

PRIORITIES, GOALS, AND OBJECTIVES SET FORTH IN CITY PLANS



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EQUITABLE, AFFORDABLE, & INCLUSIVE

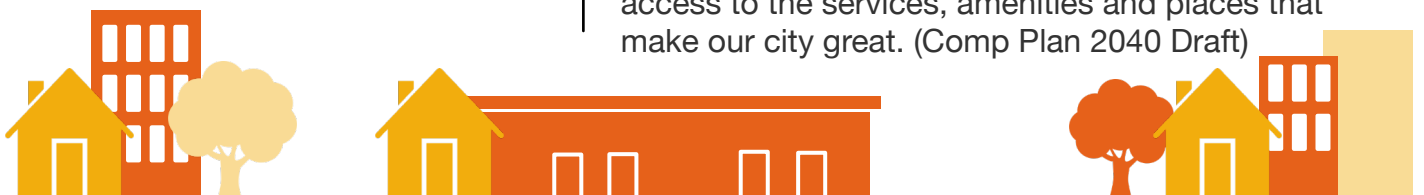


VISION STATEMENT

In 2040, Denver is an equitable, inclusive community with a high quality of life for all residents, regardless of income level, race, ethnicity, gender, ability or age. (Comp Plan 2040 Draft)

VISION ELEMENTS

To achieve our vision for an equitable city, with the promise of opportunity for all Denverites, we must focus on the needs of our most vulnerable residents. This means the benefits of growth and change are equitably shared by all community members and no neighborhood is disproportionately burdened by the region's growth. It also means providing reliable and quality basic services—including public safety and clean water—for all of our residents. Denver strives to be inclusive for all community members by reducing involuntary displacement and expanding equitable access to the services, amenities and places that make our city great. (Comp Plan 2040 Draft)



EQUITABLE, AFFORDABLE, & INCLUSIVE

GOAL 1:

Ensure all Denver residents have safe, convenient and affordable access to basic services and a variety of amenities.

- Ensure that people's basic needs are met through the provision of timely, integrated financial assistance with comprehensive service that helps individuals and families be self-sufficient. (Human Services Strategic Plan 2012-2015)
- By December 2018, at least 95% of Denver residents will have access to primary medical care, including behavioral health care (Denver Community Health Improvement Plan). In 2013, approximately 104,000 persons in Denver, or nearly one in five residents, lacked health insurance. A higher portion lacked dental insurance, and many others are underinsured.
- 78% of the potentially eligible residents receive food assistance. Goal: 90% (Human Services Strategic Plan 2012-2015)
- 69% of potentially eligible residents receive medical assistance. Goal: 90% (Human Services Strategic Plan 2012-2015)
- Improve the health of Denver residents, reduce health disparities in the city, and lower health care costs over the next five years. (Be Healthy Denver)

A. Increase development of housing units within or in close proximity to mixed-use developments.

- Achieve an average ratio of 6:1 between private investment in Areas of Change and private investment in Areas of Stability between 2012 and 2020. Current: 8.93 (2020 Sustainability Goals)
- The City of Denver has evolved the definition of TOD to an idea of developing transit communities that are walkable, livable places that provide citizens with access to most of their daily needs. (TOD Strategic Plan). Goal: 3000 80% AMI Housing Units, 75% within 0.5 mile of light rail or 0.25 mile of bus corridors. Current: 3004 (2016) (TOD Strategic Plan)
- Focus higher intensity growth in walkable mixed-use centers and along high-frequency and high capacity transit corridors (Blueprint)
- Expand and strengthen land use regulations for affordable and mixed-income housing (Housing an Inclusive Denver)
- By 2023, create or preserve 3,000 housing units and serve 30,000 households to help them keep the place they live in or find a new one to call home. (Housing an Inclusive Denver)
- Over next 10 years create or preserve 6,000 affordable homes (Affordable Housing Fund)
- Current: 110,000 total households citywide are considered cost-burdened. More than 5,000 total households are severely cost-burdened (Housing an Inclusive Denver)



