

# DPR'S EQUITY APPROACH & YOUTH PROGRAMMING

December 12, 2023

Land Use, Transportation and Infrastructure Committee



**DENVER**  
PARKS & RECREATION

**GAME PLAN**  
for a Healthy City





 **53**  
FOUNTAINS /  
INTERACTIVE WATER  
FEATURES

**24**   
LAKES

 **671**  
ATHLETIC FIELDS &  
SPORTS COURTS

 **14**  
DOG PARKS


**175**   
PLAYGROUNDS

 **SIX**  
BIKE PARKS  
& FEATURES

 **348 mi.**  
TRAILS AND PARK WALKS

 **EIGHT**  
SKATE PARKS &  
FEATURES

**50+**   
ACRES OF PLANTING BEDS

 **21,000+**  
ACRES OF PARKLAND - INCLUDING  
14,591 ACRES OF MOUNTAIN PARKS  
AND 7,028 ACRES OF URBAN PARKS,  
PARKWAYS AND NATURAL AREAS

 **DENVER**  
PARKS & RECREATION

**1527**   
PICNIC TABLES

 **TWO**  
BISON HERDS

 **2.2 MILLION**  
TREES WITHIN DENVER'S CITY LIMITS

 **EIGHT**  
GOLF COURSES

**32**  **30**   
SWIMMING POOLS RECREATION CENTERS  
**TWO MILLION+**  
RECREATION CENTER VISITS ANNUALLY

 **EIGHT**  
EVENT FACILITIES

**MY DENVER**

PROVIDES FREE RECREATION CENTER MEMBERSHIPS FOR  
DENVER RESIDENTS AGES 60+ AND YOUTH AGES 5-18 AS WELL  
AS ORGANIZED AFTER SCHOOL AND SUMMER PROGRAMS

# DRIVERS OF CHANGE

- **Growing city** – Need to maintain and grow the parks & recreation system with the city.
- **Game Plan for a Healthy City** – A long-range parks and recreation master plan.
- **Parks Legacy Fund** – A sales tax dedicated to parks and recreation improvements.





