

PEAR Team Meeting 7 – Meeting Notes– December 13, 2023, 12-2 pm

Welcome & Icebreaker – Melinda/Janette 12:05 pm

Icebreaker asking the group to respond to the prompt below.

- Name
- Pronouns
- Role(s) if you like
- What's one thing you will do differently in 2024?

Facilitators Present:

Janette Chien, she/her, State Parks DEI Director

Melinda Posner, she/her, State Parks DEI Manager

PEAR Team Present:

Maryanna "Mary" Brown, she/her, Seattle Guide Manager/Community Member

Lynn Makowsky, she/her, Riverside State Park Program Specialist 2

Michael Hankinson, he/him, State Parks Planning Program Manager

Megan Grisso, she/her, Social Worker, Community Member

Reco Bembry, he/him, Big Tent Coalition

Jeff Vassallo, he/him, Parks Area Manager

Stacey Coltrain, she/her Ranger 1 Sequim Bay

Curt Fackler, he/him, community member

Kristi Hamilton, she/her, community member

Cha Cha, She/her, King County Play Equity Coalition Coordinator

Denice Rochelle, she/her, Bronze Chapter

MJ Sampang, WTA

Cassandra Alarcon, she/her, Admin Assistant 3 Operations

Observers Present:

Tonna Jensen Sigler, she/her, State Parks Administrative Assistant

Michelle Burke, she/her, State Parks Real Estate Program

Paul Ruppert, he/him, Parks Volunteer Program Manager

Agenda

Melinda welcomed the group at 12:05 and reminded the group that we will record the presentation part of the meeting. Janette started the meeting by covering today's agenda:

- Free Discover Pass Program Pilot
 - Updates
 - Application
 - Feedback
- 2024 workplan
- End of year reflections
- Closing

Janette also reminded the team of our community norms. We can work to support one another to be accountable for these norms.

Pass pilot program updates

Melinda shared since we met in October to discuss this program, we've done some outreach with a couple of our PEAR team members, and continued work with our two sister agencies, DFW and DNR. Based on that and feedback from the DFW and DNR PEAR teams we recommend some changes. We'll talk about each of these including our next steps and then open it up for your feedback.

Eligibility

Melinda shared about the eligibility requirements for this program. We are going to focus on groups and organizations. By focusing on groups who are connected to their communities, we can be more strategic in our outreach and have greater impact. Basing eligibility on those who face barriers eliminates the need for us to evaluate the groups based on a report of data. We have eliminated the word individuals under the eligibility section.

Day-use vs. annual pass

Melinda shared that we are also eliminating the day use pass. The annual pass provides a year's worth of visits, which supports our goals of welcoming newcomers and having them become repeat visitors. Focusing on the annual pass will also simplify our process.

Input from other PEAR teams

Melinda shared that we received input from other agency PEAR teams. They've provided some suggestions:

- Add a section about how success and impact will be measured
- Ensure wide reach and inclusivity in outreach
- Provide detailed scenarios illustrating barriers
- How does the program overcome language and literacy barriers?
- Summarize linked studies
- "where Discover Pass is accepted" vs. state-managed lands
- "other groups or organizations consistent with goals of program..."
- Description of the community served including demographic information such as race, ethnicity, geography, age, and any barriers to participation in outdoor recreation faced by the community

How will the program work?

Melinda shared that each of the three agencies will donate \$5,000 that will run through the biennium ending June 30, 2025. We're going to give away \$1,000 of discover passes each month (about 33 passes) if we get that many applications. The application cycle will be monthly; applications received by the 3rd Friday of the month will be reviewed and acted upon, determination made and approve/deny sent via email by the 3rd Friday of the following month. It will be on a first come, first serve basis, with priority given to new applicants. Those not funded in one month will roll over to the next month. Applications will be made through an online form, which will be sent to the State Parks DEI team. The applications will be reviewed by the Project Team, made up of representatives from each agency.

Communication plan

Janette shared our communication plan for soft launching this program in February 2024. We have been working with the Communications teams from the three sister agencies. We plan to conduct targeted outreach through some of our email lists, Outdoor affinity groups, Friends groups, PEAR team, State Parks Foundation, community partners, etc.

Feedback

Janette shared that we need some feedback from this team. First, we need a program name, link to the poll provided. We also need your feedback on the application, complete it as a test user. Links in the chat. Please take 10 minutes to complete these tasks.

Melinda shared our current timeline:

- December 15th, Feedback Deadline -PEAR team can provide feedback by December 18th.
- December 18th Finalize application, outreach plan and interagency agreement
- January 31st Interagency agreement signed
- February 1st Launch Pilot
- February 2024 onwards- outreach begins
- June 2025 pilot ends

Janette shared that we are going to put you in two breakout rooms for 10 minutes. Please take notes in the google form and reference the documents attached.

