

BILL 18-0777

Funding for Denver Parks

Sponsored by:

Councilman Jolon Clark

Councilwoman Kendra Black

Councilman Paul Kashmann

Councilwoman Mary Beth Susan

Councilman Wayne New

Councilwoman Stacie Gilmore

Councilman Rafael Espinoza

Councilman Paul Lopez

Councilwoman Robin Kniech



The Trust for Public Land



THE
TRUST
FOR
PUBLIC
LAND

Great Cities need Great Parks...



Real assets need Real investment

A diverse system,
spanning from the mountains to the plains

72% of Denver park land is
in the Mountains, more
than 14,000 acres

>6,000 acres of urban
parkland

22 Accessible
Mt Parks + **24** Conservation
Tracts

244 Urban
Parks

28 Recreation
Centers



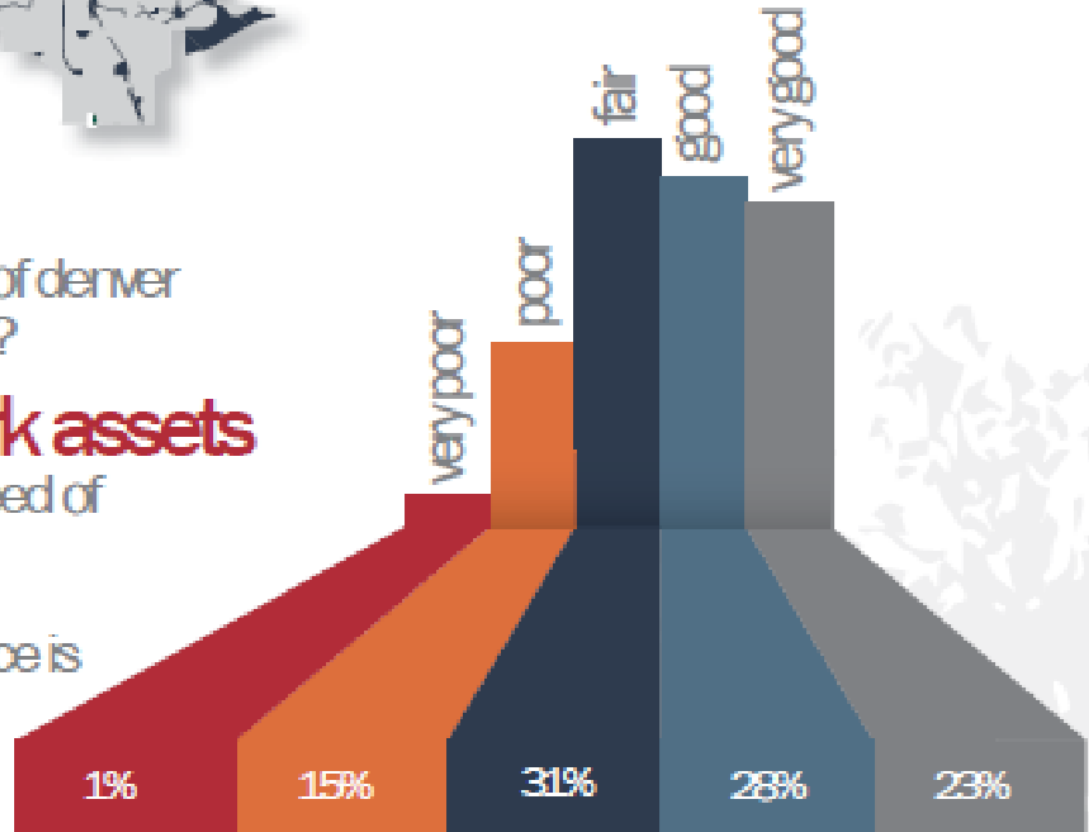
Investment boosts over the years, not enough



