# 37434

#### Direct Parks & Recreation to amend the 2012 Washington Park Transportation and Parking Management Agreement with Metro

If you wish to speak to Council, please print your name, address and email

Name (PRINT)	Address and Zip Code (Optional)	Email (Optional)
maggie		
maggie Deanne		
		4
×		

### 586 374341

## Explore Washington Park Snapshot



With over 3 million visitors each year, Washington Park is Portland, Oregon's 400-acre backyard, filled with gardens and museums; a zoo and a forest. **Explore Washington Park** is a private non-profit dedicated to getting people to and around the park and to ensuring they have what they need to have a positive visit. We are funded almost entirely through the park's parking meter revenue and governed by a board composed of director level leadership from the Park's cultural institutions.

# GOALS

Explore Washington Park is guided by the following goals:

- 1 In parkwide attendance
- Transit use
- Visitor satisfaction
- Tisitors from underrepresented populations
- 👃 In personal vehicle trips



130,000

rides on the free intrapark shuttle



visitors helped by customer service staff

June - August 2018

70,000



visitors transported

from overflow parking lots annually



80,000

Washington Park maps distributed

annually











DRIVE

+11%

visitors to Park has

+59%

Since 2014, the percentage of visitors using transit to get to Washington Park has increased by 59%.

In 2018, 21% of visitors used transit to get to the park.

+279%

Since 2014, the percentage of visitors using the Free Intrapark Shuttle has increased by 279%.

In 2018, 33% of visitors used the shuttle.

+1088%

Since 2014, the percentage of driving in a personal vehicle has decreased by 23%. In 2018, 61.5% of visitors drove in a personal vehicle to the

-23%

#### IN SUMMER 2018, WE ASKED VISITORS TO RATE THEIR EXPERIENCE:

Transit



Intrapark Shuttle



On-site Parking



#### MORE VISITORS ARE VISITING MILITIPLE VENILES THAN EVER BEFORE

Since 2014, there has been a 94% increase in the number of visitors visiting multiple venues. In 2018, 60.5% of visitors visited multiple venues.













Explore Washington Park is guided by board representation from the following organizations:















