DENVER PARKS AND RECREATION

STRATEGIC ACQUISITION PLAN

PRAB Meeting 6.9.21
TONIGHT’S AGENDA

Introductions
Plan Refresh
Plan Changes
Review Outreach + Engagement
Acquisition Program Implementation
PRAB Recommendation

Introductions

• Kathy Leveque - Assistant Director of Parks Planning, SAP Project Manager
• Luke McKay - Acquisition & Asset Manager, SAP Project Manager
• Chris Geddes – Design Workshop, Principal
VISION & FOCUS AREAS

Vision

The DPR Strategic Acquisition Plan provides a clear framework for decision-making that identifies priorities, describes strategies, and explains criteria for success associated with completing and funding future acquisitions. This framework will ensure Denver’s urban and mountain parks, open spaces and recreation system will equitably meet the recreational needs of the entire community, while also ensuring that Denver remains a resilient, sustainable and healthy city.

Acquisition Focus Areas

» Equity
» Resilience, Habitat Restoration and Waterways
» 10-Minute Walk or Roll
» Downtown, High-Density and Growth Areas
» Mountain Parks
» Facilities
Plan Changes

What final edits and changes were made since May?

» **Copyediting** for grammar, clarity, etc.

» Reviewed final comments on the spring survey, which closed on April 12 (the day the draft plan was posted) and final comments reflected previous input

» **Added examples** to Visualizing the Focus Area and to the Toolbox

» **Revised wording** to one criterion that appears in the Mountain Parks and Resilience, Habitat Restoration and Waterways focus areas:

  • Former wording: The property provides continuity for wildlife corridors and/or protects critical or unique species and habitats.

  • Revised wording: Serves as an area or corridor that supports wildlife, and protects and provides habitats to wildlife species.

» Added an **overall conclusion**
Strategic Acquisition Plan

Summary of Public Engagement

- **Surveys & Public Meetings**
  - **Public Meeting #1:** Held October 22, 2020 in English and Spanish
  - **Survey #1:** Open from October 27, 2020 to January 10, 2021, provided in English, Spanish, and Vietnamese
    - Nearly 1,700 responses
  - **Public Meeting #2:** Held March 11, 2021 in English and Spanish
  - **Survey #2:** Open from March 8, 2021 to April 12, 2021, provided in English, Spanish, and Vietnamese
    - Nearly 750 responses
  - Parks and Recreation Advisory Board public hearing May 12, 2021

- **Key Organizations & Partners in Sharing Engagement Opportunities**
  - All Council Offices
  - Parks & Recreation Advisory Board (PRAB)
  - Registered Neighborhood Organizations (RNOs), Inter-Neighborhood Cooperation Parks & Recreation Committee (INC PARC)
  - 11 Denver Commissions and Mayor’s Racial Equity Council
  - DPR social media (Facebook, Instagram, Twitter, NextDoor), including paid promotions on Facebook and Instagram
  - Emails to over 3200 members of the public
  - Direct emails to over 50 partner agencies and organizations including those representing youth, lower-income communities, Latino communities, Black and African American communities, environmental groups, people experiencing homelessness, and neighborhood groups.
  - Citywide and DPR Denver Employee Newsletters

- **Demographics**
  - Over 3,000 touchpoints with technical stakeholders and the general public
  - 11% of those engaged are Latinx residents and 9% are Black residents
  - 5% of those engaged are under the age of 18
Fall 2020 Outreach

Fall public meeting:
   Held in English with Spanish interpretation

Fall survey, first push:
   Available in English, Spanish and Vietnamese, electronic and paper forms available
   1,282 responses
   Respondents:
      American Indian or Alaska Native: 1%
      Asian: 3%
      Black: 3%
      Latinx: 7%
      Native Hawaiian or Pacific Islander: 1%
      White: 85%
      Other: 4%

Fall survey, second push:
   Available in English, Spanish and Vietnamese, electronic and paper forms available
   411 responses
   Respondents:
      American Indian or Alaska Native: 4%
      Asian: 3%
      Black: 7%
      Latinx: 28%
      Native Hawaiian or Pacific Islander: 0.5%
      White: 55%
      Other: 4%

*Respondents were able to select more than one race or ethnicity
Spring 2021 Outreach

Spring public meeting:
Held in English with Spanish interpretation
Designed to complement survey to maximize participation opportunities

Spring survey:
Available in English, Spanish and Vietnamese, electronic and paper forms available

Over 850 responses

Respondents:
- American Indian or Alaska Native: 4%
- Asian: 3%
- Black: 8%
- Latinx: 13%
- Native Hawaiian or Pacific Islander: 1%
- White: 78%

*Respondents were able to select more than one race or ethnicity
Acquisition Program Implementation

The Strategic Acquisition Plan provides:

- **The foundation upon which DPR's Acquisition Program will be built and implemented**
- **Evaluation criteria** to help ensure new acquisition investments add value and benefit to the system and users
- A **toolbox** by which DPR can couple various funding mechanisms, with proven real estate techniques and partners
- **Intentional flexibility to ensure DPR and its Acquisition Program remain strategic and nimble in an ever-changing real estate market** and to keep the door open for potential partnership opportunities

**Tracking and Reporting**

- DPR Game Plan Annual Report
- Visual companions under development:
  - Adobe Spark
  - ArcGIS StoryMaps
PRAB Recommendation

We are seeking PRAB’s recommendation to send the plan to the Executive Director for final approval.
Thank you!