Measure 4.3.a: Supplemental - Outdoor Recreation

GOAL 4.3
INCREASE PARTICIPATION IN OUTDOOR EXPERIENCES ON STATE PUBLIC RECREATION LANDS AND WATERS
(WSPRC, WDNR, WDFW)

Todd Tatum, Cyndi Comfort

June 13th, 2016
4.3.: Increase participation in outdoor experiences on state public recreation lands and waters

**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

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

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
### Detailed Action Plan:

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

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<td><strong>Work with existing booklet dealers to increase sales and prominence of the Discover Pass at their locations</strong></td>
<td>WDFW, Peter Vernie</td>
<td>WSPRC and WDNR</td>
<td>Expanded opportunities to sell Discover Pass at retail locations and visitor centers.</td>
<td>Piloting sales in visitor’s center, expanding retail opportunities.</td>
<td>09/03/2016</td>
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<tr>
<td><strong>Develop, implement, test and update the multi-agency marketing plan</strong></td>
<td>Coordination provided by State Parks Holly Wood</td>
<td>WSPRC, WDFW &amp; DNR</td>
<td>Increased awareness of Discover Pass requirements and locations to purchase.</td>
<td>2016-17 update in progress</td>
<td>Ongoing</td>
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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