



# PLAY Now

# Build Our FUTURE

City of Commerce City, CO  
Parks, Recreation, and Golf Master Plan

Findings and Visioning Presentation

March 2024



# Master Planning Process – General Schedule

## 4 Stages of Public Engagement



**Strategic Kick Off**

- Critical Success Factors
- Key focus areas
- Meeting schedule
- Identification of Key Stakeholders
- Gathering of All Relevant Documents
- Briefing with Decision Makers



July

**1 Information Gathering**

- **Needs Assessment**
  - Staff
  - Stakeholders
  - Public Meetings
  - Focus Groups
  - Interviews
  - Surveys
  - Online Engagement
- **Inventory**
  - All Assets
  - All Program Locations
  - Other Providers
- **Level of Service Analysis**
  - GIS Component-Based Mapping
  - Quality, Quantity, Functionality
- **Community Profile**
  - Historical & Planning Context
  - Demographics
- **Trends**



July - Oct

**2 Findings & Visioning**

- **Presentation/Feedback Sessions**
  - Staff
  - Stakeholders
  - Decision Makers
- **What We Have Discovered**
- **Key Issues Matrix**
- **Key Ideas and Themes**
- **Analysis**
  - Programming
  - Operations
  - Maintenance
  - Marketing & Communications
  - Financial Resources



Nov - Jan

**3 Draft Recommendations**

- **Summary Findings**
- **Strategies**
  - Long-Term Vision
  - Short-Term Action
- **Implications**
  - Financial
  - Operational
  - Maintenance
- **Recommendations**
- **Action Plan**
  - Tasks
  - Timing
  - Costs
- **Review & Revisions**




April 2024

May 2024

**4 Final Plan**

- **Review**
  - Staff
  - Public
  - Decision Makers
- **Distribute/Post**



**Implementation**

- Action Plan
- Annual Review



Typically our Strategic/Master Plans include a 5-year focus on operations, 10-year focus on capital, and 20 year strategic vision. Other elements and tools are added as needed for a community-specific plan.

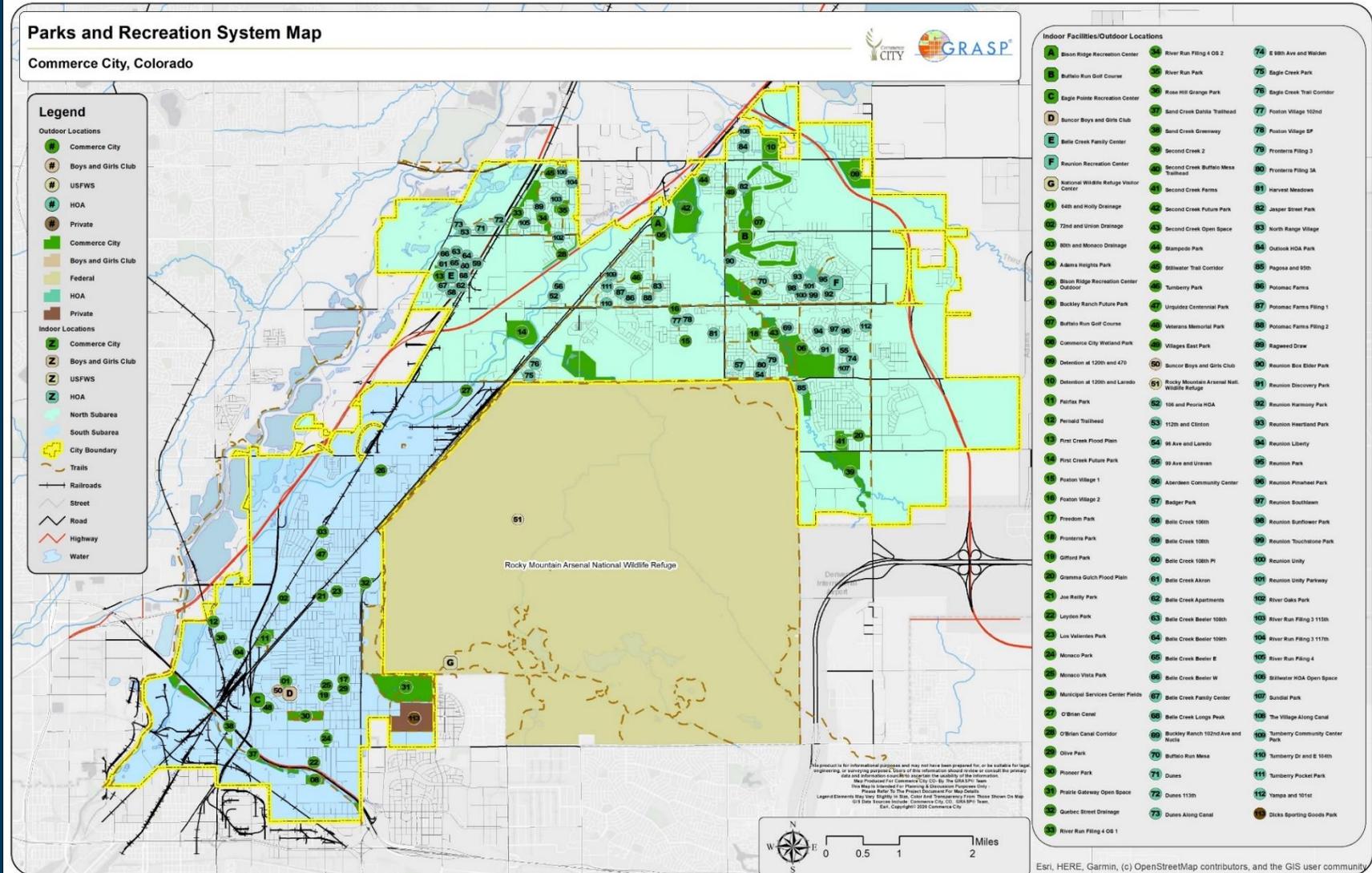


**Findings Only!  
No decisions  
have been  
made.**

**We want  
your input!**

# Alignment with other Plans and Efforts

- ▲ Updated GIS Inventory
- ▲ City Comprehensive Plan update
- ▲ Strategic Plan updates
- ▲ Transportation Plan update
- ▲ Trails Plan
- ▲ Various partnered site redevelopments
- ▲ North and Core (S) Portions of the City



