

# DENVER PARKS & RECREATION USE OF DATA

Land Use, Transportation, and Infrastructure (LUTI)

April 2, 2024



**DENVER**  
PARKS & RECREATION

**GAME PLAN**  
for a Healthy City

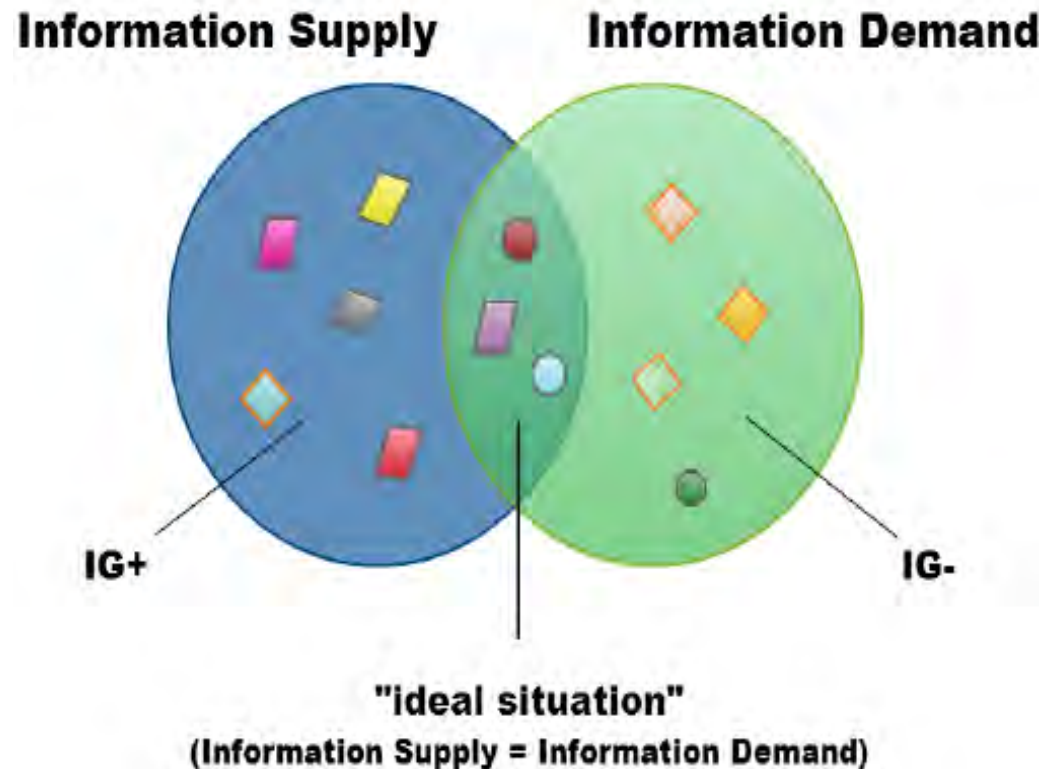


# CURRENT DATA PICTURE (THE 5 W'S TO THE HOW)

Who	Census Data, Survey Data, Active Net, Workday, <a href="#">PLACERAI</a>
What	GIS Data, Asset Condition Data, <a href="#">INFOR</a>
When	<a href="#">PLACERAI</a> , <a href="#">INFOR</a>
Where	GIS Data, Survey Data, Trust for Public Land Data, Census Data
Why	Gameplan for a Healthy City
How	<i>How do we attract more visitors? How do we attract a greater diversity of visitors?</i>

# 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



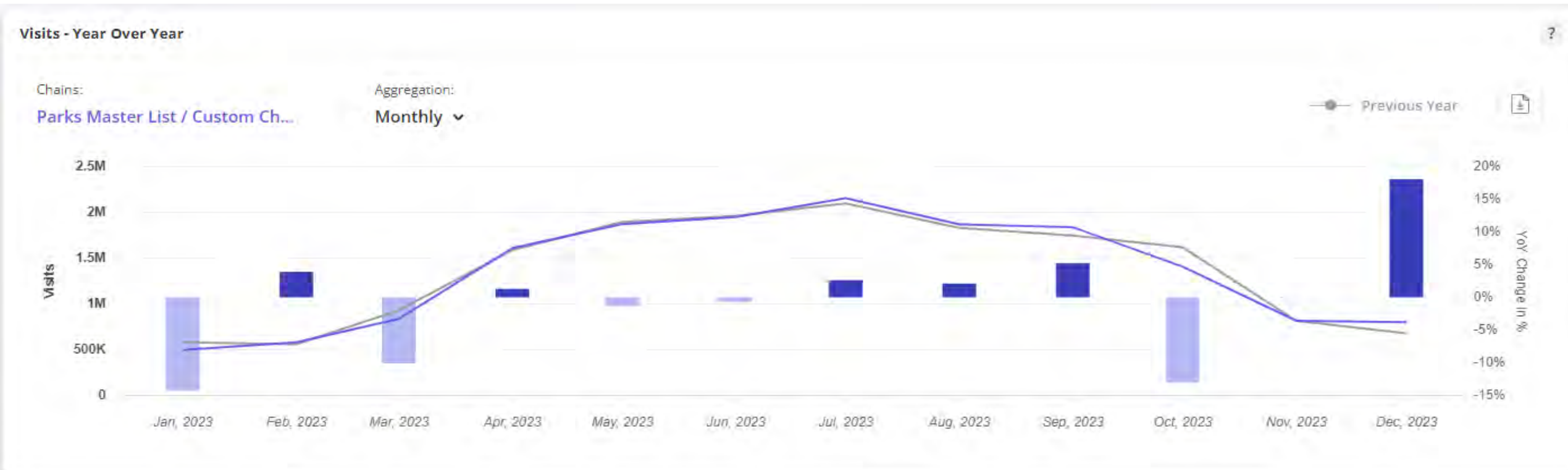
# PLACER AI DATA OVERVIEW

- 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 Explainer \(Video\)](https://www.youtube.com/watch?v=oQSdBauQipk) - <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

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

\*\* Removed the 1.6 million in ticketed visitors

# SEASONAL VISITATION PATTERNS (YEAR OVER YEAR)





# 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

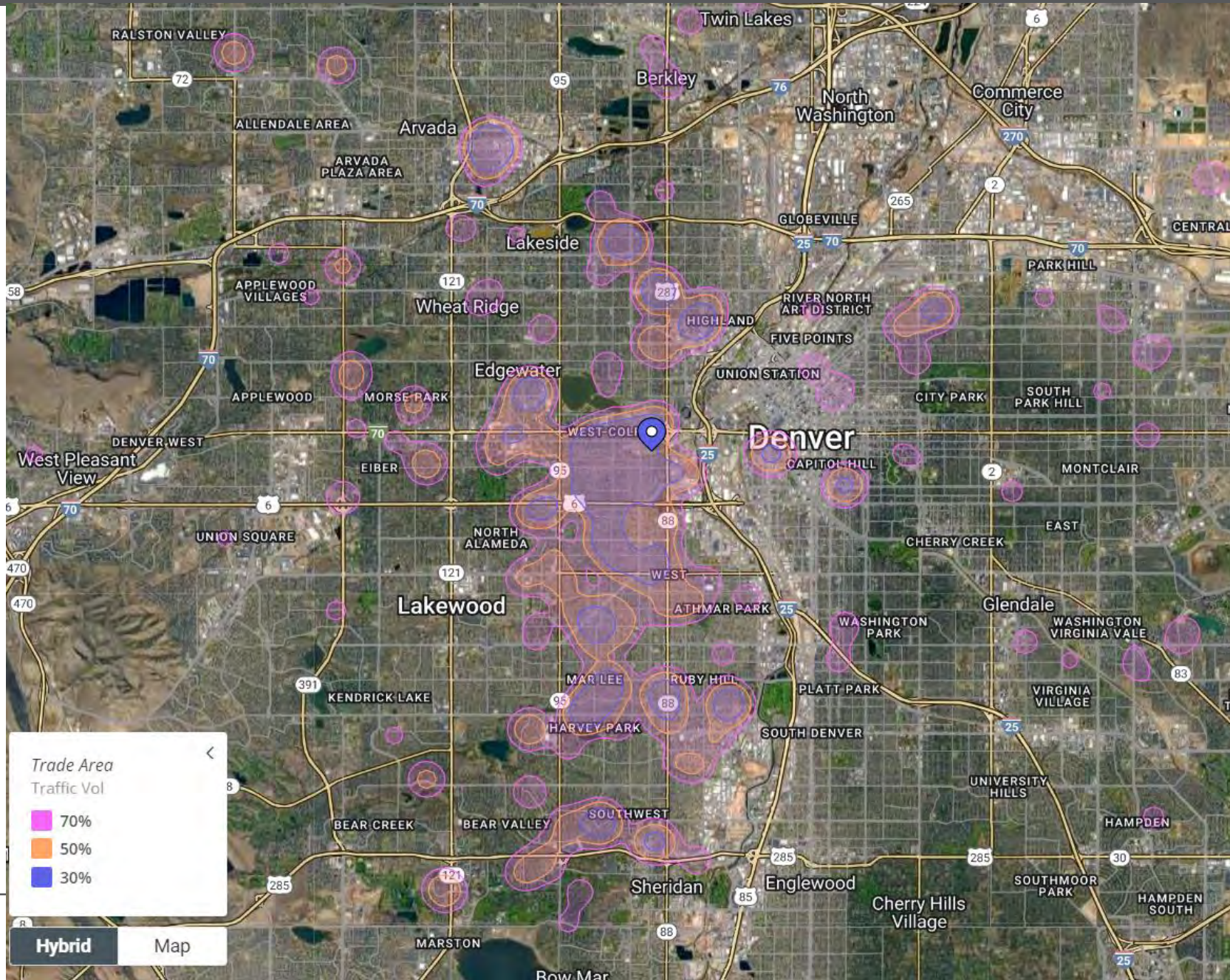
Property:  
Sanchez (Paco) Park / Knox Ct,...

