



Inclusive Spaces Audit Workshop

Date: 4/2/2024 | Ridgway State Park, CO



SOCIETY OF OUTDOOR
RECREATION PROFESSIONALS

**Outdoor Recreation
Design Lab**

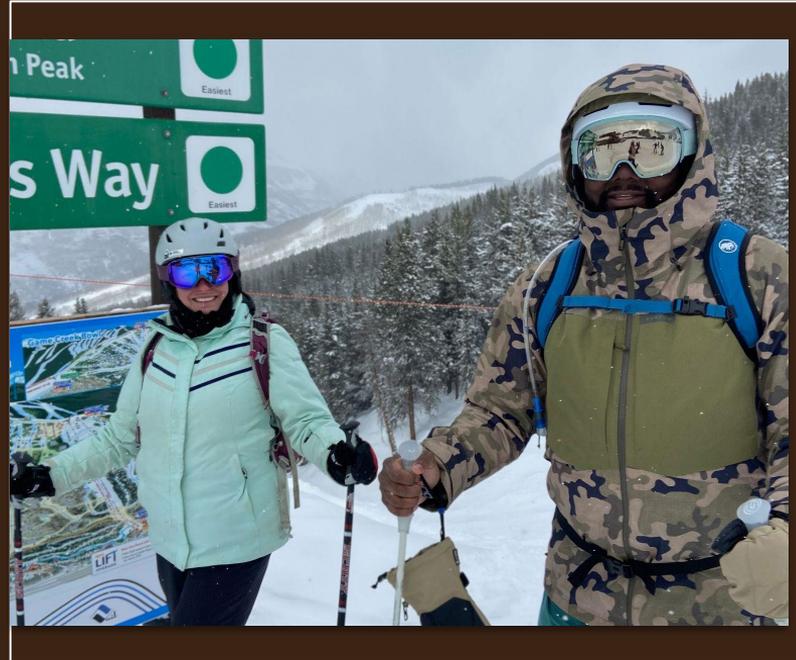
Facilitator Introductions

■ Gerry Seavo James

- Founder, Explore Kentucky + Outdoor Recreation Design Lab
- Deputy Campaign Director, Sierra Club Outdoors For All

■ Rachel Franchina

- Executive Director, Society of Outdoor Recreation Professionals



Attendee Introductions

Prompts

- Share your name/pronouns (if you choose)
- Where you're from - Indigenous land/current land you reside on
- Your organization
- Why you're attending this workshop



Workshop Overview

- Understand Justice, Equity, Diversity, and Inclusion related terms and why they are important in trail design and maintenance
- Learn how to do a trail or site assessment focused on accessibility and inclusion
- Learn about strategies and actions you can use to create more accessible and inclusive trails



Key Terms

- **Affinity Group:** a collection of individuals who share a common identity characteristic, which can be a wide range of things. In our context that characteristic is usually something that's traditionally underrepresented in outdoor recreation and can make the people in that group feel isolated.
- **Nature-based environment:** Any outdoor setting of any size where the sights and sounds of the natural world are present, from urban parks and greenways to designated wilderness areas.
- **Outdoor Recreation:** Activities undertaken for leisure, mental and physical health, spirituality, or other reasons that take place outdoors and are typically dependent on a nature-based environment.



Key Terms

- **Space:** Anywhere where the general recreating public might have touchpoints with outdoor recreation professionals. In our context this means a dealership (RV, marine, powersports), campgrounds, trails and trailheads, marinas, retail stores, outdoor recreation facilities, other public-facing outdoor areas, or camp/guide/outfitter operations.
- **Sundown Towns and Counties:** All-white municipalities or neighborhoods in the United States that practice a form of racial segregation by excluding non-whites via some combination of discriminatory local laws, intimidation, and violence.
- **Underrepresented/Underserved Populations:** Disabled, People of Color (Native American, African American/Black, Latinx/Hispanic, Asian-American), Women, LGBTQ (Lesbian, Gay, Bisexual, Transgender, and Queer), Socioeconomic status (poverty).