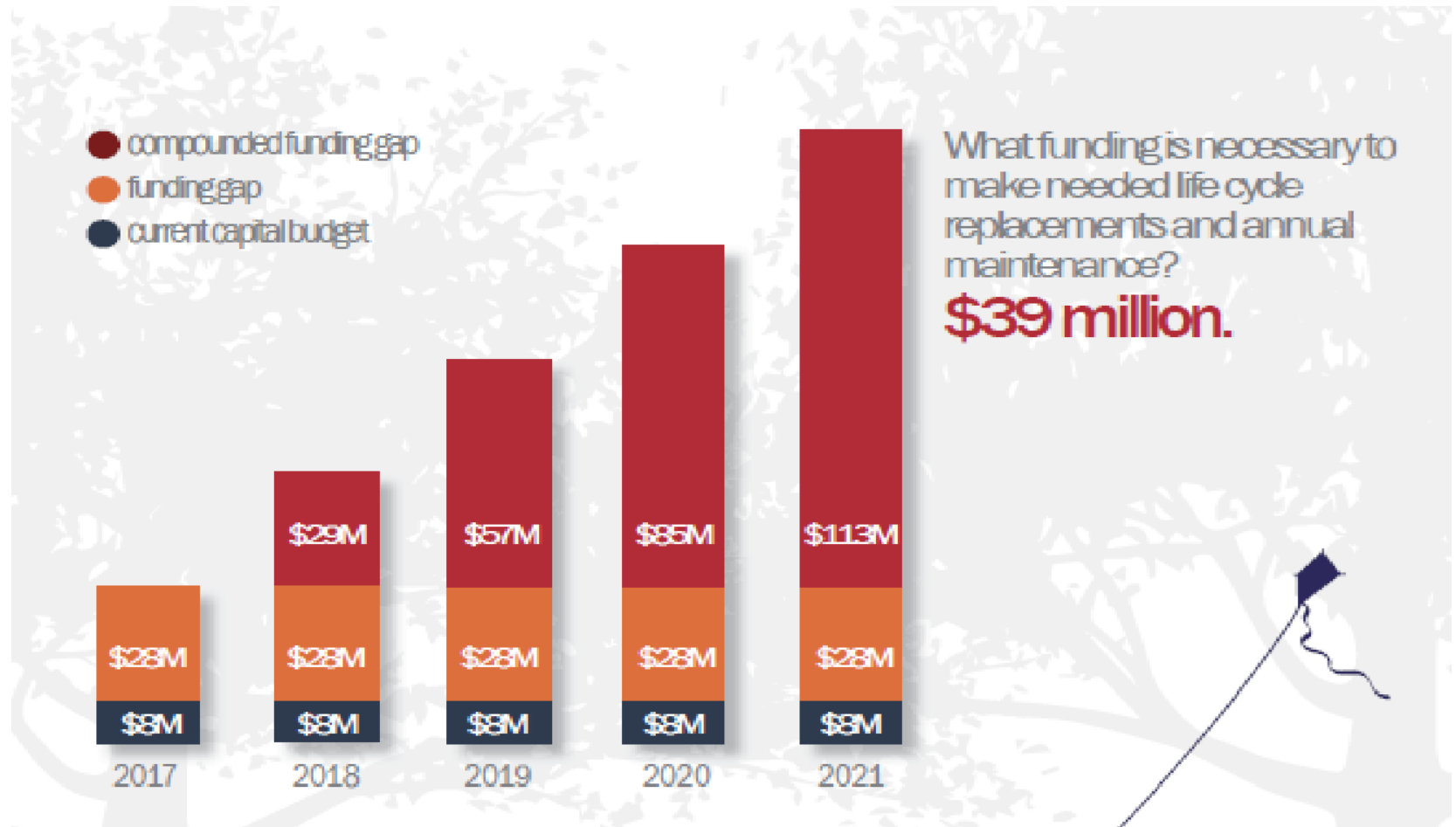
what is the overall condition of denver parks and recreation assets?

approximately **1 : 6 park assets** is in poor condition and in need of replacement.

current deferred maintenance is **\$127 million.**



Investment boosts over the years, not enough



Denver is growing & Parks need to grow with it...



682,545
Population of the City &
County of Denver
(2015)



+21%

Denver is the 5th fastest
growing large-city in the
nation in 2014.



832,545
Predicted Population of the
City & County of Denver
(2025)

Real economic benefits = real value

THE ECONOMIC BENEFITS OF DENVER'S PARK AND RECREATION SYSTEM



THE TRUST *for* PUBLIC LAND
CONSERVING LAND FOR PEOPLE

Economic Value of Denver's Parks

Trust for Public Land Report, 2010

\$804,000

cost avoided by stormwater
benefits of parks

\$452,000,000

cost savings to the community by
having access to public facilities

\$518,000

savings generated due to value of
city volunteer programs and events

\$48,700,000

collective increase in public wealth
due to park proximity

July 2010



Benefits of Parks...Health

- Research shows that people exercise more when they have access to parks.
- A study by the Centers for Disease Control (CDC) found better access to places to be physically active led to a 26.5 percent increase in the number of people who exercise three or more days a week.
- Even small amounts of exercise improve a person's health. Estimates are that 95 percent of U.S. adults, 92 percent of adolescents, and 58 percent of children don't get the recommended amount of daily physical activity.
- Nearly 75% of citizens say parks, trails, and open space are an essential component of American health care.

Denver Parks & Recreation Game Plan

Denver Parks and Recreation 2017 Game Plan Update

Existing Conditions Report

March 2017

Denverright.
Your Voice. Our Future.

DENVER
PARKS & RECREATION

Environment and Climate

Positioned at the juncture between the Great Plains and the Rocky Mountains, Denver boasts a rich geology, ecology and climate that both inform and affect the system.

Key environmental and climate issues related to the plan include:

- Climate change and the need to adapt to drought, flooding and other extreme weather
- Urban heat island issues and stormwater runoff issues, especially in the downtown area
- Balancing conservation vs access (including education and recreation) in both mountain parks and urban natural areas
- The impacts of population growth and increasing urban density on our system
- Management/maintenance of natural areas and non-traditional areas
- Managing threats of invasive species, like the Emerald Ash Borer

Equity and Access

Denver's population is growing and diversifying. How can we ensure that our parks, recreation centers and programming are welcoming and accessible to all Denverites?

Key issues related to the equity and access include:

- Denver's overall public health is ailing with an obesity and chronic disease epidemic
- High public interest and priority on fitness trails, paths and connectivity between parks
- Increasing access to parks and recreation centers
- Opportunity to improve programming to heighten customer usage and satisfaction – highest priority on arts/ culture, aquatics and fitness programs suggested

Economic and Organizational Health

Denver's resources are limited to maintain and staff a large and dynamic system.

Key issues related to economic and organizational health include:

- The existing reliance on tax dollars underlies a need to diversify revenues
- Improve training programs for all staff positions and levels
- Targeting water conservation and energy efficiency
- Use of data in decision-making, the value of meaningful metrics to measure progress
- The need to renovate and renew an aging facility base
- Balancing staffing levels, program needs and business management

THE TRUST FOR PUBLIC LAND

So, how do we stack up to comparable cities?

<u>City</u>	<u>2017 ParkScore® Rank</u>
Minneapolis	1
St. Paul	2
San Francisco	3
Washington	4
Portland	5
Arlington	6
Irvine	7
New York	7
Madison	9
Cincinnati	10
Chicago	11
Seattle	11
Boston	13
San Diego	14
Aurora	15
St. Petersburg	16
Albuquerque	17
Plano	17
St. Louis	17
Denver	20

How has Denver's ParkScore® been trending?

<u>Year</u>	<u>ParkScore® Rank</u>
2014	7
2015	16
2016	20
2017	20
2018	26

Minneapolis, MN – 411,000 residents

- **Delivery metrics**

- 10-minute walk = 97%**
- Spending per resident = \$232**
- Parkland as % of city = 15%**
- Park acres per 1,000 = 12*

*2017 City Park Facts, The Trust for Public Land

**ParkScore 2017, The Trust for Public Land

- **Compare Denver**

- 86%
- \$114
- 8%
- 9

Portland, OR – 633,000 residents

- Delivery metrics
 - 10-minute walk = 86%**
 - Spending per resident = \$164**
 - Parkland as % of city = 18%**
 - Park acres per 1,000 = 23*
- Compare Denver
 - 86%
 - \$114
 - 8%
 - 9

*2017 City Park Facts, The Trust for Public Land

**ParkScore 2017, The Trust for Public Land

Boston, MA – 667,000 residents

- Delivery metrics
 - 10-minute walk = 98%**
 - Spending per resident = \$111**
 - Parkland as % of city = 17%**
 - Park acres per 1,000 = 8*
- Compare Denver
 - 86%
 - \$114
 - 8%
 - 9

*2017 City Park Facts, The Trust for Public Land

**ParkScore 2017, The Trust for Public Land

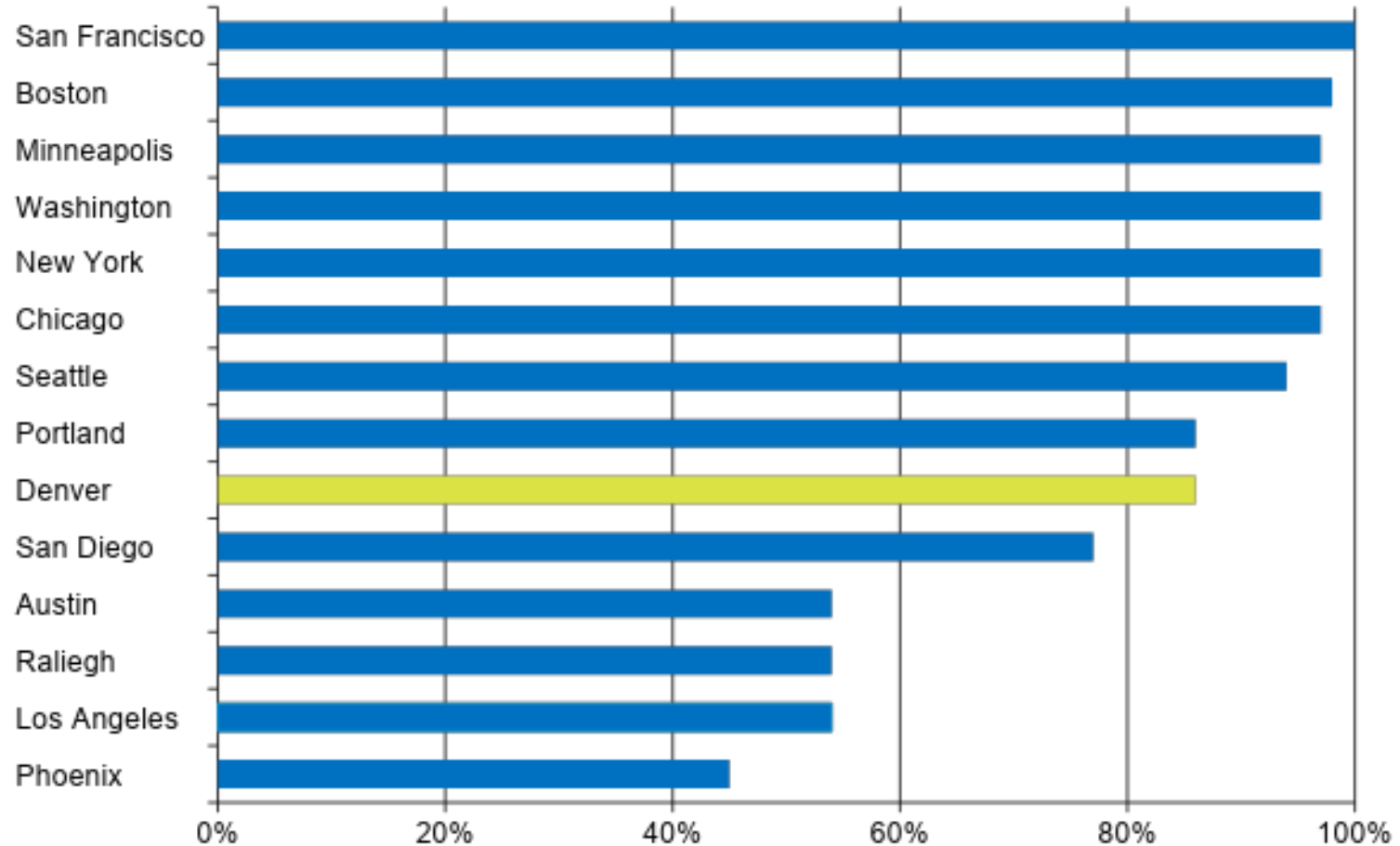
Seattle, WA – 684,000 residents

- Delivery metrics
 - 10-minute walk = 94%**
 - Spending per resident = \$279**
 - Parkland as % of city = 12%**
 - Park acres per 1,000 = 10*
- Compare Denver
 - 86%
 - \$114
 - 8%
 - 9

*2017 City Park Facts, The Trust for Public Land

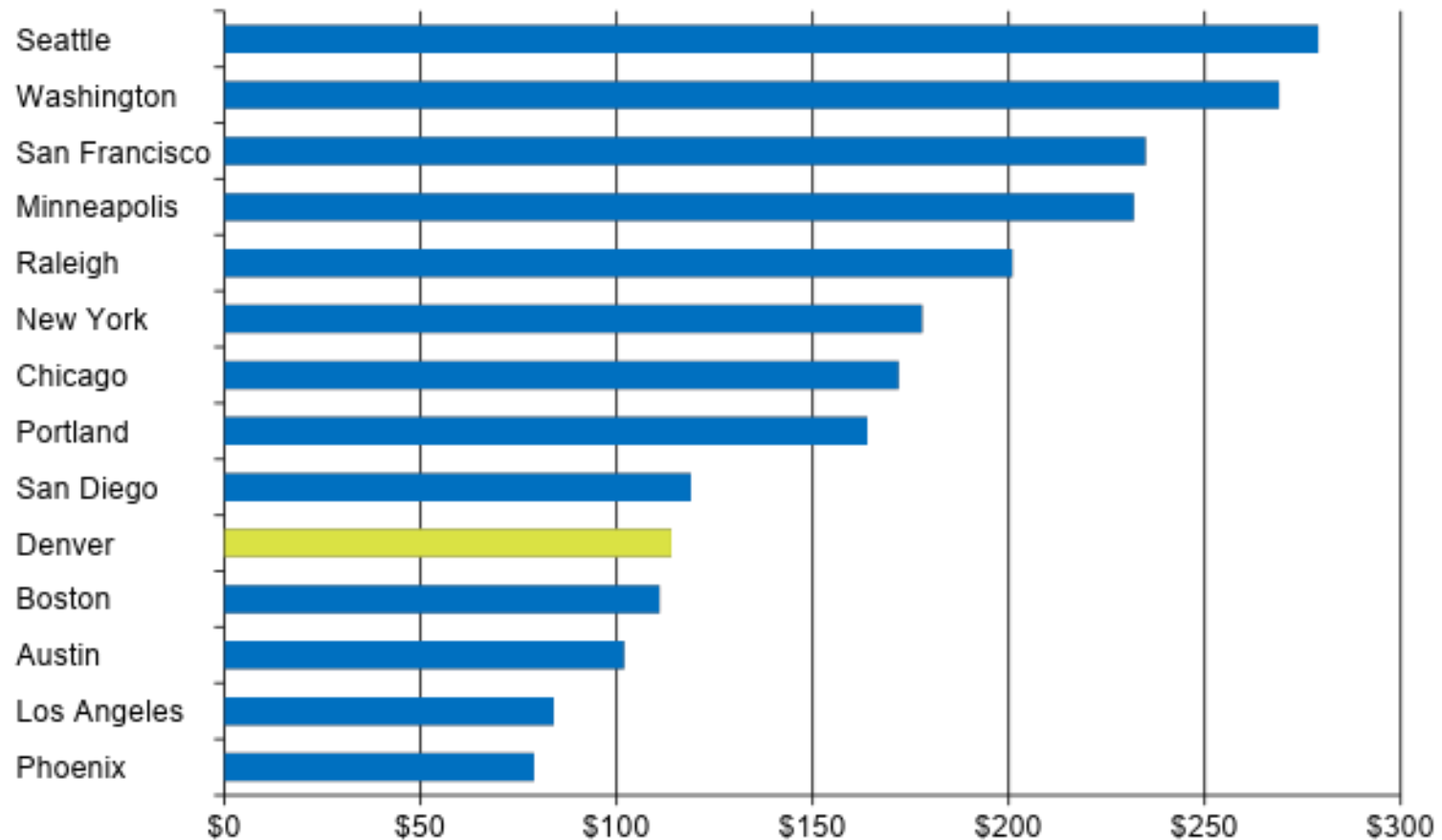
**ParkScore 2017, The Trust for Public Land

So, how fares Denver on 10-minute walk?



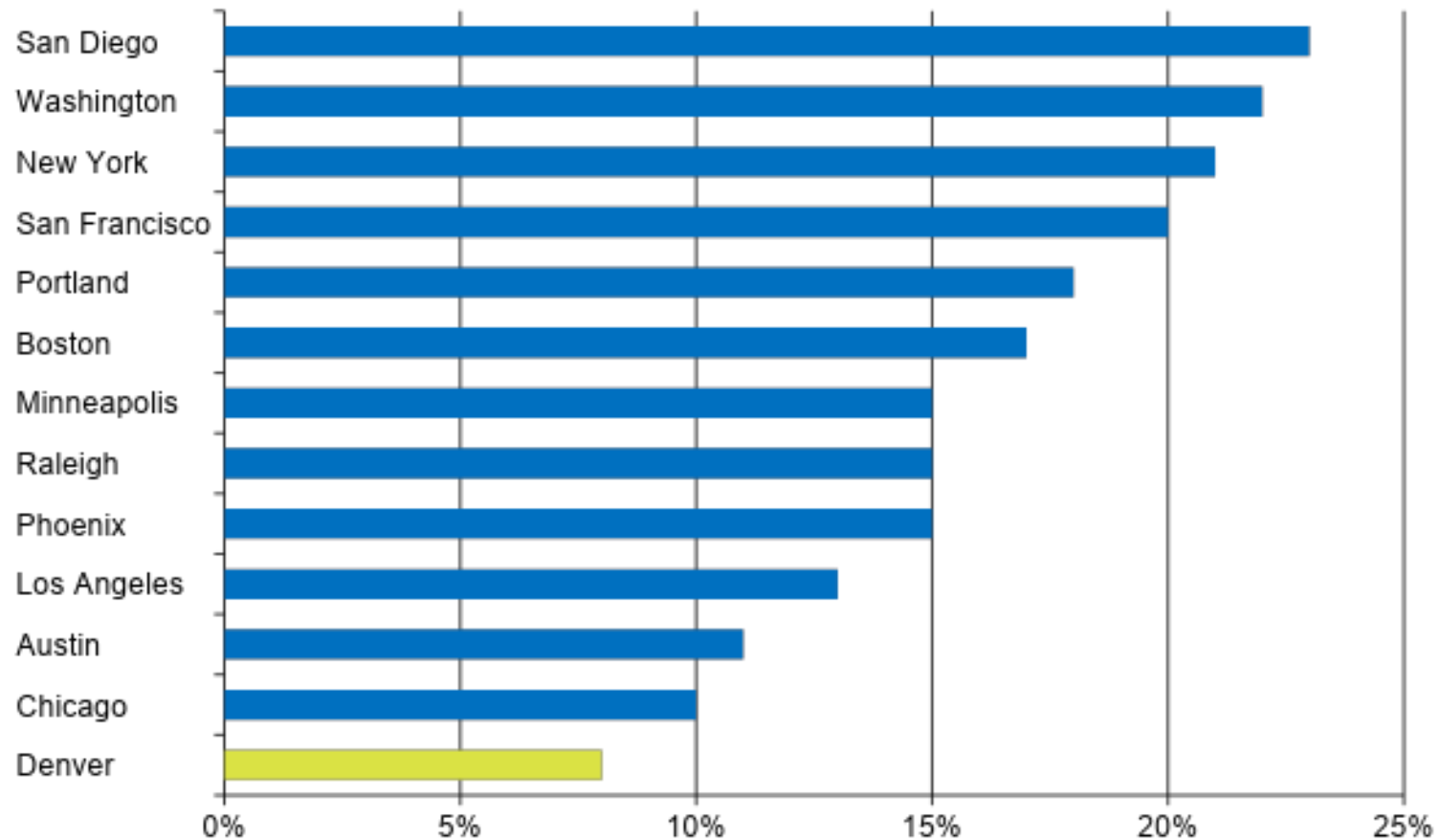
Source: ParkScore 2017, The Trust for Public Land