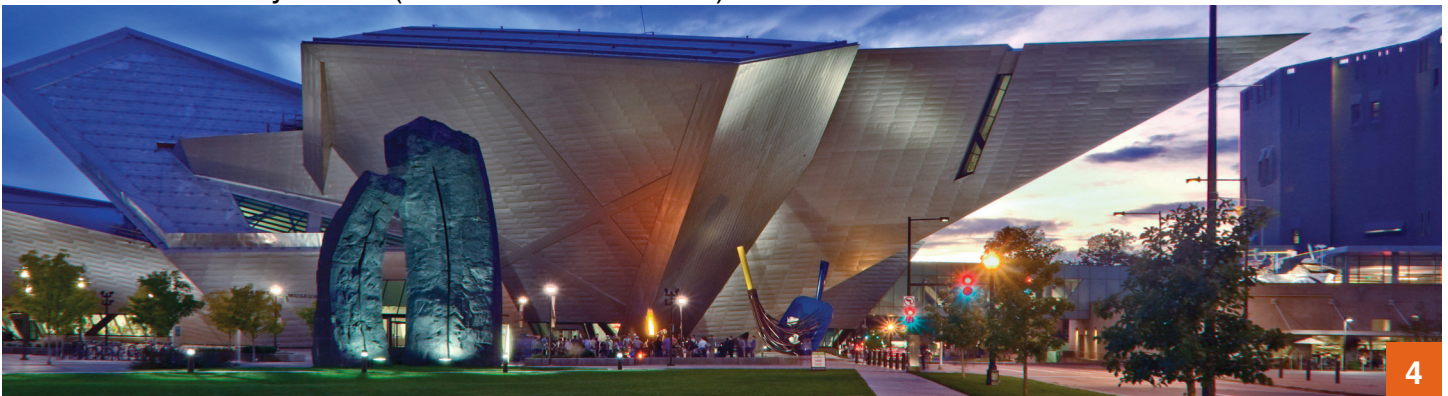
EQUITABLE, AFFORDABLE, & INCLUSIVE

B. Implement a high-quality, affordable and accessible multi-modal transportation system.

- Connect people and places to transit by strengthening regional and neighborhood connections, integrating with land use development patterns and enhancing multimodal access and first/final mile connections to and from transit (Denver Moves: Transit)
- Provide high-quality and reliable transit service through implementation of transit capital investments (Denver Moves: Transit)
- Goal of a combined bike and pedestrian commute mode share of 30% by 2030. 15% by 2020. Current: 13% (Denver Mobility Action Plan)
- Goal: A biking and walking network where every household is within a quarter mile (5-minute walk or 2-minute bicycle ride) of a high ease of use facility. (Denver Moves 2011). Current: 57% (2017)
- Increase bike/pedestrian commuters to 15% and transit commuters to 15%. Current: 7% (Denver Moves: Transit)
- The cost of riding transit must be affordable for all and competitive with the cost of driving (Denver Moves: Transit)

C. Improve equitable access to resources that improve quality of life, including cultural and natural amenities, health care, education, parks, recreation, nutritious food and the arts.

- The City is focused on connecting individuals and families to healthy living, good paying jobs and affordable housing. A city that's equitable, affordable and inclusive. (Blueprint)
- Denver will be inclusive by creating equitable access to the places, services and amenities that make our city great (Blueprint)
- Arts, culture and creativity are truly inclusive and accessible (and equitable) for all (Imagine 2020)
- Improve community health and access to opportunity by developing a more equitable and more affordable system for all, improving the environment, and promoting community health (Denver Moves Transit)



EQUITABLE, AFFORDABLE, & INCLUSIVE

- Blueprint Denver's vision is for a more inclusive city. As neighborhoods and the city change, we must maintain economically, socially and racially diverse places. Equity is woven through the entire plan and reflects a strong commitment to give every Denverite the opportunity to access a high quality-of-life (Blueprint)
- Enhance Denver's quality of life and economic vitality through premier public venues, arts and entertainment opportunities (Imagine 2020)
- Building a more complete network of trees, parks and other green infrastructure will enhance quality of-life for all neighborhoods. This is essential to improving health inequities between neighborhoods and advancing environmental justice (Blueprint)
- A food system that helps create and sustain a more INCLUSIVE, HEALTHY, VIBRANT and RESILIENT Denver (Denver Food Action Plan)
 - Goal: Grow and or/process at least 25% of food production in Denver. Current: 19.6% (2020 Sustainability)
 - Materially increase number of meals cooked at home, and fruits/vegetables consumed for at least 3,000 GES residents (Jump Start 2016)
 - Increase access to nutritious foods and beverages in underserved areas (Food Action Plan)
 - The most important end goals of the plan are to reduce food insecure households by 55 percent and cut food waste in residential garbage collection by 57 percent by the year 2030. (Food Action Plan)
 - Increase the number of community and school gardens by 44 percent by 2030. (Food Action Plan)

D. Enhance equitable access to city resources through proactive and transparent communications, easy-to-access information and materials available in more than one language.

- Pursue a customer-friendly, accessible service delivery system. (Denver Human Services Strategic Plan)
- Municipal governments exist to serve the needs of their citizens. We will do all we can to put government information and services in the hands of citizens, anytime, anywhere, and through any channel so that they receive the best experience possible. (TS Strategic Plan)
- Denver is aggressively embracing and testing new and better ways to deploy technology and using data to improve services for residents, businesses, and visitors. (Denver Smart City)
- Beginning in 2017 Arts & Venues has translated key communications into Spanish including agency press releases, online applications, and calls for performers and artists. As of October 2017, 74 documents and 37,424 words have been translated from English into Spanish. (Diversity, Equity and Inclusiveness Initiative)

EQUITABLE, AFFORDABLE, & INCLUSIVE

GOAL 2:

Support housing as a continuum to serve residents across a range of incomes, ages and needs.

- Promote equitable and accessible housing options by supporting programs and policies that help residents across the housing continuum access affordable housing. (2019 Housing Action Plan)
- Promote equitable and accessible housing options. (Housing an Inclusive Denver)
- Looking at housing as a continuum that serves residents across a range of incomes – from people experiencing homelessness to those living on fixed-incomes, and working families. (Housing an Inclusive Denver)

A. Create a greater mix of housing options throughout the city for all individuals and families.

- Create and preserve strong and opportunity-rich neighborhoods with diverse housing options that are accessible and affordable to all Denver residents (Housing an Inclusive Denver)
- Create affordable housing in vulnerable areas AND in areas of opportunity (Housing an Inclusive Denver)
- Goal: Ensure that at least 80% of Census Tracts in Denver are rated as “affordable” using the CNT’s H&T index while preserving the diversity of the neighborhoods Current: 61% (2020 Sustainability Goals)
- 25% of city is zoned to allow ADU. Goal: None Identified

B. Ensure city policies and regulations encourage every neighborhood to provide a complete range of housing options

- Balance investments throughout Denver neighborhoods. (Housing an Inclusive Denver)
- Embracing diversity throughout our neighborhoods to ensure that Denver remains a welcoming community for all residents. (Housing an Inclusive Denver)



C. Foster communities of opportunity by aligning housing strategies and investments to improve economic mobility and access to services.

- Develop, publish and begin execution of specific neighborhood economic mobility and anti-displacement strategies for the Montbello, Westwood and GES neighborhoods. (Jump Start 2017)

EQUITABLE, AFFORDABLE, & INCLUSIVE

GOAL 3:

Develop housing that is affordable to residents of all income levels.

- the City and its partners aim to leverage the proposed strategies within this plan to serve at least 30,000 households by 2023 with programs aimed at stabilizing residents at risk of displacement or those seeking to obtain housing. (Housing An Inclusive Denver)

A. Maximize and ensure the long-term sustainability of city funding sources for workforce and affordable housing.

- Build housing capacity through policy and funding alignment. (Housing An Inclusive Denver)
- Explore tools to promote long-term affordability of housing, including land trusts, throughout Denver communities. (Housing An Inclusive Denver)
- Explore other policy tools that promote long-term affordability when land is directly acquired or used for affordable or mixed-income housing development, such as through a land-lease. (Housing An Inclusive Denver)
- Analyze existing housing resources for performance, structure, and sustainability (Housing An Inclusive Denver)
- Goal: OED is projecting to create or preserve approximately 890 units in 2019 (2019 Action Plan)

B. Support land use regulations that incentivize the private development of affordable and mixed-income housing.

- Clear standards on undeveloped land (Housing An Inclusive Denver)
- Create a package of incentives that provide value for a developer, such as more clearly defined parking reductions, lower building permit fees, or special staff support to navigate the complex multi-agency permitting process, in exchange for a certain percentage of affordable units built onsite. (Housing An Inclusive Denver)



C. Promote programs to help individuals and families access a affordable housing.

- Goal: aim to serve at least 10,000 households by 2023 through program investments such as tenant – landlord counseling, eviction assistance, and emergency home repair programs. (Housing An Inclusive Denver)
- Since 2011, the Hancock Administration has helped to build or preserved more than 5,000 affordable housing units (Mayor Hancock Press Release Aug. 8, 2018). The Mayor's 3x5 Challenge produced 3,000 housing units in just four years—one year ahead of schedule.
- Affordable Housing Fund. 2017: \$800,000 collected. Goal: \$15 million (Affordable Housing Fund)

EQUITABLE, AFFORDABLE, & INCLUSIVE

D. Leverage publicly owned land affordable housing development

- The City and its partners should take proactive steps to conduct a comprehensive analysis of the current inventory of public and quasi-publicly owned land and its suitability for affordable housing development (Housing an Inclusive Denver)
- Facilitate acquisition of land directly and through partners for housing development.

GOAL 4:

Preserve existing affordable housing.

A. Evaluate and enhance existing tools, such as tax relief programs, to preserve the long- term affordability of housing throughout Denver.

B. Explore additional tools, including community land trusts and regulatory incentives, to preserve existing affordable housing.

GOAL 5:

Reduce the involuntary displacement of residents and businesses.

A. Advance a comprehensive approach to mitigating involuntary displacement that includes expanding economic mobility, creating new affordable housing and preserving existing affordability.

B. Stabilize residents and businesses at risk of displacement through programs and policies that help them to stay in their existing community.

- Mitigate at least 75 homes most impacted by I-70 expansion (Jump Start 2016).

C. Evaluate city plans, projects and major regulatory changes for the potential to contribute to involuntary displacement; identify and implement strategies to mitigate anticipated impacts to residents and businesses.

GOAL 6:

Integrate equity considerations into city policies, processes and plans.

A. Adopt strategies to ensure that plans and processes are viewed equitably.

B. Track the information needed to understand disparities and to evaluate the equity impacts of public programs and projects.

EQUITABLE, AFFORDABLE, & INCLUSIVE

GOAL 7:

Make neighborhoods accessible to people of all ages and abilities.

A. Encourage the integration of age-friendly community features into public and private development.

- Current: 52% of residential parcels continue to have no access to a playground within a 10 minute walk. (Game Plan: Existing Conditions)

B. Prioritize infrastructure improvements that allow for residents of all abilities to access and live in any neighborhood.

C. Design and program public spaces and recreation centers to accommodate people of all ages and abilities.

- At least 75 percent of Denver residents should have safe pedestrian or transit access to a recreation center (Game Plan)



GOAL 8:

Increase housing options for Denver's most vulnerable populations.

A. Expand investments in housing options and services for people experiencing homelessness.

B. Partner with organizations to develop permanent and transitional housing affordable to very low-income populations.

C. Ensure that city regulations enable a range of flexible housing options to meet the needs of those experiencing or transitioning out of homelessness.

D. Expand the supply of housing accessible to seniors and people with disabilities.

SOURCES

2019 Housing Action Plan
2020 Sustainability Goals
Affordable Housing Fund
Arts and Venue Imagine 2020
BE HEALTHY DENVER: Denver's
Community Health Improvement
Plan 2013-2018
Blueprint
Comp Plan 2040 Draft

Denver Food Action Plan
Denver Human Services Strategic Plan
2012-2015
Denver Mobility Action Plan
Denver Moves: Transit
Denver Smart City
Diversity, Equity and Inclusiveness
Initiative
Housing an Inclusive Denver

Jump Start 2016
Jump Start 2017
Mayor Hancock Press Release
8.8.18
TOD Strategic Plan
TS Strategic Plan

STRONG & AUTHENTIC NEIGHBORHOODS



VISION STATEMENT

In 2040, Denver's neighborhoods are complete, unique, diverse and economically strong. (Comp Plan 2040 Draft)

VISION ELEMENTS

Our neighborhoods vary not only by size and character, but also through their cultural identity and community assets. While architecture styles, housing preferences and local business may change through the years, ultimately, it is the people that create the character of a neighborhood. An authentic neighborhood is one which is able to stay true to its spirit, culture and roots. Ensuring the building blocks of a strong and authentic neighborhood are available and easily accessible is central to Denver's success. (Comp Plan 2040 Draft)



STRONG & AUTHENTIC NEIGHBORHOODS

GOAL 1:

Create a city of complete neighborhoods.

- A. Support a network of well- connected, vibrant, mixed-use centers and corridors.**
- B. Ensure neighborhoods a mix of housing types and services for a diverse population.**
- C. Ensure neighborhoods are safe, accessible and well-connected for all modes.**
- D. Build safe streets for everyone (Denver Vision Zero)**

GOAL 2:

Enhance Denver's neighborhoods through high-quality urban design. (Espinoza's Work Group)

GOAL 3

Preserve the authenticity of Denver's neighborhoods and celebrate our history, architecture and culture.

