



Washington Park Master Plan Update – November 2017 Public Survey Results

Methodology

From November 8 - 30, 2017 Portland Parks & Recreation (PP&R) posted the draft Washington Park Master Plan Update for public feedback and comment. Community members were notified via email and Facebook; 329 individuals completed the survey. The responses reflect the opinions of the individuals who participated in the survey. Due to survey participants being self-selected, the response cannot be generalized to the public at large. The results do give PP&R valuable input into the perspectives and ideas of individuals who are interested in the future of Washington Park.

Summary

In general, more than 50% of respondents indicated that the master plan “very well” or “somewhat” reflected the vision and goals for the park that were identified by the Champions Committee. **Goal C- Showcase horticultural excellence and preserve horticultural integrity** had the most support, where 42% of respondents felt the plan reflected this goal “very well”. For the other goals, respondents indicated that about 1/3 of the goals were “very well” reflected, “somewhat” reflected, or “not accomplished”. This feedback provides important information for future engagement on the recommendations in the plan.

Question 3: Tell us what you like best about the plan. What in the plan would inspire you to visit the park? The responses were wide ranging, and the most frequently referenced features were:

- Transportation - there was general support for the shuttle, improved access and solutions to current challenges including congestion and parking.
- Specific amenities – respondents favored the Indoor Garden, wayfinding and food carts. Almost an equal number of comments were made in favor of and against the food carts.
- Horticulture and environmental restoration - many respondents were in favor of the proposed natural area restoration with strong support for increased maintenance.

Frequently mentioned concerns included:

- Cost of implementation
- Increased use
- The need to invest in the current site

Question 4: Tell us about yourself

Two-thirds of respondents provided the requested demographic information. More than:

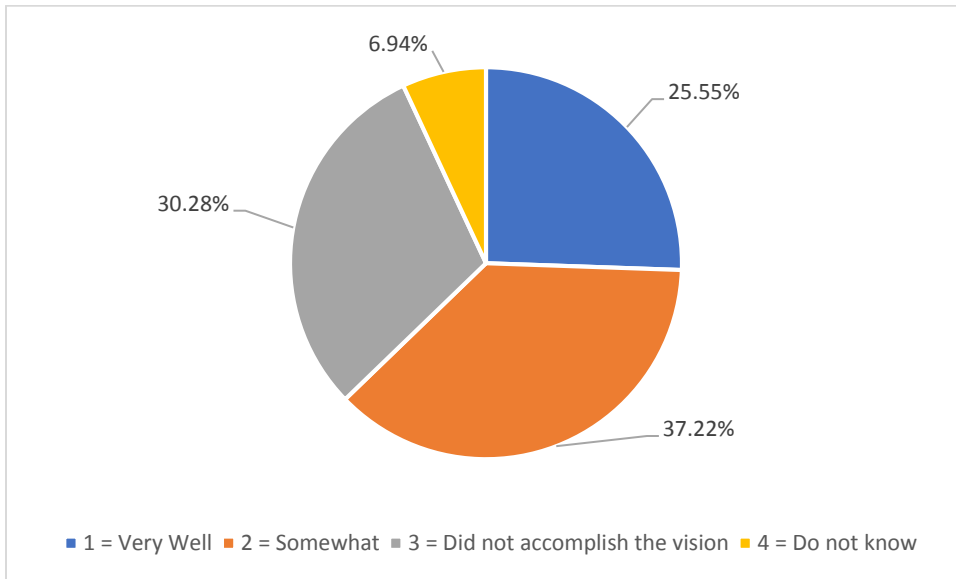
- 80% of respondents are homeowners
- 80% are white
- 60% are women
- 54% are between 45 and 80 years of age.

This information reflects a very specific demographic in the city. As we move forward with future phases of implementation we will need to invest in engaging a broader representation of ethnicities, ages and gender in order to develop a park that reflects all Portlanders.

The following are the responses to each question.

Question 1. Please rate how well this plan reflects the vision for the park.

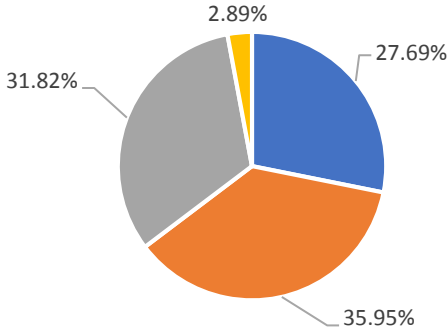
- 1 = Very Well
- 2 = Somewhat
- 3 = Did not accomplish the values
- 4 = Do not know



Question 2. Please rate how well this master plan accomplishes each of the goals:

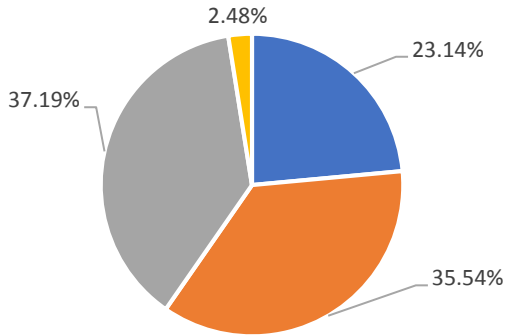
- 1 = Very Well
- 2 = Somewhat
- 3 = Did not accomplish the values
- 4 = Do not know

Goal A. Fulfill the potential for Washington Park to become a world class park, valued for inspirational beauty, areas of respite, recreation, health and vitality.



