

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		
✓ Jeanne		

# Explore Washington Park Snapshot

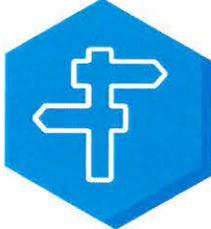
580 374341  
Explore  
WASHINGTON PARK

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:

- ↑ In parkwide attendance
- ↑ Transit use
- ↑ Visitor satisfaction
- ↑ Visitors from underrepresented populations
- ↓ In personal vehicle trips

 30,000

visitors helped by  
customer service staff

*June - August 2018*

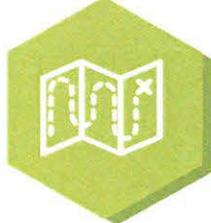
70,000 

visitors transported  
from overflow parking lots  
*annually*

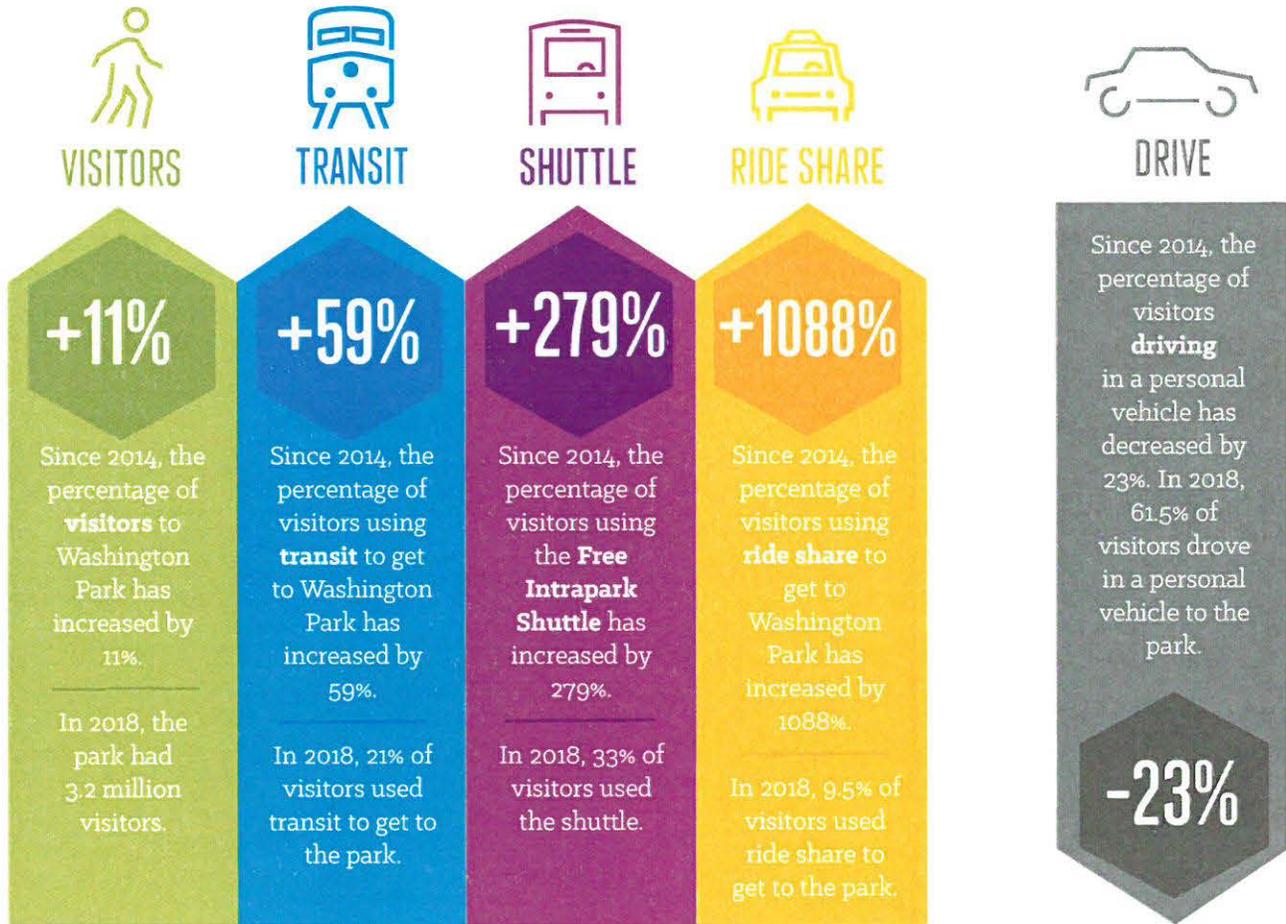


130,000

rides on the  
free intrapark shuttle  
*annually*

 80,000

Washington Park  
maps distributed  
*annually*

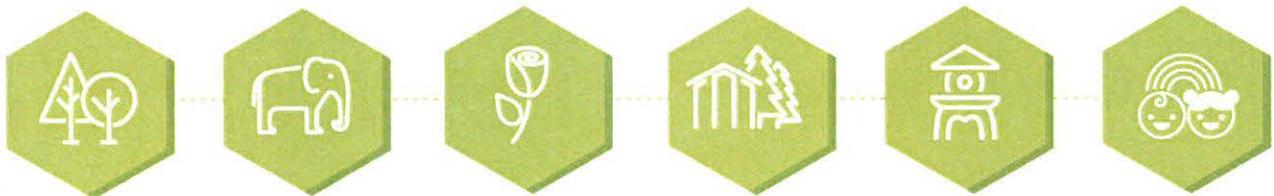


IN SUMMER 2018, WE ASKED VISITORS TO RATE THEIR EXPERIENCE:



MORE VISITORS ARE VISITING MULTIPLE VENUES 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:

