

# CITY OF GOLDEN, COLORADO PARKS AND RECREATION MASTER PLAN

PARKS AND RECREATION ADVISORY BOARD  
FINDINGS SESSIONS AUGUST 2016

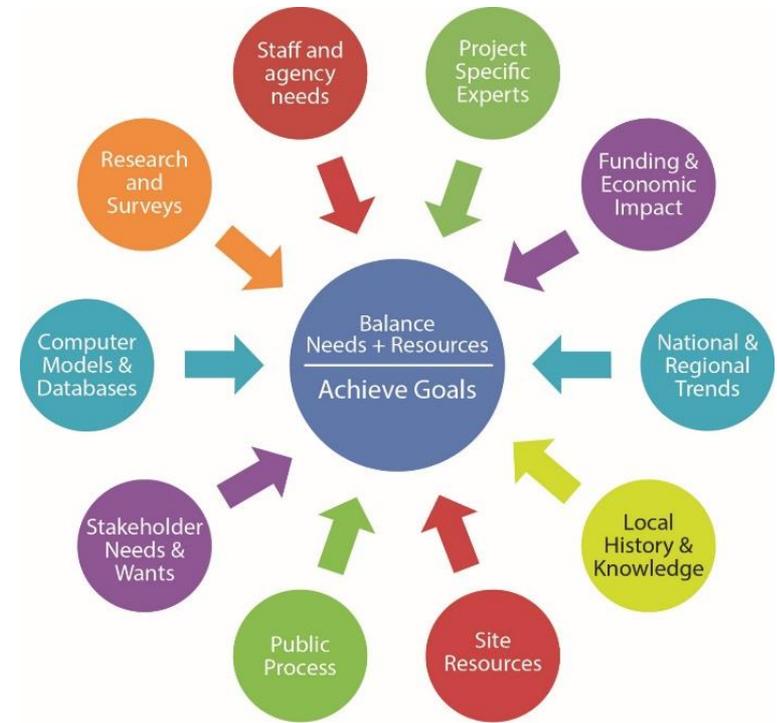


# AGENDA FOR TODAY

- **Master Planning Project Process**
- **Community Demographics**
- **Survey Methodology and Outcomes**
- **Public Focus Groups**
- **Staff SWOT**
- **Inventory / Level of Service**
- **Recurring Themes**
- **Questions and answers**

# PROJECT PROCESS

- ❑ **Strategic Kick-off**
- ❑ **Community Input**
  - ❑ Survey
- ❑ **Inventory**
- ❑ **Level of Service Analysis**
- ❑ **Listening Sessions**
  - ❑ Stakeholders and Focus Groups
- ❑ **Findings Presentation and Visioning Workshop**
- ❑ **Draft Recommendations Presentation**
- ❑ **Final Plan**



# COMMUNITY DEMOGRAPHICS

Summary Demographics	
Population	20,201
Number of Households	7,581
Average Household Size	2.28
Median Age	31.7
Median Household Income	\$53,896

# ESTIMATED POPULATION GROWTH

Year	Population
2000	17,159
2010	18,867
2014	20,201

# POPULATION ESTIMATES BY AGE

Age	Population
Under 5	897
5-14	1,622
15-19	2,133
20-24	2,444
25-34	2,601
35-44	2,571
45-54	2,621
55-59	1,164
Over 60	2,814

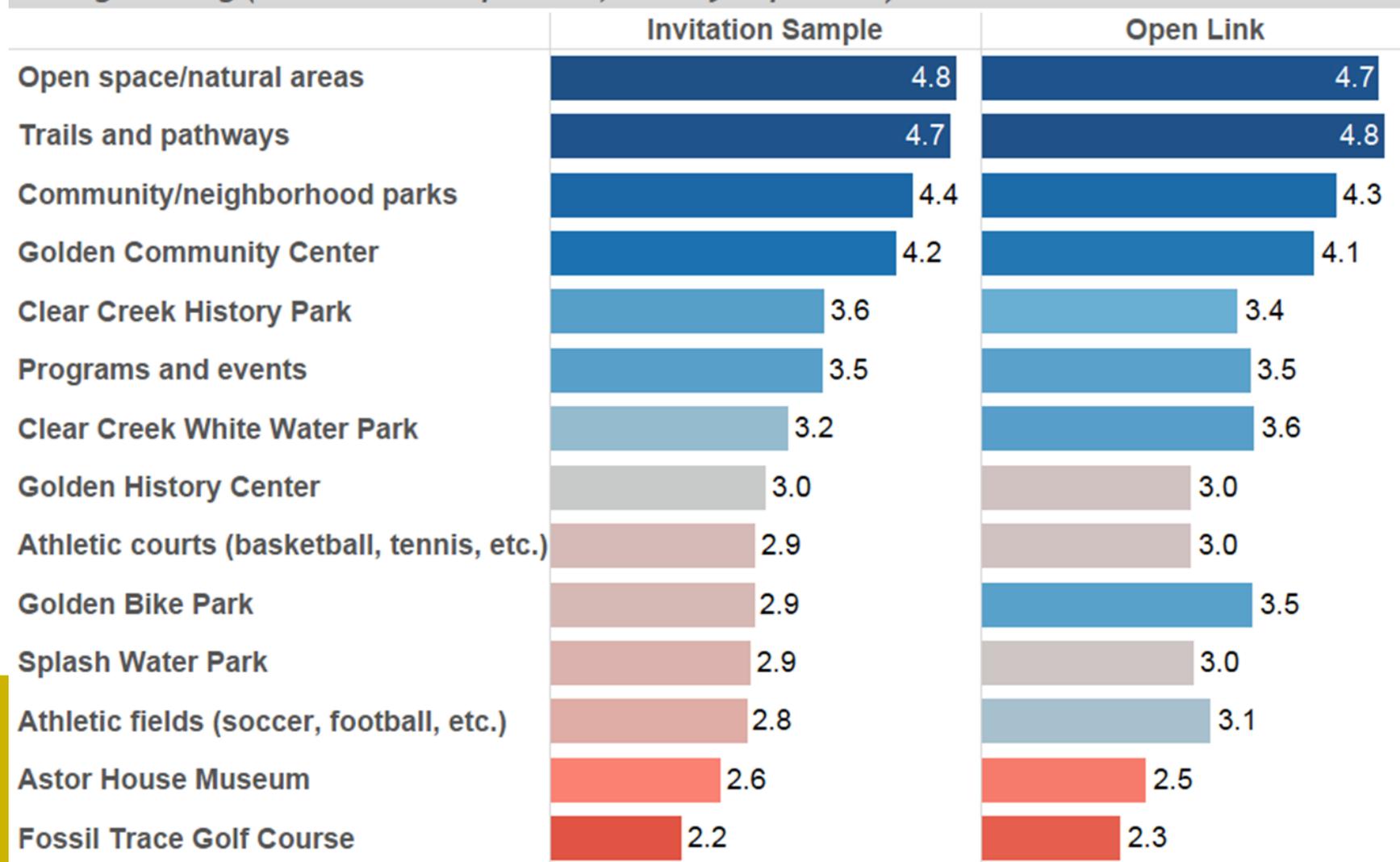
**PUBLIC OUTREACH - SURVEYS**  
**MAY & JUNE, 2016**



# SURVEY METHODOLOGY

- **Survey methods:**
  - random sample mail-back survey
  - open-link online survey
- **Source - registered voter list from Jefferson County**
- **4,000** mailed, **363** returned, **9.4%** response rate
- **Margin of error of approximately +/- 5.1 % at 50% response**
- **Open link 556 responses**
- **Underlying data weighted by age**

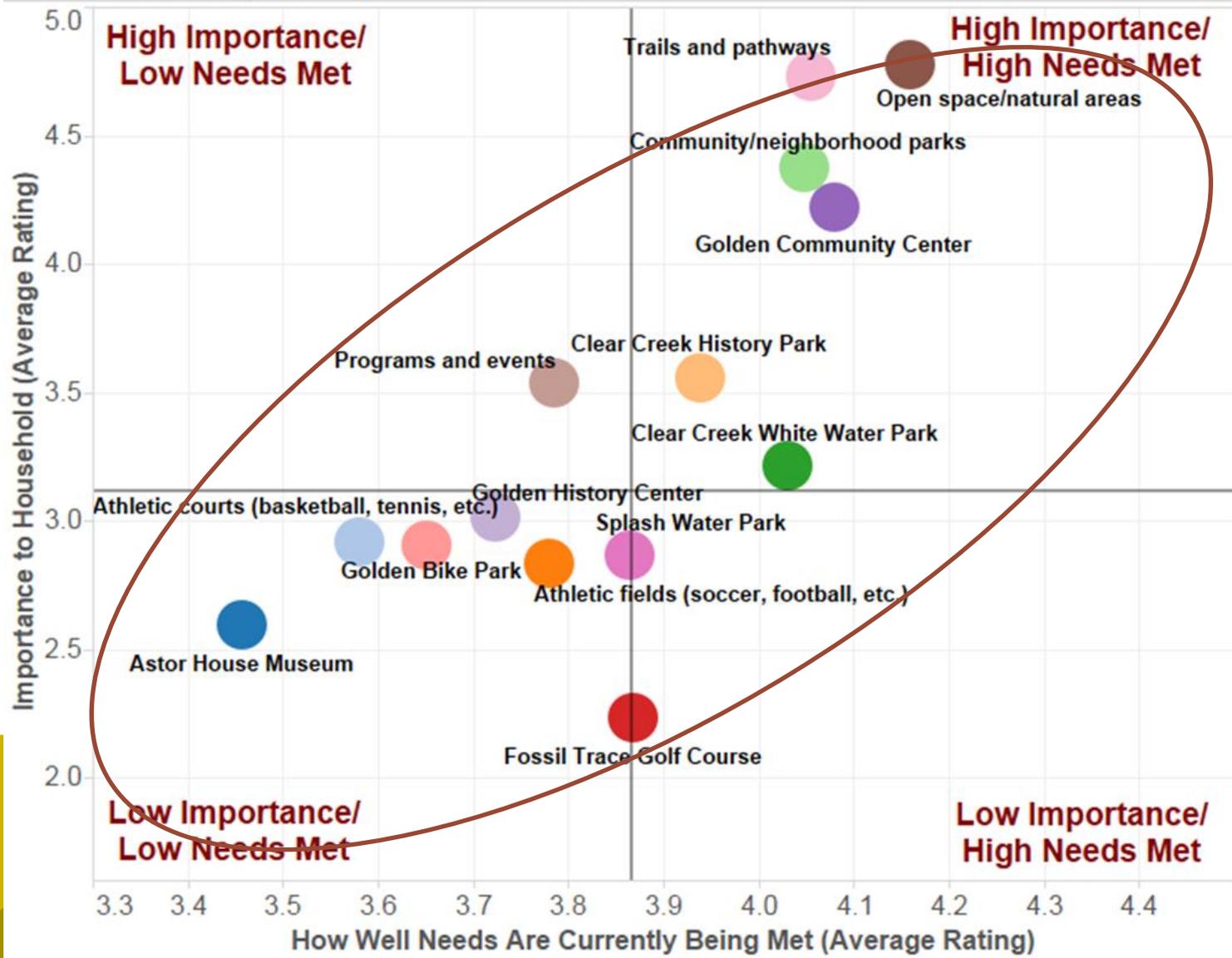
**Importance of Golden Facilities to Household**  
*Average Rating (1=Not At All Important, 5=Very Important)*



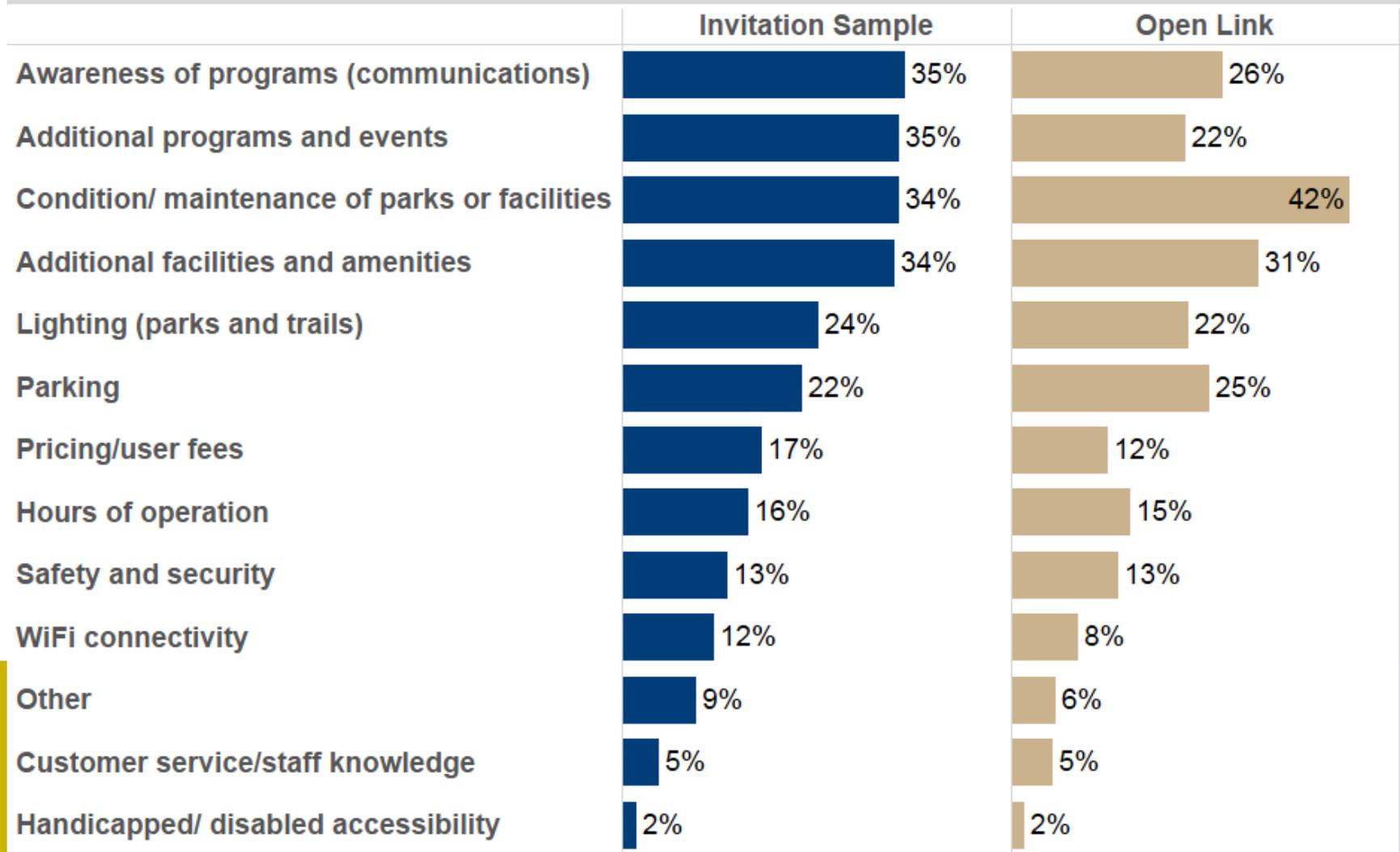
**Degree to Which Golden Facilities Meet the Needs of the Community**  
*Average Rating (1=Not At All, 5=Completely)*

	Invitation Sample	Open Link
Open space/natural areas	4.2	4.0
Golden Community Center	4.1	3.8
Trails and pathways	4.1	3.9
Community/neighborhood parks	4.0	3.9
Clear Creek White Water Park	4.0	3.8
Clear Creek History Park	3.9	3.8
Fossil Trace Golf Course	3.9	3.8
Splash Water Park	3.9	3.7
Programs and events	3.8	3.6
Athletic fields (soccer, football, etc.)	3.8	3.7
Golden History Center	3.7	3.7
Golden Bike Park	3.7	3.5
Athletic courts (basketball, tennis, etc.)	3.6	3.5
Astor House Museum	3.5	3.3

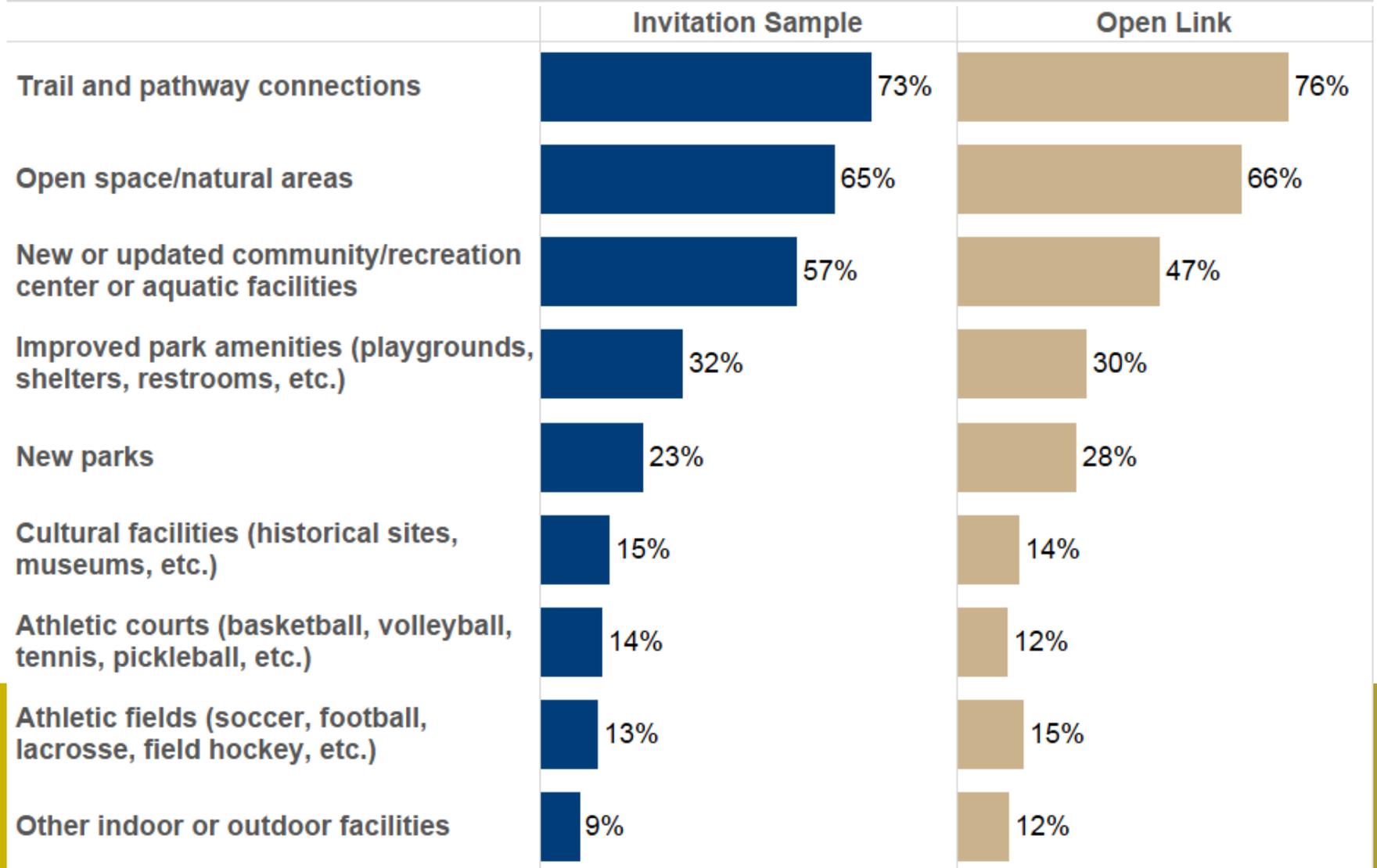
# Level of Importance vs. Needs Met for Current Golden Facilities - Invitation Sample Only