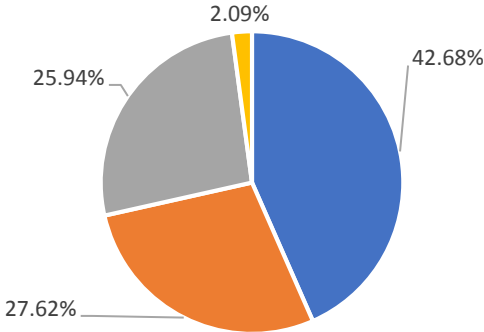
■ 1 = Very Well ■ 2 = Somewhat ■ 3 = Did not accomplish the goal ■ 4 = Do not know

Goal B. Washington Park is easy to get to and move through once there.



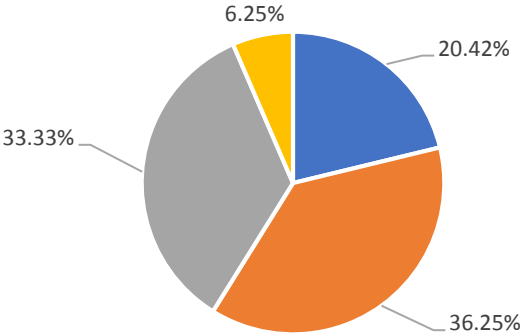
■ 1 = Very Well ■ 2 = Somewhat ■ 3 = Did not accomplish the goal ■ 4 = Do not know

Goal C. Washington Park showcases horticultural excellence and preserves horticultural integrity.



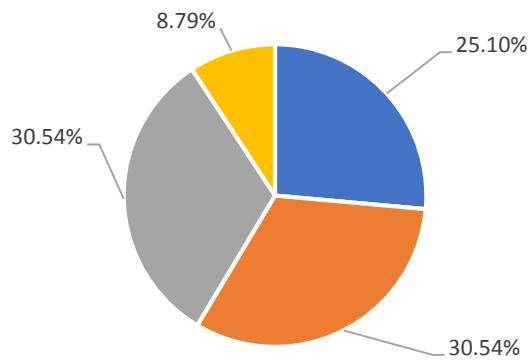
■ 1 = Very Well ■ 2 = Somewhat ■ 3 = Did not accomplish the goal ■ 4 = Do not know

Goal D. Washington Park clearly connects people of all communities to the identified venues and activities.



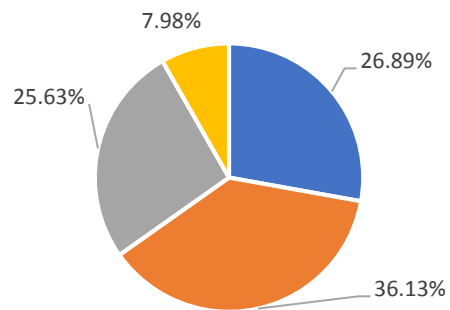
■ 1 = Very Well ■ 2 = Somewhat ■ 3 = Did not accomplish the goal ■ 4 = Do not know

Goal E. Washington Park is well funded and supported; it adds economic vitality to the city and the region.

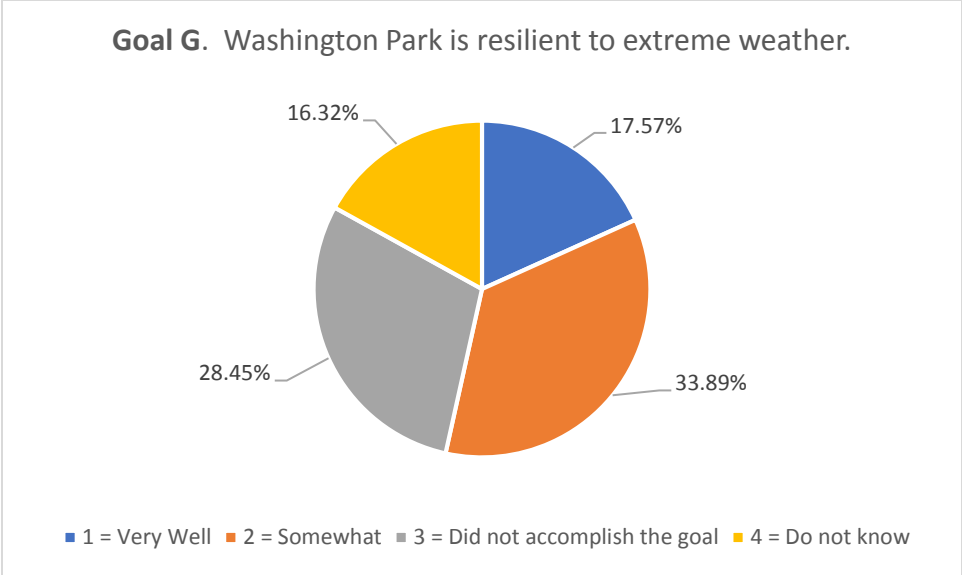


■ 1 = Very Well ■ 2 = Somewhat ■ 3 = Did not accomplish the goal ■ 4 = Do not know

Goal F. Washington Park cultivates a rich educational, cultural and historic vitality, and embraces the cultural diversity of its visitors and the regional community.



■ 1 = Very Well ■ 2 = Somewhat ■ 3 = Did not accomplish the goal ■ 4 = Do not know



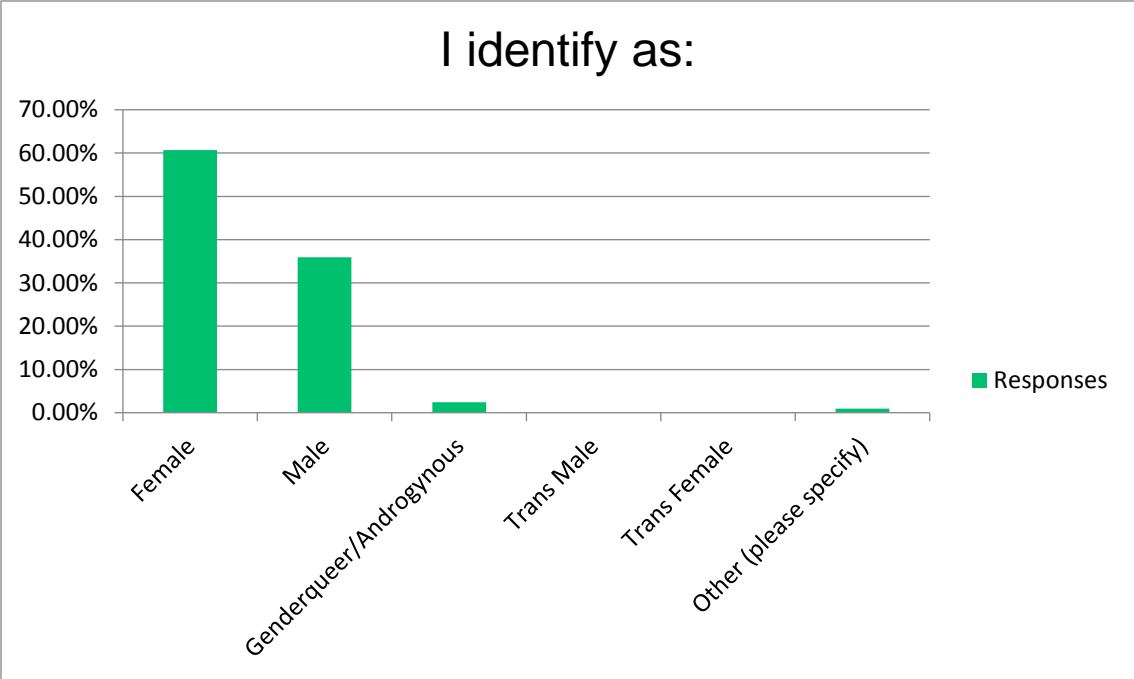
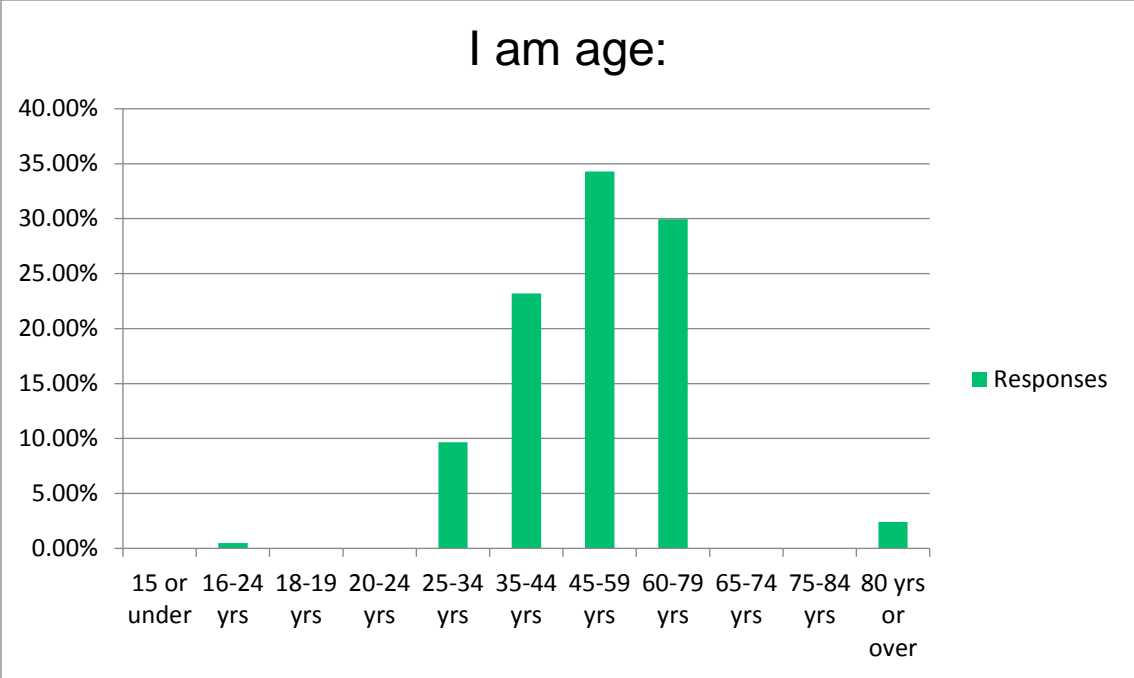
Question 3. Tell us what you like best about the plan? What in the plan would inspire you to visit the park?

208 individuals provided comments to this question. Many of the comments contained a variety of ideas and themes but the most frequently referenced feature was transportation (79 mentions). There was general support for the shuttle, improved access and solutions to current challenges including congestion and parking. More than 70 individuals made comments about specific amenities with mentions in favor of the Indoor Garden, wayfinding and food carts. Almost an equal number of comments were made in favor of and against the food carts. Almost all the comments referencing the environment were in favor of the proposed restoration, with strong support for increased maintenance.

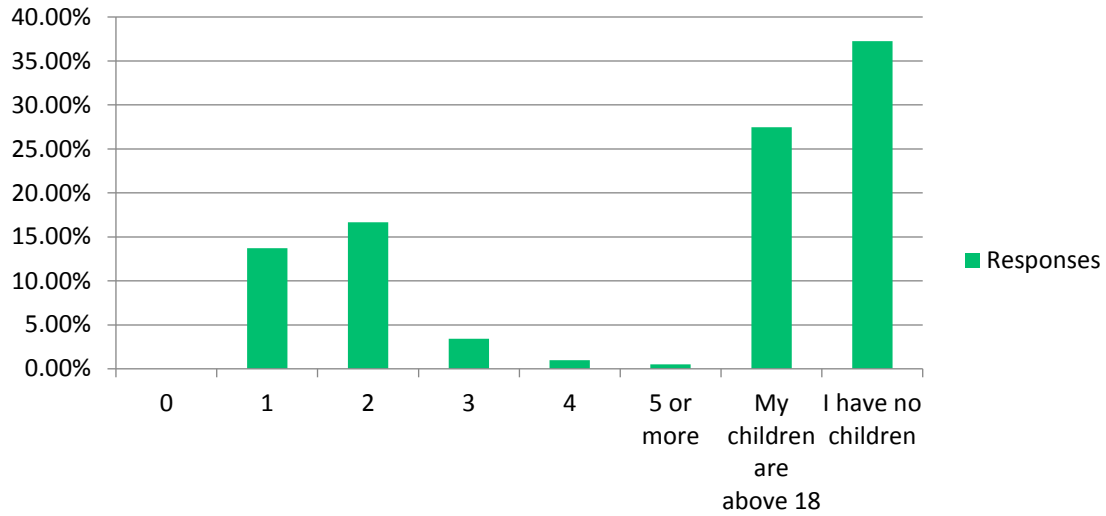
Concerns that were most frequently mentioned referenced the cost of implementation, increased use and the need to invest in the current site.

Question 4. Tell us about yourself

Approximately two-thirds of respondents provided the requested demographic information. From those responses, more than 80% of respondents are homeowners, more than 80% are white, more than 60% are women and more than 54% are between 45 and 80 years of age. This information reflects a very specific demographic in the city. As we move forward with future phases of implementation we will need to invest in engaging a broader representation of ethnicities, ages and gender in order to develop a park that reflects all Portlanders.



How many children do you have living with you under the age of 18?



My most frequently used mode of transportation is:

