WELCOME TO

The 2018 Denver’s Game Plan for a Healthy City

TODAY’S PREVIEW OF OUR DRAFT PLAN

In a city as active as Denver, a great park system is essential. The 2018 Game Plan Update will guide and prioritize investments in parks and recreation for the next 20 years. Your input is needed to shape the future of Denver!
The goal of this meeting is to hear your feedback on preliminary strategies and the five pillars for the 2018 Game Plan. There are many opportunities to ask questions and share your perspective, both out-loud or in writing.

Today’s Itinerary
What We Want to Share with You

The goal of this meeting is to hear your feedback on preliminary strategies and the five pillars for the 2018 Game Plan. There are many opportunities to ask questions and share your perspective, both out-loud or in writing.

**STEP 1**
Sign in!
So we know who we’ve heard from and how we can get in touch with you about updates to the Game Plan.

**STEP 2**
Video Presentation
Every 10 minutes throughout the meeting we’ll have a 5 minute looping video explaining the Game Plan process and how you can provide feedback.

**STEP 3**
Review the Principles and Goals

**STEP 4**
Presentation of Priority Preliminary Strategies

**STEP 5**
The Future Healthy City! Please Share your Thoughts

Over the coming months we’ll be revising the Strategies based on your feedback. We’ll also get more specific and create implementation steps. Stay tuned for the 2018 Game Plan Strategies and Implementation.

Thank you for your feedback!
Our Planning Context

The 2018 Game Plan is an update to the 2003 Game Plan. It is part of a citywide planning initiative called Denveright which also includes land use and transportation planning.

The Game Plan Process

Planning for the future of Denver Parks and Recreation is happening over a 14 month time frame with many opportunities to share your voice.

**2016**
- **Summer**: Draft Existing Conditions Report.
- **Winter**: Existing Conditions Report.

**2017**
- **Spring**: Draft Plan.
- **Summer**: Final Plan.
- **Fall**: Public Forum 1.
- **Winter**: Existing Events Outreach.
- **Spring**: Community Events Outreach.

**2018**
- **Spring**: Public Forum 3.
- **Summer**: Online Surveys and Information.
- **Fall**: Statistically-valid Survey.
- **Winter**: Task Force Meetings.
- **Spring**: Employee Work Sessions.
- **Healthy City Roundtable**
- **Blueprint Denver**
- **Game Plan for a Healthy City**
- **Healthy City Roundtable**

**PHASE 1: UNDERSTAND AND ANALYZE**
Analyze today's park and recreation system, demographics, past reports, environmental data, and stakeholder/community input.

**PHASE 2: ENVISION AND GOALS**
Build a collective vision for the future of Denver's park system, exploring principles, goals and different scenarios.

**PHASE 3: DRAFT AND ADOPT**
Review draft recommendations and build the steps for achieving the plan.
### Principles & Goals

#### 2018 Game Plan for a Healthy City

Thank you for all your input!

Over 5,200 Voices weighed in during Phase 2

We appreciate all your contributions over the past 12 months. Your feedback has helped us sharpen the goals and objectives—and pointed us towards opportunities to look ahead in strategy development.

<table>
<thead>
<tr>
<th>PRINCIPLE</th>
<th>Every Drop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denver Parks and Recreation will provide leadership to be a more resilient and environmentally-sustainable city.</td>
<td></td>
</tr>
</tbody>
</table>

#### PRINCIPLE

**Every Person**

Denver Parks and Recreation 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.

**GOALS**

- **Protect** water quality and manage water use.
- Protect and expand the urban forest.
- Protect and restore healthy wildlife habitats and functional ecosystems.
- Employ best sustainable practices for operational resilience.
- Increase opportunities for people to experience and connect to nature.

**GOALS**

- Achieve equitable access to parks and recreation amenities for all members of the community.
- Make decisions informed by an understanding of community perspectives.
- Provide quality programs and places that respond to Denver’s evolving needs.
- Foster a work culture that embraces teamwork, increases job satisfaction and creates successful ambassadors to the community.

