DENVER PARKS & RECREATION
USE OF DATA

Land Use, Transportation, and Infrastructure (LUTI)

April 2, 2024

DENVER
PARKS & RECREATION

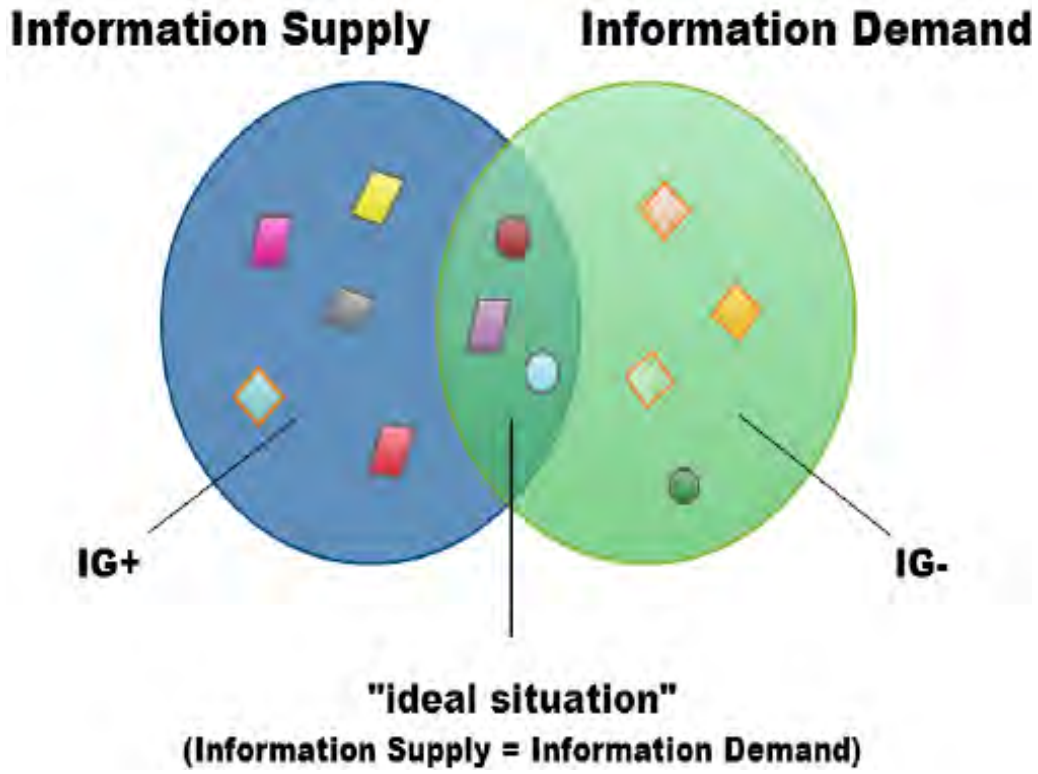
GAME PLAN
for a Healthy City

CURRENT DATA PICTURE (THE 5 W'S TO THE HOW)

Who	Census Data, Survey Data, Active Net, Workday, *PLACER AI*
What	GIS Data, Asset Condition Data, *INFOR*
When	*PLACER AI, INFOR*
Where	GIS Data, Survey Data, Trust for Public Land Data, Census Data
Why	Gameplan for a Heathy City
How	*How do we attract more visitors? How do we attract a greater diversity of visitors?*

CHALLENGES FOR DATA COLLECTION IN PARKS

- DPR has used surveys and information from staff in the field to understand park usage
- Many surveys are project specific, which doesn't provide information on who or how the park is used, especially over time
- Surveys tend to skew towards demographics of those already engaged, missing a large section of visitors
- Staff is only able to provide what they see when they are out, this leaves large gaps in information
- This does not represent the average park user nor even the average resident of Denver



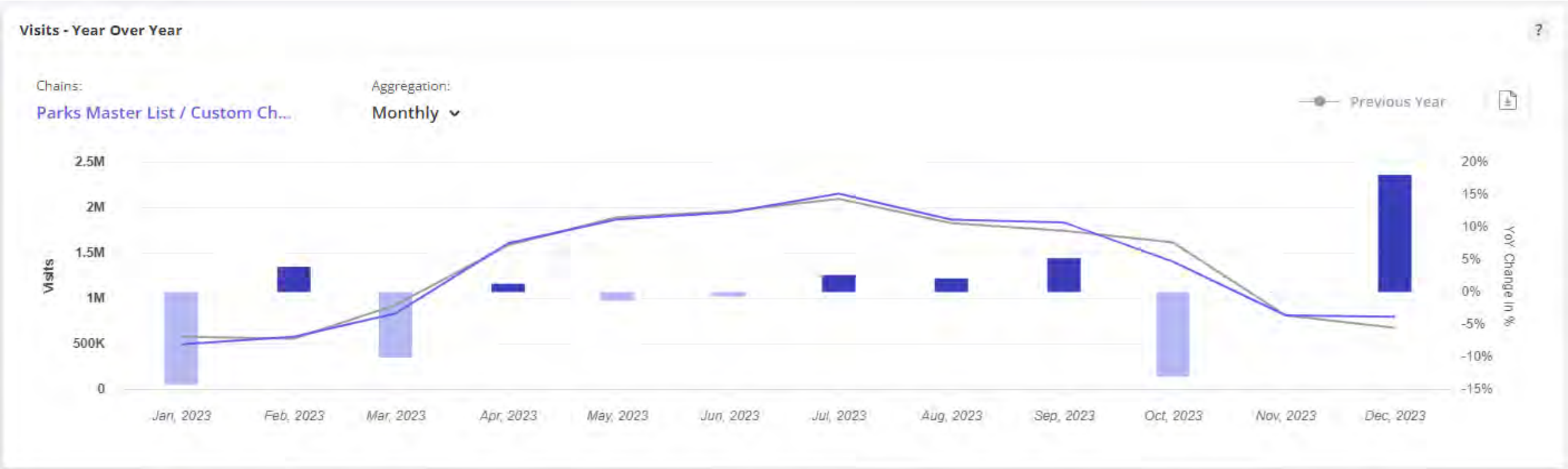
PLACER AI DATA OVERVIEW

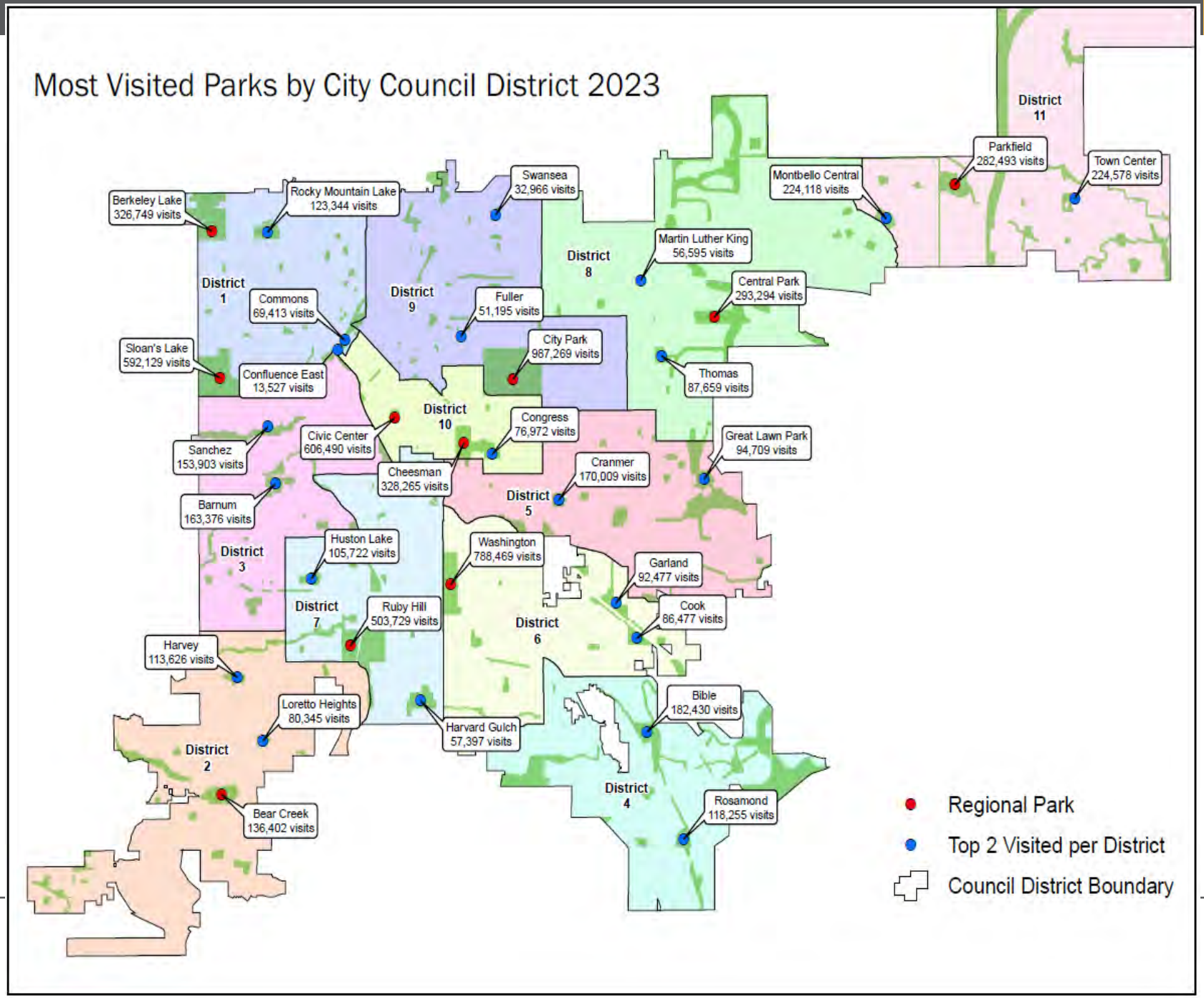
- Placer.ai uses de-identified location information from a panel of tens of million devices and processes the data using industry-leading AI and machine learning capabilities to make estimations about overall visits to specific locations. Placer.ai Explanier (Video) - https://www.youtube.com/watch?v=oQSdBAuQipk
- DPR is **not** collecting any information on residents nor park users
- Users agree to share certain information through apps that they use
- This data already exists regardless of DPR's use
- DPR is only buying access to the data

Park Category *Example*	Average Annual Visit per Location	Total Visits (2023)	Top performer
Mountain *Echo Lake*	*249.06K*	*4.98 Million*	Red Rock: 2,000,000**
Neighborhood *Robinson Park*	*17.72K*	*1.87 Million*	Loretto Heights: 80,300
Community *Bible Park*	*75.25K*	*2.86 Million*	Town Center Park: 244,578
Regional *City Park*	*484.53K*	*4.85 Million*	City Park: 984,530
Athletic Complex *Jackie Robinson Fields*	*75.95K*	*683.52K*	Northfield Athletic Complex: 324,500
Pocket *29th and Fairfax*	*8.67K*	*52K*	Highland Gateway Park: 7,700
Special Use (excluding BG) *Denver Skate Park*	*43.6K*	*495K*	Gates Tennis Center: 105,300
Open Space *DEN Open Space*	*10.03K*	*120.34K*	Lowry Open Space: 107,200
Linear *Frog Hollow Park*	*14.68K*	*352.28K*	Greenway Park: 82,600
Total:		16,260,000	

** Removed the 1.6 million in ticketed visitors

SEASONAL VISITATION PATTERNS (YEAR OVER YEAR)




Most Visited Parks by City Council District 2023
District 1
District 2
District 3
District 4
District 5
District 6
District 7
District 8
District 9
District 10
District 11
Berkeley Lake 326,749 visits
Rocky Mountain Lake 123,344 visits
Swansea 32,966 visits
Commons 69,413 visits
Fuller 51,195 visits
Sloan's Lake 592,129 visits
Confluence East 13,527 visits
City Park 987,269 visits
Martin Luther King 56,595 visits
Montbello Central 224,118 visits
Parkfield 282,493 visits
Town Center 224,578 visits
Central Park 293,294 visits
Thomas 87,659 visits
Civic Center 606,490 visits
Congress 76,972 visits
Sanchez 153,903 visits
Cheesman 328,265 visits
Great Lawn Park 94,709 visits
Cranmer 170,009 visits
Barnum 163,376 visits
Huston Lake 105,722 visits
Washington 788,469 visits
Garland 92,477 visits
Cook 86,477 visits
Ruby Hill 503,729 visits
Harvey 113,626 visits
Loretto Heights 80,345 visits
Harvard Gulch 57,397 visits
Bible 182,430 visits
Bear Creek 136,402 visits
Rosamond 118,255 visits
Regional Park
Top 2 Visited per District
Council District Boundary

HOW CAPITAL PROJECTS AFFECT VISITS

Maintenance Projects bring the same people back more often: 2019 vs 2022

Property:
Robinson Park / Denver, CO

Visits	34.6K
Visits / sq ft	N/A
Size - sq ft	N/A
Visitors	13K
Visit Frequency	2.66

Property:
Robinson Park / Denver, CO

Visits	47.7K
Visits / sq ft	N/A
Size - sq ft	N/A
Visitors	13.8K
Visit Frequency	3.46

HOW CAPITAL PROJECTS AFFECT VISITS

Expansion Projects bring new visitors to the park: 2017 vs 2022

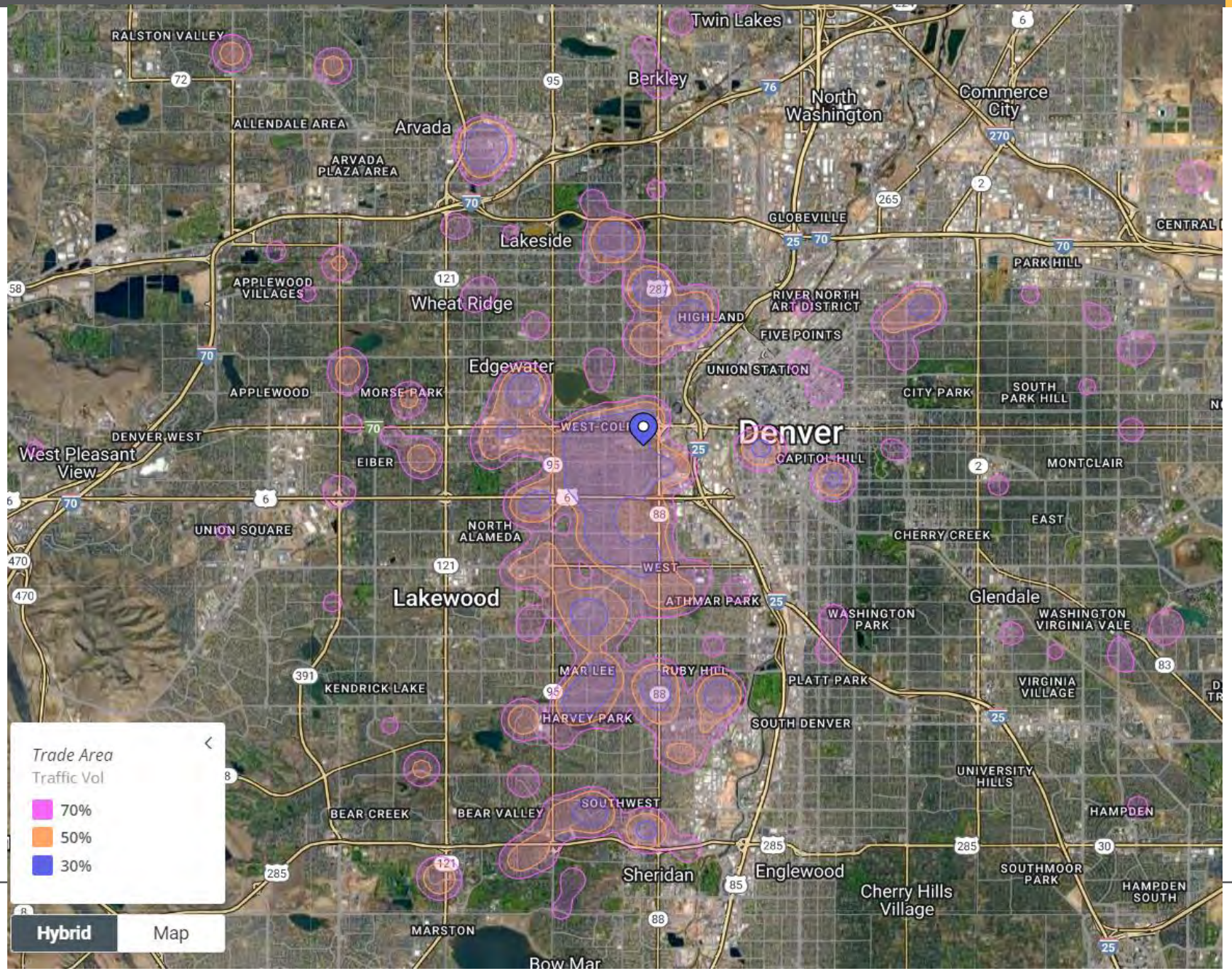
Property:
Sanchez (Paco) Park / Knox Ct,...

Visits	20.4K
Visits / sq ft	N/A
Size - sq ft	N/A
Visitors	7.5K
Visit Frequency	2.71

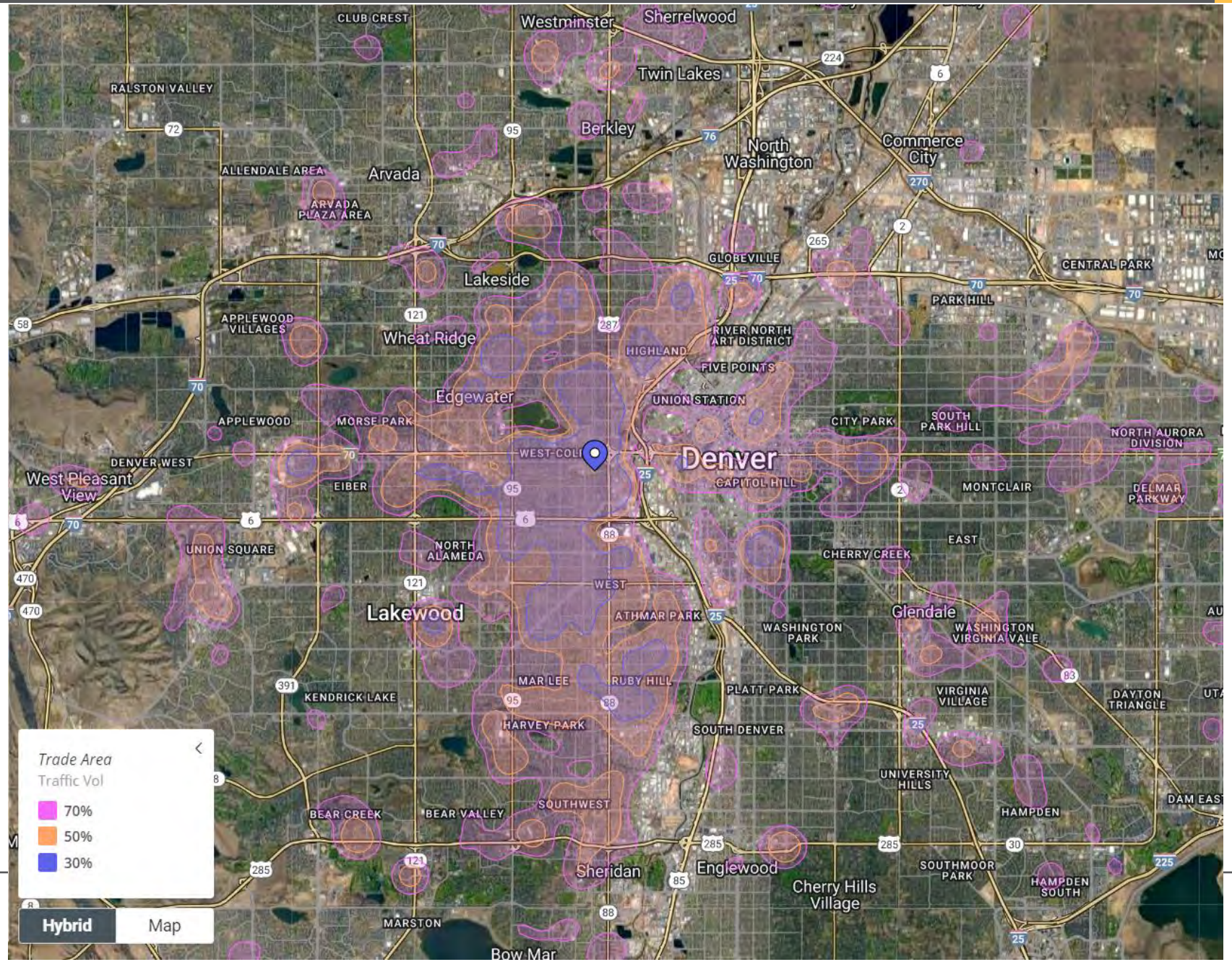
Property:
Sanchez (Paco) Park / Knox Ct,...

Visits	164.2K
Visits / sq ft	N/A
Size - sq ft	N/A
Visitors	85.8K
Visit Frequency	1.92

2017 Paco Sanchez Park Trade Area



2022 Paco Sanchez Park Trade Area



2017 PACO SANCHEZ SERVICE MARKETS

Search Group or Attribute	Captured Market	Potential Market	% Difference
Households			
Ethnicity			
Hispanic or Latino	36.7% 204	41% 228	-10.6%
Two or more races	2.8% 114	2.4% 96	+18%
Other	<0.5% 81	<0.5% 67	+21.1%
Native Hawaiian and Other Pacific Islander	<0.5% 108	<0.5% 139	-22.3%
Asian	2.1% 38	2.1% 39	-2.8%
American Indian and Alaska Native	<0.5% 43	<0.5% 73	-41.4%
Black	7.7% 62	7.1% 58	+7.6%
White	50.1% 83	46.5% 77	+7.8%

2022 PACO SANCHEZ SERVICE MARKETS

Search Group or Attribute	Captured Market	Potential Market	% Difference
Households			
Ethnicity			
Hispanic or Latino	44.6% 248	36.8% 204	+21.3%
Two or more races	1.9% 76	2% 83	-7.8%
Other	<0.5% 53	<0.5% 63	-15.2%
Native Hawaiian and Other Pacific Islander	<0.5% 35	<0.5% 68	-48.1%
Asian	2.8% 51	3.4% 62	-17.6%
American Indian and Alaska Native	0.7% 104	0.6% 86	+20.1%
Black	5.7% 46	6.1% 50	-6.8%
White	44.2% 73	50.8% 84	-13.2%

0 100 200+ 0 100 200+

HOW TO IMPROVE UNDERPERFORMING PARK?

Metrics

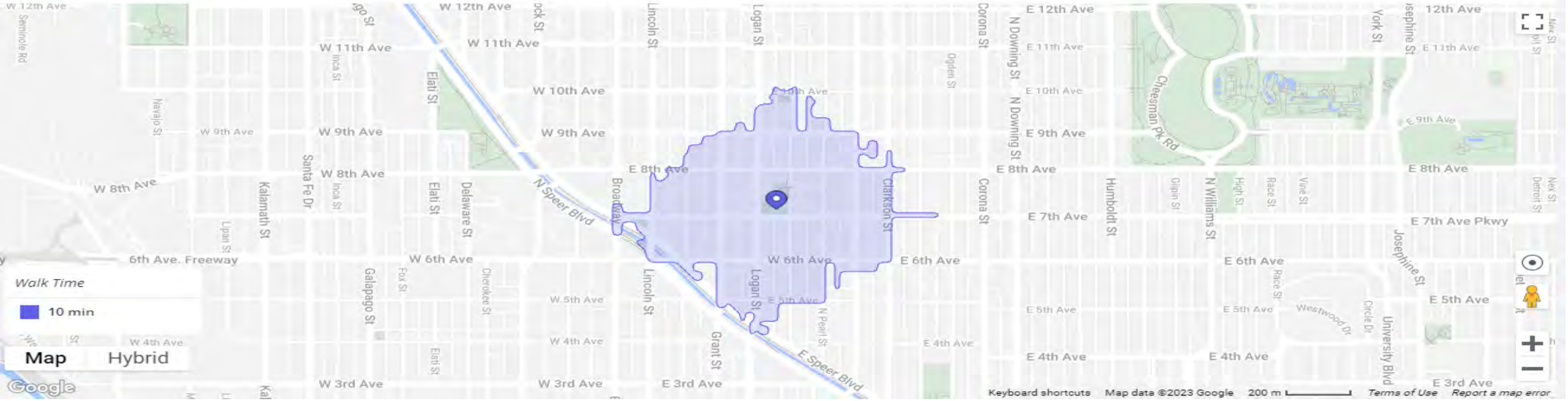
Property:
Governors Park / Denver, CO

Visits	6.4K
Visits / sq ft	N/A
Size - sq ft	N/A
Visitors	3.5K
Visit Frequency	1.81

ASSET CONDITION DATA: WHAT IS THERE?