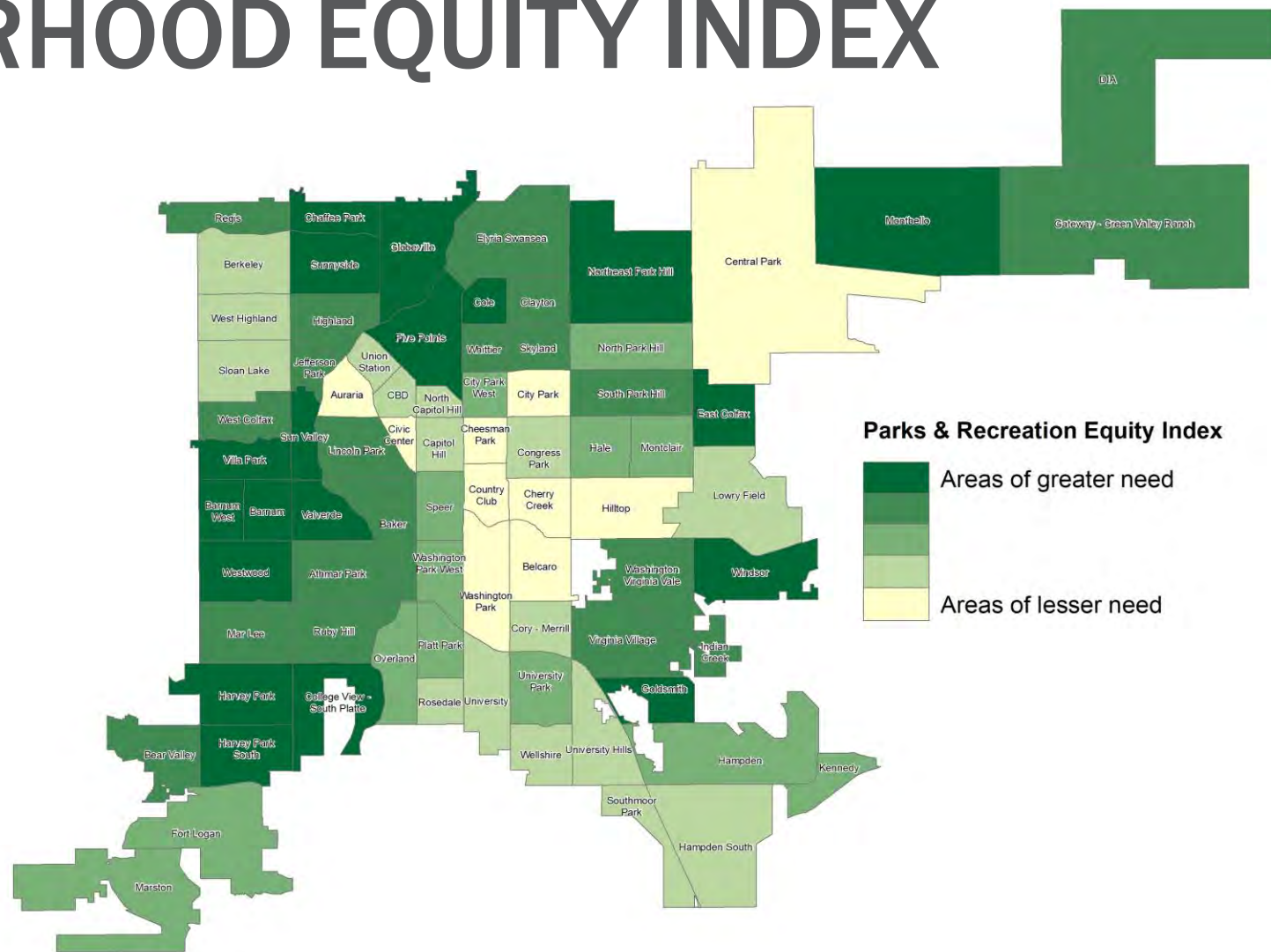
# 2022 NEIGHBORHOOD EQUITY INDEX

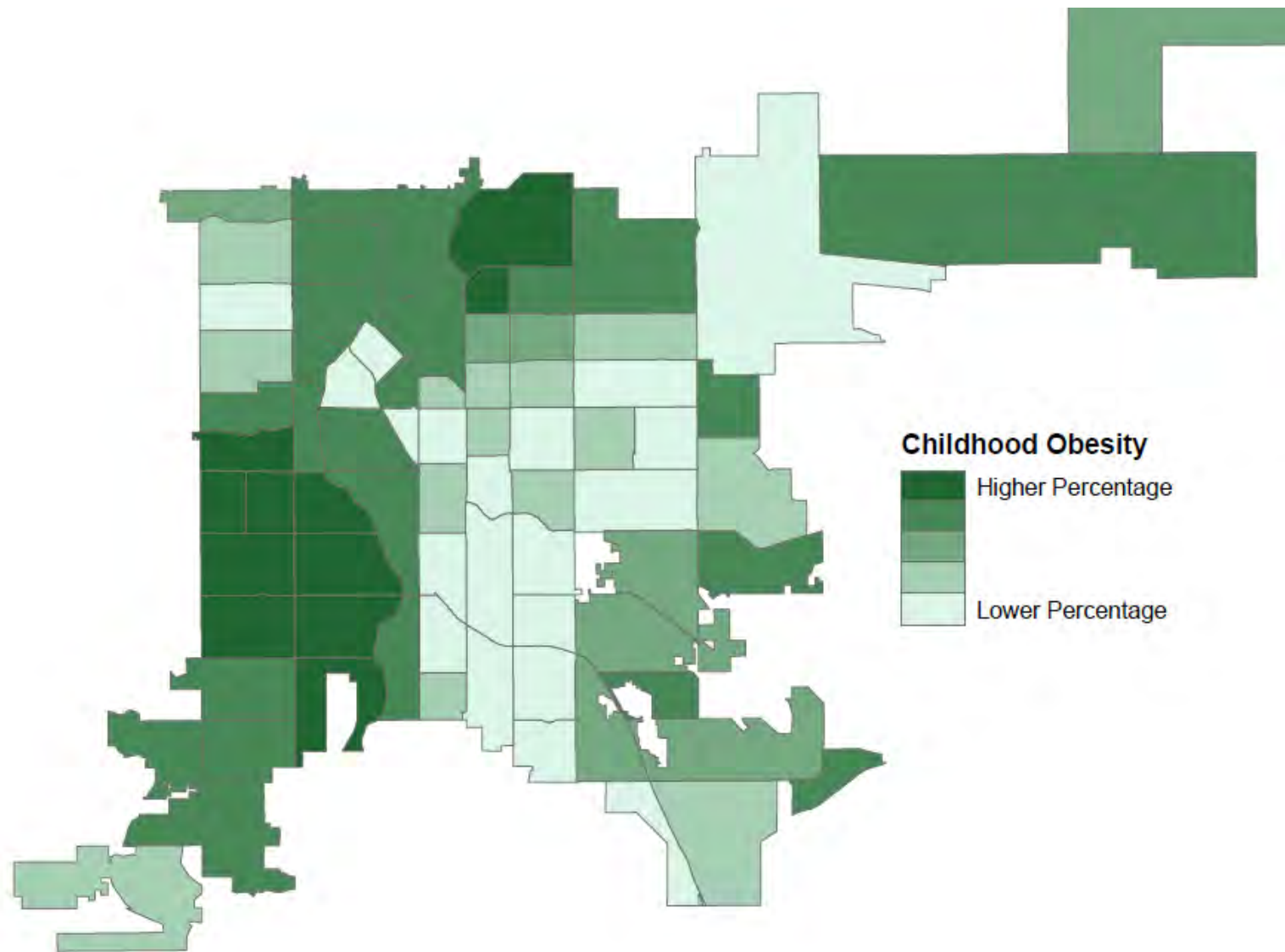
- Park Indicators

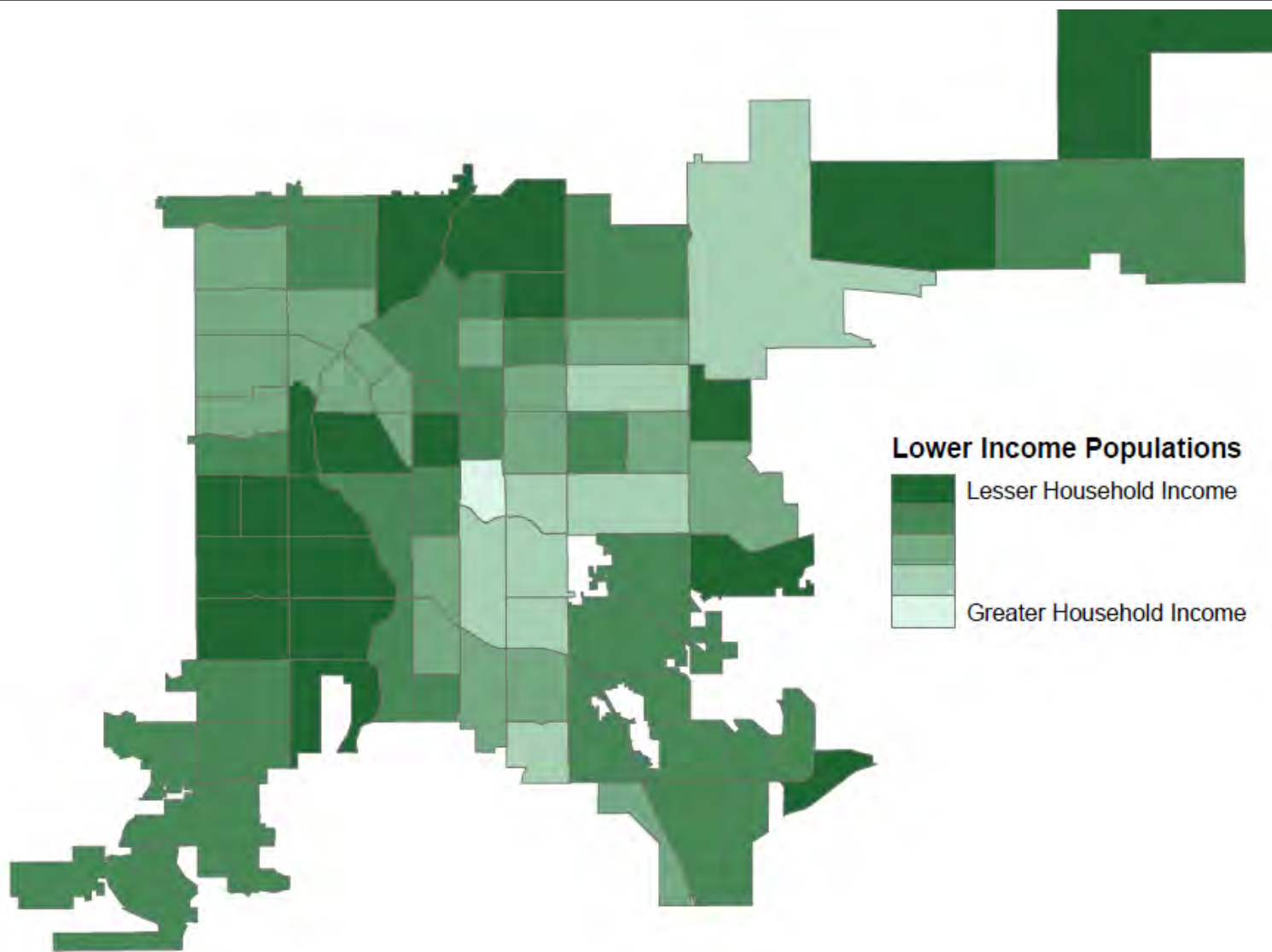
- 10 Minute Walk or Roll Access
- Total Park Acreages
- Park Capital Investment History

