



Explore Washington Park Diversity, Equity, and Inclusion (DEI) Access Plan

Approved 7/20/23

- **DEI Plan Goals and Expected Outcomes**
- **Summary**

Explore Washington Park (EWP) is guided by the 2021 Washington Park Strategic Operations Plan (WPSOP) and the 2020 Washington Park Transportation and Parking Management Agreement. A primary principle outlined in the WPSOP is that *“we eliminate barriers that exclude: we empower diverse perspectives and proactively break down barriers and make the park equitable and inclusive.”*

With this principle as our guide, our goal is to increase visitors from underserved audiences over the period of this five-year EWP DEI Access Plan.

The Park cultural institutions and Portland Parks & Recreation have each developed individual DEI frameworks. EWP acknowledges that some frameworks and planning will remain outside the scope of this plan. Regardless, EWP will act as a nexus for communication, programming, and cross-organization collaboration for the Park and provides several forums for partner collaboration and integration of DEI strategies, resources, and programming.

This document outlines the EWP process, goals, metrics, and outcomes for the next five years.

To help us achieve our goals, we need a commitment from the Park partners, including but not limited to the Portland Japanese Garden, World Forestry Center, Hoyt Arboretum Friends, Oregon Zoo, TriMet and Portland Parks & Recreation to work together to create an inclusive Park. While the time associated with this commitment may vary, we anticipate partners participating in the following ways:

- Participation in DEI Committee meetings and follow-up discussions
- Sharing DEI related data, for example usage of equity programs
- Sharing lessons learned

The more we collaborate and value differences, the closer we get to our desired outcomes.

B. Background / Research

In 2017, the Transportation Research and Education Center (TREC) at Portland State University (PSU) worked with the EWP Board to define the term underserved populations for the organizations.

Underserved populations are defined as individuals who experience financial, geographic, disabilities, or racial or cultural barriers to enjoying Washington Park and have demonstrated disparities in utilizing Washington Park compared to majority or dominant populations.

These include individuals:

- who have financial barriers to purchasing tickets, parking, or using transit
- who are people of color
- who are non-native English speakers
- who are individuals with disabilities
- with a lack of access to private cars or dependence on transit, increasing travel times to Washington Park, creating geographic and transit burden

In 2019, EWP implemented a parkwide DEI committee that consists of representatives from the Park's cultural institutions and Portland Parks & Recreation. This committee has been instrumental in the development of this plan, laying the groundwork through:

- Developing a forum for sharing ideas, challenges, and progress
- Creating foundational relationships for professionals interested in DEI improvements and those assigned to DEI outcomes amongst cultural institution partners
- Presenting EWP staff with ideas and feedback that coalesced into this plan.

In addition to the DEI Committee, in 2022, EWP hired a DEI consultant (Four Forces LLC) to inform this plan. This included facilitating listening sessions in underserved communities, with the goal of better understanding barriers to accessing the Park. Three sessions occurred in Summer of 2022 and included representatives from these organizations:

- Black Parent Initiative
- Black Men in Training
- African Family Holistic Health Organization
- Black Community of Portland/Beyond Black CDC
- PACCO
- IRCO

- Multnomah County HD
- Providence
- West Columbia Gorge Chamber of Commerce
- Latino Network

Feedback included concerns related to the difficulty of driving to Washington Park and costs associated with driving (gas, as well as parking fees). Specific barriers to transit use included the need for more transit promotion, awareness of transit options and availability, and some reticence to use transit due to safety concerns.

C. Vision / Goals:

Vision

To provide a blueprint for the next five years for a continuing commitment to Washington Park, collectively championing accessibility, diversity, and inclusion in alignment with the One Park vision.

Goals

The document outlines four (4) key goals:

1. Park diversity – An increase in Park usage from underserved communities
2. Collaboration – An increase in collaboration amongst Park cultural institutions, including the sharing of data, resources, and strategies to further DEI efforts
3. Sustainability and accountability – Develop a framework to equip and empower Park staff to break down systemic barriers through training and policy recommendations around best practices
4. Programs - Share lessons learned from pilot programs that increase park usage by underserved communities

II. Programs

EWP has designed five program areas to be tested and implemented during this five-year plan, or in some cases, to be continued from EWP's current operations. These programs are:

- DEI Committee Collaboration
- Data Collections/Sharing Program
- Transit Pass Program
- DEI Shuttle Program
- Marketing

Although EWP will be responsible for plan outcomes, and EWP budget areas will solely support programs, the plan requires considerable collaboration from Park partners. To this end, EWP will provide opportunities for partners to provide continual feedback throughout the five-year period of this plan.

