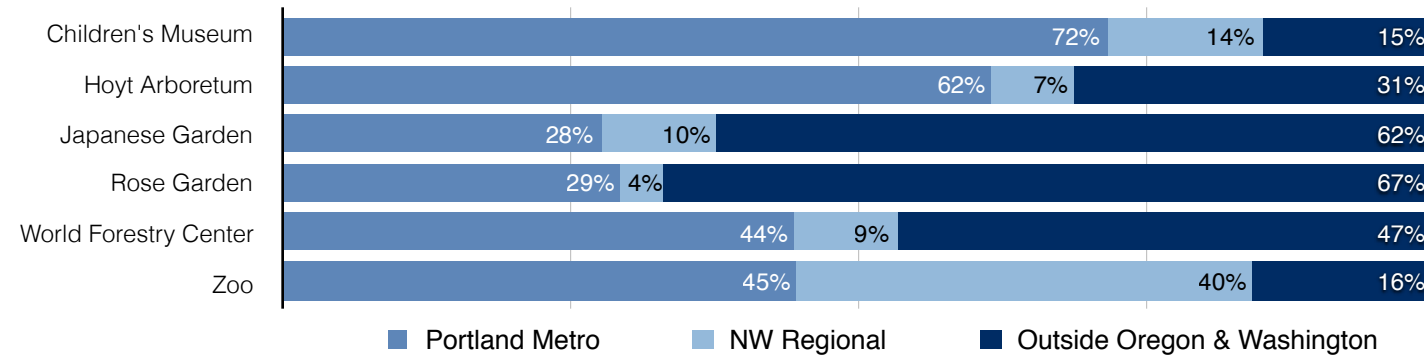


\*Attendance numbers for Rose Garden and Hoyt Arboretum are estimates

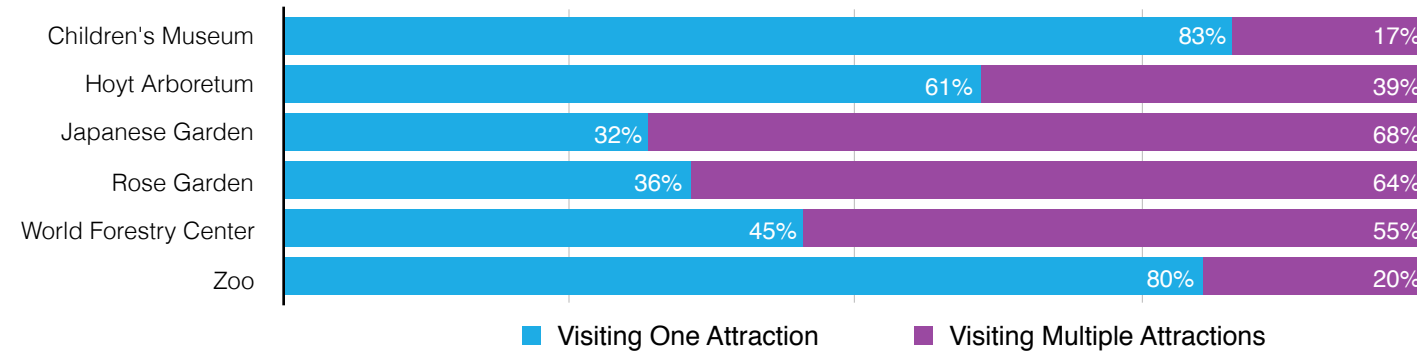
### Who is in the Group?



### Where are they coming from?



### Are they going to more than one attraction?



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.





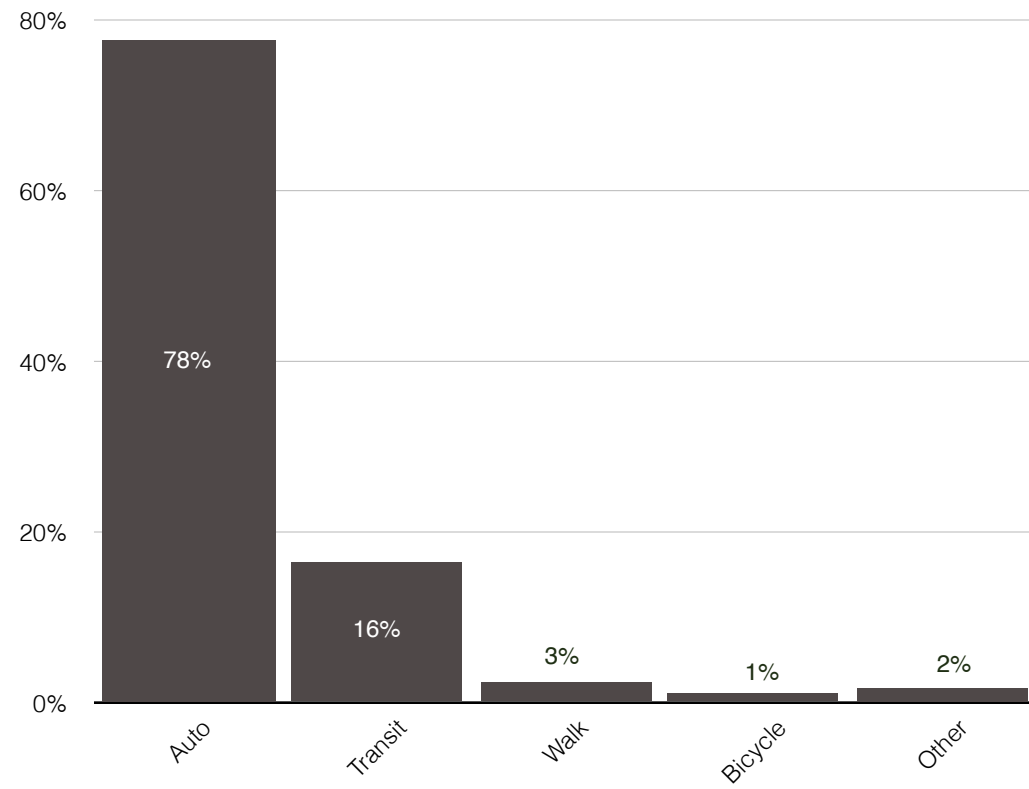
MODES

how did they get  
here?

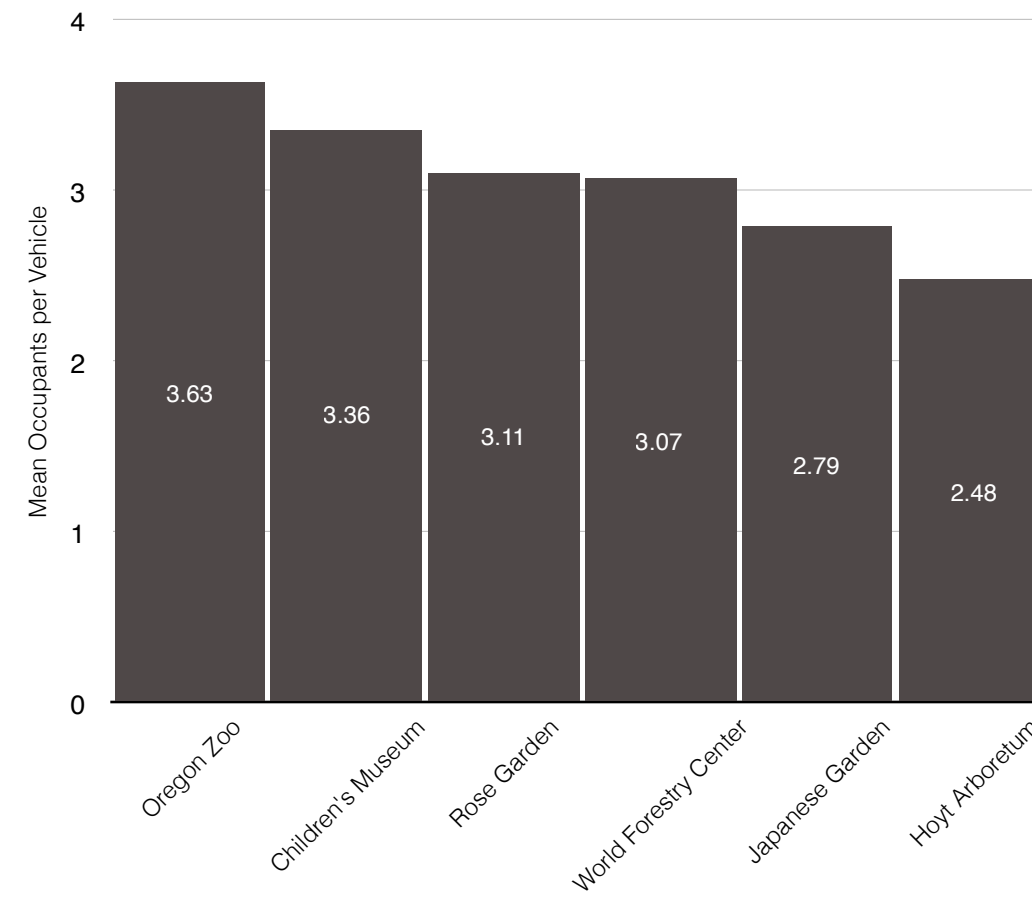




**How people get to the park**



**Number of people in the vehicle**

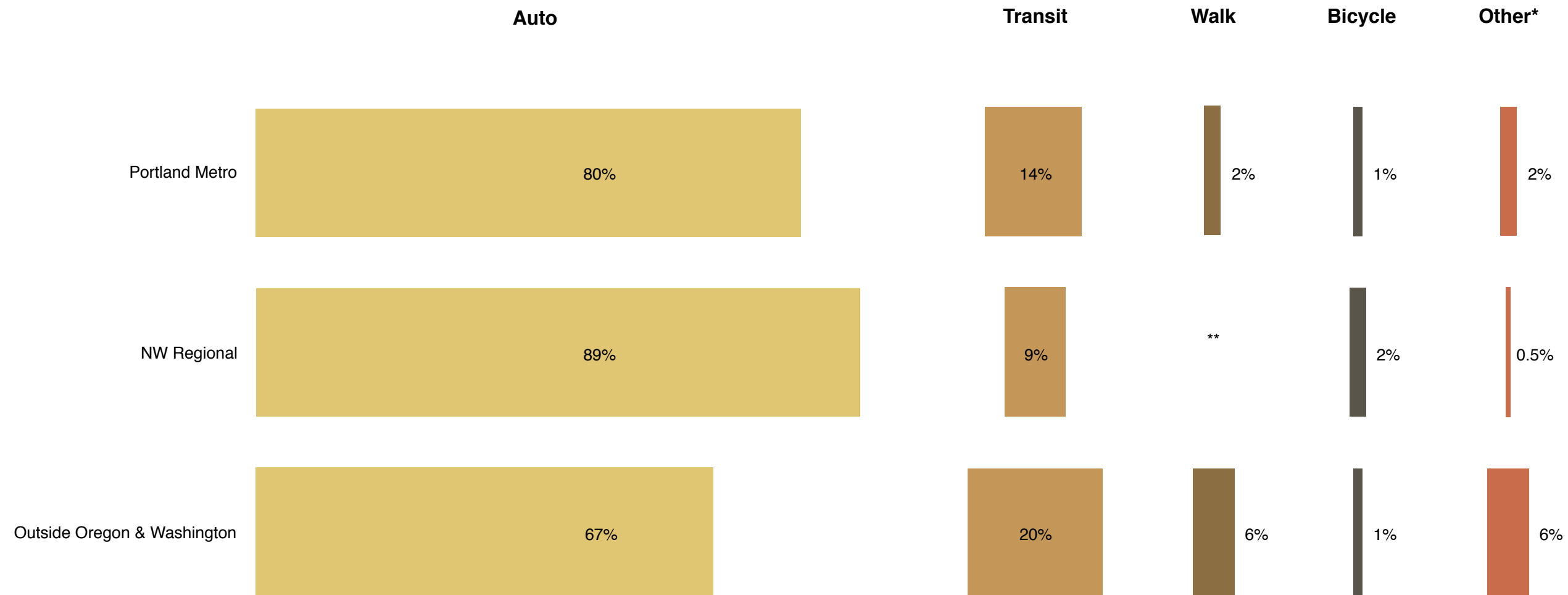


The heart of the survey is the “mode split” – what transportation mode visitors used to get to the park. Though most people drive to the park, the