Row Labels	Sum of Quantity	Sum of Replacement Cost
Good		
Buildings- Shade Structure	1	$25,000.00
Furnishings- Park ID Sign	1	$8,500.00
Walk-Hard	1213	$72,780.00
Walk-Right of way	668	$33,400.00
Poor		
Playground-Neighborhood	1	$450,000.00
Very Poor		
Furnishings- Drinking Fountain	1	$10,000.00
Grand Total	**1885**	**$599,680.00**

Venues: | View: Captured vs Potential | Based On: Walk Time | Walk Time: 10min

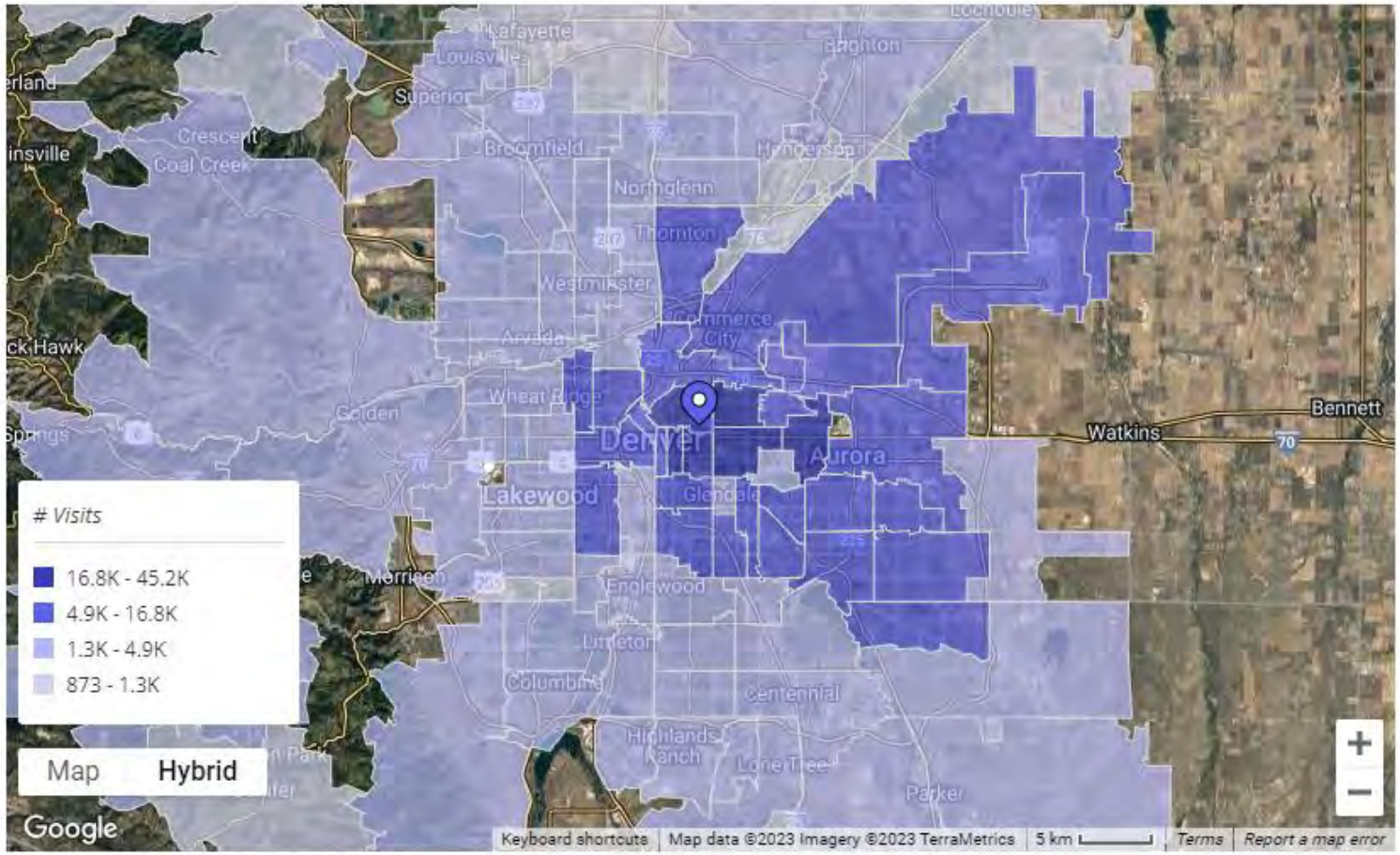


Search Group or Attribute	Captured Market		Potential Market		% Difference
Households					
Family Households	17.4%	27	15.9%	24	+9.5%
Non-Family Households	82.6%	239	84.1%	244	-1.8%
Persons per Household	1.41	53	1.46	54	-2.9%

City Park

Visitors By Origin

Venues: | Origin: Home Location | Metric: Visits | View: # of Visits | % of Visits | YoY Change



