



2024 Park District Visitation Results

Beth Coduti, Research & Analytics Manager

April 2024



2024 Visitation Overview

**definitions located in appendix*

Visitation Statistics by Category for 2024

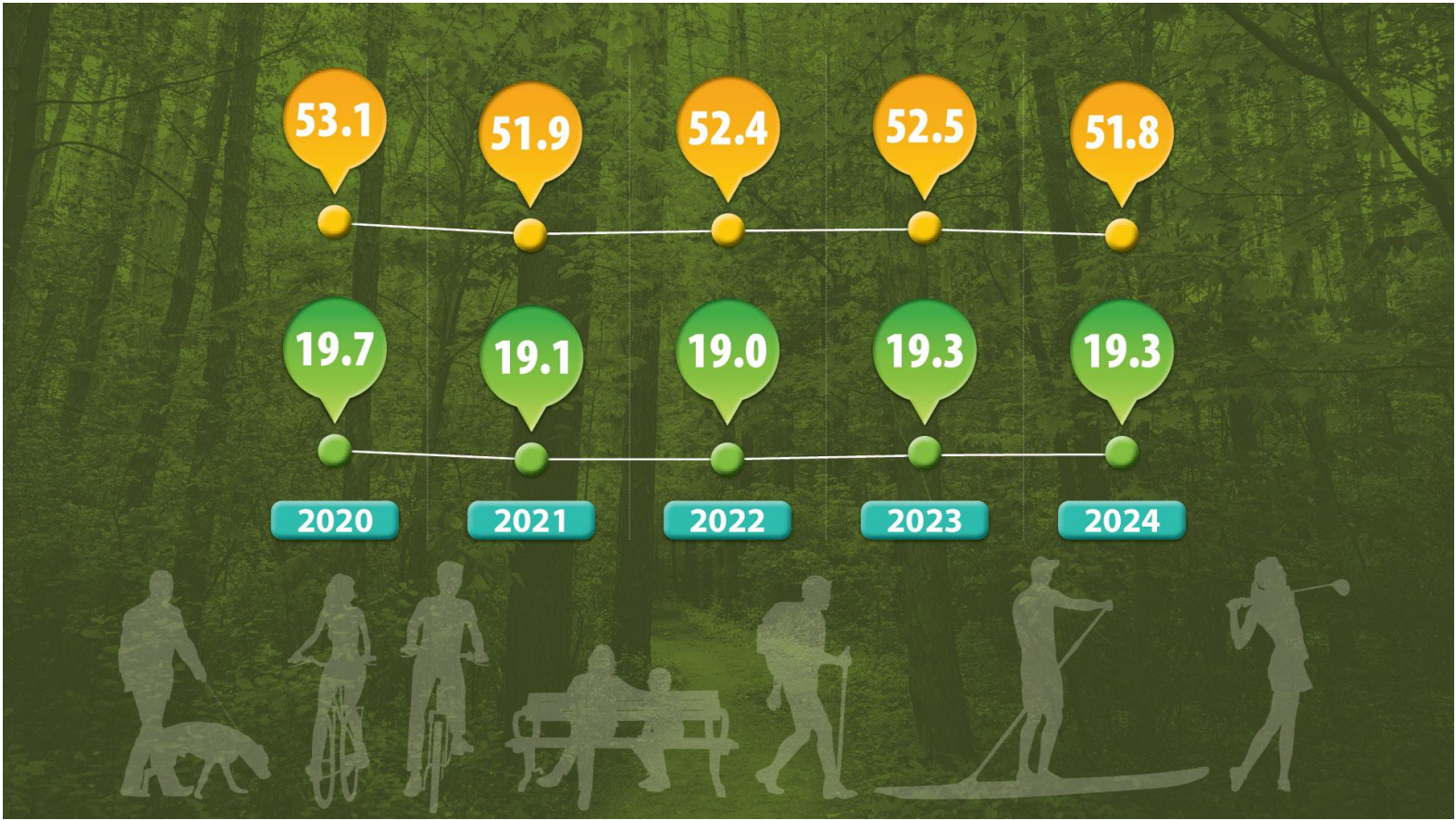
| | |
|-----------------------------|------------|
| Visitor Occasions (1) | 51,849,849 |
| Recreation Visits (2) | 19,324,172 |
| Commuter/Scenic Driving (3) | 32,525,677 |



Summary of Visitor Occasions and Recreation Visits

Visitor Occasions decreased by 603,036 and Recreation Visits increased by 3,343

The graph below represents millions



• In order to increase the overall accuracy of the annual visitation estimate, a selection of reservations have been reviewed in-depth each year (including persons per car multipliers and parking lot weights).

