

# Recreation Task Force

November 17, 2008

## About Denver's Child & Youth Friendly City Initiative

Denver's Child & Youth Friendly City Initiative was started in June 2006 by the Mayor's Office for Education and Children; Children, Youth & Environment Center for Research & Design at CU Denver; and Assets for Colorado Youth. The initiative seeks to make Denver the nation's leading child & youth friendly city. More than one hundred individual and organization stakeholders have come together to shape the Initiative. From May 2007-June 2008, with and through over 55 stakeholder groups, 6,000 voices were gathered and analyzed asking residents to share their opinion on what makes Denver a great place for children and youth and what improvements can be made. These voices have led us to three key windows of opportunity – Denver Parks & Recreation, the Denver Public Library, and the Mile High Parents Campaign.

## The Questions

1. What are the best things about Denver for children & youth? In your neighborhood? In the city?
2. If you were in charge of the city, what would you do to make it a better place for children & youth?

## Demographic Information

### Frequency of Respondents by Zip Code (Top 10)

Zip	Frequency	%
80219	540	13.51%
80204	296	7.41%
80205	282	7.06%
80239	225	5.63%
80210	220	5.51%
80211	192	4.80%
80207	187	4.68%
80223	181	4.53%
80220	125	3.13%
80206	80	2.00%

### Frequency of Respondents by Age

Age	Voices	%
<5	233	5.24%
6-10	1116	25.11%
11-15	1257	28.28%
16-20	615	13.84%
21-25	214	4.81%
26-30	193	4.34%
31-40	350	7.87%
41-50	227	5.11%
51-60	160	3.60%
61-70	57	1.28%
71-80	11	0.25%
>80	12	0.27%

### Frequency of Respondents by Gender

Gender	Voices	%
Male	1645	39.90%
Female	2478	60.10%

## Founding Partners



## How Does Recreation Rank?

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Category – Recreation Centers & Recreational Activities

*Key word examples: Rec Centers, Sports, Community Centers, Pools*

Question 1 – 3<sup>rd</sup> with 1019 respondents (20.17%)

Question 2 – 8<sup>th</sup> with 521 respondents (10.31%)

## Common Themes in Recreation Category – Question 1

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- Prevention & safety
- Place for kids to be active, meet other kids & just be kids
- Pools!
- Sports programs
- Number of recreation centers & close to home

## Common Themes in Recreation Category – Question 2

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- More pools
  - Indoor, slides & zero depth
- Free or low cost for children and families
- Increased advertising & awareness of programs
- Free or low cost sports programs and camps
- Longer hours
- More youth focused
  - Especially preschool and high school aged

## What Does This Tell Us?

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- Recreation center & recreational activities have top of mind awareness
- There is high value placed on recreation centers & recreational activities
- There is a definite neighborhood connection

## What Opportunities Exist?

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- Recreation Department can use CYFC data to build upon existing public will
  - Multiple ways to package
- Multiple opportunities for meaningful youth engagement
  - Next step – Staff training
  - Youth voice at multiple levels
- Model youth engagement process within the context of neighborhoods
  - Quigg Newton, Aztlan Recreation Center, “Navajo corridor”

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## Founding Partners