So, how fares Denver on spending/resident?



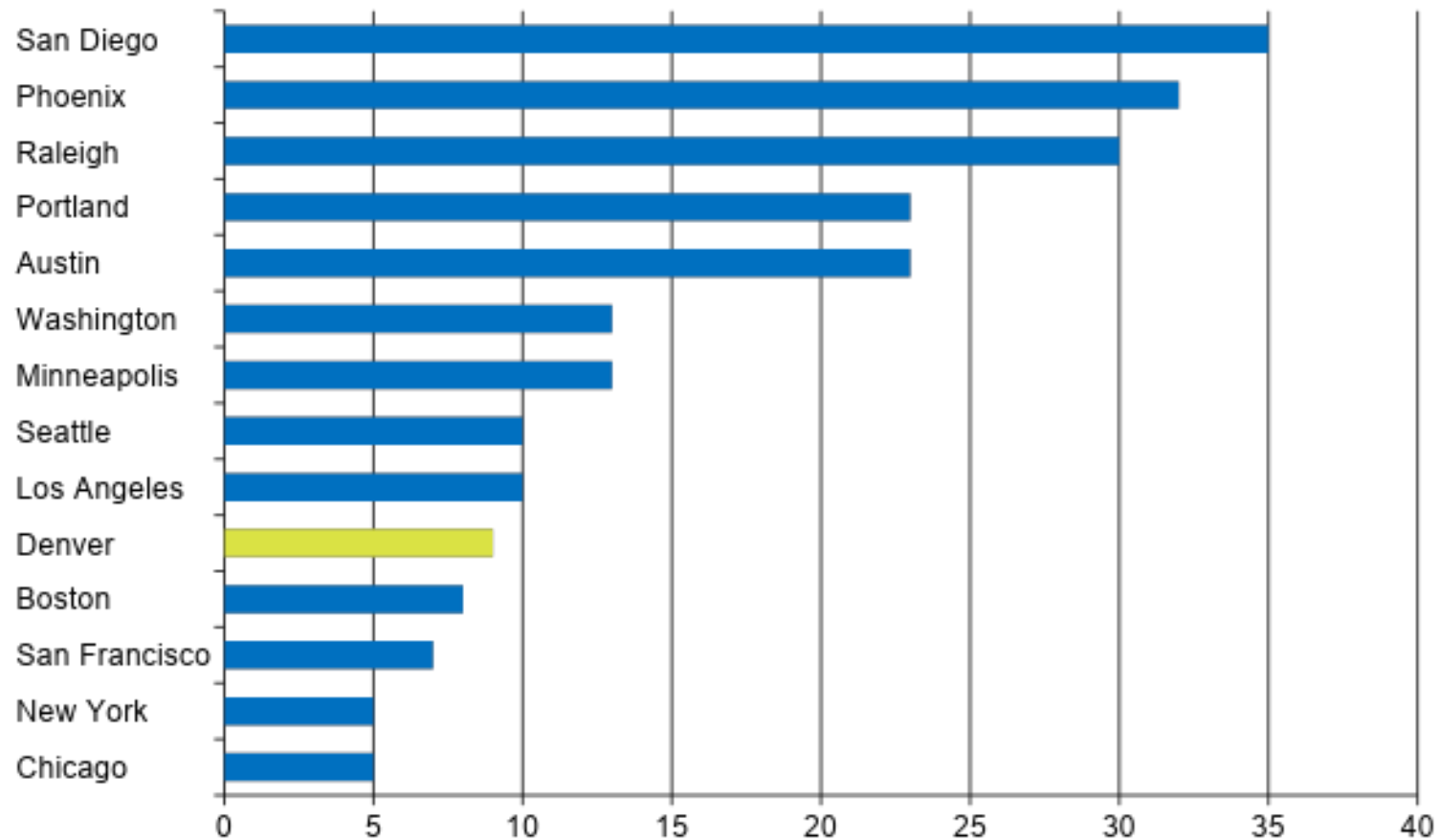
Source: ParkScore 2017, The Trust for Public Land

