



Chapter Two - Mission, Vision, and Goals

The master plan mission, vision, and goals have been guided by PRAB, City Council, and the community. Beginning with a discussion of Boulder's community values and unique qualities, the department and PRAB crafted a mission statement and a vision statement that reflect Boulder's values and qualities.

Community Values

The community, PRAB, and City Council believe that a strong and healthy community:

- o Nurtures connections between people and places.
- o Preserves and creates places of natural beauty and spiritual refreshment.
- o Enriches family and social relationships.
- o Provides resources for people of all ages to reach their full potential.
- o Champions diversity and inclusion (responsibility to underprivileged).
- o Recognizes the importance of play in a balanced life.
- o Integrates natural lands, urban forests, and sustainable ecosystems in healthy neighborhoods.
- o Contributes to a sustainable economy.
- o Contributes to a sustainable environment, with respect for wildlife, reduced pesticide use, recycling, alternative energy, and natural resource conservation.
- o Contributes to personal fulfillment by providing opportunities for personal health and fitness.

Unique Qualities

The community, PRAB, and City Council believe that Boulder's unique qualities include:

- o Community values
- o A passion for fitness and health
- o Access to the natural environment for reflection and personal fulfillment
- o Open space system, greenways, and trails
- o Natural surroundings that provide special training opportunities for lifelong athletic activities such as running, cycling, and rock climbing
- o A high concentration of elite athletes
- o Scenery, landscapes, and architecture that move the spirit

Mission Statement

The mission of the city of Boulder Parks and Recreation Department is to provide safe, clean, and beautiful parks and facilities and high-quality leisure activities for the community. These services shall enhance residents' health and well-being and promote economic vitality for long-term community sustainability. We will accomplish this through creative leadership, environmentally sustainable practices, and the responsible use of available resources.

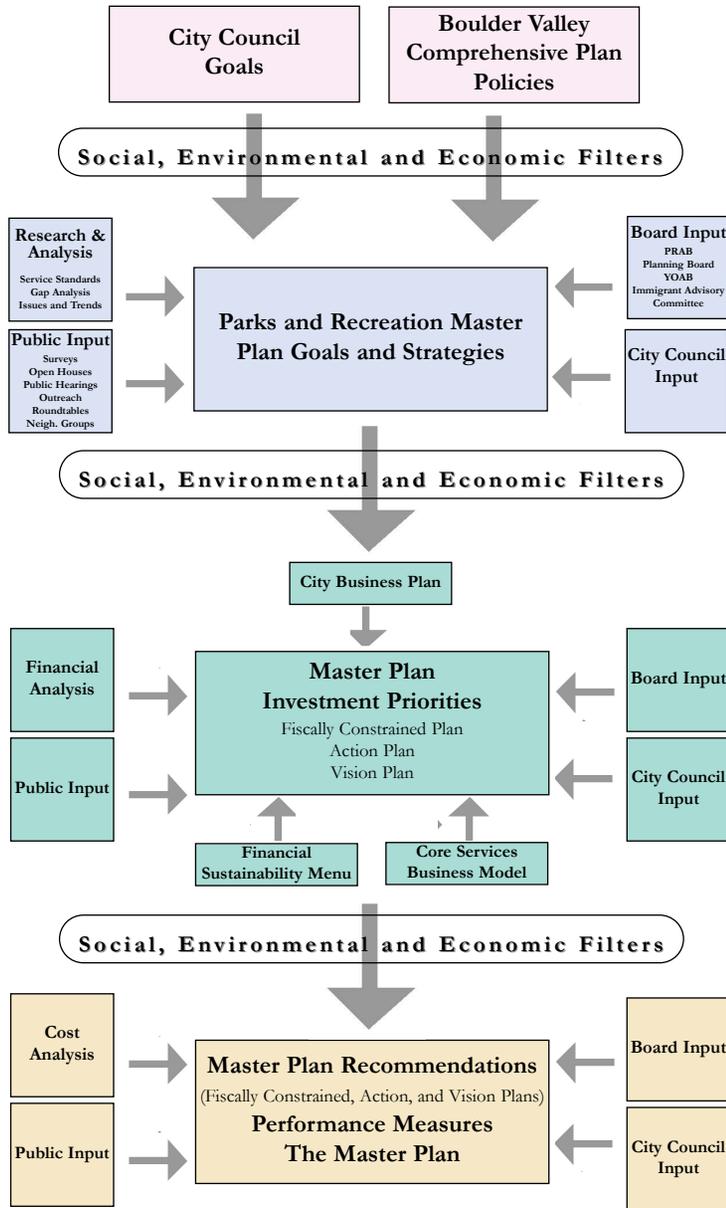
Vision Statement

Strive for excellence in our parks and recreation system to reflect and serve the unique values and qualities of our community.



Boulder residents place a high value on fitness and fun.

Master Plan Blueprint



The department's vision for the future calls for creating a world-class parks and recreation system to match Boulder's commitment to fitness, health, and recreation. Parks and recreation facilities will become exceptional gathering places that are environmentally sustainable and foster connections among people in the community. The department will provide greater access for under-served populations. Recreation facilities and programs will promote fitness, healthy lifestyles, and economic vitality for the city. (See the *Dear Boulder* letter and Executive Summary for more details on the department's vision for the future.)

Master Plan Goals and Strategies

The department and PRAB developed the master plan goals and strategies on the basis of demographic data, recreation trends, budget analysis, and public surveys and comments. The goals and strategies were reviewed by the Planning Board and endorsed by the City Council.

Master Plan Public Process

To prepare this master plan, the department gathered information from the community through numerous work sessions and public hearings. These included study sessions and public hearings with the Parks and Recreation Advisory Board, open houses, study sessions with the Planning Board and City Council, public surveys in 2001 and 2005, and a facilities needs assessment in 2002.

The department also contacted approximately 50 neighborhood, community, and sports organizations in Boulder and received more than 150 responses to an informal survey about parks and recreation performance and priorities over the next ten years. (See Appendix H for a summary of public comments).

Master plan materials, including master plan goals, policies, and public survey results, have been posted on the city's website (www.bouldercolorado.gov) periodically for public review. (See Appendix C for Master Plan Policies).

MISSION STATEMENT

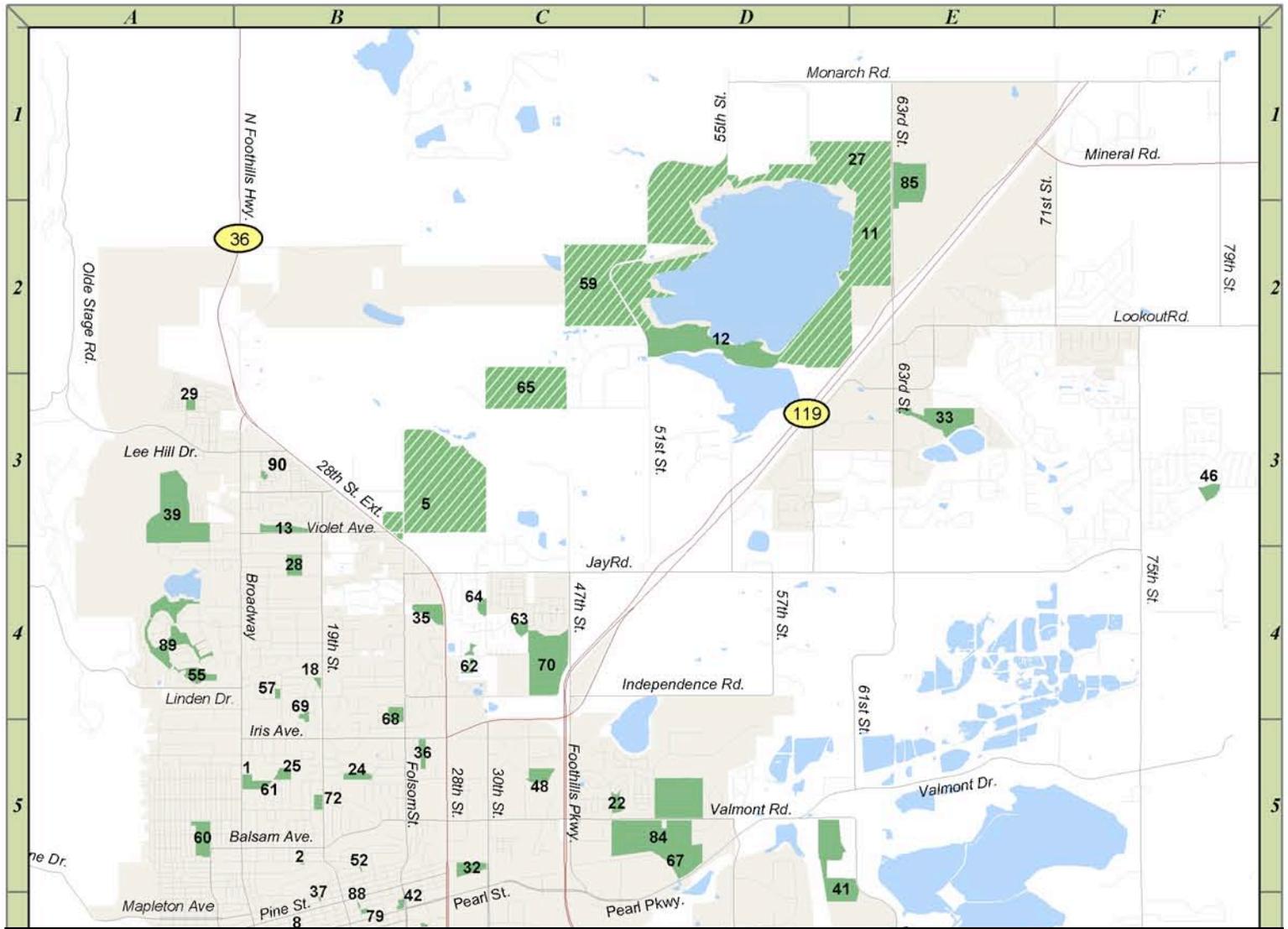
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VISION STATEMENT

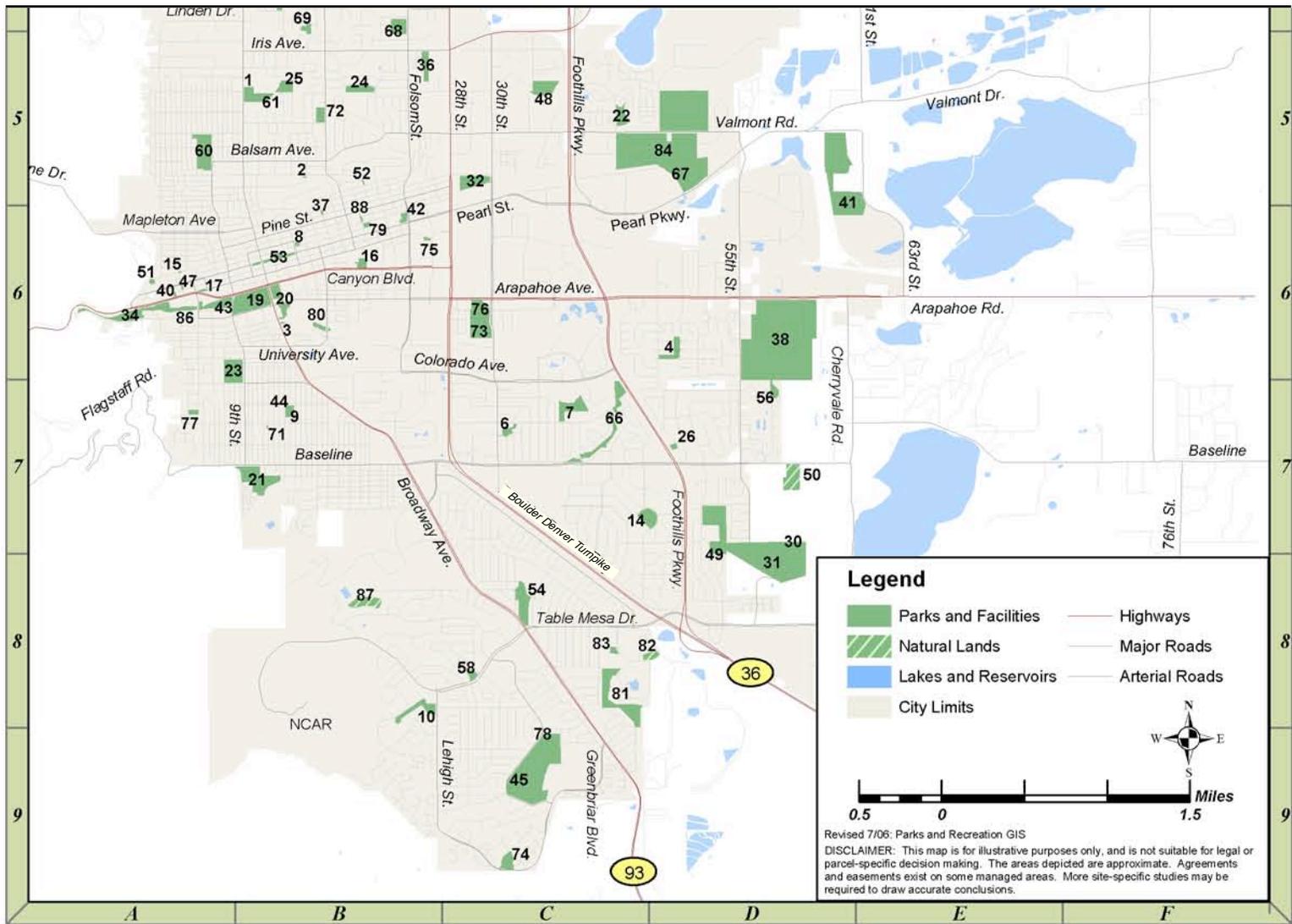
Strive for excellence in our parks and recreation system to reflect and serve the unique values and qualities of our community.

GOALS AND STRATEGIES

Goal 1 Maintain and protect our parks and recreation facilities and programs.	Goal 2 Become economically sustainable.	Goal 3 Fill in the gaps in our parks and recreation system.	Goal 4 Engage a broader range of the community, especially under-represented populations.	Goal 5 Be a communitywide leader in environmental sustainability.	Goal 6 Enhance our quality of life.
<p>1A Create priorities for park and recreation facility maintenance according to need, condition, use, and type.</p> <p>1B Secure stable additional funding for park maintenance to meet preferred maintenance standards.</p> <p>1C Increase collaborative efforts to maintain and beautify parks.</p>	<p>2A Secure stable adequate funding sources, leverage resources, and develop long-term partnerships.</p> <p>2B Implement the Core Services Business Model.</p> <p>2C Invest in parks and recreation facilities and programs that offer opportunities to increase revenues.</p> <p>2D Develop new enterprises and public-private partnerships to generate revenues and leverage resources.</p> <p>2E Promote economic vitality for the city through revenue-generating events and attractive parks and recreation facilities.</p>	<p>3A Identify and obtain maintenance funding for undeveloped parks to complete development of new, undeveloped, or partially developed community, neighborhood, and pocket parks.</p> <p>3B Create partnerships to accelerate development of undeveloped parks, and include Boulder residents in the process of planning and designing parks and recreation facilities.</p> <p>3C Incorporate social, economic, and environmental sustainability impact filters into planning and designing parks and recreation facilities.</p> <p>3D Use management plans to evaluate existing parks periodically to determine potential enhancements.</p> <p>3E Identify a strategy and funding options for developing Valmont City Park.</p> <p>3F As Boulder's population increases and changes in density, evaluate periodically the geographic distribution of city park land to ensure service area guidelines are being met to benefit all residents.</p> <p>3G Monitor and evaluate community needs and desires for new parks and recreation facilities.</p>	<p>4A Provide more opportunities for under-served populations, to include but not be limited to older adults, low-income youth and families, people with disabilities, and limited-English-speaking residents.</p> <p>4B Ensure equity in access to facilities, programs, and services by creating and adhering to an Accessibility and Inclusion policy.</p> <p>4C Increase financial support of the Youth Services Initiative to ensure its long-term sustainability.</p> <p>4D Maintain high-quality programs and services for people with disabilities.</p>	<p>5A Collaborate with other city departments and the community to improve multi-modal transportation (pedestrian, bicycle, transit) connections to park and recreation facilities.</p> <p>5B Employ environmentally sustainable practices in landscape management, including water-conservation techniques, low-water plant materials, and integrated pest management. For equipment, purchase hybrid vehicles and electric mowers.</p> <p>5C Reduce the city's impact from greenhouse gas emissions by enhancing the urban forest and taking actions specified in the City's Climate Action Plan.</p> <p>5D Collaborate with the city's Facilities Asset Management (FAM) Division to develop high-performance park and recreation facilities by improving energy efficiency and energy conservation, and using recycled or sustainably produced building products.</p> <p>5E Collaborate with other city departments and local and regional agencies to manage urban wildlife.</p>	<p>6A Communicate to the community the importance of recreation, fitness, and play in a balanced life.</p> <p>6B Offer the community benefits by providing leisure activities that promote healthy habits.</p> <p>6C Adapt to redevelopment and changing demographics to ensure that parks and recreation facilities, programs, and services meet the community's social, economic, and environmental needs.</p>