## Three Most Important Areas That, If Addressed by the City, Would Increase Use of Golden Facilities



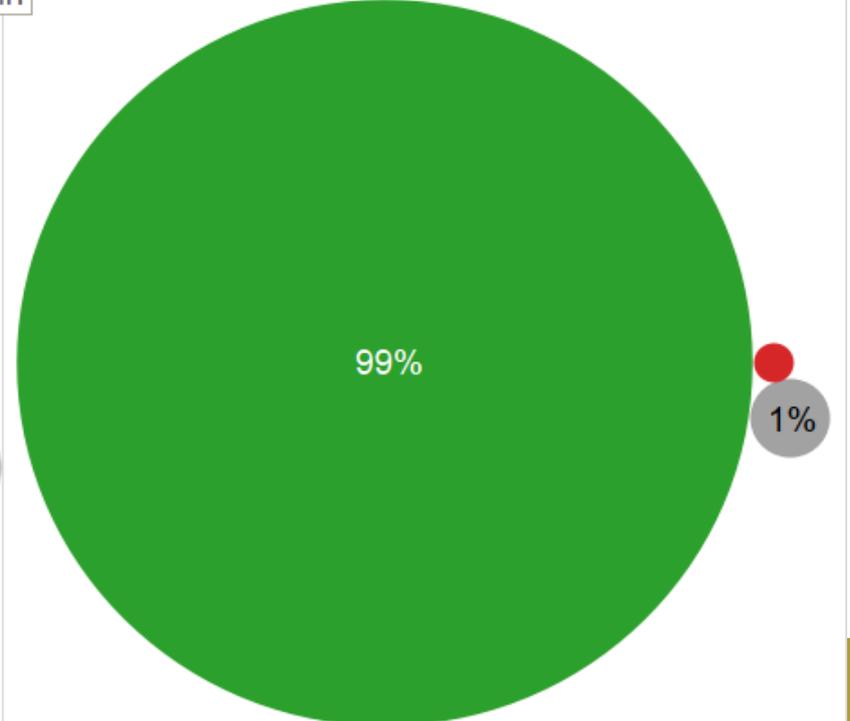
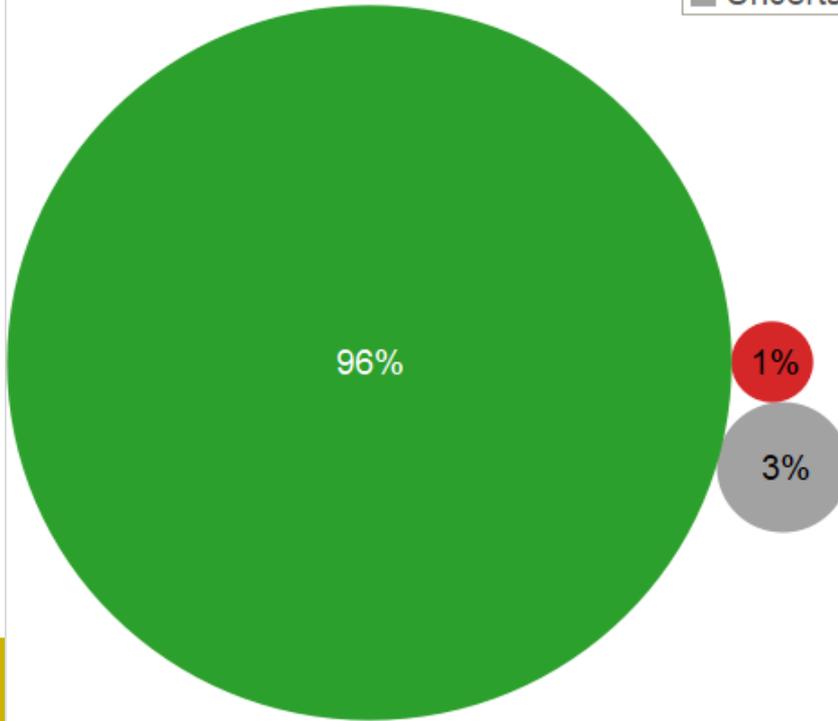
## Top Three Priorities to Benefit Health and Well-Being of Golden Residents COMBINED



Do you feel that access to recreational facilities directly improves your health and general well-being?

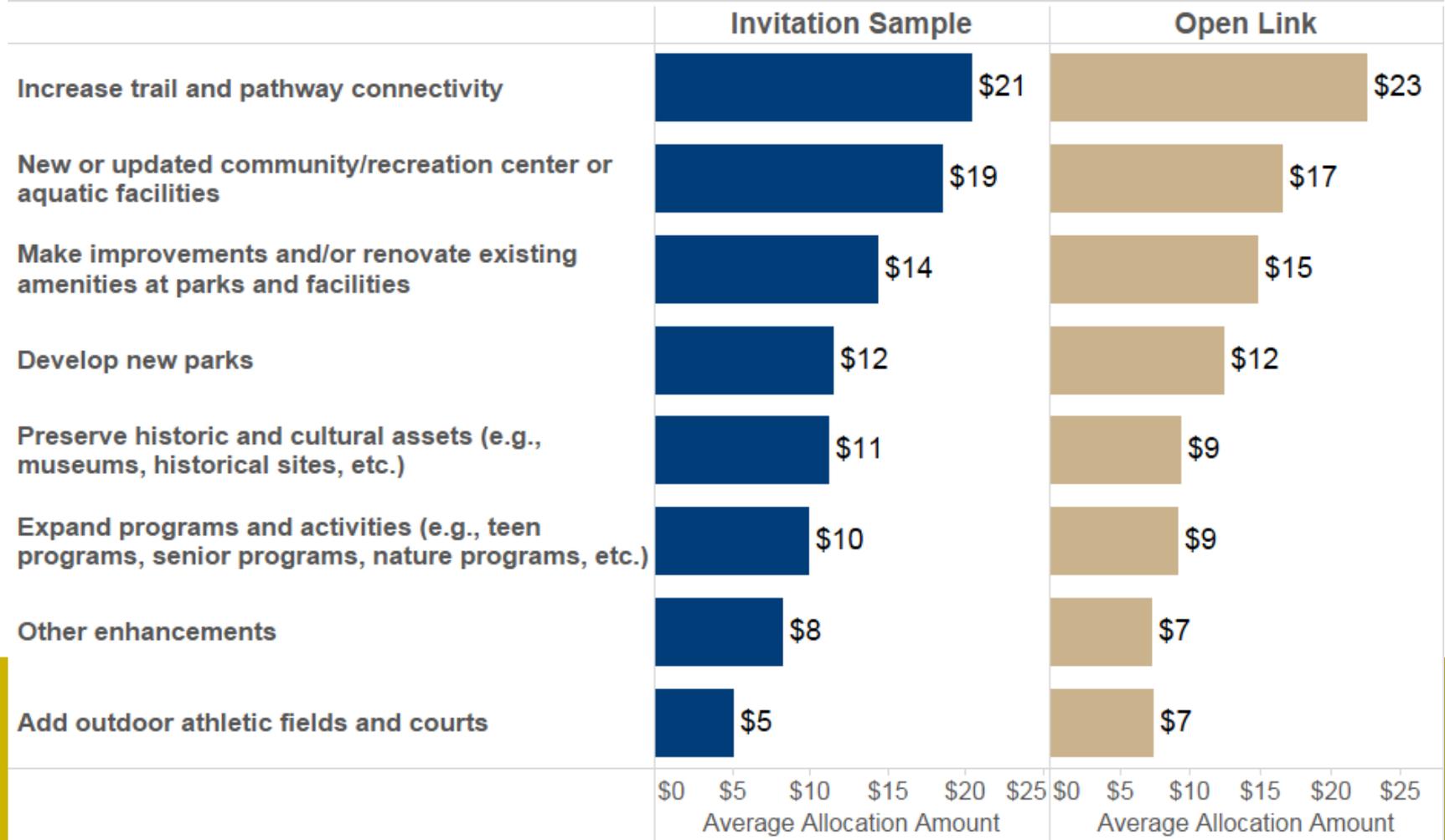
Invitation Sample

Open Link

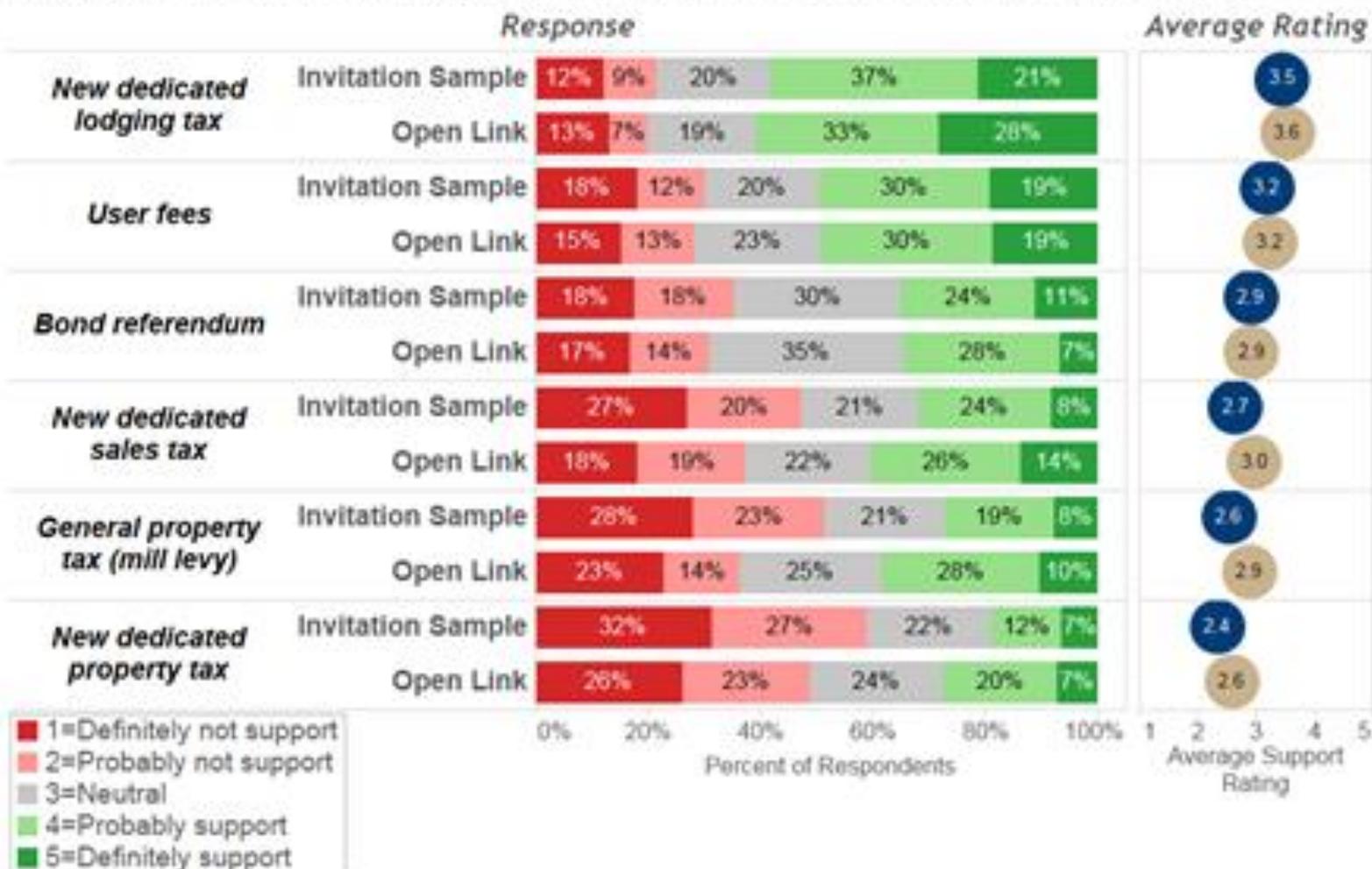


If you had \$100 to spend on parks and recreation facilities, services and/or programs, how would you allocate that \$100 across the following categories?

