In a city as active as Denver, a great park system is essential. The 2017 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!

Our Planning Context
The 2017 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.
The System Today
a summary of existing conditions

Three Lenses to Assess the System

Denver’s Park and Recreation system is incredibly diverse, spanning from the mountains to the prairie and encompassing more than 19,000 acres of parkland full of amenities and 28 recreation centers offering a wide range of programming.

The analysis falls into three major categories or “lenses”: environment and climate, equity and access, and economic and organizational health. Key findings in each of the categories are summarized at right.

Environment and Climate

Positioned between the Great Plains and Rocky Mountains, Denver boasts a rich geology, ecology and climate.

Key environmental and climate issues related to the plan include:

Equity and Access

Denver’s population is growing and diversifying. How can we ensure that our parks, recreation centers and programming are welcoming and accessible to all?

Key issues related to equity and access include:

Economic and Organizational Health

Denver’s resources are limited to maintain and staff a large and dynamic system.

Key issues related to economic and organizational health include:

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

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

22 Accessible Mt Parks + 24 Conservation Tracts

a diverse system spanning from the mountains...
• Climate change and the need to adapt to drought, flooding and other extreme weather
• Urban heat island issues and stormwater runoff issues, especially in the downtown area
• Balancing conservation vs access (including education and recreation) in both mountain parks and urban natural areas
• The impacts of population growth and increasing urban density on our system
• Management/maintenance of natural areas and non-traditional areas
• Managing threats of invasive species, like the Emerald Ash Borer

• Denver’s overall public health is ailing with an obesity and chronic disease epidemic
• High public interest and priority on fitness trails, paths and connectivity between parks
• Increasing access to parks and recreation centers
• Opportunity to improve programming to heighten customer usage and satisfaction – highest priority on arts/culture, aquatics and fitness programs suggested

• The existing reliance on tax dollars underlies a need to diversify revenues
• Improve 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

>5,000 acres of urban parkland

224 Urban Parks

28 Recreation Centers

156 Playgrounds
10 Dog Parks
103 Basketball Courts
148 Tennis Courts
29 Skateboarding Parks
6 Golf Courses
191 Sports Fields
137 Baseball + Softball Diamonds
85 Miles regional multi-use trails

...to the plains.
The goal of this meeting is to hear your feedback on draft guiding principles and goals for the 2017 Game Plan. There are many opportunities to ask questions and share your perspective, both out-loud or in writing.

Over the coming months we’ll be revising the Principles and Goals based on your feedback. We’ll also get more specific, translating goals into actions for implementation. Stay tuned for the next public meetings during Phase 3, in which we’ll present a draft plan.

Thank you for your feedback!
Manage water wisely to sustain our natural and urban ecosystems

- Pervious surfaces + infiltration
- Drought-tolerant species
- Stormwater capture + re-use
- Water quality
- Water conservation technologies

Inspiring Example: Water Conservation Garden, San Diego, CA
A partnership of several government agencies (including Parks and Recreation) and non-profits, the garden models and teaches about low-water landscapes.

Promote the management of parks and public rights-of-way as components of vital urban infrastructure

- Coordinated values, metrics + measures of success across departments
- Defined roles + responsibilities

Inspiring Example: Boston Complete Streets
A manual focusing on improving the streets of Boston that are both great public spaces and sustainable transportation networks. It’s a product of interdepartmental collaboration.

Expand the urban forest to counter climate change and improve air and water quality

- Regeneration of mature trees
- Appropriate species
- Guidelines for new development
- Canopy goals

Inspiring Example: San Francisco’s Urban Forest Plan
San Francisco Urban Forest plan provides a long-term vision and strategy to improve the health and sustainability of the City’s urban forest.
Denver Parks and Recreation will provide leadership to be a more resilient and environmentally-sustainable city.

Repair and restore healthy wildlife habitats and functional ecosystems

- Native species and ecosystems
- Vegetation management (i.e. invasive species removal, native grassland conversion, pond/shoreline habitat)
- Wildlife management
- Land conservation

Inspiring Example: Trinity River Park, Dallas, TX
Dallas, Texas is undertaking America’s largest urban nature park. The Trinity River Park focuses on ecological design to prevent flooding and native habitat for wildlife.

Save energy resources to minimize harmful environmental impacts

- Energy-efficient technologies
- Civic sustainable building practices

Inspiring Example: Public Solar Installations, Boulder, CO
Several public amenities including buildings and bus stops are under initiative to incorporate the latest sustainable technologies, like solar panels.

Strengthen outreach, education and stewardship programs focused on sustainable practices

- Environmental education facilities + programming
- Volunteer opportunities
- Interpretive landscapes + elements
- Accessible nature + nature-based recreation

Inspiring Example: Kroening Interpretive Center, Minneapolis, MN
The Minneapolis Park and Recreation Board and Three Rivers Park District partner to operate a interpretive facility and educational programming at North MN Regional Park.
Ensure that all Denver neighborhoods have equitable access to parks and recreation amenities

- Everyone served within a 10 minute walk
- Focus efforts toward underserved + dense areas
- Creative use of rights-of-way + underused open space

Inspiring Example: San Francisco, CA
San Francisco's park system ranks #1 in the country by Trust for Public Land in park access within 1/2 mile of one's home, with 99% of residents having walkable access to a park.

Provide diverse and high quality recreation programs that are available and engaging to all ages and cultures.

- Diverse, innovative offerings
- Marketing

Inspiring Example: Camp T.R.I.O., Howard Cty Parks, MD
Howard County Parks and Recreation, outside of Baltimore offers a camp experience designed for children and teens with moderate to severe developmental/cognitive disabilities.

Invest in community and individual health and well-being through parks and programming throughout the city

- Education + outreach
- Accessible + diverse social spaces
- Range of recreational opportunities + spaces

Inspiring Example: Yoga in the Parks, Portland, OR
Portland, OR offers yoga in the park to residents, free of charge.
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.

Create work environments that support staff success and job satisfaction to better serve the public

- Training + continuing education opportunities
- Personal goal-setting + reviews
- Coordinated technologies for work flow efficiency

Plan for an enhanced balance between population growth and new park and public open spaces as the city grows

- Re-purposing underused rights-of-way or parking lots
- Public-private agreements for park development

Inspiring Example: Bell Street Park, Seattle, WA
Seattle Parks and Recreation partnered with other city agencies to transform a section of underused street in a dense urban neighborhood to park, pedestrian space, bike lane and programmable space.

Inspiring Example: Central Park Conservancy Park to Park program, NYC
The Central Park Conservancy program focuses on providing seminars and training for new employees focused on maintenance and historical preservation.
Every Dollar

DRAFT GOALS + EXAMPLES

Continue to leverage partnership opportunities to maximize investments and shared benefits

- Inter-departmental collaboration
- Non-profit + funding partners
- Shared-use agreements

Inspiring Example: Chicago, IL
Chicago leverages robust public-private partnerships to help program its parks and raise revenue for the system.

Improve the awareness of our facilities and services and cultivate a stronger public demand

- Social media presence
- Branding strategy
- Customer service focus
- Strategies for unreached citizens

Inspiring Example: San Diego Parks Branding, CA
San Diego Parks + Recreation Department recently underwent a re-branding effort to better cater a unique message to the city’s residents.

Implement best management practices and data keeping to track progress and guide departmental decision making

- User-surveys + usage tracking
- Database management
- Coordination among facilities + services

Inspiring Example: Boston, MA
Innovative tools used to visualize complex data over the city-wide park system. Tools such as these allow the city to focus efforts to parks and areas with the greatest need.
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.

- Implement sustainable practices to use consumable resources economically and efficiently
  - Life-cycle cost analysis for green technologies
  - Waste reduction programs

- Acquire and redevelop parks and facilities to provide a growing population with high-quality services and facilities
  - Capital investment
  - Long-term budget outlook

Maximize our service value to all economic sectors of our city

- Ongoing market research
- Graduated pricing structures
- Program cost-recovery plans
- Balanced relationship with the private sector

Develop and implement appropriate operations and maintenance standards and reliable monitoring systems

- Provide maintenance plans on new parks
- Develop partnerships to aid maintenance

Develop sustainable, long-term funding resources to expand and renew the park and recreation system in the future

- Park impact fees
- Dedicated tax

Inspirational Example: Spring St Park, Los Angeles

Los Angeles utilizes what they call “Quimby Fees” which require new development to contribute land or fees toward park and recreation purposes.
Express Denver’s identity and values within its parks and recreation facilities

- Branding and graphic identity for the system
- Consistent user experience

Highlight and protect the system’s historic facility and cultural resources

- Cultural resources inventories
- Historic preservation + adaptive re-use (guidelines)
- Education + programming

Enhance Denver’s Greenway system and its companion regional and local trails

- Strengthen trail network to existing street network
- Promote sustainable landscapes

**Inspiring Example: Prospect Park Alliance**

The Prospect Park Alliance has recently undergone a refresh of its brand, developing a universal logo, mapping applications, iconography, board, youth and universal language.

**Inspiring Example: Washington Park Boathouse Renovations, Denver**

Washington Park boathouse was recently renovated as a rentable venue for various events.

**Inspiring Example: Buffalo Bayou Park, Houston, TX**

Buffalo Bayou Park in Houston displays the city’s commitment to urban waterway revitalization and the benefit of an urban greenway system.
Denver Parks and Recreation will provide high-quality parks, facilities and programs that reflect Denver’s community and cultural identity.

Design parks and facilities that reflect Denver’s neighborhood identity and diversity
- Consistent quality in design
- Distinct amenities for distinct neighborhoods + ecologies (landscape guidelines)
- Community input

Integrate public art and culture into parks and programming
- Performances + events
- Art installations

Provide inclusive facility programming opportunities to promote Denver’s outdoor lifestyle
- Races, classes + special events
- Partnerships with local providers of unique Denver services/experiences

Inspiring Example: Lawn on D Art Installation, Boston
The Lawn on D in Boston utilizes temporary art installations as an attraction to the park. These include Friday night concerts, art installations (like these inflatable bunnies), beer nights.

Inspiring Example: Proposed RiNo Promenade, Denver
Proposed linear park along the South Platte River in Denver’s River North district. The schematic design focuses on integrating ecological restoration with the local thriving arts community.

Inspiring Example: Yoga on the Rocks, Red Rocks Amphitheater, Denver
Red Rocks Amphitheater (a Denver Mountain Park) teamed with Core Power yoga to provide yoga classes with a view.