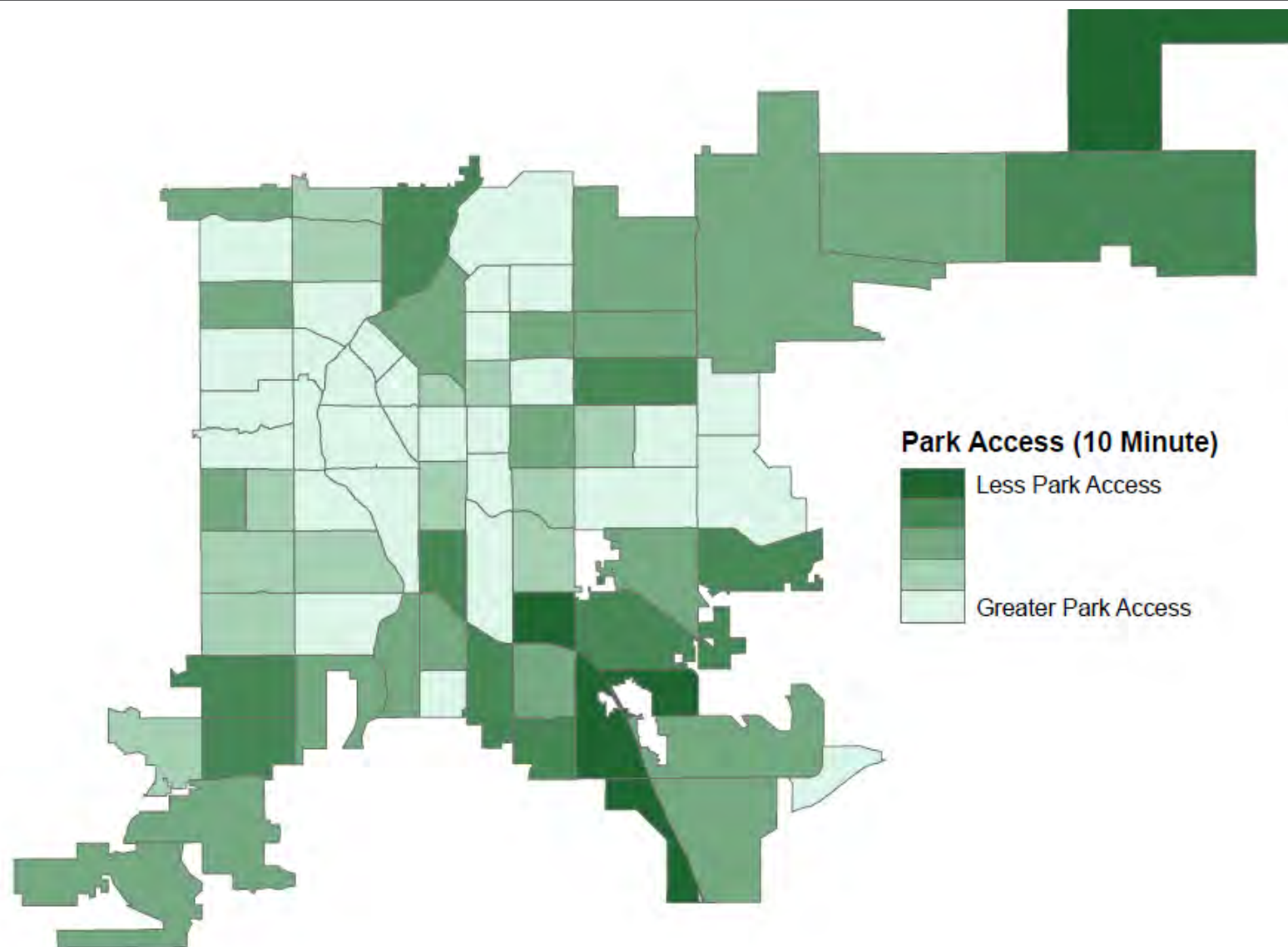
- Socioeconomic Indicators

- Communities of Color
- Youth Populations
- Low Income Populations
- Health Disparities
- Population Density