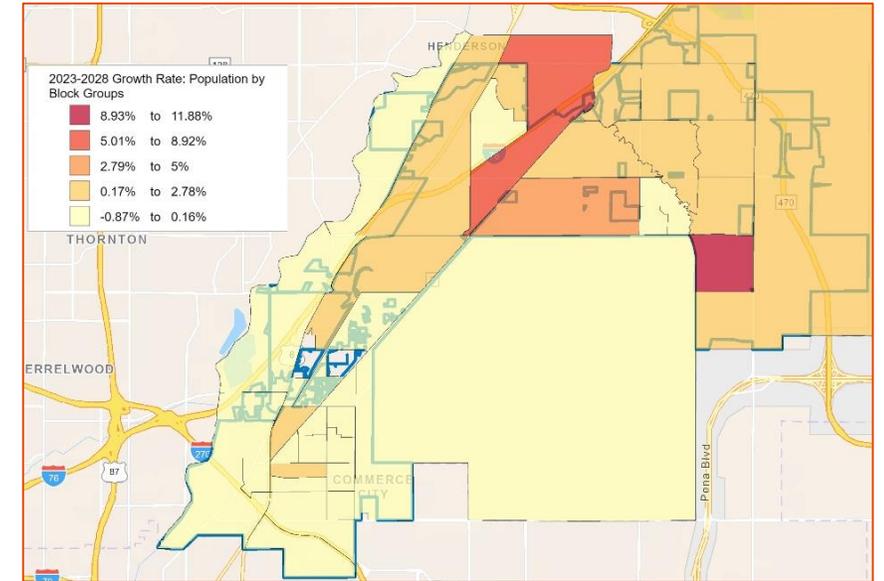
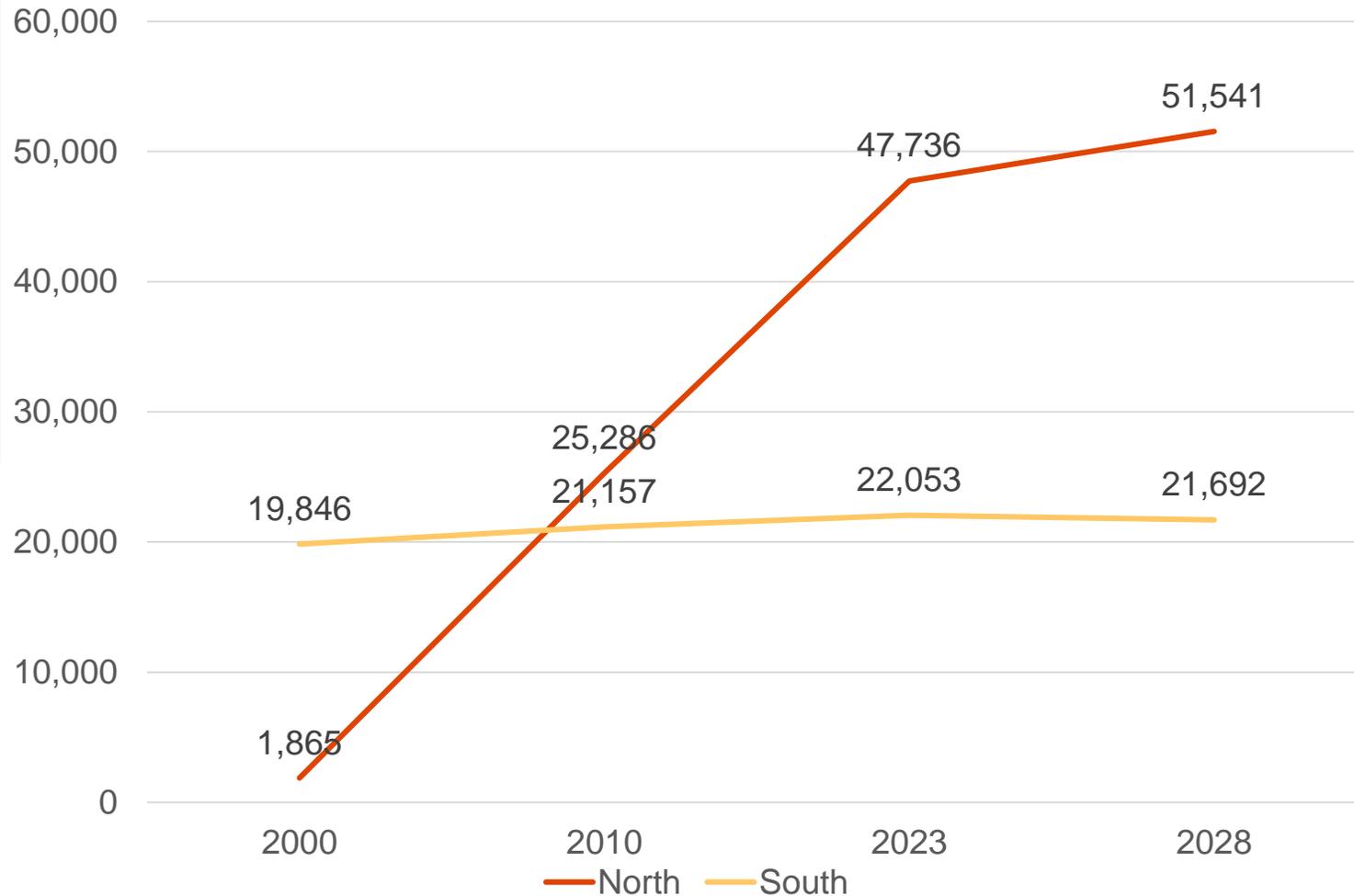
# Demographics - Population

2023 – just under 70,000

North growing faster than South area

Buildout ~ 150,000

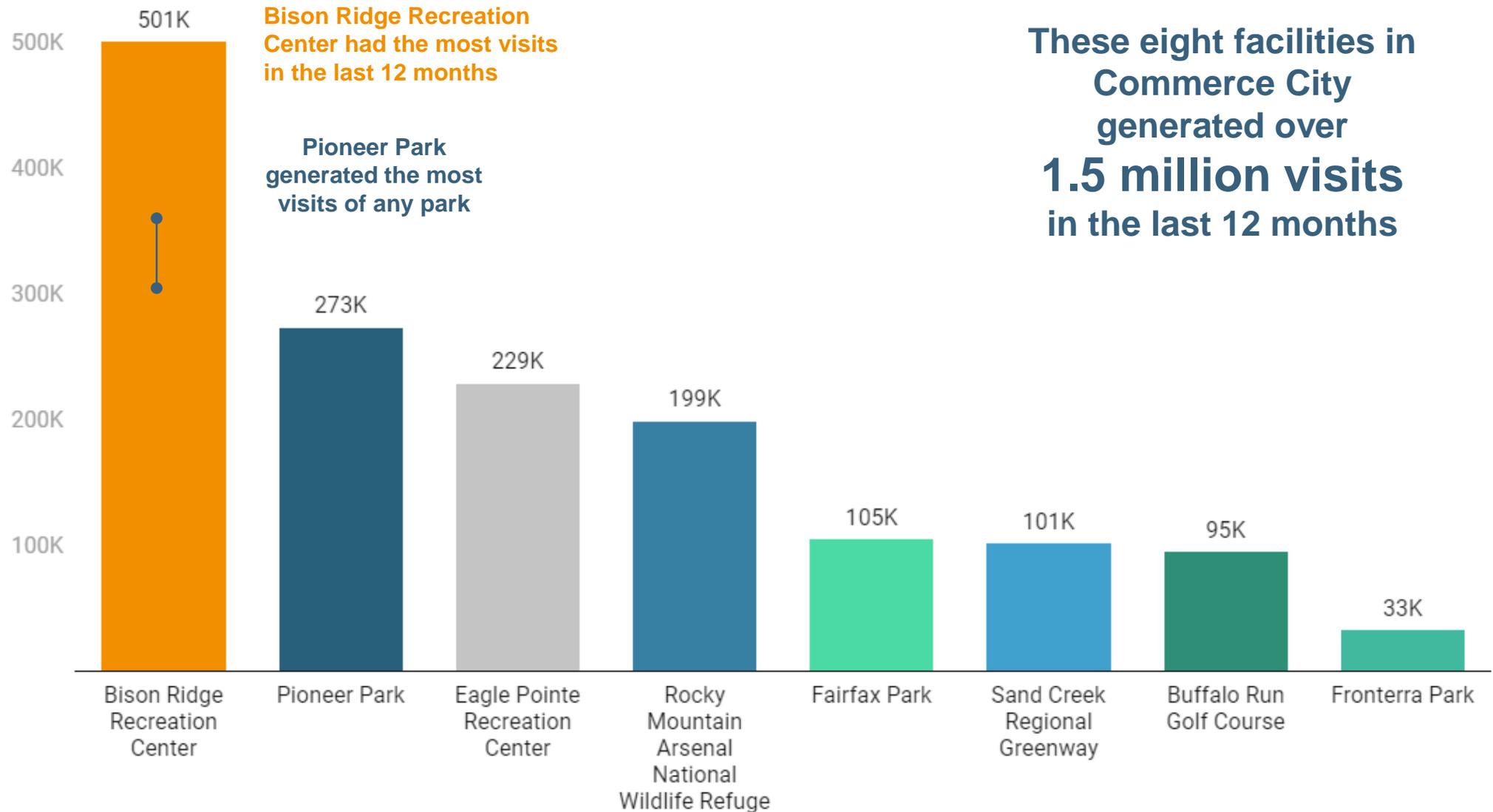
Growth rate slowing ~ .61%



**The South Subarea in Commerce City has seen minimal growth in the past two decades**

# Placer AI – Aggregated Cell Phone Data Analysis

## Overall Visits Across Commerce City Parks & Facilities (Last 12 Months)



# Information Gathering – Broad Community Engagement



It would be great to have a dog park in Reunion for the amount of dogs I see being walked around the park. A local splash pad around Reunion would be great. Pickleball and tennis courts would be an awesome addition.