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



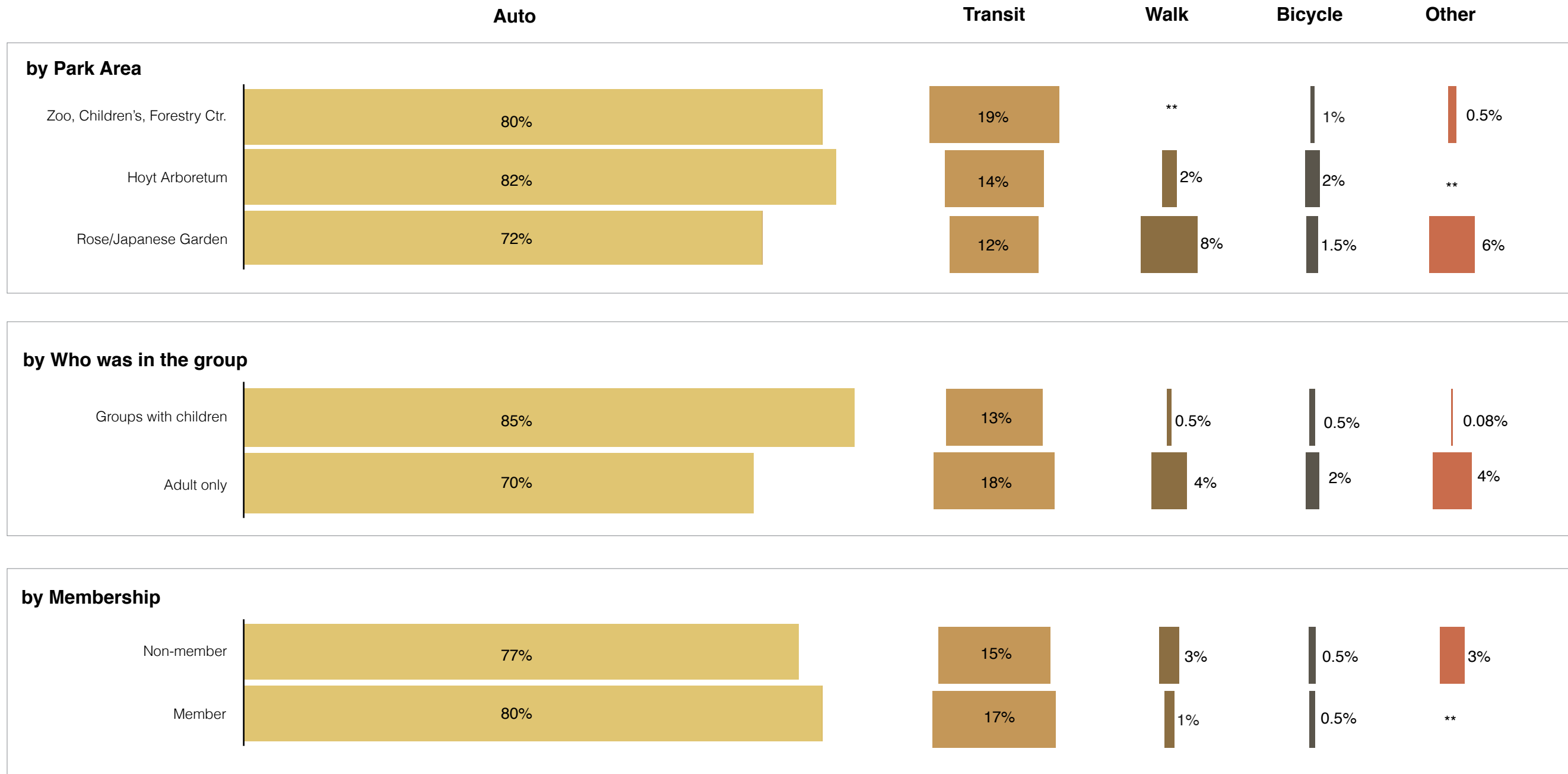
*\*Based on written comments, most "Other" responses referred to Uber, taxi, and Pink Trolley trips*



MODES



## How people get to the park







MOVEMENT

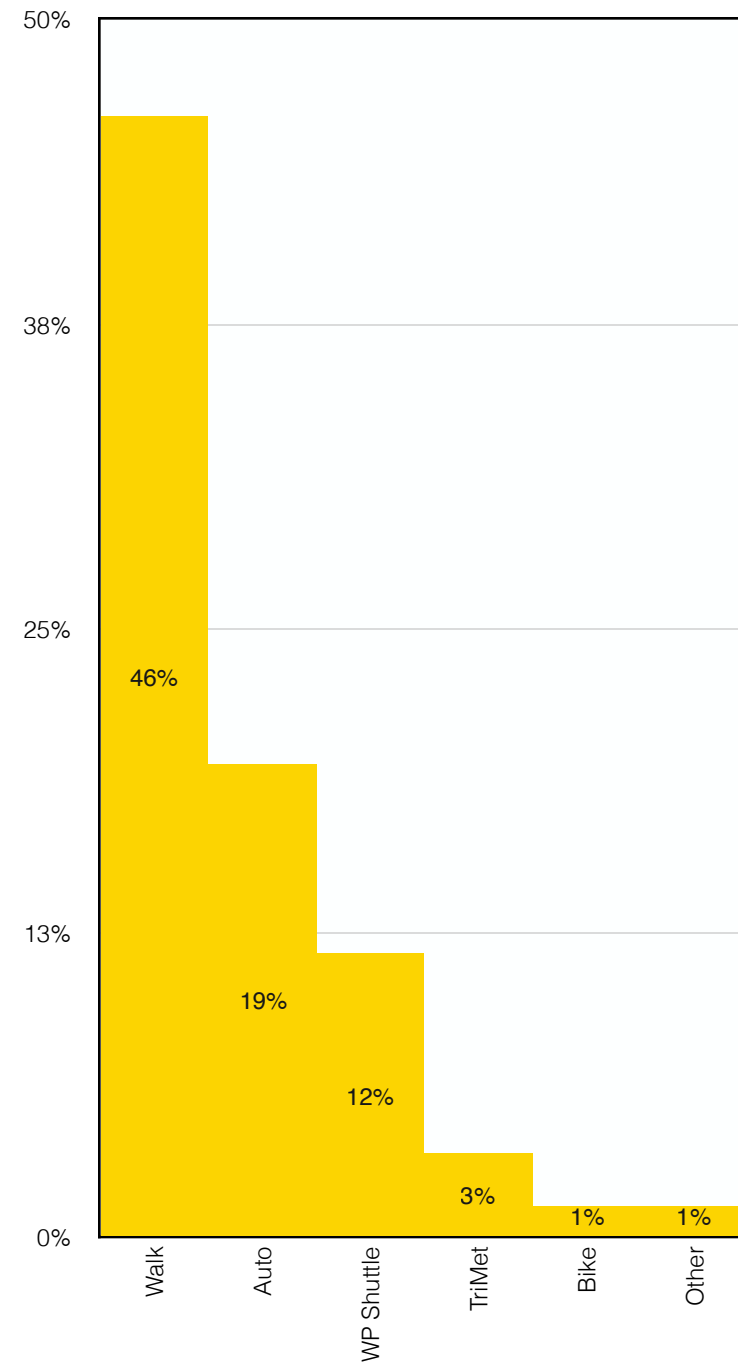
how did they get  
around the park?



