



# Game Plan

Plan Update

# Denver Parks and Recreation's System Today




# 2003 GAME PLAN DIAGNOSTIC

## KEY LESSONS LEARNED:

- Metrics to measure goals should be measurable and considered
- Consider physical resources and programming equally
- Goals set should be within DPR's jurisdiction to achieve
- Implementation plans should ensure resources are available to meet stated goals

RATING **C** Public Open Space/  
Breathing Space 


RATING **C** Natural  
Areas 

RATING **B** Canopy/  
Street Trees 

RATING **A** Playing  
Fields 

RATING **C** Recreation Programs  
and Facilities 


RATING **C** A System of Green  
Street Connections 

RATING **B** Healthy and Accessible  
Urban Waterways 


RATING **C** Downtown  
Core 

RATING **B** From Mountains  
to the Plains 

RATING **B** Sustainable Designed  
Environment

RATING **B** Park  
Acreage 

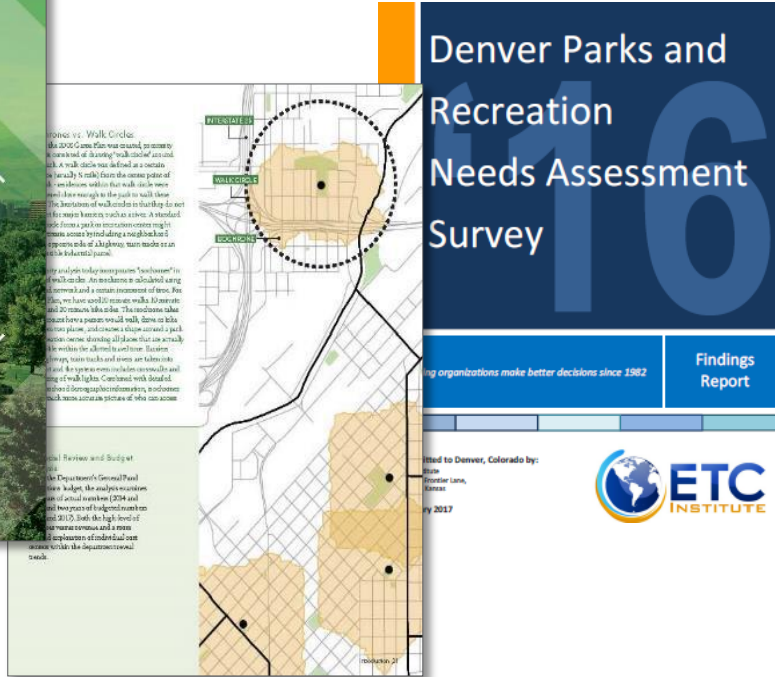
RATING **D** Community  
Scale Recreation 

RATING **C** Citywide and  
Regional Trail  
Connections 

RATING **C** Denver Municipal  
Golf Courses 

RATING **B** Sustainable  
Natural Resources

# Existing Conditions Report Key Findings

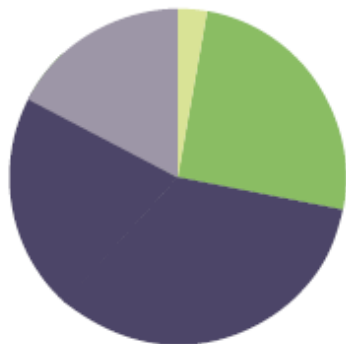


- Environment and Climate
- Equity and Access
- Economic and Organizational Health

<https://www.denvergov.org/content/denvergov/en/denveright/parks-recreation.html>

## Landscape Types in the Urban Parks

- Native prairie 3.1%
- Riparian 18%
- Irrigated area 58%
- Hardscapes and unmaintained area 20.9%



# \$804,000

water pollution reduction/  
cost of treating stormwater  
in Denver Parks.

# 90%

of respondents see parks  
as important for improving  
water and air quality as well  
as reducing flooding and  
cooling the environment [SVS]

# 242,155

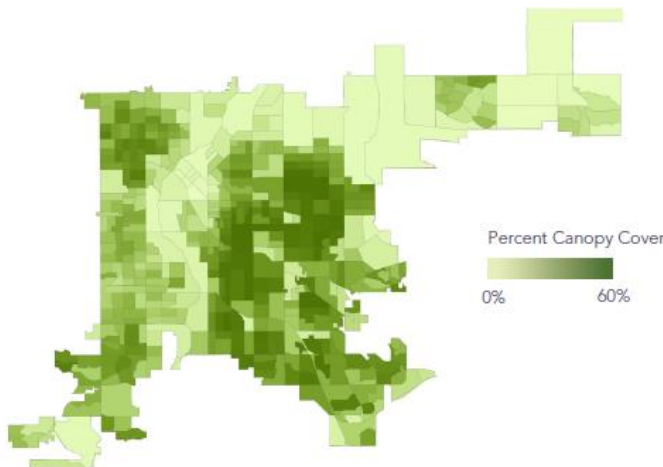
Trees in Urban Parks + Rights-of-way  
\*2.2 million trees in Denver overall

# 19.7%

Average Tree Canopy  
Coverage in Denver

# \$129,000

Annual reduction in air pollution  
through tree and shrub absorption  
in Denver's Parks



# 18%

of respondents identify lack of sufficient funding as one of the greatest challenges for parks and recreation [MS]

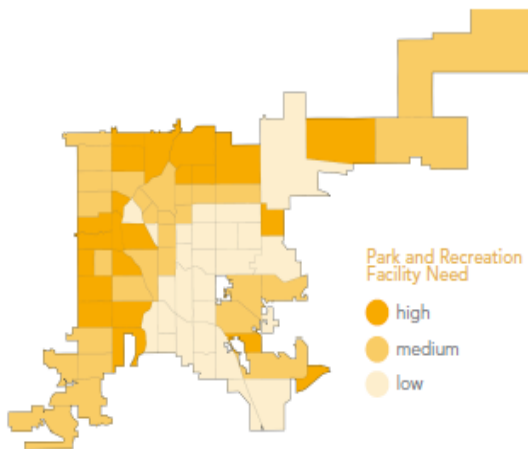
Which initiatives would you most likely be "very supportive" or "somewhat supportive" of pursuing with or without tax dollars? [VS]

- 97% Developing new walking and biking trails and connect existing trails
- 95% Purchase land to preserve open space
- 91% Purchase land for new urban parks

What do you think should be Denver Parks and Recreation priorities (choose up to 3) [MS]

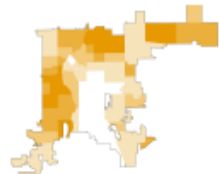
- 20.6% Existing park maintenance
- 13.3% Increased park land
- 12.4% Natural resource protection and rehabilitation
- 10.5% Access to park and recreation opportunities

## Defining Park and Recreation Need

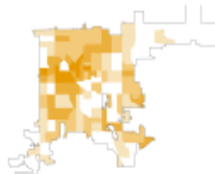


### High Need Neighborhoods

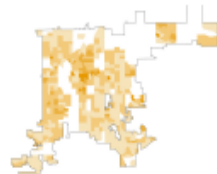
- |                |                     |             |
|----------------|---------------------|-------------|
| Barnum West    | Goldsmith           | Sunnyside   |
| Chaffe Park    | Jefferson Park      | Sun Valley  |
| Clayton        | Kennedy             | Valverde    |
| Cole           | Lincoln Park        | Villa Park  |
| College View   | Mar Lee             | West Colfax |
| East Colfax    | Montbello           | Westwood    |
| Elyris Swansea | Northeast Park Hill |             |
| Globeville     | Ruby Hill           |             |



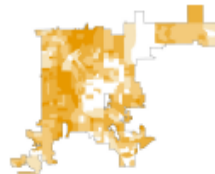
Ethnic + Racial Diversity



Lack of Car Access



Population Density



Income



Health (Obesity)



# Overview of Game Plan Community Outreach to Date

- 4 Denveright Public Kick-Off Workshops
- On-line Denveright Survey #1
- Participation at over 25 Community Events
- Game Plan (Statistically Valid) Survey #2
- 4 Task Force Meetings
- 3 Public Open House Goal-Setting Meetings
- 2<sup>nd</sup> Game Plan Goals Survey (now active)



URBAN FOREST

What We've Heard

98%

of public meeting respondents said city trees are of high importance to them [PF]

DOG PARKS AND TRAILS

What We've Heard

77%

of respondents indicated a high need for regional and multi-use trails [SVS]

WATER AND IRRIGATION

What We've Heard

71%

of respondents believe water conservation in parks is a high priority [PF]

PROGRAMMING

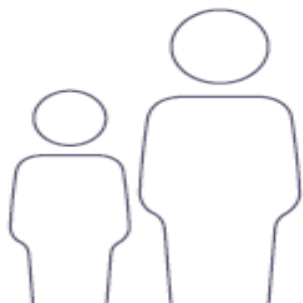
What We've Heard

30%

of respondents have participated in rec programs offered by DPR in the past year [SVS]

80%

of respondents indicated the programs they participated in were either "fair" or "poor" [SVS]



99%

Of respondents believe parks and rec centers improve the quality of life in Denver

Of respondents believe parks and rec centers preserve open space and the environment

Of respondents believe parks improve citizen physical health and fitness



# Game Plan Guiding Principles



## Every Drop

Denver Parks and Recreation will provide leadership to be a more resilient and environmentally-sustainable city.