<table>
<thead>
<tr>
<th>PRINCIPLE</th>
<th>Every Dollar</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

#### GOALS

- Ensure permanent, sustainable funding for park, trail, and recreation needs.
- Broaden system investments and services with allied individuals, agencies and organizations.
- Increase the supply of parks, facilities, and resources relative to Denver’s population growth.
- Deliver high quality service efficiently and effectively to all sectors of the city.
- Recognize parks and public spaces as vital elements of urban infrastructure for the city.

**GOALS**

- Enhance Denver’s legacy pathways: its parkways, greenways and trails.
- Highlight and protect the system’s unique historic, social and cultural resources.
- Celebrate the breadth of Denver’s diverse ecological system, spanning from the prairie to the tundra.
- Design parks, facilities and programs that reflect Denver’s distinct places and neighborhood identities.
- Provide opportunities to expand Denver’s healthy, outdoor lifestyle to all.

<table>
<thead>
<tr>
<th>PRINCIPLE</th>
<th>Uniquely Denver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denver Parks and Recreation will provide high-quality parks, facilities and programs that reflect Denver’s community and cultural identity.</td>
<td></td>
</tr>
</tbody>
</table>

**GOALS**

- Enhance Denver’s legacy pathways: its parkways, greenways and trails.
- Highlight and protect the system’s unique historic, social and cultural resources.
- Celebrate the breadth of Denver’s diverse ecological system, spanning from the prairie to the tundra.
- Design parks, facilities and programs that reflect Denver’s distinct places and neighborhood identities.
- Provide opportunities to expand Denver’s healthy, outdoor lifestyle to all.

---

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

22 Accessible Mt Parks + 24 Conservation Tracts

>6,000 acres of urban parkland

244 Urban Parks

28 Recreation Centers

156 Playgrounds

10 Dog Parks

103 Basketball Courts

148 Tennis Courts

18 Softball Diamond

191 Baseball / Softball Domes

85 Miles regional multi-use trails

A diverse system spanning from the mountains...

...to the plains.

Thank you for all your input!

We appreciate all your contributions over the past 12 months. Your feedback has helped us sharpen the goals and objectives—and pointed us towards opportunities to look ahead in strategy development.
Getting to Implementation

Game Plan Vision for a Healthy City

A Healthy City

Every Drop

Every Person

Every Dollar

Uniquely Denver

Goals express what the Game Plan is trying to achieve.

Strategies can support multiple goals.

Strategies are tangible recommendations to accomplish the goals. They may be policies, projects, or programs.

Strategies, Actions, & Recommendations

Vision

Principles

Goals

Strategies are Policies, Projects or Programs

Strategies need to...

- Support the vision & principles
- Meet and accomplish many goals
- Address the major issues facing DPR
- Be clear, actionable, and measurable

Have you read the full Existing Conditions Report?
Find it at on the Denveright website:
http://www.denvergov.org/content/denvergov/en/denveright/parks-recreation.html
LONG ISLAND NATIVE GRASS INITIATIVE:
Long Island, NY
LINGI’s goal is to preserve the genetic integrity of Long Island grasslands by creating a source of genetically appropriate local grass seed for use in erosion control, wildlife habitat restoration, and landscaping projects.

SAN FRANCISCO URBAN FOREST PLAN:
San Francisco, CA
An inter-agency collaboration between SF Public Works, Urban Forestry Council and Friends of the Urban Forest provides a long-term vision and strategy to improve the health and sustainability of SF’s urban forest.

THE 2018 DENVER GAME PLAN WILL
Adapt to the Changing Climate

WE’VE HEARD A LOT OF GREAT FEEDBACK!

