GAME PLAN FOR A HEALTHY CITY
Community Survey Summary from Phase 3
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 during Phase 3 of the Game Plan through an online user survey.

During this phase, additional data and feedback was also collected during public forums, task force meetings and staff workshops. The input received has revealed community priorities and built on what we learned in the first two phases of the project, which was captured in the September 2017 Phase 2 Input Summary.

The feedback provided will be used to further refine the draft strategies and will influence the final report. As we conclude the plan, we will focus on developing action steps and metrics to realize and ground the goals and strategies.

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

We appreciate you taking the time to respond to our community survey. Your responses have helped us understand community priorities and refine strategies for a healthy city.

500+ SURVEYS COMPLETED IN PHASE 3

With your help, the Game Plan has reached over 5,900 total participants so far. Please stay involved as the draft plan is released this summer!

- More playing fields & exercise options for city youth. Kids and adults need to play outdoors.
- Help Denverites become the healthiest & fittest city in the country.
- Parks and recreation centers need continual care.
- More public engagement and information as improvements are made.
- Green spaces need to increase in order to provide respite from city life.
GAME PLAN VISION FOR A HEALTHY CITY

A Healthy City

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

Adapt to the changing climate
Diversify parks and recreation services and programs
Grow parks and recreation access
Re-invest in Denver’s parks and recreation resources and people
Connect to Denver’s nature and culture

Your feedback informed refinement of strategies, metrics and action steps to achieve the project goals.
Learn more on the following pages.
WHAT ARE DENVER’S TOP PRIORITIES?

Denver is growing, and you want to make sure parks and recreation services do too!

Your top priorities are to continue to invest in the existing system, including parks, recreation spaces and programs, as well as plan for future growth needs across the city.

60%

The majority of you agree or strongly agree that the strategies respond to the challenges facing the Department today, with only 9% not in agreement. We will use your comments to refine them and close the gap in the draft plan!

WHAT IS YOUR TOP PRIORITY FOR THE CITY AND PARKS AND RECREATION DEPARTMENT?

1. Grow parks & recreation access (36%)
2. Re-invest in Denver’s parks & recreation resources and people (28%)
3. Adapt to the changing climate (16%)
4. Connect to Denver’s nature & culture (10%)
5. Diversify parks and recreation services & programs (10%)
**HOW DO THE STRATEGIES RANK?**

**Every Drop**
Strategies to adapt to a changing climate

- **Expand and diversify the urban forest**
- **Restore functional ecosystems & emphasize healthy waterways & lakes**
- **Adapt parks for native landscape character & drought tolerance**
- **Mountain Park forest management & fire mitigation**

Taller bars indicate higher ranked strategies

**Every Person**
Strategies to diversify parks & recreation services.

- **Deepen outreach & engagement to better understand community perspectives & needs**
- **Embrace flexibility & responsiveness in park & recreation programming**
- **Adapt recreation programming to promote community-specific active living**
- **Improve access to parks and recreation services for all community members**
- **Works with citizens, the private sector & nonprofit organizations to support system expansion**
- **Establish performance-based standards for parks & recreation services**
- **Acquire land to keep pace with growth and meet service goals**

**Every Dollar**
Strategies to re-invest in Denver’s parks, recreation resources and people.

- **Improve access to parks and recreation services for all community members**
- **Works with citizens, the private sector & nonprofit organizations to support system expansion**
- **Establish performance-based standards for parks & recreation services**
- **Acquire land to keep pace with growth and meet service goals**

**Uniquely Denver**
Strategies to connect Denver’s nature and culture.

- **Expand arts, culture & nature-based programs in parks & recreation centers**
- **Expand access & amenities in mountain parks**
- **Protect legacy parkways & expand green streets**
- **Provide citizens with nearby access to nature experiences in the urban system**

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WHAT’S NEXT?

The Denver Parks and Recreation Team is currently using your feedback to create a draft plan. We look forward to sharing the plan with you online and hope that you will celebrate its launch with us this summer!

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 MORE IDEAS 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 2017 2018
Summer Fall Winter Spring Summer Fall Summer Fall

PHASE 1: UNDERSTAND AND ANALYZE

PHASE 2: ENVISION AND GOALS

PHASE 3: DRAFT AND ADOPT

Final Plan

Final Public Meeting

Date/time announced soon

We are here!
Please help us shape the final plan and identify key strategies

WHAT’S NEXT?

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