2017 Game Plan Update
Denver Parks and Recreation

Visioning Workshops
January 24-26, 2017
PRESENTATION

Brief Recap: What’s NEW
October to January

Draft Game Plan Guiding Principles

Inspirational Trends and Innovations

ACTIVITY

Small Group Brainstorming
What are the ideas and opportunities related to the draft guiding principles?

Report Out
We are here!

**PHASE 1: UNDERSTAND AND ANALYZE**

- Public Forum 1
  - Oct 4+5

- Online Surveys (Maptionnaire) and Information

- Statistically-valid Survey

**PHASE 2: ENVISION AND GOALS**

**PHASE 3: DRAFT AND ADOPT**

- Public Forum 2
  - March 21+22

- Public Forum 3

- Community Events Outreach

- Draft Report

- Existing Conditions Report

- Draft Plan

- Final Plan

- Task Force Meetings

- Task Force Meeting #3
STATISTICALLY-VALID SURVEY

817 Respondents (Representative of city demographics)

>95%

Believe parks and rec centers improve:

- quality of life in Denver
- citizen health and fitness
- water and air quality

HIGHEST PRIORITIES FOR INVESTMENT:

- Regional trails and fitness paths
- Off-leash dog parks
- Outdoor cafes and concessions
- Arts/culture programming
- Aquatics + fitness programming
- General improvements to quality and accessibility of programming
DPR STAFF OUTREACH

• DPR All-Staff Meeting
• 11 Staff Focus Groups (~80 employees)

KEY TAKEAWAYS:

• Employees take pride in their work for DPR
• Need to address challenges around:
  • Communication
  • Staffing levels
  • Leadership development and staff training
  • Use of data in decision-making
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
EXISTING CONDITIONS REPORT

Drafts Dec 20 and Jan 18

Final mid-February

Denver Parks and Recreation 2017 Game Plan Update

Existing Conditions Report
DRAFT 18 January 2017
Draft Game Plan
Guiding Principles
GAME PLAN

GUIDING PRINCIPLES

EXISTING CONDITIONS

ANALYSIS

What do we want to be?

What are we now?

Foundation

GOALS, ACTIONS + STRATEGIES

How do we get there?

Next Steps...

We are here!

What are we now?
Denver is a thriving community with diverse people, places and systems – more akin to a living organism than a set of independent elements. The city’s future health is integrally linked to its parks and recreation network which provides an inclusive, diverse and connected platform for 21st-century innovations and strategies.
DENVERIGHT 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
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HEALTHY AND ACTIVE

Parks and recreation spaces and facilities, along with streets, create the great common ground of our cities.
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Parks and recreation facilities strengthen neighborhood identity; they are the places where a community’s unique character is expressed and celebrated.
DENVERIGHT VISION ELEMENTS

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ECONOMICALLY DIVERSE AND VIBRANT

ENVIRONMENTALLY RESILIENT

HEALTHY AND ACTIVE

Tree-lined boulevards, streets, parkways and trails create beautiful, safe and green connections between parks, recreation centers and other community destinations.
DENVER RIGHT 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

Great parks and community resources, from public plazas to recreation centers, catalyze development and provide measurable economic benefits for surrounding neighborhoods and the broader city.
Denver’s parks and open spaces are the city’s greatest environmental assets and can model best practices for adapting to a changing climate.
Parks, trails and recreation centers are fundamental to quality of life, providing Denverites with shared spaces to recharge and relax, stay fit, and connect with each other.
DENVER RIGHT 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
• Climate change and the need to adapt to drought, flooding, extreme weather

• Urban heat island issues and stormwater runoff issues, especially downtown

• Balancing conservation vs access/education/recreation in mountain parks and natural areas

• The impacts of population growth and increasing urban density on our system

• Management/maintenance of natural areas and non-traditional areas

• Importance of nature-based education and programming
Houston, TX
Population: 2.6 million
TPL rank: 78

Connecting Parks to Performance Infrastructure

In Denver:
What opportunities exist to integrate ideas around stormwater and flooding?
San Francisco

Population: 832,330
TPL rank: 5

Sustainable Forest Management

In Denver:
How can we ensure the future success and growth of the city’s urban forest?
San Diego, CA
Population: 1.35 Million
TPL rank: 12

Water Conservation Efforts

In Denver:
What innovative strategies for water and energy conservation can Denver’s parks and recreation centers engage?
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
Themes from the Analysis

• Obesity and chronic disease epidemic
• High public interest and priority on fitness trails, paths and connectivity between parks
• Opportunity to improve programming to heighten customer usage and satisfaction – highest priority on arts/culture, aquatics and fitness programs suggested
• Increasing access to parks and recreation centers
• Invest in well-trained and high-performing staff
In Denver:

How can Denver ensure equity and access for all?
How can these values be transparent and inviting to the public?
New York, NY
Population: 8.4 million
TPL rank: 7

Role of Design in Public Spaces

In Denver:
How can Denver ensure new parks and recreation centers are designed with culture, safety and equitable neighborhoods in mind?

Parks without Borders
Innovative recreation and programming opportunities

In Denver:
How can we achieve recreation access and innovative programming for all residents?

Howard County Camp T.R.I.O.
Palo Verde, AZ
Population: 304,580
TPL score: n/a

Innovative Facility + Programming Partnerships

What opportunities are there to consider unique partnerships for programming and facility operation/maintenance?
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
Themes from the Analysis

- Existing reliance on tax dollars - there is a need to diversify revenues
- Enhance training programs for all staff positions and levels
- Targeting water conservation and energy efficiency
- Use of data in decision-making, the value of meaningful metrics to measure progress
- The need to renovate and renew an aging facility base
- Balancing staffing levels, program needs and business management
Chicago
Population: 2.7 million
TPL rank: 15

Public-Private Partnerships

In Denver:
How can Denver harness partnerships to maximize the benefits of parks and recreation?
Use of Data to Guide Decision-Making

In Denver:
In what ways can Denver harness data to aid in future parks and recreation decisions?

Imagine Boston Data Visualizations
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
Themes from the Analysis

• Denverites love their city, and their “backyard” of mountain parks
• DPR is a legacy system with rich layers of history
• Diversity of Denver Parks, from the Mountains to the plains
• Need for arts/culture programming
• Diverse neighborhoods, with distinct needs for park and recreation facilities
San Diego County
Population: 3.2 million
TPL rank: n/a

Marketing and Branding a Unique Park System

In Denver:
What does Denver celebrate that can help brand itself as unique and attractive?
Minneapolis, MN
Population: 410,939
TPL rank: 1

Evolving Historical Legacy through Design

In Denver:
What historical traits are unique to Denver as it looks to innovate and re-develop? Parkways? Mountain Parks? Canals?

Nicollet Mall Renovation, MN: James Corner
Realizing the Benefit of Local Assets

In Denver:
What are the best ways for Denver to integrate unique resources available, like the Mountain Park system?
Every Drop

Every Person

Every Dollar

Uniquely Denver
Next Steps
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  - April

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  - March 21+22

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- **Final Plan**
  - July

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**Existing Events Outreach**

**Statistically-valid Survey**

- **Online Surveys and Information**

- **We are here!**