

**EXECUTIVE SUMMARY**  
**DENVER PARKS AND RECREATION**  
**RECREATION TIERING AND ASSOCIATED FEE CHANGES**  
**5.31.11**

In 2009, the Department of Parks and Recreation wrapped up the Recreation Center Task Force strategic plan process. While this was the third full recreation study in as many decades, the results did not differ greatly. The conclusion was simply that the Recreation Division in its current form is not sustainable.

Between 2008-2009, to develop recommendations, The Task Force and Department held over 21 community meetings, had numerous discussions with City Council, the Parks and Recreation Advisory Board, employees and stakeholders. This very public process concluded with delivering four core recommendation areas which could transform Denver's recreation system by improving customer service; implementing a more flexible staffing model; developing partnerships throughout the recreation system; and implementing a tiering model with associated fee changes.

In 2010-2011 to more thoroughly develop the tiering proposal and associated fee changes, the Department again worked closely with City Council, our Advisory Board, the Task Force and employees. The Department also hosted four community meetings to garner feedback, and with the support of The Parks and Recreation Advisory Board and the members of the Recreation Center Task Force we are putting forward the associated fee changes to City Council.

These first three recommendations are already being implemented and evaluated and we are currently proposing the fourth in this Ordinance Request.

**What is Teiring?**

The Task Force reviewed all of the recreation centers with input from the 2007 Needs Assessment while they developed the Tiering proposal. The Tiering Model is a system whereby recreation centers are grouped by size, location, types of amenities, hours and pricing.

- The Regional Centers were selected because they are larger centers which house more amenities such as competitive size basketball courts or indoor pools. They will also be operational 7 days a week, have been equitably distributed to ensure 7 day a week coverage across the City, and will have a higher pricing structure.
- The Local Centers will have a mid-range of hours, are the mid-sized centers with some but not all indoor facilities, and will have a mid-range pricing structure.
- The Neighborhood Centers are those which are neighborhood and community focused, with hours of operation directly related to the neighborhood needs, and will have the lowest pricing structure of the tier system.

With the roll-out of this new tiered system, there will also be a number of membership improvements which were taken directly from community and employee suggestions. For example:

- Improved and expanded financial assistance system
- Family Memberships
- Young Adult (18-24) Memberships
- Increased hours at certain centers
- 15 & 30 visit passes
- Drop-in fitness classes (along with outdoor pool season pass) included in all memberships
- Automatic monthly withdrawal