Welcome to the Outdoor Adventure and Alternative Sports Master Plan Public Meeting! We will get started in just a moment.

For Spanish, select the interpretation button at the bottom of your screen

Para español, seleccione el botón de interpretación en la parte inferior de su pantalla
Outdoor Adventure and Alternative Sports Master Plan

Public Meeting #2
February 24, 2022
The Game Plan for a Healthy City

May 2019

Game Plan for a Healthy City

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

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Livable Cities Studio
Principal

Darrell Watson
Watson Wenk Group

Karl Burkhardt
Stantec

Jason Genck
Berry Dunn
Tonight’s Topics

1. Introductions
2. Feedback Opportunities
3. Public Engagement Summary
4. Plan Vision and Focus Areas
5. Draft Plan Goals and Strategies
6. Q & A
7. Plan Process + Next Steps
Feedback Opportunities
This Zoom webinar is being recorded and will be made available after the presentation

Please note, participant camera and audio have automatically been disabled
How to interact with the presentation:

*Answer open-ended questions and share general feedback using the Chat interface*

- The Project Team may read back some responses and will collect the rest to inform the design vision.
How to interact with the presentation:

Ask the Project Team questions using the Q&A interface

- Everyone will be able to see Q&A entries and responses
- Use the “upvote” feature if someone else asks a question that you would also like to see answered by the panelists today.
How to interact with the presentation:

*Participate in live polls*
- We'll share polls during the presentation that will automatically appear on your screen
- Response tallies will automatically be shared with everyone.
Click on “Raise Hand” if you would like to ask a question during Q&A after the presentation.
Polling Question

Are you under 18 years old?

Were you able to participate in the first public meeting or did you take the online survey in Fall 2021?
Polling Question

What area of Denver do you live in? Select the one that best represents where you live.
Public Engagement

Number of people engaged to date

Public Meeting #1 - 95 attendees
Online Survey - 2,887 respondents
Technical Advisory Committee - 29 members
Westwood Family Nature Club - 16 participants
Mayor’s Youth Commission - 23 participants
Colorado Whitewater Board - 12 attendees

3,062 diverse voices have been engaged in this process so far!

Themes

● Participants shared a strong interest in having a variety of outdoor adventure activities in Denver’s urban parks.
● Participants expressed a strong desire to visit Denver’s mountain parks more often.
● Participants want to try new sports, with support.
● Participants want to be informed about opportunities to participate in alternative sports and outdoor adventures.
Vision & Focus Areas
Plan Vision

Denver Parks and Recreation will be known for experiential outdoor adventure and alternative sports for families and people of all ages, abilities and backgrounds. Denverites will feel comfortable, safe, confident, and welcome to participate and engage in these activities that provide interactions with the natural world and build confidence.
Overarching Objective

Denver Parks and Recreation will enhance equitable access to outdoor adventure and alternative sports within our park system, increase participation of diverse outdoor adventurers, and improve the health and wellness of Denver’s residents through the implementation of the four focus areas.
Outdoor Participation Trends

The youngest participants, children ages 6 to 17, were outdoors far less.

Source: 2021 Outdoor Participation Trends Report, Outdoor Foundation
DPR Equity Index

Index Indicators:
- Communities of color
- Percent Youth
- Percent Low Income
- Health Disparity Indicators
- Population Density
- 10 minute walk/roll access
- 10-year capital park investment
- Park acres per 1,00 residents
Focus Areas

Enhance and increase access to outdoor adventure activities, programs, infrastructure and partnerships so that all Denver residents can participate in a variety of outdoor experiences.

Create progressive programming to better engage youth, families and people of all ages and abilities by creating outdoor recreation opportunities for all levels of experience.

Improve access and transportation to Denver’s Mountain Parks and outdoor adventure centers within the urban parks to provide a wider range of experiences.

Expand marketing and communications for outdoor adventure activities and programs to inform and educate users on outdoor adventure within DPR’s system.

Note: This is a long-term strategic plan. The draft goals and strategies are still ideas and will be refined based on community input, prioritization, funding, and need.
Activities, Programs, Infrastructure and Partnerships
Three Types of Outdoor Adventure

- Land
- Water
- Snow
Land Survey Data
All 2,887 Respondents

Which land-based outdoor adventure activities would you be interested in trying for the first time or doing more frequently, if money, access, and equipment were not an issue?

1. Biking
2. Hiking
3. Challenge Courses
### Top 3 Land Activities

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<thead>
<tr>
<th>1</th>
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<th>3</th>
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<td><strong>White or Caucasian</strong></td>
<td><strong>Black or African American</strong></td>
<td><strong>Hispanic or Latino</strong></td>
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<tr>
<td><strong>Overall Top 3</strong></td>
<td>Biking</td>
<td>Archery</td>
</tr>
<tr>
<td><strong>1</strong></td>
<td>Challenge Courses</td>
<td>Camping</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>Rock Climbing &amp; Bouldering</td>
<td>Hiking</td>
</tr>
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</table>
## Land Survey Data

### Top 3 Land Activities

<table>
<thead>
<tr>
<th>Total Responses</th>
<th>Female</th>
<th>Male</th>
<th>Age 18 &amp; Younger</th>
<th>Age 65 &amp; Up</th>
<th>Household Income less than $50k</th>
<th>Household Income more than $150k</th>
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<tr>
<td></td>
<td>1389</td>
<td>985</td>
<td>82</td>
<td>203</td>
<td>294</td>
<td>705</td>
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</tbody>
</table>

1. **Challenge Courses**
   - Biking
   - Parkour / Ninja Warrior
   - Hiking
   - Camping
   - Challenge Courses

2. **Hiking**
   - Rock Climbing & Bouldering
   - Paintball
   - Biking
   - Hiking
   - Biking

3. **Equestrian / Horse Trails / Horsepacking**
   - Challenge Courses
   - Rock Climbing & Bouldering
   - Archery
   - Challenge Courses
   - Rock Climbing & Bouldering
Outdoor Adventure Activities

Land activities currently available:

- Biking
- Hiking
- Camping
- Skateboarding / Longboarding / Micro Mobility
- Team Building / Challenge Courses
- Tree Climbing and Slacklining
- Parkour

Key finding - West neighborhoods better served. Greater gaps in north and east neighborhoods.
Programming Hubs
Draft Goals and Strategies

Expand outdoor adventure hubs as locations within larger city parks or mountain parks that support multiple outdoor adventure activities with gear, instruction, and transportation. Each hub to have different core activities that could include:

- Climbing, skate and BMX
- Urban bungee jumping
- Challenge/ropes course, zipline
- Equestrian, archery, disc golf
An outdoor adventure hub is a location within larger city parks or mountain parks that supports multiple outdoor adventure activities with gear, instruction, and transportation. What are your thoughts on the hub concept?
Polling Question

What activities and/or programs would you be most interested in having as a primary focus within the new outdoor adventure hubs?
Water Survey Data
All 2,887 Respondents

Which water-based outdoor adventure activities would you be interested in trying for the first time or doing more frequently, if money, access, and equipment were not an issue?

1. Boating & Paddling
2. Floating
3. Watersports
## Water Survey Data

### Top 3 Water Activities

<table>
<thead>
<tr>
<th>Total Responses</th>
<th>White or Caucasian</th>
<th>Black or African American</th>
<th>Hispanic or Latino</th>
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<tr>
<td><strong>1</strong></td>
<td>Boating &amp; Paddling</td>
<td>Floating</td>
<td>Boating &amp; Paddling</td>
<td>Boating &amp; Paddling</td>
<td>Boating &amp; Paddling</td>
<td>Water-sports</td>
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<tr>
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<td>Floating</td>
<td>Boating &amp; Paddling</td>
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<td>Floating</td>
<td>Floating</td>
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<tr>
<td><strong>3</strong></td>
<td>Water-sports</td>
<td>Fishing</td>
<td>Water-sports</td>
<td>Water-sports</td>
<td>Water-sports</td>
<td>Boating &amp; Paddling</td>
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## Water Survey Data

### Top 3 Water Activities

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<th></th>
<th>Female</th>
<th>Male</th>
<th>Age 18 &amp; Younger</th>
<th>Age 65 &amp; Up</th>
<th>Household Income less than $50k</th>
<th>Household Income more than $150k</th>
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<tr>
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<td>Total Responses</td>
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<td>75</td>
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<td>268</td>
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<td>1</td>
<td>Boating &amp; Paddling</td>
<td>Boating &amp; Paddling</td>
<td>Water-sports</td>
<td>Boating &amp; Paddling</td>
<td>Boating &amp; Paddling</td>
<td>Boating &amp; Paddling</td>
</tr>
<tr>
<td>2</td>
<td>Floating</td>
<td>Floating</td>
<td>Floating</td>
<td>Floating</td>
<td>Floating</td>
<td>Floating</td>
</tr>
<tr>
<td>3</td>
<td>Water-sports</td>
<td>Water-sports</td>
<td>Boating &amp; Paddling</td>
<td>Fishing</td>
<td>Water-sports</td>
<td>Water-sports</td>
</tr>
</tbody>
</table>
Draft Goals and Strategies - Water

Provide water based activities that are in harmony with and support the efforts of the One Water Plan.