A. Create a citywide preservation plan to preserve the diversity of historic places, and complete Discover Denver, the citywide building survey identifying historic resources.

- Strengthen Preservation Ordinance (Housing an Inclusive Denver)

B. Increase public awareness of the benefits of historic preservation through education and outreach.

- Protect historic structures and design through management and regulatory practices (Game Plan)

C. Ensure city policies and regulations support historic preservation and eliminate barriers in city processes to help all neighborhoods preserve what matters most.

D. Expand resources to preserve and enhance neighborhood culture.

- Infuse Arts, Culture and Creativity into Neighborhoods across Denver (Imagine 2020)
- Arts, culture and creativity are not equally distributed across Denver. While more than 90 percent of survey respondents reported that it would be easy to find arts, culture and creativity in Denver, only 56 percent reported that it would be easy to find them in their neighborhoods (Arts & Venues full plan)
- Identify, inventory and rank availability of arts, culture and creativity in every neighborhood, noting cultural deserts (Imagine 2020)

STRONG & AUTHENTIC NEIGHBORHOODS

E. Support the stewardship and reuse of existing buildings, including city properties.

GOAL 4:

Ensure every neighborhood is economically strong and dynamic.

A. Support and grow neighborhood-serving businesses.

- Protect and preserve the City's quality of life and neighborhoods. Public Works commits to enhancing the quality of life in Denver by improving the cleanliness of our communities, attracting and supporting businesses, and helping to grow the economy. (Public Works SMART)

B. Embrace the international nature of our neighborhoods through support of immigrant- owned businesses.

C. Make city-led catalytic investments in neighborhoods to advance community goals.



GOAL 5:

Create and preserve parks and public spaces that reflect the identity of Denver's neighborhoods.

A. Ensure that parks and recreational programs reflect the unique context and cultural identity of the neighborhoods they share.

B. Design public spaces to facilitate social connections and enhance cultural identity.

GOAL 6

Empower Denverites to be involved and collaborative in city government.

A. Continue to strengthen trust and communication between the city and all neighborhoods.

- The City will continue to promote the involvement of and communication among residents, businesses, nonprofit organizations, associations and governments at all levels in the life of the city (Comp Plan 2000)

B. Provide proactive communication and transparency about city policies, processes and plans.

STRONG & AUTHENTIC NEIGHBORHOODS

C. Develop community engagement strategies to better engage all citizens, especially underrepresented communities.

- Invest in technology that helps connect citizens to government (TS Strategic Plan)

D. Build the capacity of underrepresented citizens to increase their involvement in decision-making.

GOAL 7:

Leverage the arts and support creative placemaking to strengthen community.

A. Infuse arts, culture and creativity into all aspects of community planning and design.

- Arts, culture and creativity are fully integrated into daily life, work and play in Denver (Imagine 2020)

B. Embrace existing communities and their cultural assets.

C. Integrate community-inspired art and artistic expression into the public realm.

- Increase visibility of local artistic and creative talent (Imagine 2020)
- Residents believe it is important for Denver to nurture creative professionals, with more than 75 percent of people stating that it is extremely important that local creative talent stay and grow in Denver. (Imagine 2020)

D. Use city-owned facilities to expand arts and cultural programming.



STRONG & AUTHENTIC NEIGHBORHOODS

GOAL 8:

Conduct intentional, equitable and measurable neighborhood planning.

A. Create diverse and inclusive opportunities for communities to participate in planning.

B. Ensure all neighborhoods have a future vision that is both community-driven and long-term.

- The Neighborhood Planning Initiative (NPI) is a new commitment to cover 100% of the city with area plans. This will be achieved over a period of approximately 10-14 years. Current: 42% no plan. 39% plans adopted before Blueprint 2002. 19% plans adopted before (NPI Strategic Plan)
- To expedite the number of neighborhood plans, Denver City Council would like to see an increase in planners (Denver City Council Policy & Budget Goals 2018)

C. Ensure neighborhood plan recommendations are consistent with the local vision and with this comprehensive plan.

GOAL 9:

Ensure all neighborhoods are safe. (DPD Strategic Plan)

A. Encourage design and development to improve public health and safety.

B. Ensure public safety services for all areas and encourage all neighborhoods to support crime prevention.

C. Provide a high level of policing services ensuring safety and security in the community.

D. Encourage quality infill development that is consistent with the surrounding neighborhood and offers opportunities for increased amenities.

SOURCES

Arts & Venues Imagine 2020
Comp Plan 2000
Comp Plan 2040 Draft
Denver City Council Policy & Budget Goals 2018

Denver Vision Zero
DPD Strategic Plan
Game Plan
Housing an Inclusive Denver

NPI Strategic Plan
Public Works SMART
TS Strategic Plan

CONNECTED, SAFE, & ACCESSIBLE PLACES



VISION STATEMENT

In 2040, Denver is connected by safe, high-quality, multimodal transportation options. (Comp Plan 2040 Draft)

VISION ELEMENTS

Our future rests on a safe, equitable and sustainable multimodal transportation network. As Denver continues to grow, we need to shift how we plan and build our mobility system. Transitioning from a car-centric culture and making it easier to choose walking, biking and transit will strengthen our economy, improve safety, protect our climate and advance public health. Every Denver resident—regardless of age, ability, income or neighborhood—must have access to more transportation options. Achieving this vision entails bold actions and committed investments. Denver must embrace the same spirit of ingenuity and collaboration that led to the Transcontinental Railroad, Denver International Airport, and FasTracks in order to create an affordable, safe and convenient 21st century transportation network. (Comp Plan 2040 Draft)



CONNECTED, SAFE, & ACCESSIBLE PLACES

GOAL 1:

Deliver a multimodal network that encourages more trips by walking, biking and transit.