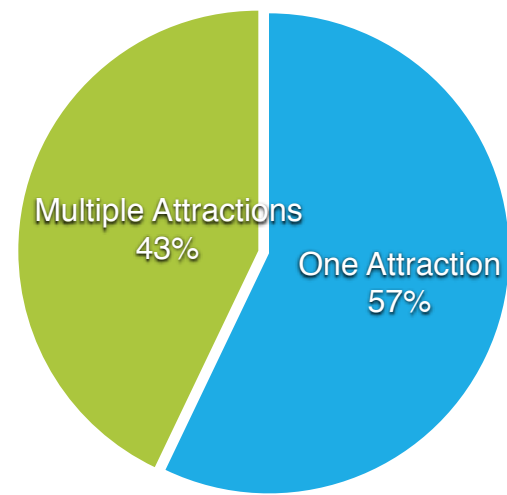


MOVEMENT

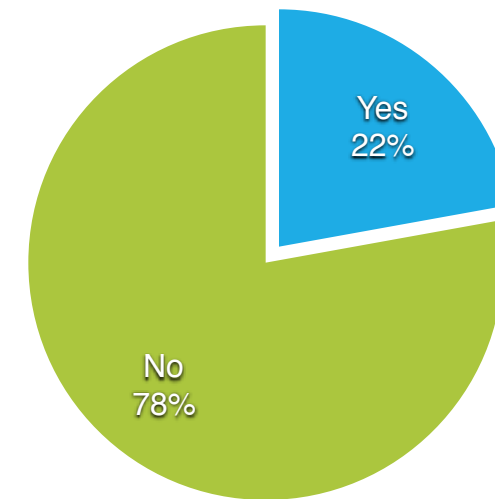
How are you getting around the park today?