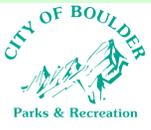


Map of Parks and Recreation Facilities - NORTH half of city



Map of Parks and Recreation Facilities -SOUTH half of city

MAP LOCATION	CITY OF BOULDER Parks & Recreation		ACRES	GENERAL USE	P U B L I C	R E S T R I C T E D	P L A Y G R O U N D	S H E L T E R	P I C N I C	D O G P A R K	S W I M M E I N G	B A S K E T B A L L	T E N N I S	B A L L F I E L D S	V O L L E Y B A L L	F I S H I N G	H I K I N G	S O C C E R	R T D	
	PARK, FACILITY, OR AREA NAME	ADDRESS																		
1) 5B	ADMINISTRATION OFFICES / IRIS CENTER	3198 N. Broadway Ave.	1.4	Main Department Offices	♦															♦
2) 5B	ALPINE	17th & Alpine	0.3	Park																
3) 6B	ANDREWS ARBORETUM	Broadway & Marine St.	0.1	Arboretum																♦
4) 6D	ARAPAHOE RIDGE	Eisenhower Dr., S. of Arapahoe	4.6	Park	♦	♦	♦						♦	♦						♦
5) 3B	AREA III	N. 26th St.	186	Undeveloped / Natural Lands																
6) 7C	ARROWWOOD	31st & Aurora	2	Park		♦		♦												♦
7) 7C	AURORA 7	38th & Aurora	7.9	Park										♦						♦
8) 6B	BARKER	15th & Spruce	0.5	Park		♦		♦												♦
9) 7B	BEACH	12th & Euclid	1.7	Park		♦		♦												♦
10) 8B	BEAR CREEK	Lehigh & Table Mesa	6.6	Park					♦											♦
11) 2D	BOULDER RESERVOIR NATURAL AREA	51st St., N. of Jay Rd.	390	Natural Lands													♦	♦		
12) 2D	BOULDER RESERVOIR RECREATIONAL AREA	51st St., N. of Jay Rd.	67	Marina, Beach	♦	♦	♦	♦			♦				♦					♦
13) 3B	BOULDER VALLEY VILLAGE / VIOLET	17th & Violet Ave.	7.3	Undeveloped / Natural Lands																♦
14) 7C	BURKE	Mohawk & Pawnee	6	Park					♦											♦
15) 6A	CAMPBELL ROBERTSON	5th & Mountainview	0.2	Park					♦											♦
16) 6B	CANYON	21st & Canyon Blvd.	2.2	Park / Courts			♦		♦				♦							♦
17) 6A	CANYON POINTE	Canyon & Walnut	0.5	Park					♦											♦
18) 4B	CATALPA	Catalpa Way, N. of Kalmia Ave.	1.3	Park					♦											♦
19) 6B	CENTRAL MUNICIPAL COMPLEX	Canyon & Broadway Ave.	7.4	Park / City Offices	♦	♦		♦									♦	♦		♦
20) 6B	CENTRAL PARK	13th & Canyon Blvd.	5.5	Park / Bandshell					♦									♦	♦	♦
21) 7B	CHAUTAUQUA	900 Baseline Rd.	14.8	Park	♦	♦	♦	♦					♦							♦
22) 5C	CHRISTENSEN	3100 Kings Ridge Blvd.	4.4	Park		♦	♦	♦												♦
23) 6A	COLUMBIA CEMETARY	9th & College	10.5	Historical Cemetary																♦
24) 5B	COLUMBINE	23rd & Glenwood	4.3	Park		♦		♦					♦							♦
25) 5B	COMMUNITY GARDENS	15th & Hawthorne	4	Garden Plots																♦
26) 7D	HICKORY COMMUNITY GARDENS / TREE FARM	Hickory & Foothills Parkway	0.7	Park																♦
27) 1E	COOT LAKE	5600 63rd St.	65	Park / Natural Lands	♦			♦												♦
28) 4B	CRESTVIEW	17th & Sumac Ave.	7.7	Park			♦	♦						♦						♦
29) 3A	DAKOTA RIDGE	Dakota Blvd. & 5th St.	3	Park																♦
30) 7D	EAST BOULDER COMMUNITY CENTER	5660 Sioux Dr.	1.1	Recreation Center	♦	♦	♦	♦		♦	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦
31) 7D	EAST BOULDER COMMUNITY PARK	5660 Sioux Dr.	53.6	Park / Dog Park					♦											♦
32) 5C	EAST MAPLETON BALLFIELDS	30th & Mapleton	7.6	Athletic Fields	♦	♦		♦						♦						♦
33) 3E	EATON	E. end of Nautilus Ct.	28.5	Park / Natural Lands				♦	♦											♦
34) 6A	EBEN G. FINE	3rd & Arapahoe Ave.	7	Park				♦	♦											♦
35) 4B	ELKS	3995 N. 28th	7.9	Park				♦	♦					♦						♦
36) 5B	ELMERS TWO MILE	2700 Iris Ave.	4	Park																♦
37) 6B	FITZPATRICK	18th & Mapleton	0.3	Park					♦											♦
38) 6D	FLATIRONS GOLF COURSE	5706 Arapahoe	127	Golf Course	♦								♦							♦
39) 3A	FOOTHILLS COMMUNITY	800 Cherry Ave.	65.5	Park / Office / Maintenance	♦	♦	♦	♦	♦		♦									♦
40) 6A	FORTUNE	4th & Canyon Blvd.	0.3	Park																♦
41) 5D	GERALD STAZIO BALLFIELDS	2445 Stazio	42	Athletic Fields	♦	♦	♦	♦						♦						♦
42) 6B	GREENLEAF	Folsom & Pearl St.	1.5	Park / Courts					♦				♦							♦
43) 6A	HAERTLING SCULPTURE GARDEN	9th & Canyon Blvd.	1	Sculpture Park					♦											♦
44) 7B	HARBECK HOUSE	1206 Euclid	0.5	Museum																♦
45) 9C	HARLOW PLATTS COMMUNITY PARK	Gillespie, S. of Grinnell	50.5	Park / Lake	♦	♦	♦	♦				♦	♦		♦	♦	♦	♦	♦	♦