Temporary Construction Impacts

Hinckley Reservation



- Hinckley Dam Rehabilitation & Lake Dredging Project
- Hinckley Lake Boathouse sales -78% (-\$243,382)

South Chagrin Reservation



- Cuyahoga County Road Re-alignment Project at Miles Rd & Chagrin River Rd
- Hawthorn Bridge Replacement

Washington Reservation



- NEO Regional Sewer District Storage Tunnel Access Shaft Construction Project

Increases in 2024

Garfield Park +7%



- Garfield Park Pond Restoration Project Completion Fall 2024

North Chagrin +5%



- Manakiki Golf Course Rounds Increase +4%

Outdoor Experience +10%



- Nature Center Attendance Increases, Youth Outdoors & Nature Preschool Attendance Increases

West Creek +12%



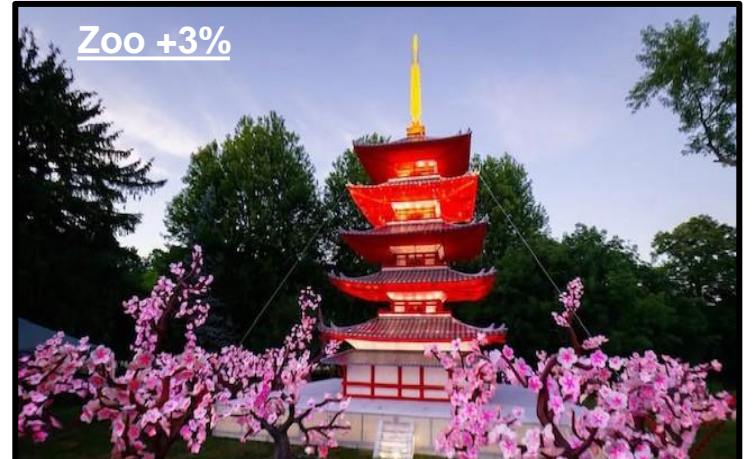
- Watershed Stewardship Center Attendance Increase +38%

Golf Rounds +19%



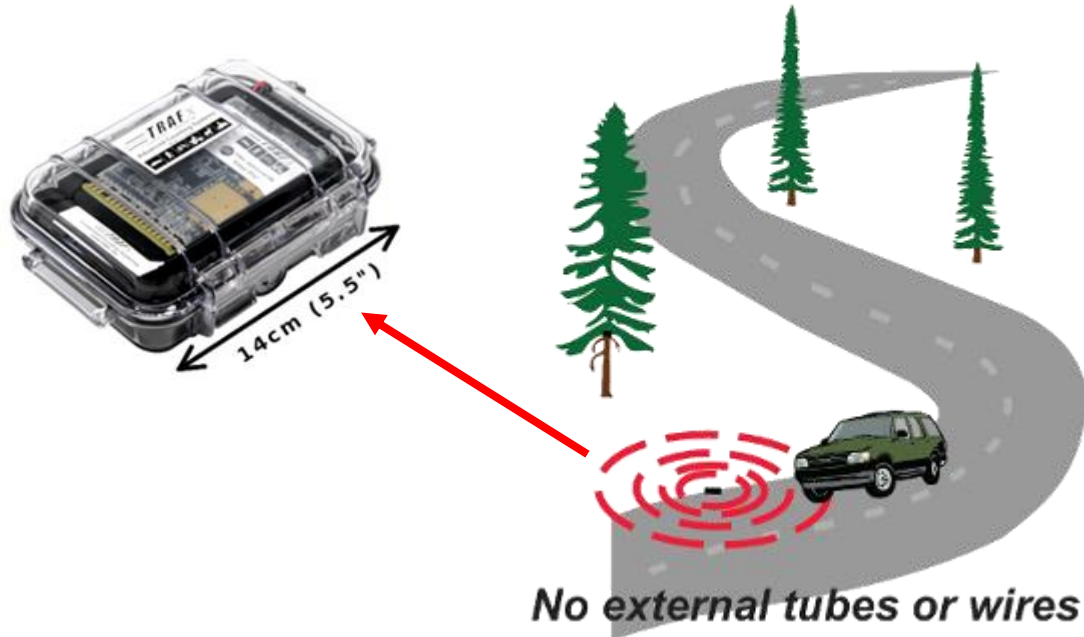
- Golf Rounds +8% without including Ironwood

Zoo +3%



- Special events at the Zoo continue to help drive attendance

Counter Enhancements – Traftx



How does it work?

- *The Traftx meter uses an aero-space quality magnetometer to detect passing vehicles – as the vehicles pass by, they disturb the earth's magnetic field. The meter digitizes and analyzes these disturbances.*

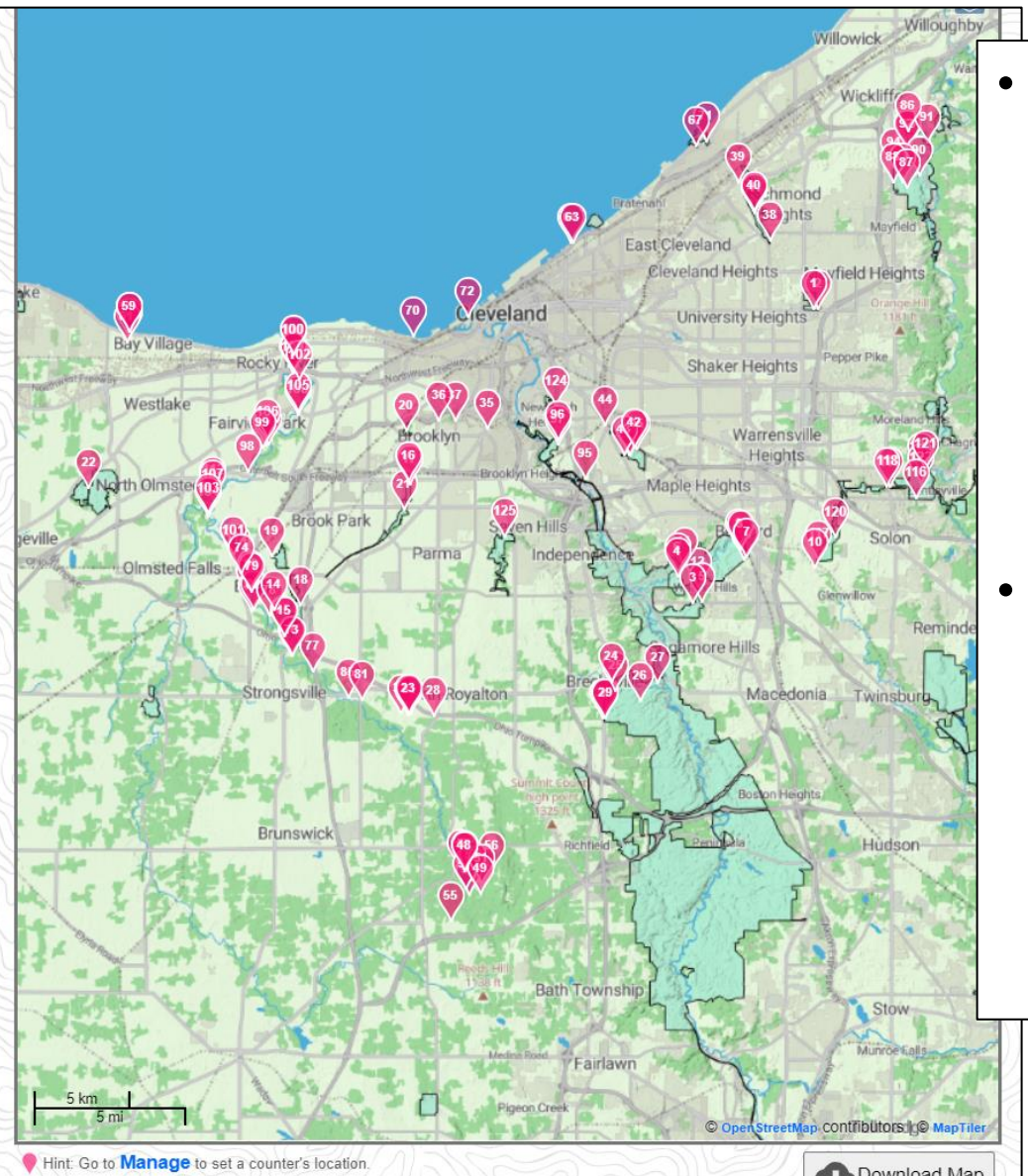
What are the benefits?

