Denver Parks & Recreation
Game Plan for a Healthy City

SOCIAL MEDIA TOOLKIT FOR PARTNERS
Help Spread the Word About the Great Things Happening in Our Community

Denver’s Park & Recreation System is vast, diverse and one of the greatest things about living in the Mile High City. Did you know that Denver has more than 250 parks within city limits, spanning across 6,000 acres of urban parkland and 760 acres of open space? And that DPR has another 14,000 acres of parks in the nearby mountains? It is also home to 30 recreation centers, 31 swimming pools, seven golf courses and more than 309 recreational fields and athletic parks.

Now more than ever, our parks and outdoor spaces are not only fundamental to our health and wellness, but also to the future and resiliency of our city. **Game Plan for a Healthy City** is Denver Parks & Recreation’s vision for creating parks, gathering places and activities in every neighborhood that are easily accessible, well-maintained and equitable. This initiative aims to preserve our city’s history and culture while providing outdoor spaces and programs that support urban parks, mountain parks and recreation facilities that enable people to enjoy the outdoors and our culture and history.
Toolkit Purpose

We created this toolkit because we know you, as our community partners, have a shared passion for improving our neighborhoods, our parks and our communities, and for sharing the positive stories about the work that is being done. We also realize that you have effective ways of communicating with your constituents and we’d like to partner with you to help spread the word about these efforts. This toolkit includes tips for ways in which you can share information about all the projects taking place in our city, along with content you can share directly on your social platforms, in your newsletters, on your blogs, etc.

Where to Find Us

Social:

Website:
https://denvergov.org/gameplan
Sample Social Posts

**Stewardship**

• **All platforms:** As more groups of friends and family look to gather outdoors around the city, remember our parks need us to do our part to help keep things clean. If you have trash, don’t forget to toss it and if bins are full, take your trash with you when you leave. #Denver @DenverParksRec

• **All platforms:** With Game Plan for a Healthy City, our partners @DenverParksRec are working to bring activities & more that are easily accessible & equitable in every neighborhood. Learn more: [https://denvergov.org/gameplan](https://denvergov.org/gameplan)
Sample Social Posts

See Something You Like?
Feel free to take a photo! Leave the nature in its place for others to enjoy.

Stewardship
71.25% of @DenverParksRec survey respondents say “being out in nature” is their favorite part of enjoying the DPR system. That’s why part of DPR’s Game Plan for a Healthy City includes protecting the nature that is uniquely #Denver. As more of us return to our favorite local parks to recharge, don’t forget to leave your nature finds for others to enjoy. Share your photos in the comments below.

71.25% of @DenverParksRec survey respondents say “being out in nature” is their favorite part of enjoying the DPR system. That’s why part of DPR’s Game Plan for a Healthy City includes protecting the nature that is uniquely #Denver. Tag us in your #Denver nature photos.

Please find corresponding images for the posts and platforms: CLICK HERE
Sample Social Posts

Volunteering

1. All platforms: From adopting trails and dog parks to trash removal and gardening, there are plenty of ways to volunteer with @DenverParksRec! Opportunities here: https://denvergov.org/Government/Departments/Parks-Recreation/Get-Involved-Volunteer

2. All platforms: Our parks are being used now more than ever. Due to budget cuts, increased trail use and excess trash, our parks need more volunteers. See opportunities here: https://denvergov.org/Government/Departments/Parks-Recreation/Get-Involved-Volunteer

Resiliency

In June, @DenverParksRec celebrated the official opening of the Montbello Open Space Park and the groundbreaking for the ELK Education Center as part of its Game Plan for a Healthy City initiative. The open space project restored 4.5 acres of undeveloped parkland, turning the once-neglected property into a natural open space and outdoor learning laboratory. The park design specifically mimics the native short-grass prairie ecosystem by employing green infrastructure techniques to improve storm water flow. Additionally, the design supports water quality and wildlife habitat in this arid urban landscape. The open space features native play areas as well as a climbing boulder funded by The North Face. Learn more about Game Plan here: https://denvergov.org/gameplan

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“Poop is natural! Won’t it just compost into the land?” It’s rational to think that, especially since we often come across wildlife droppings. But it isn’t the same thing. Wild animals eat resources rich in nutrients from the *existing* ecosystem, so they are simply returning what’s already there. Dogs, on the other hand, eat pet foods specifically designed to ensure a healthy diet. These pet foods can cause their poop to contain excessive amounts of nutrients that can upset the delicate balance of an existing outdoor ecosystem (you can see this reflected in the yellow or dead spots in your grass). The best way to make sure that our outdoor park ecosystems and natural wildlife stay healthy is by ensuring all pet owners pick up after their dogs and properly dispose of the waste (in a trash can or at designated pet waste stations). Don’t forget to do your part.