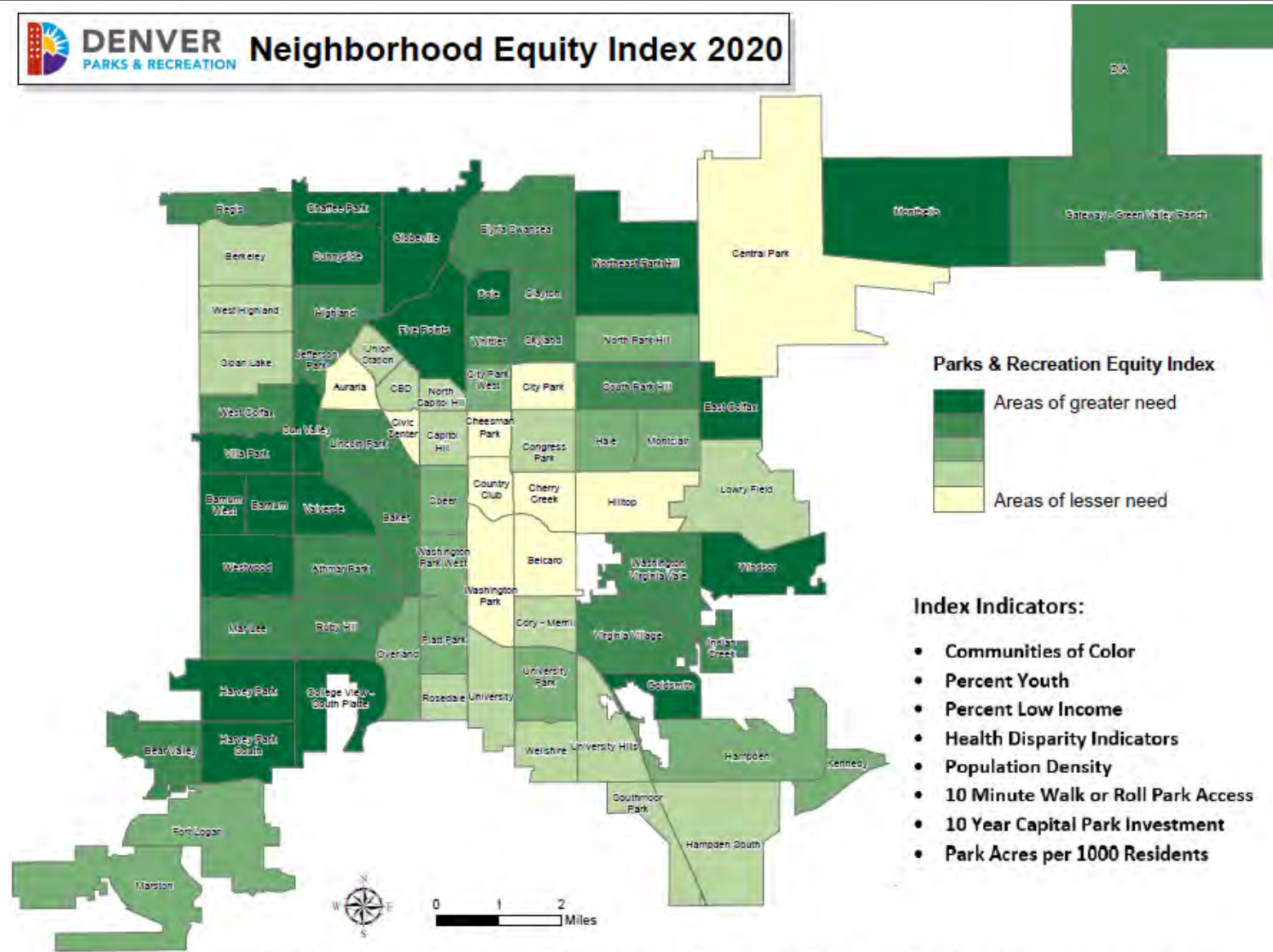








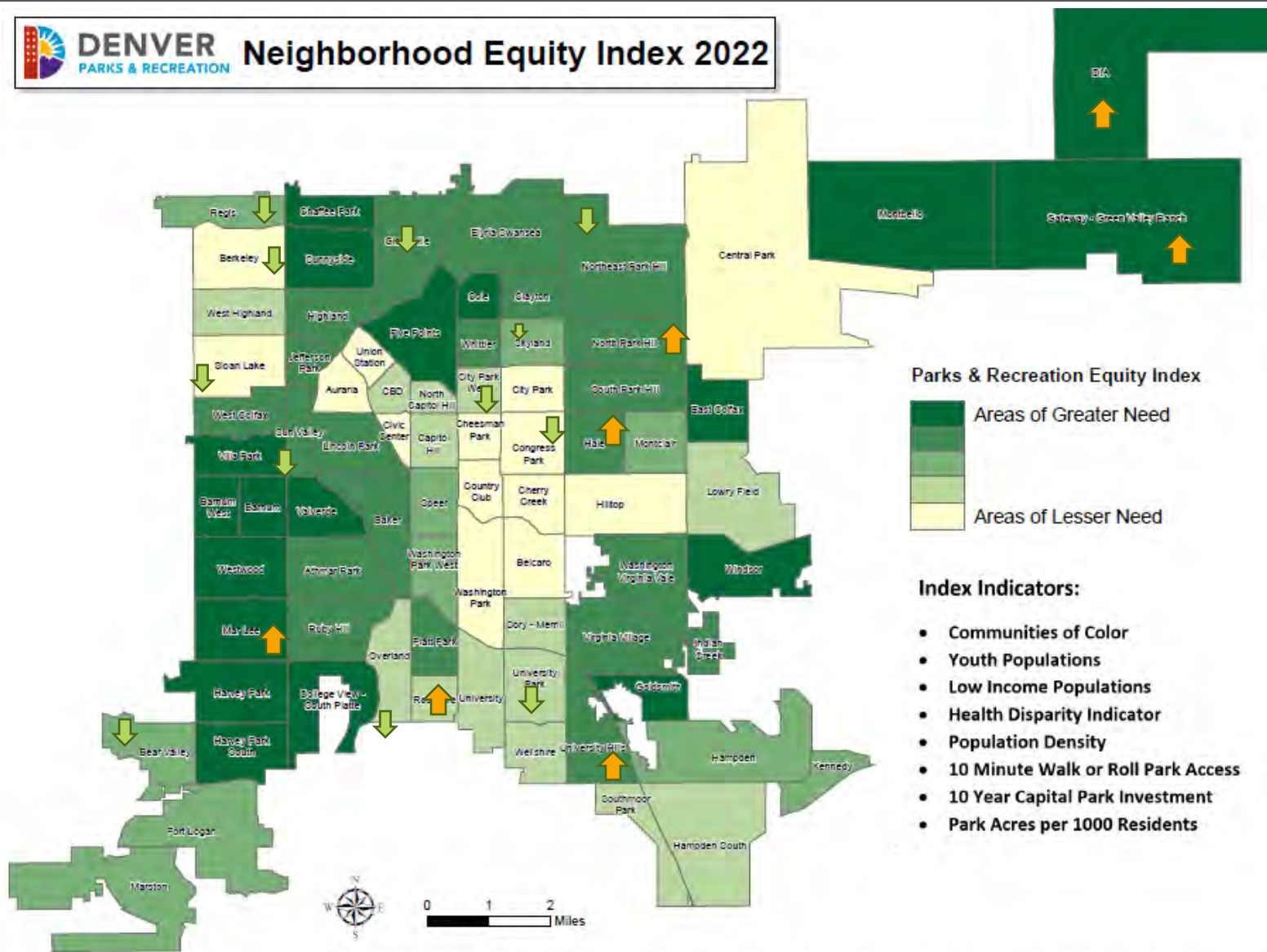
# DENVER Parks & Recreation Neighborhood Equity Index 2020