Overview of Pre-observation Data Gathering

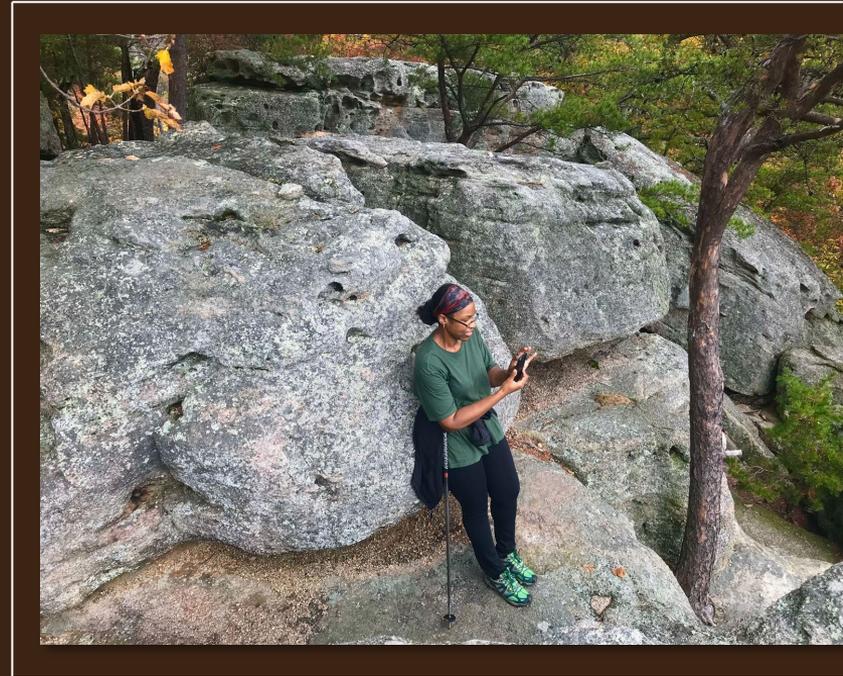
How You Operate

- How are underrepresented people integrated across your staffing, volunteer system, board, or leadership structure?
- How is inclusion referenced in your space's strategic or operational plan, goals, policies, planning documents, mission, vision, outward facing messaging? Do you have a team or staff member focused on these efforts?
- How, if at all, does your organization use regular training and learning initiatives and discussions with the staff, volunteers, board members, and external stakeholders on methods to remove barriers to access/entry and to increase the degree of cultural competency and inclusionary practices internally? What types of training would be most valuable?



Understanding who you serve and how they access site

- Do you understand who is currently using your space (demographics), how (activities), and how often (frequency)? I.e., do you collect demographic data, perform intercept surveys, or activity audits?
- If yes, what does it tell you? How do you use it to make management decisions about your space? If no, what is your impression of how different demographic groups utilize your space?
- How do you think the culture of the surrounding region of the space (I.e., local demographics, transportation availability, culture, and socioeconomic status) affects the way underrepresented populations utilize the space?



Understanding who you serve and how they access site - Continued

- How do most people access your space (e.g. walking/biking access, personal vehicles, public transportation)? Does your community have a public transportation system? If so, does it offer routes that provide access to your space?
- What is the proximity of your space (in both distance and transportation infrastructure) to underrepresented and underserved neighborhoods in your community?



Marketing and Outreach

- How has your organization developed and implemented partnerships and targeted outreach to promote your space's amenities, programs, and services to the underrepresented community/groups? How has community input been solicited?
- How do marketing and outreach efforts about your space (highlighting the space's amenities, program offerings, and events) attempt to reach underrepresented communities?
- How are underrepresented people celebrated and represented in your digital spaces: websites, promotional videos, social media, advertisements, etc. How frequently are they represented?