*Average Allocation Amount*



## Willingness to Support Funding Mechanisms for Golden Parks and Recreation Offerings



# SURVEY SUMMARY

- Familiarity with Current Facilities is Fairly Strong - 68 %  
familiar
- Open Space, Trails/Pathways, Parks, & the Community Center are Highly Important, Best Meet Needs, and are Most Frequently Used - 75% identified as important, and said these amenities are meeting the needs of Golden well
- These were also the top four most frequently used amenities/faciities

# SURVEY SUMMARY

- High Needs Met Ratings for All Amenities - listed facilities average needs met ratings of 3.5 or higher
- Strong satisfaction across the board with parks and recreation facilities
- Most Frequently Used Facility Used More than Once per Month - 88 % more than twelve times / year
- Facilities are Close By; Walking is Top Form of Transportation - 73 % walk, 42 % bike and 53 % drive
- Open Space and Trails/Pathways Top List of Future Priorities - 82 % and 77 % respectively identify as important needs to improve

# SURVEY SUMMARY

- Future Facilities to Add/Expand/Improve and to Benefit Health and Well-Being Very Similar - 57% new or updated community/recreation center or aquatic facilities and 45 % to add, expand, or improve; parallels health benefit
- Support Varies for Funding Mechanisms to Preserve Historical Sites - 58% support lodging tax
- Open Link Sample Differs due to Presence of Interest Groups, Different Demographic Profile - open link reveals presence of interest groups

# PUBLIC OUTREACH - FOCUS GROUPS

JULY 14, 2016



# FOCUS GROUP SUMMARY

42 individuals gave roughly 2 hours each **(84 hours)**

## Strengths:

- High level of community involvement, promote collaboration, diversity of programs
- High quality customer service
- Flexible, creative, and forward thinking
- Department grows organically with the community
- High maintenance standards
- Strong programs, especially aquatics/youth-toddler/access for outside users
- Variety of programming and facilities

# FOCUS GROUP SUMMARY

## Weaknesses:

- Special event congestion downtown
- Lack of trail connectivity/wayfinding signage
- Lack of rest room facilities in parks (Clear Creek White Water Park)
- Limited water access (indoor/outdoor)
- Website / program registration
- Support for history museum

## Additional programs:

- Middle school programming
- Age demographic gaps
- Higher investment in higher-volume user groups like biking
- Unstructured play opportunities
- Camps beyond the park/climbing wall
- Adventure travel/excursion programming

# FOCUS GROUP SUMMARY

## Partners and Stakeholders:

- Non-profit organizations
- Community/ service groups
- Advocacy groups
- Historic Preservation Board
- Colorado School of Mines
- Jeffco Open Space

## Top Priorities:

- New or updated community/recreation center or aquatic facilities \*
- Trails and pathways – needs to ensure safety, never use a roadway
- Open space/natural areas – needs new open space

# FOCUS GROUP SUMMARY

## Benefitting Health and Wellbeing:

- Develop partnerships for programming diversity
- Open trails and pathways

## Satisfaction with programs:

- 1 2 3 4 5

## Satisfaction with facilities:

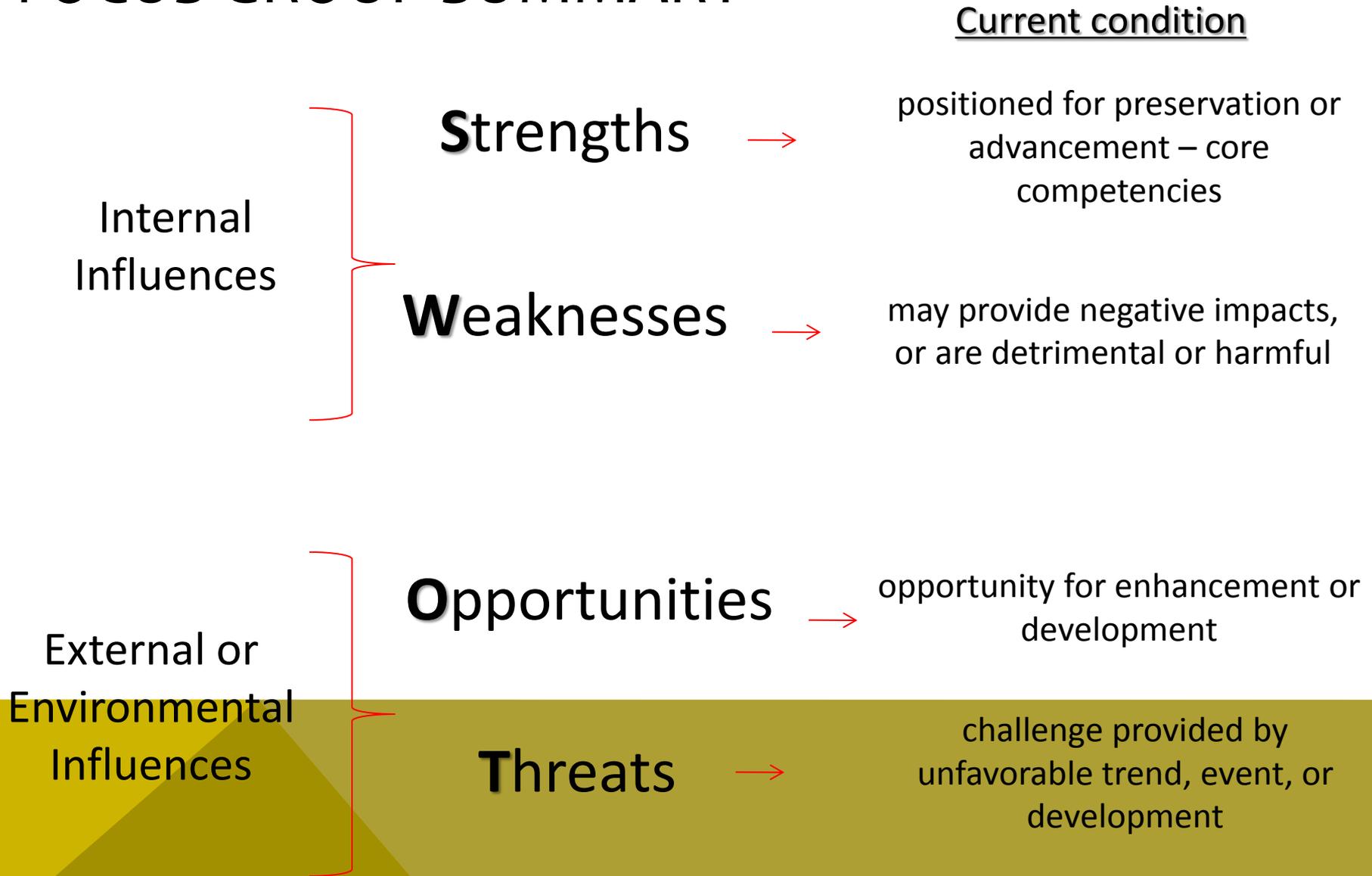
- 1 2 3 4 5

# SWOT ANALYSIS RESULTS

## AUGUST 2, 2016



# FOCUS GROUP SUMMARY



## Current condition

**Strengths** →

positioned for preservation or advancement – core competencies

Internal Influences

**Weaknesses** →

may provide negative impacts, or are detrimental or harmful

**Opportunities** →

opportunity for enhancement or development

External or Environmental Influences

**Threats** →

challenge provided by unfavorable trend, event, or development

# Performance Matrix

## Major Weakness/High Importance

- Aging infrastructure
- Missing trail connections
- Over-stretched staff

## Major Strength/High Importance

- Fast response time on trails
- Community involvement
- Customer service driven
- Variety in the service profile
- Customer retention
- Skilled/dynamic workforce
- Natural amenities
- High quality/maintenance standard
- Location to Denver
- Walkable community
- Accredited agency (CAPRA)
- Small town, Lives large
- Good reputation
- Consistency across services



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- Lack of demographic diversity
- User conflicts on trails
- Marketing efforts for parks and recreation
- Inter/intra-department communication
- Community entitlement from SIGs
- Inconsistent funding in professional development

- Professional development opportunities
- Teamwork with other departments

## Minor Weakness/Medium Importance

WEAKNESSES

## Minor Strength/Medium Importance

STRENGTHS

# Opportunity Matrix

**Highly Attractive/ Low Probability of Success**

- Para-gliding
- Transportation programs for tubers

**Highly Attractive/ High Probability of Success**

- Beer history museum
- Larger pool area (lap lanes)
- Pickleball
- Stand up paddle boarding/ other water sports
- Dog-centric opportunities
- Peak to Plains trail
- Disc golf
- Partnerships outside of Golden
- Clear Creek master plan
- Seasonal and PT staff training

- Outdoor shooting range
- Partnership with Mountaineering Center
- Partnerships for adventure programming
- Continued awareness of city limits (annexation/URA)

- Tube/ water recreation rentals
- Rock climbing
- Grampsas Sports redesign

Lower Attractiveness/Low Probability of Success

LOW

Lower Attractiveness/ High Probability of Success

PROBABILITY OF SUCCESS

HIGH

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# Threat Matrix

Highly Serious/Low Probability of Occurrence

- No investment into aging infrastructure
- Available tax money

Highly Serious/High Probability of Occurrence

- Alternative/ outside service providers
- Tubing (unmanaged)
- General overuse of the system
- EAB/ecological threats
- Homeless/transient population
- Not enough parking
- Lawsuits
- Attracting and retaining quality staff
- Golden losing identity
- Enforceable rules and regulations

- Private competition
- E 470 Beltway expansion

- Parks used for profit/ unauthorized SIGs
- System built out
- Playing under the influence
- Vandalism



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Low Seriousness/Low Probability of Occurrence

Low Seriousness/High Probability of Occurrence

LOW

PROBABILITY OF OCCURRENCE

HIGH

INVENTORY / LEVEL OF SERVICE ANALYSIS  
AUGUST, 2016

# GOLDEN INVENTORY OF AMENITIES

- **25 park/sports sites**
  - Neighborhood Park 9
  - Pocket Park 4
  - Community Park 2
  - Sports Complex 3
  - Special Purpose 5
  - Natural Area 1
  - Private Park 1
- **565 acres**
- **24 miles of trails**
- **Golden Community Center**
- **Clear Creek White Water Park**
- **Splash Water Park**
- **Golden History Museums**
- **Fossil Trace Golf Course**



Providing democratic systems of public parks to address health and social ills began almost 200 years ago. The health imperative is greater than ever today.