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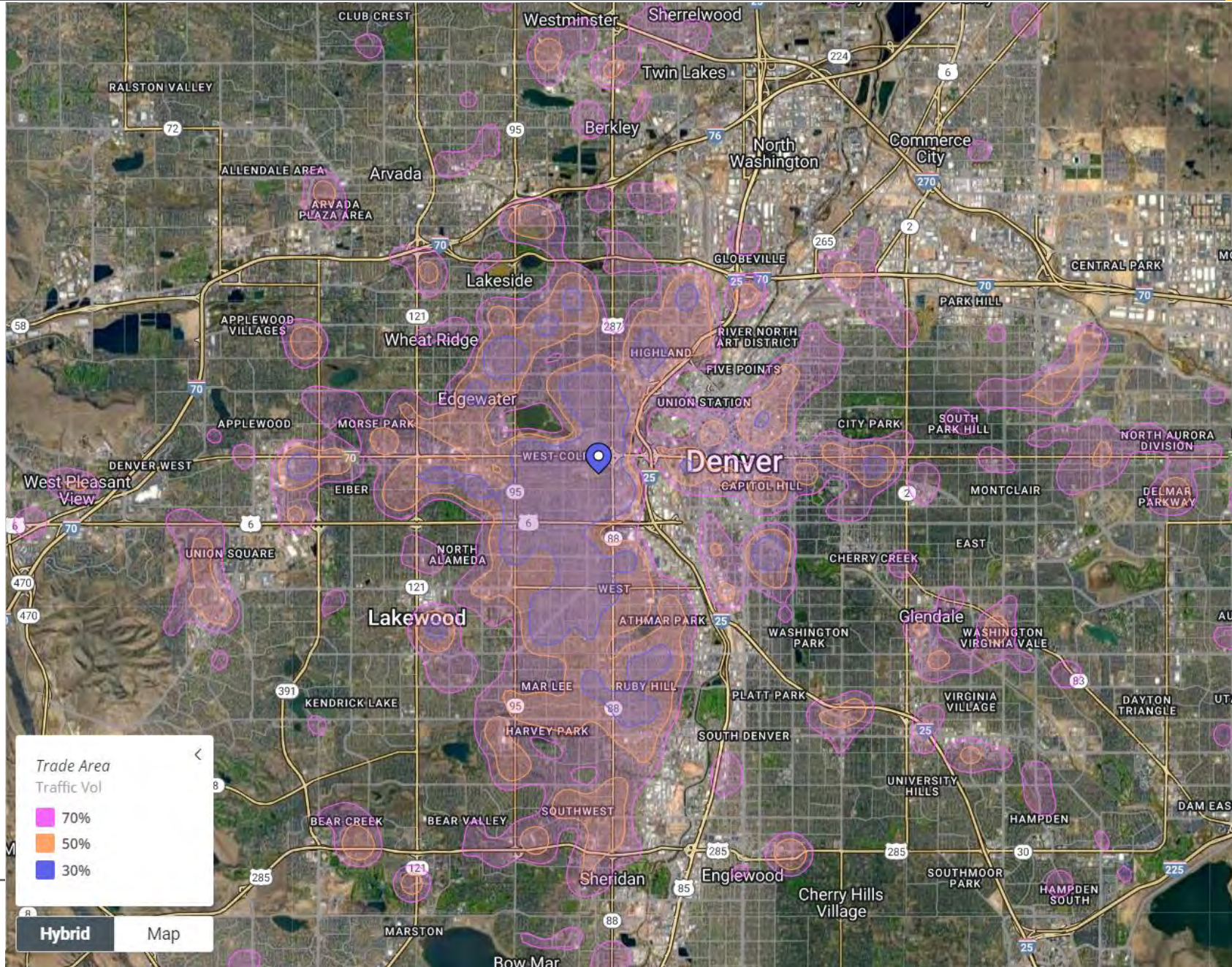
Visits	20.4K
Visits / sq ft	N/A
Size - sq ft	N/A
Visitors	7.5K
Visit Frequency	2.71

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

Ethnicity	Captured Market (%)	Captured Market (Count)	Potential Market (%)	Potential Market (Count)	% Difference
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

Ethnicity	Captured Market (%)	Captured Market (Count)	Potential Market (%)	Potential Market (Count)	% Difference
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%

# HOW TO IMPROVE UNDERPERFORMING PARK?

## Metrics

Property:

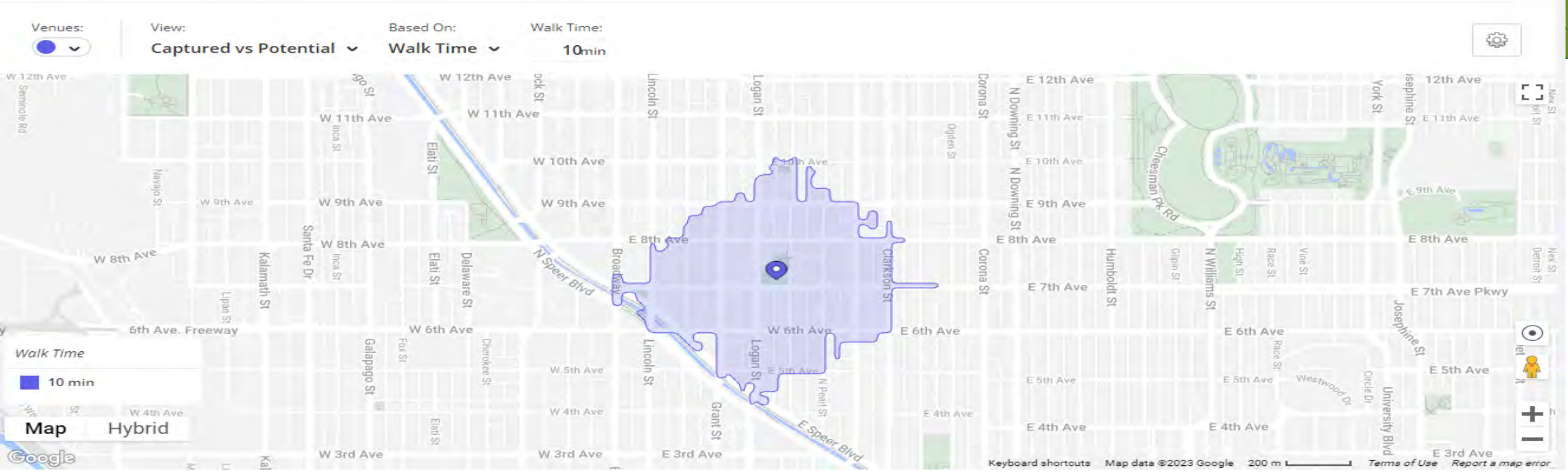
Governors Park / Denver, CO

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
<b>Good</b>		
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
<b>Poor</b>		
Playground-Neighborhood	1	\$450,000.00
<b>Very Poor</b>		
Furnishings- Drinking Fountain	1	\$10,000.00
<b>Grand Total</b>	<b>1885</b>	<b>\$599,680.00</b>



Search Group or Attribute



Captured Market

Potential Market

% Difference

Households

Attribute	Captured Market	Potential Market	% Difference
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%

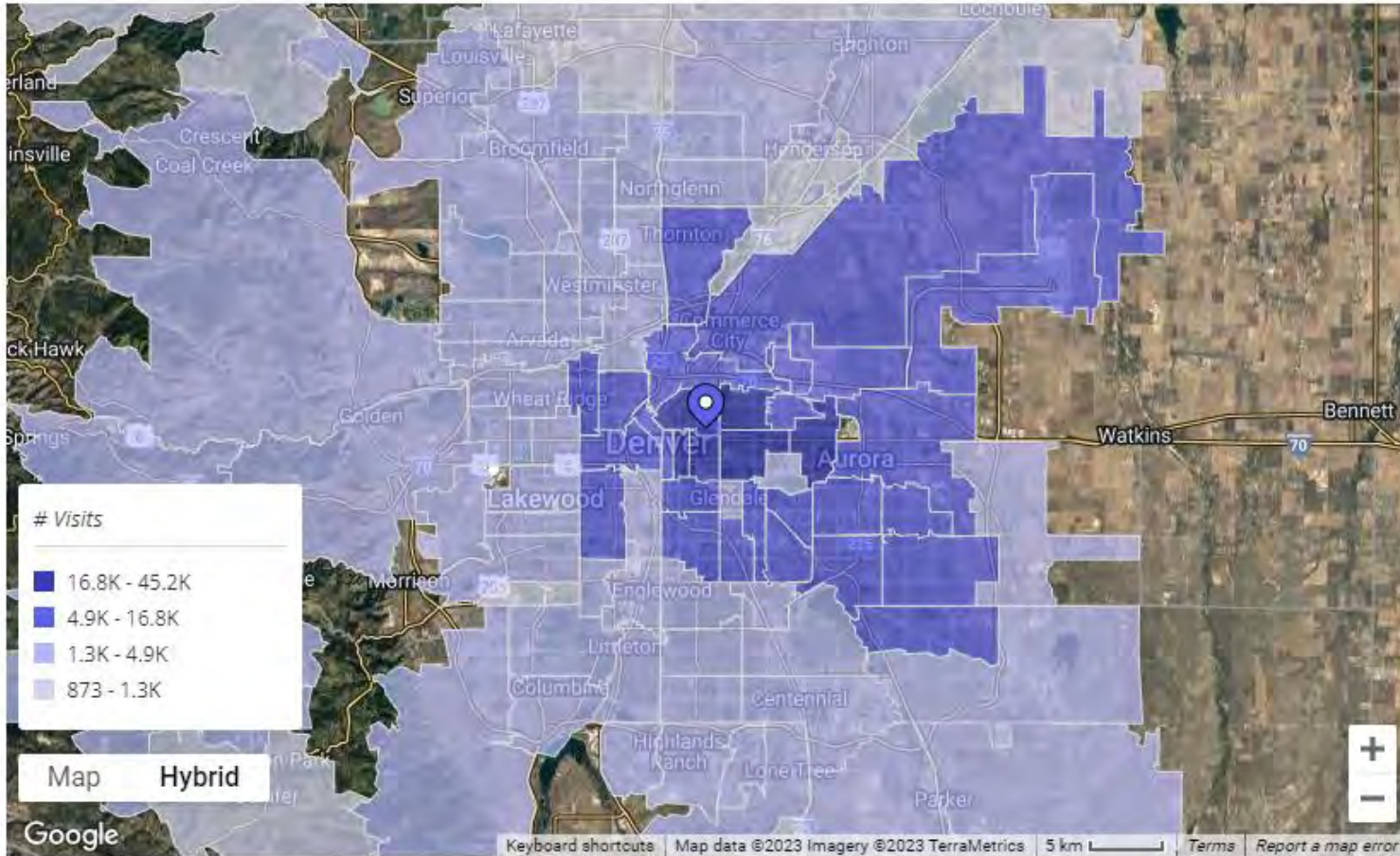


Visitors By Origin

# City Park



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



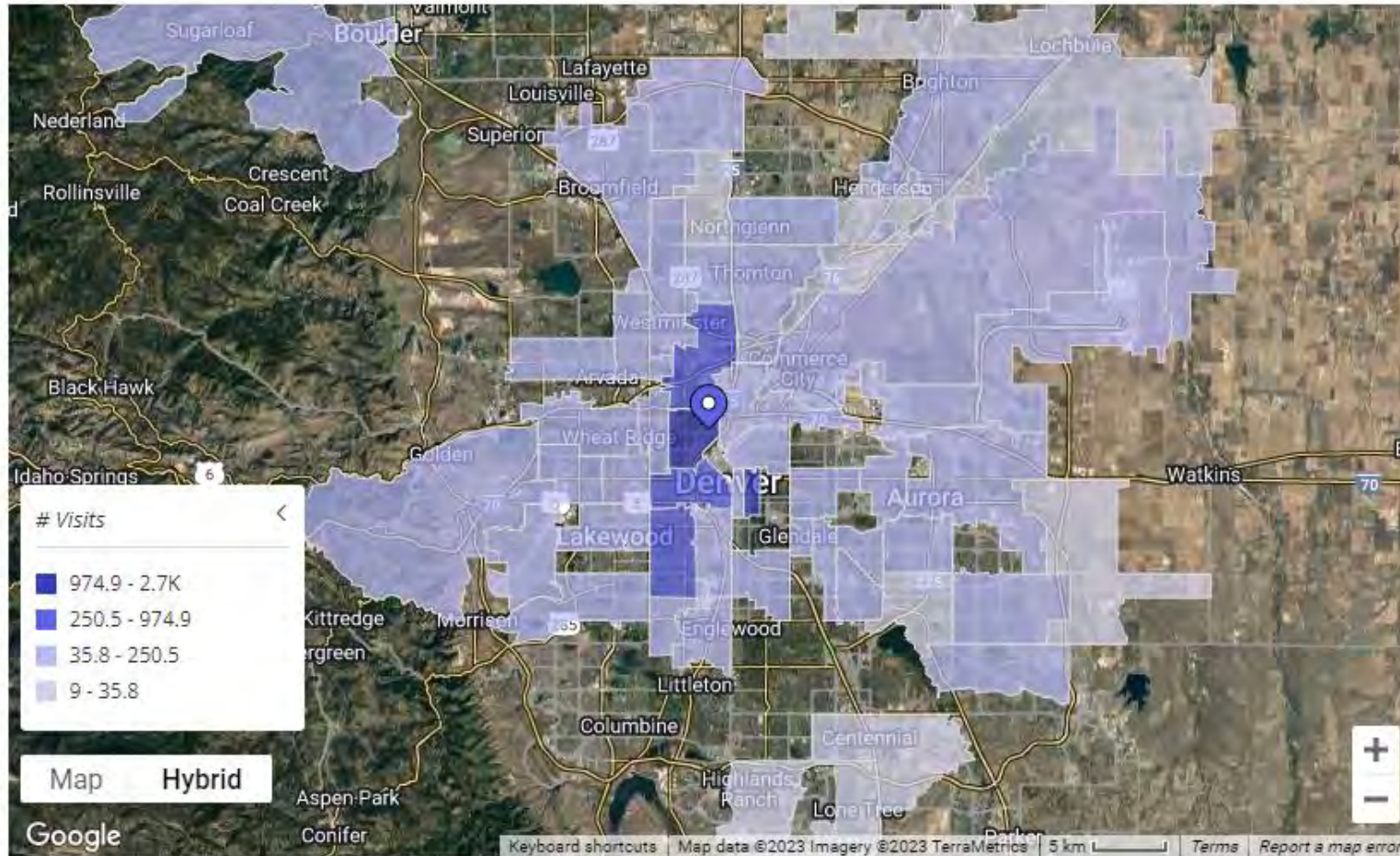
Zipcode / City	Visits (% of Total)
80220 Denver, CO	45.2K (6.6%)
80205 Denver, CO	44.5K (6.5%)
80207 Denver, CO	36.1K (5.2%)
80206 Denver, CO	35.6K (5.2%)
80218 Denver, CO	27.9K (4.1%)
80010 Aurora, CO	19.4K (2.8%)
80203 Denver, CO	15.6K (2.3%)
80211 Denver, CO	14.9K (2.2%)
80239 Denver, CO	13K (1.9%)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