GROUP 1	
Names: Mary Brown, Jeff Vassallo, Kristi Hamilton, Denice Rochelle, Stacey Coltrain,	
Outreach Plan: Who should we (Parks staff) reach out to directly?	Outreach Plan: Who will you (PEAR team member) reach out to directly?
<ul style="list-style-type: none">• Evergray• Washington DOT• Seattle Public Utilities / Seattle City Light newsletters• KCRHA - Monthly Newsletter	<ul style="list-style-type: none">• Trail Mixed, Edge Outdoors, Black Girls Run, Outdoor Asian (MB)• Pike Market, Chief Seattle Club, Senior Center, KCRHA (Kristi)

- Byrd- Bar Place
- Ultimate Washington Resources 211
- Neighborhood Food Banks
- YMCA / Bold & Gold Program
- Pike Market Senior Center
- Radio Station
- Lived Experience Coalition of Washington
- Area Agencies on Aging
- Trail Mixed
- The Bronze Chapter
- Climbers of Color
- Big Brothers, Big Sisters'
- Outdoor Asian
- Choose 180
- Black Girls Run
- Black Girls Do Bike
- Edge Outdoors
- Cascade Bike Club
- Churches?
- Outdoor Afro - Seattle Chapter
- Chief Seattle
- Seattle Indian Health Board
- Braided Seeds
- Hip Hop is Green
- Tree House (King County program for foster kids)
- Yeti (after school programming)
- Sundaes Outdoors (Golden Brick Event)
- IRC Seattle
- Other state agencies
- Nicole Tsong
 - Used to write a column highlighting resources

Other general feedback on the program?
 Feedback on the application form?
 Questions?

- Special activity permits (flag) -gatherings more than 20 people
- Drop down options to better gather demographic / useful data
 - State Park
 - # of visits (1 - 2, 3 - 5) etc.
- Strong plug for offering drop down options whenever possible to better track data and use!

GROUP 2

Names: Michael Hankinson, Michelle Burke, MJ - WTA, Reco Bemby, Curt, Cassandra Alarcon

Outreach Plan: Who should we (Parks staff) reach out to directly?

Outreach Plan: Who will you (PEAR team member) reach out to directly?

- Urban League Seattle, Pierce
- School Districts
- REI (community connections)
- WSP and other federal agency newsletters
- Charter Schools Serving global majority Students
- CPS
- Food Banks
- Safe Space
- Radio Stations
- I have a list of over 100 groups and agencies. Outdoor Equity Coalition
- 5 Parks regions Statewide
- Municipal, County Parks Systems

- GRUB (MB)
- Planning Program at State Parks (MJH)
- Innovative Change Makers (RB)
- The Big homie program (RB)
- BOE-TIE collaborative (RB)
- Africatown Land Trust (RB)
- Washington Trails Association's community partners, advocacy team
- South King County coalition
- Outdoor Equity Coalition (RB)
- PARK16Housing Fed Way(RB)
- Recreation Responsibly Coalition (RRC)

- **Other general feedback on the program?**
 - Can we connect them to other programs that they might qualify for? agreed ditto
- **Feedback on the application form?**
 - Easy to fill out - easier than a driver's test :P
 - Questions 10-12 can be coupled with supporting questions such as "with the numbers of passes requested, how often (provide a number) will you be coordinating trips for your groups?"
 - If the group qualifies for other types of free passes - Foster Family, discount passes
 - Can they add a link to the organization or individual's program in the application?
 - Some of the questions are pretty broad, groups might not have all the answers - should we provide guidance on how many passes they should request - e.g. if you are hosting a group of X with X vehicles,

- Help to discern whether to get one pass for the group, or several for multiple participants
- Education around Discover Pass - that it's for vehicles, can be shared between 2 vehicles but only can be used one at a time
- Check out WA
- **Questions?**
 - Can organizations share the passes between organizations?

Additional and specific feedback to form questions:

Should we provide quantity examples?

Do/Can they share passes?

Will there be "Group" Passes?

Next to this question maybe we can add a link to the requirements / details of what a Discover Pass is (just so the applicant can be reminded of what the pass is)

Can the survey provide a list of outdoor recreation activities? Hiking, camping, backpacking, boating, etc.

Are they expected to know the Parks they want to have programs in? If passes are being given out to individuals in the group for their own use...how will they determine this?

