



Rifle Parks & Recreation

Advisory Board

REGULAR MEETING AGENDA

February 9, 2026
5:30 PM
202 Railroad Avenue, Rifle, CO 81650

6:00 PM - Workshop Meeting

Discussion and Review

5:30 PM - Regular Meeting

- 1. Call to Order**
- 2. Roll Call**
- 3. Public Comment** *(Maximum time permitted for Public Comment is 3 minutes per person)
*(Reserved for general comments or items on the agenda that are not a public hearing)
- 4. Consent Agenda**
 - 4.a.** Consider the Minutes of the January 12th Regular Meeting
- 5. Presentation**
 - 5.a.** South Rifle Open Space Master Plan - DHM Design
 - 5.b.** Deerfield Park Restoration - Climate Smart Communities Initiative
 - 5.c.** 2025 Parks and Recreation Social Media Presentation
- 6. Regular Agenda**
 - 6.a.** Review 2026 Alternate Board Member Applications
- 7. Administrative Reports**
- 8. Adjournment**

ACCESSIBILITY STATEMENT

The City of Rifle values full inclusion and access for all of our facilities, programs, activities and services. We are pleased to provide meaningful accommodations to comply with the Americans with Disabilities Act (ADA) and reasonably provide

translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids, and services. To request special assistance, call Parks & Recreation Director Austin Rickstrew at 970-665-6578 or email our ADA Team at ADATeam@rifleco.org. Please allow 48 hours for your requests to be met.

La Ciudad de Rifle valora la plena inclusión y acceso para todas nuestras instalaciones, programas, actividades y servicios. Nos complace proporcionar alojamientos significativos para cumplir con la Ley de Estados Unidos con Discapacidades (ADA) y proporcionar razonablemente traducciones, interpretaciones, modificaciones, adaptaciones, formatos alternativos, ayudas auxiliares y servicios. Para solicitar asistencia especial, llame al Director de Parques y Recreación Austin Rickstrew al 970-665-6478 o envíe un correo electrónico a el equipo ADA a ADATeam@rifleco.org. Por favor, permita 48 horas para que se atiendan sus solicitudes.



Agenda Item #4.a.

Agenda Item Name:

Consider the Minutes of the January 12th Regular Meeting

Presenter:

Sarah Stubbs, Parks and Recreation Administrative Assistant

Item Description:

Consider the minutes of the January 12, 2026, meeting.

Recommended Action:

Move to approve the minutes of the January 12, 2026, regular meeting.

Fiscal Impact:

N/A

Operational Impact:

N/A

Prior Board Motions:

N/A

Background Information:

N/A

Executive Summary:

Consider the minutes of the January 12, 2026, meeting.

Notification Requirements:

N/A

Prepared By:

Austin Rickstrew, Parks & Recreation Director

Attachments:

1. PRAB Meeting 01.12.2026

**Rifle Parks & Recreation Board
Regular Meeting Minutes
January 12, 2026**

The meeting was called to order at 5:30pm by Annie MacGregor.

Roll Call

<u>Members Present</u>	<u>YES</u>	<u>NO</u>
Ken Blatter	X	
Kirsten Clancy	X	
Aaron Cumming	X	
John Douglas	X	
Annie MacGregor	X	
Betsey Seymour	X	
Ari Philipson	X	

Staff Present: Austin Rickstrew, Keith Gray, Matt Rowe, Mary Stewart

Appointment of Board Chair

- Aaron made the motion to reappoint Annie as the board chairman, seconded by Kirsten. All approved.

Appointment of Vice Board Chair

- Annie made the motion to reappoint Aaron as the vice chairman, seconded by John. All approved.

Appointment of Board Secretary

- Betsey made the motion to reappoint Ken as the secretary, seconded by Ari. All approved.

Public Comment

- Kirsten Clancy - spoke about the Eco Point 5k race series and the award ceremony. There was also a meeting of the race chairs.

Consent Agenda

- Consider the minutes of the December 8, 2025, PRAB meeting. Betsey made the motion to accept the minutes, seconded by Ken. All approved.

Presentation

8.a. Highland Trail Presentation - RAMBO

- Ari Philipson, RAMBO and Aaron Mattix, Gumption Trail Works, presented.
- Ari presented an overview of information about the Highland trails and mentioned the timing of this is important with the waterline project that has impacted the trails. The purpose is to look at some potential areas for improvement and maintenance to allow for future sustainability and access.
- Aaron stated that the Highland trail is valuable since it is in town and easily accessible. It also dries out quicker than in some of the other areas, giving access during more times of the year. The

projects that are being looked at can tie in with the remediation work going on with the waterline construction. They are looking for some information about what the reclamation process will look like from the city and how much work that will leave to be done. The system is very well used, and they are looking to make improvements, so it is more enjoyable and to address some challenging areas.

- The Highlands project has not taken much capital investment. A lot of volunteer hours have gone into it.
- The Bonsai Return would be an easy connector to a larger section of the trail network. This scope of work may need to be contracted. This is the most awkward and challenging section of the trail.
- The Flying Hog Jump Line is the most usable jump line. They would like to create an experience with a series of progressions and add things to make it more usable for beginners to progress.
- The construction of the water line has impacted on the user experience and navigation of trails.
- Gully 2 Connections is something that would be volunteer based.
- The River Point Loop would provide a scenic overlook experience. It would also provide an extra connection. Looking to future, these projects would allow for events to be better hosted based on continuity. This section was not being used during the water line construction, and they are looking to bring it back.
- Highlands Meadows, this would be another trail to make a larger loop. This would be the most beginner friendly section, but there are challenges.
- Upper Flying Hog would be an extension of the current jump line and allow for separation of user experiences.
- They are looking at creating a parking lot/trailhead area as well as connecting over to the Cottonwood area.
- Pictures of the trails were provided of some impact areas.
- They would like to find out the degree of reclamation on the water line project area. Austin mentioned that an RFP has been submitted to the Roaring Fork Outdoor Volunteers to have their crew come to help with the reclamation. The city's goal is to have it put back as close to the original as possible. Ari and Aaron answered questions from Annie and Kirsten.

8.b. Rifle Mountain Park Operations Presentation – Rover Reservation System

- Keith Gray gave an overview of the Rover reservation system.
- They are looking to move from first come first serve to online reservations. People would be able to purchase day pass online as well. Day pass would still be sold in the park. Reservations could be completed in the park with help of the camp host. People would pay in full at the time of reservations with customizable options for refunds.
- There would be better reporting options, and staff would be able to see and manage all information about each camper.
- This system would make it easier to update pricing as needed.
- Rover Pass charges a fee per reservation, and there would be a pass-through fee per credit card transaction.
- Keith and Austin answered questions from Kirsten and Annie.
- The board supports moving forward. The only potential disadvantage is the change of moving away from first come first serve basis.

8.c. Activity Center/Field House Feasibility Study Update

- Austin Rickstrew reviewed the tour of front range facilities that were visited last month by Austin, Keith, Matt and Annie.
- The South Suburban Sports Complex in Highlands Ranch was very large, about 200,000 square feet. They have three sheets of ice, two indoor turf fields, and four basketball courts. City Hall is located in the building. The cost of this facility was \$62 million. They also have a full-service restaurant. The offices are not in plain view; they are hidden from the public. The ice rinks are well used, but they do cost a lot of money.
- The Castle Rock Miller Activity Center is similar to what Rifle is looking at. It has an indoor pool, two indoor turfs, indoor playground and activity room that can be rented out. They have a trampoline park which provides 56% of their daily revenue. They use their lifeguards in the trampoline area because of their training. The pool has garage doors that can be opened.
- The Parker Fieldhouse is older and is 100,000 square feet. It has a full fitness equipment room, a track, two basketball courts, roller skate rink, full turf field and climbing wall. They are running a preschool out of the building as well. The elevators operate from the front desk area. They also have batting cages. They have an activity room that they use for childcare as well. There is a party room connected to the pool. There are three fitness classrooms. There is a system on the roof where everything drops down so you don't have to drag equipment across floors, and it is easy to change and adjust things. It also cuts down on staff time, storage space, and helps the equipment last longer.
- The Gypsum Community Center runs gymnastics programs and host birthday parties.
- Pictures were provided of each fieldhouse and the amenities. Ice rinks were well used, but they cost a lot of money. The company doing the study will present at the next meeting.

8.d. 2025 Recreation Program Review

- Matt Rowe presented an overview of the 2025 rec programs.
- The 5K race series was successful with over 1,000 runners. The Turkey Trot had 280 participants, with half signing up the day of the race.
- There was an overview of the youth leagues. Lil' Hoopers was a new program for 2025. Spring soccer brings in the most revenue. There were 85 boys' basketball participants with 8 teams.
- For adult leagues, there was a new men's softball program for 2025.
- Youth leagues went up 8% in revenue, adult leagues went up 21%.
- Climbing camps and sessions were new for 2025.
- Capacity was maxed out in many programs.
- The rec department started a program lifecycle evaluation for each rec program.
- Facility and field rentals were reviewed.
- There were over 66 volunteer coaches and over 850 volunteer hours.

Regular Agenda

9.a. Consider the Recommendation of the 2026 Parks and Recreation Fee Increases

- Austin Rickstrew stated that they are looking for a recommendation to increase fees.
- Matt presented the current program prices and breakdown per participant per practice. The increases would be to help to cover equipment costs for the programs. Scholarships are available. Adult league price increase is for refs and to align with other areas.
- Austin is looking at RMP for fees that can be raised for the community house and special events.

- There are discounts for partnering organizations, depending on how long they have been operating.
- Rec fees have not increased in two years, RMP prices went up last year. The board is in support of the fee increases.
- Ken made the motion to recommend the rec fee increases, Aaron seconded. All approved.

9.b. Consider the Process to fill the Vacant Board Seat

- Austin Rickstrew discussed the process for the board seat that is vacant.
- Kirsten made the motion to move Ari from the alternate position to a regular board member, John seconded. All approved.
- Austin will submit a posting for the open alternate position, to close before next meeting. Applicants will be reviewed at the next meeting, which is February 9. Interviews will be held at a workshop on February 23.

Administrative Reports

- Austin reported that the golf course is moving forward. At the next City Council meeting, they will be voting to give the city manager authority to purchase it. There will also be a request to hire an assistant director, as well as another HR technician. The golf course would be operated as an enterprise fund. PRAB would become the advisory board to the golf course.

Adjournment: The meeting was officially adjourned by Annie at 7:46pm.



Agenda Item #5.a.

Agenda Item Name:

South Rifle Open Space Master Plan - DHM Design

Presenter:

Austin Rickstrew, Parks & Recreation Director

Item Description:

DHM Design will provide a presentation on survey results and the stakeholder engagement for the South Rifle Master Plan.

Recommended Action:

No Action Required

Fiscal Impact:

There will be fiscal impacts as we move from the master planning process to construction.

Operational Impact:

City staff has been working with DHM Design on this project since late last year. This project should be wrapping up in April 2026.

Prior Board Motions:

N/A

Background Information:

N/A

Executive Summary:

DHM Design will provide a presentation on the project's progress. The South Rifle property is approximately 112 acres of open space located near the intersection of Last Chance Drive and Megan Ave. The city has seen significant residential growth in this area, and we are looking to create an open space to meet the 2019 comprehensive plan requirement that residences be within a 1/4 mile (walking distance) of a park. This information can be found within the comprehensive plan on page 30.

Notification Requirements:

N/A

Prepared By:

Austin Rickstrew, Parks & Recreation Director

Attachments:

1. 20260204_CommunityEngagementSummary_RifleOSMP

2. 20260204_Rifle Open Spac MP_Concept



RIFLE OPEN SPACE MASTER PLAN

COMMUNITY ENGAGEMENT REPORT



JANUARY 2026

DHM DESIGN

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INTRODUCTION

Outreach Report Introduction

This report outlines the planning, implementation, and results of the community and stakeholder engagement process for the City of Rifle Open Space Master Plan project, in which the City of Rifle pursued input about how this parcel could best be developed to meet community needs.

This report includes a summary of the project background, the strategy and goals of the community engagement effort, and the outcomes of the overall outreach process.

Project Background

The City of Rifle is seeking to develop a long-term, community-driven master plan for a 112-acre city-owned parcel in South Rifle. This plan aims to transform the site into a passive-use recreation area that balances ecological preservation and recreational opportunities. Key goals include promoting activities such as walking, biking, and nature observation, while integrating features like a disc golf course, interpretive signage, and natural play areas.

Outreach Goals

The outreach effort aimed to engage both the broader community and key stakeholders to inform the City of Rifle Open Space Master Plan. Public outreach focused on increasing awareness of the project and gathering input on desired amenities, access, safety, and environmental values. Stakeholder outreach targeted agencies, user groups, and community partners to better understand elements like site-specific constraints, wildlife considerations, and recreation needs. Together, community and stakeholder feedback is intended to guide planning decisions, refine design concepts, and ensure the project balances recreation

opportunities with environmental stewardship, operational feasibility, and community priorities.

Outreach Process

1. Meetings with key stakeholders were held to gather early input on site conditions, constraints, and opportunities
2. An in-person public outreach event was hosted in December 2025 to share project information and collect community feedback
3. An online survey was distributed to reach a broader audience and gather quantitative input about the master plan
4. Feedback from all outreach phases was compiled to inform planning and design decisions



STAKEHOLDER ENGAGEMENT

Summary of Approach

The City of Rifle and the consultant team identified stakeholders who have an overlapping interest in the existing and future open space. Stakeholders include Colorado Parks and Wildlife, Bureau of Land Management, Rifle Area Mountain Bike Organization, Roaring Fork Disc Golf Club, and Grand River Health. Stakeholders were interviewed to determine potential partnerships to meet community needs. A summary of the findings from each stakeholder meeting are presented on the following pages.

Key Findings



Colorado Parks and Wildlife (CPW)

Colorado Parks and Wildlife (CPW) identified the parcel as critical winter habitat and a key movement corridor for wildlife, particularly mule deer and mountain lions. The property is one of the last remaining open spaces for deer in the area and includes high-quality sagebrush habitat that CPW strongly recommends preserving. The gulch functions as an essential funneling corridor connecting winter range to upper flatland areas, with wildlife movement extending toward Grass Mesa, West Mamm Creek, and Flatiron.

CPW expressed concern that development and increased recreation would result in significant winter impacts to wildlife. A seasonal winter closure is strongly recommended, tentatively

from November 15 to May 15, consistent with nearby South Canyon closures. CPW emphasized prioritizing hiking over mountain biking, requiring dogs to remain on leash, and minimizing trail impacts on surrounding high-quality habitat. CPW also noted the presence of mountain lions, including likely winter use of the gulch, reinforcing the need for seasonal restrictions.

CPW recommended incorporating interpretive signage to educate users about winter range sensitivity and staying on designated trails, coordinating with BLM wildlife staff regarding adjacent lands, and confirming City liability considerations related to closures. Recent and forthcoming research in the Rifle area indicates that recreation impacts on wildlife activity and health are greater than previously understood, underscoring the importance of conservative, seasonal management strategies.