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Community Impact

We are proud to partner with @denverparksrec. In 2020, DPR continued to make progress in creating a sustainable, equitable park system that embraces Denver’s innovative western spirit. Together we can build a healthy city for all of us. Check out the 2020 Game Plan for a Healthy City Annual Report - https://storymaps.arcgis.com/stories/80ab64c86ab8450dba3be9a2a5317ef3

Learn more about @denverparksrec and the continued efforts to create a sustainable, equitable #park system. We’re excited to share the 2020 Game Plan for a Healthy City Annual Report - https://storymaps.arcgis.com/stories/80ab64c86ab8450dba3be9a2a5317ef3

Please find corresponding images for the posts and platforms: CLICK HERE
Denver Parks Have Mountains Too

One doesn’t need to go very far from the city to get the experience of being in the Colorado mountains. In fact, did you know that the city of Denver has more than 14,000 acres of parklands in the mountains and foothills of Jefferson, Clear Creek and Douglas counties in Colorado? These acres are home to 46 mountain properties and attractions, including everything from yurts and challenge courses to roaming bison herds and hiking trails. While some of the mountain lands are deemed conservation areas and have limited public access, there are many that are easily accessible for Denver-area residents to explore and enjoy. With summer in full swing, the time is ripe to explore some of what Denver’s Mountain Parks System has to offer.

Green Valley Ranch Recreation Center Hosts Community Sidewalk Chalk Celebration

To commemorate the groundbreaking of its new indoor pool at the Green Valley Ranch Recreation Center, Denver Parks & Recreation staff and Councilwoman Staci Gilmore participated in a chalk decorating celebration with members of the community on July 9, 2021. Attendees were able to get creative while commemorating the groundbreaking by using chalk to share messages and create images that captured their excitement.
Improvements to Inspiration Point Park Underway

On July 2, Mayor Michael B. Hancock, Secretary Ken Salazar, Councilwoman Amanda Sandoval, city officials and Denver Parks & Recreation community partners celebrated the groundbreaking and improvements to Inspiration Point Park, a community supported Elevate Denver Bond project. The 25.5-acre park is located at 49th Avenue and Sheridan Boulevard in northwest Denver. The park sits at an elevation of 5,415 feet and affords incredible views of nearly 200 miles of the Rocky Mountain Front Range, as well as the entire city of Denver. The project includes restoration of a portion of the historic wall, improvement to the western park overlook, installation of a new playground set located within the existing native landscape, a new picnic site with shade pavilion, improved ADA parking area and a new traffic circle. Restoration began in the spring, and the project is scheduled for completion at the end of this year. For more information on the works being done at Inspiration Point, visit here.

Volunteer to Support Our Parks

Budget cuts from the pandemic have resulted in significant reductions in parks and recreation staff, particularly within the maintenance department. While this presents challenges like increased trash and fewer freshly planted flower beds, Denver Parks & Recreation will continue to ensure that our parks remain accessible as places to enjoy and practice a healthy lifestyle. There are ample volunteer opportunities for people who are interested in playing a more active role in caring for our parks. From park cleanups and playground maintenance to plant care and gardening, a full list of volunteer opportunities is available on the Denver Parks and Recreation Volunteer site.

Game Plan’s goal to create a sustainable, equitable park system that embraces Denver’s innovative western spirit wouldn’t be possible without the help of local community members.

Denver Parks & Recreation offers volunteer projects for giving groups, individuals and businesses throughout the year. Volunteers are vital to keeping our parks and communities beautiful.

To learn more, call Tina Myers at 720-865-2434 or email tina.myers@denvergov.org.
Game Plan for a Healthy City Prioritizes Equity, Community Engagement and Access for Denver Area Residents

In 2020, our mental and physical health were challenged like never before. With many Denver residents relying on outdoor spaces to stay active and get a break from being home throughout the pandemic, more demand than ever was placed on Denver’s parks and recreation system.

As a partner of Denver Parks & Recreation (DPR), we help support Game Plan for a Healthy City, which aims to create a sustainable, equitable park system that embraces Denver’s innovative western spirit. The plan supports the health of both residents and the environment through dynamic programs and places that are safe, sustainable and beautiful.

Each neighborhood in Denver will benefit from Game Plan for a Healthy City in its own unique way. DPR is focusing on closing current service gaps by providing greater access to our urban parks, mountain parks and recreational programming for every single community member. For more information on Game Plan for a Healthy City, visit here and click here to see the 2020 Game Plan for a Healthy City Annual Report.

Equity & Investment

Equity is the overarching theme throughout the Game Plan for a Health City initiative and guides all operational and investment decisions made by Denver Parks & Recreation. The Equity Index Map helps identify which neighborhoods are most in need of equitable parks investment based on factors such as:

- Communities of color
- Percentage of youth
- Percentage of low-income families
- Health disparity indicators
- Population density
- 10-minute walk or roll access
- 10-year capital park investment
- Park acres per 1,000 residents

The map linked below shows capital projects completed in 2020 and how they align with our Equity Index factors. https://geospatialdenver.maps.arcgis.com/apps/webappviewer/index.html?id=d18da931e30048f58a13baabf58cf1e5

What Do You Love About DPR?

Share your thoughts with us at gameplan@groundfloodmedia.com