- *More sustainable battery life (up to 1 year)*
- *Permanent or portable*
- *Large storage capacity*
- *Low installation, operating and maintenance costs*
- *Ample flexibility with adjusting the counter reading parameters*
- *Single data warehouse*

DataNet – Traftx Data Warehouse

**counters without data
were placed in Dec 2024*

| Your counter sites | | | | | |
|--------------------|---|----------------|-----|--------|-------------------|
| # | Site name | Last 12 months | Now | Report | Photo 1 Photo 2 |
| 1 | Acacia - Entrance @ Light | | | | |
| 2 | Acacia - Other Entrance (not light) | | | | |
| 3 | Bedford - Alexander Rd APT Parking Lot | No data | | | |
| 4 | Bedford - Astorhurst Parking Lot | | | | |
| 5 | Bedford - Dunham Park | | | | |
| 6 | Bedford - Dunham Rd & Gorge Pkwy | No data | | | |
| 7 | Bedford - Egbert & Gorge Pkwy | No data | | | |
| 8 | Bedford - Egbert Pic Area & Gorge North | No data | | | |
| 9 | Bedford - Egbert Pic Area & Gorge South | No data | | | |
| 10 | Bedford - Hawthorn @ Richmond West | | | | |
| 11 | Bedford - Hemlock Creek Picnic Area | No data | | | |
| 12 | Bedford - Overlook Ln @ Egbert Rd | No data | | | |
| 13 | Bedford - Shawnee Hills Parking Lot | | | | |
| 14 | Big Creek - Beyer's Pond | No data | | | |
| 15 | Big Creek - Big Creek Pkwy @ VP East | | | | |



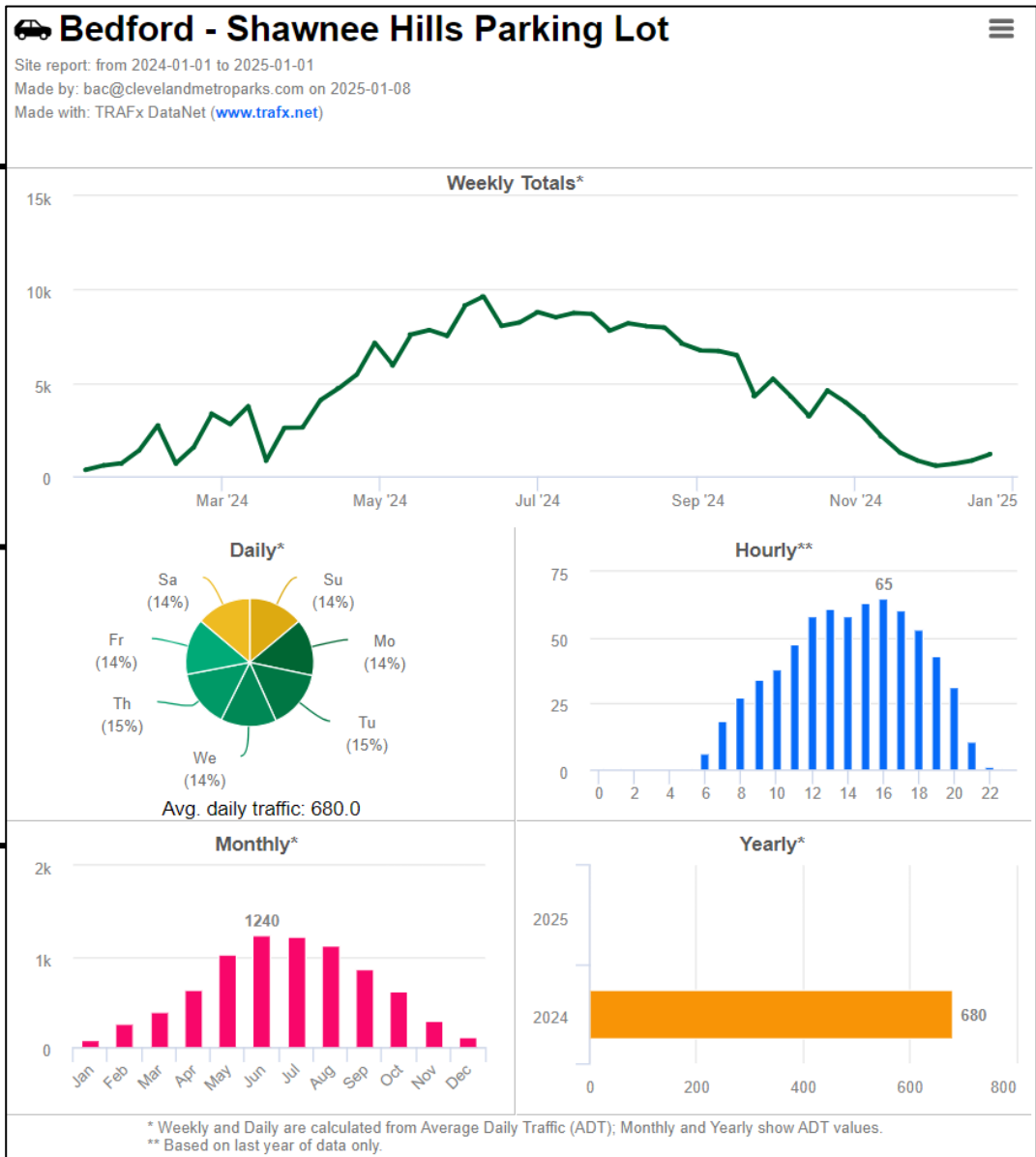
- DataNet is a web-based platform that organizes and centralizes the traffic counter data within Cleveland Metroparks.
- The homepage integrates metadata: counter data, photos, maps, GPS locations, etc.