Providing democratic systems of public parks to address health and social ills began almost 200 years ago. The health imperative is greater than ever today.



**How does Golden's park system address this need?**

*The latest research shows that health benefits from park visits depend upon:*

- Frequency
- Duration
- Intensity



**Which one provides a healthier “dose” of fun?**

# GOLDEN PARKS AND RECREATION AMENITIES



## GRASP® Atlas

Initial Inventory Date:

Beverly Heights Park

ID0624

**31.2** Total Neighborhood  
GRASP® Score

**31.2** Total Community  
GRASP® Score

Approximate Park Acreage:

3.5

Owner:

Golden

### Modifiers with Scores

				Design and Ambiance
Drinking Fountains	2	Shade	2	2
Seating	2	Trail Connection	0	
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	2	
Security Lighting	0	Seasonal Plantings	2	
Bike Parking	0	Ornamental Plantings	0	
Restrooms	1	Picnic Tables	2	

### General Comments

### Components with Score

MAPID	Component	Quantity	Neighborhood Score	Lights	Comments
ID0624	PARCEL	1	2		
113	Open Turf	1	2		
112	Educational Experience	1	2		Interpretive signage in shelter.
111	Loop Walk	1	2		
110	Playground, Local	1	3		
109	Shelter, Small	1	2		

Golden's parks were evaluated for factors that affect visitor use and experience.

**Each park and feature was individually assessed**



**Dog Park = 1**

Among the factors assessed was an energy expenditure rating based upon recent research



**Local Playground = 2**



**Trails = 3**



**Large Rectangle = 3**

**Energy Expenditure or “EE Value”**

By combining EE Values with factors that affect visitor use and experience, each individual feature in a Golden park ends up with its own computed value for its contribution to health and well-being:



14.4



19.2



38.4



38.4



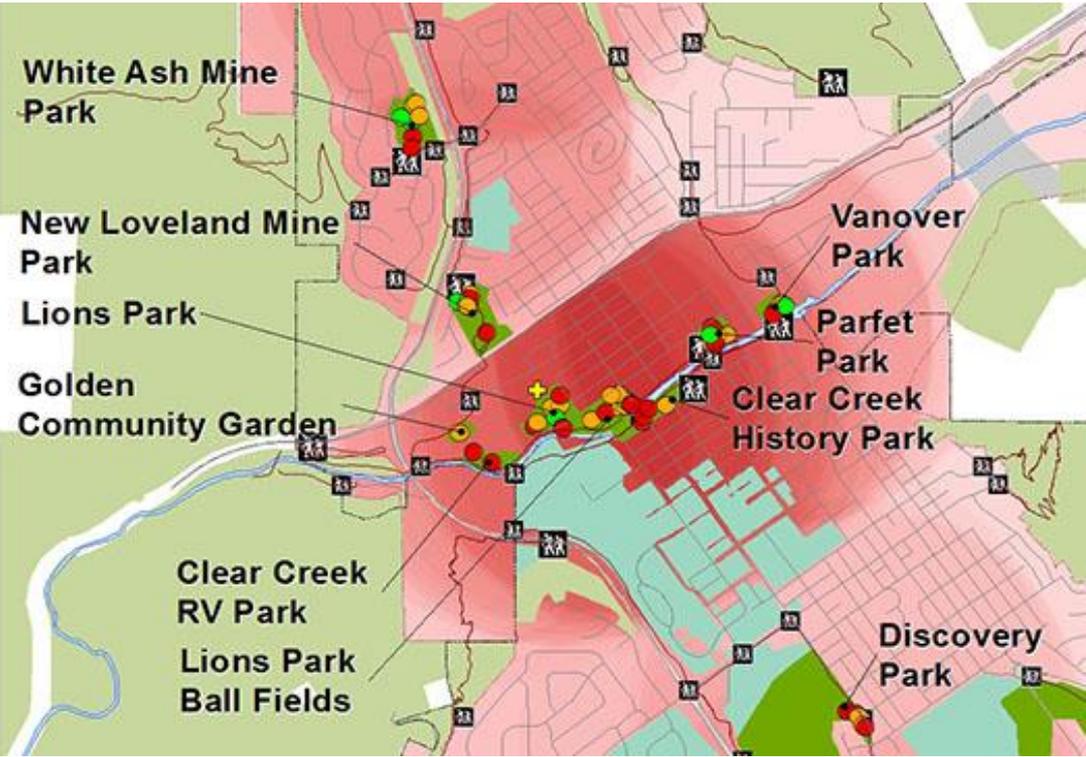
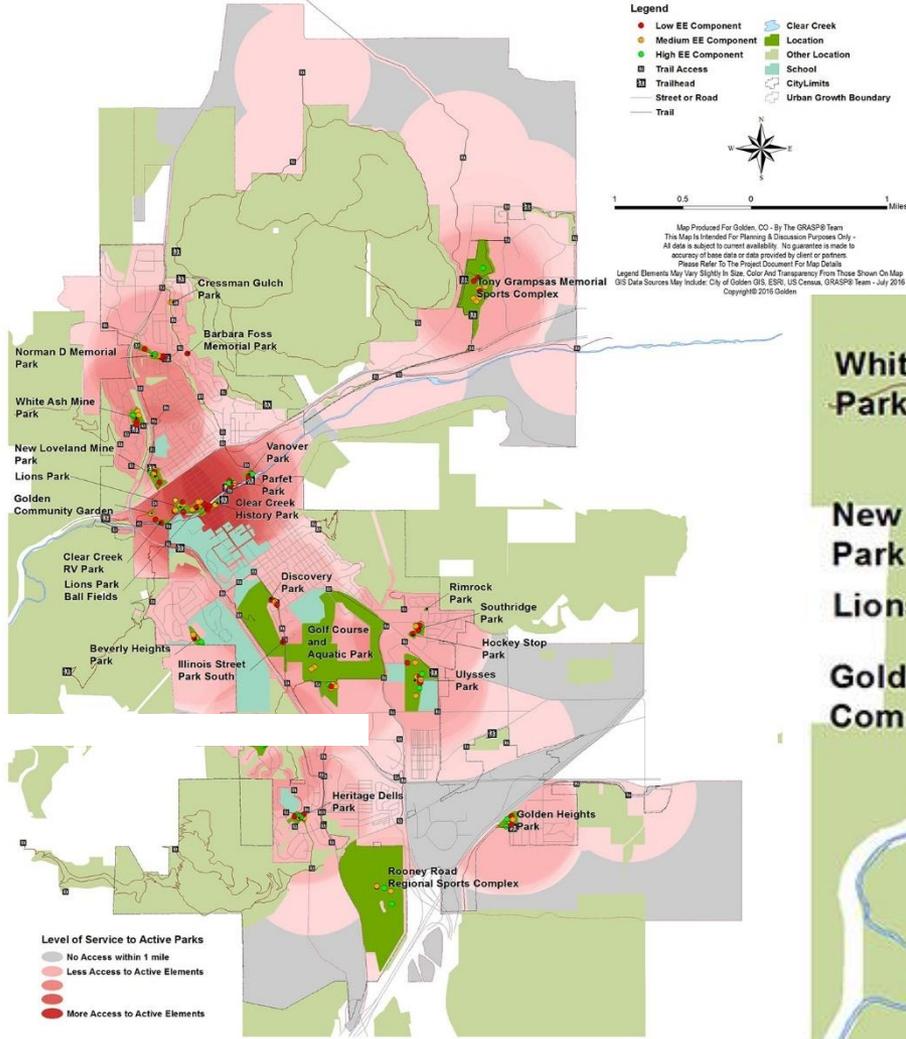
14.4



4.8

**GRASP® Active = quality of components and their EE value**





Darker shades indicate more components, higher quality components and higher EE components...