## Every Person

DPR will ensure equity in the distribution of resources and access to our services. DPR will provide programs, places and facilities that promote healthy lifestyle options for all residents.



## Uniquely Denver

Denver Parks and Recreation will provide high-quality parks, facilities and programs that reflect Denver's community and cultural identity.



## Every Dollar

Denver Parks and Recreation will model best practices in fiscal and resource management to ensure the long-term economic and operational health of the system.

capture and reuse of water  
**stormwater as a park amenity**

conservation of water and energy in all design and maintenance practices...

enhancing the city's urban forest

tree species diversity

multi-benefit solutions

native and drought-tolerant species



water quality

preserving/protecting habitat

**parks as part of the flood solution**

green infrastructure

native/natural areas

**stewardship**

outdoor/environmental education

innovative, diverse programming

**must address density and growth relative to new parks**

creative use of rights-of-way

physical access AND programming access

don't lose sense of diversity by saying "all"

**equity**

training and development for staff

safety comes from getting people to the parks

**health and well-being**



eliminate silos, work between departments on common goals

**partnerships are critical**

customer service

strengthen foundations and foster friends-of organizations...

address aging infrastructure

**efficiency**

planting and building with low maintenance burden in mind

**use data to help set priorities**

market our services in a modern way -- social media

**dedicated funding stream**

community engagement

great routes to parks and rec centers



**Need strong brand and tagline...**

city beautiful transform to city functional

balancing landscape history with modern needs/amenities

sculpture + art gardens

Extend the concept of place to parks

more culture and arts programming!

**KNOW you're in Denver**

signature elements in parks

**celebrate the system's historic traits, like parkways**

our outdoor lifestyle

proud to say mountain parks are our backyard

sense of community - unique parks/ centers for unique neighborhoods



# Concepts Informing Goal Development

# Principles and Goals Survey

DENVER PARKS AND RECREATION  
2016 GAME PLAN FOR FT GOALS SURVEY

## Draft Guiding Principles + Goals

Each of the guiding principles has a number of specific goals. Please read the goals, and then answer the questions below to tell us what you think.

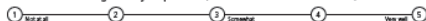
DENVER PARKS AND RECREATION  
2016 GAME PLAN FOR FT GOALS SURVEY

### Every Drop

Denver Parks and Recreation will provide leadership to be a more resilient and environmentally sustainable city.

- Goals:**
- Manage water wisely to sustain our natural and urban ecosystems
  - Promote the management of parks and public right-of-way components of vital urban infrastructure
  - Expand the urban forest to counter climate change and improve air and water quality
  - Repair and restore healthy wildlife habitats and functional ecosystems
  - Save energy and resources to minimize harmful environmental impacts
  - Strengthen outreach, education, and stewardship programs focused on sustainable practices

1. Rate how the above aligns with your priorities (circle a number on the scale below)



2. Rank your top three goals in the space above (1 = your highest priority)

3. Additional comments? What are we missing?

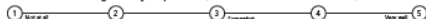


### Every Person

Denver Parks and Recreation will ensure equity in the distribution of resources and access to our services. DPR will provide programs, places and facilities that promote healthy lifestyle options for all residents.

- Goals:**
- Ensure that all Denver neighborhoods have equitable access to park and recreation amenities
  - Plan for an enhanced balance between population growth and new park and public open spaces as the city grows
  - Provide diverse and high quality recreation programs that are available and engaging to all ages and cultures
  - Invest in community and individual health and well-being through parks and programs throughout the city
  - Create work environments that support staff success and job satisfaction to better serve the public

1. Rate how the above aligns with your priorities (circle a number on the scale below)



2. Rank your top three goals in the space above (1 = your highest priority)

3. Additional comments? What are we missing?

### Every Dollar

Denver Parks and Recreation will model best practices in fiscal and resource management to ensure the long-term economic and operational health of the system.