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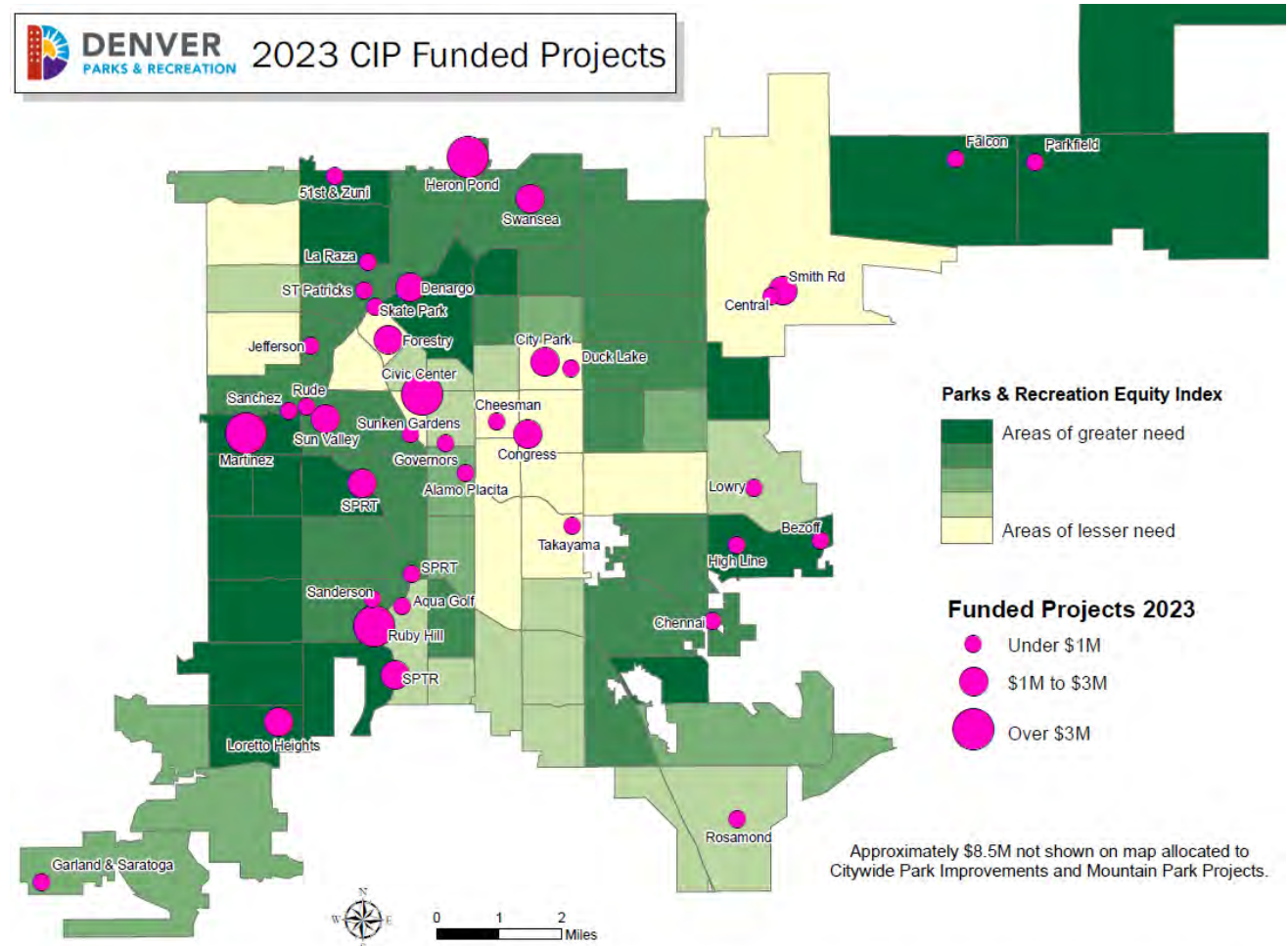
# DENVER Parks & Recreation Neighborhood Equity Index 2022



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# CAPITAL PRIORITIZATION

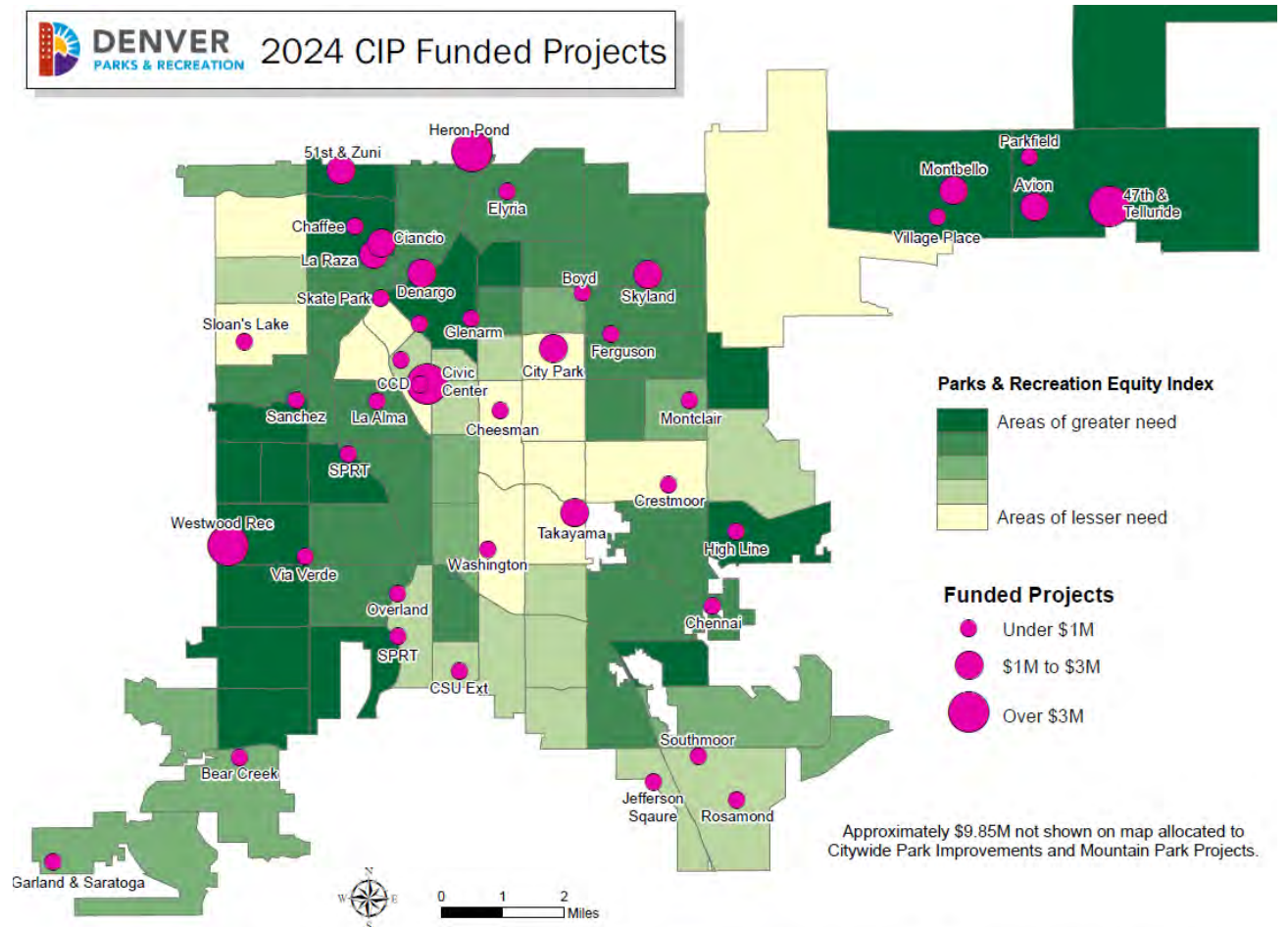
- Better defined capital investment process
- Improved transparency, communications and trust
- In 2023, \$26.9M (63.2%) of capital budget allocated to highest need neighborhoods, exclusive of citywide funds