DataNet – Trafx Data Warehouse

Weekly totals for full year 2024
**calculated from average daily traffic*

Average daily traffic breakout per day
**calculated from average daily traffic total*

Monthly traffic
**calculated from average daily traffic*



Average hourly traffic
**calculated from full year 2024 data*

Average daily traffic total for 2024

What's Next?

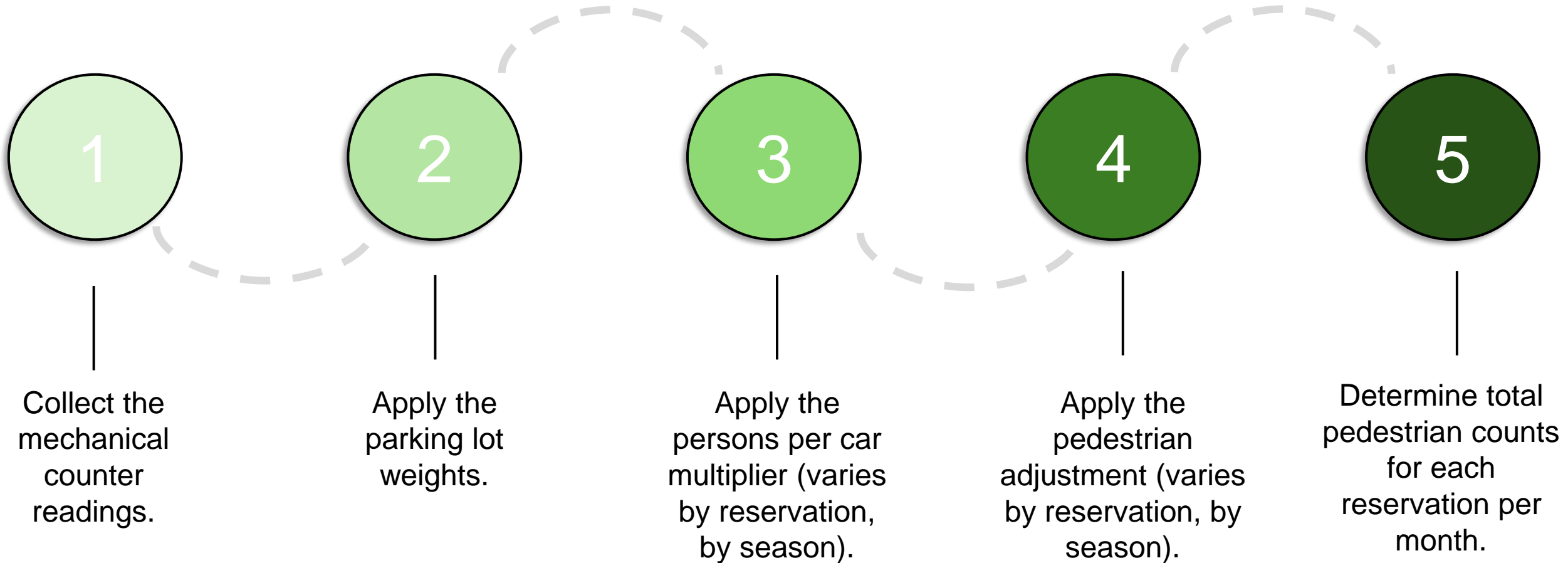
- Exploring ways to connect DataNet car count data to PowerBI, or other visualization tools, to translate car counts into pedestrian counts.