A. Prioritize transportation projects that will advance Denver's mode share goals.

- Provide mobility options (transit, car-pooling, biking, walking) that reduce commuting travel in Denver done in single-occupant vehicles to no more than 60% of all trips (2020 Sustainability Goals)

B. Use transportation demand management (TDM) strategies to reduce trips by single-occupant vehicles.

C. Measure roadway capacity by person trips, rather than auto trips, and prioritize projects and programs that achieve the most efficient levels of moving people.



GOAL 2:

Provide a safe transportation system that serves all users.

A. Implement the city's Vision Zero Action Plan to achieve zero traffic-related deaths and serious injuries by 2030.

B. Build streets that are safe for everyone, especially for the most vulnerable, including the elderly, those with disabilities and children.

C. Create a transportation system to serve all ages and physical abilities.

GOAL 3:

Maximize the public right-of-way to create great places

A. Promote the role of streets to foster economic activity, contribute to great urban design and accommodate green infrastructure, including street trees.

B. Develop tools, such as street design standards, to prioritize how valuable right-of-way is allocated among various demands including mobility, utilities, green infrastructure, trees and design amenities.

CONNECTED, SAFE, & ACCESSIBLE PLACES

GOAL 4:

Create an equitable and connected multimodal network that improves access to opportunity and services.

A. Ensure focused transportation investments—on streets as well as neighborhood trails—in areas with populations more dependent on walking and transit.

- Develop at least 3,000 80% AMI Housing Units while siting at least 75% of them within 1/2 mile of a light rail station or 1/4 mile of an enhanced bus corridor. (2020 Sustainability)

B. Use the multimodal network to connect vulnerable populations to employment, education and health services.

C. Support efforts to enhance service and reduce fares for low-income and young transit users.

GOAL 5:

Develop a frequent, high-quality and reliable transit network.

A. Promote a citywide network of frequent transit service that is reliable, safe and accessible to users of all ages and abilities.

- Provide workforce training and mobility incentive programs, so that less than 60% of workers who live in transit deserts and work in Denver drive to work alone most of the time. (2020 Sustainability)

B. Implement Denver Moves: Transit, including the frequent transit network and transit capital investment corridors.

C. Explore the city's legislative, organizational and financial capacity to supplement, own, and/or operate high-quality transit service.

GOAL 6

Build and maintain safe bicycle and pedestrian networks.

A. Create a citywide network for bicycling and walking that is safe and accessible to people of all ages and abilities.

B. Implement the bicycle network, including facilities easy to use, recommended in Denver Moves: Bicycles.

C. Implement the complete network of pedestrian infrastructure recommended in Denver Moves: Pedestrians & Trails.

CONNECTED, SAFE, & ACCESSIBLE PLACES

GOAL 7:

Expand funding options for multimodal infrastructure.



A. Explore new funding tools to enable increased investments in mobility projects and services.

B. Continue to make significant increases in the city's annual budget allocation for capital investment in mobility and increase budgets for maintenance and operations.

- This Mobility Action Plan requires a minimum \$2 billion commitment between now and 2030. With about \$1.65 billion in funding already identified, we must close a \$350 million gap. (Mobility Action Plan)

GOAL 8:

Strengthen multimodal connections in mixed-use centers and focus growth near transit.

A. Enhance multimodal connections within and between mixed-use centers including downtown, Denver International Airport and major urban centers.

- Reduce single-occupant vehicle commuters to 50 percent, and increase the percentage of bike/pedestrian commuters to 15 percent and transit commuters to 15 percent. (Mobility Action Plan)

B. Promote transit-oriented development and encourage higher density development near transit to support ridership.

GOAL 9:

Advance innovative curb lane management and parking policies.

A. Promote strategies to balance demand for the curb lane (where vehicles park and load) that responds to the land uses on that street.

B. Promote on-street parking management strategies that maximize use of the curb lane and are tailored to the context and needs of specific areas at different times of the day.

C. Balance the demand for on- and off-street parking with other community goals including affordability and sustainability.

D. Implement innovations in pricing and regulations to better optimize the supply of curb lane access.

CONNECTED, SAFE & ACCESSIBLE PLACES

GOAL 10:

Embrace innovations in transportation policy and technologies to improve movement throughout the city.

A. Deploy smart technology innovations to improve safety, traffic flow, curb lane management, wayfinding, trip planning and parking.

B. Proactively plan for the impacts of new technology, including driverless vehicles.
(Denver Smart City)



SOURCES

2020 Sustainability Goals
Comp Plan 2040 Draft

Denver Smart City
Mobility Action Plan

ECONOMICALLY DIVERSE & VIBRANT



VISION STATEMENT

In 2040, Denver is a global city with a robust economy that reflects the diversity of our community. (Comp Plan 2040 Draft)

VISION ELEMENTS

Our vision calls for a diverse, well-rounded economy and a world-class city known for innovation, creativity, natural beauty and culture. Realizing our city's economic potential means that all Denver residents—even the most vulnerable—have the opportunity to benefit from the city's economic success. This entails balanced economic growth, a commitment to support local businesses and creative industries, promoting neighborhood revitalization, and educating Denverites so that they can participate in the global economy. (Comp Plan 2040 Draft)



ECONOMICALLY DIVERSE & VIBRANT

GOAL 1:

Ensure economic mobility and improve access to opportunity.

A. Improve economic mobility through workforce training, career development, education and wealth creation.

- Current: Increased access to workforce services through additional locations and new dedicated staff; now annually serving nearly 31,000 adults with job searches, more than 2,800 employers with talent recruitment, and more than 800 youth with job training and employment. Goal: ? (Jump Start 2017)

B. Support business development and grow the talent necessary to compete in the global economy.

- Increase outreach to targeted global firms, through HQ visits, timely follow-up, and identifying specific needs and opportunities for either a U.S. location in Denver or a partner relationship with a Denver firm (Jump Start 2017)

C. Build the capacity and strength of businesses owned by women and people of color.

- We have established a tri-annual goal of 11.91% DBE (Disadvantaged Business Enterprise) participation goal for Federal Fiscal Years 2017-2019 on its FAA-assisted contracts (Jump Start 2017)



GOAL 2:

Grow a strong, diversified economy.