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# CAPITAL PRIORITIZATION

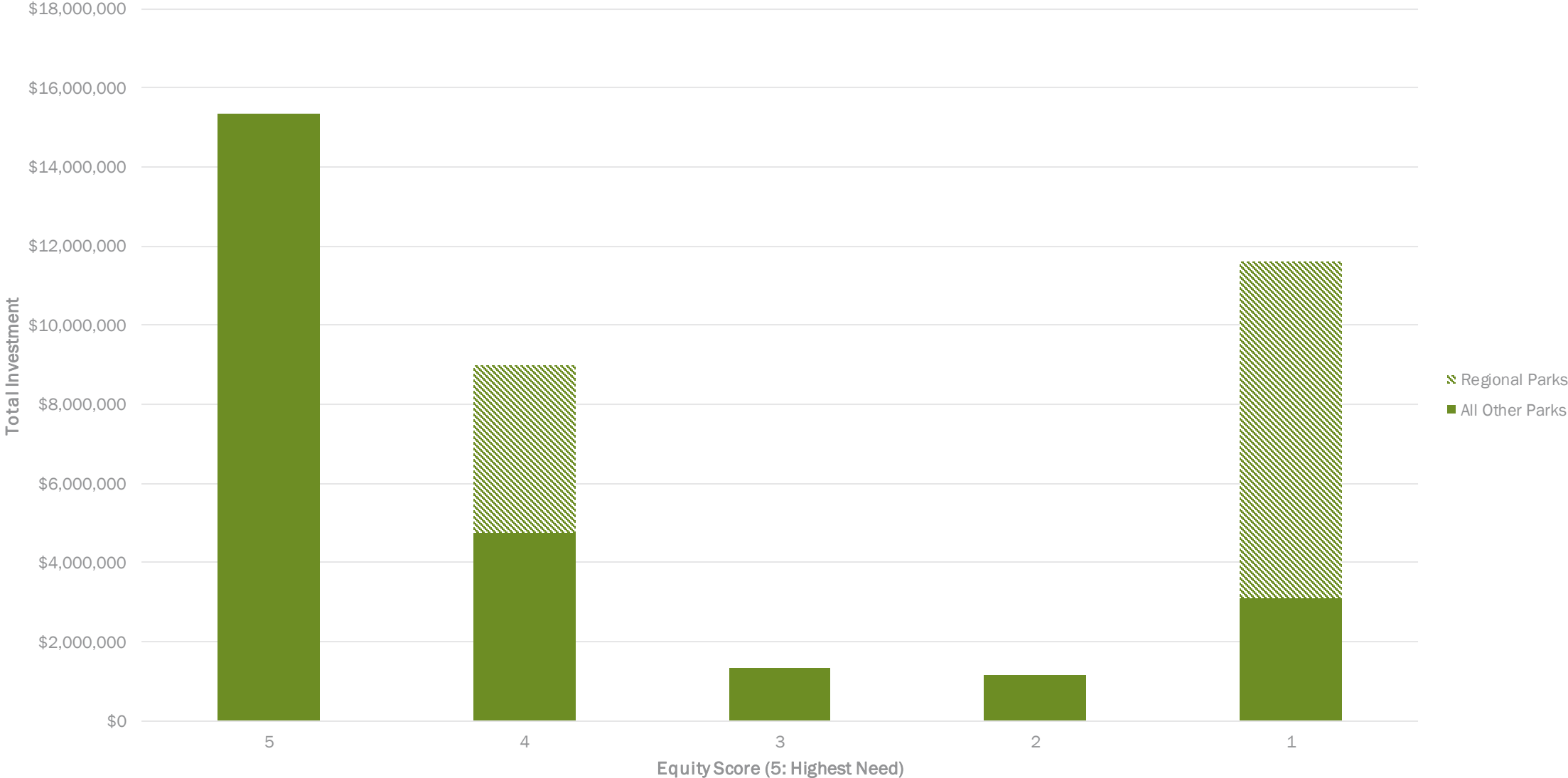
- Better defined capital investment process
- Improved transparency, communications and trust
- In 2024, \$29.225M (78.2%) of capital budget allocated to highest need neighborhoods, exclusive of citywide funds