“Partner with jeffco and private owners to improve forest management practices and fire mitigation”

“Include management strategies to deal with periods of drought in the region”

“Transform urban forest program from ‘protection to promotion’ through zoning/development regulatory reform”

“Improve the integrity of riparian life zones and our urban waterways”

“Define city and owner shared responsibilities/requirements for trees in ROW and private developments”

“Develop a review process for projects that impact parks and urban forest”

THESE ARE THE CHALLENGES WE ARE FACING

1. Expand and diversify the urban forest
   POTENTIAL ACTIONS: Urban Forest Expansion Plan, enhanced Emerald Ash Borer programs, city-sponsored tree planting and care program

2. Restore functional ecosystems emphasizing healthy waterways and lakes
   POTENTIAL ACTIONS: Restoration programs with partners (COE/UDFCD & foundations, developers)

3. Adapt parks for native landscape character and drought tolerance
   POTENTIAL ACTIONS: Native landscape standards, low water landscape conversion, water conservation programs

4. Mountain Park forest management and fire mitigation
   POTENTIAL ACTIONS: jeffco Open Space and USPS cooperative programs with private land owners

THESE ARE THE CHALLENGES WE ARE FACING

Increasing Temperatures
Frequent Flooding
Urban Heat Island
Drought and Water Usage
Threats to our Urban and Mountain Forests

PRELIMINARY STRATEGIES

WE’VE HEARD A LOT OF GREAT FEEDBACK!

“Partner with jeffco and private owners to improve forest management practices and fire mitigation”

“Include management strategies to deal with periods of drought in the region”

“Transform urban forest program from ‘protection to promotion’ through zoning/development regulatory reform”

“Improve the integrity of riparian life zones and our urban waterways”

“Define city and owner shared responsibilities/requirements for trees in ROW and private developments”

“Develop a review process for projects that impact parks and urban forest”

THESE ARE THE CHALLENGES WE ARE FACING

1. Expand and diversify the urban forest
   POTENTIAL ACTIONS: Urban Forest Expansion Plan, enhanced Emerald Ash Borer programs, city-sponsored tree planting and care program

2. Restore functional ecosystems emphasizing healthy waterways and lakes
   POTENTIAL ACTIONS: Restoration programs with partners (COE/UDFCD & foundations, developers)

3. Adapt parks for native landscape character and drought tolerance
   POTENTIAL ACTIONS: Native landscape standards, low water landscape conversion, water conservation programs

4. Mountain Park forest management and fire mitigation
   POTENTIAL ACTIONS: jeffco Open Space and USPS cooperative programs with private land owners

THESE ARE THE CHALLENGES WE ARE FACING

Increasing Temperatures
Frequent Flooding
Urban Heat Island
Drought and Water Usage
Threats to our Urban and Mountain Forests

PRELIMINARY STRATEGIES

WE’VE HEARD A LOT OF GREAT FEEDBACK!

“Partner with jeffco and private owners to improve forest management practices and fire mitigation”

“Include management strategies to deal with periods of drought in the region”

“Transform urban forest program from ‘protection to promotion’ through zoning/development regulatory reform”

“Improve the integrity of riparian life zones and our urban waterways”

“Define city and owner shared responsibilities/requirements for trees in ROW and private developments”

“Develop a review process for projects that impact parks and urban forest”
Every Person
Our city is changing....

THE 2018 DENVER GAME PLAN

WILL

Diversify Parks and Recreation Services and Programs

THESE ARE THE CHALLENGES WE ARE FACING

WE'VE HEARD A LOT OF GREAT FEEDBACK!

"Create a signage and wayfinding plan for parks that highlight health benefits of the park. A prescription for each of the parks: Every loop trail needs to have distance and health-related benefits!"

"Mobile equipment, available, free, or rented. You can show up without anything, and enjoy programming in park."

"Unify parks, parkways, trails, greenways, and ‘green streets’ to improve access to parks and natural amenities."

"Build on successful 1st Tee youth programs to engage wider communities."

"Increase parks and Art programs!"

"Partnership opportunities!"

PRELIMINARY STRATEGIES

1. Deepen outreach and engagement to better understand community perspectives and needs
POTENTIAL ACTIONS: Public relations and outreach plan; community outreach database and survey tools; volunteer opportunities

2. Embrace flexibility and responsiveness in park and recreation programming
POTENTIAL ACTIONS: Diverse recreation and programming—nature play, pop up parks, more trails and exercise equipment

3. Adapt recreation programming to promote community-specific active living
POTENTIAL ACTIONS: Farmers markets, health fairs, neighborhood walk loops, and recreation center programs “outside walls”


Boise Mobile Programming: Boise, ID
2 vans travel the city outfitted with balls, jump ropes, bases and other equipment to bring games, healthy eating and play options for kids.

