

DEI Committee
March 4, 2024, 3:00 – 4:15 pm
Zoom

Meeting Notes

Attending:

Elena Amaya – Hoyt Arboretum Friends (HAF)
Keith Baich – Explore Washington Park (EWP)
Nina Avila – HAF
Meghan McCloskey – EWP
Megan Adams – Portland Japanese Garden (PJG)
Chirona Silverstein – EWP
Charetta Long – Oregon Zoo (OZ)
Clay Thompson – TriMet (TM)
Hallie Wilkerson - EWP

Partner Updates

- Chirona (EWP): Portland Parks & Recreation allocated 50 parking validation codes to each cultural institution for underserved communities to use which have been given to EWP to distribute. An excel spreadsheet has been created for each institution and the EWP website has a form where visitors can request these codes.

Keith clarifies that these passes are meant to be a resource for audiences in which parking prices are a barrier.

Charetta questions whether demographic data will be collected on who utilizes these validations, as well as the TriMet passes in EWP's program.

Chirona confirms that low-income families are the target audience for these validations, and data will be collected using the Google form. If all these validations get used, there may be an opportunity to receive more from Portland Parks & Recreation.

- Clay (TM): There will be more closures in June for testing of the type 6 MAX trains, and we will begin seeing them throughout the system. Going to be partnering with David Campbell Memorial to redo the firefighter memorial located near Providence Park to open in 2025.

Keith suggests having TriMet discuss the challenges behind adding safety and security to transit use in conjunction with the needs of individuals in mental health crisis, i.e. a discussion of the

relationship of safety interests with those of accessibility and assistance.

Clay will look into having his manager speak the next time the committee meets. A law has recently been passed that allows TriMet staff to remove individuals who are using drugs on the system.

- Megan (PJG): Last year, the Garden started providing American Sign Language tours, and they are now looking into expanding that opportunity to the cultural demonstrations and events. PJG joined Bloomberg Connects for the app to provide language translations.

RTO Update

Keith gives an overview of the Metro RTO grant, which is a grant EWP has received for 2023 – 2025. The goal of this program is to provide transit options to underserved audiences.

Chirona begins their presentation on the transit pass program, which started last July to provide transit passes to underserved communities. The goal is to distribute 10,000 passes through various community organizations and the online portal. Data will then be collected from TriMet on how these transit passes were used. Other goals include participating in 20 different outreach events, as well as improving the overall access experience for these communities.

EWP will also be piloting a shuttle program in partnership with ViveNW to connect the BIPOC community with access to nature in Washington Park. There may be opportunity to collaborate and provide these tour groups with access to Portland Japanese Garden or the Oregon Zoo. Chirona mentions that many of the cultural institutions work with Title One schools and that promotional material could be provided to the students for this program.

Elena mentions that Hoyt has a lot of seasonal drop-in programs that EWP could attend to provide information on this program.

Nina suggests the promotional materials to be digital for the students.

Cultural Pass

Charetta shares her idea of creating a cultural pass with the Oregon Zoo to entice more families to visit. This idea is in the very early steps of implementation and this committee is a great opportunity to collaborate on what this could potentially look like. Charetta is happy to write the proposal and have people edit or provide feedback. The relationship with Travel Portland creates an opportunity to market the cultural institutions without taking on the full bill.

Chirona wonders what the customer experience would look like for individuals with a cultural pass.

The vision is for a digitized cultural pass that lives on Explore Washington Park's website to grant individuals discounted access after purchasing the pass.

Nina calls attention to Hoyt not having an entrance fee.

Keith discusses his experience with these types of passes and highlights that there would likely be two tiers of consideration for the pass as some of the venues do not have admission fees.

In Charetta's conversation with Metro, it was apparent that there were other options and offers for where this cultural pass could live, such as Travel Portland. It does not have to live in Washington Park if that is not a viable option.

There is discussion on how this could promote the One Park vision and Charetta will provide Keith with an outline to send out to the committee. A sub committee can then be created for individuals who are interested in this effort.

Data & Programs

Chirona sent out a list of programs that were already existent for each organization. Keith asks each committee member to take a look at the list and add any missing programs that are intended to serve underserved audiences. The goal is to have this data together using EWP's new data system.