Power BI

Appendix

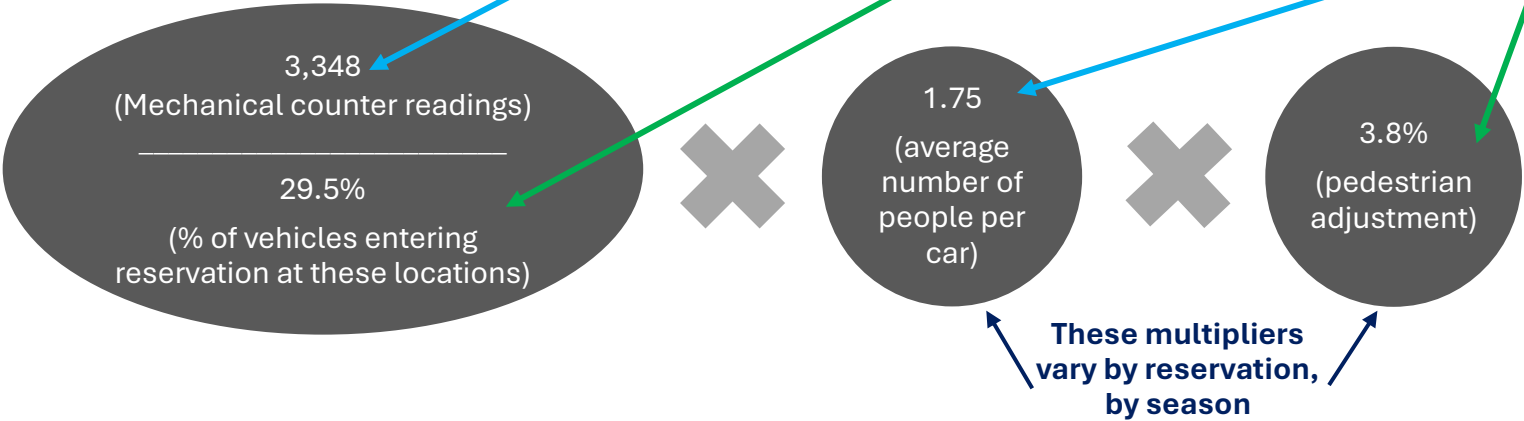
How Recreation Visits Are Calculated



How Recreation Visits Are Calculated

Example: Euclid Creek – Recreation Counts

| February | | | | | | | |
|----------|-------------------------------|---------|-------|-----------|-----------|--------------------|---------------|
| | COUNTER LOCATION | READING | SUM | DIVIDE BY | EXTENSION | WEIGHT | USABLE WEIGHT |
| REC1 | All pull in lots | | 0 | 1 | 0 | | 0 |
| REC2 | Highland Picnic Area | 2,292 | 2,292 | 1 | 2,292 | 0.28 | 0.28 |
| REC3 | Quarry Picnic Area | | 0 | 1 | 0 | 0 | 0 |
| REC4 | Welsh Woods Picnic Area North | 1,050 | 1,050 | 2 | 525 | 0.005 | 0.005 |
| REC5 | Welsh Woods Picnic Area South | 1,061 | 1,061 | 2 | 531 | 0.01 | 0.01 |
| REC6 | | | 0 | 1 | 0 | | 0 |
| | | 4,403 | 4,403 | | 3,348 | | 0.295 |
| | | | | | | Total Cars | 11,347 |
| | | | | | | Ped. Adjustment | 1.038 |
| | | | | | | Veh. Occup. Factor | 1.75 |
| | | | | | | Total People | 20,613 |



2024 Visitation Overview

Three types of visitation are measured for Cleveland Metroparks.