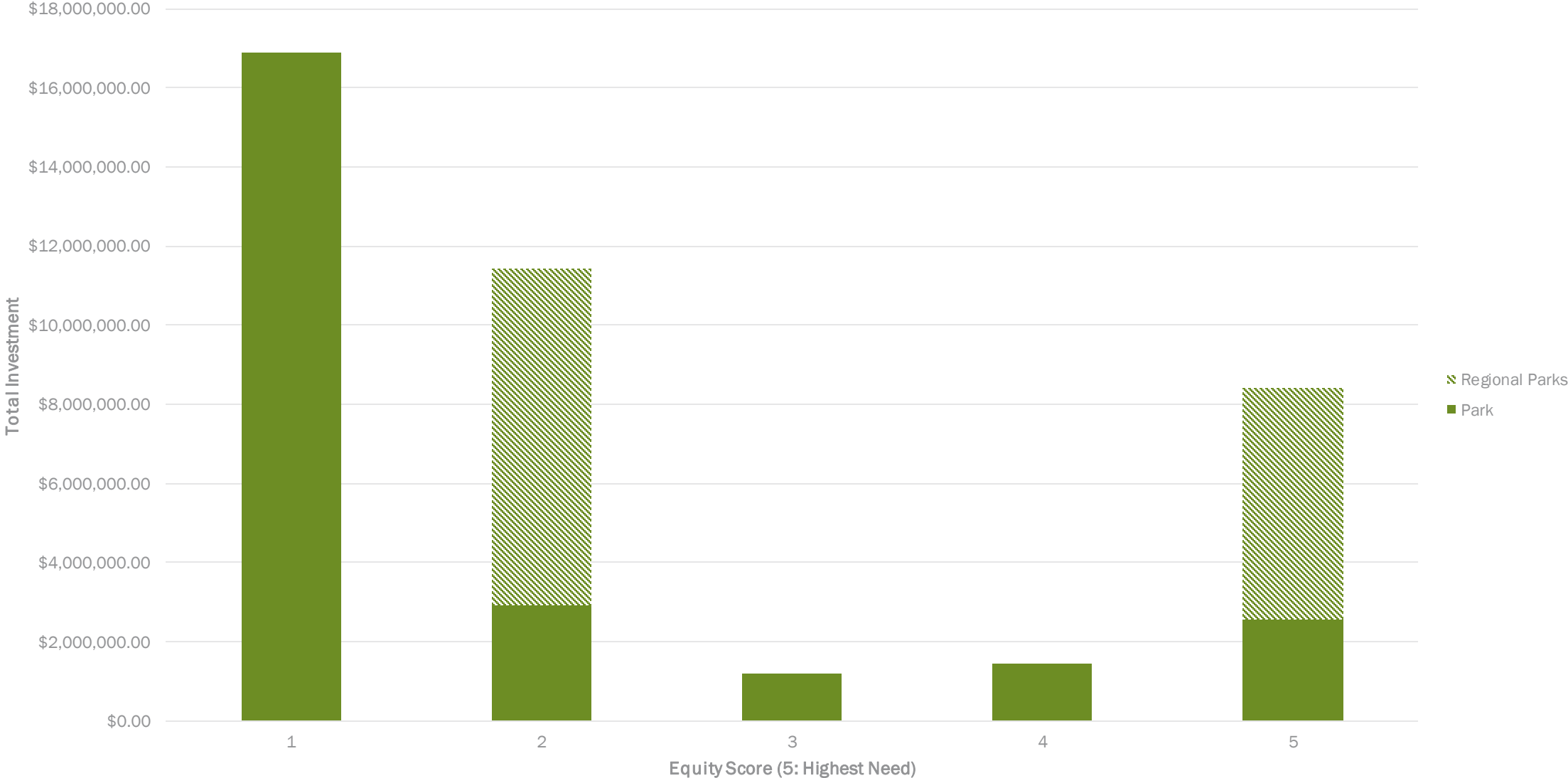
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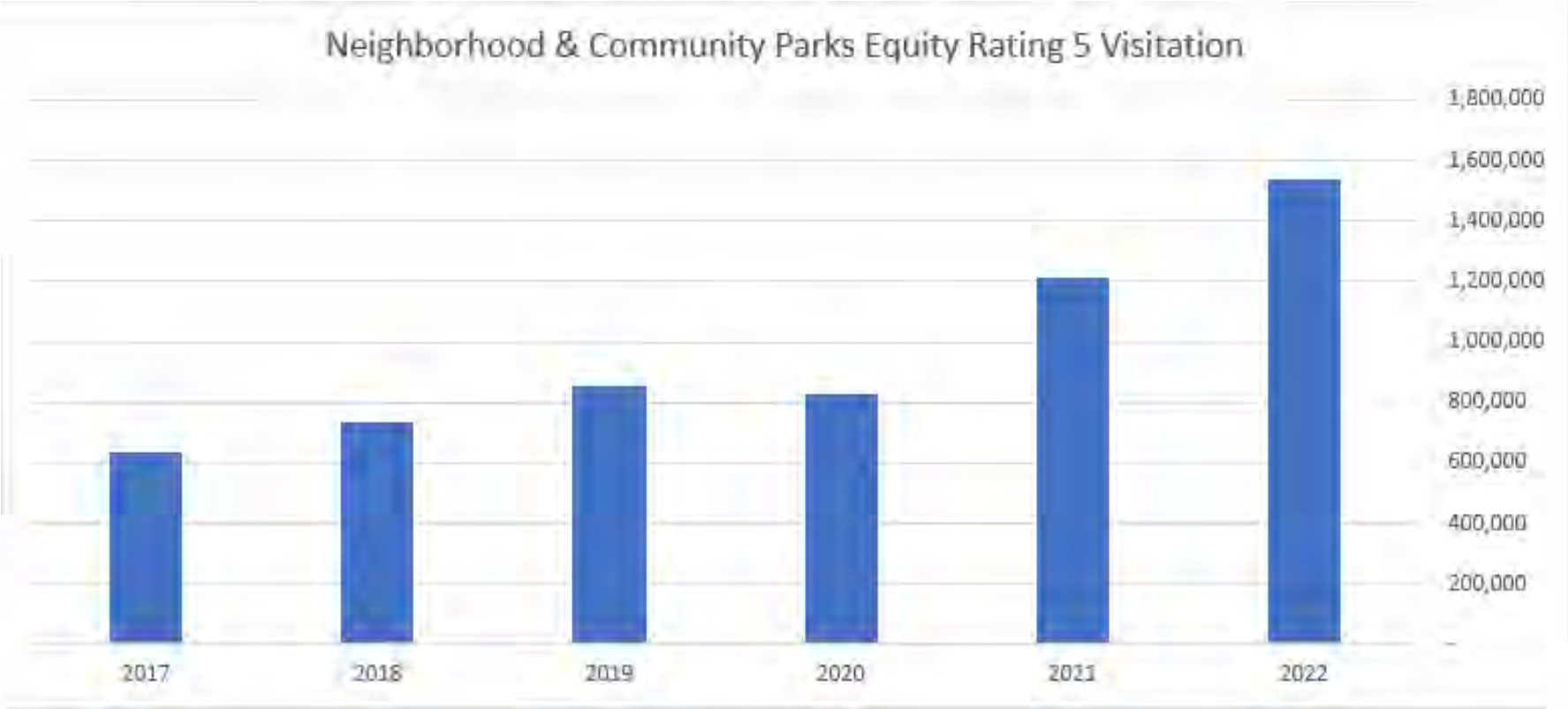
Equity Investment 2023



