





Key Issues Analysis Matrix

2023 Data Sources		Qualitative Data				Quantitative Data		Potential Ideas - DRAFT - Internal Only	
<div><div></div><div><div>a</div>- priority</div><div><div>b</div>- opportunity to improve</div></div>		Staff Input	Org Assessment	Public Input/Pop-uns	Consultant Team	Survey	GRASP Analysis	<div></div> <div>Preliminary Considerations</div>	
Delivering a Full and Diverse Range of Parks and Recreation Services									
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 City resources for partnering with PRG, working with unhoused population	
Enhance safety and perception of safety - CPTED, positive activation, rangers, lighting, etc.		b		a	a	a	a	Continue including 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.	
Financial Aspects									
Need additional funding to meet growing needs		a	a	a	a			Review fees, fee-reduction program, and allocations for continued growth	
Additional focus on alternative funding / centralized sponsorships			a		a			Finalize Sponsorship and Grants Procedures and Create Partnership Procedures documentes for PRG in alignment with centralized City resources	
Ongoing cost recovery analysis		a		a	a			Review sustainabilty model and subsidy target goals	
Enhance scholarship/need-based fees & programs and market/communicate				b	a	a		Create public guidelines and marketing to convey	
Community Recreation Programs									
Need space for additional recreation center program areas		b	b	a	a	b	a	Expand indoor pool at Bison Ridge, add outdoor pool in north, add splash pads	
Additional events and community gatherings - cultural and bi-lingual		a	b	a	a	a		Add Coordinator with expand cultural events offerings and/or work with Community Relations to Expand	
Capture and celebrate cultural and historical aspects		a		a	a	a		Include focus on Latino and Indigenous history in new programming offerings and any design projects	
Need more senior/active adult programming and space in north		a		a	a	a	a	Expand Bison Ridge senior space now, and add more space to north areas with growth	
Add intro classes for pickleball and golf for all ages		b	b	a	a	a		Add where ever possible - evaluate all spaces	
Additional aquatics programs (youth and adults) and space		b	a	a	a	a		Add indoor aquatics at Bison Ridge, outdoor at another location in north	
More nature programs				a	a	a		Continue to partner with Rocky Mountain Arsenal NWR	
Additional fitness classes		a	a	a	a	a		Add and market additional classes - potentially in partnered spaces if space is an issue	
Cultural arts classes				a	a	a		Continue to partner with Libraries and Community Relations	
After-school programs				a	a			Evaluate adding after school programs in centers and/or in partnership with schools	
Facilities and Amenities									
Northern growth expansion		a	a	a	a	a	a	Expand Bison Ridge, and when population tops ~100K evaluate plan to add additional center to NE areas	
Water wise and xeriscaping guidelines for all City, developer, and resident usage		a		a	a			Create and use guidelines in alignment with centralized City functions	
Need Resiliency planning for various amenities and situations		a		a	a			Create Resiliency Planning Procedures in alignment with Emergency Operations Center	
Add third rec/community center		a	b	b	b			When population hits above 100K.	
Add rectangular turf-fields - outdoor and fieldhouse		b	b	a	b		a	Add additional space at community parks and fieldhouse in future recreation center	

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Evaluate existing parks that are part of the stormwater system	b	b	a	a			Explore stormwater management for existing parks
Add performing/cultural/visual arts center	a	a	a	a	a	a	Work with Urban Renewal and Community Relations to add
Add amphitheater - larger outdoor event space	a	a	a	a	a	a	Work with Urban Renewal and Community Relations to add
Add pickleball courts - not next to residential -and include indoor and outdoor	b	a	a	a	a		Add wherever possible away from residential
More shade structures/trees	b	a	a	a		a	Add in all designs and updates
More pools and splash pads throughout the City	a		a	a	a	a	Add in park updates and future parks
Add dog parks	a	a	a	a	a		Add one more, and enhance safety/activation programs at existing
Add adventure playgrounds			a	b			Consider for any park updates and future parks
Add community gardens	a	a	a	a	a	a	Look for options in the north and south
Overall Level of Service Delivery							
There will be gaps in service as City grows	b	a	b	a	b	a	Continue to evaluate analysis every five years as population grows
Opportunities to enhance community revitalization and urban renewal	a	b		a		a	Partner more with Urban Renewal and Community Relations staff
Tie alternative transportation into the upcoming Transportation Plan to include more trails	a	a	a	a	a	a	Make connections identified in trails plan in upcoming Transportation Plan
Equity between North and Core Areas	a	a	a	a	a	a	Continue to provide and convey equitable offerings
Golf / Buffalo Run Needs Assessment							
More public multi-purpose and rental spaces	b	a	a	a			Market upcoming additions as open public spaces and highlight good restaurant
Enhanced marketing for BR GC and the restaurant	b	a	a	a			Add marketing resources specifically for PRG
More introductory golf programs, lessons and increased access throughout the City		a	a	a			Include intro programs and outreach - especially for youth in south
Focus on water-wise and Links style course improvement	b	a	b	a			Gradually change focus of marketing to highlight Links course
Parks and Facilities Operations							
Need Parks Maintenance Plan	b	a		a			Partner with Public Works to complete full Maintenance Plan with spatial, work flow, and staff operating ratio analyses.
Enhanced maintenance staffing, equipment, and spaces	a	a		a		a	Implement Maintenance Plan into staff annual workplans / add additional space as possible, and add dedicated staff resources through Public Works
Improve coordinated systems for maintenance requests -	a	a		a			Continue focus on enhanced digital request and fulfillment system with IT and maintenance requests using Access Commerce City
Update trails specifications / Trails Guidelines / Alternative Transportation Plan	b	b		a	a		Add a full-city alternative bike/ped plan as part of the Public Works Transportation Plan
Need centralized purchasing / contracting improvements	a	a		a			Partner with centralized City staff - Center for Innovations to improve timely and easier purchasing systems and approvals
Update internal technology resources	a	a		a			Assign staff resources to update technology for all facilities and operations
Positive, Proactive Communication with the Community							
Need increased speed for social media and direct marketing to community (all programs)		a	a	a	a		Add dedicated centralized marketing and social media coordinator for PRG to work with City-wide centralized marketing dedicated for PRG
Enhanced bilingual services in PRG and for all points of outreach	a	b	a	a	a		Increase focus on bilingual availability in all materials, signage, and preference in all hires
Improve updates and use of website for public information	b	a	a	a	a		Broaden information availability and focus for PRG, including bilingual outreach