A. Broaden the tax base with a focus on fiscal activity that is resilient to changes over time.

B. Facilitate the growth of a diverse business sector that serves as the foundation for a global, next-generation economy.

C. Leverage Denver's community assets, outdoor lifestyle, quality parks and recreation amenities and natural environment to attract a wide range of talent, entrepreneurs and businesses.

ECONOMICALLY DIVERSE & VIBRANT

GOAL 3:

Sustain and grow Denver's neighborhood businesses.

A. Promote small, locally-owned businesses and restaurants that reflect the unique character of Denver.

B. Target investments and small business support to the most underserved or distressed neighborhoods.

- Develop a 10-year workforce development plan for GES, linking training and job access to agribusiness and other employment opportunities (Jump Start 2017)
- Partner with service providers to conduct an assessment of Montbello, GES and Westwood residents' employment skills, career aspirations and other useful labor data (Jump Start 2017)

C. Address the needs of culturally- relevant businesses that are most vulnerable to involuntary displacement.



GOAL 4:

Strengthen Denver as a global city that will be competitive in the economy of today and tomorrow.

A. Deepen global connections and attract an appropriate balance of foreign, direct investment.

- Recruit at least one international company to an economic zone (Jump Start 2017)

B. Create a business environment that supports new investment and that values cultural diversity.

C. Promote Denver International Airport as the gateway between Denver and world.

- Continue to support DIA's role as the key economic engine for the region and the state (DEN Master Plan)
- Continue to partner with, and support DIA's international route development strategy

ECONOMICALLY DIVERSE & VIBRANT

GOAL 5:

Enable Denver's youth to compete in a global economy.

- At least 350 youth receiving summer employment and/or training experience (Jump Start 2016)

A. Create partnerships between employers and educators to directly connect students to entrepreneurs and business leaders.

B. Support Denver Public Schools to address achievement gaps and ensure equitable access to quality education.

GOAL 6:

Accelerate Denver's economic vitality through arts, culture and creativity.

A. Encourage the development of creative districts.

B. Enhance cultural tourism and promote the city's diversity of innovative industries.

C. Grow public-private partnerships and explore tools to support creative businesses and job creation.



ECONOMICALLY DIVERSE & VIBRANT

GOAL 7:

Expand participation in arts and culture and ensure that arts and culture are accessible to all.

- Current: 66 percent of respondents had visited a museum and 56 percent had visited a gallery in the past 12 months. Only 21 percent of U.S. Adults report visiting an art museum or gallery in the past 12 months (Imagine 2020)
- Sixty percent of respondents in the scientific public survey reported that they would like to participate more. This was especially true for Hispanics and African Americans (Imagine 2020)
- Arts, culture and creativity are not equally distributed across Denver. While more than 90 percent of survey respondents reported that it would be easy to find arts, culture and creativity in Denver, only 56 percent reported that it would be easy to find them in their neighborhoods (Arts & Venues full plan).
- Identify, inventory and rank availability of arts, culture and creativity in every neighborhood, noting cultural deserts (Imagine 2020).

A. Support multi-arts education for all ages and strengthen the pathway to careers in the creative sector.

B. Remove barriers that limit participation in arts and culture including physical, economic and cultural barriers.

- Although a lack of time was the biggest barrier overall in the survey, respondents who were 65 and older reported that a lack of transportation was the biggest barrier. Hispanic respondents were slightly more likely than other respondents to report that a lack of childcare was a barrier. African American and Hispanic respondents were also more likely to report feeling as if they do not have enough background knowledge to enjoy or understand arts and cultural events.
- Other barriers include: ticket costs, transportation and parking

GOAL 8:

Stimulate the growth of ideas and innovation.

A. Support a culture of innovation and encourage the “accidental collision” of ideas that results in new technologies.

B. Encourage entrepreneurial and emerging business growth by fostering a startup ecosystem with places, mentors, peers and systems to assist innovators and businesses.

ECONOMICALLY DIVERSE & VIBRANT

GOAL 9:

Promote a vibrant food economy and leverage Denver's food businesses to accelerate economic opportunity.

- A food system that helps create and sustain a more INCLUSIVE, HEALTHY, VIBRANT and RESILIENT Denver (Denver Food Action Plan)
- Materially increase number of meals cooked at home, and fruits/vegetables consumed for at least 3,000 GES residents
- Increase access to nutritious foods and beverages in underserved areas

A. Develop Denver as an epicenter for the regional food economy.

- Goal: Grow and or/process at least 25% of food production in Denver. Current: 19.6%

B. Support the creation, expansion and economic vitality of Denver food businesses.

C. Spur innovation and entrepreneurship across food and agricultural industries.

SOURCES

Arts & Venues Imagine 2020
Comp Plan 2040 Draft
DEN Master Plan

Denver Food Action Plan
Jump Start 2016
Jump Start 2017

ENVIRONMENTALLY RESILIENT



VISION STATEMENT

In 2040, Denver is a thriving, sustainable city connected to nature and resilient to climate change. (Comp Plan 2040 Draft)

VISION ELEMENTS

Denver is committed to grow more sustainably and adapt to and mitigate the effects of climate change. Through this commitment, the health and overall quality of life for our residents will greatly improve. Denverites value their connection to nature and envision a citywide network of green infrastructure including parks, public spaces, trails and creeks. Our vision for 2040 rests on our ability to build a sustainable city where future generations will thrive. It is our responsibility to the global community and the future of the planet to embody sustainability and build a smarter, greener city. (Comp Plan 2040 Draft)



ENVIRONMENTALLY RESILIENT

GOAL 1:

Mitigate climate impact by significantly reducing greenhouse gas emissions.