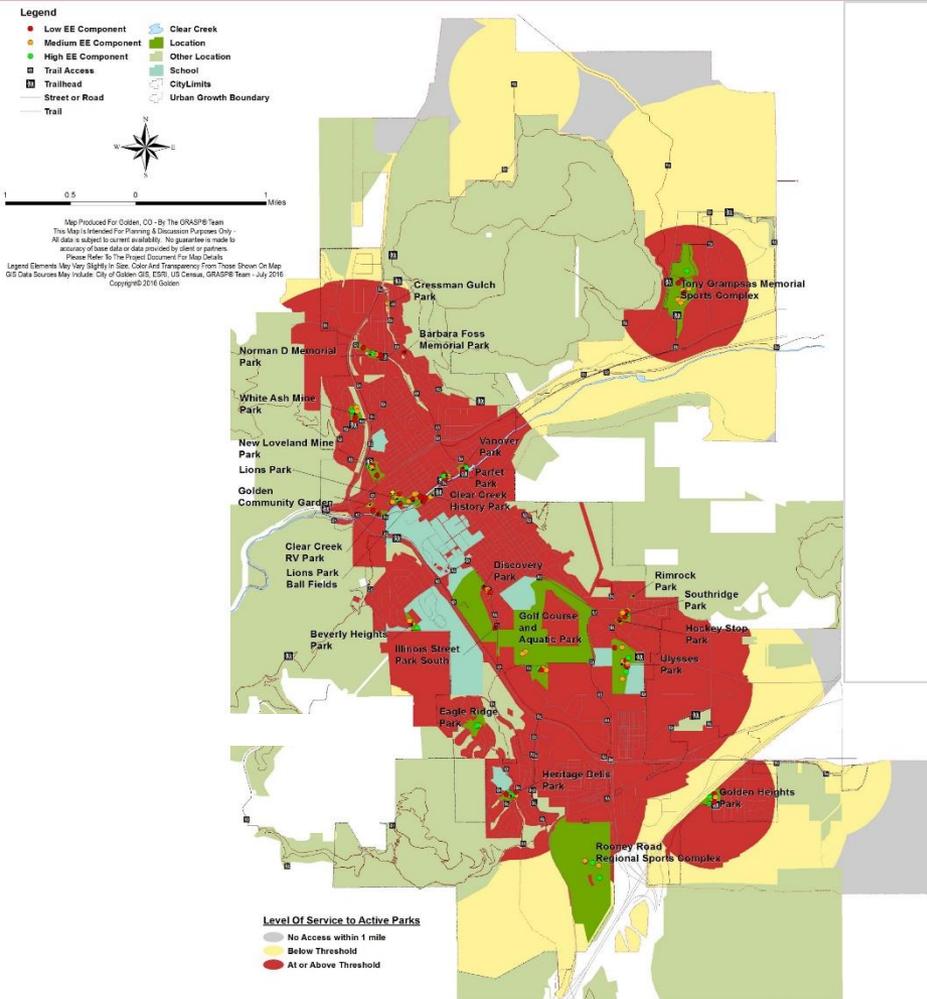
# Southridge Park

GIS Acres: 3.5

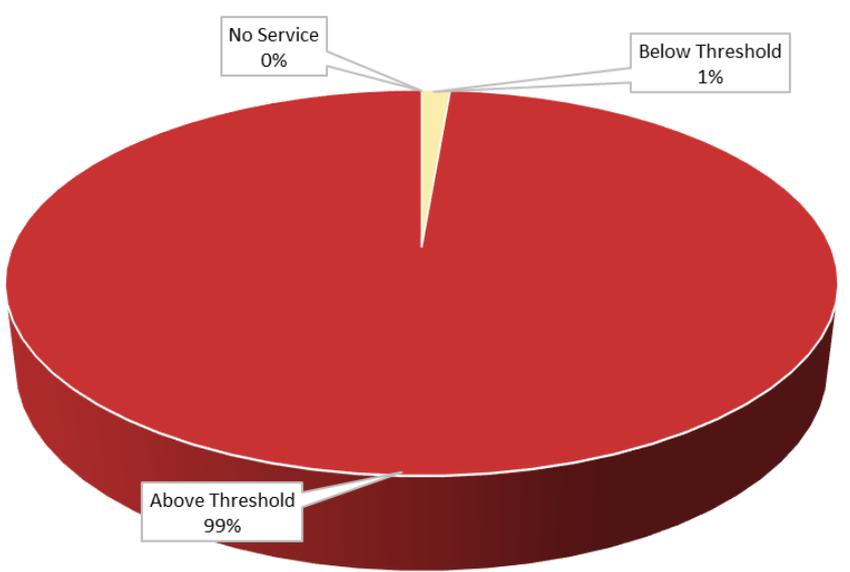
- INDOOR\_FACILITIES
- Trail
- Component
- Trail Access
- Trailhead
- Location
- School
- Other Location



Most similar to Southridge Park



## Total Golden Population CY



## Average Household Income

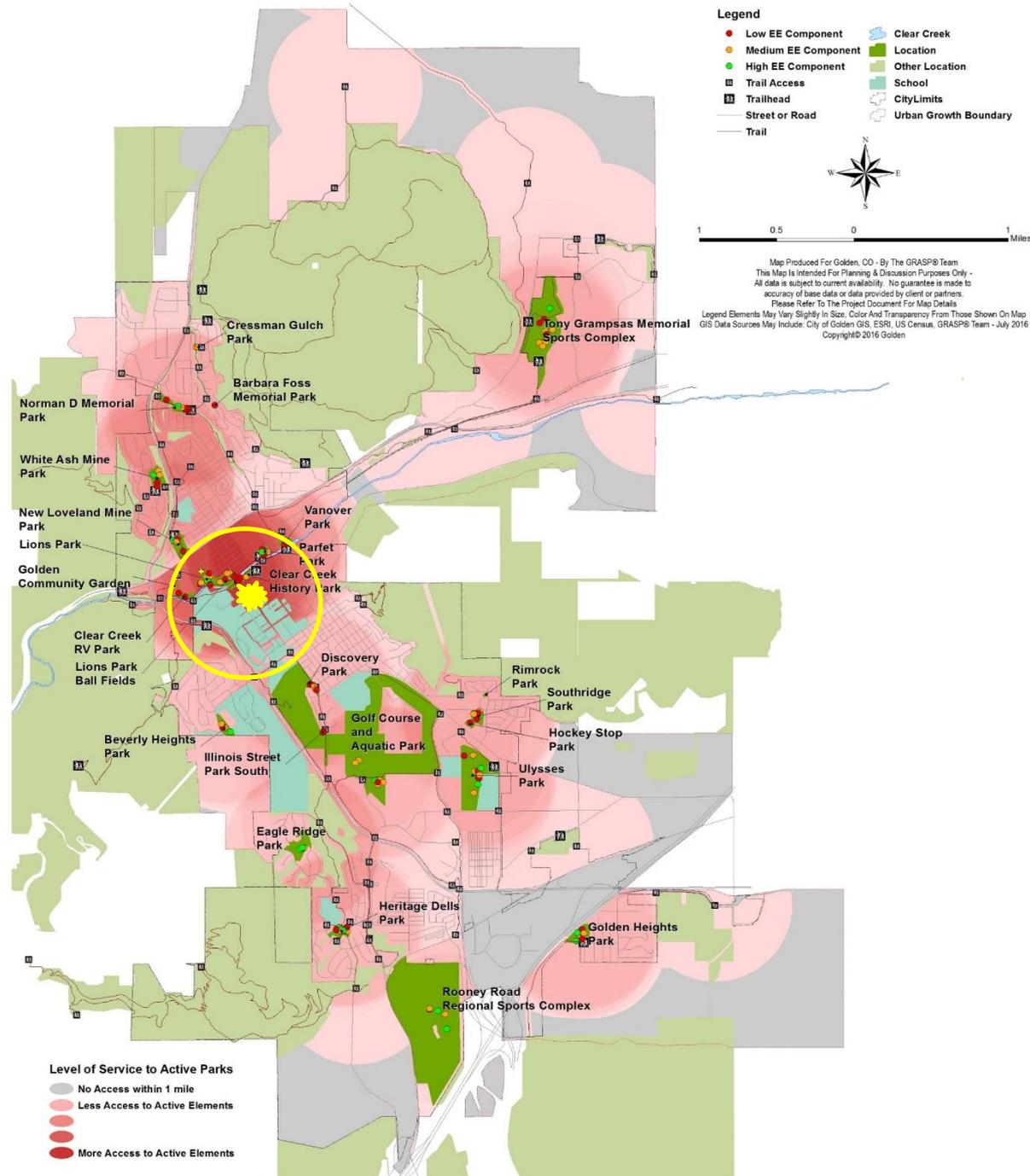


A "Threshold" or Gap Analysis looks at where the LOS is above or below...



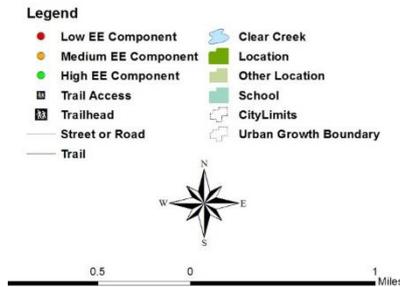
Pretty typical.... If I have a car, I have access to a pretty high level of service...

# What if walking is my access?



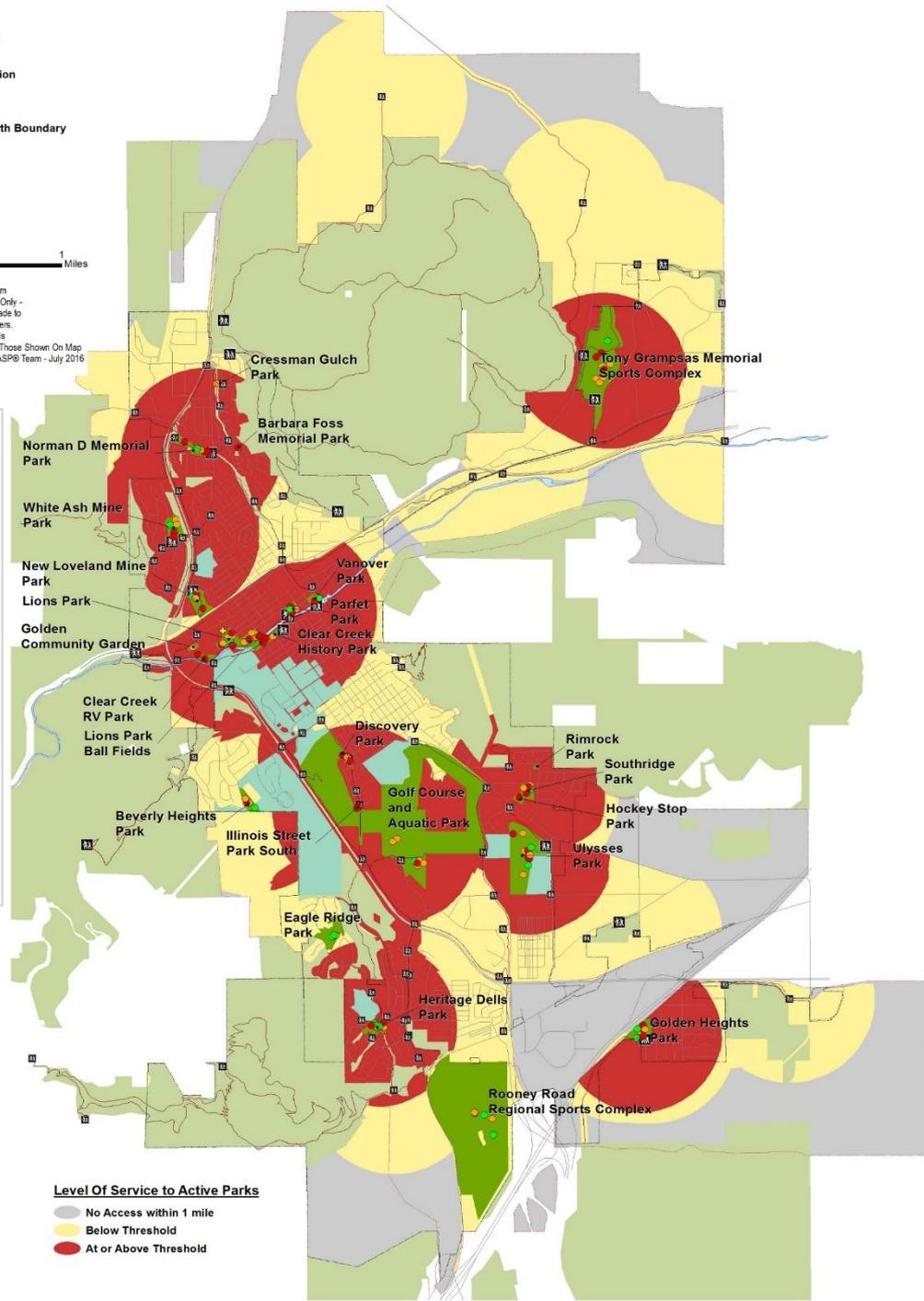
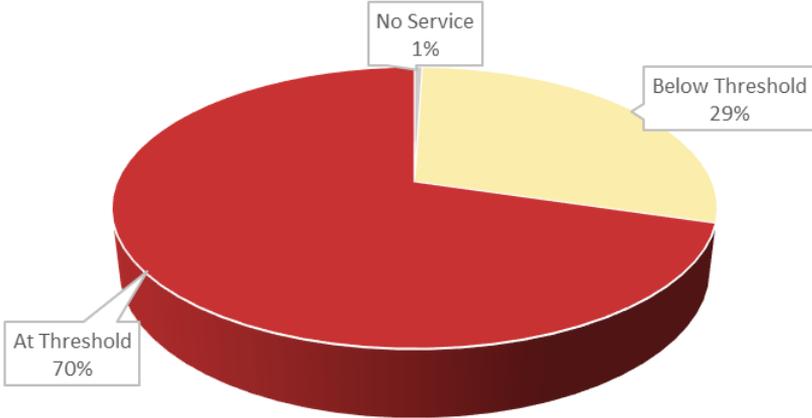
If I live here in the darkest red point, I can walk to:

- 8 Parks and the Recreation Center
- 37 Components
- 4 Trailheads
- 8 Trail Access Points
- School of Mines
- 2 Open Space Parcels



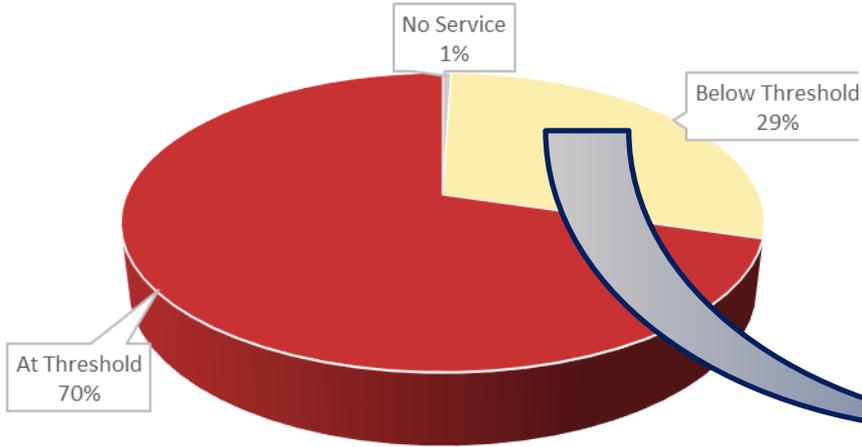
Map Produced For Golden, CO - By The GRASP® Team  
 This Map Is Intended For Planning & Discussion Purposes Only -  
 All data is subject to current availability. No guarantee is made to  
 accuracy of base data or data provided by client or partners.  
 Please Refer To The Project Document For Map Details  
 Legend Elements May Vary Slightly In Size, Color And Transparency From Those Shown On Map  
 3IS Data Sources May Include: City of Golden GIS, ESRI, US Census, GRASP® Team - July 2016  
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### Population with Walkable Access

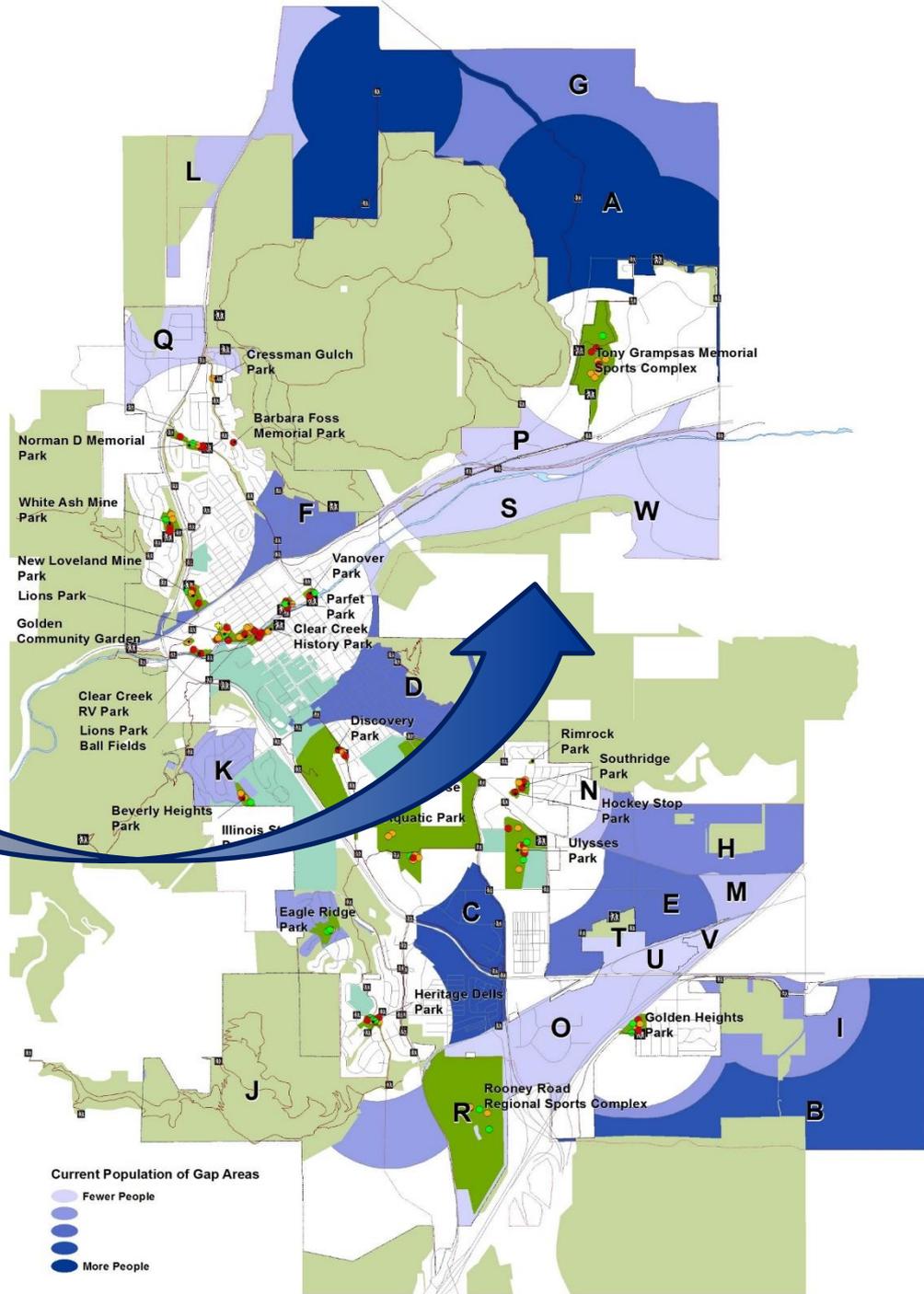


We see many more gaps in walkability....

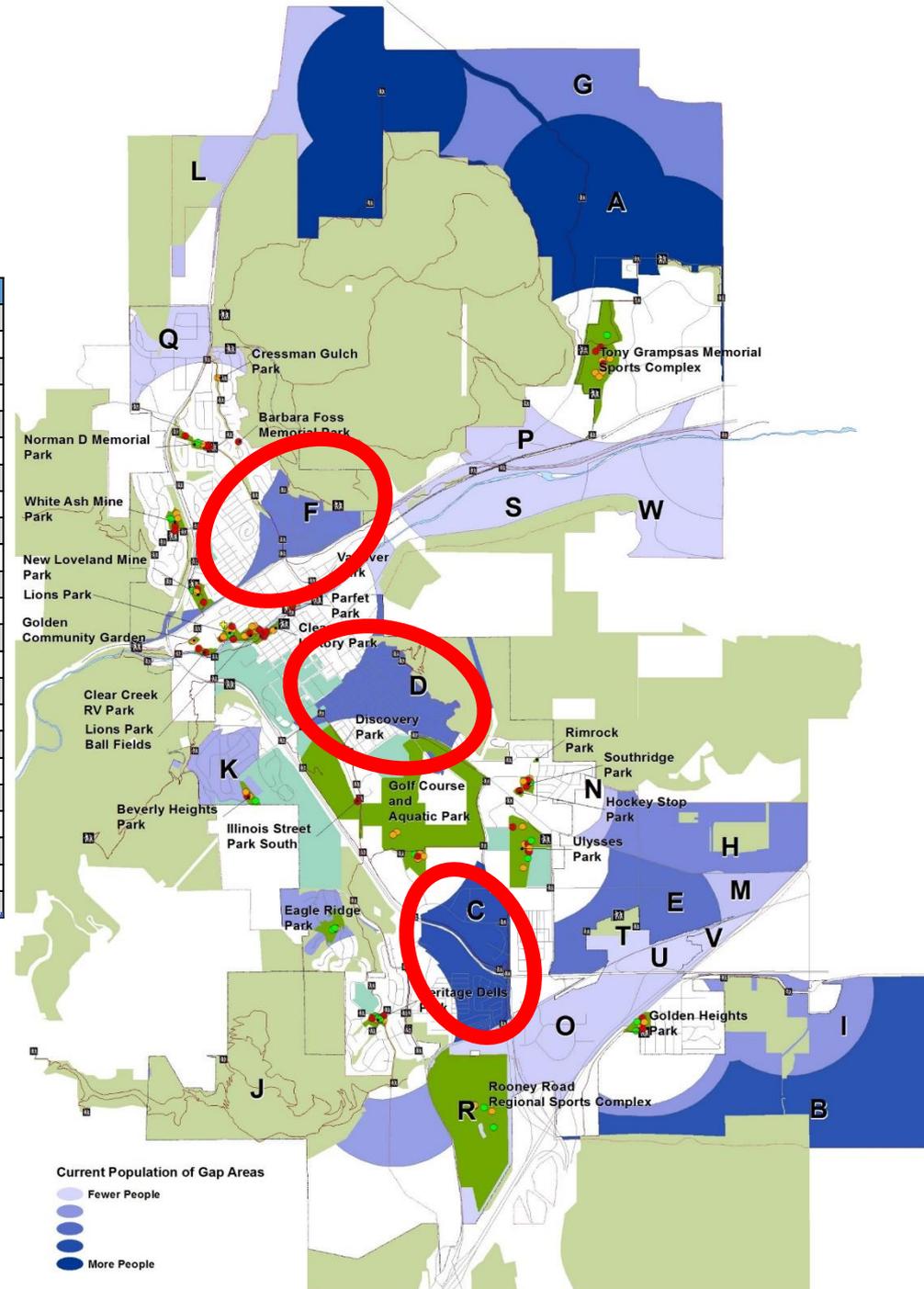
### Population with Walkable Access



Lets look closer at the 29%....