. **DEI Committee Collaboration:**

Description:

This program component is ongoing; a continuation of current operations. The DEI Committee, facilitated by EWP, brings together professionals from the Park's cultural institutions, as well as Portland Parks & Recreation, to coordinate programs and resources to implement, promote and support DEI opportunities and strategies parkwide.

Goals:

- Increase consistent collaboration, guided by our One Park principal
- Increase the sharing of information, data, and resources
- Provide a forum for updates regarding programs included herein, feedback, input, and iterative changes to ensure success
- Create DEI training recommendations as a resource for Park partners
- Leverage park-wide programming for the development of new opportunities

Metrics:

- Track Park usages by underserved audiences (Tool: Annual intercept survey, data from cultural institutions)
- Track percent change of Park usage by underserve audiences over the 5-year plan period, reporting annually
- Track number of committee meetings and subsequent collaborative efforts

Budget/Source:

- Budget from EWP general operations budget

B. Data Collections/Sharing Program:

Description:

EWP will collect data sets, provide access to this data to partners, and create data visualizations that promote an understanding of shared success and opportunities as they relate to serving underserved populations.

EWP will serve as a single point of access to Park-demographics and other usage information (ticketing discounts, scholarships, DEI specific events, etc.) from the Park's cultural institutions, as well as Portland Parks & Recreation.

Goals:

The shared data will provide:

- Opportunities for the partners to assess the success of programs
- Opportunities for partners to share resources and create efficiencies
- Opportunities for partners to “draft off” success and opportunities of other partners
- Park-wide baselines for Park usage by demographic subset.
- Opportunities for partner-comparisons which will lead to process and program improvement opportunities
- A better understanding of Park trends related to usage, experience, and additional variables
- Expand Park intercept data survey collection to twice a year, including off-peak season collection

Metrics:

- Annual data reports
- Response to data request from Park cultural institutions and Portland Parks & Recreation

Budget/Source:

- Budget from EWP general budget operations

C. Transit Pass Program:

Description:

The Transit Pass Program, designed to promote transit options to underserved audiences, was created utilizing feedback from EWP community-listening sessions. The program provides up to five free transit passes to families (one per person) to be utilized for travel to the Park by historically underserved audiences. Passes are disseminated in these distinct ways:

- Transit passes and transit options collateral provided to EWP partner organizations that serve underserved audiences. Provides support for in-park events for these organizations and the communities they serve
- Transit passes and transit options collateral provided for tabled events outside of the park with partner organizations that support underserved audiences
- Transit passes and transit options collateral supplied to underserved audience members already participating in programming at the Park's cultural institutions and Portland Parks & Recreation

- Transit passes and transit options collateral supplied to specific underserved audiences (income/need) through an online portal

Goals

- Address gaps in awareness of transportation options
- Address economic barriers to taking transit to the Park
- Learn and share lessons regarding the impact of the program

Metrics

- Increase usage of the Park by underserved audiences
- Number of TriMet passes disseminated
- Number of TriMet passes redeemed in Washington Park

Budget/Source:

- Metro Regional Transportation Options Grant 2023-2025 grant cycle

D. DEI Shuttle Program:

Description:

EWP to research, test, market and develop a shuttle program during the five-year DEI Access Plan. Shuttle service to be paired with underserved audience events, programming, and other community-related occurrences in the Park. Shuttles will provide service to and from Washington Park for communities. Initially, this program will serve existing community partners of the Park's cultural institutions and Portland Parks & Recreation, with direct shuttle service for community-specific events and programming. The program may be expanded to establish new community partnerships. As the program is built out, EWP will seek feedback from partners and DEI Committee members.

Goals:

- Develop program protocols to best reach underserved communities
- Increase Park access for underserved community groups by providing transportation
- Address transportation barriers for community groups that serve underserved populations
- Support Park cultural institutions and Portland Parks & Recreation in their programming efforts
- Increase relationships with community groups by providing resources to access the Park

Metrics

- Ridership data

- Data collected regarding shuttle service experience

Budget/Source:

- Budget to come from EWP funds

E. Marketing Efforts

Description:

Specific marketing tactics will be identified in the One Park Marketing Plan (updated 2023) and utilized to support EWP's DEI access goals.

Goal:

- Successful integration of DEI Access Plan goals into the One Park Marketing Plan tactics and metrics

Metrics:

- The number of marketing tactics implemented to specially address underserved audiences

Budget/Source:

- Budget to come from EWP general operations

F. Intra-Park Information Warehouse

Description:

The DEI Committee will serve as the venue for Park partners to bring forward access issues for people traveling within the Park. While addressing these concerns may fall outside of EWP's scope, EWP will serve to moderate the conversation and data collection.

Goal:

- To provide a forum for discussion and potentially recommendations for resource procurement, allocation and management

Metrics:

- An annual list of discussion points collected from Park partner feedback

Budget/Source:

- Budget to come from EWP general operations