Discrimination and Harassment

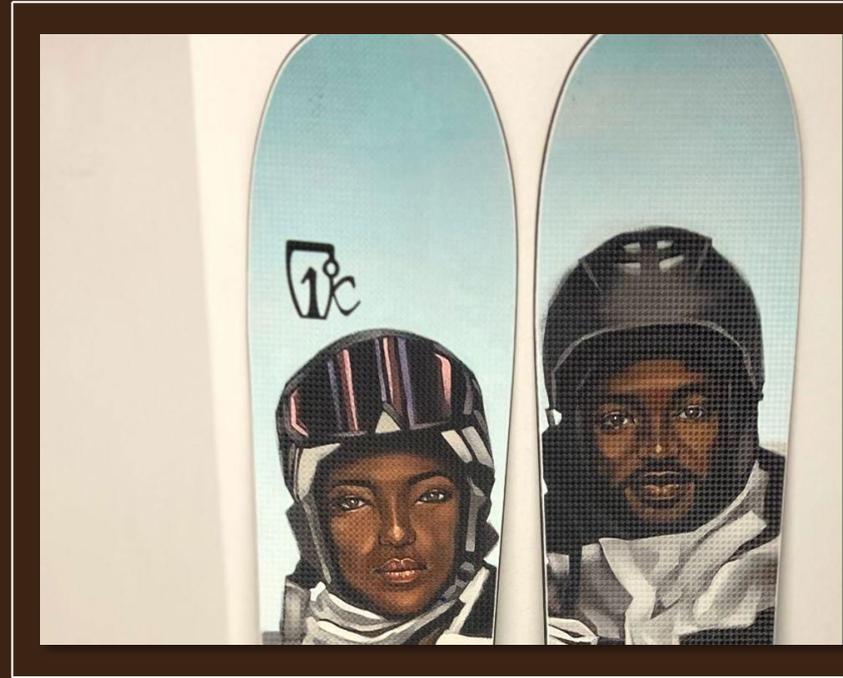
- If a discriminatory incident occurs, is there a policy in place to handle them? Does the local community have anti-discrimination laws in place?
- Has your organization explored the history and culture of the surrounding region and how it might affect how people perceive your space (e.g. history of discriminatory incidents, legacy of sundown towns, divisive symbols or trail names, monuments and flags)?
- How do local organizations who are tasked with policing and rescue consider inclusion principles in how they operate?



The background of the slide is a photograph of a forest with sunlight filtering through the trees. A green triangle is in the top-left corner, and an orange triangle is in the bottom-right corner. The text is centered in the middle of the slide.

Field observation overview and methodology

- How are underrepresented people celebrated and represented in your physical spaces: displays, signs, statues, monuments, etc. How frequently are they represented?
- How are people welcomed when they first arrive at the site/trail? (e.g. passive signage and messaging, staff greetings, etc.)?
- How are underrepresented people celebrated and represented in your digital spaces: websites, promotional videos, social media, advertisements, etc. How frequently are they represented?



- How, if at all, do educational materials and signage at the site/trail detail interpretive info, hazards, mileage, trail difficulty, etc.?
 - Is this information accessible to the visually impaired, non-English speakers, etc through features like pictograms or multilingual signage?
- What policies are in place to mitigate communication barriers between staff and visitors?
- If applicable, what genre(s) of music are typically played at your space via public-facing speaker systems?



- How do amenities and programs take accessibility into account to help users/visitors navigate and recreate at the site/trail?
 - I.e., adaptive outdoor equipment, ramps, or adjustable heights of tables,
 - Tactile information (braille) on key signage for people that are blind.
 - Spaces between seat, tables, displays that allow for anyone in a wheelchair, with a guide dog, or assistive walking devices to navigate comfortably.
- Does the site/trail offer age neutral or intergenerational activities? Futbol, pickleball, playground equipment that can be used by adults.
- Does the site/trail have gathering hubs that foster connections?



Example - Hunter Mountain

- What do you see that is wrong here?
- What would you change?