So, how fares Denver on parkland % of city?



Source: ParkScore 2016, The Trust for Public Land

So, how fares Denver on acres/1,000 residents?



Source: 2017 City Park Facts, The Trust for Public Land

Denver's key challenges...

- Growth
- Deferred Maintenance
- Trajectory



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2018 PARKS AND RECREATION FUNDING



The 2018 budget request and revenue forecast does not include the golf enterprise fund.

THE PROPOSAL

Council will refer a measure to the voters

- Expand the sales and use tax by .25%
- Two and a half cents for every ten dollars spent
- Dedicated funding for Denver's parks

All money derived from the increased sales and use tax must be expended solely for:

- Acquiring additional land
- Developing, improving, and maintaining parks
- Mountain parks
- Restoring and protecting waterways
- Purchasing, planting, and caring for trees
- Operating and maintaining new parks
- Specifically excludes expending derived revenues from that fund towards offsetting any current or future expenditures from the general fund towards P&R

The ballot measure will create a special Parks fund.

ACQUIRE ADDITIONAL LAND



DEVELOP & IMPROVE PARKS, TRAILS, MOUNTAIN

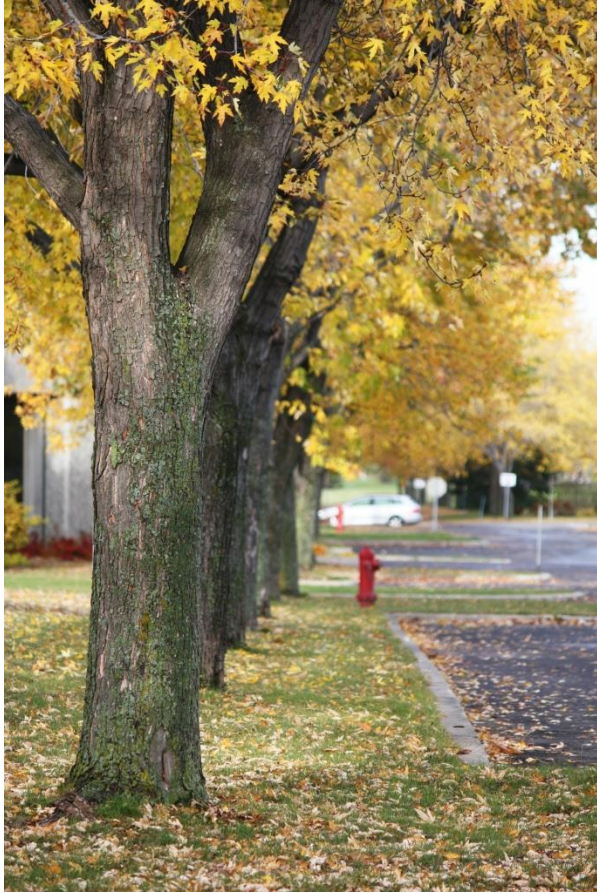
PARKS, OPEN SPACES



RESTORE & PROTECT RIVERS, WATERWAYS, STREAMS



PURCHASE, PLANT, & CARE FOR TREES



OPERATE & MAINTAIN PARKS, TRAILS, OPENSACES



IMPACT

.25%

The additional .25% tax will result in an additional \$45.94 million for the dedicated parks fund in 2019.

**\$45.94
million**

The total projected funds (in 2018 dollars) for P&R (general fund and Parks fund) would total **\$118.69 million**

SALES TAX STATISTICS

Denver Sales Tax Revenue & Cost Estimates

Sales Tax Rate	Annual Revenue*	Household Spending on Taxable Items**	Annual Cost/ Household	Total Revenue Attributed to Resident Spending***	% Revenue Attributed to Resident Spending
0.25%	\$41,524,304	\$14,065	\$35	\$9,882,843	24%

*Based on 2017 taxable sales of \$16,609,721,629 (Denver Budget & Management Office).

**Assumes 25 percent of household income is spent on taxable items; median household income = \$56,258 (US Census QuickFacts).