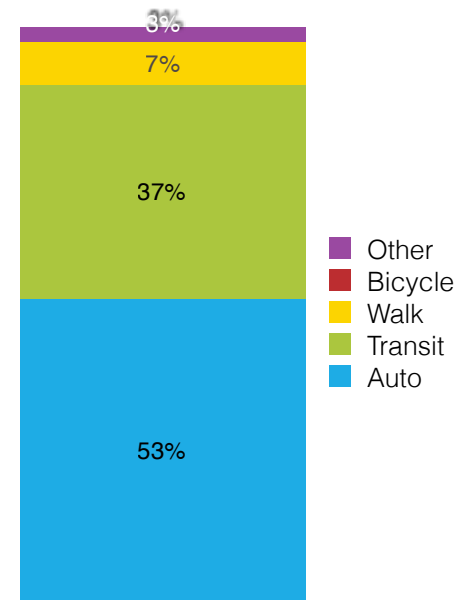
Number of Attractions Visiting



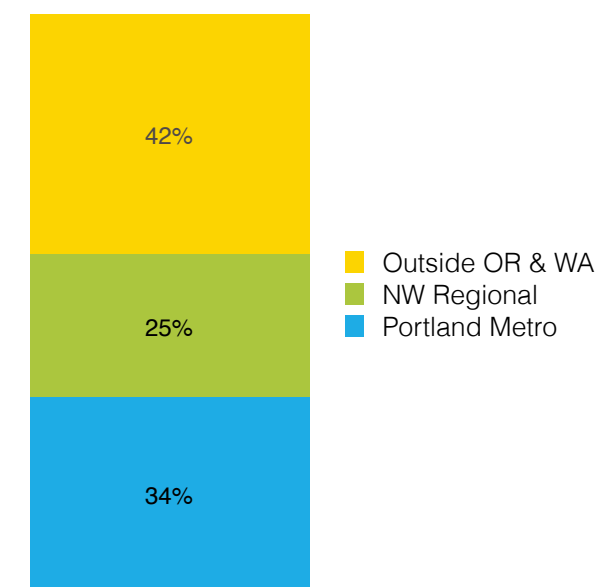
Shuttle Use



How shuttle riders got to the park



Where shuttle riders came from



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

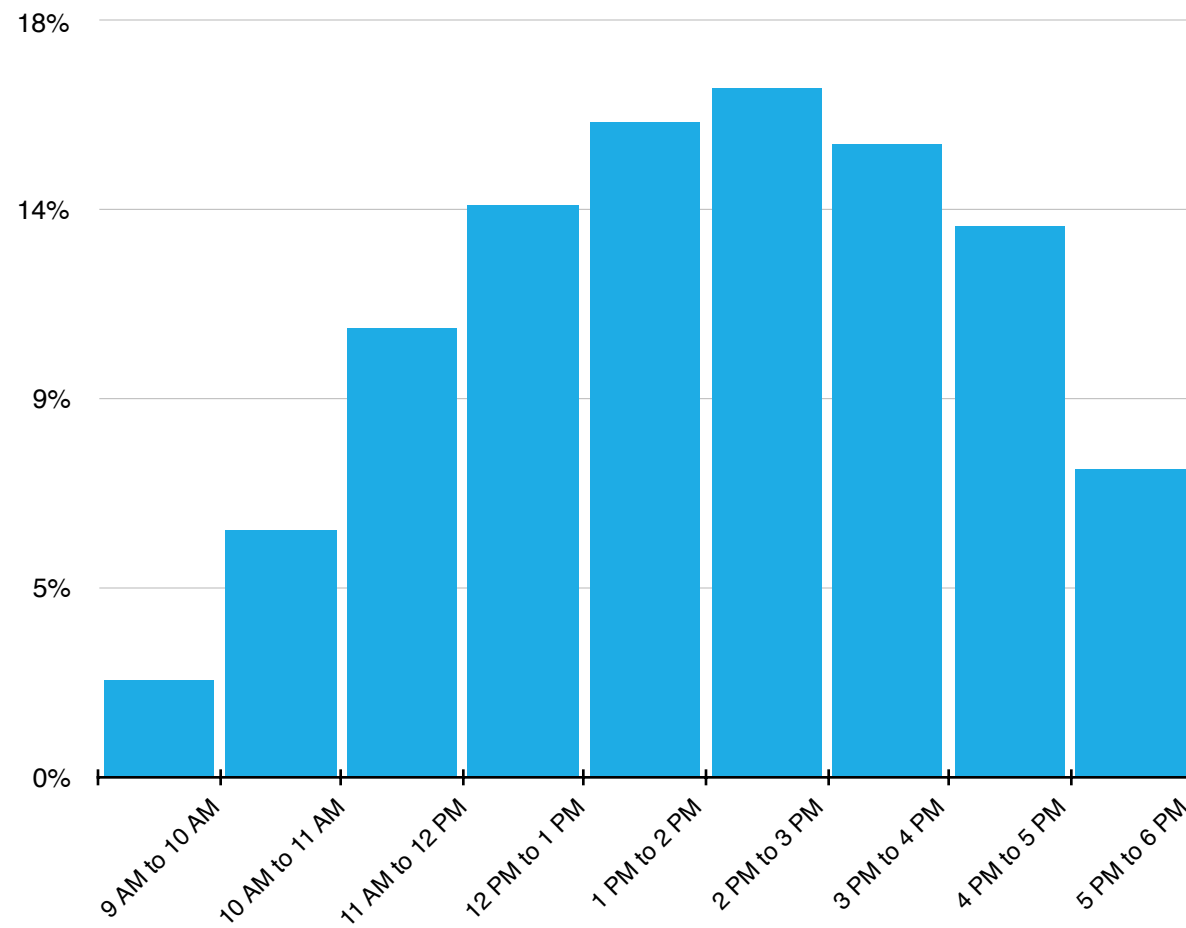
visitors, others chose this method to get around. A surprising number of visitors said they drove to the park and then used the shuttle to get around.



