Update for the Parks and Recreation Advisory Board
February 2017
Topics for Review

• Game Plan 2003 Review and Need for Update
• Denveright Plans and Community Outreach
• Game Plan Existing Conditions Report
• Draft Vision Elements and Guiding Principles
• ……. Next Steps
What was the 2003 Game Plan?

DPR’s strategic citywide master plan provided a guiding framework for system management and development including:

- Park policies and management priorities
- Partnerships and provision of services
- Recreational programs and facilities
- Operational structure and organization

Like Blueprint Denver, the Game Plan is an adopted amendment to the City’s Comprehensive Plan 2000
Game Plan 2003 Goal Summary

Increase **Park Acres** and **Number of Recreation Centers**

Increase **Tree Canopy** and health of the urban forest

Increase **Water Conservation** and green design/build practices

Improve **Pedestrian and Bike Connectivity**

Respond to significant **Recreational Trends**

Increase **Environmental Quality** and promote **Healthy Waterways**

Protect Denver’s **Historic Buildings and Landscapes**

Protect and enhance **Mountain Parks** and their facilities
2003 GAME PLAN DIAGNOSTIC

KEY LESSONS LEARNED:

• Metrics to measure goals should be measurable and considered

• Consider physical resources and programming equally

• Goals set should be within DPR’s jurisdiction to achieve

• Implementation plans should ensure resources are available to meet stated goals
Challenges Facing the System Today

- Aging Park **Infrastructure** and Lack of **Equity and Accessibility**
- Over $100 million Maintenance and Replacement Backlog
- No **Sustainable Funding Source** for Park Acquisition / Expansion
- **Water Quality** Issues in many Park Lakes, Rivers and Creeks
- Responding to Increased **Growth and Development** and Visitor Use Demand
- Increased **Obesity Rates**, Lack of Services in Areas, and Low Program Participation Rates
- Impacts from **Climate Change**, Water Quantity and Quality, and **Aging Urban Forest**
Four Plans Working Together to Make One City

Denverright.

Parks Game Plan

Denverright.

Denver Moves: Transit

Denverright.

Blueprint Denver

Denverright.

Denver Moves: Pedestrians & Trails
Who?
Everyone who lives, works, and plays in Denver

65 Denver residents from across the City

Community Think Tank

Neighborhood reps and content-matter experts

Public-at-large

Role
Attend meetings, take surveys, share your voice!

Input on topics that cut across all four plans

Vet principles and recommendations of each plan

Blueprint Task Force
Game Plan Task Force
Transit Plan Task Force
Ped/Trails Task Force
Denveright + Game Plan Public Outreach Summer – Fall 2016

5 Community Workshops with over 375 participants

23 Denveright Street Team Events

Online survey with over 1,000 responses
Game Plan Need Assessment Survey

- 1,200 Surveys Mailed City-Wide
- Over 800 Responses Returned
- Statistically-Valid Sample
- Representative of Age, Ethnic Origin and Neighborhood Diversity
Likes

What do you like most about Denver? (top 5 responses)

- PARKS AND OPEN GREEN SPACE
- RESTAURANTS AND ENTERTAINMENT
- WALKABLE NEIGHBORHOODS
- OPPORTUNITIES TO LIVE A HEALTHY LIFESTYLE
- NEIGHBORHOOD MAIN STREETS

# of responses
WHAT IS A **Vision**?

**vision**

*noun*
How the community envisions the physical, economic, and social fabric of our city.

**WHY SHOULD I CARE?**

INFORMS ALL FOUR DENVERIGHT PLANS

**WHERE DOES IT COME FROM?**

THE COMMUNITY VALUES AND INPUT FROM SURVEYS AND WORKSHOPS
IN SUMMARY...

THE Vision FOR DENVERIGHT IS:

- EQUITABLE, AFFORDABLE AND INCLUSIVE
- ECONOMICALLY DIVERSE AND VIBRANT
- STRONG AND AUTHENTIC NEIGHBORHOODS
- WELL CONNECTED, SAFE AND ACCESSIBLE PLACES
- HEALTHY AND ACTIVE
- ENVIRONMENTALLY RESILIENT
Existing Conditions Report, Guiding Principles
**Urban Forest**
What We've Heard

98% of public meeting respondents said city trees are of high importance to them.

**Dog Parks and Trails**
What We've Heard

77% of respondents indicated a high need for regional and multi-use trails.