Roaring Fork Mountain Bike Association (RAMBO)

RAMBO expressed interest in the parcel as a potential future link within the broader Rifle-area trail network, noting the current lack of formal trails on the south side of town. Ramsey Gulch was identified as a strong candidate for trail development, with long-term interest in regional connections through adjacent BLM land to Beaver Creek and beyond, though these were acknowledged as aspirational.

STAKEHOLDER ENGAGEMENT

RAMBO supported the idea of limited biking amenities on the lower parcel, favoring a skills-based track over a traditional pump track. They emphasized the importance of avoiding conflicts between mountain biking and disc golf. RAMBO also highlighted concerns about long-term maintenance capacity, noting the need for clarity on the City's ability to support trail upkeep to avoid overextending volunteer resources. Overall, RAMBO was supportive of additional South Rifle trail opportunities.



Grand River Health

Grand River Health responded positively to the proposed plan, viewing the site primarily as a community wellness and staff amenity opportunity. There was strong interest in nearby high quality walking trails as a safer and more pleasant alternative to existing walking routes along Last Chance Road, particularly for hospital staff taking mid-day walking breaks. Outdoor fitness stations were also suggested as potential features for staff use and community-led health initiatives.

Additional ideas included a small dog park and a bike learning track for young children. There was no concern expressed about potential traffic increases near the hospital, noting the project's emphasis on passive recreation, nor were there concerns about flooding given the project's approach to floodplain planning. Overall, Grand River Health viewed the project as a valuable community asset, particularly for residents and businesses on the south side of I-70.

Bureau of Land Management (BLM)

BLM confirmed that surrounding parcels contain no designated hiking or biking routes, though lightly used social trails exist near the college. The area was identified as confirmed deer and elk winter range, with increased wildlife use during more severe winters. BLM noted that the eastern portion near Ramsey Gulch is likely used more heavily for animal foraging, while steeper western slopes support nesting or refuge habitat.

BLM deferred detailed comments since the project is not on BLM land but acknowledged CPW's recommended winter closure dates as appropriate for this area. Coordination with CPW and continued awareness of potential spillover impacts onto adjacent BLM lands were encouraged.

STAKEHOLDER ENGAGEMENT



Roaring Fork Disc Golf Club (RFDGC)

The Roaring Fork Disc Golf Club expressed strong enthusiasm for potential inclusion of disc golf within the master plan. They emphasized a desire for a natural, landscape-integrated course, citing mountain-style precedents such as Aspen, Snowmass, and Dillon. The group noted successful examples of multi-use trail and disc golf coexistence, including the CMC Spring Valley course.

Given site constraints, the club discussed the feasibility of smaller course options, ranging from a compact 9-hole layout to a limited intermediate course. They highlighted the regional gap in disc golf opportunities between Silt and Parachute and expressed willingness to assist with course layout and mapping during future design phases.

PUBLIC ENGAGEMENT

Summary of Approach

City staff and the consultant team hosted an in-person outreach booth as part of Rifle's Hometown Holidays event. The booth featured informational boards and interactive activities to gather community input and resulted in strong attendance and steady foot traffic, particularly from young families. Attendees were invited to review project information, ask questions, place sticker votes on preferred recreation concepts, and scan QR codes to complete the online survey.

Overall, participants were generally familiar with the project location and expressed appreciation that the City is exploring new recreation opportunities on the south side of Rifle. Many attendees took QR codes to share the survey with others, extending outreach beyond the event itself.

Key Findings

Community feedback showed strong interest in family-oriented, low- to moderate-intensity recreation, with clear themes emerging around play, biking, and gathering spaces.

Top-Ranked Concepts (Sticker Voting):

1. Low ropes / adventure course
2. Bouldering structure
3. Mountain bike skills park
4. Playground
5. Pavilion / picnic areas
6. Nature play features

Moderate support was also shown for mountain bike trails, outdoor fitness stations, hiking trails, and disc golf, while interpretive signage and dog parks received fewer sticker votes.

Written Comments and Themes:

- Wildlife protection remains a concern for some community members, particularly regarding winter habitat.
- Strong enthusiasm for play and biking amenities, especially those designed for children and families.
- Shade emerged as a recurring priority, particularly for playgrounds and play areas.
- Dog park interest was expressed by some respondents, with comments highlighting both local and traveler use.
- Several comments reflected excitement and creativity from younger participants, reinforcing the family-oriented nature of the event.

Overall Takeaway

The outreach event successfully engaged community members in an accessible and interactive way. Feedback indicates strong support for family-friendly, active recreation amenities, balanced by awareness of wildlife sensitivity. The results help reinforce priorities identified through the online survey and provide additional insight into how amenities may be designed to support comfort, usability, and community enjoyment.

COMMUNITY SURVEY

Summary of Approach

The City of Rifle and consultant team hosted a community survey to understand how residents currently use open space, how frequently they would visit, what amenities they value most, and what concerns or priorities they have regarding future planning and development of the parcel.

Participation Overview

The survey was conducted in December 2025 through January 2026 and received approximately 150–184 responses per question, representing residents from all areas of Rifle (North, South, East, West, and Downtown), as well as nearby communities including Silt and Glenwood Springs.

Demographics

Geographic Representation

- North Rifle: 23%
- East Rifle: 20%
- "Other": 30%

Age Distribution

- Majority of respondents were 25–54 years old
- Largest age group: 35–44 (32%)

Households

- Majority of respondents were 25–54 years old
- Largest age group: 35–44 (32%)

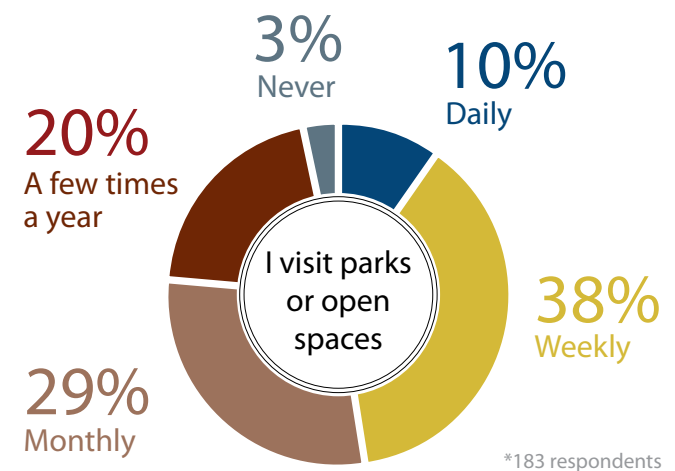
This reflects a broad cross-section of community members and recreation users.

Current Use

Survey responses indicate an already engaged user base:

- 48% visit parks or open space weekly or daily
- 29% visit monthly
- Only 3% report never visiting local open space

This suggests strong baseline demand and familiarity with existing recreation opportunities.



Key Community Values

Preservation of natural resources emerged as the strongest and most consistent theme:

- 80% of respondents rated preservation of natural habitat and wildlife as "Very Important" or "Important"

Repeated comments emphasized:

- Maintaining a natural, low-impact character
- Protecting wildlife corridors
- Avoiding overwatering and unnecessary development
- Minimizing displacement of deer, elk, mountain lions, bobcats, and other species

The community strongly supports recreation that is balanced with conservation.

COMMUNITY SURVEY

Desired Recreation Amenities

Respondents identified the following as top priorities for inclusion in the Open Space Master Plan (% represents the percentage of participants who selected that feature):



Overall, there is strong interest in multi-generational amenities that serve children, adults, and seniors.

Trail Preferences and Connectivity

Trail-related feedback was consistent and specific:

- Moderate trails preferred by 87% of respondents
- Easy / ADA-accessible trails supported by 44%
- Advanced/difficult trails supported by 35%
- Frequent requests included:
 - Clear signage and wayfinding
 - Separation of walkers and cyclists to reduce conflicts
 - Connections to surrounding areas and public lands (e.g., Ramsey Gulch)

This supports a diverse trail system accommodating multiple skill levels and accessibility needs.

Anticipated Future Use and Willingness to Travel

If preferred amenities are included:

- 56% expect to visit weekly
- 18% expect to visit daily
- 76% are willing to travel more than 5 miles
- 43% would travel more than 10 miles

These responses indicate the site has potential to serve both local residents and a broader regional population.

COMMUNITY SURVEY

Safety, Access, and Equity Considerations

Respondents consistently emphasized:

- ADA accessibility and seating for seniors
- Bilingual signage and programming
- Avoidance of motorized recreation
- Affordable, welcoming, and inclusive public access

These themes reinforce the importance of equitable design and operations.

Development Concerns

Common concerns raised include:

- Avoiding overdevelopment and high capital costs
- Protecting adjacent private property and preventing trespassing
- Managing traffic impacts
- Ensuring long-term maintenance and safety
- Confirming that investment delivers community-wide benefit, not just recreation

Identified Indoor Recreation Gap

Although the survey focused on open space, many respondents highlighted a broader community need for indoor recreation, including:

- Indoor or year-round pool
- Community or recreation center
- Indoor walking track and multi-use gathering spaces

This feedback was often framed as a complementary priority alongside outdoor investment.

Overall Takeaway

The public process provides clear and actionable guidance:

- Strong demand for trails, biking amenities, and passive recreation
- Clear expectation that environmental preservation remains a priority
- High likelihood of increased usage if amenities align with community preferences
- Support for balanced, inclusive, and multi-generational open space design

Conclusion

The public engagement process successfully captured community priorities and values for the City of Rifle Open Space Master Plan. Survey results demonstrate strong enthusiasm for expanded recreational opportunities paired with a clear mandate to protect natural resources. This feedback will serve as a foundational reference as the City and design team advances design, programming, funding, and implementation decisions.

APPENDIX

Appendix A: Full Notes from Stakeholder Meetings

Appendix B: Sticker Voting Exercise from In-Person Engagement Event

Appendix A: Charts From Survey

APPENDIX A

1. CPW 11/19/2025:

Met with Travis Bybee

Jeremy Allinson, Meg Robie

- Property is used pretty heavily by deer
- Before business parcel north of this property used to hold 200-300 elk in the winter
 - Not so much anymore
- One of the last open spaces for deer
 - This plan will create significant impacts in the winter
- Potential seasonal closures
- The gulch is their funnel to get up to the upper flatland area
- CPW would highly favor a winter closure
 - Nov 15 - May 15 (double check dates)
 - Correlates with south canyon closure
- Haven't seen a lot of fawning but has seen some
 - On the steeper hillside section on the west side
- West mamm summer range
- They'll go up grass mesa to directly south to west mamm or over to the flatiron
- High quality sage brush we want to preserve
- Trails will impact surrounding high quality habitat
- Less focus on mountain bikes and more focus on hikers
 - CPW argues strongly in favor of that
- Research paper coming out about recreation impacts on wildlife activity and general body health
 - RF area
 - Prelim findings are much more than people thought
- Developing this property, bleeds into BLM land surrounding?
- Predominant BLM use is oil and gas
- Nick Jaillmo - BLM contact to add to meeting (BLM wildlife biologist)
- Dogs to remain on leash
- High concentration of deer = high concentration of lions
- High thoroughfare for lions in the winter too
 - Possible lion living in Ramsey gulch who has cubs every other year
 - Spike in sightings every other year in west side residential area
 - Comes down gulch down towards hospital, picks off turkeys
 - Probably further up on BLM parcel too
 - To avoid houses up on Grass Mesa
- Starting Jan 2nd, district wildlife manager will be different, travis will be their manager

APPENDIX A

- *check with city about liability
- *interpretive signage - talk about wildlife
 - Winter range zone for wildlife
 - Stay on trails as much as possible
- Late december and early Jan

2. 11/20 Meeting with RAMBO:

Marc/Meg RAMBO Notes:

Attendees:

- Lindsey Williams (RAMBO President)
- Ari Philipson (RAMBO VP; incoming President in 2026)
- Austin Rickstrew, City of Rifle
- Meg Robie
- Marc Diemer

DHM presented maps, outlined project objectives, and asked for RAMBO's input on the Rifle-area trail system—specifically their interests, priorities, and goals for this parcel.

Current RAMBO Focus Areas (highest use):

1. Hubbard Mesa (north side of town)
2. Grand Hogback / Rifle Arch area (≈5 miles north; pursuing grants for trail build-out)
3. Highlands trails off 5th Street in town

RAMBO has in recent years focused more on grant funding but is shifting toward increased volunteer and maintenance efforts.

Southside / Project Area Discussion:

- No existing trail system in South Rifle.
- Ramsey Gulch identified as a strong candidate for new trails.
- "Trio" trails connect into town (airport to CMC via Excel Plant access road), known as the Connector or CMC Trail.
- Rifle Gulch has long been viewed as a "pipe dream" connection—high interest but historically seen as unlikely. The preferred vision is a long descent trail from the White River National Forest, through BLM land, connecting via Ramsey Gulch to Beaver Creek drainage. Dream would be to shuttle to top, then downhill ride through Ramsey Gulch (similar to Palisade Plunge or Whole Enchilada)
- RAMBO submitted comments to BLM in summer 2024 regarding these potential connections but received no response.

Lower-Parcel Biking Amenities:

APPENDIX A

- They like the idea of a biking feature but noted a *skills track* (terrain-based dirt jumps, big turns) would be more appropriate here than a traditional pump track.
- Want the design team to be cognizant of MTB/disc golf conflicts

General Feedback:

RAMBO sees value in this parcel as a potential link to the broader trail network but is cautious about future maintenance demands. They would want clarity on what level of maintenance the City could support so they don't overextend themselves as they continue developing Rifle-area trails. Overall, they're interested in additional Southside trails.

Austin requested more information from RAMBO regarding the potential Beaver Creek trail connection.

End notes.

3. 11/21/25 with Grand River Health:

Met with Annick Pruet (Grand River Hospital)

Austin Rickstrew (City of Rifle), Meg Robie, Marc Diemer,

- Walking group, changing lifestyles
- Go over to centennial park, would be great to use this space
- Staff would have a connection
- Staff walks last chance road, solid mile
- Work out stations
- Community led health initiatives
- Not necessarily the patients but the overall community
- Sponsor the races in town, things that encourage people to move
- Not a lot of opportunity on the south side of I-70
- Could be great for the businesses on this side of the highway and friendly competition
- Concrete trail behind alpine bank and walmart
- Small dog park
- A little track for little kids just learning to mountain bike
- Would it be beneficial to have a trail connection to the hospital?
 - Not really, people walk up Megan
- Any worries about increased traffic?
 - Some increase but not heavy traffic
 - Only will be passive rec so not a major concern
- Any worry about floods? No, DHM programmed for flood zone
- Thinks this will be a great community asset for the residences of South Rifle

APPENDIX A

- Appreciates being included

Marc Grand River Meeting Notes – 11/21

Attendees: Annick Pruett (Grand River Hospital), Austin, Meg, Marc

- Presented maps and the draft master plan; reviewed overall project objectives.
- Annick responded positively to the proposed hiking trails. She sees them primarily as an amenity for hospital staff, who often take mid-day walking breaks. She noted this would be a better option than their current route along Last Chance Road.
- She felt fitness stations would also be used and appreciated by staff, though likely not by patients. Could create opportunities for friendly exercise challenges with other local businesses.
- Additional ideas from Annick:
 - Small off-leash dog park for local residents.
 - Bike skills/learning track for kids new to mountain biking.
- Austin asked about a trail connection to the hospital. Annick noted most people walk down Meghan Road and that this route would likely remain adequate.
- Annick asked about potential traffic concerns. Austin clarified that the area is intended as passive recreation, so increased traffic is not expected.

End notes.

4. 11/25/2025 with BLM:

Met with Nicholas Jaramillo and Alan Czepinski

Austin Rickstrew (City of Rifle), Meg Robie, Jeremy Allinson

- No designated routes on the surrounding parcel
- There are social trails in the area behind the college
 - Lightly used
- Confirmed deer and elk winter range
 - To the east
- Questions about access point
- More severe winters you would see more utilization on the BLM and city property
 - Winters have been easier
- Doesn't have much to say since it's not on BLM property
- Question about winter closures
 - CPW recommended south canyon closure dates for this property
- Eastern half from Ramsay gulch will probably get higher utilization for foraging and western steep side more for nesting

APPENDIX A

- Animals are going into construction parcel for foraging

5. 12/03/2025 with Roaring Fork Disc Golf Club:

Met with Cody Darling and Cory McGrath

Austin Rickstrew (City of Rifle), Meg Robie, Jeremy Allinson, Marc Diemer

- Board members play extensively and have experience with re-design and new courses
- Are available and enthusiastic about helping to map out a course on this new master plan
- Goal would be to keep the course as natural and integrated into the native landscape as possible
- Sunlight / Aspen / Snowmass as precedents for mountain courses
- CMC Spring Valley disc golf course has trails / bikes through it
 - Precedent for a multi-use area
- Likes the idea of easy course and intermediate course
 - Reminds them of Dillon disc golf course
- Conversation about appropriate sizing - overall space is limited for a full 18 hole course
 - Small course = ~6 acres (short tees, 9 holes)
 - Large course = 25-40 acres (longer tees, expanded layout)
- Silt to Parachute has no disc golf courses so a course in Rifle is very exciting
- RFDGC can help with layout and mapping when the time comes

APPENDIX B



ANY OTHER COMMENTS? CUALQUIER OTRO COMENTARIO?

DHM DESIGN

This area should be left for the wildlife as they are running out of places to winter!!!

Rifle should welcome this off leash dog park!!!
Good Job of planning

Shaded playgrounds would be great for year-round playing!

I would love a dog structure to play on!
-GUS

Thank you Santa & Crew!
This is our favorite place to see Santa!
♡ Cassins Family

PS. we want family areas in the gulch please! :)

Shaded Play Areas Please.

Shade for kids!

Great job! Always love Home town great for kids + big kids ♡

Dog Park also gives families a place to pump up into the community!

EMY

Thank you.

More hiking trails, please.


Dike Skills Park!!

Lorlei

Amazing home town Holiday Activities! Thank you!

Felix

SCAN QR CODE TO TAKE THE SURVEY
ESCANEA EL CÓDIGO QR PARA TOMAR LA ENCUESTA



He 110W

Melita

APPENDIX B



HELP US IMAGINE THE SITE! AYÚDANOS A IMAGINAR EL SITIO

DHM DESIGN

PLACE A STICKER NEXT TO YOUR FAVORITE IDEAS
COLOCA UNA PEGATINA JUNTO A TUS IDEAS FAVORITOS



INTERPRETIVE SIGNAGE
SEÑALIZACIÓN INTERCEPTIVA



OUTDOOR FITNESS STATIONS
ESTACIONES DE FITNESS



HIKING TRAILS
CAMINOS PARA CAMINAR



DOG PARK
PARQUE PARA PERROS



BOULDERING STRUCTURE
ESTRUCTURA DE BULDER



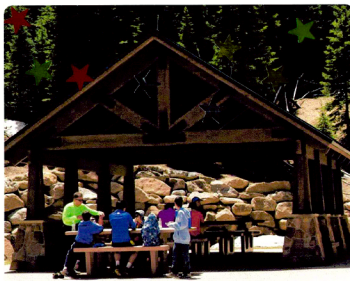
FRISBEE GOLF COURSE
CAMPO DE GOLD CON FRISBEE



NATURE PLAY
JUEGO DE LA NATURALEZA



MOUNTAIN BIKE SKILLS PARK
PARQUE DE HABILIDADES PARA BICICLETAS



PAVILIONS, PICNIC TABLES, & GRILLS
PABELLONES, MESAS DE PICNIC Y PARILLA



MOUNTAIN BIKE DOWNHILL / FLOW TRAIL
SENDERO DE DESCENSO Y ESTILO FLOW
PARA BICICLETAS MONTAÑA



LOW ROPES COURSE / ADVENTURE PLAY
CIRCUITO DE CUERDAS BAJAS/ JUEGO DE
AVENTURA



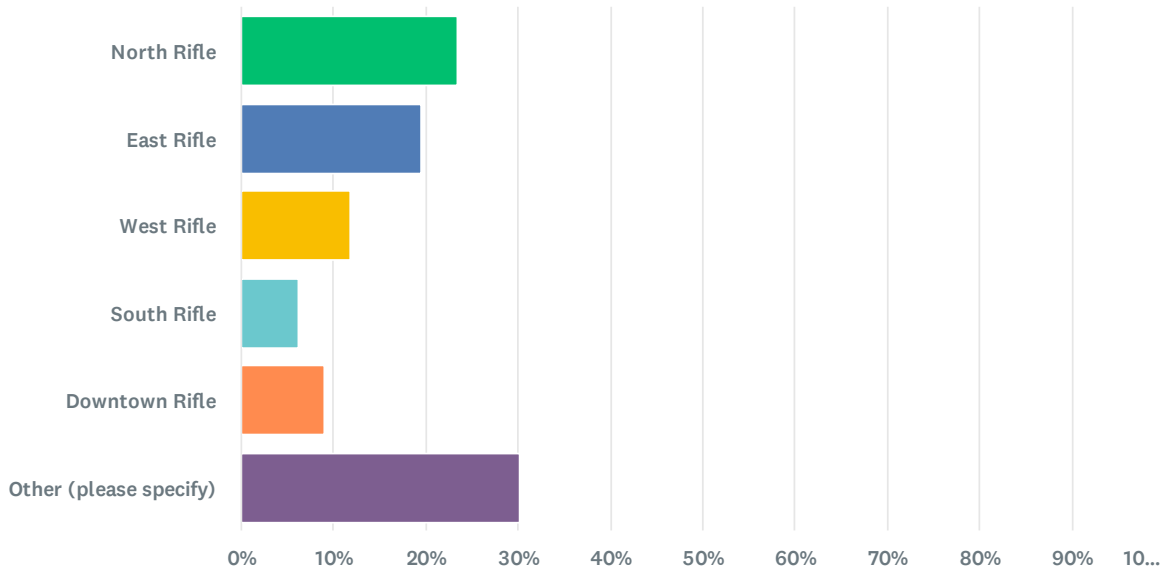
PLAYGROUND
AREA DE JUEGOS

RIFLE OPEN SPACE MASTER PLAN

APPENDIX C

Q1 In which general area do you live?

Answered: 179 Skipped: 5

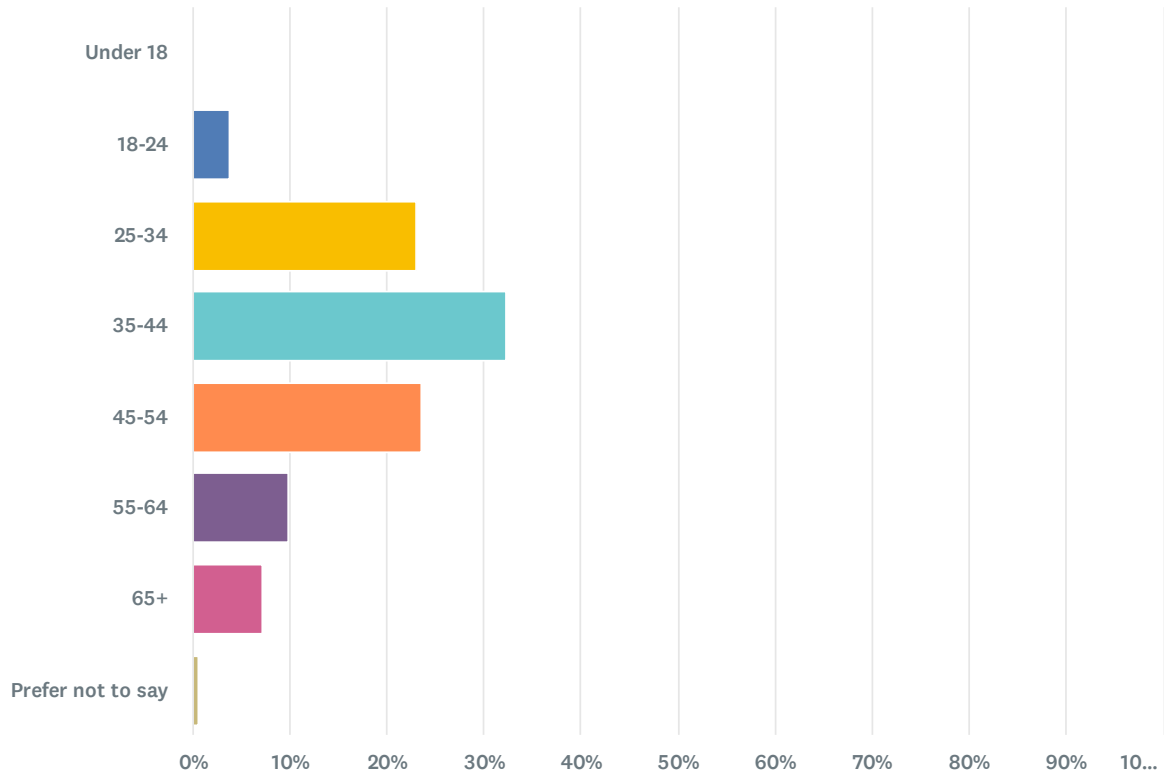


Answer Choices ↓	Percentage ↓	Responses ↓	
● North Rifle	23.46%	42	...
● East Rifle	19.55%	35	...
● West Rifle	11.73%	21	...
● South Rifle	6.15%	11	...
● Downtown Rifle	8.94%	16	...
● Other (please specify) Show responses	30.17%	54	...
Total		179	

APPENDIX C

Q2 What is your age group

Answered: 183 Skipped: 1



^ Collapse

Answer Choices ↓	Percentage ↓	Responses ↓	
● Under 18	0%	0	...
● 18-24	3.83%	7	...
● 25-34	22.95%	42	...
● 35-44	32.24%	59	...
● 45-54	23.50%	43	...
Total		183	

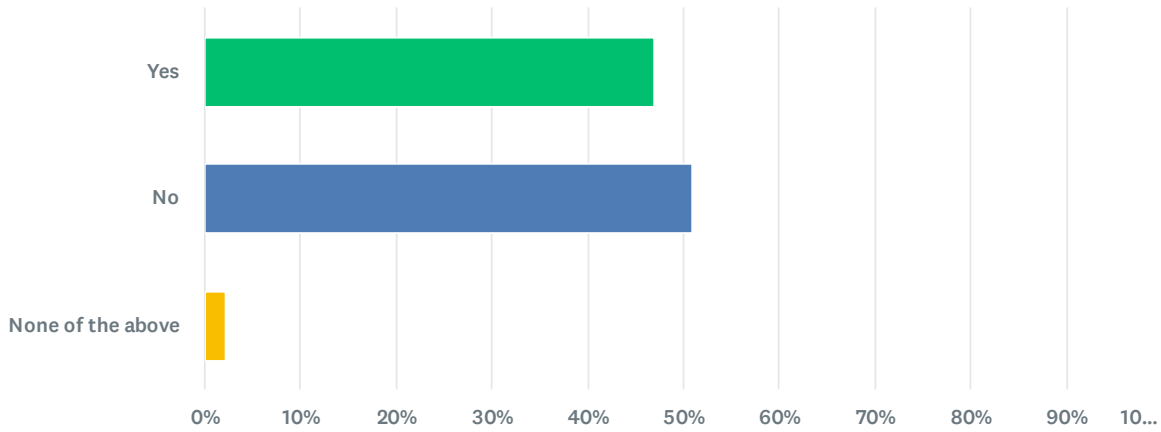
APPENDIX C

Answer Choices ↓	Percentage ↓	Responses ↓	
● 55-64	9.84%	18	...
● 65+	7.10%	13	...
● Prefer not to say	0.55%	1	...
Total		183	

APPENDIX C

Q3 Do you have children in your house hold?

Answered: 183 Skipped: 1

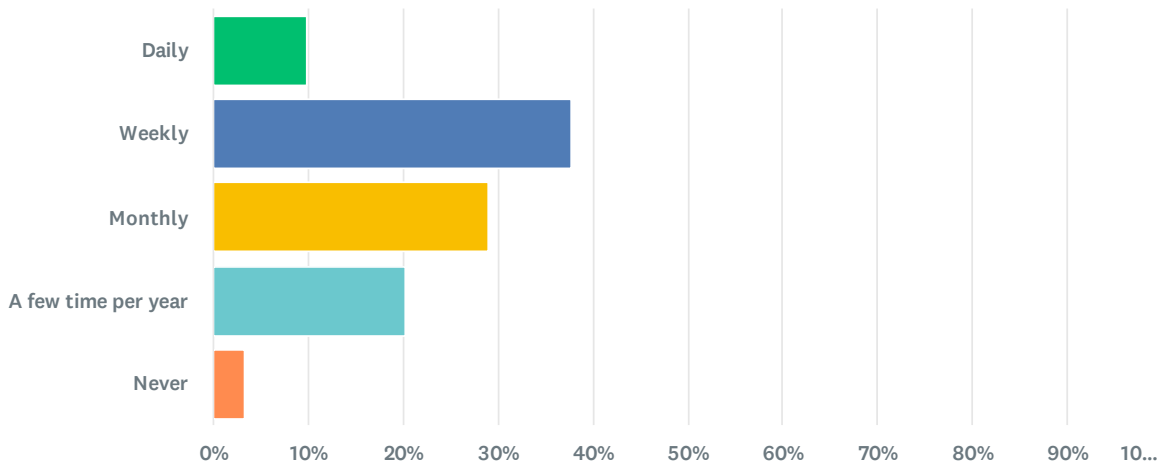


Answer Choices ↓	Percentage ↓	Responses ↓	
● Yes	46.99%	86	...
● No	50.82%	93	...
● None of the above	2.19%	4	...
Total		183	

APPENDIX C

Q4 How often do you currently visit parks or open spaces in the Rifle area?