Outdoor swimming lessons in summer would be a great addition, more splash pads, and more toddler activities like mommy and me workout would be great.

Join the discussion (1)

Parks and Open Spaces | 7 days ago | Like | Dislike

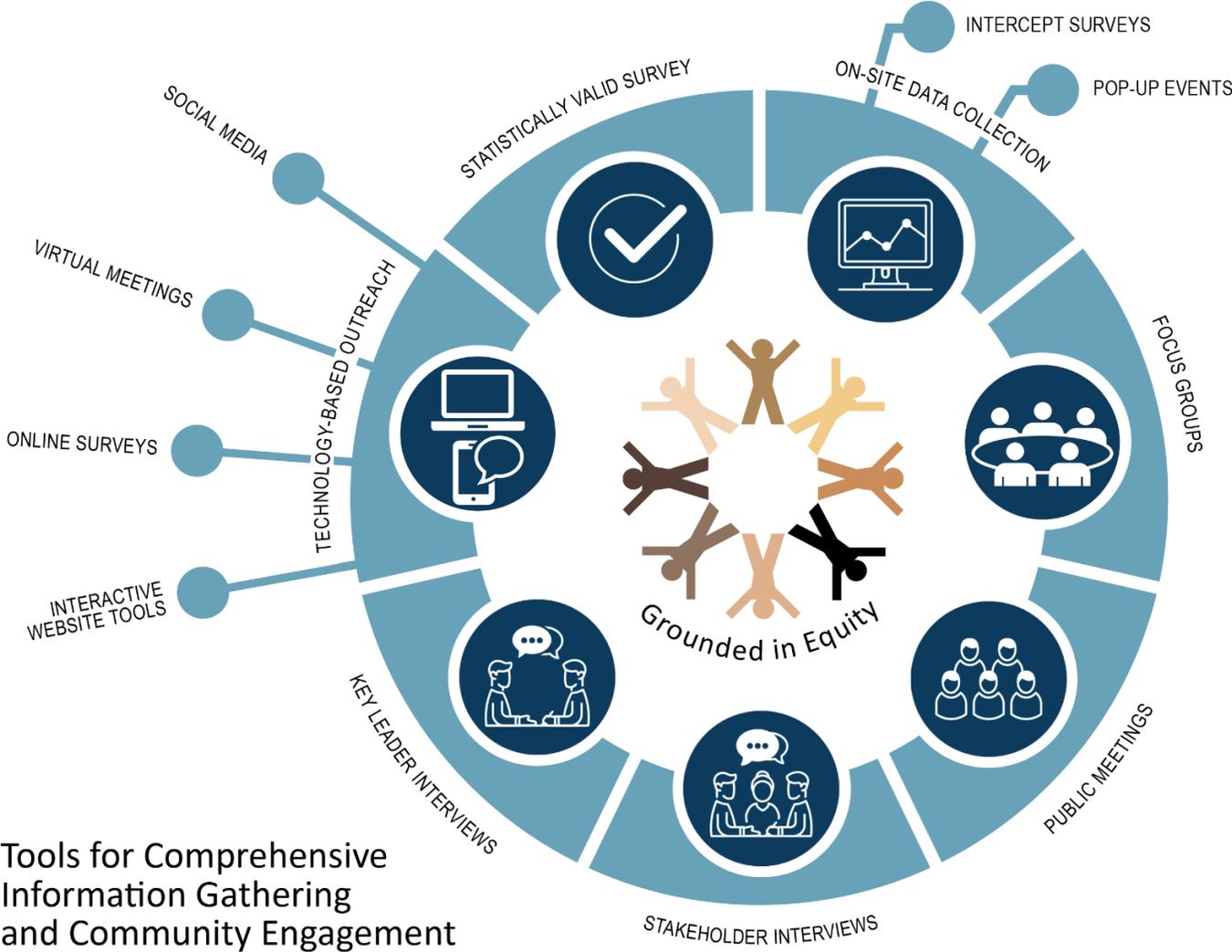
Start a discussion

Recreation Programs and Events | 8 days ago

Like | Dislike

Another rec center with more classes offered for the community, such as gymnastics dance, possibly a combination of family exercise classes for all ages per more cultural events from different organizers within the city to come and present

I love having a golf course up here and would love to see another golf course built by one of the developers



Tools for Comprehensive Information Gathering and Community Engagement

# Public Engagement by the Numbers



## 61,798 Documented Points of Contact

Outreach Method	Points of Contact
Dot-ocracy Votes	3,922
Discovery Interviews	660
Statistically Valid Survey	407
Website Visits	1,266
Social Media Posts	9,811
Emails (Comms Team)	5,882
Direct Mail Postcard	18,424
Facility Comment Cards	41
Golf Survey	2,961
City Newsletter	18,424
<b>TOTAL</b>	<b>61,798</b>



# Social Pinpoint

## Online Engagement by the Numbers

4,135 Site Visits

1,351 Unique Users

118 Ideas Wall Comments

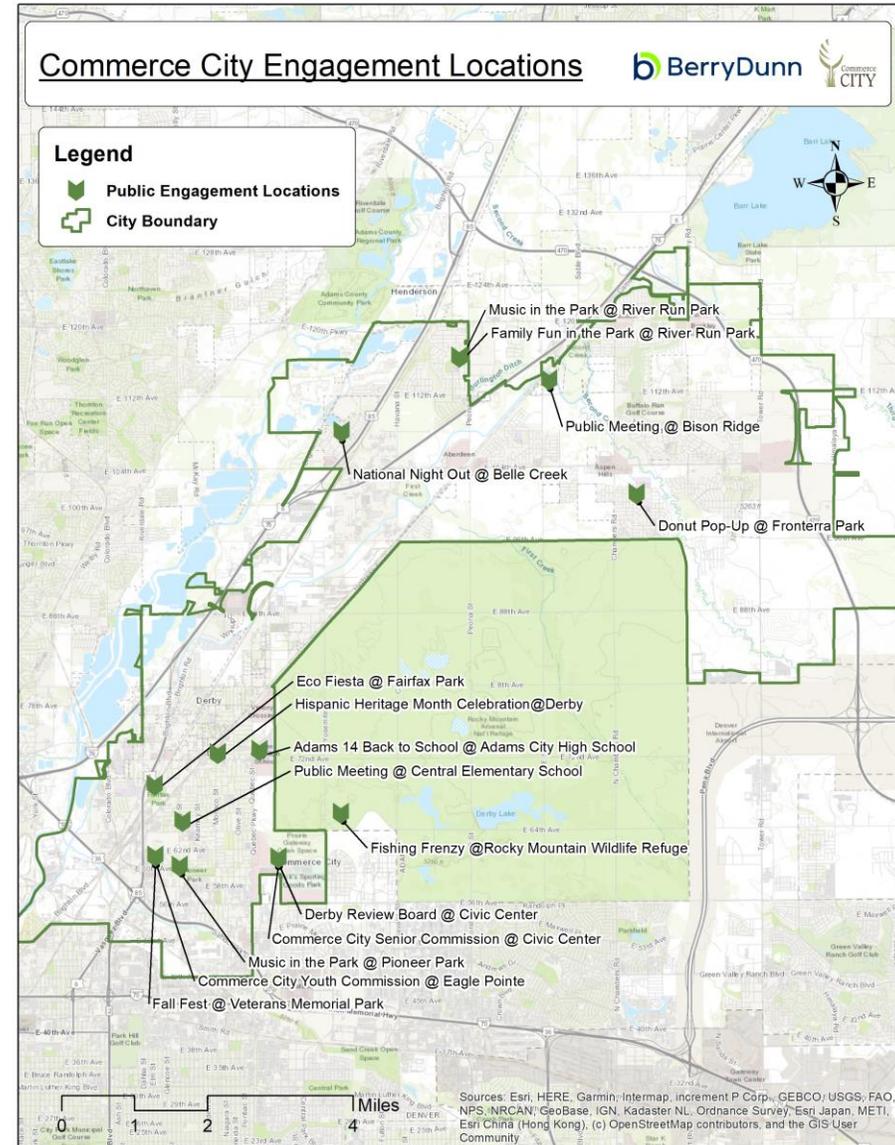
124 Budget Responses

206 Map Comments

- ▲ 12 locations
- ▲ 3,922 Points of Contact



# Pop-up Events – Dot-ocracy





# Summary of Top Priorities (Public Engagement)

## Needed facilities:

- ▲ Shaded Areas
- ▲ Aquatics (Programs and Facilities)
- ▲ Cultural Arts (Programs/Facilities)
- ▲ Special Events
- ▲ Community Gardens
- ▲ Trails/Connectivity
- ▲ Dog Parks
- ▲ Restrooms (preferably plumbed)
- ▲ Pickleball Courts
- ▲ Nature Programs
- ▲ Adventure Playgrounds