A. Embrace clean and local energy that comes from renewable sources such as sun and wind.

B. Reduce energy use by buildings and advance green building design.

- Hold total energy consumed in Denver for buildings, mobility and industrial processes below the total consumed in 2012, while cutting fossil fuel consumption by 50% from 2012 levels (2020 Sustainability Goals)

C. Invest in multimodal transportation and support a clean, carbon-free transportation system.

D. Become a leader in smart technologies that help to reduce greenhouse gas emissions.

- Reduce greenhouse gas emissions from City government and DIA activities so that they contribute less than 3% of the level of emissions that would allow the community to meet the Community Goal (i.e. less than 354,000 mtCO₂e) (2020 Sustainability Goals)

GOAL 2:

Prepare for and adapt to climate change.

A. Prepare for the impacts of climate change including increased temperatures, loss of tree canopy, infrastructure damage, increased frequency of extreme weather events and reduced snowpack and earlier snow melt.

- Current: Denver ranked lowest in terms of downtown urban tree canopy cover with only 4%. 13% tree canopy total in Denver. Goal: Provide a tree-canopy cover of 15 percent to 18 percent in urban residential areas and 10 percent in the central business district by 2025.

B. Plan for climate change through collaboration, innovation and special attention to the city's most vulnerable populations, who are disproportionately impacted by climate change.



ENVIRONMENTALLY RESILIENT

GOAL 3:

Conserve water and use it more efficiently.

- Since the 2003 plan, DPR has converted 581 park acres from potable water irrigation to treated recycled water irrigation.
- Goal: Make facilities more energy-saving and efficient, reducing energy use in park and recreation operations by 25 percent in 10 years.

A. Encourage requirements for water-conserving landscaping for private development and publicly owned land.

B. Support Denver Water's Integrated Resource Plan, including strategies to reduce water use, ensure use of metering or sub-metering in multi-tenant buildings, increase water recycling and efficiency and promote alternative water sources.

- Reduce use of potable water for irrigation of parks and golf courses by 22% to an 18 gpsf average, and reduce use of potable water in city buildings by 20% over the 2012 baseline (2020 Sustainability Goals)
- Work with Denver Water to reduce per capita use of potable water in Denver by 22% (down to 165 gallons per day) over a 2001 baseline, and take additional steps using the City's independent authority, in partnership with the Denver community, to keep the rate of increase in absolute consumption of potable water below the rate of population increase (2020 Sustainability Goals)

GOAL 4:

Integrate stormwater into the built environment by using green infrastructure to improve water quality and reduce runoff.

A. Embrace stormwater as an asset and integrate it into the design of streets, open spaces and neighborhoods.

B. Improve and protect all of Denver's waterways so they are swimmable and stable and promote life and safety.

- Achieve and maintain 100% compliance with existing and future MS4 permit requirements and reduce storm water outfall E. coli dry weather discharges in priority S. Platte river basins under current permit to 126 cfu/100 ml (2020 Sustainability Goals).

C. Encourage low-impact development that reduces impervious surfaces by using trees, low-water landscaping and green infrastructure.

D. Prepare a citywide stormwater strategic plan that identifies high-need areas, uses innovative best practices and prioritizes both green and gray infrastructure to treat and manage stormwater runoff.

ENVIRONMENTALLY RESILIENT

GOAL 5:

Enhance and protect the South Platte River.

A. Promote the value of Denver's only river and expand its role in creating great neighborhoods, improving food management and expanding natural habitat.

- Increase the number and range of parks along the waterways, including some larger parks that support active recreation (Game Plan)

B. Develop a multi-disciplinary plan to guide the future of the river including its environmental, stormwater, water quality, food mitigation, recreation and urban design components.

GOAL 6:

Protect and expand Denver's green infrastructure network.

A. Recognize parks, public space, trees and plants as vital elements of green infrastructure and ensure that the provision of these elements keeps pace with Denver's growth.

B. Promote the connection of parks, open spaces, trails, river corridors, parkways and street trees into an integrated green infrastructure network.

- Provide safe access to off-street trails, ideally no more than one half mile to one mile from major residential areas (Game Plan)

C. Maintain and expand the citywide tree canopy.

- Goal: Provide a tree-canopy cover of 15 percent to 18 percent in urban residential areas and 10 percent in the central business district by 2025 (Game Plan)
Current: Denver ranked lowest in terms of downtown urban tree canopy cover with only 4%. 13% tree canopy total in Denver. (Game Plan)

D. Preserve and enhance the city's system of parkland and adapt park landscapes to be more climate and heat resistant.



ENVIRONMENTALLY RESILIENT

GOAL 7:

Improve solid waste diversion and conserve raw materials.

A. Increase Denver's solid waste diversion rate through increased composting and recycling.

- Current: 20% citywide. Goal: 34% or greater
- Recycling for commercial and multifamily buildings (2019 Budget Policy City Council)
- 100% renewable electricity by 2030 (80X50 Climate Action Plan)
- Denver residents will be empowered to recycle and compost, reducing our landfilled waste by as much as 32%, which exceeds the original goal (Solid Waste Master Plan).

B. Reduce waste through the reuse and conservation of materials.

C. Prioritize the reuse of existing buildings and explore incentives to salvage or reuse materials from demolished structures.

D. Promote the use of recycled materials in the construction of new buildings.



GOAL 8:

Conserve land and grow responsibly.

A. Promote infill development where infrastructure and services are already in place.

B. Encourage mixed-use communities where residents can live, work and play in their own neighborhoods.

C. Focus growth by transit stations and along high- and medium- capacity transit corridors.

D. Promote the redevelopment of brownfields.

ENVIRONMENTALLY RESILIENT

GOAL 9:

Protect and improve air quality.