***Total revenue from resident spending based on average household spending multiplied by number of households (281,072, US Census QuickFacts). The remaining revenue comes from purchases of taxable items by businesses and visitors.

IMPACT

Denver's
current
sales and
use tax rate

3.65%



Denver's sales
and use tax if
approved by
voters

3.9%

4.02%
avg. sales tax
rate for the
nearest 25
jurisdictions
(city & county
tax combined)

7.9%

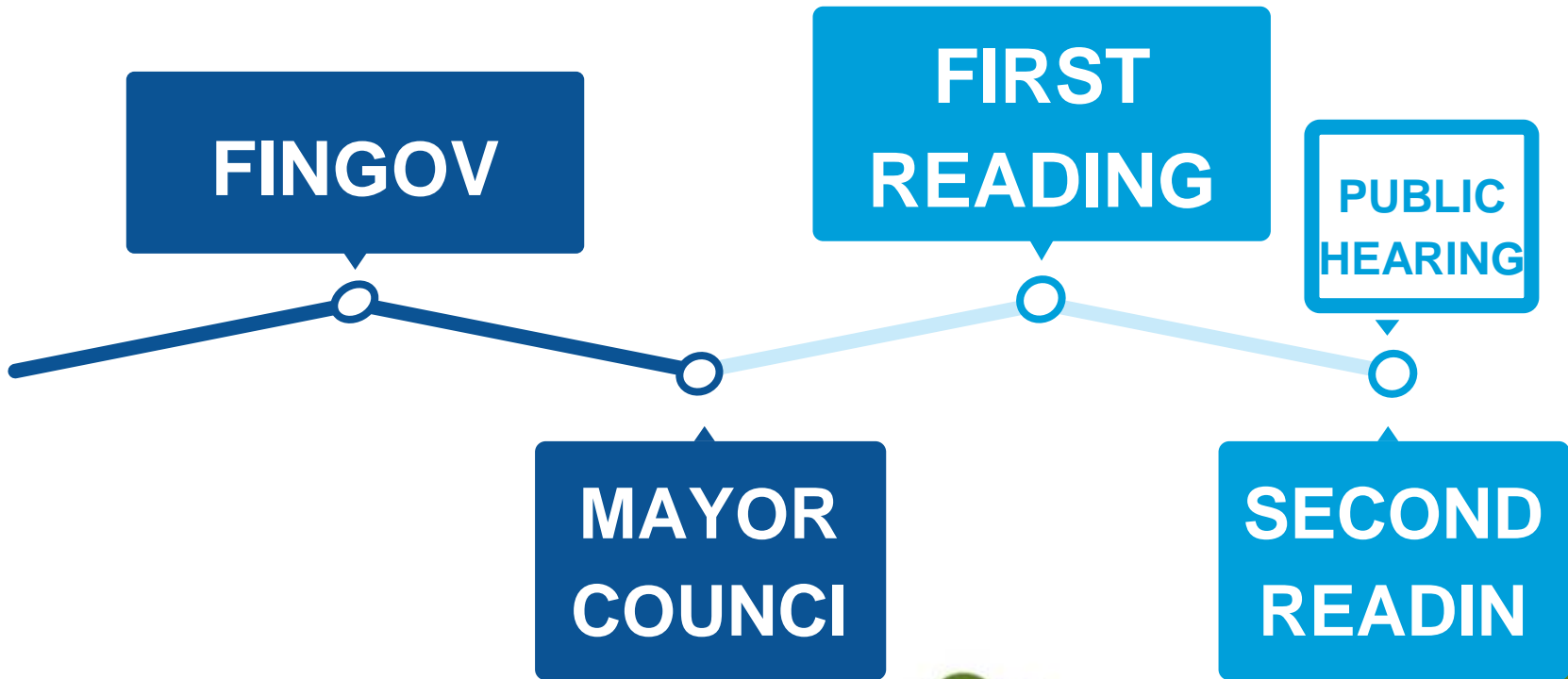
The total sales
and use tax rate
(including RTD,
SCFD, and state
tax) if the
increase is
approved by the
voters

OTHER COUNTIES

Comparison of Dedicated Funding for Conservation, Selected Counties

Jurisdiction Name	Finance Mechanism	Tax Rate	Year Approved	Conservation Funds Approved
Douglas County	Sales tax	0.17%	1994	\$202,500,000
Adams County	Sales tax	0.25%	1999	\$211,537,640
Arapahoe County	Sales tax	0.25%	2003	\$341,500,000
Broomfield	Sales tax	0.25%	1994	\$20,810,000
Jefferson County	Sales tax	0.50%	1972	\$900,000,000
Boulder County	Sales tax	0.60%	1993	\$617,250,000

NEXT STEPS



BILL 18-0641

Funding for Denver Parks

QUESTIONS?