Answered: 183 Skipped: 1



Answer Choices ↓	Percentage ↓	Responses ↓
● Daily	9.84%	18
● Weekly	37.70%	69
● Monthly	28.96%	53
● A few time per year	20.22%	37
● Never	3.28%	6
Total		183

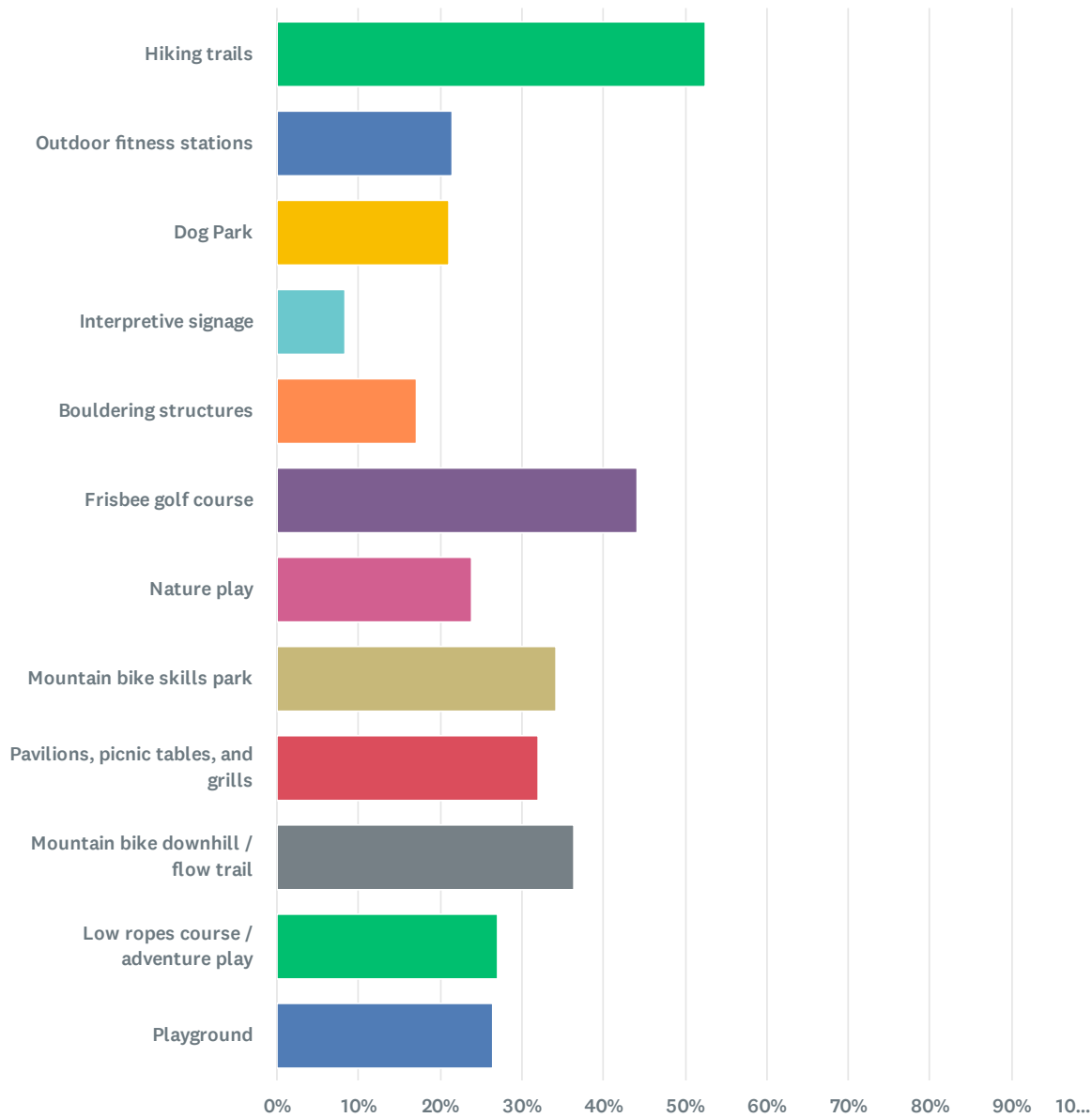
Q5 What types of recreation opportunities do you think are currently missing from the Rifle area?

Answered: 136 Skipped: 48

APPENDIX C

Q6 What types of recreation would you most like to see included in the Rifle Open Space Master Plan? (Select up to three)













Answered: 181 Skipped: 3



^ Collapse

Answer Choices ↓	Percentage ↓	Responses ↓
Total		181

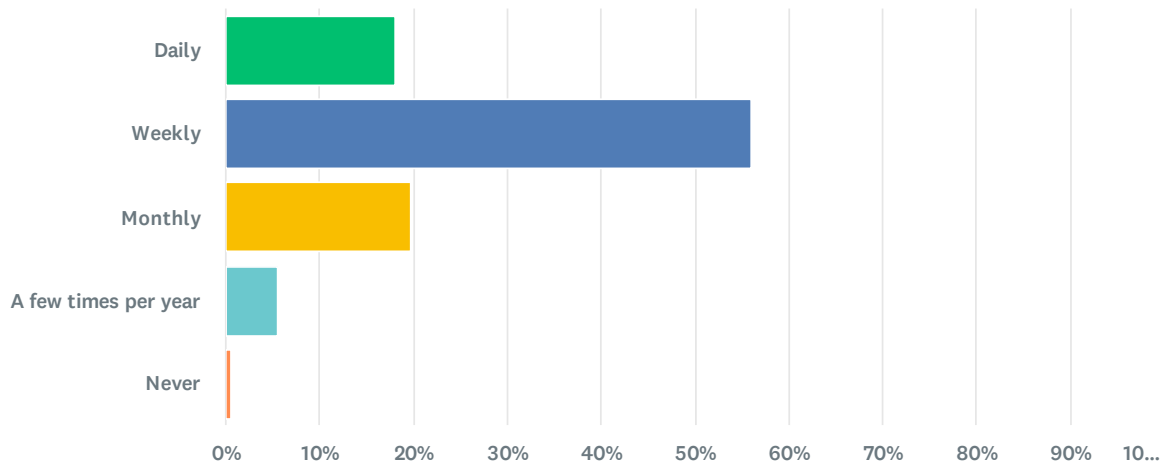
APPENDIX C

Answer Choices ↓	Percentage ↓	Responses ↓	
 Hiking trails	52.49%	95	...
 Outdoor fitness stations	21.55%	39	...
 Dog Park	20.99%	38	...
 Interpretive signage	8.29%	15	...
 Bouldering structures	17.13%	31	...
 Frisbee golf course	44.20%	80	...
 Nature play	23.76%	43	...
 Mountain bike skills park	34.25%	62	...
 Pavilions, picnic tables, and grills	32.04%	58	...
 Mountain bike downhill / flow trail	36.46%	66	...
 Low ropes course / adventure play	27.07%	49	...
 Playground	26.52%	48	...
Total		181	

APPENDIX C

Q7 If the new open space includes your preferred amenities, how often do you think you would visit it?

Answered: 182 Skipped: 2

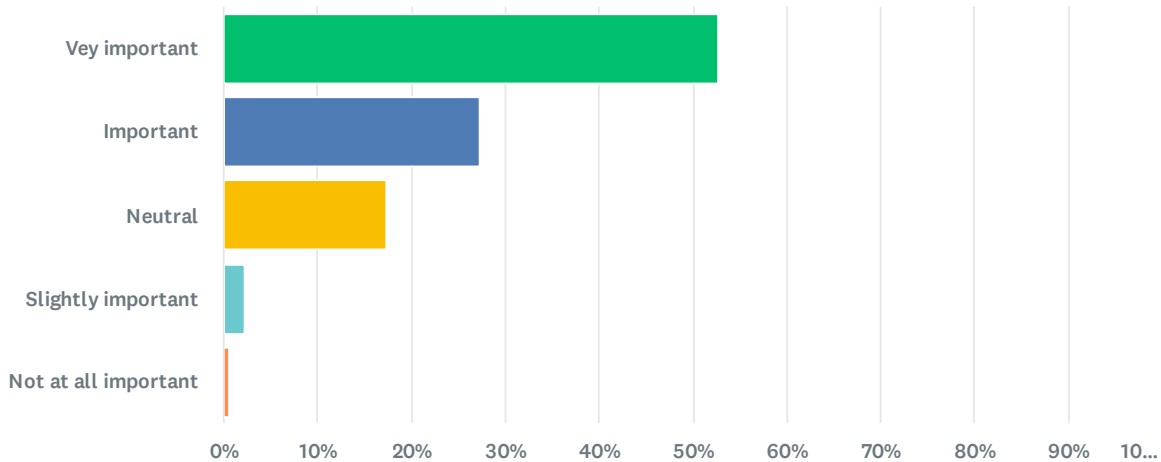


Answer Choices ↓	Percentage ↓	Responses ↓	
● Daily	18.13%	33	...
● Weekly	56.04%	102	...
● Monthly	19.78%	36	...
● A few times per year	5.49%	10	...
● Never	0.55%	1	...
Total		182	

APPENDIX C

Q8 How important is preserving natural habitat and wildlife in this area to you?

Answered: 184 Skipped: 0

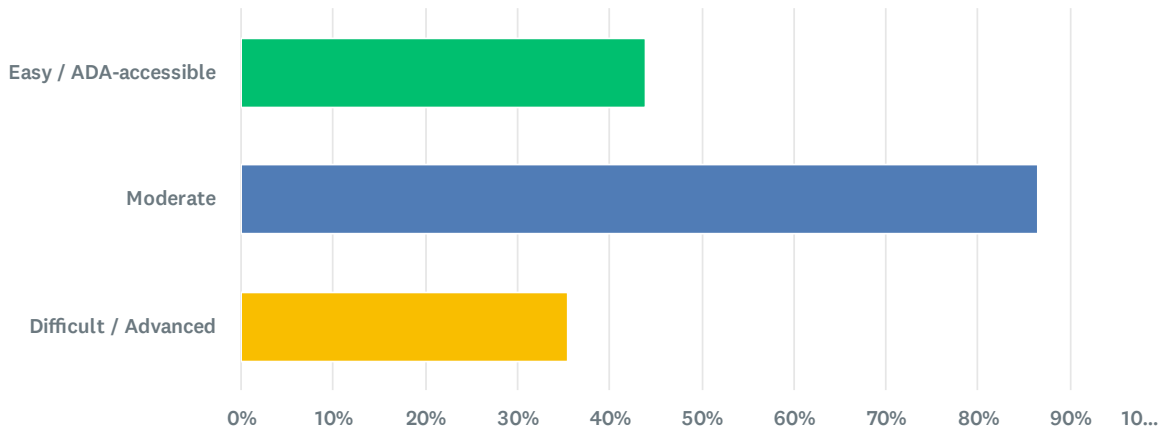


Answer Choices ↓	Percentage ↓	Responses ↓	
● Vey important	52.72%	97	...
● Important	27.17%	50	...
● Neutral	17.39%	32	...
● Slightly important	2.17%	4	...
● Not at all important	0.54%	1	...
Total		184	

APPENDIX C

Q9 What level(s) of trail difficulty would you prefer? (Select all that apply)

Answered: 178 Skipped: 6

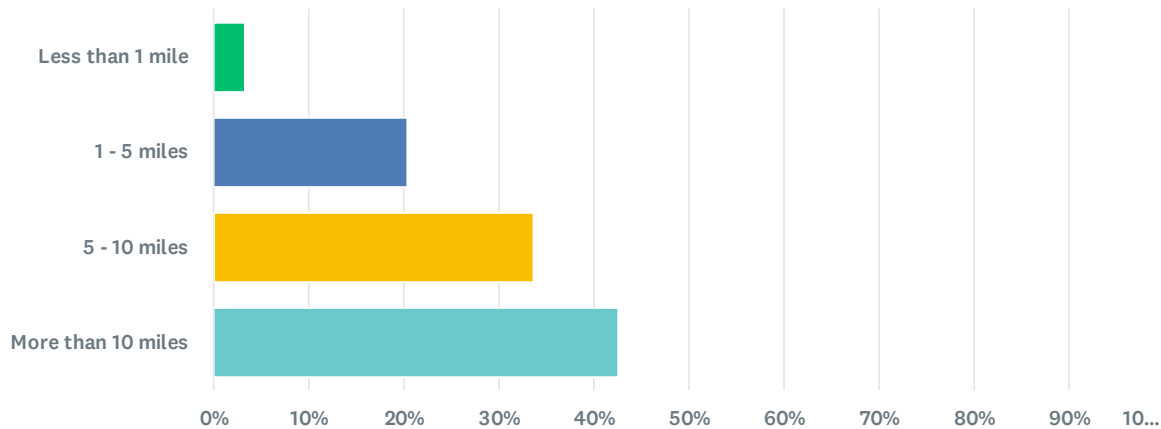


Answer Choices ↓	Percentage ↓	Responses ↓	
● Easy / ADA-accessible	43.82%	78	...
● Moderate	86.52%	154	...
● Difficult / Advanced	35.39%	63	...
Total		178	

APPENDIX C

Q10 How far would you be willing to travel to visit this open space?

