

OVERVIEW OF PUBLIC OUTREACH CAMPAIGN



COLORADO PARKS & WILDLIFE

Keep Colorado Wild Pass Outreach

An overview of our public outreach
campaign

UPSTREAM



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Founder of Upstream Consulting and team lead for outreach and community engagement including elected officials and rural outreach



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Latino outreach, focus group facilitator, Spanish translator



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African American outreach, focus group facilitator

OUR TEAM

Outreach



**ANNA MICHAELS-
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Project management, planning
logistics, focus group development,
stakeholder outreach



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Digital marketing and social media
development

OUR TEAM

Admin

OUR OBJECTIVES

- Engage and educate Coloradans on the new Keep Colorado Wild Pass
- Gather input regarding income eligibility and accessibility
- Provide feedback and recommendations to Colorado Parks and Wildlife



Focus Group in Pueblo, Colorado



- Chose locations close to CO state parks and areas with diverse populations, including disproportionately impacted Colorado residents with a focus on underserved and BIPOC communities, and low-income households.
- Scheduled focus groups to be offered at different times and days in accordance with CRS 24-4-109 vis HB21-1266 "Environmental Justice Act."
- Majority of venues were libraries and family resource centers
 - Accessible and frequented by individuals in disproportionately impacted communities.

ROADSHOW PLANNING

MARKETING MATERIALS

- Roadshow was announced via press release (in English and Spanish) and included calendar of events in English and Spanish with links to register for each focus group
- Included promotion of \$25 gift cards for each participant
- Social Media Toolkits (in English and Spanish) were developed to send to organizations, elected officials, and influencers to help promote the outreach campaign.



DATA COLLECTION AND FOCUS GROUP DESIGN

- In collaboration with CPW staff, we created a comment form in English and Spanish to seek feedback on the Keep Colorado Wild Pass.
- We designed the focus group format to reflect questions from the comment form.
- Each focus group had a CPW staff member assigned to attend and provide additional information on state parks.
- We provided snacks or meals (depending on time of the session) and coloring sheets for children in attendance.
- We recorded each session and had an Upstream team member attend virtually to take notes.