Trade Area Coverage by Distance



# HOW FAR VISITORS TRAVEL?

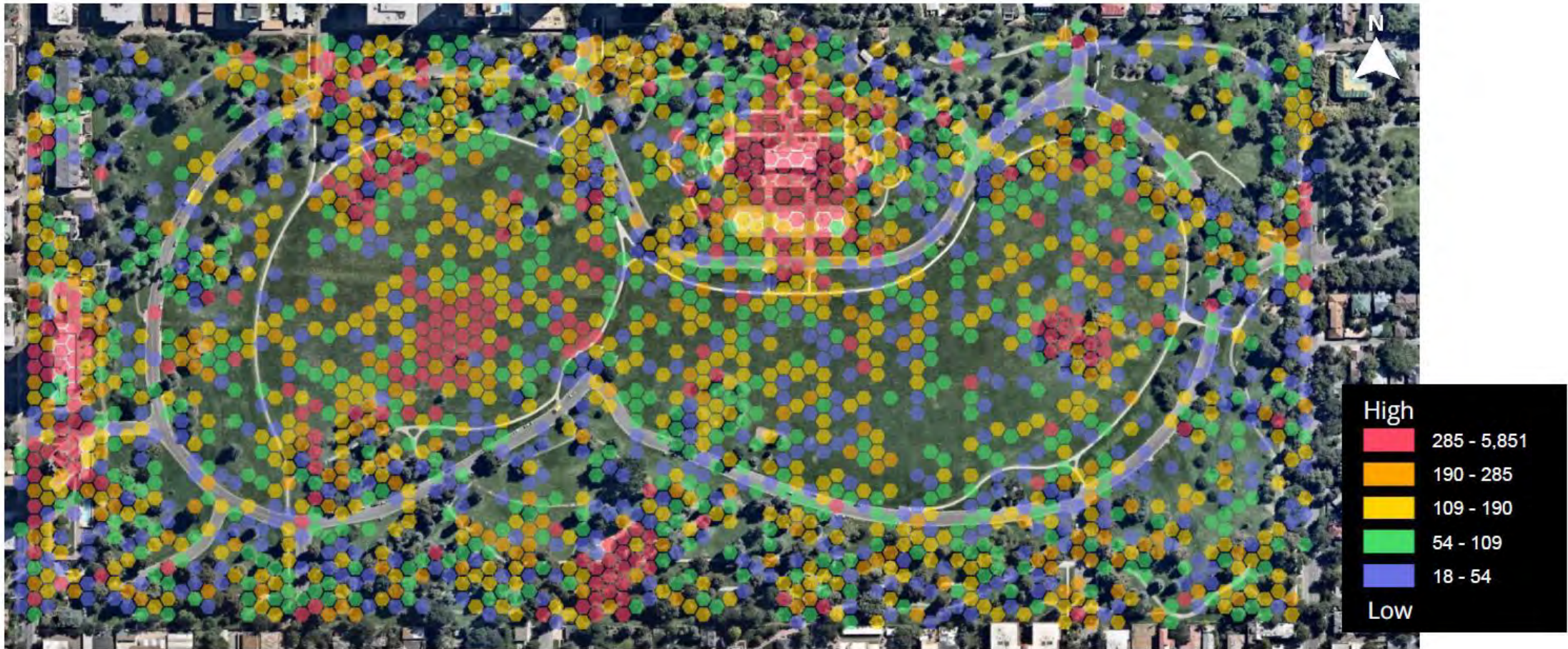
## Martinez Park

### Trade Area Coverage by Distance



# Cheeseman Park - Denver, CO

Hexagon heatmap based on foot-traffic



# PARK LOYALTY: HOW OFTEN DO THE SAME VISITORS RETURN?

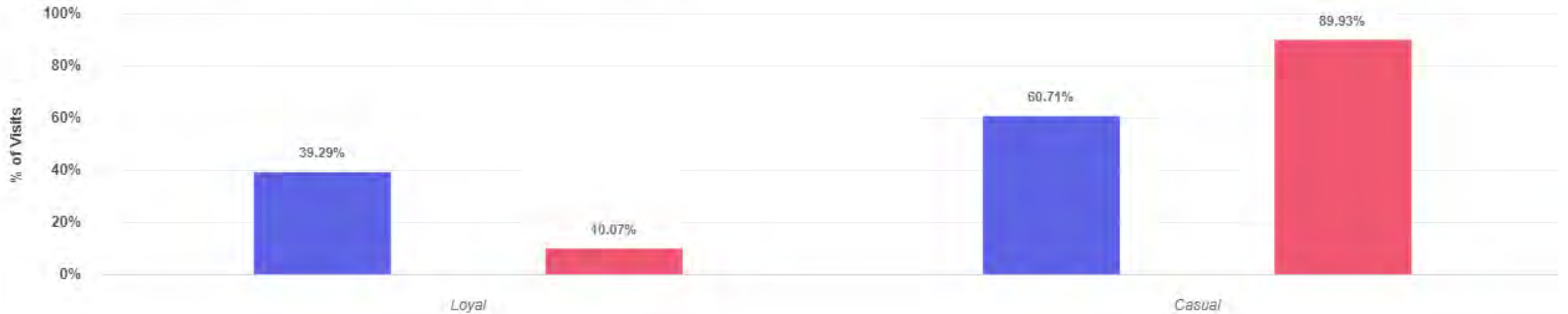
## Loyal Vs. Casual

Venues:    Show: % of Visits Min. Visits: 10 Hide Casual:  Off