Answered: 181 Skipped: 3



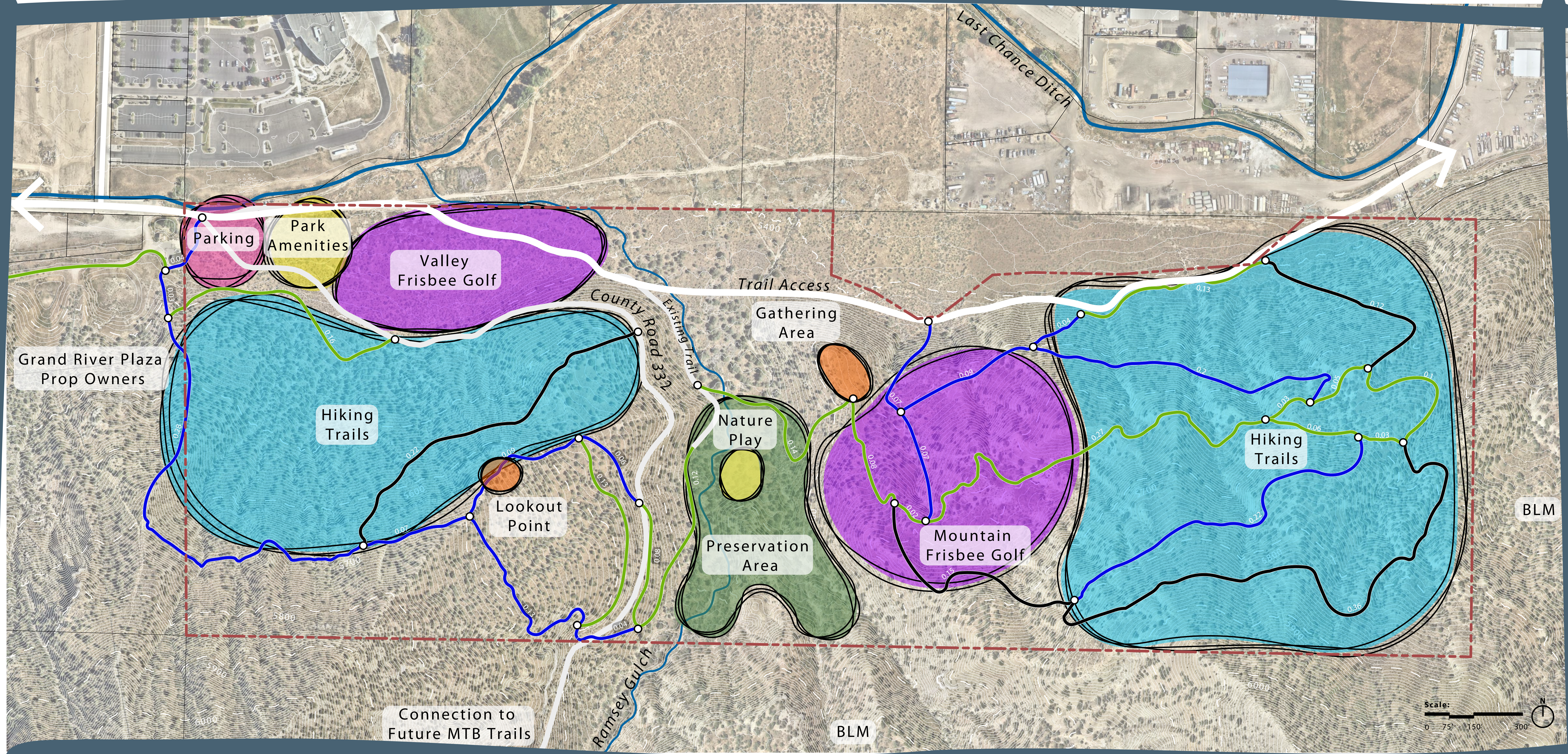
Answer Choices ↓	Percentage ↓	Responses ↓	
● Less than 1 mile	3.31%	6	...
● 1 - 5 miles	20.44%	37	...
● 5 - 10 miles	33.70%	61	...
● More than 10 miles	42.54%	77	...
Total		181	

Q11 Do you have any concerns about developing or programming this site?

Answered: 89 Skipped: 95

Q12 Is there anything else you would like to see, or prefer to avoid, in the design of this open space?

Answered: 86 Skipped: 98



Legend

- - - City Parcel Boundary
- Garfield County Parcels
- 100' Contours
- 5' Contours

Proposed Amenities

- Easy Trail (low slopes) - 1.40Mi
- Moderate Trail (moderate slopes) - 1.43Mi
- Difficult Trail (steep slopes) - 0.85Mi

- Easy Trail
- Moderate Trail
- Difficult Trail

- Frisbee Golf Course Campo de golf con frisbee
- Parking Aparcamiento
- Gathering Reunion
- Park Amenities Servicios del parque
- Preservation Area Área de preservación
- Multi-Use Areas Áreas de usos múltiples



Agenda Item #5.b.

Agenda Item Name:

Deerfield Park Restoration - Climate Smart Communities Initiative

Presenter:

Kate Collins

Item Description:

Receive a presentation from Middle Colorado Watershed Council

Recommended Action:

No Action Required

Fiscal Impact:

N/A

Operational Impact:

N/A

Prior Board Motions:

N/A

Background Information:

N/A

Executive Summary:

Receive a presentation from Kate Collins with the Middle Colorado Watershed Council.

Notification Requirements:

Prepared By:

Austin Rickstrew, Parks & Recreation Director

Attachments:

1. Rifle PRAB Presentation.pptx

Deerfield Park Restoration - Climate Smart Communities Initiative ([CSCI](#))

For Parks & Rec Advisory
Board

February 9, 2026

Kate Collins, Middle
Colorado Watershed
Council

midcowatershed.org



Purpose of Today's Request

- Seek PRAB recommendation to Rifle City Council
- **MCWC** is applying for ~\$88,000 in [Climate Smart Communities Initiative](#) grant funding in partnership with **American Rivers** and the **City of Rifle**
 - **Application DUE: March 12, 2026**
- Fund modeling, design, and engineering for **Deerfield Park Restoration Project**



Rifle Creek in Deerfield Park

Total Linear Feet Through City Properties: ~2,600 feet

Coordinate System: NAD 1983 UTM Zone 13N



Why This Matters

- Design and Engineering = first step to shovel-ready projects
- Projects will improve:
 - Creek access and safety
 - Water quality
 - Flood resilience
 - Recreational value
 - Enable pursuit of major grant funding

Background - Middle Colorado Watershed Council

- Local nonprofit working in watershed health since 2013
- Focused on project development, restoration and resilience
- Partners with COR; alignment with local and regional goals
 - Centennial Park Rifle Creek Restoration - Vendor selected for engineering modeling and design
 - Operation of River Stop
 - Grand Tunnel Ditch Flume Replacement
 - Fully funded and underway Spring 2026
 - Vision for larger [Rifle Creek Restoration](#) from Rifle Gap to Colorado River confluence

Rifle Creek Restoration

Deerfield Park Restoration

Budget Item	Grant	Requested Amount	Award
Draft - Design and Engineering	Climate Smart Communities Initiative	~\$88,000	Pending: Application DUE: 3/12/26
Total Budget		\$88,000	

Project Concept: Scope of Work

- At [Deerfield Park](#):
 - Creek dam structures to enhance pooling for habitat, sediment capture
 - Access points to water
 - Longitudinal benching
 - Poned areas
 - Wetlands improvements for habitat and water quality
 - City pond – increase user interactive features
 - Vegetation management plan
 - Invasive management
 - Reed grass management
 - Increase desirable vegetation
 - Wildlife management plan
 - Aquatic | Beaver | Birds

Partners

- [American Rivers](#) - confirmed
- Middle Colorado Watershed Council - confirmed
- City of Rifle - requested
- RE-2 - Adjacent partner on the floodplain - ideal
- Adjacent landowners - ideal

Questions? Discussion?

Let's build resilient, accessible parks and open spaces for Rifle citizens and visitors!



Thank you!



Kate Collins, Executive Director
970-274-0899 | kcollins@midcowatershed.org



Agenda Item #5.c.

Agenda Item Name:

2025 Parks and Recreation Social Media Presentation

Presenter:

Kyle Mills

Item Description:

Kyle Mills will present the Parks and Recreation Social Media Report.

Recommended Action:

No Action Required

Fiscal Impact:

N/A

Operational Impact:

N/A

Prior Board Motions:

N/A

Background Information:

N/A

Executive Summary:

Kyle Mills, our Communications & Engagement Specialist, will present the social media report. The report can also be accessed with the following link: <https://online.fliphtml5.com/qwkpl/eotp/>

Notification Requirements:

N/A

Prepared By:

Austin Rickstrew, Parks & Recreation Director

Attachments:

1. 2025 Rifle Parks and Recreation Social Media Report



Social Media Report 2025



Table of Contents

4-11	2025 Facebook Insight
12-13	2025 Facebook Top Posts
14-16	2024 & 23 Facebook Metrics
18-19	Facebook Audience & Demographic
20-21	Messaging-Contacts /Response
23	Content Comparison
26-31	2025 Instagram Insight
34-36	2023 Instagram Top Posts
38-39	Instagram Audience & Demographic
42-43	2024 & 23 Instagram Metrics
45	Content Comparison
46-47	Messaging-Contacts /Response





January 1, 2025

Rifle Parks & Recreation – Annual Update

Social Media Report | 2025

Facebook

Overview

2025 was a year of transition for the Rifle Parks and Recreation Facebook page. When I began my new role in July, my responsibilities expanded to include oversight of an additional Facebook page and an Instagram account. As a result, I attribute the slight decline in new followers and content interaction early in the year to these expanded duties.

With the addition of the City of Rifle Facebook page, I began cross-promoting Parks and Recreation content to a broader audience. This strategy introduced our programs and events to a larger and more diverse group of community members and ultimately helped drive increased traffic back to the Parks and Recreation page.

Growth and Metrics Changes

The addition of the City page significantly increased exposure for Parks and Recreation content. However, changes to Meta's reporting metrics limit the number of direct year-over-year comparisons available.

As noted in last year's report, total reach for 2024 was just over 200,000. In late September and early October 2024, Meta introduced the "Views" metric, phasing out plays and impressions. During the final three months of 2024, the page recorded just over 500,000 views.

While a full year-over-year comparison will not be possible until the end of 2026, the same three-month period at the end of 2025 exceeded 600,000 views. Meta also introduced the "Viewers" metric, replacing reach, which will allow us to better understand how many unique accounts view our content and how frequently they return.

December closed out 2025 with the highest monthly total to date, reaching nearly 250,000 views. The year-end total reached 1,997,679 views, with 1,768,301 of those views being organic. This is particularly notable, as it demonstrates that community members are actively seeking out Parks and Recreation information and engaging with content without reliance on paid promotion.

December 31, 2025



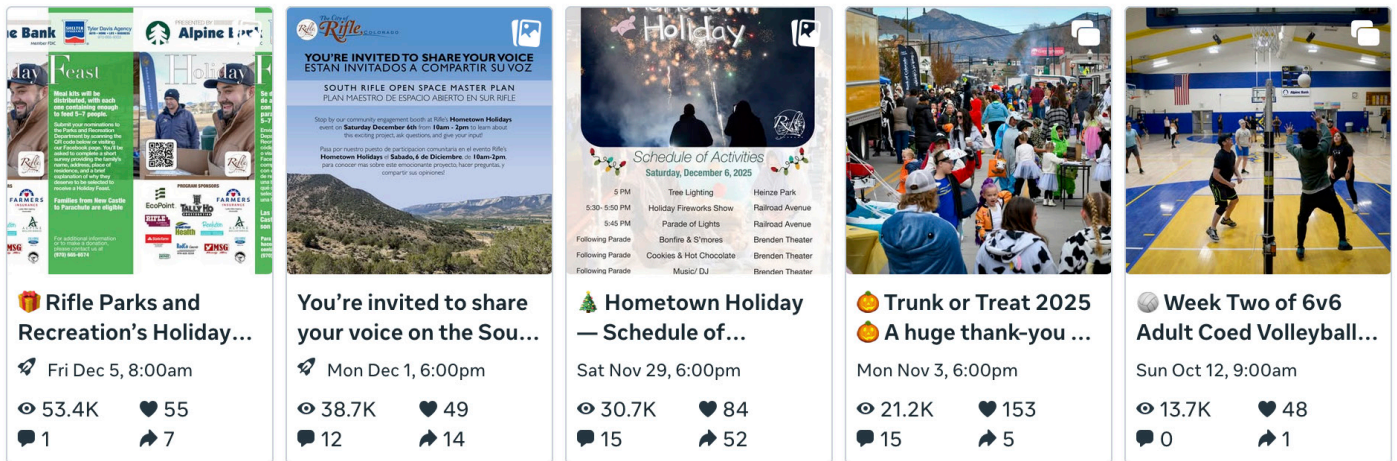
Engagement and Growth Outlook

As I continue to settle into my expanded communications role with the City of Rifle, I plan to maintain a strong focus on promoting Parks and Recreation programs and events. With eight of the twelve months showing growth in page views, the outlook for 2026 is very promising.

Advertising Overview

During 2025, we ran 19 Facebook ads with a total spend of \$1,260. This reflects a conservative advertising strategy, with intentionally low budgets used to support specific, planned promotions.

In 2026, I plan to maintain this conservative approach while making targeted strategic adjustments for programs that would benefit from additional visibility to support registration numbers. This includes focusing paid promotions on specific areas in and around Rifle to increase paid viewership and bring greater awareness to the offerings of Rifle Parks and Recreation.



Top-Performing Content

Posts that performed best in 2025 consistently focused on:

- **Meal Distribution** (Holiday Feast)
- **Key Events** (Pop up South Rifle/Hometown Holiday)
- **Adult Programs** (Volleyball)

This trend aligns with previous years, with top-performing posts receiving additional visibility through Facebook advertising and cross-posting across multiple pages.



January 1, 2025

Facebook Performance (Monthly Views)

Month	Views	% Change
December	247.5.2K	+6.8%
November	215.6K	+62.6%
October	137.5K	+6.6%
September	126.1K	-19.7%
August	163.1K	-8.4%
July	178.1K	-26.7%
June	237.1.4K	+29.4%
May	188.1K	+29.4%
April	141.0K	+16.9%
March	129.4K	+5.3%
February	115.4K	+15%
January	118.6K	-36.9%

Key Metrics Overview

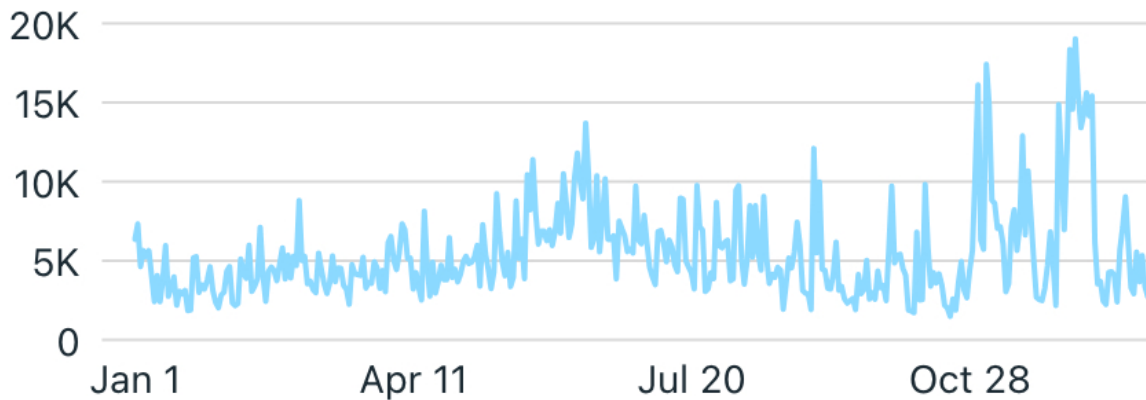
This report outlines the Parks and Recreation Facebook page's performance throughout 2025, highlighting five primary metrics tracked by Meta, with year-over-year comparisons to 2024 where available.

December 31, 2025



Views ⓘ

2.0M



Views

Facebook began tracking views in late 2024, replacing the previous plays and impressions metric. A view is counted each time content appears on a user's screen or when a video begins playing. This applies to all posts, stories, reels, and videos.

