



DIVERSITY, EQUITY AND INCLUSION (DEI) ACTION PLAN SUMMARY

Guiding Vision

To be an organization that reflects our community, welcomes and serves all equitably, and operates with transparency and accountability.

Why DEI?

At Bend Park and Recreation District (BPRD) we strive to be leaders in our community, and we understand that leadership cannot come without self-examination and humility. We recognize the social inequalities that have long existed and continue to exist both locally and globally. Many people in our community continue to be underserved, underrepresented and excluded.

It is our responsibility to celebrate diversity, be inclusive and accessible, and to reduce inequalities. We are determined to practice our values in our work and have those values be reflected in our programs and amenities. BPRD is committed to take a deep and thoughtful look at our internal policies, practices and the services we provide to identify how we can improve. To guide our desire to do better, we have launched a comprehensive DEI initiative.

The next significant step in the initiative has been the development of the action plan, which will serve as the roadmap for implementation. The action plan is organized by three overarching objectives.

This is a summary. You can find the full report on bendparksandrec.org.

Objective 1

Incorporate DEI practices and philosophy into district values and priorities

Strategy:

Establish shared language and values

Tactics:

- Adopt agency-wide definitions for DEI-related terms.
- Add equity to district values.
- Develop patron-use expectations for parks, trails and facilities.
- Develop agency-wide demographic data collection methodology for patrons and staff.



Strategy:

Improve access to and participation in recreation program opportunities

Tactics:

- Increase knowledge of and access to the district's scholarship program.
- Evaluate the effectiveness of the needs-based assistance policy and plans and adjust as necessary.
- Improve registration processes and technology to address registration challenges and make it more equitable.
- Invest in targeted programming that minimizes barriers for low-income populations.
- Evaluate and prioritize additional barriers to participation.

Objective 2

Strengthen internal workplace culture to prioritize and integrate equity into all aspects of our work

Strategy:

Provide learning and development opportunities to improve DEI competencies across all levels of the organization

Tactics:

- Provide baseline training to develop foundational concepts for all staff.
- Prioritize training for supervisors, managers and directors.
- Provide ongoing, role-specific training.
- Facilitate training for Board of Directors.

Strategy:

Strengthen the workplace environment to encourage recruitment and retention that is reflective of the community

Tactics:

- Recruit to new audiences.
- Collect and analyze data to inform and improve employee retention strategies.
- Identify support needs for staff who have been historically excluded.

Strategy:

Demonstrate the importance of DEI to BPRD staff

Tactics:

- Make DEI information and resources easily available to all staff.
- Formalize the DEI workgroup into a committee and establish representation across departments and levels of the organization.



Objective 3

Collaborate to advance equity in our community

Strategy:

Intentionally build and strengthen relationships to better serve the community

Tactics:

- Identify opportunities to engage and build relationships with people in our community who have been historically excluded.
- Identify strategies for greater engagement with, and acknowledgment of, Native American Tribes that are indigenous to Central Oregon.
- Create stronger and more meaningful partnerships with other governmental agencies, non-profits and community organizations.
- Share consistent updates on DEI progress with the community.

Strategy:

Serve community members in languages other than English

Tactics:

- Identify, prioritize and obtain resources necessary to increase Spanish language services across the district.
- Offer more in-person interpretation and bilingual communication in Spanish.
- Provide accommodations for accessible communication sources for people with disabilities.
- Identify languages anticipated to need resources and services in the future.



Definitions

Diversity: Human differences, such as: ethnicity, gender, sexual orientation, age, socio-economic status, (dis)ability, religious or spiritual identity, national origin, political beliefs, etc. ¹

Equity: To treat everyone fairly. Takes into consideration the various systemic oppressions certain social groups face when seeking to render justice. ¹

Inclusion: Creating a culture where all people feel respected, accepted, and valued. ¹

Historically Excluded: Individuals with disability, lower incomes, people of color, individuals identifying as Hispanic and/or Latino/a, LGBTQ+, transgender/non-binary/gender non-conforming and individuals with any other identity that is not part of the dominant culture. This exclusion is systemic and impacts anyone not holding the majority of power, privilege and social status.

LGBTQ+: An acronym for “lesbian, gay, bisexual, transgender and queer.” ²

¹ <https://www.orpa.org/page/dei-glossary>

² <https://www.nrpa.org/siteassets/nrpa-equity-language-guide-10-21-2021.pdf>