**Water and Irrigation**
What We've Heard

71% of respondents believe water conservation in parks is a high priority.

**Programming**
What We've Heard

30% of respondents have participated in rec programs offered by DPR in the past year.

99% of respondents believe parks and rec centers improve the quality of life in Denver.

80% of respondents indicated the programs they participated in were either “fair” or “poor”.

Of respondents believe parks and rec centers preserve open space and the environment.

Of respondents believe parks improve citizen physical health and fitness.
**Landscape Types in the Urban Parks**

- Native prairie: 3.1%
- Riparian: 18%
- Irrigated area: 58%
- Hardscapes and unmaintained area: 20.9%

**90%**

of respondents see parks as important for improving water and air quality as well as reducing flooding and cooling the environment. [SVS]

**242,155**

Trees in Urban Parks + Rights-of-way *2.2 million trees in Denver overall

**19.7%**

Average Tree Canopy Coverage in Denver

**$804,000**

water pollution reduction/ cost of treating stormwater in Denver Parks.

**$129,000**

Annual reduction in air pollution through tree and shrub absorption in Denver’s Parks.

[Map of Denver showing canopy cover with different shades of green indicating percent canopy cover from 0% to 60%.]
Which initiatives would you most likely be “very supportive” or “somewhat supportive” of pursuing with or without tax dollars? [EVG]

97% Developing new walking and biking trails and connect existing trails
95% Purchase land to preserve open space
91% Purchase land for new urban parks

$452,000,000

cost savings to the community by having access to public facilities, according to the Trust for Public Land’s Economic Value of Denver’s Parks Report
DENVER VISION ELEMENTS

EQUITABLE, AFFORDABLE AND INCLUSIVE
STRONG AND AUTHENTIC NEIGHBORHOODS
WELL-CONNECTED, SAFE AND ACCESSIBLE PLACES
ECONOMICALLY DIVERSE AND VIBRANT
ENVIRONMENTALLY RESILIENT
HEALTHY AND ACTIVE

GAME PLAN GUIDING PRINCIPLES

Every Drop
Every Person
Every Dollar
Uniquely Denver
Every Drop

Deepen our focus on innovative environmental planning, design and management, maximizing the benefits of ecosystem services provided by open spaces and facilities and positioning Denver as a resilient, sustainable city.

Key Elements:
- Environmental Resilience and Climate Change Adaptation
- Conservation and Stewardship
- Natural Resources
- Environmental Education and Programming
Every Person

Ensure that park and recreation facilities and programs are accessible and welcoming to all Denverites through diverse, high-quality opportunities that increase health, well-being and community cohesion.

Key Elements:
• Human health and well-being
• Equitable access to parks and recreation services
• DPR staff success and satisfaction
• Community engagement and communication
Every Dollar

Engage best practices for fiscal and resource management, and measure our outcomes with meaningful metrics that ensure the long-term economic health of the system and the city.

Key Elements:
• Economic Impact
• Responsible Resource Conservation
• Meaningful Metrics
• Strong Partnerships
Uniquely Denver

Cultivate and design spaces, facilities and programs that reflect Denver’s unique spirit and cultural identity.

Key Elements:
- Quality and Identity
- Culture and Arts
- Programming
- History
- Great Neighborhoods
Game Plan Planning Process Update

PHASE 1: UNDERSTAND AND ANALYZE

- Public Forum 1
  - Oct 4+5
- Online Surveys (Maptornera) and Information
- Statistically-valid Survey
- Task Force Meetings

PHASE 2: ENVISION AND GOALS

- We are here!
- Public Forum 2
  - March 21+22
- Community Events Outreach
- Task Force Meeting #3

PHASE 3: DRAFT AND ADOPT

- Public Forum 3
- Final Plan
- Draft Plan
- Existing Conditions Report
- Draft Report

2016

July | Aug | Sept | Oct | Nov | Dec
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2017

Jan | Feb | Mar | Apr | May | Jun | Jul
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What’s Next?

Public Open Houses and 3rd User Survey –
- Tuesday 3/21/17, North High School 6:00 – 8:00 pm
- Wednesday 3/22/17, South High School 6:00 – 8:00 pm
- Thursday 3/23/17, Montbello Recreation Center 4:00 – 6:00 pm

Website:
Find everything related to all four plans at: www.denvergov.org/denveright
- Check calendar for all task force meetings, agendas presentations, and public workshops