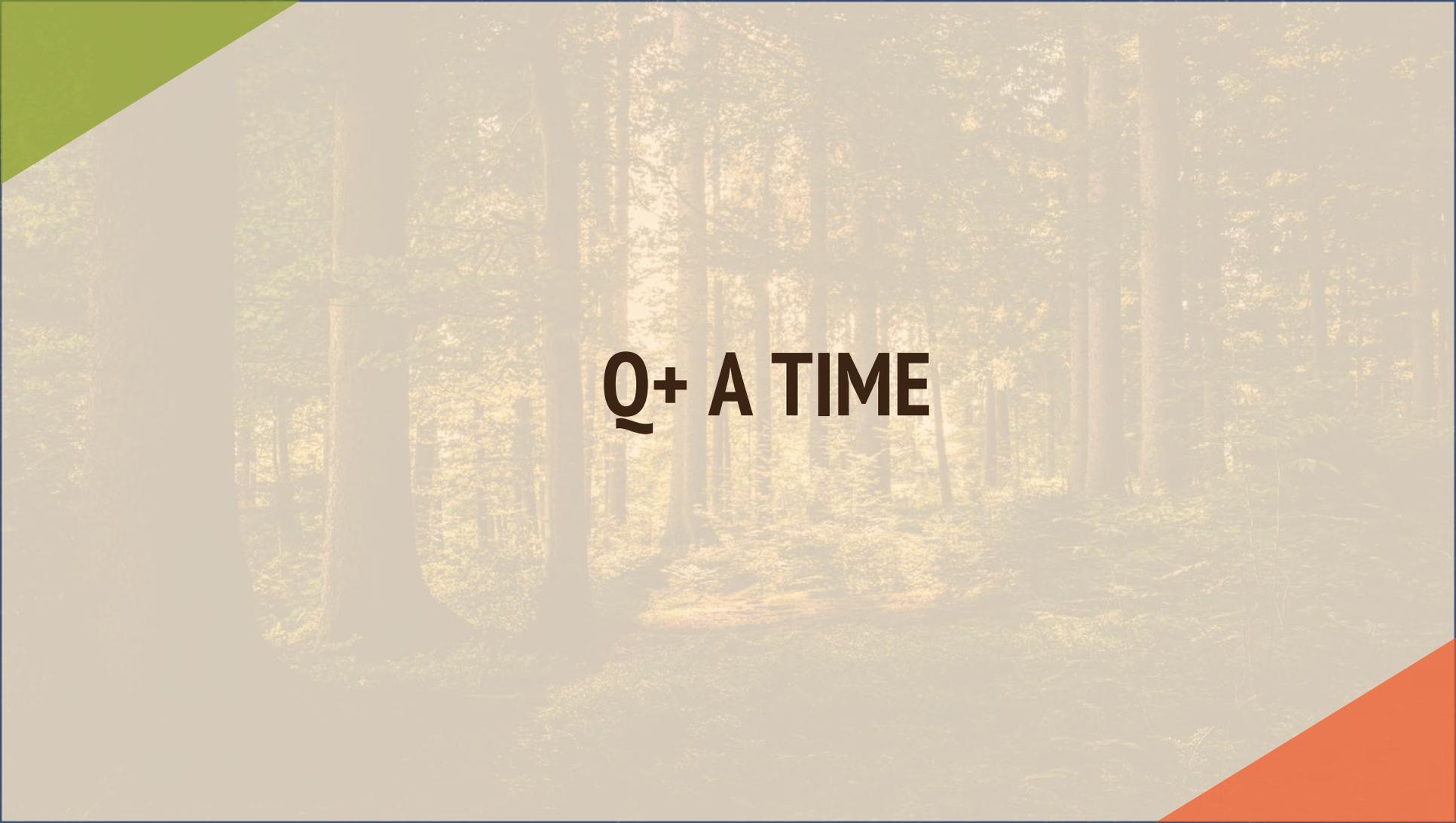


Share Out

Prompts

- Field Observations
- What questions were easiest?
- What questions were hardest?





Q+ A TIME