VanPlay Smart City Talks: Vancouver, BC, Canada
The Vancouver Board of Parks and Recreation is developing Vancouver’s Playbook and as part of this process, VanPlay Smart City Talks series will bring together some of the world’s leading thinkers on public space and urban issues to engage in a dialogue with Vancouver residents. This series explores big ideas and interesting insights on the way we connect, play and explore in cities.
THE 2018 DENVER GAME PLAN WILL

Grow Parks and Recreation Access

WE’VE HEARD A LOT OF GREAT FEEDBACK!

“Role of smaller rec centers (for example, could provide regional programming)”

“Develop partnership policy to ensure better support/integration”

“Create a localized approach in communities that connects through a network”

“Expand usage in local and neighborhood centers w/specialty programs”

“Raise sales tax for dedicated funding”

“Acquire additional park land for meeting recreation and open space needs”

“Expand opportunities for development community to contribute to parks and recreation, tree canopy and environmental health, and high quality open spaces”

THESE ARE THE CHALLENGES WE ARE FACING

1. Improve access to parks and recreation services for all community members

POTENTIAL ACTIONS: Wayfinding access program to reach parks and trails; shuttles and public transit to access parks

2. Work with citizens, the private sector and non-profit organizations to support system expansion

POTENTIAL ACTIONS: Sustainable funding source from property tax, sales tax, tourist tax, user fees and/or development impact fees

3. Establish performance-based standards for parks and recreation services

POTENTIAL ACTIONS: Park maintenance and recreation service standards based on community growth management triggers

4. Acquire land to keep pace with growth and meet service goals

POTENTIAL ACTIONS: Fund for adding new park land to targeted neighborhoods and priority resource areas

“Role of smaller rec centers (for example, could provide regional programming)”

“Develop partnership policy to ensure better support/integration”

“Create a localized approach in communities that connects through a network”

“Expand usage in local and neighborhood centers w/specialty programs”

“Raise sales tax for dedicated funding”

“Acquire additional park land for meeting recreation and open space needs”

“Expand opportunities for development community to contribute to parks and recreation, tree canopy and environmental health, and high quality open spaces”

City of Chicago Open Space Impact Fee:

Chicago, IL

The City of Chicago Open Space Impact Fee program in Chicago, Illinois, allocates fees that are applied to new residential developments to pay for land acquisition and park improvements in each of Chicago’s 77 community areas.

Downtown Density Bonus Program:

Austin, TX

The Downtown Density Bonus Program in Austin, Texas, allows developments in the downtown area to achieve greater height and density in exchange for providing a high quality building and streetscape as well as community benefits.
THE 2018 DENVER GAME PLAN WILL
Re-invest in Denver’s Parks and Recreation Resources and People

WE’VE HEARD A LOT OF GREAT FEEDBACK!

“Upgrade technology/communications in maintenance satellites to consolidate workforce and share information.”

“Create a deeper partnership with DPS and process to include curriculum in underserved communities that includes both parks and mountain parks.”

“Reduce reliance on tax support through the development of earned revenues such as corporate support dollars, review of pricing of services, developer impact fees, public/private partnerships.”

“Establish appropriate staff needed for communication and engagement with the public.”

“Technological upgrades/Wi-Fi for data reporting and client service.”

