



Strategic Plan Task Force

Addendum to June 19, 2018 Minutes

Additional Public Accessibility Proposals Received from the Public

To assure comparable reviews, please keep in mind the following criteria discussed in the June meeting.

Criteria for Evaluation:

- (1) Provide multiple options for various ways to access the garden
- (2) Reduce impact on membership through carefully crafted programs targeting underserved audiences
- (3) Avoid issues other institutions have experienced relying on free admission to assure accessibility

Additionally, if these new proposals are preferred, one or more of the currently recommended proposals should be removed to avoid unsustainable impact on revenues.

Currently Recommended Accessibility Options (as reviewed in June 19 meeting):

- a. **Membership.** Family membership \$100 (cost of ~3.5 visits for family of 4) or \$8.33 a month. Reciprocal admission to 200+ gardens. **(Recommended)**
- b. **Lone Star Card Discounts** (SNAP/WIC Card). Discounted Family Membership \$30 or \$2.50 per month. Includes Reciprocal Admission. **(Recommended)**
Museums4All. Family visits for \$1.00 admission per adult member, children under 18 free. **(Recommended)**
- c. **MusePass.** Free family passes in each Fort Worth public library. Encourages library visits. **(Recommended)**
- d. **Sponsored Field Trips.** Sponsored 3rd grade field trips for local Title I schools. Includes one free family pass per student. **(Recommended)**
- e. **Blue Star Program.** Free admission to families of active military members from Memorial Day to Labor Day. **(Recommended)**
- f. **Community Based Free Family Passes.** Free admission to a family distributed to locations that specialize in meeting the needs of underserved populations. Approximately 4,500 free family passes would be distributed on request to non-profit organizations providing services to underserved children and families. **(Acceptable)**

Proposed Options:

- g. **Daily free admission to local residents for the last hour before closing.**

Not Recommended as proposed. The previously proposed option of free admission for local residents from 7:30 to 9:00 preferred if this concept is supported.

Staff evaluation:

Criteria 1: Meets this criteria

Criteria 2: Does not target residents who need accessibility options as do options (b.) (c.) (e.) and (f) above. Would seriously reduce motivation to buy memberships and impact revenue.

Criteria 3: Would likely result in negative impacts on managing guests and on the site. Research cited in the last meeting packet also indicates these options reduce revenue without significantly changing audience

h. Free admission to any child on presentation of a local area school ID.

Not recommended. Programs targeted to Title I schools and selected grades where most impact would be received as recommended are preferred.

Staff evaluation:

Criteria 1. Meets this criteria.

Criteria 2: Does not target students who need accessibility options as do (d.) and (f.) above. Would essentially remove any motivation for local residents, who are the primary membership audience, to purchase a family membership.

Criteria 3: Staff has determined this proposal is neutral on this criteria.