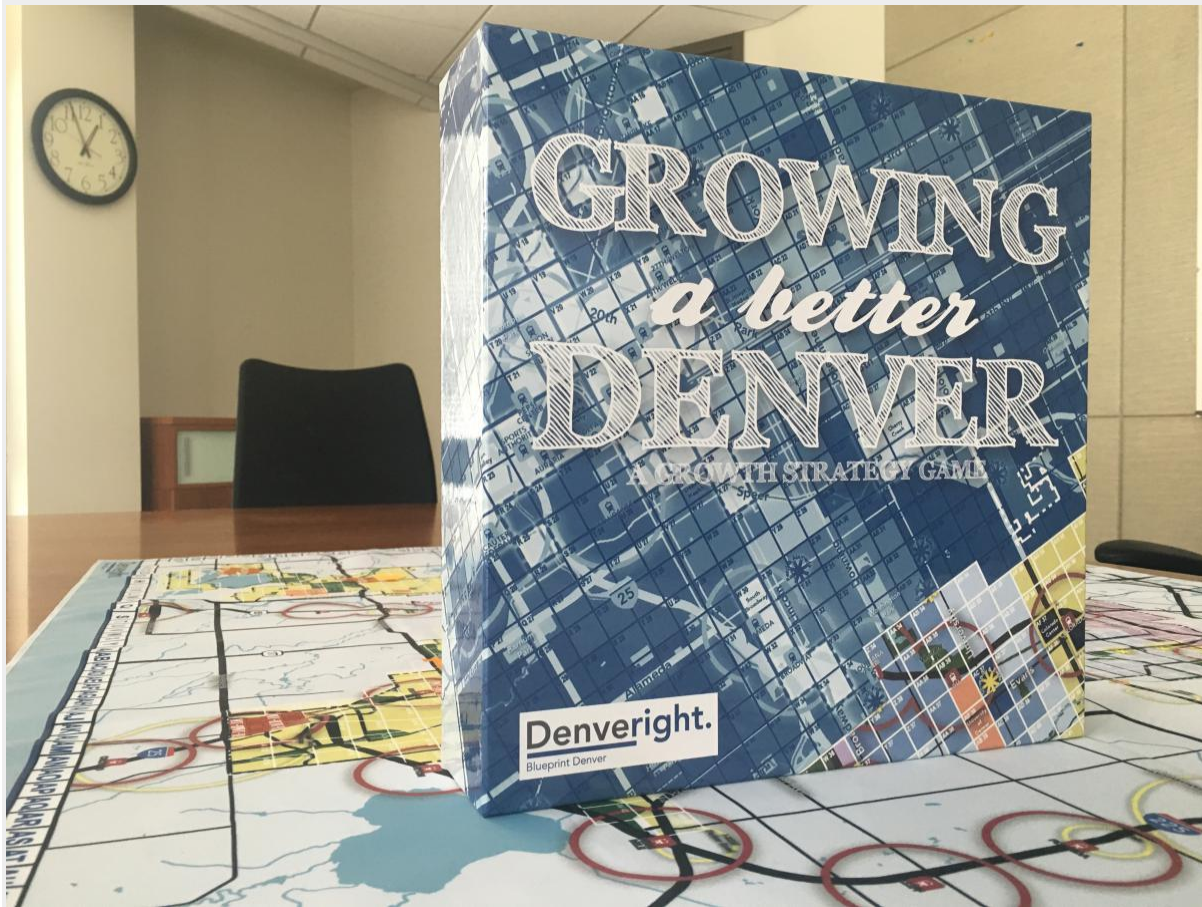


# Growing a Better Denver

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Denver is experiencing unprecedented growth and is on pace to grow between 150,000 and 250,000 new residents in the next 20 years. The community is also responding to significant changes, including the implementation of regional rail, changing transportation technology, and growing concerns about affordability. As part of the update to Blueprint Denver – the City’s 15-year-old plan for land use and transportation – the Project Team created a fun and interactive game for the community to play.

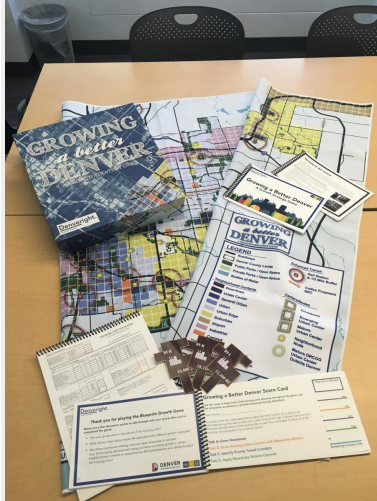


The game, “Growing a Better Denver,” helped residents, planners and decision makers understand the implications of different amounts and patterns of growth. By identifying and building priority transit corridors, exploring current and future growth patterns in Downtown and in mixed use centers, and creating new centers and neighborhood nodes, participants had the opportunity to help shape and evaluate different ways that future growth can impact equity, affordability, access to parks, recreation and other daily needs, as well as how we get around.

This innovative game involved a complex data and mapping analysis and design process that ultimately provided valuable returns. Early challenges the team tackled included creating a map and game that was user-friendly, fun to play, and educational but not too full of jargon or too technical in nature. The game debuted at a community workshop held in April 2017. Thirteen sets of the game were created, including a Spanish language version.



Following the community workshop, the game was available to check-out and take home for neighborhood organizations, community groups, and residents to play with other members of the community. To make the game more accessible to an even larger audience, an online version was created using the Maptionnaire platform. Game results were leveraged with other community inputs to guide the direction of the Blueprint Denver document which the City of Denver will use to guide future land use and transportation investments and decisions.



The process of creating the game was unique to ensure it was specific to the Blueprint Denver effort and elicited constructive feedback and results. However, the elements designed – educational materials, game cards, and simplified definitions and explanations of everyday planning terms – are easily adaptable to other projects and community engagement efforts and are already being modified by MIG, Inc. for use on similar efforts in different cities.