**Loretto Heights Park**  
2800 S Lowell Blvd, Denver, CO 80236

**Civic Center Park**  
2-98 W 14th Ave, Denver, CO 80204



# PARK LOYALTY: HOW OFTEN DO THE SAME VISITORS RETURN?

## Metrics

Property:

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



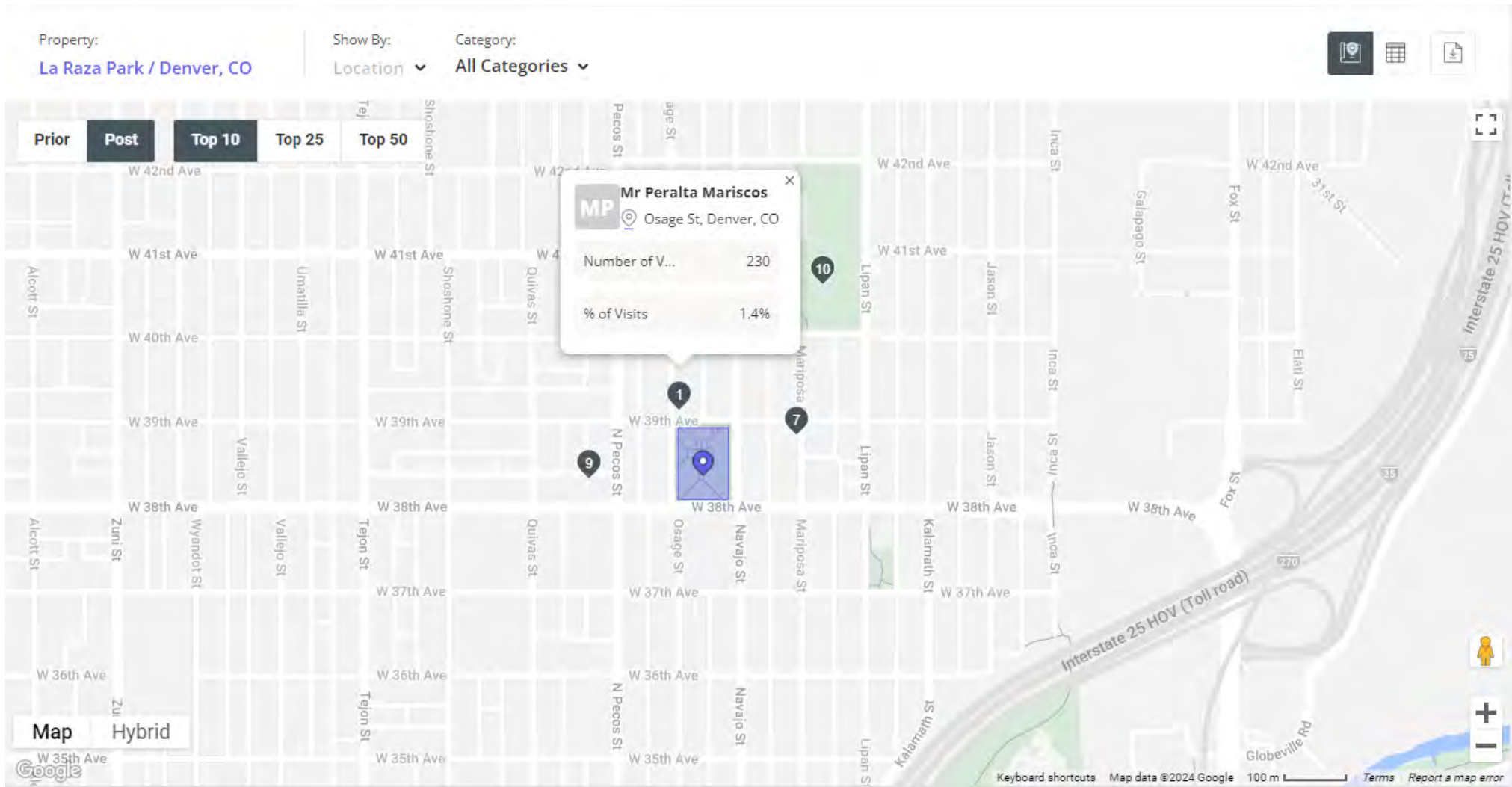
Visits	85.1K	Avg. Dwell Time	71 min
Visits / sq ft	N/A	Panel Visits	2.2K
Size - sq ft	N/A	Visits YoY	+1%
Visitors	20.8K	Visits Yo2Y	-16.1%
Visit Frequency	4.08	Visits Yo3Y	+2.3%