Equity Investment 2024



# CAPITAL PRIORITIZATION

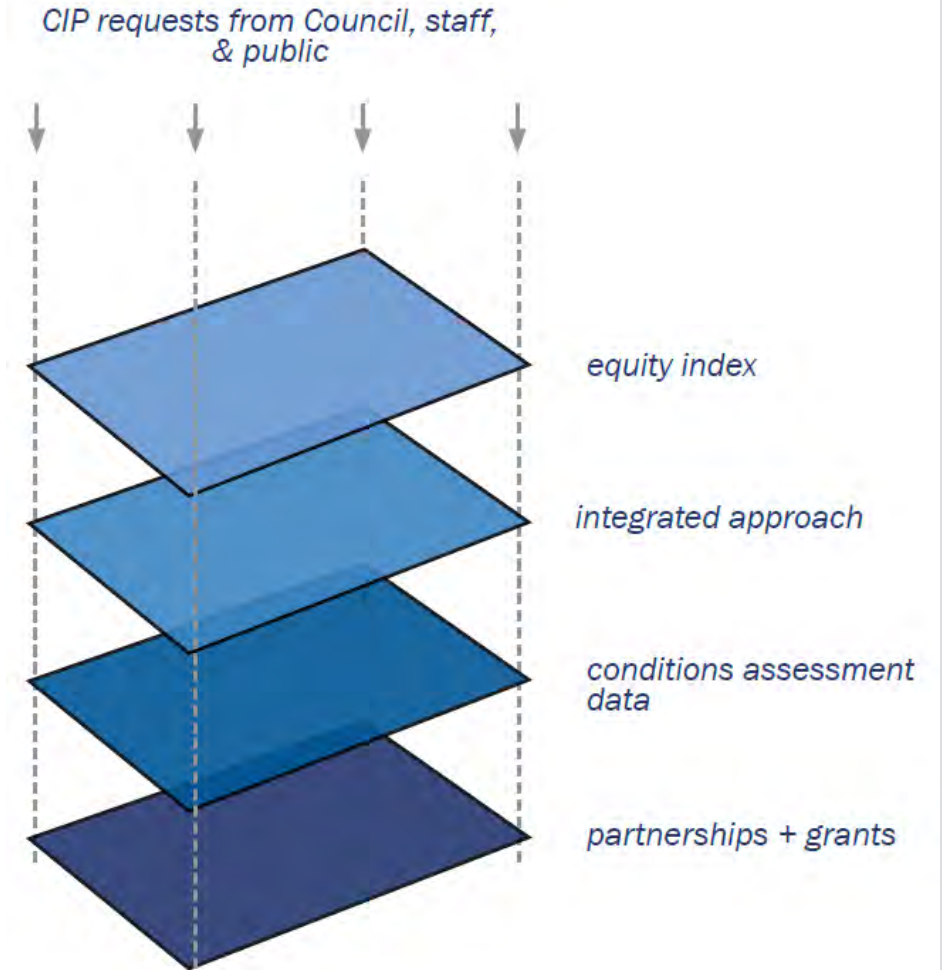


Source: PlacerAI



# CAPITAL PRIORITIZATION

- Prioritize capital projects through an equity-focused, data-driven lens
- Planners prioritize projects and target capital investment based on several factors



# APPLICATIONS

- Acquisition
- Community Engagement
- Capital Project Examples
- Youth Programming & Youth Violence Prevention
- Nature-based Programming



# ACQUISITION



## Six Acquisition Focus Areas:

- Equity
- Closing the 10-Minute Walk or Roll Gap
- Resilience, Habitat Restoration and Waterways
- Downtown, High-Density and Growth Areas
- DPR Facilities
- Mountain Parks

*Advancements across all 6 focus areas!*

### Total Acreage:

Urban Parks: 38 acres

Urban Open Space: 444 acres

Mountain Parks: 448 acres

DPR Acquisition StoryMap: <https://arcg.is/1L5mT80>



# COMMUNITY ENGAGEMENT

- Build trust with local communities and stakeholders to have authentic engagement
- Engage stakeholders who are representative of the community
- Develop meaningful partnerships to create parks and recreation centers with the community and for the community
- Create relationships that are lasting

La Alma – Lincoln Park engagement utilized Community Connectors to expand participation. Student engagement (right) and event in the park (below).





# CAPITAL PROJECTS







Johnson Habitat



Platte Farm Open Space



Montbello Open Space



39<sup>th</sup> Ave. Greenway



Heron Pond



# YOUTH PROGRAMMING & YOUTH VIOLENCE PREVENTION



**DENVER**  
PARKS & RECREATION

**GAME PLAN**  
for a Healthy City



# RECREATION CENTERS & PROGRAMS OVERVIEW

- 30 Recreation Centers with one in design (Westwood)
- 16 indoor pools and 16 outdoor pools
- Projecting 2.2 to 2.4 million visits in 2023
- Averaging 177,000 active monthly memberships
- Projecting 93,000 customers registered in activities in 2023





# PROGRAMS

- Active Older Adults
- Adaptive Recreation
- Adult Sports
- Alternative Sports
- Aquatics
- Arts & Culture
- Fitness
- MY Denver
- Outdoor Recreation
- Social Enrichment
- Youth Sports





# YOUTH ENRICHMENT

- Registered youth activities (YTD) = 8,051
- Youth registered in those activities = 41,738
- Activities ranging from swim lessons and after school programming to music and bike safety.



# MY DENVER DROP-IN ACTIVITIES

- Free Access to Youth Residents and DPS Students
  - Recreation Centers
  - Outdoor Pools
  - Denver Public Libraries
  - Cultural Venues
- Sports & Wellness, Arts & Culture, Community Engagement, Social Recreation and Science and Technology & Education
- Year-round, Monday-Friday
- MY Denver operates in 27 centers
- 355,078 YTD youth drop in visits
- 11,907 YTD New memberships
- Annual usage is up 13%





# FINANCIAL ASSISTANCE

- 1,579 residents received financial assistance
- 569 were youth
- \$191,893 YTD in financial assistance
- MY Spark Denver approved provider





# YOUTH VIOLENCE PREVENTION

DPR participates on the Youth Violence Prevention Action Table, a public health approach collaborative

Night Moves: DPR's violence prevention program located at six recreation centers: Aztlan, Barnum, College View, La Alma, Montbello and St. Charles. **Activities** on Friday nights from 6:00-9:00 p.m. twice per month

# NIGHT MOVES CONTINUED

- DPR partners with local non-profits to plan, coordinate and implement programming.
- Partnered with the Office of Children's Affairs to contract these services in 2023
  - Struggle of Love: Montbello
  - La Alma: Youth on Record
  - Denver Dream Center: Aztlan and College View
- Utilization
  - 2022: 2,367
  - 2023 YTD: 2,496



# YOUTH EMPLOYMENT

- YTD New Hires
  - 342 18 and under
  - 30% of DPR's on-call workforce
- New Hire Positions
  - 162 Lifeguards
  - 95 Recreation Assistants
  - 31 Park Seasonal Labor
  - 30 Golf Cart Attendants
  - 10 Utility Workers





# OTHER SAFETY RELATED EFFORTS

- 5 trailer mounted camera security systems
- 2 trailer mounted light towers
- 14 camera/security system installations by the close of 2024
- 6 additional park rangers who focus on recreation centers



# NATURE-BASED PROGRAMMING



Forestry Program: Summer in the Parks



Westwood Family Nature Club



“Fishing is Fun”





**THANK YOU!**