

Denver Game Plan for a Healthy City

Plan Goals & Draft Objectives - Revised September 11, 2017

Every Drop - Denver Parks and Recreation will provide leadership to be a more resilient and environmentally-sustainable city.

| Goal 1: Protect water quality and manage water use. | Goal 2: Protect and expand the urban forest. | Goal 3: Protect and restore healthy wildlife habitats and functional ecosystems. | Goal 4: Employ best sustainable practices for operational resilience. | Goal 5: Increase opportunities for people to experience and connect to nature. |
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| <p>Objectives:</p> <p>Align efficient water resources and horticultural best practices with established landscape types.</p> <p>Identify and implement opportunities to conserve water use.</p> <p>Improve lake and stream water quality.</p> | <p>Objectives:</p> <p>Expand tree cover in areas of high “Heat Island” Index.</p> <p>Adopt the latest research on tree species selection and planting.</p> <p>Maintain a diversity of tree species and age to be a multifunctional community resource.</p> | <p>Objectives:</p> <p>Acquire and protect land for habitat and open space with high ecological value and value to the community.</p> <p>Create sustainable park landscapes that incorporate native and non-native species addressing ecological needs and site uses.</p> <p>Manage human impact on resources and control invasive species.</p> | <p>Objectives:</p> <p>Reduce energy use in park operations.</p> <p>Utilize low-impact pest and vegetation management methods.</p> <p>Promote high performance and low impacts in site and building improvements.</p> | <p>Objectives:</p> <p>Provide increased environmental education and outdoor recreation programs and services.</p> <p>Design parks to interpret and function as natural landscapes where appropriate.</p> <p>Rehabilitate vacant and underutilized lands for functional benefits.</p> |

Every Dollar - Denver Parks and Recreation will model best practices in fiscal and resource management to ensure the long-term economic and operational health of the system.

| Goal 6: Ensure permanent, sustainable funding for park, trail, and recreation needs. | Goal 7: Broaden system investments and services with allied individuals, agencies and organizations. | Goal 8: Increase the supply of parks, facilities, and resources relative to Denver’s population growth. | Goal 9: Deliver high quality service efficiently and effectively to all sectors of the city. | Goal 10: Recognize parks and public spaces as vital elements of urban infrastructure for the city. |
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| <p>Objectives:</p> <p>Establish and confirm annual maintenance staffing and funding requirements.</p> <p>Establish and confirm annual facility improvement and park acquisition funding requirements.</p> <p>Identify and secure permanent funding sources to support system excellence.</p> | <p>Objectives:</p> <p>Expand public, private and non-profit partnership opportunities to maximize funding investments.</p> <p>Collaborate with other city departments to create and sustain functional partnerships.</p> <p>Leverage community resources to support maintenance and new projects and programs.</p> | <p>Objectives:</p> <p>Identify Level of Service standards for parks, facilities, and programs.</p> <p>Create mechanisms for development interests to help support green infrastructure, parks, and open space for new residents.</p> <p>Focus organizational resources to areas of the city with service deficiencies.</p> | <p>Objectives:</p> <p>Track customer satisfaction to build service consistency and meet operational priorities.</p> <p>Improve the awareness of parks, facilities, and services and cultivate stronger public use.</p> <p>Align facilities and programs with user demand, facility use, and organizational capacity.</p> | <p>Objectives:</p> <p>Quantify and communicate the social, economic and environmental impacts of parks and public space.</p> <p>Establish open space performance targets for existing and new development (match to Blueprint’s Place Types).</p> <p>Align City’s development review and code compliance processes with open space performance targets.</p> |

Every Person - DPR will ensure equity in the distribution of resources and access to our services. DPR will provide programs, places and facilities that promote healthy lifestyle options for all residents.

| <p>Goal 11:</p> <p>Achieve equitable access to parks and recreation amenities for all members of the community.</p> | <p>Goal 12:</p> <p>Make decisions informed by an understanding of community perspectives.</p> | <p>Goal 13:</p> <p>Provide quality programs and places that respond to Denver’s evolving needs.</p> | <p>Goal 14:</p> <p>Foster a work culture that embraces teamwork, increases job satisfaction and creates successful ambassadors to the community.</p> |
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| <p>Objectives:</p> <p>Identify access standards for all facilities and services.</p> <p>Collaborate with City Agencies and transportation providers to improve multi-modal access focused on deficient neighborhoods.</p> <p>Effectively communicate access opportunities and amenity options to users.</p> | <p>Objectives:</p> <p>Increase the number and diversity of people who are engaged and give feedback about projects, programs and initiatives.</p> <p>Enhance two-way communication tools with the public.</p> <p>Establish and clearly communicate departmental decision making process and points of public outreach.</p> | <p>Objectives:</p> <p>Research and investigate changing needs, demographics, emerging interests, and recreation trends to plan proactively for new staff and programs.</p> <p>Invest in community and individual health and wellbeing through re-imagining more engaging parks and programs.</p> <p>Ensure that all users feel safe and secure in existing parks and facilities.</p> | <p>Objectives:</p> <p>Expand staff training and continuing education opportunities to grow a culture of excellence and advancement.</p> <p>Develop standards for adequate staffing levels and staffing plans tied to staff satisfaction feedback.</p> <p>Define and clearly communicate team objectives to better serve the public.</p> |

Uniquely Denver - Denver Parks and Recreation will provide high-quality parks, facilities and programs that reflect Denver’s community and cultural identity.

| <p>Goal 15:</p> <p>Enhance Denver’s legacy pathways: its parkways, greenways and trails.</p> | <p>Goal 16:</p> <p>Highlight and protect the system’s unique historic, social and cultural resources.</p> | <p>Goal 17:</p> <p>Celebrate the breadth of Denver’s diverse ecological system, spanning from the prairie to the tundra.</p> | <p>Goal 18:</p> <p>Design parks, facilities and programs that reflect Denver’s distinct places and neighborhood identities.</p> | <p>Goal 19:</p> <p>Provide opportunities to expand Denver’s healthy, outdoor lifestyle to all.</p> |
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| <p>Objectives:</p> <p>Enhance existing trail facilities and provide improved interconnection and access gateways.</p> <p>Protect, enhance, and maintain the resource value of drainages and gulches.</p> <p>Preserve and enhance Denver’s parkways and expand tree-lined streets throughout the city.</p> | <p>Objectives:</p> <p>Identify, protect and enhance historic and other significant cultural resources for continued use and enjoyment.</p> <p>Integrate public art and unique cultural references into parks and programming.</p> <p>Promote the natural and cultural amenities of the Mountain Parks through expanded marketing and communications.</p> | <p>Objectives:</p> <p>Identify and protect threatened ecosystems and fire-prone areas in the Mountain Parks.</p> <p>Design and promote and integration between new and rehabilitated park landscapes with surrounding natural systems.</p> <p>Promote the system’s environmental diversity through educational programming, marketing materials and signage.</p> | <p>Objectives:</p> <p>Ensure that new projects and programs reflect the unique context and cultural identity of the neighborhoods they share.</p> <p>Reflect native plant communities of the mountains and plains in the design of parks and facilities.</p> <p>Incorporate historical references to people and land uses in the design of parks and programming.</p> | <p>Objectives:</p> <p>Reflect the vision of a Healthy City (a high quality of life and a healthy environment) in all projects and programs.</p> <p>Extend programming outside of recreational facilities, enhancing the link between recreation programs and outdoor parks.</p> <p>Expand outdoor recreation opportunities for underserved young and older citizens.</p> |