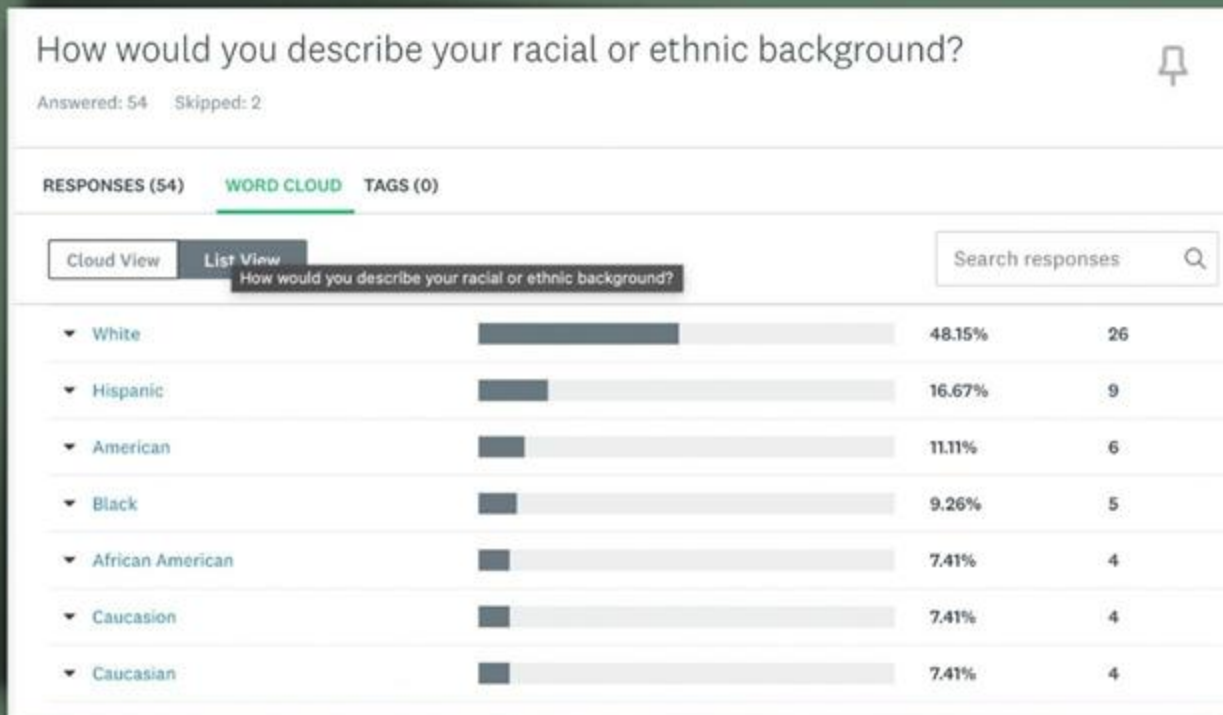
**FOCUS GROUP IN
ROCKY FORD,
COLORADO**

A scenic landscape featuring a paved road that curves through a valley. In the background, there are rugged mountains with patches of snow under a clear blue sky. A dark green rectangular box is overlaid on the left side of the image, containing the text 'Outreach Efforts' in white, sans-serif font.

Outreach Efforts

- Focused on reaching out to people in communities who do not interact with state parks.
- Aimed to have 5-10 attendees to have an intimate and robust conversation.
- Offered a virtual meeting option and the comment form for those who could not attend in person.
- Focus groups at family resource centers often included staff members who work directly with disproportionately impacted populations.

OUTREACH EFFORTS



DEMOGRAPHIC BREAKDOWN OF FOCUS GROUP ATTENDEES, FROM THOSE WILLING TO SHARE



OUR FINDINGS

**FOCUS GROUP IN
MONTROSE, COLORADO**

- Coloradans are generally pleased with the new \$29 Keep Colorado Wild Pass.
- There are questions about how they will access the \$29 KCW pass for the whole year if their registration is not until later in the year.
- Participants were curious if the reduced price would impact the quality of the parks.
- The pass pays for itself if you go 2-3 times per year and allows people to go to multiple parks.



REGARDING THE KEEP COLORADO WILD PASS



FOCUS GROUP IN
COLORADO SPRINGS

- For those who can't afford \$29 and meet income eligibility, \$14 seems reasonable, however many were concerned that an even more reduced price would impact the quality of the parks.
- It's difficult for people to get to CPW offices or visitor centers. If they don't have reliable transportation, they probably won't be registering a vehicle either.
- Ask for documentation that already proves they are income-eligible including WIC, TANF, LEAP.
- People are used to showing documentation to receive reduced prices of services.
- Many people do not have internet access to purchase CPW products online.



- Make it very clear that there is an opt-out option and what it means to opt in. People might opt in and not know what they're paying for or that they now have access to state parks.
- Have a map in a handout accessible for people to see if they live close to a state park.
- Articulate the benefits of the pass.



COMMUNICATION ABOUT THE PASS



FOCUS GROUP IN
COLORADO SPRINGS

- **Include images of people of different races, ages, etc.**
- **Promote the pass in local newspapers, social media, schools, family resource centers, and religious hubs.**
- **Use community groups to help promote the pass by mailing them boxes of materials.**



PARTICIPATE

**IN COLORADO PARKS &
WILDLIFE'S FOCUS GROUP**

**YOU'LL RECEIVE A \$25 GAS
OR GROCERIES GIFT CARD!**

**MARKETING
MATERIALS**



DIRECT QUOTES FROM
FOCUS GROUPS

“Would you
opt in/out of
the Keep
Colorado Wild
Pass?”



Focus group in Sterling, Colorado

“I think it would be great - we go to parks. It gets expensive. You can make a weekend or vacation time out of it. You don't have to go and buy another one the next day.”

“Definitely opt in - I am all about convenience, I am already in the system, and I can avoid a long line, I think it's a matter of convenience. It's right there for you!”

“We haven't gone out much this week because we don't even have the extra money for gas, snacks for the kids, ice, etc., but \$29 is 3 trips out there, but we can go out all year long. We would go out there all day long.”

“If I wanted to take my kids to the pool like with all my family that's almost \$100 for all 9 of us to go - we could have this pass and go out to the swim beach at the lake all summer if we had this pass - its way cheaper than the pool.”



PROS

"It would be good to access two vehicles - many of us have big families and have to take 2 cars. Sometimes a car is in the shop or the field, and if you can't use the car, then you can't use the pass."

CONS

"Gets expensive if there is more than one car. You should make it transferable."

DIRECT QUOTES FROM
FOCUS GROUPS

Income

Eligibility



Focus group in Pueblo, Colorado

"If it's cheaper, you'll bring a lot more people in, but I think it would be better for all parties if you lower the cost."