Area Label	Current Service	2016 Population	Average Household Income	City vs UGB
A	Below Threshold	3071	124556	UGB
B	No Service	2195	123148	UGB
C	Below Threshold	2124	54134	GOLDEN
D	Below Threshold	1431	78171	GOLDEN
E	Below Threshold	1422	48680	UGB
F	Below Threshold	1171	127597	GOLDEN
G	No Service	1099	136729	UGB
H	No Service	1054	76594	UGB
I	Below Threshold	795	119891	UGB
J	Below Threshold	697	169784	GOLDEN
K	Below Threshold	451	110909	GOLDEN
L	No Service	259	132736	UGB
M	No Service	239	55953	UGB
N	Below Threshold	232	62414	UGB
O	No Service	91	50456	GOLDEN
P	Below Threshold	59	138790	UGB
Q	Below Threshold	42	145890	GOLDEN
R	Below Threshold	40	50142	GOLDEN
S	Below Threshold	28	106443	UGB
T	Below Threshold	11	44826	GOLDEN
U	No Service	10	44827	GOLDEN
V	No Service	10	44826	UGB
W	No Service	2	99902	UGB



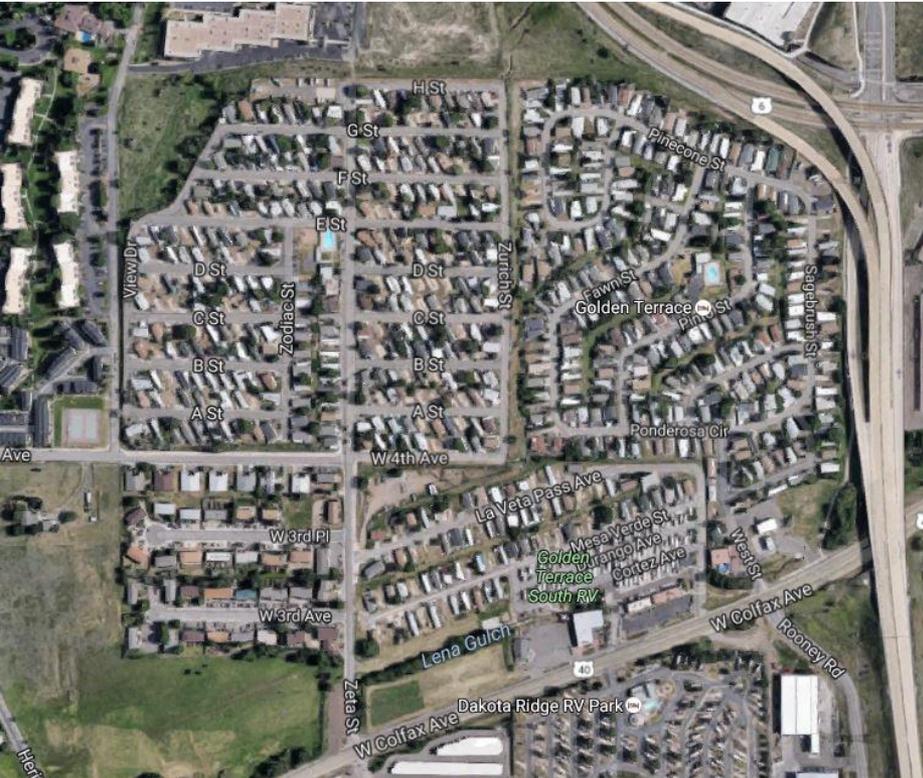
3 possible gap areas within Golden City Limits

So what does this mean?

How can we use this information?

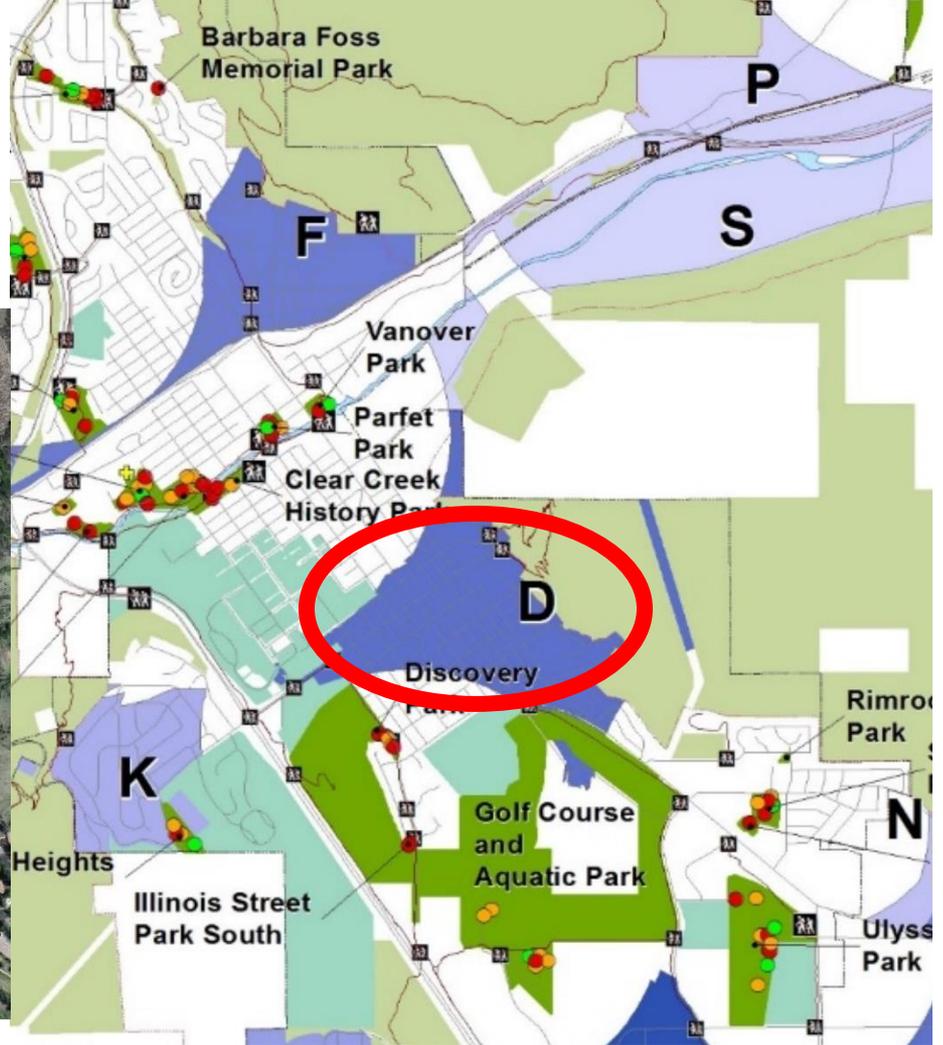
Do we need more information?





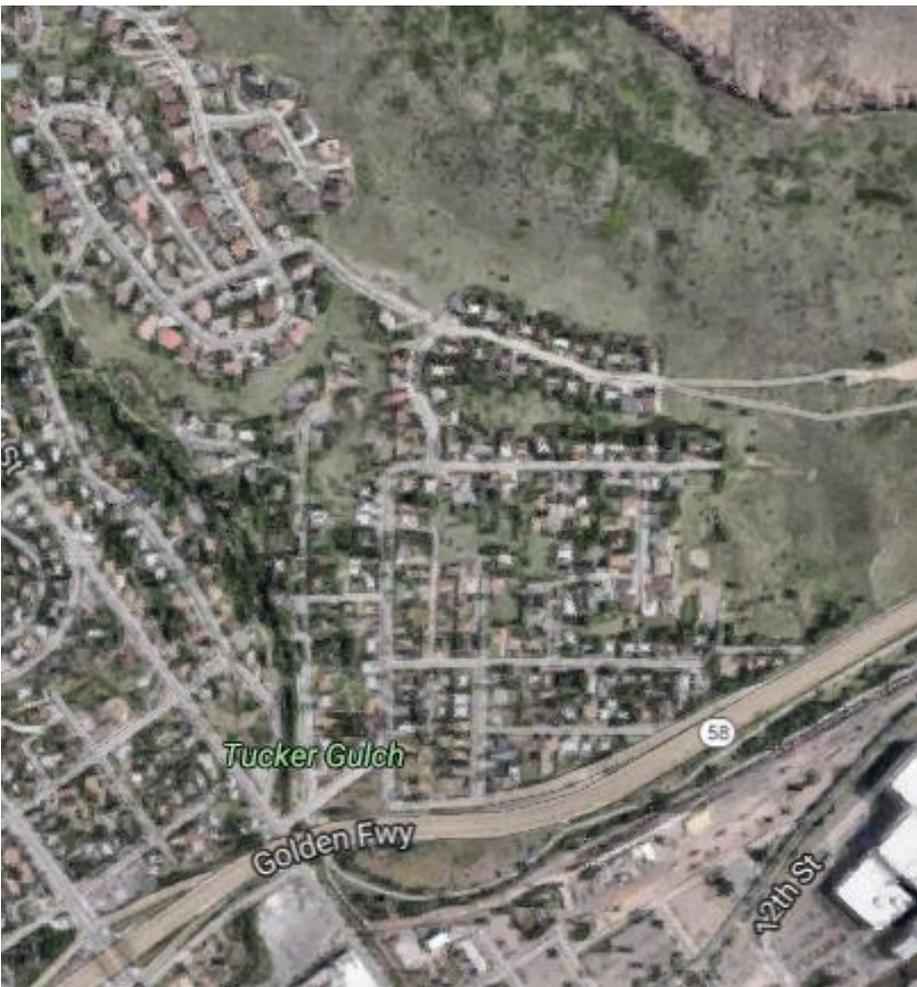
Area C = 2,134 residents, average household income of \$54,134

Based on aerial photography: Mobile home park with few recreation amenities?



Area D = 1,431 residents, average household income of \$78,171

Based on aerial photography: Mostly single family and some commercial with no additional recreation amenities?



Area F = 1,171 residents, average household income of \$127,597

Based on aerial photography: Mostly single family houses with no additional recreation amenities but separated from very high service area by pedestrian barrier?

What can we learn from this?

Where do we go from here?

**Visioning . . . .**



# THEMES TO PURSUE FOR VISIONING

## Programs:

- Adventure opportunities
- Partnerships; health based organizations
- Special events

## Amenities:

- Open space
- Signature park
- Aquatics
- Trail connections and wayfinding
- “EE” components for wellness

## Organization:

- Marketing strategies, branding for wellness
- Website interaction

## Financial:

- Sponsorships, Partnerships
- Cost Recovery
- Dedicated funding

# Thank you for your time!

Next steps:

- Visioning Workshop (8/17)
- Draft Recommendations Presentation
- Draft & Final Plan



Time for  
discussion and  
questions...

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