During the first half of 2025, the Parks and Recreation page consistently recorded fewer than 5,000 views per month, with occasional spikes above that mark. Following the addition of the City page and expanded content distribution, performance improved significantly, with more than eight spikes exceeding 10,000 views.

Notable view spikes include:

- **December 5:** 19,024 views across multiple posts, including Hometown Holiday decorations, Railroad Avenue road closure, and Holiday Feast meal distribution advertising. These posts generated 8,348 organic views and 10,676 paid views.
- **December 3:** 18,343 views from posts featuring adult volleyball schedules and photos, indoor cornhole program promotion, and the Hometown Holiday map. These posts generated 8,913 organic views and 9,430 paid views.
- **November 3:** 17,415 views from two posts highlighting the annual Trunk or Treat event and the Boys Basketball program promotion. These posts generated 16,542 organic views and 873 paid views.



January 1, 2025

- **October 31:** 16,114 views (100% organic) for a post announcing the annual Halloween Home Decoration Contest winners.
- **December 9:** 15,616 views for a post about the Pop-Up South Rifle Master Plan event, which was boosted with advertising and generated 7,840 organic views and 7,776 paid views.

The views metric will be especially valuable moving into 2026 as we continue engaging both followers and non-followers. Late in 2025, Facebook also began tracking viewers, allowing us to measure unique accounts reached.

Tracking views monthly allowed for better monitoring of trends, seasonal fluctuations, and opportunities to optimize content during slower months between events and news cycles. By the end of 2025, the page trended toward an average monthly viewership of 130,000–150,000 views, a benchmark I plan to maintain and build upon in 2026.

Viewers (Coming Soon)

Formerly known as reach, the viewers metric complements views by tracking unique accounts. This will help us better understand audience growth, identify returning viewers, and measure how effectively content reaches new community members.

Visits

The visits metric measures how often users visit the page after seeing content. From 2024 to 2025, visits decreased by 8.7%. Given the significant increase in views, this suggests that users may have found the information they needed directly within posts, reducing the need to click through to the page.

Follows

Followers remain one of the most important metrics. The more followers we have, the more residents and interested neighbors see Parks and Recreation communications organically.

In 2025, the page added 564 new followers, ending the year with more than 4,800 total followers. After accounting for 119 unfollows, the page experienced a net gain of 445 followers. These fluctuations are typical, as users often follow temporarily around specific programs or events.

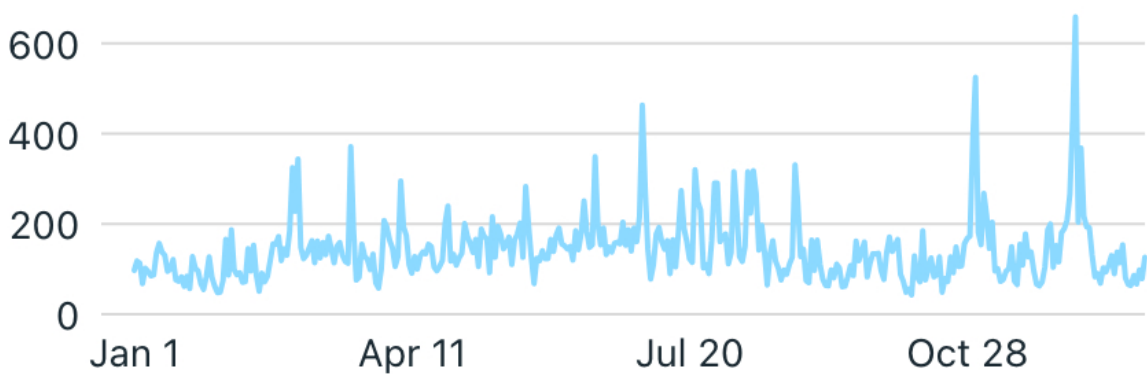
My goal remains aggressive: reaching at least 6,000 followers. With continued engagement and consistent content, I am confident this milestone can be achieved by the end of 2027.

December 31, 2025



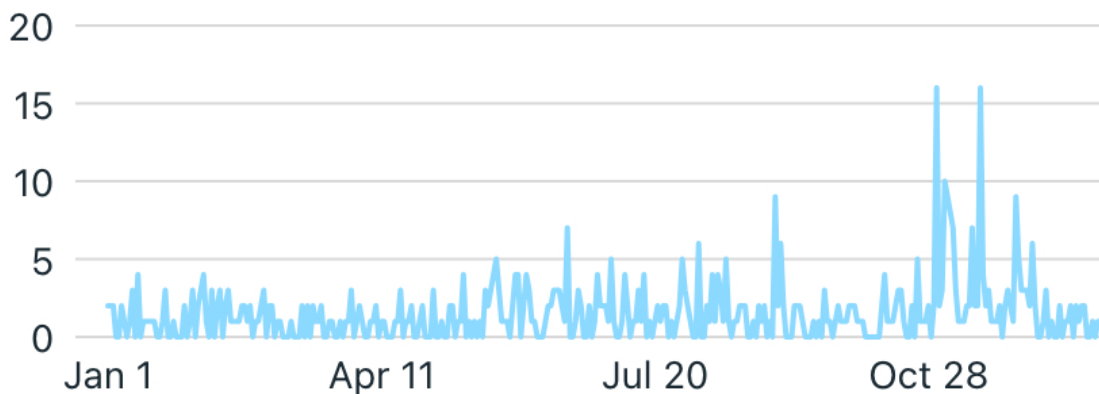
Visits ⓘ

52.3K ↓ 8.7%



Follows ⓘ

564 ↓ 16.6%

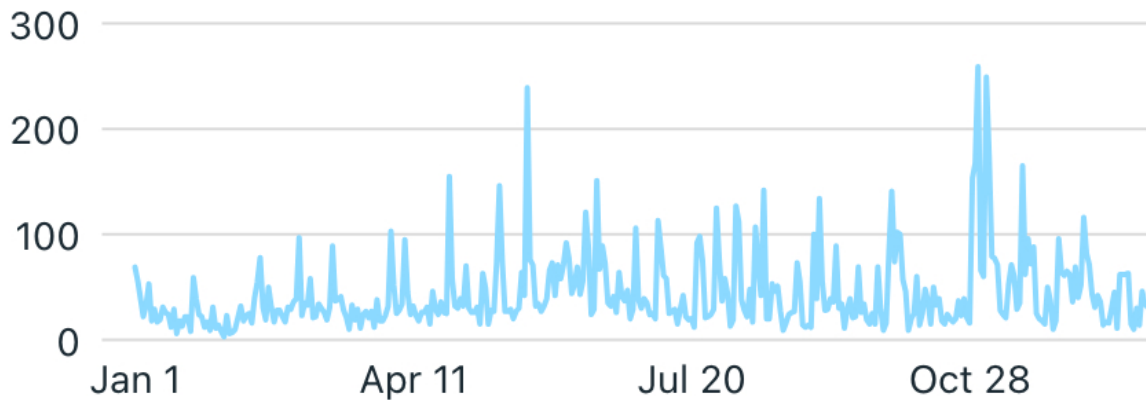




Content interactions



16K ↓ 3.2%



Content Interaction and Link Clicks

The final two metrics—content interaction and link clicks—work closely together.

- **Content interactions decreased by 3.2% in 2025, reflecting the slow start of the year, but a strong finish to 2025 kept the page in the ballpark of 2024 in engagement through reactions, comments, shares, and clicks at the beginning of the year.**
- **Link clicks grew to 4k, a 179.9% increase from 2024.**

This growth was supported by increased use of links, including HTML flipbooks and video links. Over the next year I hope to continue and improve use of links, to drive followers and viewers to our website and CivicRec registration platform. Overall, both metrics had a strong 2025, and 2026 promises to be even better.

Summary

One key metric worth highlighting is that nearly 80% of the views for each of the top three posts came from non-followers. This indicates a substantial untapped audience actively engaging with content and presents a strong opportunity to convert those viewers into followers moving forward.

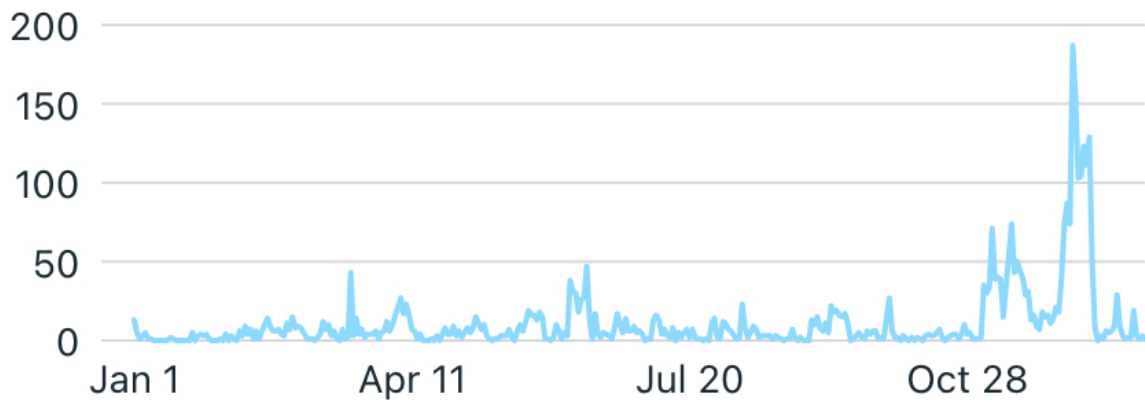
— KM

December 31, 2025



Link clicks ⓘ

4K ↑ 179.9%





2025 TOP THREE

Search Facebook

Your profile

Post insights

Rifle Parks and Recreation
Published by Kyle Mills
December 6, 2025

Rifle Parks and Recreation's Holiday Feast Returns!
We're spreading holiday cheer once again with our Holiday Feast meal kits — each one includes enough to feed 5-7 p... See more

55 Reactions
7 Shares
1 Comment
1 Save

How people find your content
Traffic Source
Not enough data to show yet.

Who viewed your content
Age and gender Top countries

Age and gender	Percentage
25-34	34%
35-44	31.1%
45-54	10%
18-24	8.8%
55-64	8.7%
65+	7.3%

53,383 Views
80.3% Non-followers
19.7% Followers
Viewers: 14,158

Net follows
1 Net follows

64 Interactions
55 Reactions
7 Shares
1 Comments
1 Saves

Link clicks
731 Link clicks

Professional dashboard

Search Facebook

Your profile

Post insights

Rifle Parks and Recreation
Published by Kyle Mills
December 1, 2025

You're invited to share your voice on the South Rifle Open Space Master Plan... See more

49 Reactions
12 Comments
14 Shares

How people find your content
Traffic Source
Not enough data to show yet.

Who viewed your content
Age and gender Top countries

Age and gender	Percentage
35-44	34.2%
25-34	23.5%
45-54	18.4%
55-64	10.6%
65+	8.7%
18-24	4.6%

38,697 Views
79.4% Non-followers
20.6% Followers
Viewers: 11,405

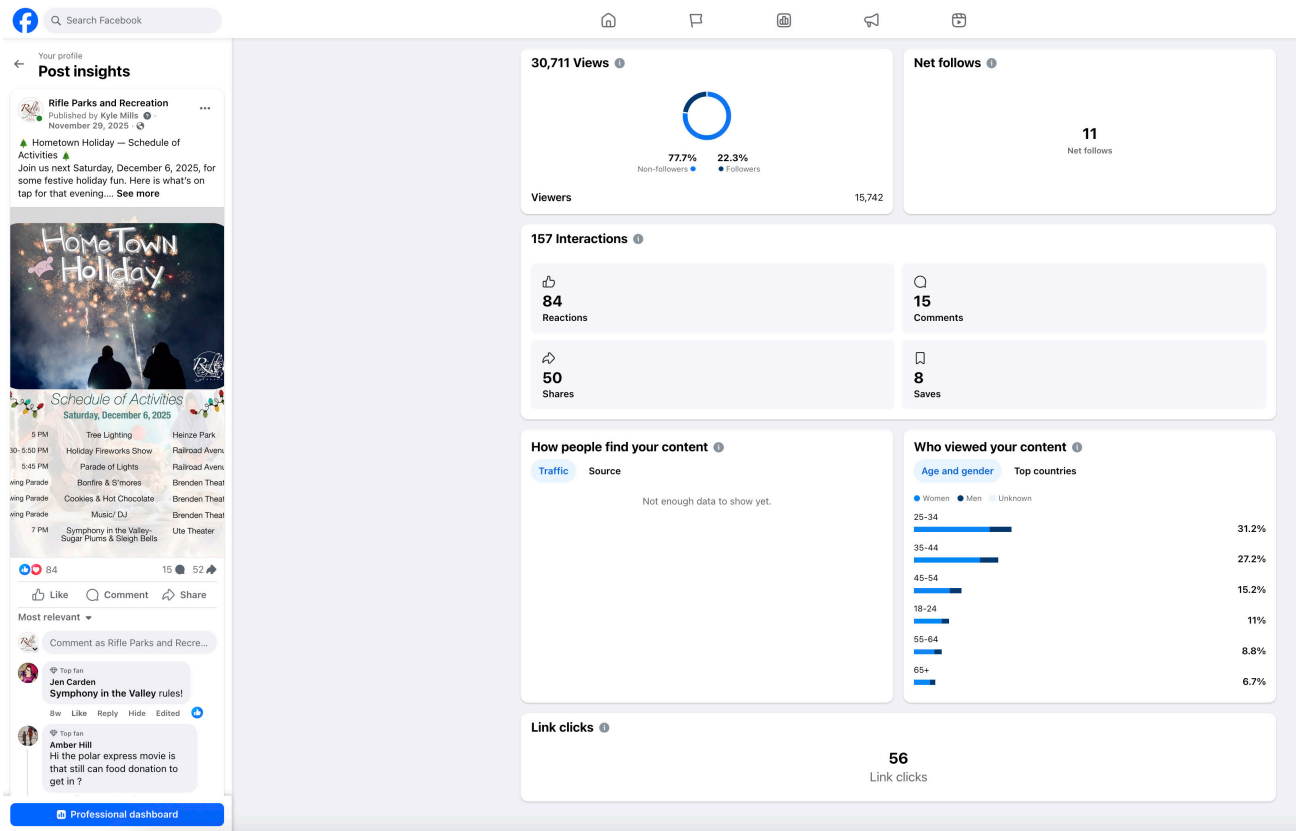
Net follows
4 Net follows

75 Interactions
49 Reactions
14 Shares
12 Comments
0 Saves

Link clicks
274 Link clicks

Professional dashboard

PERFORMING POSTS



Top Posts

We had some variety in our top three posts last year, with one being a program, another being a pop events, and the last the scheduling for an annual event. But the top two have one thing in common, they were pushed out in ads as well.