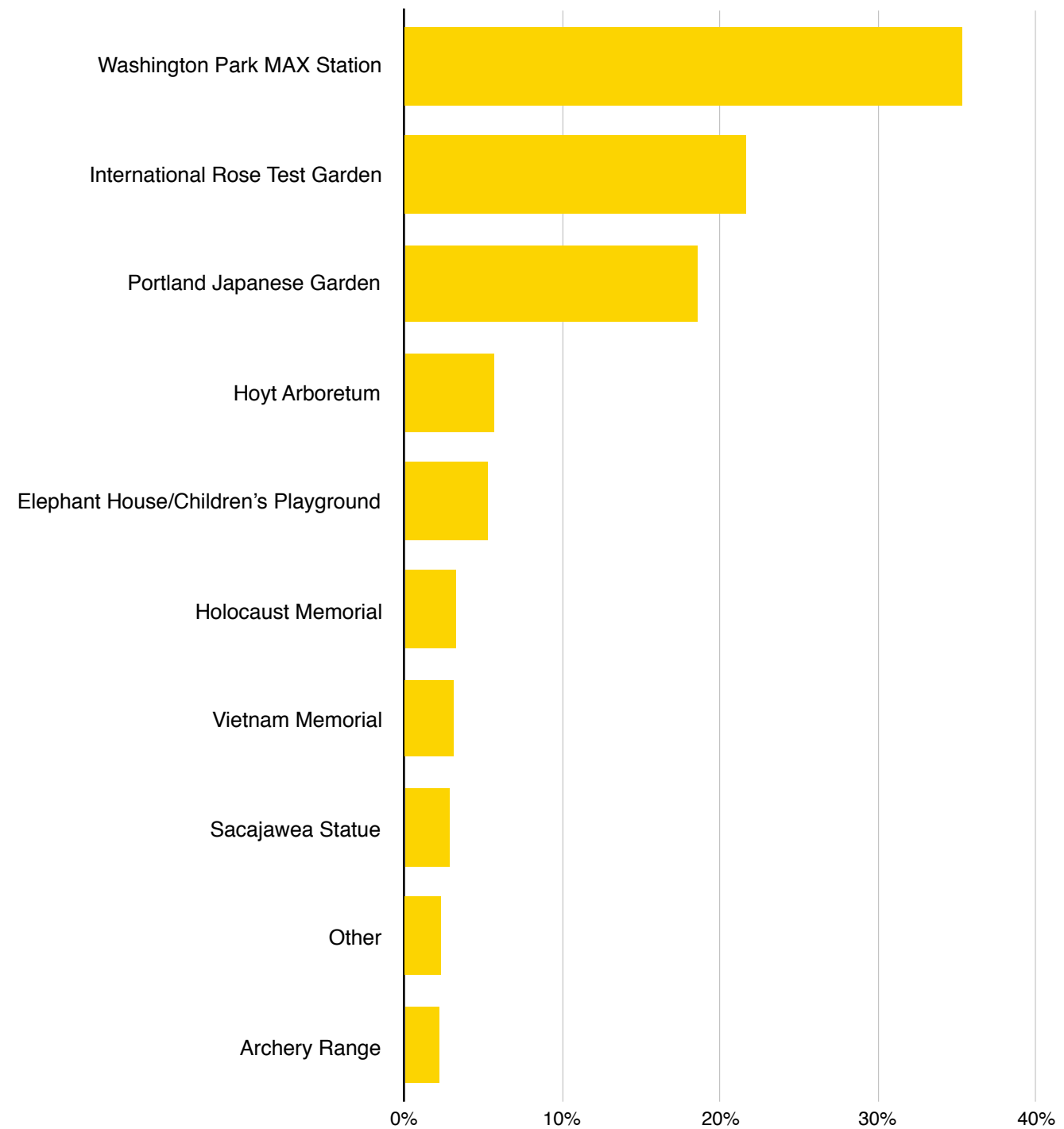
# 91,281

Total Shuttle Boardings  
May-September 2015

Shuttle boardings by time of day



Shuttle boardings by location



MOVEMENT



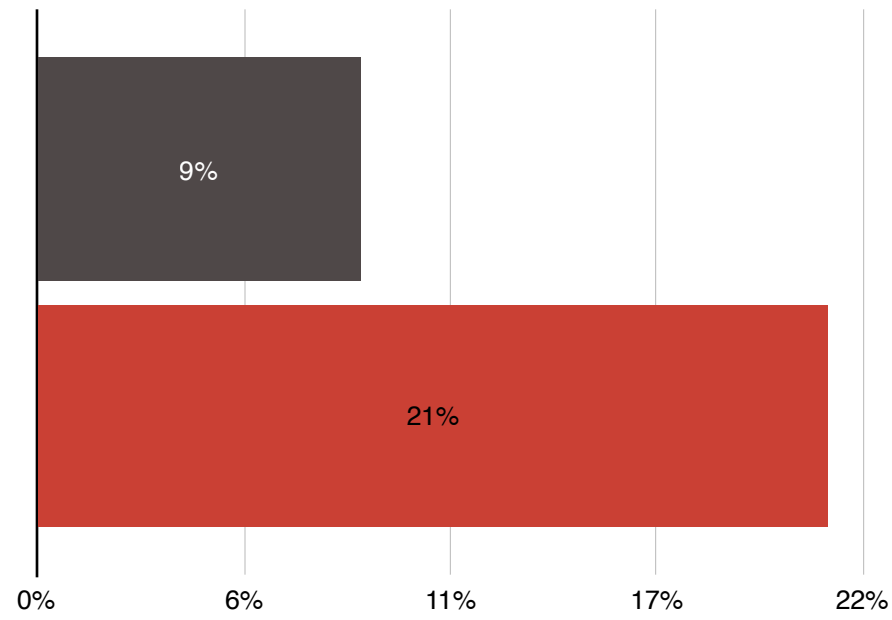


TRENDS

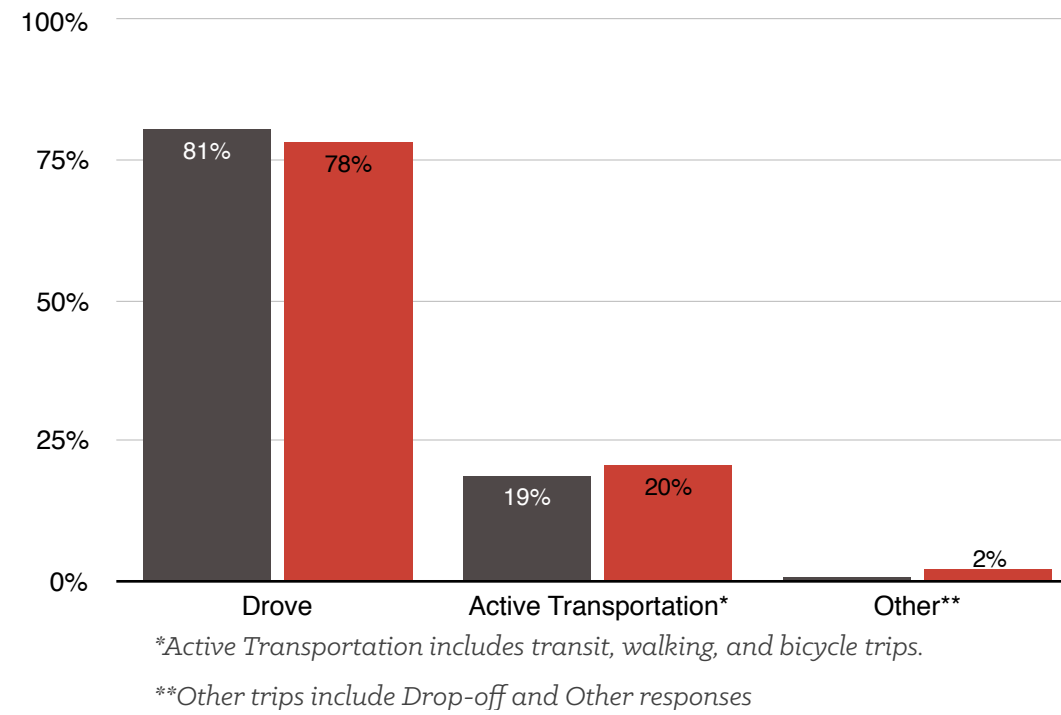
how are things  
changing?



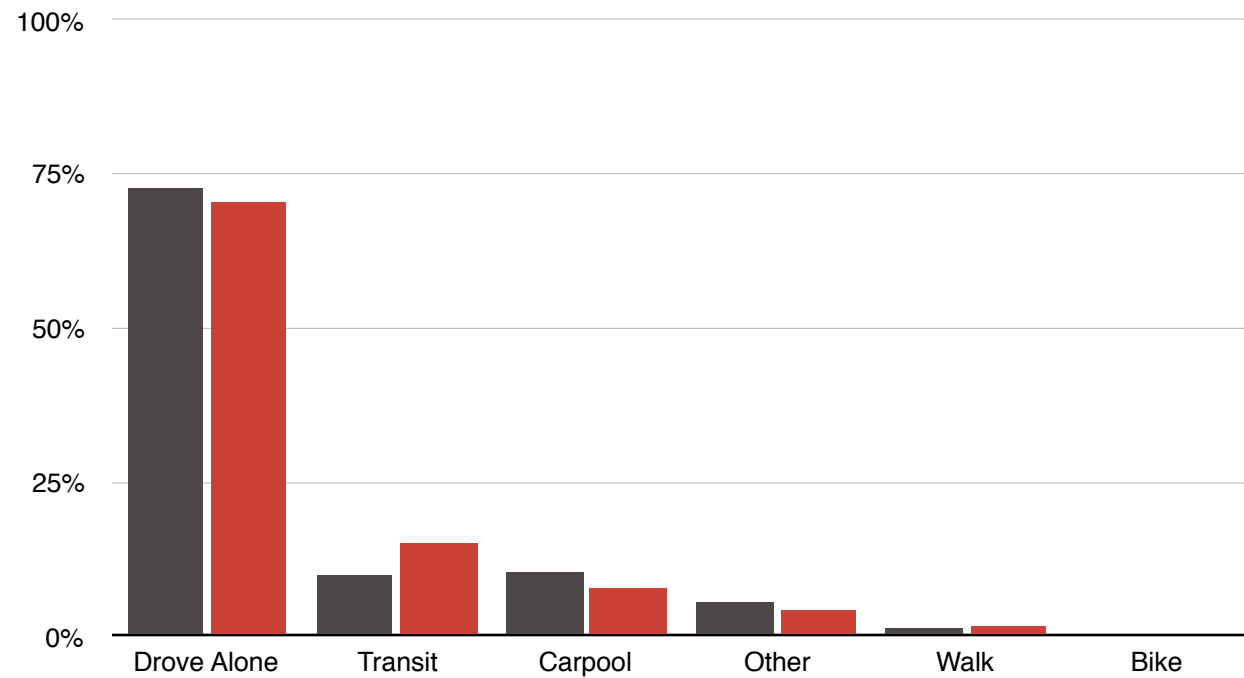
Percentage of park visitors using the shuttle