## Statistically-Valid Survey

- ▲ Goal was to collect a minimum of 400 completed surveys from residents.
- ▲ **407 completed surveys** collected.
- ▲ The overall results for the sample of 407 households has a precision of at least **+/-4.8 at the 95% level of confidence.**



**2023**

**Commerce City, CO**

**Parks, Recreation, and Golf Master Plan Survey**

**Findings Report**



# Statistically-Valid Survey

## Facility/Amenities NEEDS and PRIORITIES

1. Shade areas within parks and around facilities
2. Community gardens
3. Water recreation
4. Art, history, cultural spaces

## Facilities/Amenities IMPORTANCE

1. Trails
2. Indoor pools
3. Dog parks
4. Outdoor swimming areas

## Top Priorities for Programs/Activities

1. Community Events
2. Adult Fitness and Wellness
3. Canoeing/Kayaking/SUP
4. Stage Performances
5. Arts and Cultural Programs
6. Pet-friendly Programming
7. Winter Recreation Programs
8. Pickleball Programs



# Inventory, Levels of Service, and Equity Analysis

Which areas in the City (geographic or market segments) are underserved?

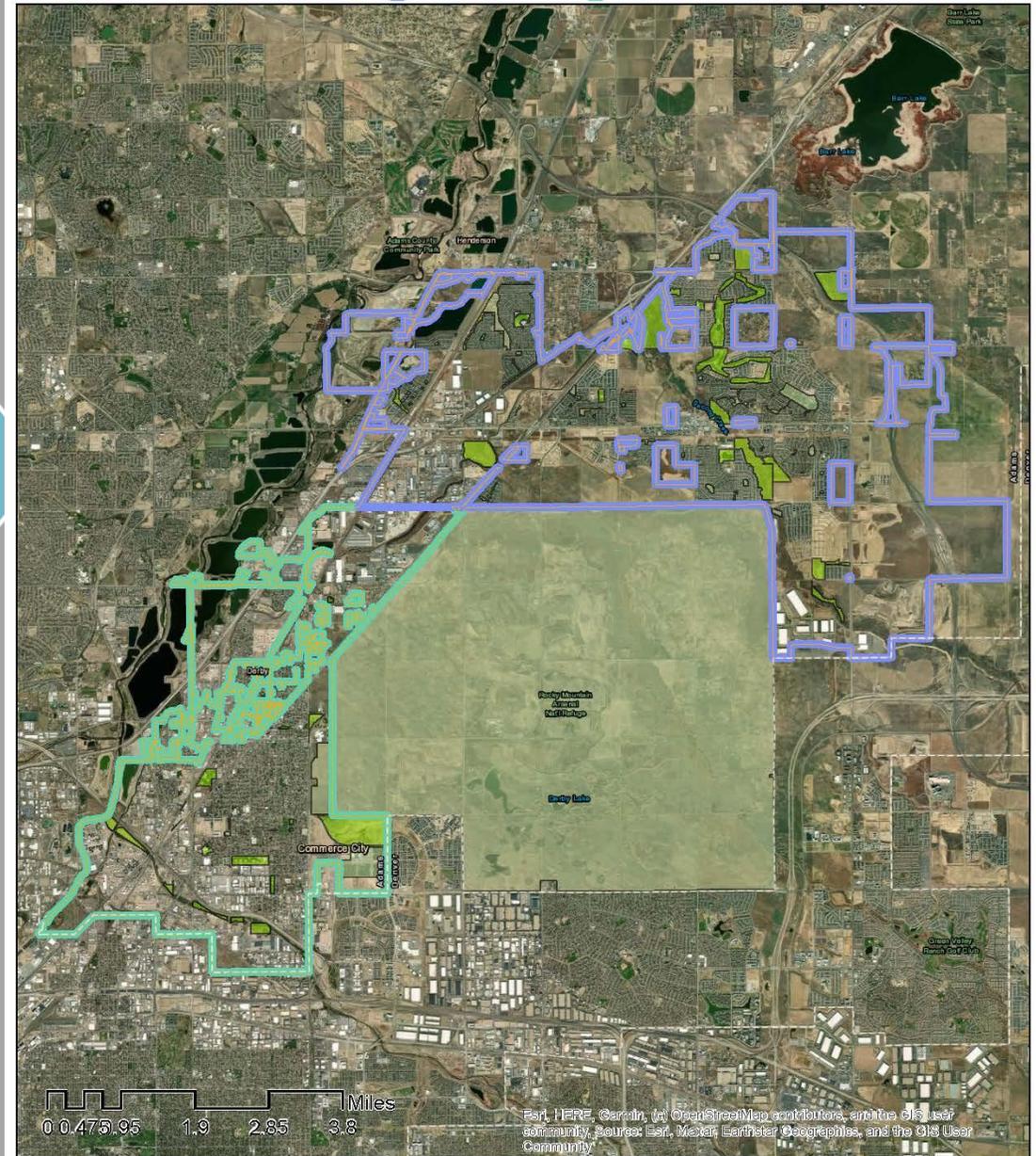


## Commerce City CO North/South Subareas



### Legend

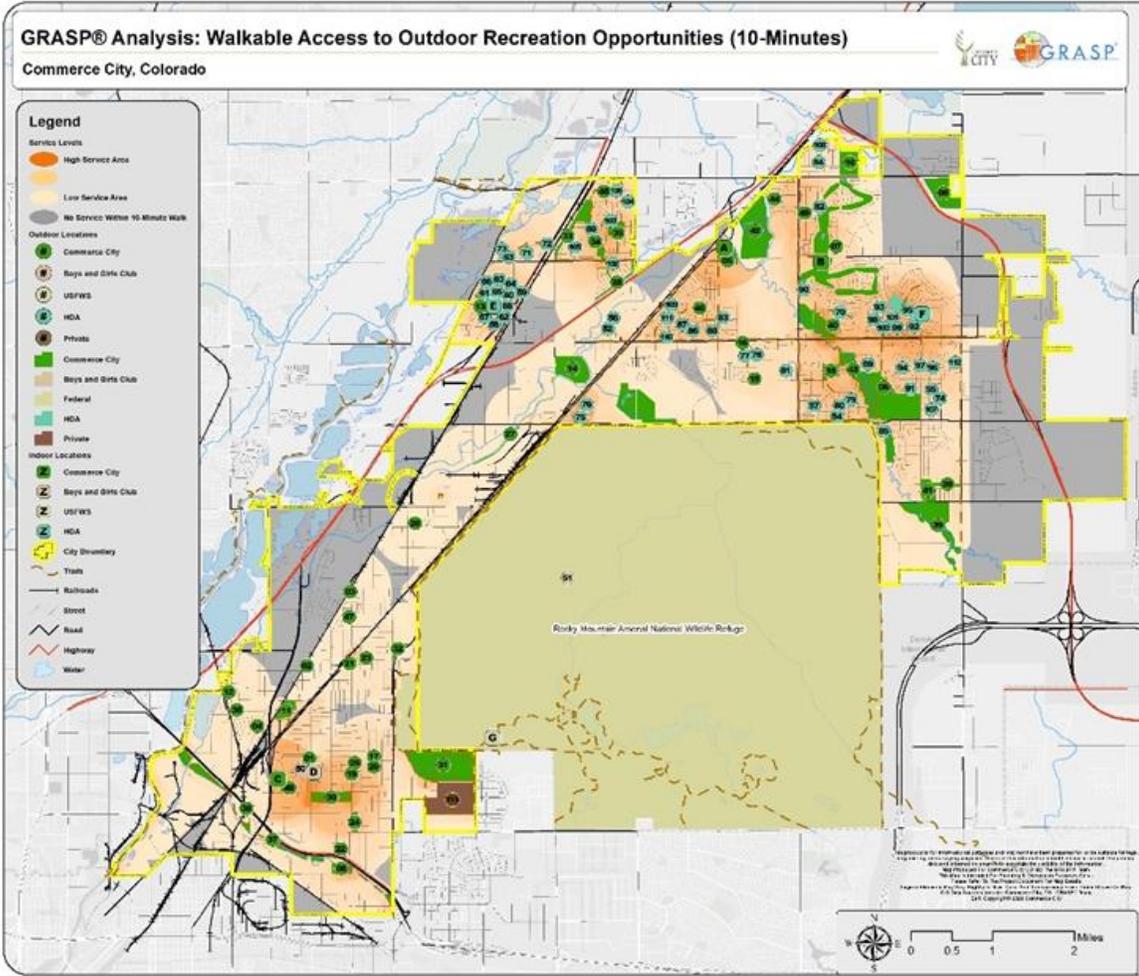
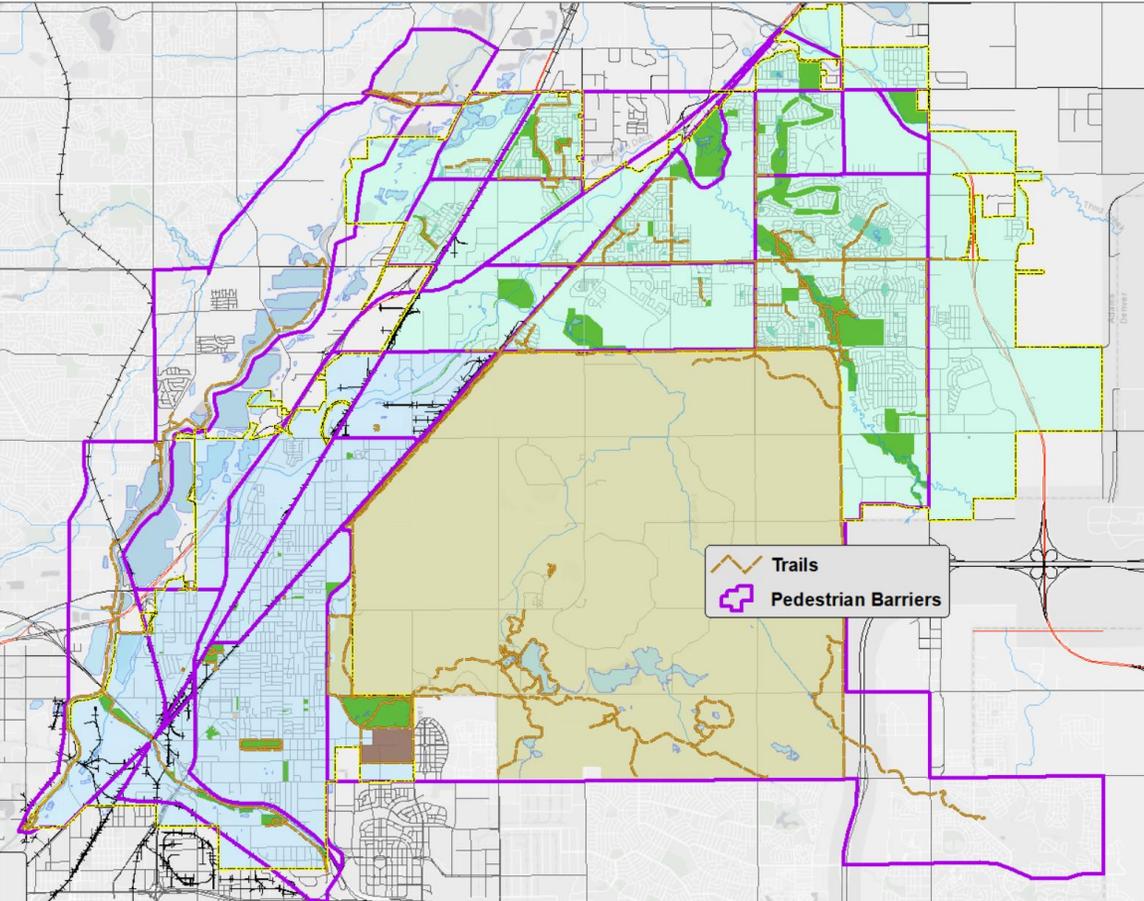
- C3 Parks
- Alt Pro Parks
- North Subarea
- South Subarea
- C3 City Boundary



Esri, HERE, Garmin, [http://openstreetmap.org](#), contributors, and the GIS User community. Source: Esri, DeLorme, GeoEye, [http://www.gis.com](#), and the GIS User Community