# VISITOR'S JOURNEY: HOW PARKS HELP ECONOMIC ACTIVITY

Prior			Echo Lake Park			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Red Rocks Park and Amphitheatre / W Alameda Pkwy, Morri...	2.6%	1	Beau Jo's Idaho Springs / Miner St, Idaho Springs, CO	4%	1	Beau Jo's Idaho Springs / Miner St, Idaho Springs, CO	4%
2	Kum & Go / Miner St, Idaho Springs, CO	1.9%	2	Tommyknocker Brewery / Miner St, Idaho Springs, CO	2.1%	2	Tommyknocker Brewery / Miner St, Idaho Springs, CO	2.1%
3	Summit Lake Park / Evergreen, CO	1.7%	3	Summit Lake Park / Evergreen, CO	1.8%	3	Summit Lake Park / Evergreen, CO	1.8%
4	Tommyknocker Brewery / Miner St, Idaho Springs, CO	1.7%	4	Smokin Yards BBQ / Colorado Blvd, Idaho Springs, CO	1.5%	4	Smokin Yards BBQ / Colorado Blvd, Idaho Springs, CO	1.5%
5	Echo Mountain / Hwy 103, Idaho Springs, CO	1.3%	5	MTN Prime / Miner Street, Idaho Springs, CO	1.4%	5	MTN Prime / Miner Street, Idaho Springs, CO	1.4%
6	Starbucks / Colorado Blvd, Idaho Springs, CO	1.3%	6	Kum & Go / Miner St, Idaho Springs, CO	1.3%	6	Kum & Go / Miner St, Idaho Springs, CO	1.3%
7	Juniper Pass Mt Evans Colorado / Idaho Springs, CO	1%	7	The Buffalo Restaurant & Bar / Miner St, Idaho Springs, CO	1.2%	7	The Buffalo Restaurant & Bar / Miner St, Idaho Springs, CO	1.2%
8	MTN Prime / Miner Street, Idaho Springs, CO	1%	8	Indian Hot Springs / Soda Creek Rd, Idaho Springs, CO	1%	8	Indian Hot Springs / Soda Creek Rd, Idaho Springs, CO	1%
9	Beau Jo's Idaho Springs / Miner St, Idaho Springs, CO	0.8%	9	Denver International Airport / Peña Blvd, Denver, CO	1%	9	Denver International Airport / Peña Blvd, Denver, CO	1%
10	Canyon Outpost / Miner St, Idaho Springs, CO	0.8%	10	Juniper Pass Mt Evans Colorado / Idaho Springs, CO	0.9%	10	Juniper Pass Mt Evans Colorado / Idaho Springs, CO	0.9%



# VISITOR'S JOURNEY: HOW PARKS HELP ECONOMIC ACTIVITY





# QUESTIONS?