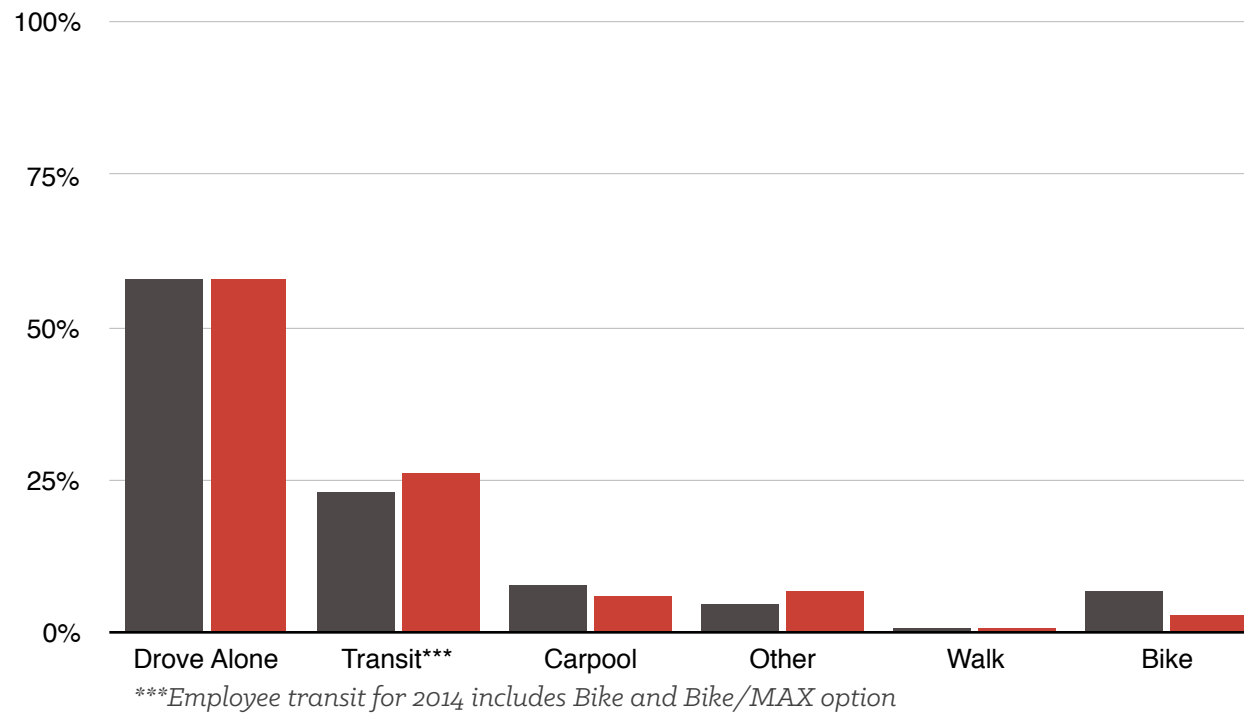
Parkwide Visitor Mode Split 2014 to 2015



Volunteer Mode Split 2014 to 2015



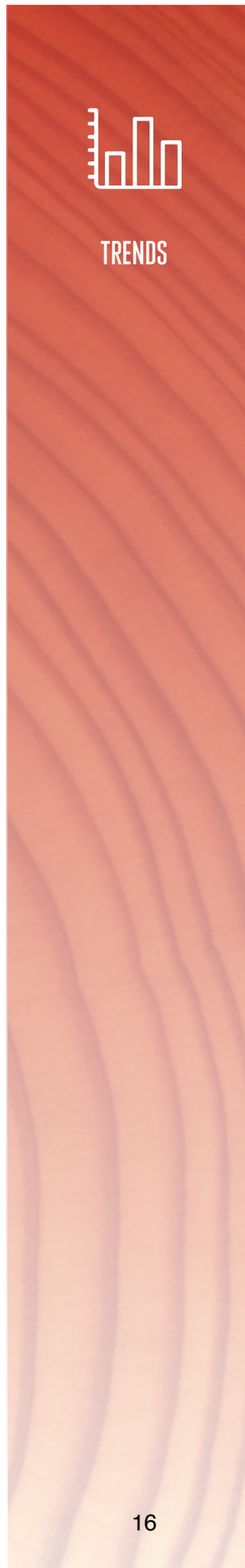
Employee Mode Split 2014 to 2015



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.