MAP LOCATION			ACRES	GENERAL USE	RESTROOMS	PLAYGROUND	SHELTER	PICNIC	DOG PARK	SWIMMING	BASKETBALL	TENNIS	VOLLEYBALL	FISHING	HIKING	SOCCER	RTD
46) 3F	HEATHERWOOD	Heatherwood, E. of 75th	5	Undeveloped Park													
47) 6A	HIRAM FULLEN	5th & Pearl St.	0.2	Park				◆									◆
48) 5C	HOWARD HEUSTON	34th St., S. of Iris Ave.	7.5	Park / Dog Park				◆	◆		◆						
49) 7D	KEEWAYDIN MEADOWS	Manhattan & Sioux	4.5	Park		◆	◆	◆			◆						◆
50) 7D	KENTUCKY	5500 Baseline Rd.	9	Undeveloped / Natural Lands													
51) 6A	KNOLLWOOD	4th & Spruce	0.5	Tennis Courts							◆						
52) 5B	LOVER'S HILL	22nd & Bluff	0.2	Park				◆									
53) 6B	MALL - PEARL STREET	Pearl St., 11th to 15th St.	2.1	Outdoor Mall	◆	◆											◆
54) 8C	MARTIN	36th & Eastman	8.3	Park	◆	◆	◆	◆			◆	◆					◆
55) 4A	MAXWELL LAKE	Linden Park Dr. N. of Linden	8.6	Undeveloped Park										◆			
56) 7D	MEADOW GLEN	Pennsylvania Ave., E. of 55th	2.5	Park		◆		◆		◆							
57) 4B	MELODY	16th & Kingwood	1.2	Park			◆	◆									
58) 8C	MESA MEMORIAL	Table Mesa & Yale	1.7	Undeveloped Park													
59) 2C	51st ST. NATURAL AREA / HABITAT	N. 51st St.	118	Natural Lands													
60) 5A	NORTH BOULDER	9th & Dellwood	12.5	Park	◆	◆	◆	◆		◆	◆						◆
61) 5B	NORTH BOULDER REC. CENTER / OLMSTED	Broadway Ave. & Forest	5.2	Recreation Center / Park	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
62) 4C	PALO CENTRAL / SOUTH	Palo Prkwy & Paseo del Prado	2.8	Park				◆									
63) 4C	PALO EAST	Corriente Pl. & Campo Ct.	4	Park		◆	◆	◆								◆	◆
64) 4C	PALO NORTH	30th & Redwood	3	Park				◆									◆
65) 3C	PAPINI	Kelso Rd. W. of 51st St.	80	Natural Lands													
66) 7C	PARK EAST	Aurora & Mohawk	11.3	Greenway / Park		◆		◆		◆							◆
67) 5D	PARK OPERATIONS FACILITY	E. end of Old Pearl St.	2	Office / Maintenance											◆		
68) 4B	PARKSIDE	26th & Kalmia Ave.	5.5	Park		◆	◆	◆		◆							
69) 4B	PINEVIEW	Cloverleaf, S. of Kalmia Ave.	1.6	Park		◆	◆	◆									
70) 4C	PLEASANT VIEW FIELDS	3805 47th St.	5.2	Athletic Fields	◆												◆
71) 7B	POTTERY LAB	1010 Aurora	0.1	Pottery	◆												
72) 5B	SALBERG	3045 19th St.	2.9	Park	◆	◆	◆	◆		◆							◆
73) 6C	SCOTT CARPENTER PARK / POOL	30th & Arapahoe	16.8	Park / Pool	◆	◆	◆	◆		◆		◆	◆	◆	◆	◆	◆
74) 9C	SHANAHAN RIDGE	Lehigh & Greenbriar	4.4	Park		◆		◆									◆
75) 6B	SINTON	26th & Walnut	0.5	Undeveloped				◆									
76) 6C	SKATEBOARD PARK	30th & Arapahoe	0.5	Skateboard Park													◆
77) 7A	SMITH	Gilbert & Cleveland	1	Park		◆		◆									
78) 9C	SOUTH BOULDER RECREATION CENTER	1360 Gillespie	0.6	Recreation Center	◆				◆	◆	◆	◆	◆	◆	◆	◆	◆
79) 6B	SPRUCE POOL	21st & Spruce	0.75	Pool	◆			◆		◆							◆
80) 6B	17th & BOULDER CREEK	17th & Boulder Creek	1.8	Memorial Area / Park				◆							◆		
81) 8C	TANTRA	46th & Hanover	16.8	Park		◆	◆	◆									
82) 8C	TANTRA ENVIRONMENTAL PARK	Tantra Dr. & Moorhead Circle	2.4	Natural Lands													◆
83) 8C	TANTRA MAINTENANCE FACILITY	Tantra Dr.	1	Office / Maintenance													
84) 5D	VALMONT CITY PARK	Valmont Rd. & Airport Rd.	176	Park / Dog Park					◆						◆		◆
85) 1E	TOM WATSON	6180 N. 63rd St.	31	Park / Courts / Ballfields	◆	◆	◆	◆		◆	◆	◆	◆	◆	◆	◆	◆
86) 6A	WEST BOULDER CREEK CORRIDOR	Canyon Blvd. 4th St. - 9th St.	11	Greenways / Park				◆							◆		◆
87) 8B	WEST HIGHLAND	W. end of Dartmouth	6.5	Natural Lands													
88) 6B	WHITTIER	21st & Spruce	0.3	Schoolgrounds / Park													◆
89) 4A	WONDERLAND LAKE	Poplar Ave. W. of Broadway	32	Park		◆		◆							◆		◆
90) 3B	HOLIDAY	4650 14th St.	1	Park													