THESE ARE THE CHALLENGES WE ARE FACING

Expense Growth is Out Pacing Revenue
Lack of Revenue Diversification
Insufficient Data for Decision-making
Organizational Health & Siloed Departments
Limited Resources to Maintain & Staff a Large Dynamic System

PRELIMINARY STRATEGIES

1. Create programs to support staff development and retention
POTENTIAL ACTIONS: Human resource programs to develop and retain high quality staff and simplify seasonal recruiting

2. Create systems for inter-agency collaboration for improved customer service outcomes
POTENTIAL ACTIONS: Shared maintenance for streetscapes, green infrastructure, waste management and collaborative health and homeless services

3. Upgrade operation and user facilities to meet baseline standards
POTENTIAL ACTIONS: Upgrade maintenance facilities to minimum standards, retrofit existing rec centers for new programs, and update aquatic facilities

4. Invest in data and upgraded technology to improve operations and user satisfaction
POTENTIAL ACTIONS: Free Wi-Fi programs in all facilities and remote tech devices for all employees

OREGON OUTDOOR RECREATION INITIATIVE:
Oregon created a new department dedicated to turning its scenery into a sustainable economic force, with roles including tying to funding partnerships in the outdoor retail industry, coordinating with outdoor recreation projects and working collaboratively with land management agencies.

“Upgrade technology/communications in maintenance satellites to consolidate workforce and share information.”

"Create a deeper partnership with DPS and process to include curriculum in underserved communities that includes both parks and mountain parks.”

“Reduce reliance on tax support through the development of earned revenues such as corporate support dollars, review of pricing of services, developer impact fees, public/private partnerships.”

“Establish appropriate staff needed for communication and engagement with the public.”

“Technological upgrades/Wi-Fi for data reporting and client service.”

Our legacy is in need of investment....
The Put the Arts in the Parks program supports new and established community festivals, art happenings, and music concerts that are seeking to enliven Seattle parks by promoting arts and culture, celebrating diversity, building community connections, and energizing parks while connecting with underserved communities.

**WildLink Program**
Yosemite National Park, CA
A partnership of Yosemite National Park and NatureBridge, WildLink transforms underserved youth through a series of wilderness and community-based outdoor programs offered at no charge. WildLink inspires youth to become long-term environmental stewards with strong connections to the natural world in both the wilderness and their home communities.

**THE 2018 DENVER GAME PLAN WILL**
**Connect to Denver’s Nature and Culture**

**WE’VE HEARD A LOT OF GREAT FEEDBACK!**
“Upgrade visitor experience at Lookout Mountain and Buffalo Bill Museum as international attraction”
“Promote and capitalize on ranger-provided educational programs”
“Create accessible stations in urban parks or Recreation Centers to check-out outdoor gear”
“Promote and capitalize on ranger-provided environmental education programs”

**THESE ARE THE CHALLENGES WE ARE FACING**
- Lack of Neighborhood Identity within the Parks
- Limited Access to Denver’s Outdoor Lifestyle
- Threatened Historic, Social & Cultural Resources
- Streets and Parkways Do Not Meet Contemporary Needs
- Urban Parkland Landscape not Typical of Denver

**PRELIMINARY STRATEGIES**
1. **Expand arts and culture and nature-based programs in parks and recreation centers**
   POTENTIAL ACTIONS: Reference historical figures and land uses in park facilities and feature contemporary cultural programs and art in parks.

2. **Expand access and amenities in mountain parks**
   POTENTIAL ACTIONS: Partnerships and concessions to provide overnight experiences and adventure challenge opportunities in the Mountain Parks.

3. **Protect legacy parkways and expand green streets**
   POTENTIAL ACTIONS: Adapt the public ROW to perform multi-functions as green streets and extension of the public realm.

4. **Provide citizens with nearby access to nature experiences in the urban system**
   POTENTIAL ACTIONS: Instill a stronger understanding of environmental and personal health with educational programs and centers.

---

**PUT THE ARTS IN THE PARKS PROGRAM**
Seattle, WA
The Put the Arts in the Parks program supports new and established community festivals, art happenings, and music concerts that are seeking to enliven Seattle parks by promoting arts and culture, celebrating diversity, building community connections, and energizing parks while connecting with underserved communities.
This is our future Healthy City...

“Parks have often been seen as one of the ‘nice-to-haves’ ... [but parks] are important pieces of city infrastructure, just like having streets to get places.

What we do has to be an integral part of the health and social well-being of our community.”

Allegra “Happy” Haynes, Denver Parks & Recreation Manager