- Kayak course (gates and channels) along the South Platte River
- Near-term opportunities at Rocky Mountain Lake, Garfield Lake and Berkeley Lake
- Long-term efforts include Smith, Ferrill, and Sloans Lake as the priority hub for water-based activities.

Explore strategic partnerships with nearby reservoirs to expand water-based programming.
Snow / Ice Survey Data
All 2,887 Respondents

Which snow/ice-based outdoor adventure activities would you be interested in trying for the first time or doing more frequently, if money, access, and equipment were not an issue?

1. Cross Country Skiing
2. Snowshoeing
3. Skiing or Snowboarding
Snow / Ice Survey Data

Top 3 Snow Activities

<table>
<thead>
<tr>
<th>Rank</th>
<th>Activity</th>
<th>White or Caucasian</th>
<th>Black or African American</th>
<th>Hispanic or Latino</th>
<th>Asian or Asian American</th>
<th>American Indian or Alaska Native</th>
<th>Native Hawaiian or other Pacific Islander</th>
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<tr>
<td>1</td>
<td>Cross Country Skiing</td>
<td>1821</td>
<td>83</td>
<td>249</td>
<td>79</td>
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<td>2</td>
<td>Snowshoeing</td>
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<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>3</td>
<td>Skiing or Snowboarding</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</table>
### Snow / Ice Survey Data

#### Top 3 Snow Activities

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
<th>Male</th>
<th>Age 18 &amp; Younger</th>
<th>Age 65 &amp; Up</th>
<th>Household Income less than $50k</th>
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<td><strong>Total Responses</strong></td>
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<td>651</td>
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<td><img src="image5" alt="Snow Tubing" /></td>
<td><img src="image6" alt="Cross Country Skiing" /></td>
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<td><img src="image7" alt="Snowshoeing" /></td>
<td><img src="image8" alt="Skiing or Snowboarding" /></td>
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<td><img src="image16" alt="Skiing or Snowboarding" /></td>
<td><img src="image17" alt="Skiing or Snowboarding" /></td>
</tr>
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</table>
Draft Goals and Strategies - Snow / Ice

Provide snow and ice activities in both urban parks and mountain parks.

- Expand Echo Lake Winter Activity Center as an outdoor adventure hub to include cross country skiing/touring, ice skating, ski/snowboard terrain park.

- Identify urban and mountain locations for sledding hills, tubing, snowshoeing, and cross country skiing within urban parks.

Current Snow/Ice Hubs:
- Mountain parks include Dedisse (Evergreen Lake) and Echo Lake
- Urban parks include Ruby Hill
- Winter Park as a partnership destination
Entry Level Experiences & Progressive Programs

**Biking**
- **Novice**: Montbello Bike Skills Course
- **Intermediate**: Bike Skills Course at Ruby Hill Park
- **Advanced**: Mountain biking at Red Rocks

**Climbing**
- **Novice**: North Face Climbing Boulder at Montbello Open Space
- **Intermediate**: Carla Madison Climbing Wall
- **Advanced**: Rock Climbing group programs at Genesee Mountain Park

OUTDOOR ADVENTURE AND ALTERNATIVE SPORTS MASTER PLAN

Denver Parks & Recreation
Barriers
All 2,887 Respondents

What reason best describes why you haven’t participated in outdoor adventure activities?

1. No Equipment
2. Not near my house
3. Don’t know how to do the activities
Barriers Survey Data

# Top 3 Barriers

<table>
<thead>
<tr>
<th>Total Responses</th>
<th>White or Caucasian</th>
<th>Black or African American</th>
<th>Hispanic or Latino</th>
<th>Asian or Asian American</th>
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<tr>
<td>1295</td>
<td>41.70% participate regularly</td>
<td>25.68% participate regularly</td>
<td>30.81% participate regularly</td>
<td>39.13% participate regularly</td>
<td>50% participate regularly</td>
<td>66.67% participate regularly</td>
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</tbody>
</table>

1. **No Equipment**
2. **Not near my house**
3. **Too many family and/or work demands**

**Overall Top 3**
- No Equipment
- Not near my house
- Don’t know how to do the activities
### Barriers Survey Data

#### Top 3 Barriers

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
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</thead>
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<td>446</td>
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</tr>
<tr>
<td>No Equipment</td>
<td>✔️</td>
<td></td>
<td></td>
<td>✔️</td>
<td></td>
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</tr>
<tr>
<td>Not near my house</td>
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<tr>
<td>Not near my house</td>
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<tr>
<td>No Equipment</td>
<td>✔️</td>
<td></td>
<td></td>
<td>✔️</td>
<td></td>
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<tr>
<td><strong>3</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Don’t know how to do the activities</td>
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<td>❓</td>
<td>❓</td>
<td>❓</td>
<td>❓</td>
<td>❓</td>
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<tr>
<td>Too many family and/or work demands</td>
<td>❓</td>
<td>❓</td>
<td>❓</td>
<td>❓</td>
<td>❓</td>
<td>❓</td>
</tr>
</tbody>
</table>
Draft Goals and Strategies

Expand gear libraries across the city and Mountain Parks with a focus on the ‘inverted L’.