- Listing out the names of Parks and lands is HARD TO ANSWER!
- Not sure how important that information is to be considered as an appl

Program name:

Like the word "everyone" in the program name

Some language about "your parks" "your wildlands"

"Nature for Everyone" - the shorter the name the better ditto!

"Bridging Barriers and Access of Outdoor Recreation"

"Bridging the outdoor gap: Discover Pass program"

"WSP access for all"

10 minute break

Return at 1:28 pm

End of year reflections

Janette prompted the team to reflect over the last 7 months with the following questions. The team was sent back into breakout rooms to discuss for 8 minutes. Each group then shared out for 3 minutes.

- **What is working well?**
 - We are all very respectful of each other
 - Information sharing and posting notes on WSP website
 - Learning opportunities - everyone is learning from each other
 - Seeing the resource sharing such as the three-way agency partnerships Parks Pass program...DNR, WSP, Fish and WL
 - Facilitating of PEAR teams and visually sharing what will be discussed in the meeting is so helpful. I've really enjoyed the light introductions and also the chat option to answer an ice break question.
- **What can be improved?**
 - Microsoft Teams
 - Day prior to meeting email reminder with link
 - Get folks outside into our parks - high touch high tech
 - More contact is helpful - additional time between meetings to discuss things we covered in big meetings, follow up
 - What would engagement with SP leadership look like? With division leadership?
 - Hybrid meeting at a State Park / State managed land
 - Hold space for members who might be less talkative. A running Google document perhaps? A "bike rack"
 - I am sure you have heard this feedback but Zoom platform. And also someone on admin (perhaps Tonna) monitoring the chat. There is a lot of off topic chat happening and it sometimes distracts focusing on the presentation.
- **What is your favorite high point?**
 - This group is so committed and keeps coming back month after month
 - Working on the Discover Pass Program. It's a tangible difference we are making!
 - Sharing ideas and collaborating with other PEAR team members. Also connecting with other PEAR team members outside of the meetings.
- **What is your biggest hope for next year?**
 - Success in launching Discover Pass Pilot Program
 - In person/hybrid/retreat for PEAR team
 - Hybrid meeting!
 - WSP's PEAR team impact with communities on the new discover pass program, meeting all in person, and perhaps engaging WSP communities more on sharing their own issues or questions that can be answered or addressed to PEAR team. Overall this year on the PEAR team has brought so much intention when working collaboratively with others and brings so many added perspectives. Equity, racism, barriers and access within the outdoors context is such a HUGE issue / topic to tackle, and with hopes of PEAR team being created, there can be solutions or movement forward to assess and solve these issues. Also having such a collaborative team is a wonderful highlight to share. Joyfully but surely.

2024 workplan

Melinda reminded us of the equity impact review and shared that we have taken PEAR team feedback for top priorities. We have coordinated with staff and have some 2024 scheduled already.

Closing

Next meeting is January 17th, 2024, 12-2pm. In the chat answer these questions.

Something I'm feeling is...

- Christmas spirit
- Thankful optimistic
- Hyped
- Happy
- Included
- Grateful for the group

Something I'm wondering is...

- Wondering how this moment is working inside of the parks Agency? This is a heavy lift!



PEAR Team Meeting 7

December 13, 2023



Check in

- Name
- Pronouns
- Role(s) if you like
- What's one thing you will do differently in 2024?



Agenda

- Free Discover Pass Program Pilot
 - Updates
 - Application
 - Feedback
- 2024 workplan
- End of year reflections
- Closing



Community Norms	Practices
GOAL ORIENTED & STRUCTURED MEETINGS	<ul style="list-style-type: none"> • Facilitators provide agenda, meeting notes, and organization • Time checks – limit tangents to keep us on track • PEAR Team meetings recorded during presentation portions
THOUGHTFUL PARTICIPATION	<ul style="list-style-type: none"> • Center PEAR goals to empower discussions • Raise your virtual hand • Balance speaking and active listening • Open-minded observations and feedback, lean into curiosity, ask questions before assuming, seek to understand • Use accessible language (explain acronyms, terms, etc.) • Practice compassion, patience, and understanding • Trust the process; be open to feedback • Trust that we are stronger together than alone
RECOGNIZE EACH PERSON HAS UNIQUE EXPERIENCES	<ul style="list-style-type: none"> • Speak your truth • Appreciate everyone’s differences and commonalities • Awareness of diversity within BIPOC (Black, Indigenous, People of Color) community • Awareness of privilege (white, able-bodied, education, etc.) • Notice and re-consider blanket statements
SUPPORT PSYCHOLOGICAL SAFETY	<ul style="list-style-type: none"> • Judgment-free zone • Recognize this is an intergenerational space • Consider the role(s) of silence and its impact in our space • Take care of yourself • Acknowledge intent, assess impact • Honor confidentiality for the group’s contributions