- **Holiday Feast Registration: 53,383**
- **South Rifle Master Plan Survey: 38,697**
- **Hometown Holiday Schedule: 30,711**

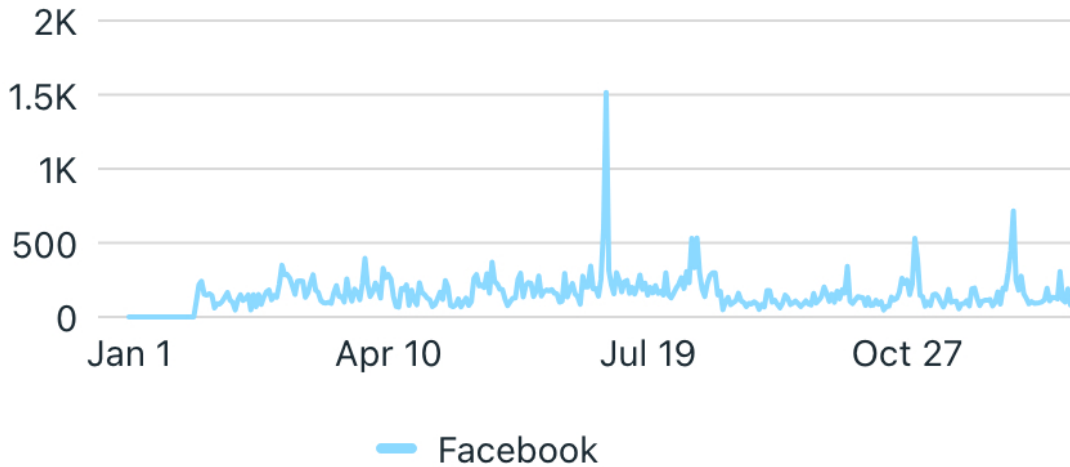
The annual Holiday Feast Meal Kits registration drew significant attention not only from both inside Rifle, but up and down valley as well. With just over 50,000 views, this post stood out, generating almost over 10,000 more views of the second- and third-ranked posts, which reached just under 40,000 views and just over 30,000 views respectively.



