

## PEAR Team Meeting 16 – Meeting Notes– October 16, 2024, 12-2 pm

### Welcome & Icebreaker – Yelley 12:05 pm

Icebreaker asking the group to respond to the prompts below.

- Name
- Pronouns
  - (she/ her, they/them, he/him, etc.)
- Visual Description (highlights)
  - Race and/ or skin color
  - Hair (cut or style)
  - What you are wearing (glasses, jewelry, color of your shirt)
- Role(s) if you like
- Check in:
  - What energy are you bringing today?

### Facilitators' Present:

Yelley Taylor, they/them, Parks DEI Consultant

### PEAR Team Present:

Stacey Coltrain, she/her, Ranger Sequim Bay State Park

Clare Delong, she/her, Communications Director

Mary Brown, she/her, Guide Manager at Alpine Events International

Curt Fackler, Camp Host Volunteer WA and AZ

Denise Rochelle, she/her, Founder of The Bronze Chapter

Suzanne Kagen, she/her, Program Specialist 2 at Lake Sammamish State Park

Jeff Vassallo, he/him, Tahoma Gateway Area Manager, NW Region

Nick Miron, he/him, Community Member

Angela Smith, she/her, Recreation Professional and Community Builder

Megan Grisso, she/her, community member

Reco Bembry, he/him, President Big Tent Coalition

Valeria Veasley, Policy & Governmental Affairs Management Analyst

Alyssa Smith, she/her, Boating Education

### Observers Present

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

Keri Murphy, she/her, Visitor Services Manager

Mark Baker, he/him, CRS Manager

Heather Carrington, Central Lake Area Administrative Assistant

Chevon Powell, Community member

## Agenda

Yelley welcomed the group at 12:05 pm and reminded the team of our community norms that we came up with as a group. We can work to support one another to be accountable for these norms. Please reach out if you would like to make any adjustments to these community norms.

Yelley started the meeting with the ice breaker and shared the agenda

- Check in
- EIR Topic: Reservations
- General updates
- Closing.

## Equity Impact Review (EIR) Reservations

Yelley Welcomed Mark! Mark began working for Washington State parks in December of 2022. Currently oversees the management of the Central reservations system contract. Prior to working at State Parks Mark worked at the YMCA of Northwest Florida, City of Pensacola and Saluda Shoals Park in Columbia, SC.

Mark shared that he works for the Central Reservations System (CRS), a team of three within the Communications Division. The team includes for Visitor Services Manager Keri Murphy, CRS Manager Mark Baker and CRS Coordinator Kayce Rodriguez.

What is the Central Reservations System? The CRS is the venue that connects customers with overnight recreational opportunities.

Mark prompted the group to spend a few minutes on our website trying to make a reservation.

How was your experience? How far out were you planning? What do you notice? What was easy and what was challenging? What device did you use to make a reservation?

- Good, I see they've simplified the process! Better
- When you try to do that, it lets you see the edit button, but then pops you further down a page (with that out of sight) to the campground. Didn't realize it was above, because it looked like a new screen. On a laptop, chrome
- has context menu
- Easy, but shocked at how expensive the sites are!
- I'm in a loop trying to update how many people are in my party...

- I'm having difficulty determining if the park I'm trying to book is open during the winter season for camping
- The Front end is easy, however, to find the preferred sites within a campground "Tough"
- I constantly get calls at my park with the guest saying they are trying to make a reservation, but it says the site is unavailable. This is because reservations stop in my park from 9/15-5/15. It would be very helpful for all parks for the website to say this park is currently not taking reservations and is 1st come 1st serve and the dates it happens.
- took several clicks to get chosen park to activate when using a map.
- It was pretty easy - I didn't notice I had input arrival as today (default) and got an error message and couldn't proceed. I finally scrolled up and changed the dates and it worked. I was booking at Lake Wenatchee.
- It is easy except for length of vehicle. I have a 5th wheel is it camper or total length.
- I clicked on the "reservation system" link first, but the "online" is where you make the reservation
- am familiar with parks.wa.gov, but still knew its usually faster to google what I want rather than follow site leads.
- like that there are warnings that some events require a Special Activity Permit if they're bringing in outside vendors or extra activities.
- On my cell the reception wasn't good enough for the site search.

Mark shared that we do have parks that are considered peak season parks that are open from May 15<sup>th</sup> to September 15<sup>th</sup> for reservations. Once that peak season ends a lot of those parks go to first come first serve and some even close for winter.

### Overnight Reservable Facilities

- Campsites
- Cabins
- Yurts
- Vacation Houses
- Group campsites
- Mooring Buoys
- Retreat Centers

Retreat centers can be seen on our reservations page, but you cannot book a retreat center through the reservations page. If you try to book one online it will prompt you with a phone number to call and you'll be connected to the staff that manages the retreat center.

### Types of Campsites

We have standard sites that include nearby drinking water, sink waste, garbage disposal and flush restrooms. These sites typically do not have any utilities at all. These

sites are a little cheaper than some of our other sites. A lot of our standard sites can accommodate RVs but there are no hookups. The hookups you will typically see are electric water and sewer, partial hookup sites will have one or two of these amenities. Full utility sites are standard sites with the addition of electric, water and sewer hookups.

We also offer hiker/biker sites that are open to campers who arrive by foot or bicycle. These typically won't be found on the CRS. One thing unique to Washington is that if you are hiking or biking into the park even if you get there and the campground is full and all of the sites are taken we will find you somewhere to camp for the night. We don't want to turn you away when you've been hiking or biking all day and can't make it to another park quickly. This is something great that we do that is open to everyone.

Water Trail Sites are open to campers who arrive by non-motorized watercraft. If you arrive in a motorized watercraft staff will not allow you to camp at those sites.

Primitive sites aren't near flush restrooms and may be walk-in without nearby parking. Some of these sites are over a couple hundred yards from parking.

### Camping fees

Mark reviewed the camping fees chart on slide 13 and shared that we've recently updated our camping fees. This is the first time we've had a fee increase in a very long time. To put this in perspective the primitive and water trail campsites are only \$12 a night there was no change in that price. For standard, partial utility and full utility campsites the increase was between \$3 and \$5.

In addition to camping fees there is also a transaction fee. If you book online that charge will typically be \$8. If you book through the call center, it's a \$10 fee. The reason we have a transaction fee is to pay our vendor. The camping fees go back to State Parks, 70% of our earned revenue is generated by us.

### Day Use Facilities

Kitchen shelters and picnic shelters can be booked online through the central reservations system. If you plan to use these shelters during our peak season may, through September, we highly recommend booking these. The number of individuals these shelters can accommodate varies but this information is listed in the CRS.

### Parks with Reservable Facilities

To put into perspective the number of parks we have with reservable facilities:

- Camping 76
- Roofed 32
- Vacation House 5
- Marina 12
- Group 54
- Day Use 61

- Retreat Center 9

There are around 130 parks total within our State Park system, we do have quite a few that do not offer camping.

You can reserve marina sites at 12 of our parks just like a campsite.

### Making a Reservation

90% of our users book their reservations online. There is also a call center 1-888-CAMP-OUT available from 7 a.m. to 8 p.m. We have some parks that have designated first come first serve sites. We recently started a same-day reservation program in 27 of our parks. Same-day reservations can be made until 4 p.m. in those 27 parks. After 4 p.m. we close same-day reservation bookings and go to first come first serve.

Our system has a 9-month reservation window, you can book out 9 months in advance. In January of this year 352,000 people rushed to our reservations website in the first 30 minutes to make reservations for September. This is one of the bigger numbers but it's not uncommon to see most days there's around 100,000 people that rush to the website to book. There are a lot of people out there trying to get reservations. It can be challenging, particularly at our very busy parks because there are a lot of people at 7 a.m. waiting to click that button on the mouse to move forward to book that reservation.

### Canceling Reservations

We have a complicated cancellation policy but there's some reasoning behind it. The longer you hold the reservation the larger the fee will be kept. State parks will hold a percentage of your booking fee, that's the price you pay for the campsite.

- 50% if held more than six months
- 40% if held for five – six months
- 30% if held for four – five months
- 20% if held for three – four months
- 15% if held for two – three months
- 10% if held for one – two months
- 5% if held for less than one month
- Additional transaction fees for cancellations
- Percentages represent site fee that is retained

You could previously book nine months and ten days out so they would make sure that the 4<sup>th</sup> of July was the last day they could book. They didn't care about the dates at the front end so they would cancel seven days at the front end just so they could have that 4<sup>th</sup> of July weekend.

This was creating a lot of problems because one the sites were no longer available for other people to use. We also had a lot of last-minute cancellations. Additionally, if someone books nine months out, they cannot change their reservation for a month.

Someone books and they want that 4th of July. Well, what they were doing is they come back on the next day and they'd slide their reservation to say July 5<sup>th</sup>. They could get even more of that weekend, so that's why we make them wait a month before they change their reservation.

### Annual Reservations

Mark reviewed data from 2023 and 2022 on slide 18 showing the bookings made throughout the year. In 2023, just campsites alone we had 321,264 reservations. If you factor in the nights booked, we had 850,624 nights. Overall, we had 346,000 reservations in 2023, and 912,000 nights booked. We're quickly approaching a million nights booked per year, that that's a really large number. That's just how popular our parks are.

### Recently Added Features

CRS recently added 27 parks that now accept same-day reservations. The Same-Day Reservations pilot program started in September of 2023 at, Cape Disappointment, Deception Pass and Millersylvania State Park. It was very successful at the first three parks, so we opened this up to parks that wanted to volunteer to be part of the pilot. In May of 2024 we expanded the pilot to 24 additional parks. Since then, we've had 6,200 same-day reservation bookings.

We started this pilot program to make it easier for the customers, they now can book the day of until 4:00 p.m. No more having to risk driving hours to arrive at the park and learn the first come first serve spots are full. This has created a better experience for our customers and staff.

We also made reservations available after 8:00 p.m. Previously all bookings had to be made by 8 p.m. the day before you were scheduled to arrive. We changed this after starting the same-day reservations program because 20% of the reservations happening for the next day were between 8 – 11:59 p.m. We determined that this would have a minimal impact on staff and how they plan for bookings the next day. Since we started this in January parks not on the same-day reservation system have had about 1,500 bookings. This has been very helpful for filling in the weekdays, were there aren't as many people filling up the parks.

Also recently added are Flexible Booking dates. This gives the customer the ability to look at additional reservation dates if they have a flexible schedule (Majority of bookings occur during weekdays) Say you want to go to Cape Disappointment on August 1<sup>st</sup> and all those days are filled. You can select the flexible booking option to look up to four months out. You can put in all your criteria the type of equipment you have and see a list of all the sites available. You want to go for three days? You have a 20-foot RV and you want partial utilities. It'll give you every site available in that month for the parameters you have. We started this in May of this year and it has been successful. At this point we've had about 2,500 bookings as a result of this.

## Goals

- Improve equity and access
  - Explore modifying reservation window
  - Review cancellation policy
  - Expand same-day reservations program to additional parks

To improve equity and access we want to explore modifying the reservation window. Most states have a six-month booking window. National Parks added another layer to that they do what's called a staggered reservation system. Some other parks, and they've recently piloted, even at Olympic National Park. What they do is have 1/3 of the campsites have a six-month booking window. Another third that will have a two-week reservation window. And another third of the sites could have a five-day booking window. This will make it easier for a lot of people that don't know their schedules and want to go camping but can't plan nine months out.

At this point in time our system doesn't have the ability to offer staggered reservations. We do have the ability to change the reservation window and are exploring that.

We're also looking at options to make our cancellation policy easier. We also want to encourage people to cancel so those sites open back up.

## Challenges

- The capabilities of software system
- Transaction fees
- 70% of State Parks budget is from earned revenue
- Large amount of web traffic

## Questions/Comments

- Is there any thought about giving WA state residents with a longer reservation window or priority?
  - We have had that question in the past we haven't dived too deep into that yet
- There's no language that talks about oppressed people or diversity of any kind. Is it a possibility that language can be added to the website?
  - That might be outside of Reservations scope but that is likely possible. Yelley shared that they and Janette are working on this to align divisions and what we are putting into public facing materials.
- Safety is a great point for minorities or people of color going out and camping. Messaging or positive testimony on safety might be helpful.
- recreation.gov is that the national parks platform?
  - Yes, that is mostly a national park platform but there are a few other states using that platform as well.

- recreaton.gov has a toggle for translation – something to consider

## Break

9-minute break, return at 1:10 p.m.

## Breakout Rooms

Yelley divided the team into breakout rooms to discuss the prompts for 15 minutes. Each group was then asked to share out.

As you consider your experiences as a (potential user, what other concerns/issues do you have that you would like Parks to be aware of? Feel free to expand on challenges we have already identified.

What feedback do you have regarding recent changes to the reservations system? New ideas?

**Group 1 - User-Friendly Interface:** Simplify the online reservation process with an intuitive and easy-to-navigate interface. Ensure that the website is mobile-friendly for users on the go. **Integration with Other Services:** Integrate the reservation system with other services, such as park maps, weather updates, and nearby attractions, to provide a comprehensive planning tool for visitors.

**Regular Updates and Maintenance:** Ensure that the system is regularly updated and maintained to address any technical issues and improve performance.

**Feedback Mechanism:** Incorporate a feedback system where users can rate their experience and provide suggestions for improvement.

Affirmative action within the Washington State Parks reservation system can help ensure equitable access and opportunities for all visitors. Here are some ways to incorporate affirmative action principles:

1. **Inclusive Policies:** Develop and implement policies that promote diversity and inclusion in the reservation system. This can include prioritizing reservations for underrepresented groups and ensuring accessible facilities for people with disabilities.
2. **Outreach and Education:** Conduct outreach programs to inform diverse communities about the reservation system and available opportunities. Provide educational resources to help them navigate the system.
3. **Training and Awareness:** Train staff on the importance of affirmative action and how to implement it effectively. Raise awareness about the benefits of diversity and inclusion within the parks.
4. **Feedback Mechanism:** Establish a feedback system to gather input from visitors about their experiences and any barriers they may face. Use this feedback to make continuous improvements.



5. Partnerships: Collaborate with community organizations and advocacy groups to promote equitable access to the parks and reservation system.

Example Tennis Center, Tiered System for registration processes, 9 Example Early reservation window for internal and or preferred customer access i.e. BIPOC, LGBTQIA+, Limited Ability, etc....Creating a tiered process for Access for new groups and opportunities for New emerging users to interface with the new systems, SAFETY: A personal thought, who creates greater safety for new and emerging parks users, People just want a recommendation, so they don't have to do so much of the research! Virtual/3D view.

Leverage technology better, done by Washington State Parks Foundation- need to connect to the reservation system... How do we work with disenfranchised groups and new users to vet organizations as new partners and initiatives. How do we protect, lift, and identify new value-added positioning for new groups, cultural initiatives, etc... Reservations?

% of revenue sharing for organizations i.e. Camps/Directed Educational Programs with partner Small Businesses/Concessionaires sharing the revenue.

Yelley shared that we need an internal structure to address a reporting mechanism. This is part of our DEI plans.

Group 2 – How to make parks more accessible to people with mobility issues. Getting reservations has become so competitive. NCLI grant gives points for using park resources, but park resources aren't available. Partnership helps with making reservations for community groups- earlier access to invite in new users. Invite community groups to have access opportunities first. Self-serve and forced reservations for first come first serve (FCFS). We also briefly touched on selling and transferring sites on social media.

Group 3 – The 9-month reservation window is very challenging. If you know how to make alerts you can do that but it's not very clear on when reservations will open. Easy calculation tool to find out when reservations open. Holding spaces and doing targeted outreach to community groups to have more opportunities. Staggered reservations. Increased notifications out of the system "hey if you aren't going to come, please cancel so others can claim this spot". The new features are helpful! Adding calendar reminders. Engage the Everyone Outdoors program participants, and NCLI groups to advertise un-booked sites. Riffing off the staggered reservation window. Having roofed accommodations on same-day reservations. I've snagged reservations for schools/local parks districts so their youth can come. Is there a waitlist system where folks could be notified? Community groups - pull from free pass programs as well as partners at agency and local park level. Community groups talk to each other to see best practices for getting bookings. Retreat centers can be tough to book. Having more intentional approaches to ensure community groups can make those bookings would be helpful,

especially closer to the reservation dates. Make sure bookings are cancelled so they open back up to circulation.

Group 4 – Same-day reservations struggled with giving out correct information given by the reservation hotline, campers were very confused and frustrated. Not all reservation employees gave out the same information. This is something that can happen with pilot programs but work on this. Information on the web is not very clear for users. Since the reservation system is a third-party system are they committed to equity? What is their DEI policy. Ticketing equity. Shorting the window to book. Not everyone understands how to use the system to their advantage. Staff do campground walks every night, open spots get direct calls, to see if they are coming. People have until 1pm the next day to arrive at their campsite.

Group 5 - Reservation windows can change due to pre-season and post-season. Not all parks are open year-round for reservations. “Available but not reservable” on the website means it’s a first come first serve period. Same-day reservations have saved parks staff time having to track down campers to pay. There is no way to pay at the sites. In comparison to last year occupancy has gone up. Keep some spots open for day of only. 9 months in advance is tough life changes too much. Expand the same-day reservations pilot. Only book 90% leave 10% of spots open. As a park doing same-day reservations it’s AMAZING. We are filling the empty spots. Now that it’s post season, we are at first come first serve and we will have people call to check and they will choose not to travel to the eastside. 50% of the park as a 9-month window then open sites in a staggered way provide more opportunities. Financially some people can’t plan out 9 months in advance. Can we offer a program like Checkout Washington to also checkout campsites? Perhaps during off season? People are excited to be out in the Parks but sad to leave. It would give folks an idea of what we offer and they may become return customers. Once a year free night camping?

Yelley shared that creating partnerships with Everyone Outdoors and NCLI applicants. They love the idea of offering these spots to our community partners. This summer we also started a youth camping pilot at Birch Bay and Larrabee State Park. Certain campsites were reserved for families and all the equipment was provided. This effort was supported by the Parks foundation, and we are looking to expand that program for next summer. This also provided opportunities for families to interact with interpretive specialists.

### General Updates

- Changes to NCLI
  - For this application cycle 2025-2027 we will not be accepting internal applicants. We identified some equity issues. External applicants face more barriers than state park employees. We’ve heard that applicants have struggled to reserve retreat centers. We want to focus staff compacity on being good partners. While this program lives within the DEI program this decision was determined by the Executive Leadership Team.

- Next month – Visitor Services: Using Technology to Increase Access

### Closing

Yelley asked the group to type or verbally respond: One thing you are leaving with? One action you are going to take? Meeting closed at 2:00 p.m.



# PEAR Team Meeting 16

October 16, 2024

Reservations





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



# Agenda

- Check in
- **EIR Topic: Reservations**
- General updates
- Closing



# Let's check in!

- Name
- Pronouns
  - (she/ her, they/them, he/him, etc.)
- Visual Description (highlights)
  - Race and/ or skin color
  - Hair (cut or style)
  - What you are wearing (glasses, jewelry, color of your shirt)
- Role(s) if you like
  
- **Check in:**
  - What energy are you bringing today?



# Welcome Mark!

Began working for Washington State parks in December of 2022. Currently oversees the management of the Central reservations system contract. Prior to working at State Parks Mark worked at the YMCA of Northwest Florida, City of Pensacola and Saluda Shoals Park in Columbia, SC.







# Central Reservations System

Mark Baker





# The Central Reservations Team



**Visitors Services Manager  
(Keri Murphy)**

Manages the Information Center, CRS, and Discount Pass Program

**CRS Manager  
(Mark Baker)**

Manages the CRS Contract, Vendor, and CRS Operations

**CRS Coordinator  
(Kayce Rodriguez)**

Manages the Day-to-Day Operations of CRS System





Beacon Rock State Park

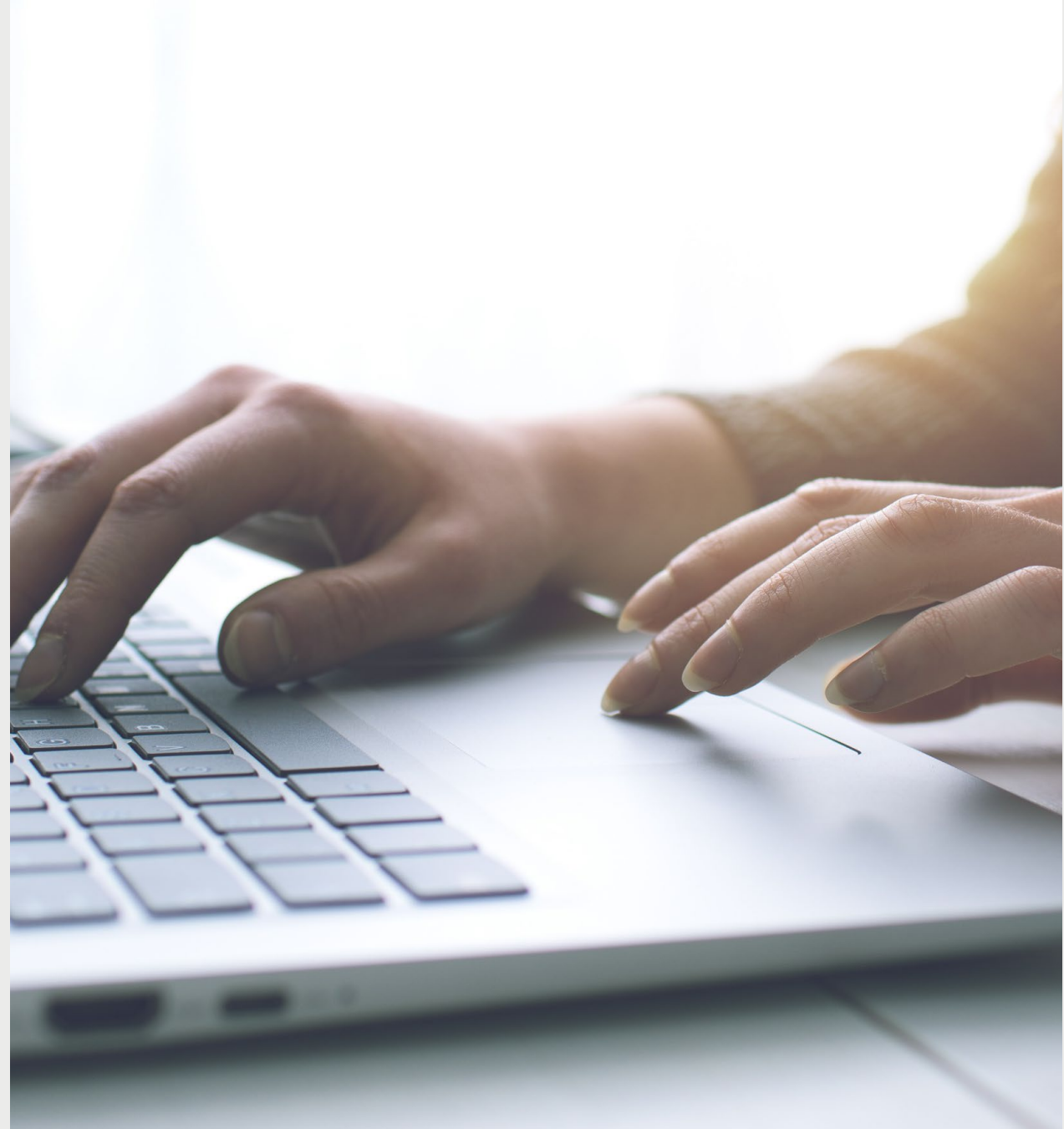
# What is the Central Reservations System

The CRS is the venue that connects customers with overnight recreational experiences in State Parks.



# Let's Make a Reservation!

- How was your experience?
- How far out were you planning?
- What do you notice
- What was easy and what was challenging?
- What device did you use to make a reservation?





# Overnight Reservable Facilities

- Campsites
- Cabins
- Yurts
- Vacation Houses
- Group campsites
- Mooring Buoys
- Retreat Centers





# Types of Campsites



**Standard Sites**

Have nearby drinking water, sink waste, garbage disposal and flush restrooms



**Partial Hookup Sites**

Have electrical hookup. Many have water hookup



**Full Utility Sites**

Are standard sites with the addition of electric, water, and sewer hookup.



# Additional Campsites



**Hiker/Biker Sites**

Open to campers who arrive by foot or bicycle.



**Water Trail Sites**

Open to campers who arrive by non-motorized watercraft



**Primitive Sites**

Aren't near flush restrooms.  
May be walk-in without nearby parking.



# Camping fees

Site Type	Peak Season May 15 - Sept. 15	Shoulder Season April 1 - May 14 and Sept. 16 - Oct. 31	Winter Season November - March
Primitive and water trail campsites	\$12 (no change)	\$12 (no change)	\$12 (no change)
Standard campsites	\$31 - \$43	\$23 - \$35	\$23
Partial utility campsites	\$41 - \$51	\$35 - \$46	\$35
Full-utility campsites	\$46 - \$56	\$41 - \$51	\$41





# Day Use Facilities



**Kitchen Shelter**



**Picnic Shelter**







Millersylvania State Park

# Parks with Reservable Facilities

- Camping 76
- Roofed 32
- Vacation House 5
- Marina 12
- Group 54
- Day Use 61
- Retreat Center 9





# Making a Reservation

- **Online**
  - <https://washington.goingtocamp.com>
- **Call Center**
  - 1-888-CAMP-OUT
- **First- Come-First Serve**
  - In person at the park
- **9-month reservation window**