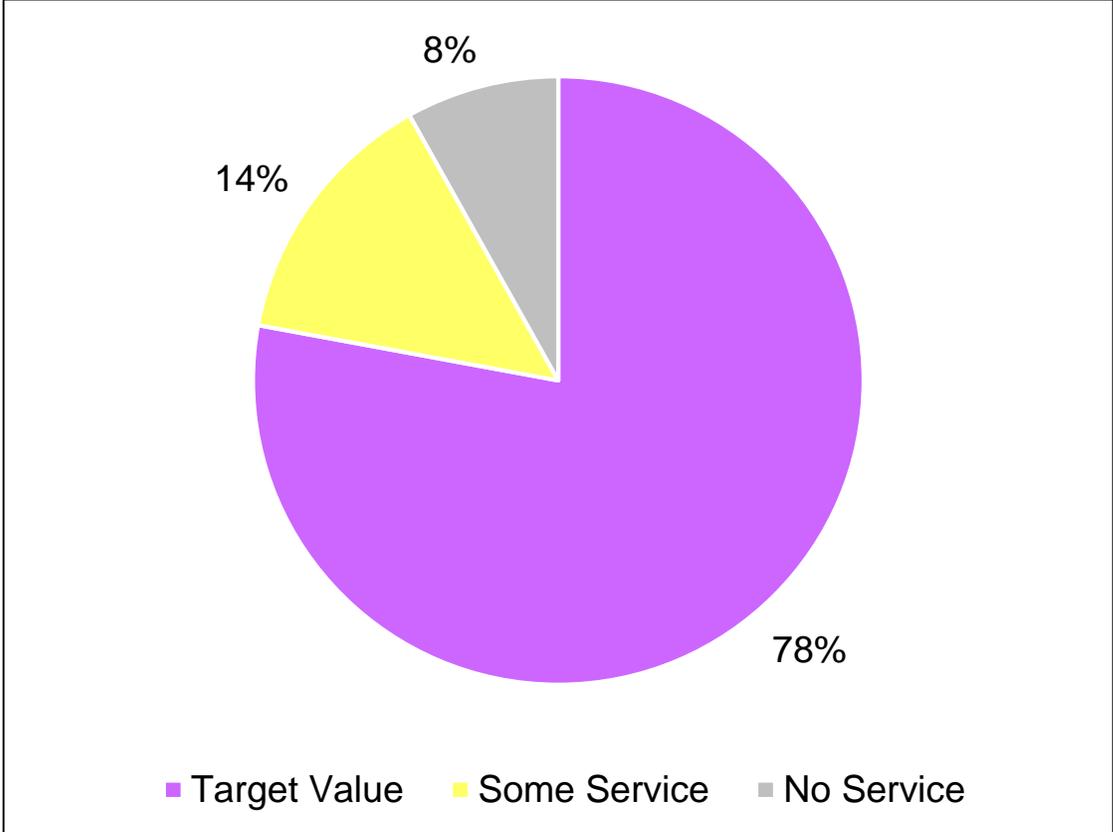
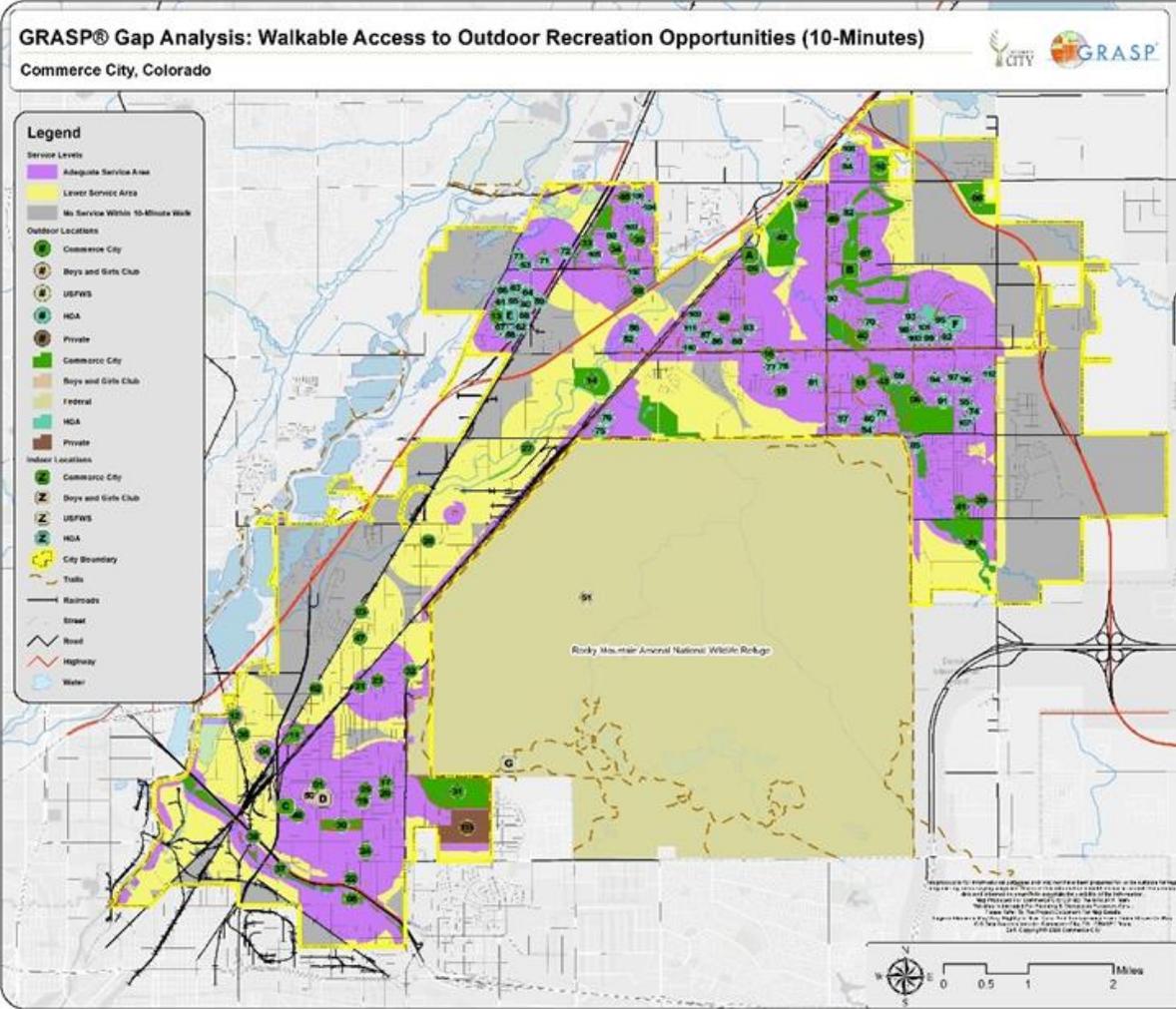
# Pedestrian Zones and Walkable Access

8/80 Rule



Analysis shows that most Commerce City residents (92%) are within walking distance of outdoor recreation opportunities

# Walkable Access (10 minutes)



# NRPA 2023 Agency Performance Benchmarks

(50,000 – 99,999)

Outdoor Facility	Agencies Offering This Facility	Median Residents per Facility	Commerce City Current Quantity*	Commerce City Residents per Facility	Need to Meet NRPA Median
Playgrounds	95%	3,779	21	3,323	0
Basketball Courts	86%	8,790	14	4,985	0
Tennis Courts	76%	5,577	2	34,895	14
Pickleball Courts	31%	11,150	0	N/A	6
Diamond Fields: Multipurpose	79%	7,237	11	6,344	0
Rectangular Fields: Multipurpose	69%	13,244	12	5,816	0
Multipurpose Synthetic Field	25%	43,100	0	N/A	1
Dog Parks	68%	54,119	1	69,789	1