Pass Pilot Program Updates

- Eligibility
- Day-use vs. annual pass
- Program logistics
- Communication plan
- Program name poll
- Next steps
- Your feedback



Eligibility

- Eligibility
 - Individuals vs. groups and organizations
 - Focus on barriers to the outdoors vs. specific groups or identities
 - Reliable transportation
 - Clothing, gear, equipment
 - Education, comfort, experience in outdoor recreation
 - Community representation in outdoor experiences
 - Culturally relevant activities
 - Financial resources
 - Language
 - History of systemic racism



Day-use vs. annual pass

- Day use pass
 - Pros and cons
- Annual pass
 - Supports reoccurring visits
 - Provides 365 days
 - Simplifies our process



Input from other PEAR teams

- Add a section about how success and impact will be measured
- Ensure wide reach and inclusivity in outreach
- Provide detailed scenarios illustrating barriers
- How does the program overcome language and literacy barriers?
- Summarize linked studies



Input from other PEAR teams

- “where Discover Pass is accepted” vs. state-managed lands
- "other groups or organizations consistent with goals of program..."
- Description of the community served including demographic information such as race, ethnicity, geography, age, and any barriers to participation in outdoor recreation faced by the community



How will the program work?

- Funding
 - \$1000/month over 15 months
- Application cycle
 - Monthly
- Prioritize
 - First come, first serve
 - New applicants
 - Applicants not funded in previous round



Outreach plan

Audiences

- Community groups and organizations representing or serving those who face barriers to the outdoors
- Youth and families with limited access to the outdoors
- Recreation-minded organizations that serve target communities
- Washington libraries and community centers that serve target communities

Outreach

Targeted	General
<ul style="list-style-type: none">• Email Lists <i>(DEI, Folk & Traditional Arts, No Child Left Inside grant applicants, PEAR team, Outdoor affinity groups, Friends groups, State Parks Foundation, community partners, and more.)</i>• Field staff connected with community groups• DEI teams in other agencies and organizations <i>(e.g. King County Parks, Recreate Responsibly Coalition, Outdoor Equity Coalition, etc.)</i>• PEAR team members, community partners as trusted messengers	<ul style="list-style-type: none">• Website<ul style="list-style-type: none">• Program information lives on Discover Pass webpage• Blurb & link on DEI webpage



Feedback we need from you:

PROGRAM NAME: Complete the poll

https://docs.google.com/forms/d/e/1FAIpQLScCFYBxsoGjJ7jHPtRbCjLc4UOxMQij0MoDnLfrddoRe_wc_w/viewform

APPLICATION: Fill it out as a test user

–From a user perspective, how was your experience?

<https://forms.office.com/Pages/ResponsePage.aspx?id=F-LQEU4mCkCLoFfcwSfXLXi0oIAwhkxGi17sy1uTxiFUNFNCUTJLM1dLOU41UFIBTIUxQktJUIE3WS4u>



Timeline

Activity	Date
Feedback Deadline	December 15
Finalize application, outreach plan and interagency agreement	December 18
Interagency agreement signed	By January 31
LAUNCH PILOT!!!	February 1
Outreach begins - We will provide template outreach email	February onwards
PILOT ENDS	June 2025

Small group discussion

- Consider the outreach plan:
 - Who should we (Parks staff) reach out to directly?
 - Who will you (PEAR team) reach out to directly?
- General Feedback:
 - Other general thoughts to share? Questions?

Please have 1 group member takes notes on the google doc!



BREAK!



Reflection – our past 7 months

What is working well?

What can be improved?

What is a favorite high point?

What is your biggest hope for next year?



Small group share outs 3 mins each



2024 PEAR Workplan / EIR (Equity Impact Review)

Date	EIR Topic	EIR Priority Category
Jan 17	Volunteer program	Visitor Experience / Community Engagement
Feb 7	HR Staff recruitment	Workforce Development
March 27	Interpretation	Visitor Experience / Community Engagement
April 17	(TBD) Parks planning public input process	Community Engagement
May 15	Discount pass programs	Visitor Experience
June 5	Partnerships program	Community Engagement
Aug 21	TBD	
Sept 18	TBD	
Oct 16	Reservations program	Visitor Experience
Nov 20	TBD	
Dec 18	2025 work planning	

Ongoing: DEI Learning, PEAR team feedback, reflection on PEAR team "roles in social change ecosystem"

Future Possibilities: PEAR team community building, participating in Parks events



CLOSING:

- Something I'm feeling is...
- Something I'm wondering is...

