GAME PLAN FOR A HEALTHY CITY
Community Outreach Summary from Phase 2
Creating a Game Plan for a Healthy City

Hundreds of thousands of people visited a Denver park and participated in recreational programs last year, yet, the health and wellness of our residents is in a decline. Similarly, a majority of Denver residents highly value park open space and environmental quality, yet, park land ratios of acres-to-population are decreasing and heat indexes in many of our neighborhoods pose serious environmental threats.

These are a few of the tough challenges and public health concerns that are contributing to a renewed focus on the role of the Denver Parks and Recreation as we move into the future. A Game Plan for a Healthy City, the revised name for our strategic plan, embodies and acknowledges the dual value and impact of the department on personal and environmental health.

Listening to Community Priorities

This update is a summary of what we heard over the last six months through user surveys and listening sessions, which included over 20 Game Plan presentations, public forums, and workshops. The input received has sharpened our focus and built on what we learned in the first phase of the project, which was captured in the Existing Conditions Report.

The feedback provided has influenced the revised goals and objectives that are guiding us forward. As we conclude the second phase of work, we will begin to focus on developing new priorities with the establishment of the plan’s vision, goals, and objectives.

As always, thanks for your contributions to the planning process!
Thank you for all your input!

We appreciate all your contributions over the past 6 months. Your feedback has helped us sharpen the goals and objectives—and pointed us towards opportunities to look ahead in strategy development.

2,766 VOICES WEIGHED IN DURING PHASE 2

237 Attendees at 3 Public Meetings
38 Task Force Members
2,350+ Survey Takers (online + paper)
23 Participants in 3 Outreach Workshops
30 Game Plan Ambassadors
82 Participants in 5 Staff Workshops (focusing on issues + goals)

Dedicated funding stream
Outdoor/ environmental education
Must address density and growth relative to new parks
Enhancing the City’s urban forest
Celebrate the system’s historic traits, like parkways
GAME PLAN VISION FOR A HEALTHY CITY

A Healthy City

- Every Drop
- Every Person
- Every Dollar
- Uniquely Denver

Your feedback informed the development of goals and objectives. Learn more on the following pages.

Provide your input about strategies to create a Healthy City at our next public meeting this fall!

Date/Time announced soon
Denver Parks and Recreation will provide leadership to be a more resilient and environmentally-sustainable city.

Overall: You told us this principle aligned well with your priorities—with an average rating of 4.4 on a 5 point scale.

You shared many ideas:

Revised Goals

Based on your feedback, we have revised the Every Drop goals to the following:

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

Overall: You told us this principle aligned well with your priorities—with an average rating of 4.3 on a 5 point scale.

You shared many ideas:

Revised Goals

Based on your feedback, we have revised the Every Person goals to the following:

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

Overall: You told us this principle aligned well with your priorities—with an average rating of 4.1 on a 5 point scale.

You shared many ideas:

Revised Goals

Based on your feedback, we have revised the Every Dollar goals to the following:

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

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

Revised Goals

Based on your feedback, we have revised the Uniquely Denver goals to the following:

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

Overall: You told us this principle aligned well with your priorities—with an average rating of 4.3 on a 5 point scale.

You shared many ideas:

Revised Goals

Based on your feedback, we have revised the Uniquely Denver goals to the following:

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

The next step is to identify strategies that can address the challenges our system is facing today, and then to develop the final plan. We hope you will join us at the final public meeting this fall to help us finalize the strategies and actions that will improve and sustain our parks and recreation system.

WANT TO LEARN MORE?

To see the revised goals and objectives or see more about the project, visit the project website: DENVERGOV.ORG/DENVERIGHT

HAVE A STRATEGY IDEA TO SHARE?

We would love to hear it! Please email us: gameplan@denvergov.org

Thank you for helping us improve our parks and recreation to grow a healthier city!

GAME PLAN SCHEDULE

2016 Summer Fall Winter Spring 2017 Summer Fall Winter 2018

PHASE 1: UNDERSTAND AND ANALYZE

PHASE 2: ENVISION AND GOALS

PHASE 3: DRAFT AND ADOPT

Final Public Meeting

Final Plan

Draft Plan

Final Public Meeting Date/time announced soon

We are here!

Please help us shape the final plan and identify key strategies

We would love to hear it!

Please email us: gameplan@denvergov.org

Thank you for helping us improve our parks and recreation to grow a healthier city!

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