# Canceling Reservations

- 50% if held more than six months
- 40% if held for five – six months
- 30% if held for four – five months
- 20% if held for three – four months
- 15% if held for two – three months
- 10% if held for one – two months
- 5% if held for less than one month
- Additional transaction fees for cancelations
- Percentages represent site fee that is retained



Moran State Park

# Annual Reservations

Type	Reservations 2023	Reservations 2022	% Change	Nights 2023	Nights 2022	% of Change
Campsite	321,264	316,377	1.54%	850,624	841,031	.98%
Roofed Facility	14,850	15,688	-5.34%	36,573	38,169	-4.18%
Cama Beach Cabins	2,115	2,978	-28.98%	5,322	7,524	-29.27%
Group	2,487	2,507	.80%	6,796	6,676	1.80%
Houses	980	1,086	-9.76	2,708	2,982	-9.19%
Marina	859	849	1.18%	4,091	3,899	4.92%
Retreat Centers	296	328	-9.76	962	1,043	7.77%
Group Vacation Rentals	64	29	120.69%	160	79	102.53%
Annual Marina	15	13	15.38	1,860	1,612	15.38%
<b>Total</b>	<b>346,210</b>	<b>343,116</b>		<b>912,446</b>	<b>906,341</b>	





# Recently Added Features



## Same-Day Reservations

The CRS recently added 27 parks that now accept same-day reservations.

[Making Reservations | Washington State Parks](#)



## Reservations After 8:00pm

Parks not participating in same-day reservations now accept reservations until 11:59pm the day before arrival.



## Flexible Booking Dates

Gives customer the ability to look at additional reservation dates if they have a flexible schedule. *(Majority of booking occur during weekdays)*



# Same-Day Reservations

- Pilot began in September of 2023 at 3 parks
- In May of 2024 expanded to 24 additional parks

	Same-Day Reservations	Next-Day Reservations
<i>Alta Lake</i>	158	173
<i>Belfair</i>	221	253
<i>Birch Bay</i>	268	326
<i>Bridgeport</i>	47	53
<i>Cape Disappointment</i>	808	1038
<i>Conconcully</i>	38	66
<i>Curlew</i>	57	89
<i>Deception Pass</i>	1017	1355
<i>Fort Casey</i>	78	103
<i>Fort Worden</i>	200	251
<i>Lake Chelan</i>	345	352
<i>Lake Easton</i>	245	372
<i>Lake Sylvia</i>	12	15
<i>Lewis and Clark Trail</i>	63	53
<i>Lincoln Rock</i>	189	209
<i>Millersylvania</i>	627	730
<i>Moran</i>	183	307
<i>Ocean City</i>	356	453
<i>Pacific Beach</i>	134	188
<i>Pearrygin</i>	165	273
<i>Potholes</i>	116	126
<i>Riverside- Bowl and Pitcher</i>	199	236
<i>Schafer</i>	86	109
<i>Sequim Bay</i>	206	212
<i>Twanoh</i>	61	87
<i>Twenty -Five Mile Creek</i>	76	76
<i>Wenatchee Confluence</i>	130	154
<b>Grand Total</b>	<b>6085</b>	<b>7659</b>



# Central Reservations System Goals

- Improve equity and access
  - Explore modifying reservation window
  - Review cancelation policy
  - Expand same-day reservations program to additional parks





# Challenges

- **The capabilities of software system**
- **Transaction fees**
- **70% of State Parks budget is from earned revenue**
- **Large amount of web traffic**





**Questions?  
Comments?**



# Prompts

- As you consider your experiences as a (potential) user, what other concerns/issues do you have that you would like Parks to be aware of? Feel free to expand on challenges we have already identified.
- What feedback do you have regarding recent changes to the reservations system? New ideas?



# Discuss in Breakout Rooms!



# Updates

- Changes to NCLI
- November: Using Technology to Increase Access





# 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 24	Interpretation continued & DEI Roadshow Data	Workforce Development
May 15	Parks Planning public input process	Community Engagement
June 5	Partnerships program	Community Engagement
July	NO MEETING	
Aug 14	Emerging Leaders Program	Workforce Development – Career Pathways
Sept 18	The commission & conversation with Commissioner Danenberg	Community Engagement
Oct 16	Reservations program	Visitor Experience
Nov 13	Using Technology to Increase Access – Visitor Services	Visitor Experience
Dec 18	Discount pass programs	Visitor Experience

**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