A. Attain national ambient air quality standards.

- Reduce emissions of federal criteria pollutants from municipal operations by 1.5% per year below the baseline year of 2012 or, if more stringent, to a level of full compliance with all federal, state and local laws relating to air emissions (2020 Sustainability Goals)

B. Improve Denver's air by reducing the use of single- occupancy vehicles, advancing renewable energy sources, expanding the use of transit, promoting innovative and alternative technologies and supporting mixed-use, walkable neighborhoods.

- Reduce trips to a single-occupant vehicle (SOV) for no more than 50% of trips .Current: 73% (2020 Sustainability goals & Mobility Action Plan)

GOAL 10:

Promote diverse and environmentally responsible food systems.

A. Encourage climate-smart food production practices.

B. Expand and preserve regional food system assets and infrastructure.

- Grow or process at least 20% of the food purchased in Denver entirely within Colorado (2020 Sustainability Goals)

C. Reduce food waste to help ensure that today's food systems preserve natural assets for the food systems of tomorrow.



SOURCES

2019 Budget Policy City Council
2020 Sustainability Goals
80X50 Climate Action Plan

Comp Plan 2040 Draft
Game Plan
Mobility Action Plan

Solid Waste Master Plan

ACTIVE & HEALTHY



VISION STATEMENT

In 2040, Denver is a city of safe, accessible and healthy communities. (Comp Plan 2040 Draft)

VISION ELEMENTS

A healthy city is one that addresses all components of community vitality including sustainable natural environments, affordable and nutritious food, and reliable and accessible active transportation infrastructure.

A healthy Denver includes better access to the services and amenities needed to improve and maintain physical and mental health. It is the vision of our great city to increase opportunity for healthy living for people of all ages, incomes and abilities. (Comp Plan 2040 Draft)



ACTIVE & HEALTHY

GOAL 1:

Create and enhance environments that support physical activity and healthy living.

A. Recognize parks, recreation and the urban forest as vital components of a complete community.

- Obesity and health issues growing. Current: 1 in 6 kids are obese. Goal: Increase the % of youth to healthy weight from 69% to 74%. (Be Healthy Denver)

B. Promote walking and biking through the development of a safe and interconnected multimodal network.

C. Design safe public spaces and recreational areas.



GOAL 2:

Provide high-quality parks, recreation facilities and programs that serve all Denver residents.

- 80 percent of Denver residents considering programs "fair" or "poor" in comparison with 10 percent similar ratings nationwide. (Game Plan)

A. Ensure equitable access to parks and recreation amenities for all residents.

B. Make Denver's healthy outdoor lifestyle accessible to residents of all ages and backgrounds.

- Goal: Provide at least one-half acre of public open space within one-half mile of every resident's home that can be reached without crossing a major barrier.

C. Expand the supply of parks, recreational facilities and programs relative to Denver's population growth.

- Goal: All neighborhoods have a park within a 10 minute walk. Current: 78% live within 10 min. walk. (Game Plan)
- To keep up with existing growth (9 acres per 1000 residents), we will need an additional 1350 new acres of park space. Estimated population growth (150k in 10 years) (Game Plan)
- From 2010-2016 the city experienced an 11% growth while park space only grew by 1%. Expected growth of an additional 175,000 residents by 2040 will add more pressure on the already limited parks without a growth in park space.(Game Plan)
- With less than nine acres of parks per 1,000 residents, Denver is below the national average of thirteen acres per 1,000 residents (Game Plan)

ACTIVE & HEALTHY

GOAL 3:

Ensure access to affordable, nutritious and culturally-appropriate foods in all neighborhoods.

- Reduce the number of children drinking sugary drinks daily by 57 percent by 2030.
- Seventy-five percent of youth and adults to have 1 serving of fruits and vegetables per day, by 2030. (Be Healthy Denver)

A. Expand efforts to recruit and retain fresh-food retailers in low-income and underserved areas.

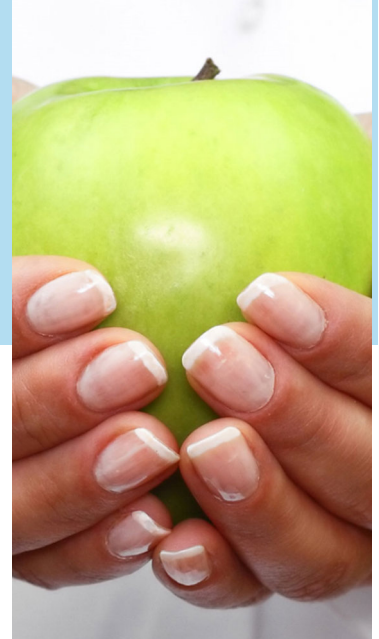
B. Expand community food production and sharing.

C. Build community-driven food resources.

- Increase the number of community and school gardens by 44 percent by 2030 (Food Action Plan)

D. Increase enrollment in the Supplemental Nutrition Assistance Program (SNAP).

- Current: 78%. Goal: 90%. Of the total potentially eligible Denver residents. (DHS Strategic Plan)



GOAL 4:

Increase access to health services for all.

A. Enhance collaboration between health organizations, schools, faith-based organizations and other community organizations to promote preventive care and improve access to health services.

B. Increase education and mobilization for community health campaigns.

C. Increase access to behavioral health screening and interventions by integrating these services with physical health services.

- By December 2018, at least 95% of Denver residents will have access to primary medical care, including behavioral health care. In 2013, approximately 104,000 persons in Denver, or nearly one in five residents, lacked health insurance. A higher portion lacked dental insurance, and many others are underinsured. (Denver Community Health Improvement Plan)

ACTIVE & HEALTHY

GOAL 5:

Incorporate health analysis into relevant city policies, processes and planning.

- A. Integrate health impacts and considerations into relevant city programs and projects.**
- B. Work across multiple city departments and partners to address health impacts.**

SOURCES

BE HEALTHY DENVER: DENVER'S COMMUNITY HEALTH IMPROVEMENT PLAN, 2013-2018
Comp Plan 2040 Draft
DHS Strategic Plan
Game Plan