

Explore 
WASHINGTON PARK

2016 PROGRESS REPORT

CELEBRATING THREE YEARS OF SUCCESS



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Why EXPLORE WASHINGTON PARK (EWP) -

Washington Park is experiencing annual visitor growth. As more people visit, existing parking and roads are becoming overburdened without the ability to be expanded. Through the institution of a pay-to-park system, more creative and efficient ways of getting people to the Park can be funded thanks to revenues generated from parking.



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Who is EWP -

EWP is an Transportation Management Association funded through PP&R pay-to-park revenue with the primary goals of:

- **Improve Park Access**
- **Improve Guest Experience**
- **Support Washington Park Venues**
- **Foster Sustainability**

Targets through 2020 from the Transportation Management Plan

Mode Split	15% decrease in vehicle trips	EWP Free Shuttle	20% increase in shuttle ridership	User Experience	10% increase in user satisfaction
Greenhouse Gas Emissions	15% decrease in GHG emissions inside the Park	Equitable Access	10% increase in visitors from underserved populations		

Achievements IN WASHINGTON PARK -

Measuring outcomes from the efforts of Explore Washington Park is important to gauge our success in achieving EWP's goals and targets, in addition to evaluating how parking revenues are being spent to improve the customer experience.



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Customer Service Achievement

25,000 Map brochures distributed

30,000 Customer service staff interactions

80,000 EWP website user

Policy Achievement

Washington Park Master Plan Update

Adoption of Transportation Management Plan



Shuttle Achievement

Shuttle Ridership

+39%

2015-2016



128,155

Total Shuttle Boardings
May - September 2016

Outcomes IN WASHINGTON PARK -

Explore Washington Park impacts are achieving lowered driving rates to Washington Park and lowered emissions levels thanks to shuttle operations.



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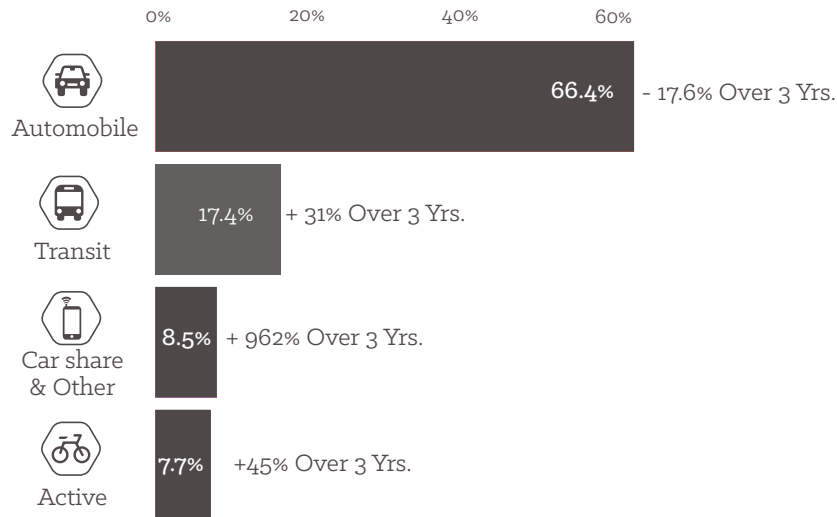
Mode Split Outcomes

Passenger Vehicle Mode Split

-17.6%

2014-2016

2016 Mode Split:



GHG Emissions Outcomes

CO₂e Emissions

-5.6%

2014-2016



601 CO₂e Saved

Total CO₂e tons saved from reduced vehicle travel to and within Washington Park

The Future IN WASHINGTON PARK -

Over the next several years, many exciting and important developments are happening in Washington Park, including the completion of multiple major construction projects, expansions to venues and planning for the future of the Park.



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Major Developments - The next several years will see the completion of numerous projects inside Washington Park

- Grand Opening of the Portland Japanese Gardens' Cultural Crossing (April 2nd, 2017)



- Grand Opening of the Oregon Zoo's Education Center (spring 2017)



- TriMet renovation of the Washington Park MAX station (June 2017)



- Continuation of Portland Water Bureau's ongoing Washington Park Reservoir Improvement Project



- Grant funding begins for Explore Washington Park's Regional Travel Options grant through Metro (July 2017)
- Completion of Portland Parks & Recreation's Washington Park Master Plan Update (fall 2017)