Swimming Pool	51%	43,100	3	69,789	0
Skate Parks	41%	52,906	2	34,895	0
Community Gardens	52%	62,927	0	N/A	1
Golf Regulation 18-hole Courses	29%	69,374	1	69,789	0

When comparing specific components to the NRPA Park Metrics, Commerce City meets the median in most categories. Tennis courts, pickleball courts, multipurpose synthetic fields and community gardens are the exceptions.

# Key Summary Strengths – What Should We Celebrate?



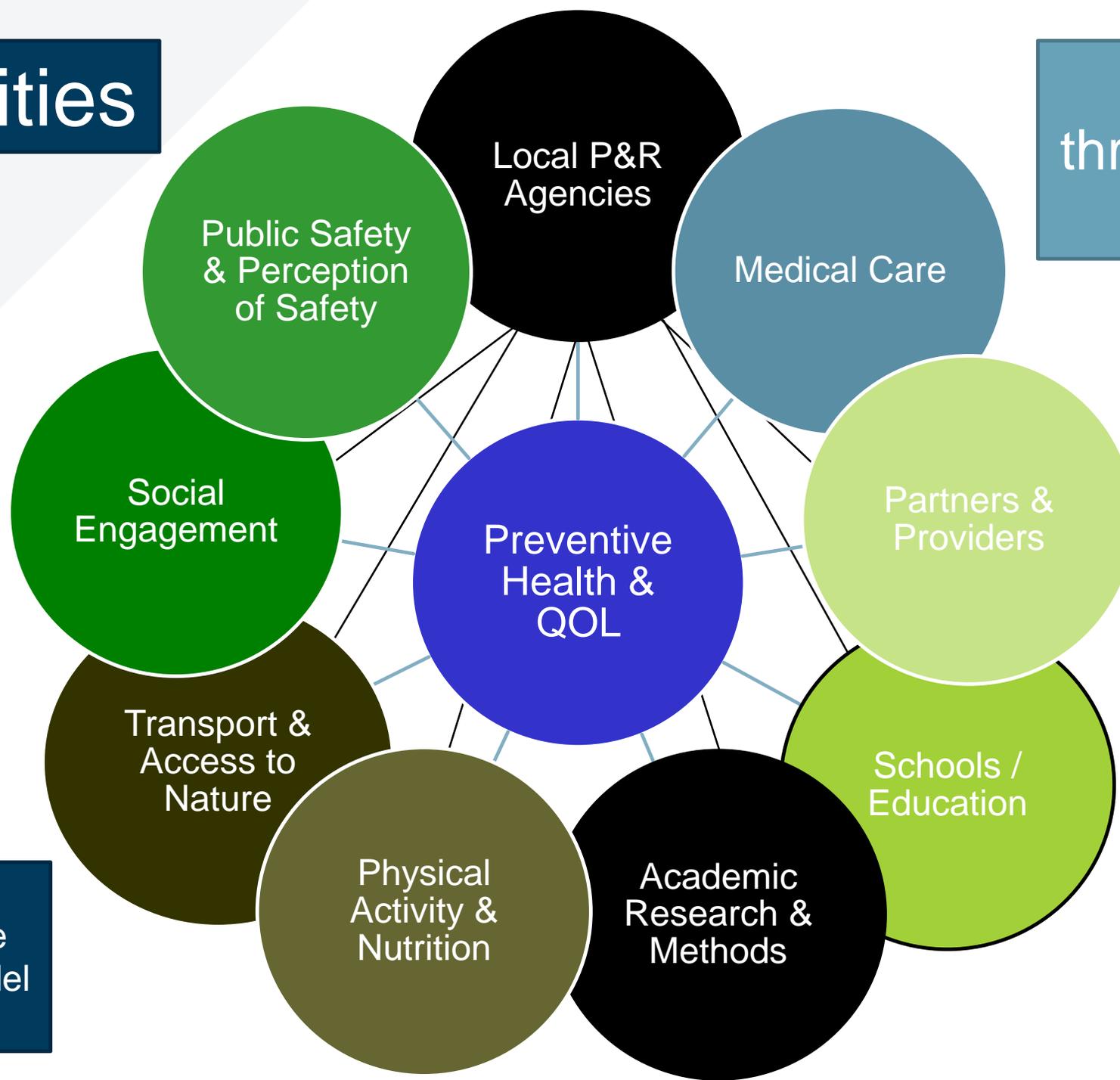
- ▲ Progress over 20 years (since last MP)
- ▲ Quality of staff
- ▲ Maintenance of rec centers and parks
- ▲ Diversity of programming
- ▲ Inclusivity – trying to connect all parts of City
- ▲ Two recreation centers
- ▲ 2K outcomes (BR, PI, EP, neighborhood parks)
- ▲ Golf Course / Buffalo Grill as community asset
- ▲ Available trails, parks, & open space