- Goals:**
- Continue to leverage partnership opportunities to maximize investments and shared benefits
  - Improve the awareness of our facilities and services and cultivate a stronger public demand
  - Maximize our service value to all economic sectors of our city
  - Implement sustainable practices to use consumable resources economically and efficiently
  - Implement best management practices and data keeping to track progress and guide departmental decision making
  - Develop sustainable, long-term funding resources to expand and renew the park and recreation system of the future
  - Acquire and redevelop parks and facilities to provide a growing population with high-quality services and facilities
  - Develop and implement appropriate operations and maintenance standards and reliable monitoring systems

1. Rate how the above aligns with your priorities (circle a number on the scale below)



2. Rank your top three goals in the space above (1 = your highest priority)

3. Additional comments? What are we missing?

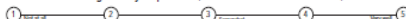


### Uniquely Denver

Denver Parks and Recreation will provide high-quality parks, facilities and programs that reflect Denver's community and cultural identity.

- Goals:**
- Express Denver's identity and values within its parks and recreation facilities
  - Highlight and protect the system's special historic facility and cultural resources
  - Design parks and facilities that reflect Denver's neighborhood identity and diversity
  - Integrate public art and culture into parks and programming
  - Enhance Denver's Greenway system and its companion regional and local trails
  - Provide inclusive facility and programming opportunities and promote Denver's outdoor lifestyle

1. Rate how the above aligns with your priorities (circle a number on the scale below)



2. Rank your top three goals in the space above (1 = your highest priority)

3. Additional comments? What are we missing?

## Neighborhood Parks + Streetscapes

Denver's neighborhood and pocket parks are as diverse as the city itself, yet they share the critical functions of being collective community space for recreation, social gathering and peaceful reflection in the outdoors.

- Healthy tree canopy to shade paving (1)
- Drought-tolerant plantings + stormwater infiltration (2)
- Alternative activities + fitness programming (3)
- Welcoming frontage, crosswalk + wayfinding signage (4)
- Low-mow + drought-tolerant turf (5)
- Neighborhood partnerships for maintenance
- Unique playgrounds to fit neighborhood context (6)
- Unique social spaces (7)



Denverright.

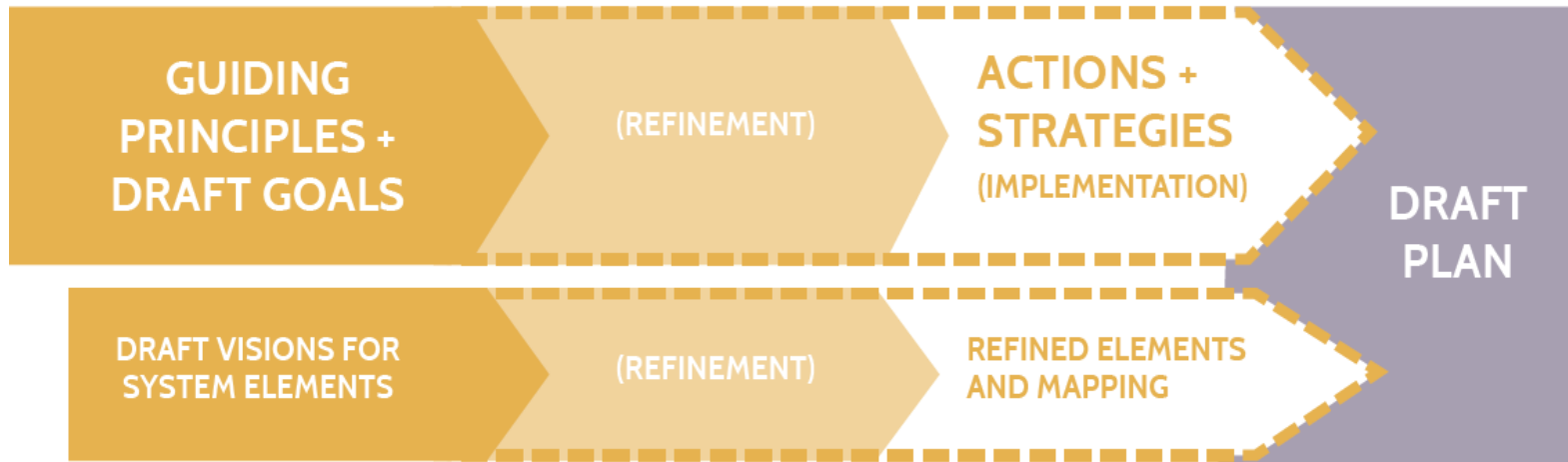
Denver Parks and Recreation | 2

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Parks & Recreation

Denver Parks and Recreation | 3

<https://maptionnaire.com/en/1921/>

# Input and the Path Ahead



**NEXT TWO MONTHS**

*Community Meetings, Online and Paper Surveys, Staff Meetings  
Coordination with Denveright Plans*

A Driving Theme for Our Plan.....