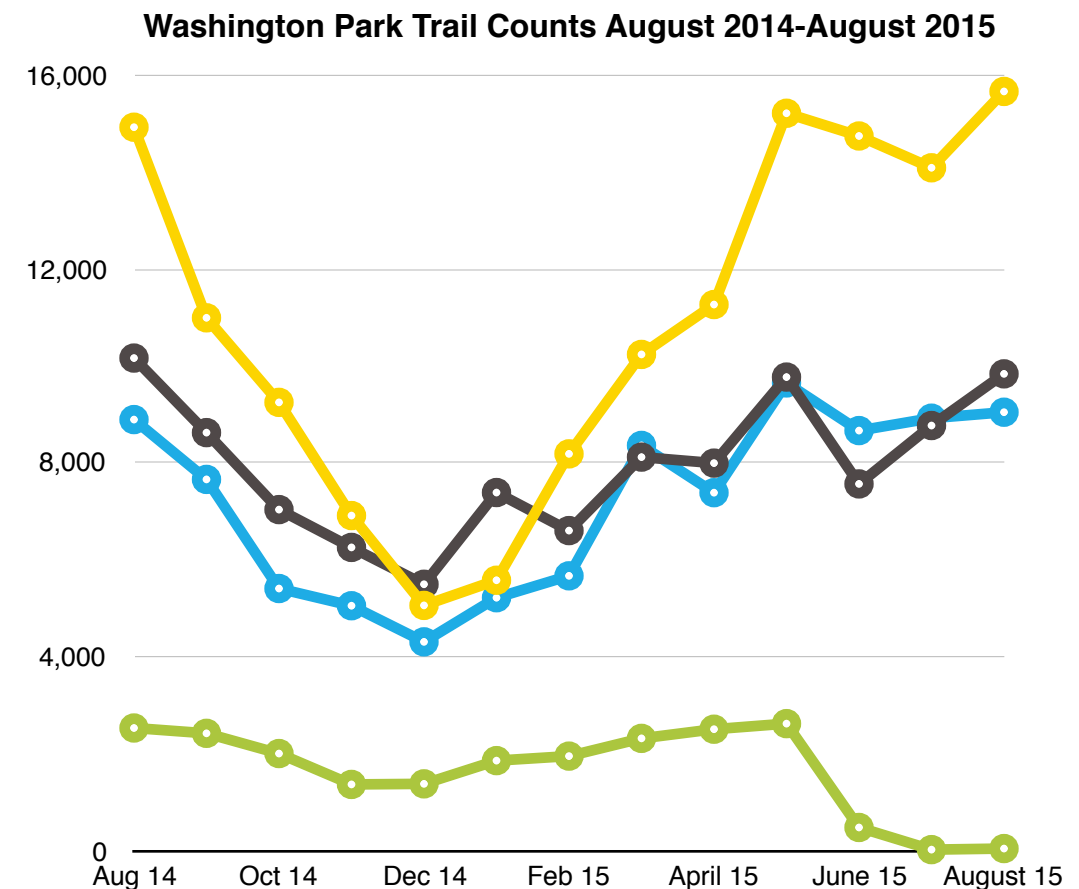
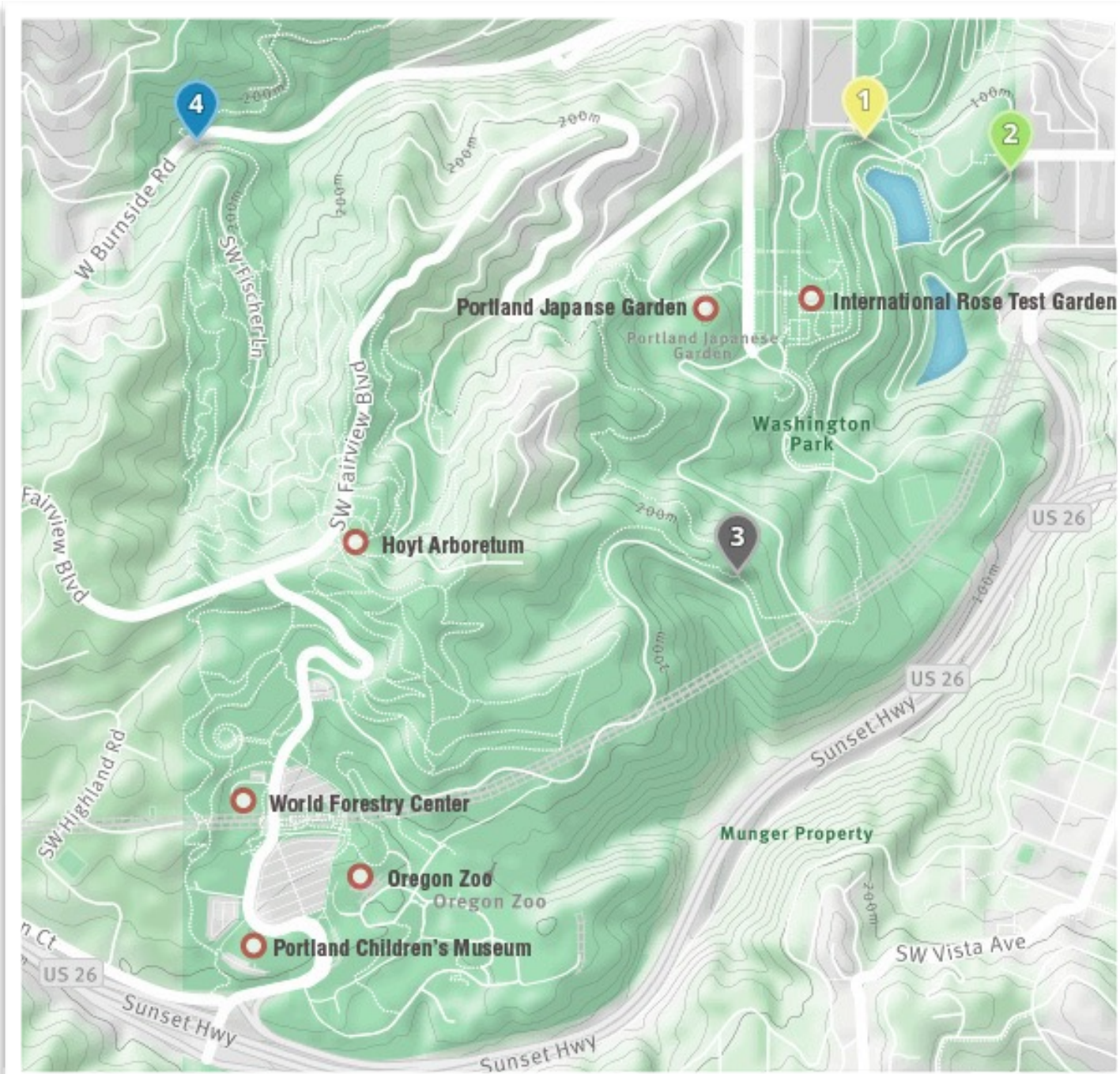




OTHER DATA

what else is  
happening in the  
park?





- 1. Rose Garden Pedestrian Trail
- 2. Upper Madison Trail
- 3. Wildwood at MAC Trail
- 4. Wildwood at Burnside

More trail count info available at [trafx.net](http://trafx.net)

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.