# Opportunities

Modifying  
through Systems  
Thinking

Modifiable  
Factors  
Spaces,  
Programs,  
and Policies  
Social  
Determinants  
of Health

Reshaping  
role of local  
built and  
natural  
environment



Dimensions of  
Wellbeing across the  
Social Ecological Model  
(Penbrooke, 2017)

Actors  
Facilitating  
Partnerships  
and outcomes in  
the Community

## Add Elements for Working with Safety / Unhoused Populations

- ▲ Crime Prevention through Environment Design (CPTED) – Lighting, call boxes, restrooms management, visual access
- ▲ More rangers and increased patrols
- ▲ Positive activation – More programming and “official business”
- ▲ Partner with other agencies – City-wide efforts



# Role in Planning for Disaster Preparedness /Environmental Resiliency

- ▶ Parks, recreation, trails, and open space play a vital role in the physical, economic, social, and emotional health of the community.
- ▶ Essential services - going forward it is imperative to make sure those services are provided at all times - especially in times of disaster.
- ▶ Services and activities are crucial to alleviate boredom, improve mental health, reduce stress, build resiliency, and provide places for physical and social activities.
- ▶ Key aspect for returning to “normalcy” after an event.

## Floods / Tornadoes / Wildfires / Pandemics



## Key Capital Findings – Priority Needs

Outdoor Event Spaces and Cultural Activities

Splashpads and Pools

Pickleball and Tennis Courts

Multi-use Turf Fields (Soccer)

Potential Synthetic Turf additions

Dog Parks

Community Gardens

Expand Bison Ridge

Potential future additional indoor space with growth



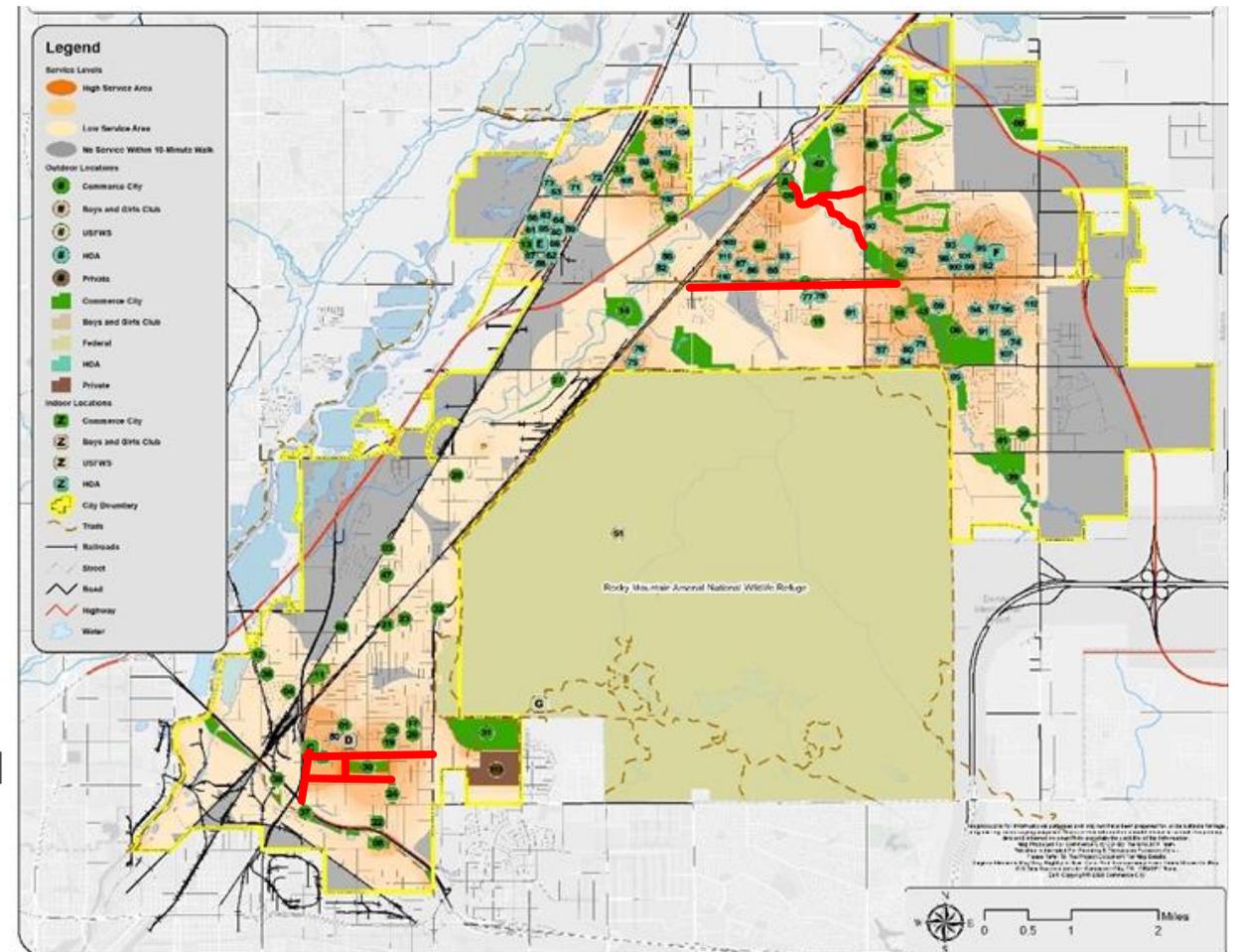
## Key Capital Findings - Connections

Better connections between recreation centers and neighborhoods

8 80 and Complete Streets

Regional Trails

- Opportunities for greater north/south connectivity in the City (Many planned but need implementation)
- Desire for east/ west corridor along United Power Corridor which parallels 104th Ave. between I-76 and Tower Road.
- Improved connection to Sand Creek Greenway