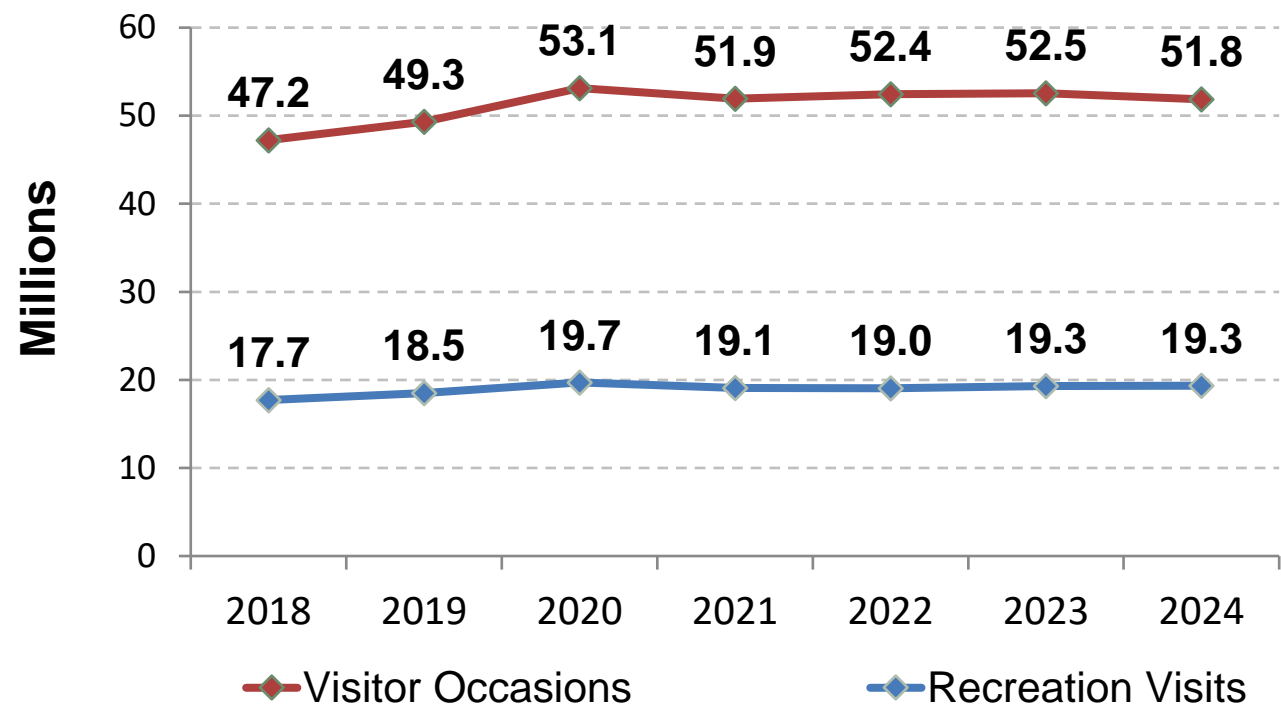
- (1) **Visitor Occasions** - The number of people *entering* Cleveland Metroparks reservations by vehicle, foot, or bicycle for any reason. This includes all of those who travel through the parks as well as those who visit the parks for recreational purposes.
- (2) **Recreation Visits** - Only includes those who *park their vehicles or arrive by foot/bicycle/in-line skate, etc.* to use the parks.
- (3) **Commuter/Scenic Driving Visits** represents the number of vehicles and visitors unaccounted for by Recreation Visits. It is estimated by taking the difference between Visitor Occasions and Recreation Visits.

Visitation Statistics by Category for 2024

| | |
|-----------------------------|------------|
| Visitor Occasions (1) | 51,849,849 |
| Recreation Visits (2) | 19,324,172 |
| Commuter/Scenic Driving (3) | 32,525,677 |

Summary of Visitor Occasions and Recreation Visits

- Visitor Occasions decreased by 603,036 and Recreation Visits increased by 3,343



• In order to increase the overall accuracy of the annual visitation estimate, a selection of reservations have been reviewed in-depth each year (including persons per car multipliers and parking lot weights).