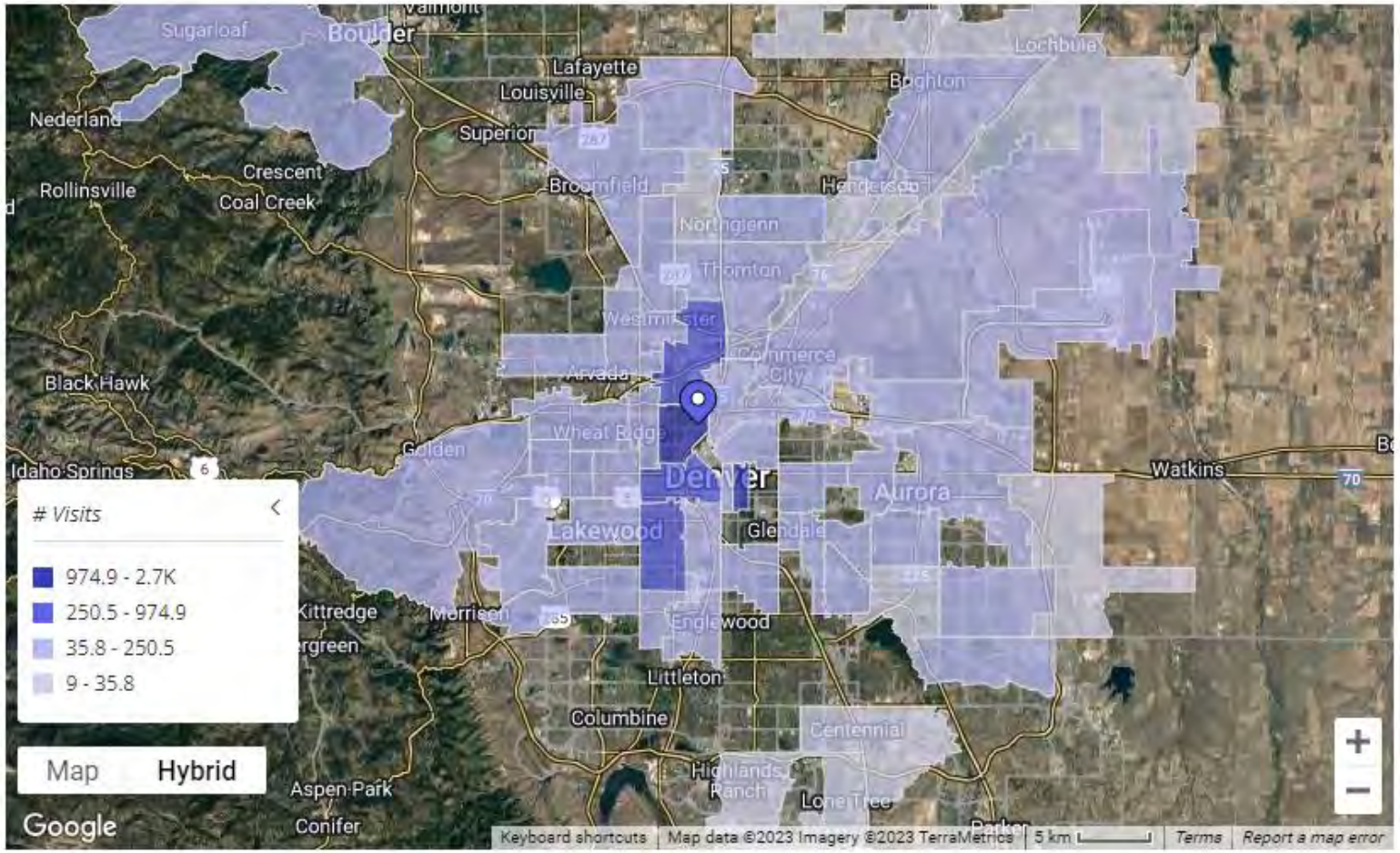
Zipcode / City	Visits (% of Total)
80220 Denver, CO	45.2K (6.6%)
80205 Denver, CO	44.5K (6.5%)
80207 Denver, CO	36.1K (5.2%)
80206 Denver, CO	35.6K (5.2%)
80218 Denver, CO	27.9K (4.1%)
80010 Aurora, CO	19.4K (2.8%)
80203 Denver, CO	15.6K (2.3%)
80211 Denver, CO	14.9K (2.2%)
80239 Denver, CO	13K (1.9%)
80238	11K (1.6%)

*Showing data for top 100 Zip Codes of this property. Download the CSV file for full results.

La Raza Park

Visitors By Origin

Venues: | Origin: Home Location | Metric: Visits | View: # of Visits | % of Visits | YoY Change



Zipcode / City	Visits (% of Total)
80218 Denver, CO	2.7K (25.7%)
80211 Denver, CO	1.6K (15.3%)
80219 Denver, CO	496 (4.7%)
80221 Denver, CO	355 (3.4%)
80204 Denver, CO	316 (3%)
80229 Denver, CO	250 (2.4%)
80601 Brighton, CO	228 (2.2%)
80212 Denver, CO	223 (2.1%)
80226 Denver, CO	211 (2%)
80216	207 (2%)

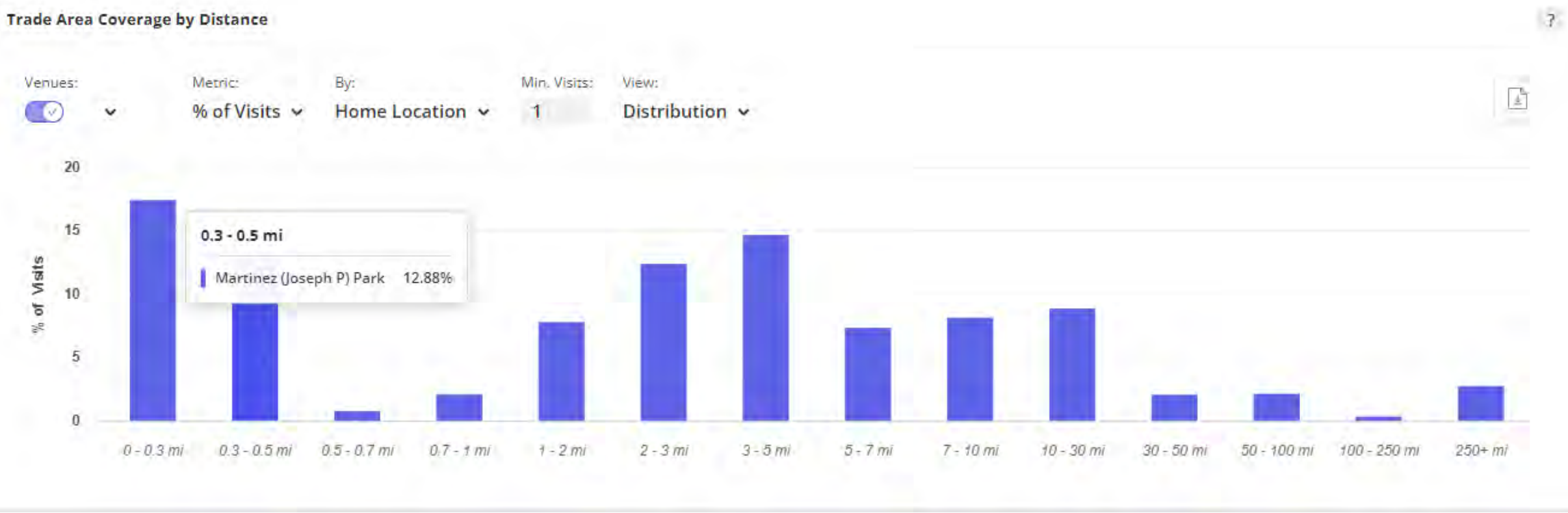
*Showing data for top 100 Zip Codes of this property. Download the CSV file for full results.

HOW FAR VISITORS TRAVEL?