# A Healthy City

*An overarching concept to unite  
Denveright Vision Elements*

EQUITABLE, AFFORDABLE  
AND INCLUSIVE

STRONG AND AUTHENTIC  
NEIGHBORHOODS

WELL-CONNECTED, SAFE  
AND ACCESSIBLE PLACES

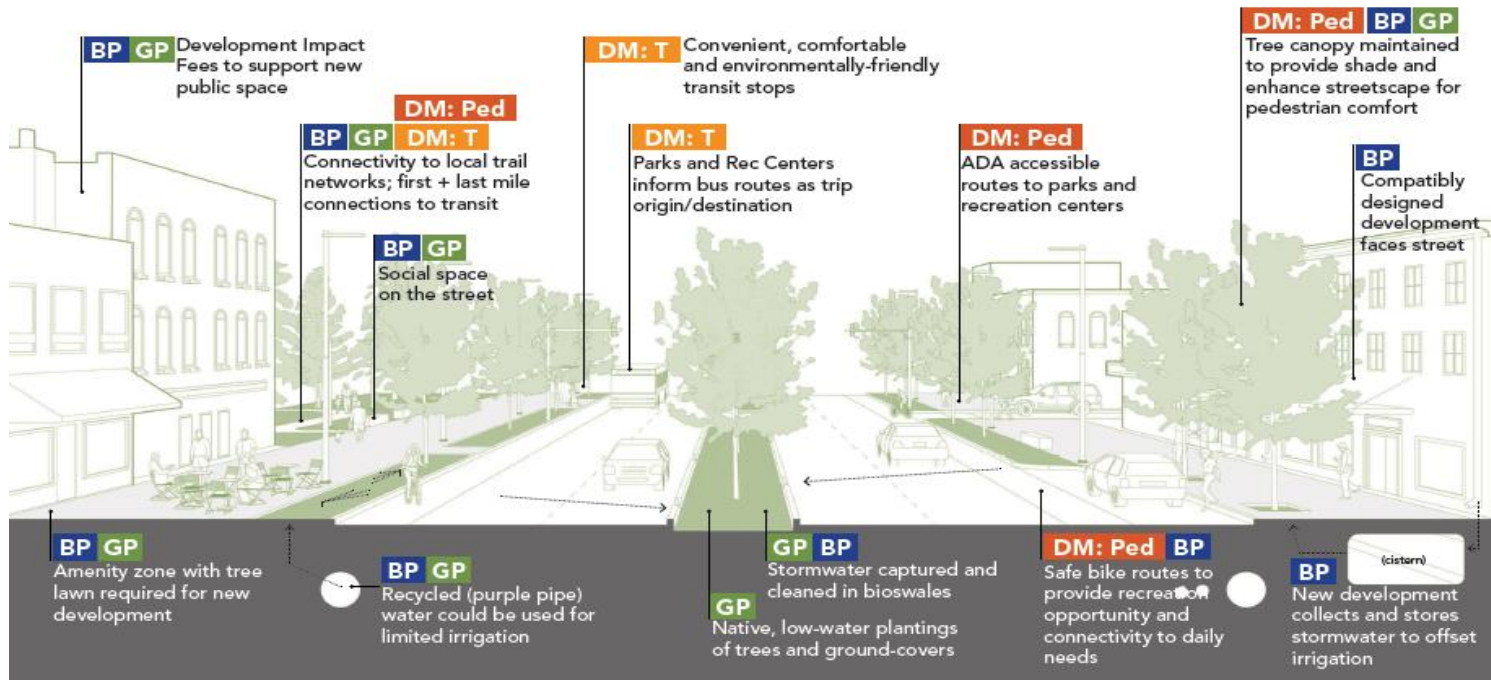
ECONOMICALLY  
DIVERSE AND VIBRANT

ENVIRONMENTALLY  
RESILIENT

HEALTHY AND ACTIVE

# Example: Streetscape

A holistic look at city systems, understanding that inter-agency collaboration and community engagement is critical to the success of multi-benefit solutions.



# Game Plan Milestones to Come

- Plan Goal Refinement, Spring 2017
- Summer Public Event / Activity, Summer 2017  
(Develop Objectives and Strategies)
- Draft Plan Development, Summer-Fall 2017
- Public Presentation of Draft Plan, Late Fall 2017
- Final Game Plan Adoption (to align w/ Blueprint), Winter 2018





# Thank you!