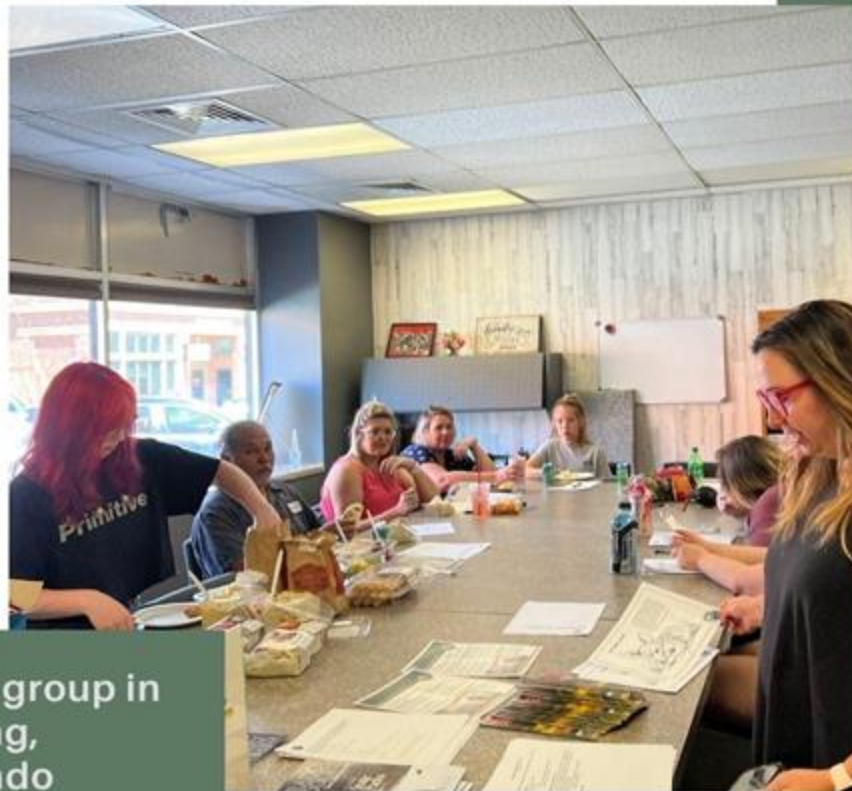
"If you could visit and go to any park ranger - many people don't know where visitor centers are. They want to have fun, not go looking for the center. Make it more available to purchase a pass."

"Making it readily available will help people get it. Maybe local Walmart or places. Courthouse, police station, a convenience store that sells fishing licenses, libraries."



PROS

STAKEHOLDER MEETING



Focus group in
Sterling,
Colorado

We also offered a virtual meeting to professionals who work with disproportionately impacted communities and specifically in outdoor equity work.

Some key points and suggestions from this meeting >>



KEY POINTS

- **Make sure to have options for income eligibility that are not only tied to having children of a certain age (such as WIC) - also consider free and reduced lunch for income eligibility**
- **During the vehicle registration, can there be a question that asks: "Can you afford a \$29 park pass at this time?"**
- **Inclusive marketing and highlighting accessibility is important for the community of people with disabilities to understand how access is relevant to them.**
- **Promote these passes to fitness groups/influencers who are trying to encourage people to get outside and exercise.**



RECOMMENDATIONS FOR FUTURE OUTREACH



OUR TIPS

ENGAGE

with community organizations, advocacy groups, and influencers to help promote the pass, including the Outdoor Equity Grant Program recipients. Send them materials they can share with their communities.

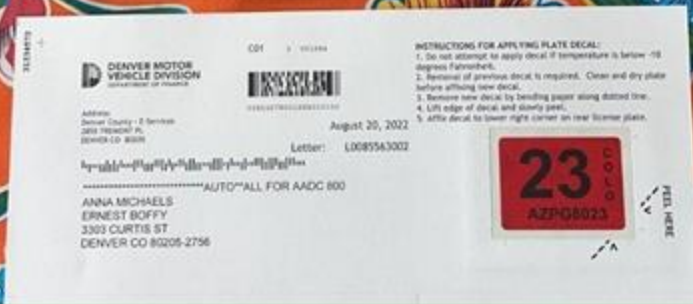
SOCIAL MEDIA

is NOT always the solution, especially in rural areas. Many people do not have access to cell phones or computers.

BE MINDFUL

of days and times offered, especially for those working in non-flexible jobs or with family responsibilities.

We appreciate the opportunity to work on this project and look forward to getting our own Keep Colorado Wild Passes next year!



THANK YOU