Rosamond Park

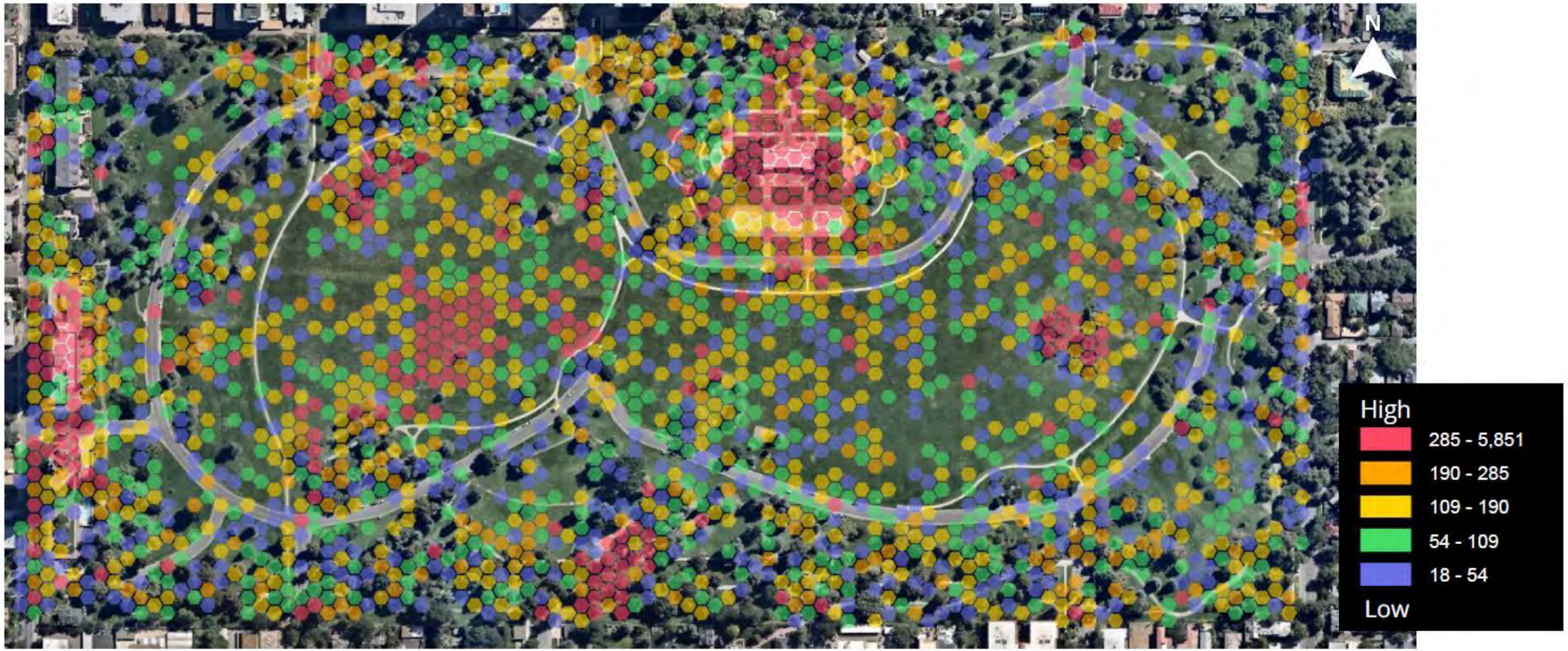
HOW FAR VISITORS TRAVEL?

Martinez Park

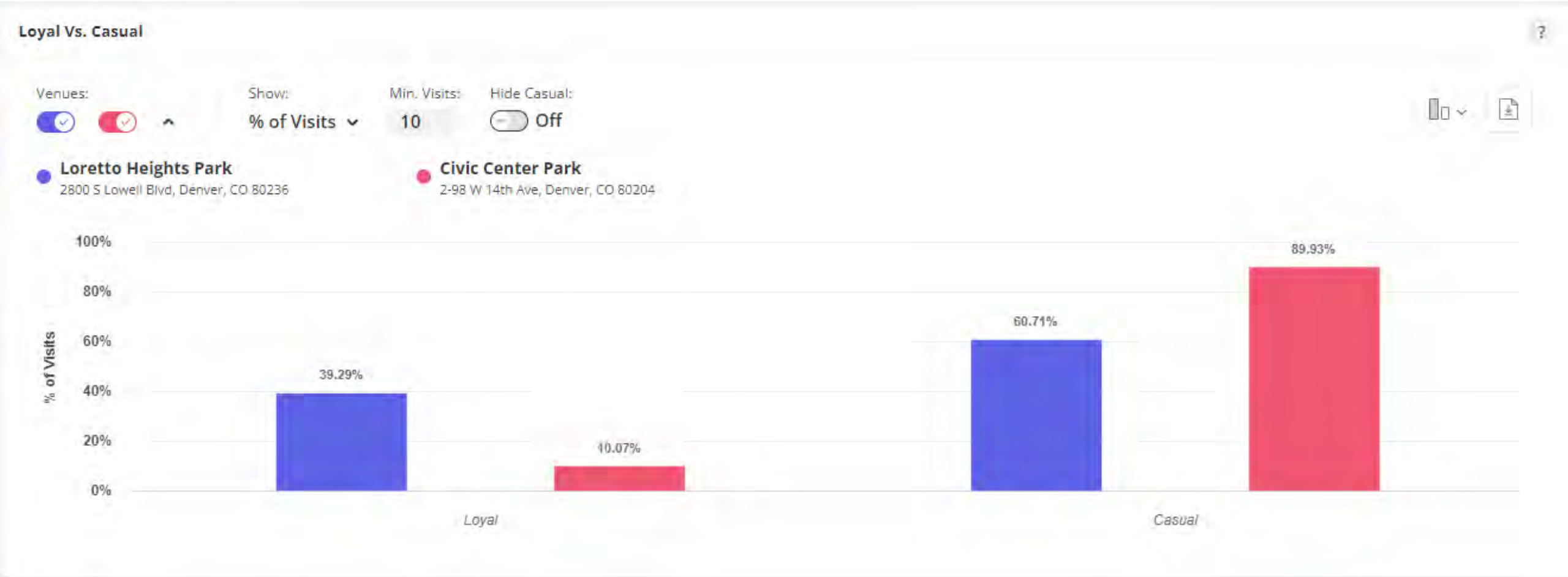


Cheeseman Park - Denver, CO

Hexagon heatmap based on foot-traffic



PARK LOYALTY: HOW OFTEN DO THE SAME VISITORS RETURN?



