



## Measure 4.3.a: Supplemental - Outdoor Recreation



### GOAL 4.3

INCREASE PARTICIPATION IN OUTDOOR EXPERIENCES  
ON STATE PUBLIC RECREATION LANDS AND WATERS

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**(WSPRC, WDNR, WDFW)**

**Todd Tatum, Cyndi Comfort**



**June 13<sup>th</sup>, 2016**

## Background: Discover Pass sales and revenue have steadily increased

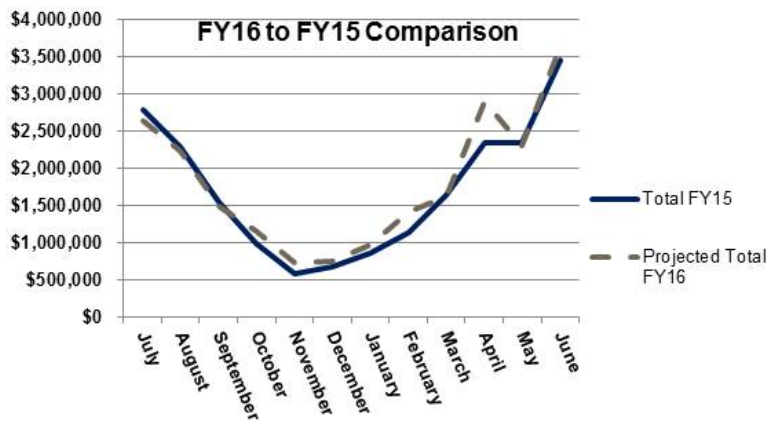


### Steady Growth:

- Yearly improvement in Discover Pass sales since FY12
  - FY16 YTD growth is 5.4%
- Selling approximately 200,000 more passes annually than in FY13
- Revenue growth outpaced growth in WA visitor spending in 2015

### 4.3.a.: Increase number of Discover Passes/daily permits sold

## Current State: On track - Increasing sales, awareness



### Results:

- On track to beat our goal
  - YTD sales have increased by 5.4%, or ~31,000 annual and 17,000 daily passes
- Infraction revenue reduced by ~25% this YTD
  - Indicates increased awareness and acceptance
- Continuing to build customer understanding

### **Opportunities:**

- Improving understanding of customer behavior
  - Capable of descriptive analytics, moving toward predictive analytics
- Expanding and improving marketing strategies
- Improving internal processes, procedures and use of technology

### **Problems:**

- Recreational access fees and exemptions are confusing and inconsistent
- Lack of coordination for recreational tourism marketing

### **Strategies:**

- Improve understanding of customer behavior and segments
  - Implement new Discover Pass web purchasing site
  - Improve the ability to tie causes and effects of marketing together
- Decrease program costs
  - Streamline supply chain processes
- Recreational Access Proviso
  - Improve consistency, equity and simplicity within the state's recreational access fee systems
    - State and Federal permit fee coordination
    - Equity in State fees
    - Develop a consistent statewide approach to fee discounts
  - Report due by December 1, 2017
- Join Washington Tourism Alliance
  - Increase awareness by linking outdoor recreation with the broader hospitality and recreation industries

#### 4.3.a: Increase number of Discover Passes/daily permits sold

### Detailed Action Plan:

Task	Task Lead	Partners	Expected Outcome	Status	Due Date
Recreational Access Proviso: Contract with a neutral third party to facilitate meetings and discussion with parties involved in the process.	Daniel Farber, Brock Milliern, Melinda Posner	WSPRC, WDFW, DNR, DVA, DSHS	A report will be developed for presentation to the legislature by December 1st, 2017	In progress	12/01/2017
Marketing: Study under-represented demographics, and current customers to determine the most effective ways to reach them through our marketing and outreach efforts.	Parks Business Development Program	WSPRC, WDFW & DNR	Increased ability to engage with the public on outdoor recreation	Project plan is in draft	01/31/2017
Improve Discover Pass program efficiency	Coordination provided by State Parks Todd Tatum	WSPRC, WDFW & DNR	Time and cost savings allow for increased agency effectiveness	Project plan is in draft	09/01/2016

#### 4.3.a: Increase number of Discover Passes/daily permits sold

### Detailed Action Plan:

Task	Task Lead	Partners	Expected Outcome	Status	Due Date
Work with existing booklet dealers to increase sales and prominence of the Discover Pass at their locations	WDFW, Peter Vernie	WSPRC and WDNR	Expanded opportunities to sell Discover Pass at retail locations and visitor centers.	Piloting sales in visitor's center, expanding retail opportunities..	09/03/2016
Develop, implement, test and update the multi-agency marketing plan	Coordination provided by State Parks Holly Wood	WSPRC, WDFW & DNR	Increased awareness of Discover Pass requirements and locations to purchase.	2016-17 update in progress	Ongoing

## Assistance Needed:

- Continued support for WSPRC, DNR, and DFW as we consolidate and strengthen our internal processes related to marketing and the Discover Pass
- Continued support as we develop, and seek approval for, the recommendations mandated in the Recreational Access Budget Proviso
- Help in broadening the conversation of the benefits of outdoor recreation across state agencies



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