A Journeys pottery class participant.



A YSI swim class.

What is EXPAND?

EXPAND--Exciting Programs, Adventures, and New Dimensions--received the National Recreation and Park Association's National Program of the Year award in 2004. EXPAND helps people with disabilities learn new recreation and leisure skills to enhance their well-being and quality of life. Research shows that recreation programs for people with disabilities improve self-esteem and confidence. Begun in 1981, EXPAND offers a wide range of activities for all ages and disabilities, including aquatics, fitness, gymnastics, golf, outdoor adventures, community outings, dances, and summer day camps. Some special programs include:

- o **Unified sports** programs pair people with and people without disabilities on the same teams.
- o **Special Olympics** training programs offer weekly skills classes that teach sports skills to children, youth, and adults with developmental disabilities to prepare them for regional and state competitions.
- o **Warm-water therapy** programs feature exercise classes for adults with arthritis, multiple sclerosis, or other physical disabilities.
- o **Blazesports** uses adaptable equipment to allow people with spinal cord injuries to participate in water skiing and other sports.
- o **Journeys** provides fitness, leisure, and adventure programs for adults with mild traumatic brain injuries or other neurological conditions.
- o **Just Plain Fun** programs provide opportunities to camp in the mountains, join a drumming group, participate in a dance performance, take a pottery class, go to the movies, and much more.

What is the Youth Services Initiative?

The Youth Services Initiative (YSI) is a comprehensive, community-based after-school and summer program for economically disadvantaged youth. YSI offers opportunities, skills, knowledge, and resources to help participants make informed, positive life choices.

The Parks and Recreation Department created YSI as a social service to support public-housing youth and their families. More than half of Boulder's public housing families are Latino, with an average annual income below the federal poverty level. Most families have two parents working multiple jobs, and older youth are responsible for their younger siblings. Isolation, low literacy rates, language barriers, lack of transportation, and lack of financial resources contribute to problems such as high drop-out and teen pregnancy rates and alcohol and drug abuse.

At three public-housing sites, YSI provides after-school support through literacy and homework assistance, and volunteer and recreation opportunities.