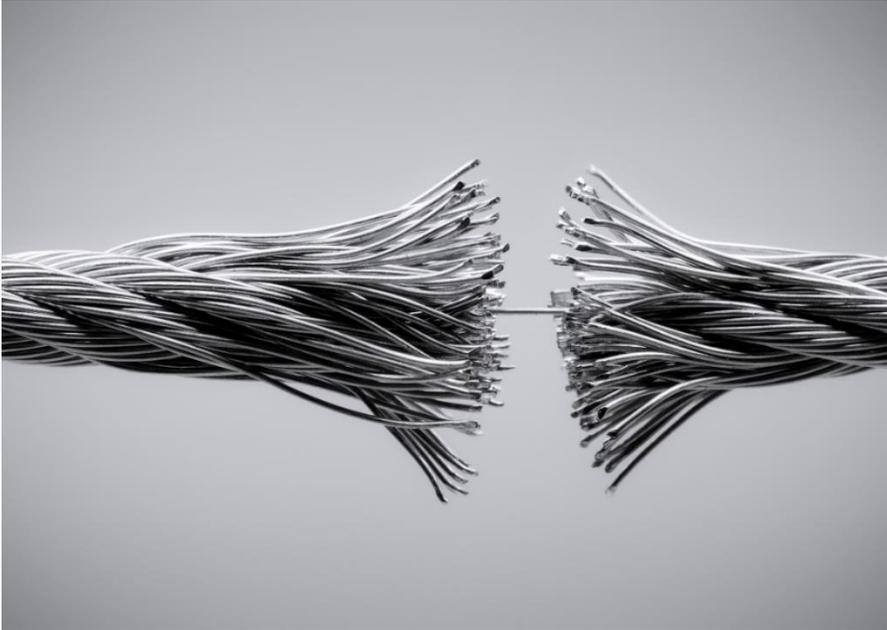


## Key Findings - Buffalo Run Golf Course

- ▲ Infrastructure needs update
- ▲ Inconsistent Course Conditions / Unique
- ▲ Greens are good (most important to golfers)
- ▲ Characteristics of a “Links Course”
- ▲ Align marketing with new Clubhouse
- ▲ High interest in golf programs (all ages)
- ▲ Interest expressed in adding elements and Par 3
- ▲ More non-golf events in the clubhouse (expansion) and at golf course

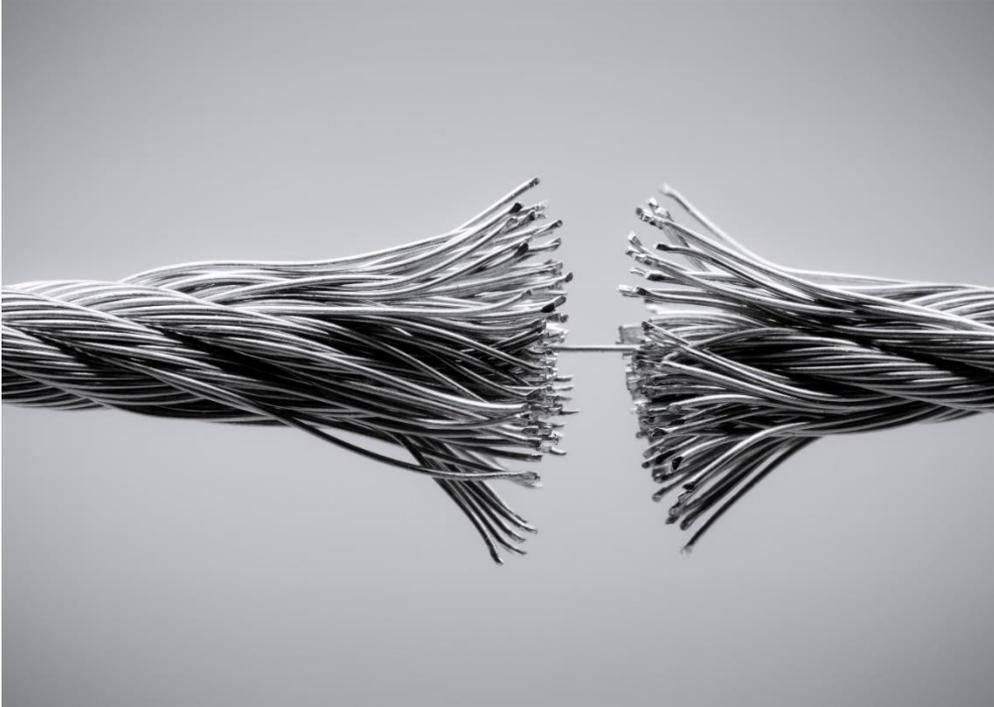


# Key Opportunities



- ▲ Alternative transportation and connectivity
- ▲ More Senior Center/Active Adult space - north
- ▲ Need for office and maintenance space
- ▲ Additional technology / centralized processes
- ▲ Increase youth and older adult programs
  - Innovative youth sports and intro programs
  - After-school programs
  - Enhanced programming for seniors at Bison Ridge

# Key Opportunities



- ▲ Need for additional marketing / communications
- ▲ Allocate land for future development with growth
- ▲ Blend North and South with future vision
- ▲ Enhance collaboration with developers and partners
- ▲ Growing need to address environmental challenges
- ▲ Role in stormwater management / carbon sequestration / warming / trees / nature

# Additional Opportunities – Programs and Operations

- ▲ More cultural programming (celebrate diversity and indigenous populations)
- ▲ More special events / community building
- ▲ Better Access to Rocky Mountain Arsenal Refuge
- ▲ Better Wi-Fi connectivity in parks and centers
- ▲ United vision for growing City
- ▲ More partnerships with KSE for turf fields
- ▲ Opportunities to partner with Urban Renewal and other for-profit / non-profit developments



# Key Issues Analysis Matrix

## Themes and potential ideas

 <span style="color: red;">a</span> - priority <span style="color: blue;">b</span> - opportunity to improve	Staff Input	Org Assessment	Public Input/Pop-ups	Consultant Team	Survey	GRASP Analysis	 <b>Preliminary Considerations</b>
<b>Delivering a Full and Diverse Range of Parks and Recreation Services</b>							
Develop equitable services for core City and the expanding Northern Areas	a	a	a	a	a	a	Use analysis provided to add as indicated.
Increase programming and services in the Northern and expanding areas	a	b	b	a	a		Add programming focus and multi-purpose space in North
Expand Park Rangers Programs	a	a	a	a	a		Add two bilingual Park Rangers
Expand "Navigators" program to help people find the services they need (seniors, homeless pop., etc.)	b	a	a	a			Assign dedicated resources for partnering, working with unhoused population, and
Enhance safety and perception of safety - CPTED, positive activation, rangers, lighting, etc.	b	a	a	a	a	a	Include CPTED principles in all design and remodeling
Include equity focus and diverse representation for all offerings and planning	a	b	a	a			Convey a culture of working with an "Equity Lens" and cultural awareness for hiring, training, programming, and marketing that all include diversity, equity, and inclusion.
<b>Financial Aspects</b>							
Need additional funding to meet growing needs	a	a	a	a			Review cost recovery goals and adjust fees, fee-reduction program, and allocations for continued growth
Additional focus on alternative funding / centralized sponsorships		a		a			Assign specific centralized staff resource to oversee grants, sponsorships, and partnerships
Enhanced partnerships and shared resources			a	a			Complete a Partnership and Sponsorship Policy
Need consensus and updated policy for cost recovery	a			a			Review Cost Recovery Policy and enact at all levels
Enhance scholarship/need-based fees & programs and market/communicate			b	a	a		Create public guidelines and marketing to convey
<b>Community Recreation Programs and Facilities</b>							
Potential additional recreation center spaces and program areas	b	b	a	a	b	a	Expand indoor pool at Bison Ridge, add outdoor pool in north, add splash pads
Northern growth expansion	a	a	a	a	a	a	Expand Bison Ridge, and plan to add additional center to NE areas when population tops ~ 100K
Additional events and community gatherings - cultural and bi-lingual	a	b	a	a	a		Expand Events Coordinator with focus cultural events offerings and/or work with Community Relations to Expand

# Next Steps - Thoughts or Comments?

Additional Findings and Visioning Presentations – **1/22 and 1/23** –  
Advisory Board, Public, Staff, and Project Team, Workshop with  
Council Study Session

Planning Commission meeting

Draft Plan Presentation – **April 8 & 9** – Council Study Session,  
Public, Staff, Project Team – Public review concludes prior to **4/15**

Final Plan Presentation – **May 13th** – Project Team and Council

Staff will present for Final Adoption - First Reading: June 3;  
Second Reading: June 17



Additional Thoughts?  
Thank you for joining us!!

Any questions?

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