PARK LOYALTY: HOW OFTEN DO THE SAME VISITORS RETURN?

Metrics

Property:
Denver Skate Park / 19th St, D...

Visits	85.1K	Avg. Dwell Time	71 min
Visits / sq ft	N/A	Panel Visits	2.2K
Size - sq ft	N/A	Visits YoY	+1%
Visitors	20.8K	Visits Yo2Y	-16.1%
Visit Frequency	4.08	Visits Yo3Y	+2.3%

VISITOR'S JOURNEY: HOW PARKS HELP ECONOMIC ACTIVITY

Echo Lake Park

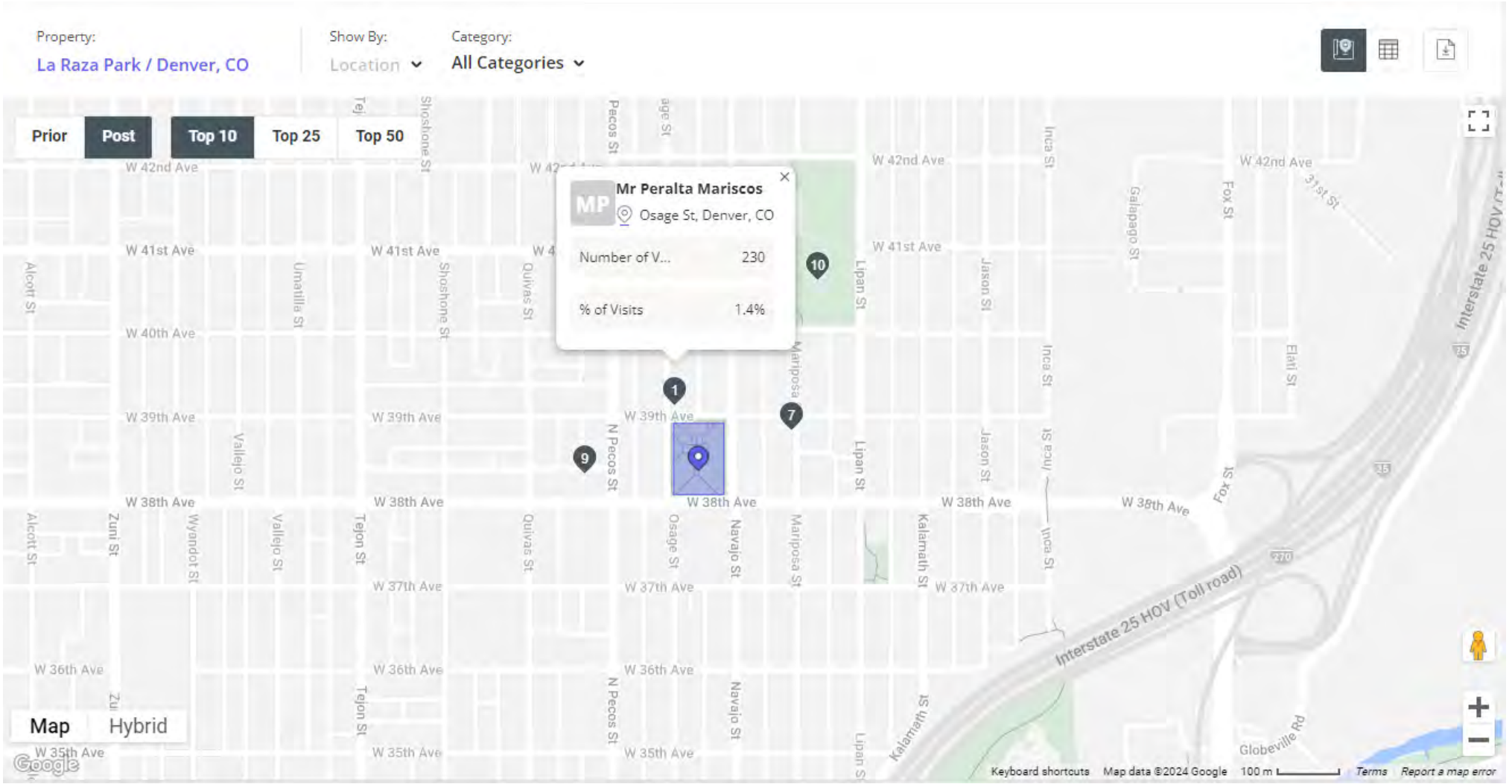
Prior

Rank	*Name*	*Foot-Traffic*
1	**Red Rocks Park and Amphitheatre** / W Alameda Pkwy, Morri...	2.6%
2	**Kum & Go** / Miner St, Idaho Springs, CO	1.9%
3	**Summit Lake Park** / Evergreen, CO	1.7%
4	**Tommyknocker Brewery** / Miner St, Idaho Springs, CO	1.7%
5	**Echo Mountain** / Hwy 103, Idaho Springs, CO	1.3%
6	**Starbucks** / Colorado Blvd, Idaho Springs, CO	1.3%
7	**Juniper Pass Mt Evans Colorado** / Idaho Springs, CO	1%
8	**MTN Prime** / Miner Street, Idaho Springs, CO	1%
9	**Beau Jo's Idaho Springs** / Miner St, Idaho Springs, CO	0.8%
10	**Canyon Outpost** / Miner St, Idaho Springs, CO	0.8%

Post

Rank	*Name*	*Foot-Traffic*
1	**Beau Jo's Idaho Springs** / Miner St, Idaho Springs, CO	4%
2	**Tommyknocker Brewery** / Miner St, Idaho Springs, CO	2.1%
3	**Summit Lake Park** / Evergreen, CO	1.8%
4	**Smokin Yards BBQ** / Colorado Blvd, Idaho Springs, CO	1.5%
5	**MTN Prime** / Miner Street, Idaho Springs, CO	1.4%
6	**Kum & Go** / Miner St, Idaho Springs, CO	1.3%
7	**The Buffalo Restaurant & Bar** / Miner St, Idaho Springs, CO	1.2%
8	**Indian Hot Springs** / Soda Creek Rd, Idaho Springs, CO	1%
9	**Denver International Airport** / Peña Blvd, Denver, CO	1%
10	**Juniper Pass Mt Evans Colorado** / Idaho Springs, CO	0.9%

VISITOR'S JOURNEY: HOW PARKS HELP ECONOMIC ACTIVITY



QUESTIONS?