- Located with outdoor adventure hubs and/or recreation centers.
- All gear libraries should have water, snow/ice and land based gear.

Create outdoor adventure clubs to reduce barriers for specific groups.

- Youth, active older adults, women
Draft Goals and Strategies

Expand outdoor adventure programming to increase the number of diverse participants.

- Group, family and intergenerational programming, especially for entry level activities.
- Trips with activities at multiple levels
- Adaptive recreation should be integrated into all outdoor adventure activities.
Polling Question

When trying an outdoor adventure activity for the first time, how are you most likely to participate?
Polling Question

Where would you typically get gear to participate in outdoor activities?
Access and Transportation
Access to Mountain Parks

Current DPR Transportation
- DPR provides transportation for some mountain park programming including Winter Park ski/ride, Echo Lake snowshoe trips, youth adventure, multi-day adventures, some SUP trips, hiking excursions, and others.

Access to Mountain Parks by Public Transit
- Limited RTD routes service the Mountain Parks
- Transit system is focused on Park and Rides, transit stops not convenient for walkability to destinations
- Only four of the Mountain Parks are readily accessible by public transit
Draft Goals and Strategies

Improve options, ease and efficiency to and from Denver’s Mountain Parks.

- Free or low-cost shuttle from recreation centers or hubs to mountain parks encouraging more non-facilitated/ non-programmed visits to the mountain parks.
- Consider a mountain parks shuttle from the multimodal hub at the terminus of LRT in Golden.

Provide transportation to improve access to urban parks and outdoor adventure hubs.

- Free or low-cost shuttle between recreation centers and outdoor adventure hubs.
Polling Question

What would help the most in getting you to visit Denver’s Mountain Parks?
Polling Question

How likely would you be to utilize a low/no cost shuttle from a few recreation centers to the mountain parks?
Marketing and Communications
What We’ve Heard

- There is a lack of knowledge and understanding about where and when outdoor adventure activities are offered
- Desire to make sure people can see themselves in the marketing and communications
- Desire for leaders that look like the community they represent
- More education is needed
Draft Goals and Strategies

Broaden education for outdoor adventure activities.

- Provide preadventure workshops (in-person or ‘how to’ videos) to educate users on safety and adventure activities, such as water safety, winter preparation, etc.
- Expand communications around activities to include level of experience required, cost, equipment needed, duration, and program leader.

Make leadership, instructors, staff and communications reflective of the communities being served.

- Increase people of color and multilingual instructors within program facilitation and leadership positions.
Draft Goals and Strategies

Maximize alternative methods of engaging and communicating with outdoor adventure participants.

- Create a DPR Outfitter mobile unit to share information on outdoor adventure opportunities, how to sign up, provide gear demonstrations, loan gear, etc.
- Create an interactive DPR Outfitter mobile app that includes maps, level of experience required, guides, what to pack/bring, hours, etc.
- Work with schools and organizations providing youth programming to increase awareness and engagement.
Polling Question

What are the best ways to reach you to let you know about outdoor adventure programs and locations?
Q & A
Engagement +
Next Steps
# Master Plan Process

<table>
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<tr>
<th>2021</th>
<th>2022</th>
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<tr>
<td>MAY</td>
<td>JUN</td>
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</tbody>
</table>

### Inventory & Assessment

### Draft Plan Recommendations

### Partnership Opportunities

### Final Plan Development

- **Open House**
- **Online Survey**
- **Technical Advisory Committee**
Next Steps

CONTACT US
Stacie.West@denvergov.org
Molly.Lanphier@denvergov.org

SHARE YOUR THOUGHTS
survey.livablecities.com/outdoor-adventure

WATCH FOR UPDATES
www.denvergov.org/parkprojects
Thank you!
Hey Denver: How can we support your outdoor adventures?

Online Survey
https://survey.livable-cities.com/outdoor-adventure

Scan QR Code with your phone to access the online survey, or visit

Outdoor Adventure and Alternative Sports Master Plan

To request for hard copy survey, please contact
parksandrecreation@denvergov.org