January 1, 2024 —

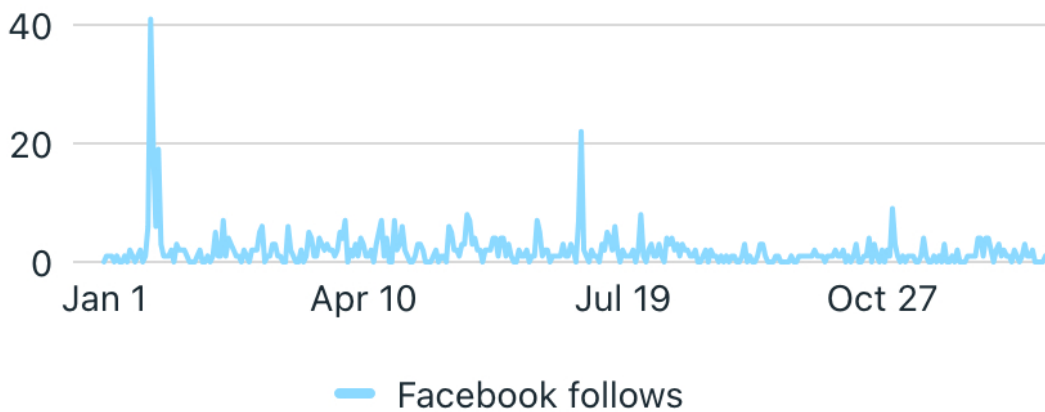
Visits ⓘ

57.3K ↑ 100%



Follows ⓘ

676 ↓ 15.6%



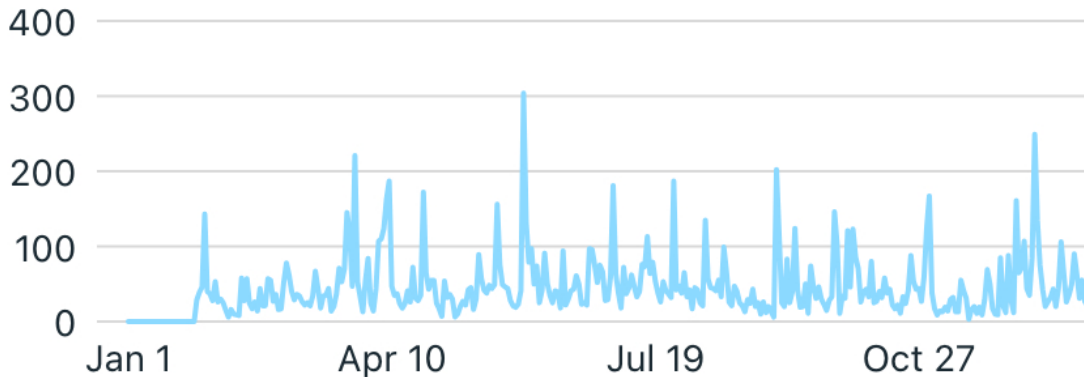
December 31, 2024



Content interactions



16.5K ↑ 100%

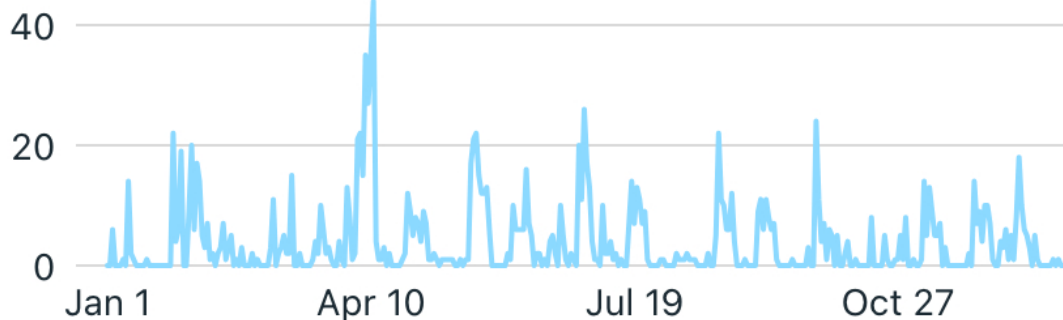


Content interactions

Link clicks



1.4K ↓ 46.3%



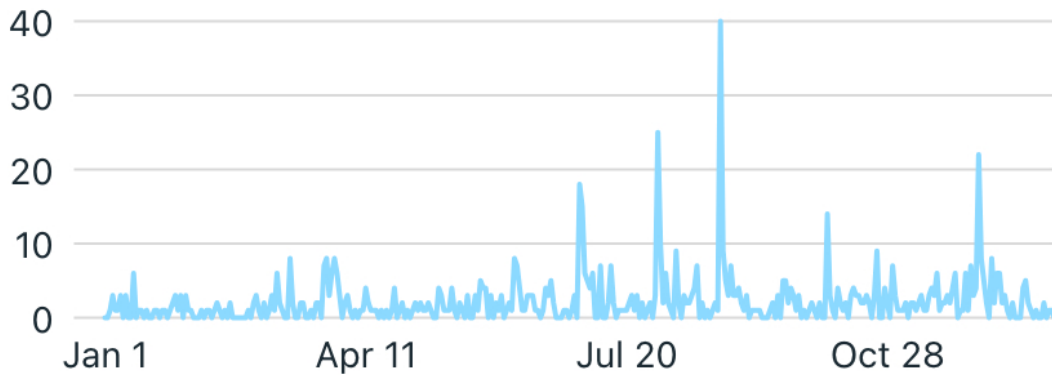
Facebook link



Metrics 2023

Follows ⓘ

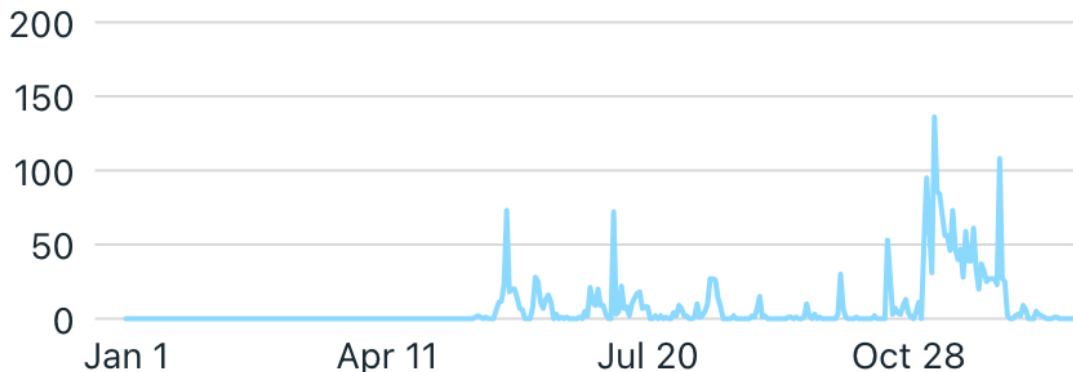
800 ↑ 54.4%



— Facebook follows

Link clicks ⓘ

2.7K ↑ 100%



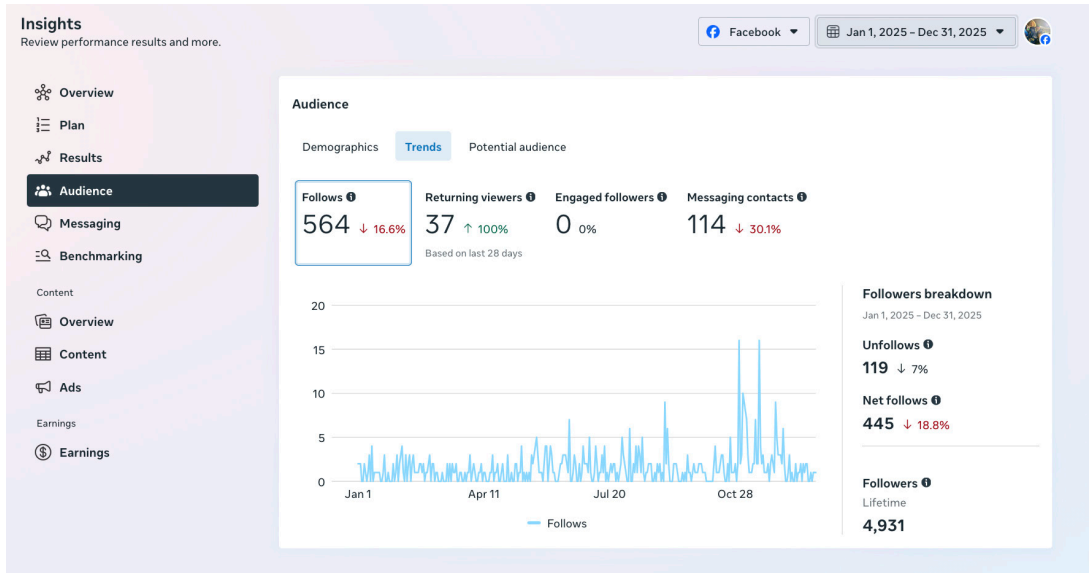
— Facebook link



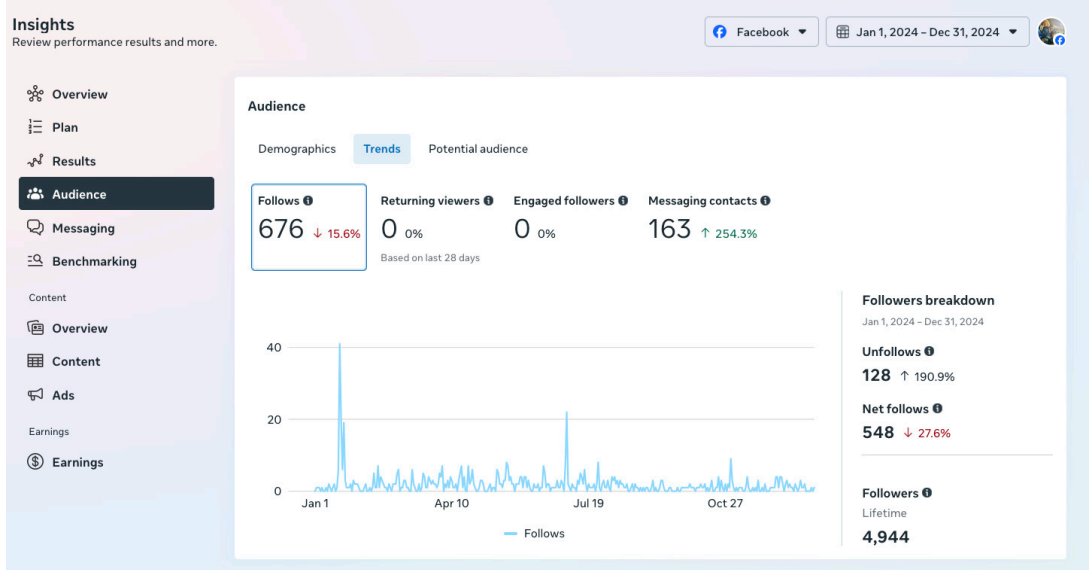


Audience

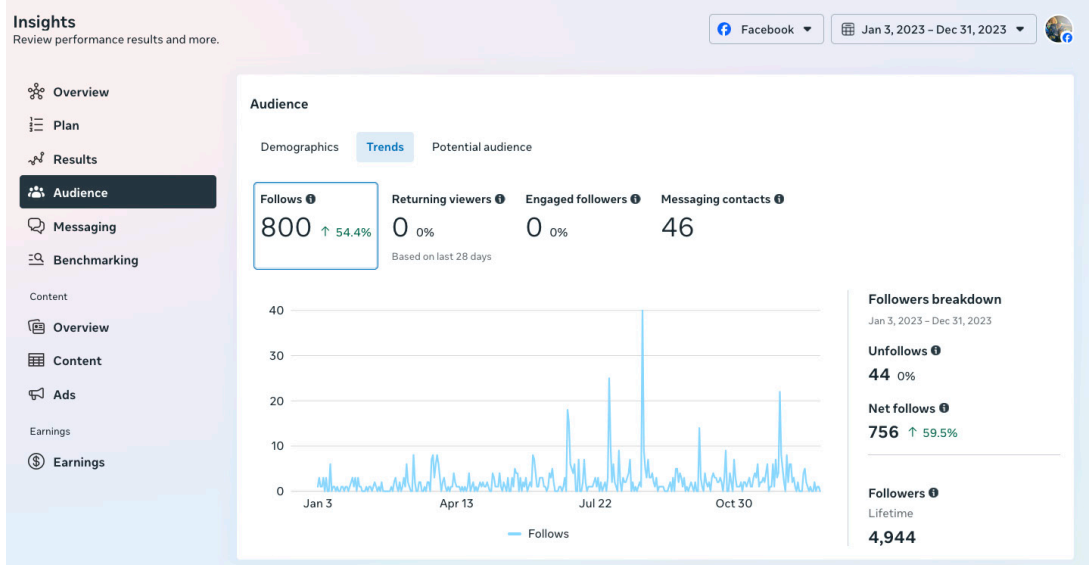
2025



2024



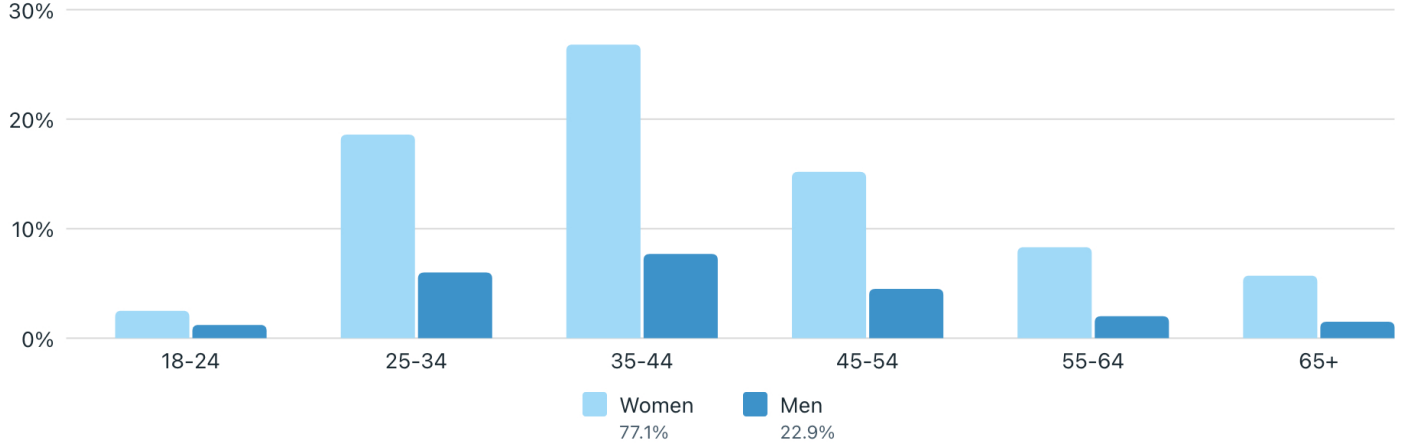
2023



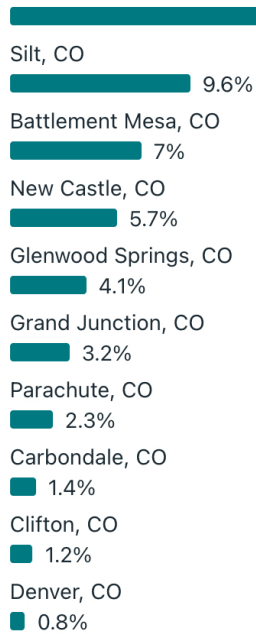


Demographics

Age & gender



Top cities



Top countries





Messaging/Contacts

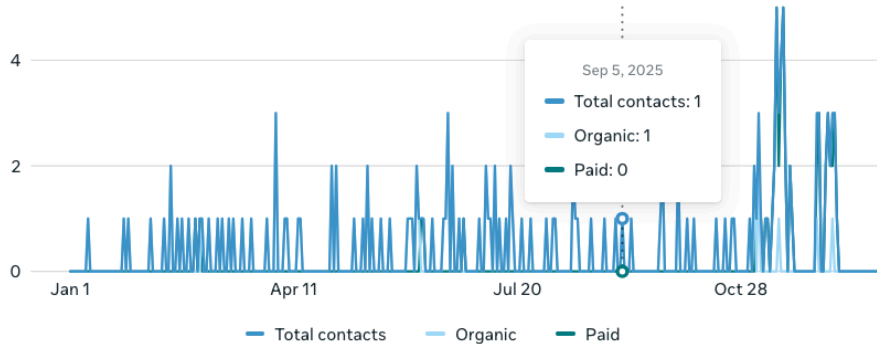
2025

Contacts

Here's everyone who messaged your business.

Total contacts ⓘ **Messaging conversations started** ⓘ

114 ↓ 30.1% **137** ↓ 18%



Breakdown

Jan 1, 2025 - Dec 31, 2025

Organic

69 ↓ 55.8%

Paid

45 ↑ 542.9%

New contacts

 ⓘ

88 ↓ 38%

Organic

49

Paid

39

Returning contacts

 ⓘ

--

Organic

0

Paid

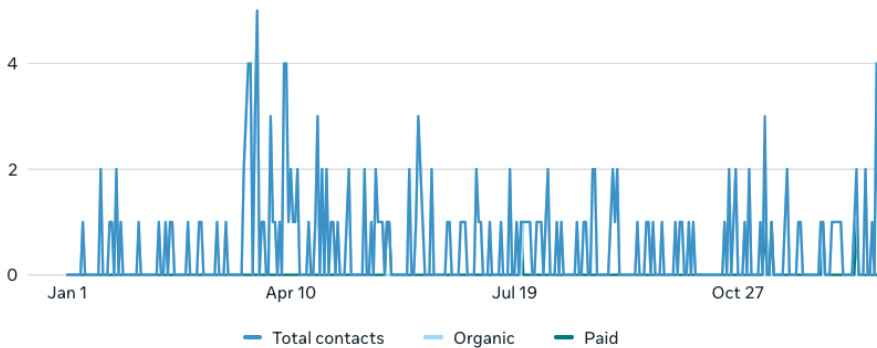
0

Contacts

Here's everyone who messaged your business.

Total contacts ⓘ **Messaging conversations started** ⓘ

163 ↑ 254.3% **167** ↑ 100%



Breakdown

Jan 1, 2024 - Dec 31, 2024

Organic

156

Paid

7

New contacts

 ⓘ

142 ↑ 100%

Organic

137

Paid

5

Returning contacts

 ⓘ

--

Organic

0

Paid

0

Messaging/Response



Daily responsiveness

See how quickly and consistently your business replies to messages.

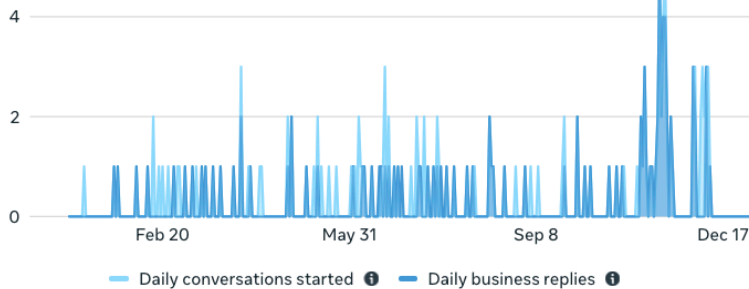
Response rate ⓘ

64.4% ↑ 50.9%

Response time ⓘ

2h 43m ↑ 1.1%

Response rate over time



Optimize your schedule

Your busiest day last week was Friday, January 30. See which hours your business received the most conversations to help optimize your schedule.

[See hourly insights](#)

2025

Daily responsiveness

See how quickly and consistently your business replies to messages.

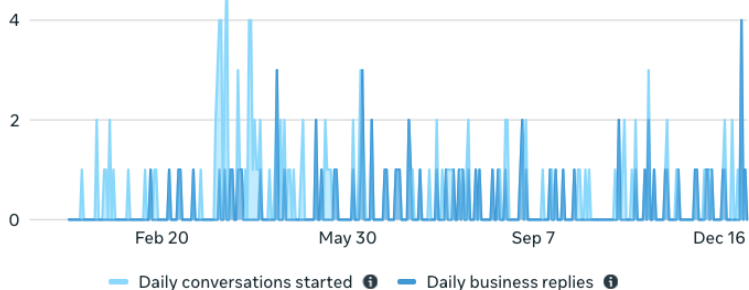
Response rate ⓘ

42.7% ↑ 100%

Response time ⓘ

2h 42m --

Response rate over time



Optimize your schedule

Your busiest day last week was Friday, January 30. See which hours your business received the most conversations to help optimize your schedule.

[See hourly insights](#)

2024



Content Comp



Benchmarking

Business comparison

Businesses to watch

Compare your performance against businesses in the **Personal Goods & General Merchandise Stores** category

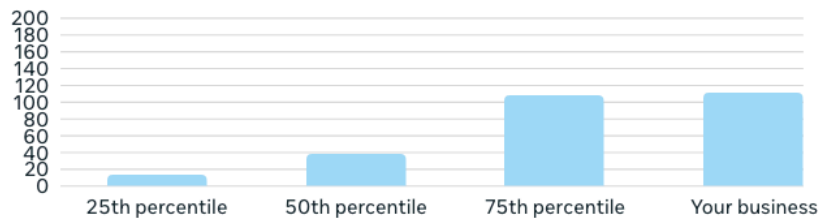
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

111

Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create post

Facebook followers ⓘ

4,944

Similar to others

Typically: 8,011

Follows ⓘ

72

Lower than others

Typically: 201

Content interactions ⓘ

1,416

Similar to others

Typically: 2,148

During 2025, I maintained the posting cadence established in 2024, rotating between two posts one day and three posts the next. I also expanded our use of Reels, replacing many photo-based stories with unedited video clips from programs and events, enhanced with music to increase engagement and authenticity.

In our most recent 28-day content comparison, we ranked in the 100th percentile for number of posts—posting more frequently than all comparable pages. While our follower count and content interactions remain consistent with similar accounts, we currently rank lower in new follows. Increasing follower growth will be a key focus moving into 2026 and beyond.







January 1, 2025 –

Instagram

The Rifle Parks & Recreation Instagram page launched in March 2022. In four years, the page has grown to nearly 700 followers, posting over 2,100 times during that period. 2025 closed out with our strongest performance to date, achieving more than double the views of the previous year.

Instagram, as a highly visual platform, focuses primarily on photo posts and video reels. Using the Meta Professional Dashboard, content and advertising are efficiently cross-posted to Facebook, maintaining platform consistency while extending reach.

Advertising Overview

The same four paid Facebook ads were cross-posted to Instagram, included in the total advertising spend of \$1,260. Moving into 2026, cross-posting will continue, with additional budget and tailored Instagram-specific content to grow followers and engage a slightly younger demographic than Facebook.

Engagement and Growth Outlook

Instagram provides a strong opportunity for engagement through visual storytelling. Continued emphasis will be placed on showcasing what makes our community unique and highlighting projects that shape the city's future while honoring its past.

Growth potential remains high. Increased frequency and consistency of content, especially platform-tailored posts, are expected to drive reach and new follower growth.

Evolving Metrics

Meta continues to align Instagram's metrics more closely with Facebook, allowing for improved performance tracking across both platforms. The introduction of the views metric—and the anticipated addition of a viewers metric—will allow us to monitor performance more closely and create platform-specific content aligned with audience interests.

Top-Performing Content

Posts that performed best in 2025 consistently focused on:

- **Pool photos and videos**
- **Events coverage**
- **Rifle Mountain Park**

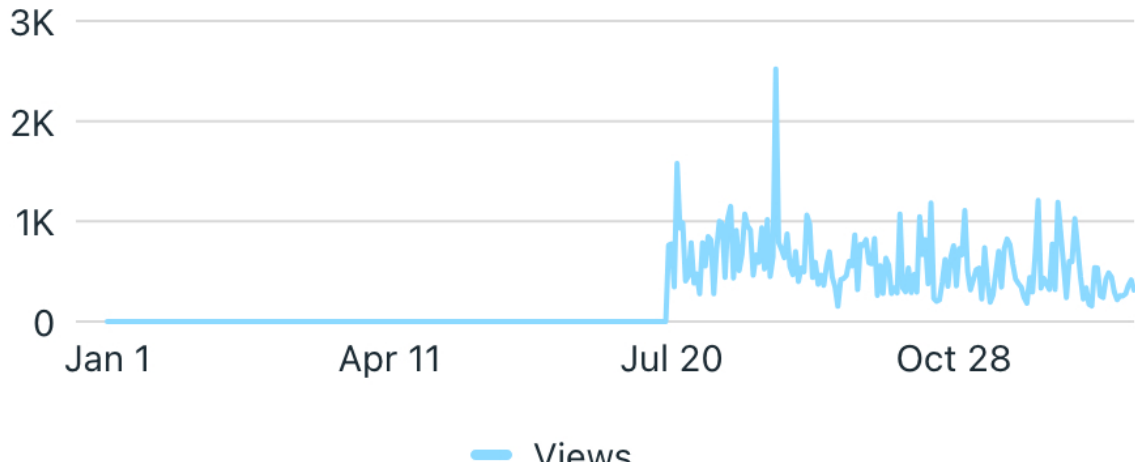
Photos and videos from Parks and recreation programs and events and performed particularly well on Instagram throughout 2025.

December 31, 2025



Views ⓘ

95.3K



Key Metrics Overview

This report outlines the Rifle Parks and Recreations Instagram page’s performance throughout 2025, highlighting six primary metrics tracked by Meta, with year-over-year comparisons to 2024 where available.

Views

The views metric was introduced in early July 2025. During the final half of the year, the page recorded over 95,000 total views, that’s more than 10,000 more views than the City of Rifle Instagram had in the same time period with 200 more followers.

From July through December, the page consistently averaged 500–1000 views per day. Photo driven event and program coverage produced several spikes exceeding 1,000 views, with one spike reaching nearly 3,000 views.

Notable view spikes include:

- **July 22:** 1,578 views (100% organic) across multiple posts covering Adult Softball and Rifle Metro Pool.
- **August 26:** 2,521 views across multiple posts covering Rifle Metro Pool Schedule, EcoPoint 5K Race Series and Girls Youth Basketball registration..

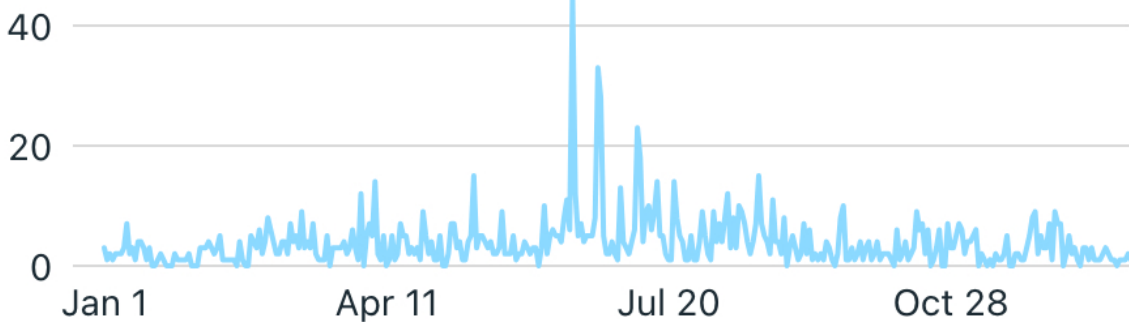
This metric will be especially valuable moving into 2026 as we continue engaging both followers and non-followers.



January 1, 2025

Visits ⓘ

1.4K ↑ 58.4%



Instagram profile

Visits

The visits metric measures content visibility and user interaction with the page. From 2024 to 2025, visits increased by 58.4%. With the addition of follower (below) growth and overall visibility will continue.

Reach

I'm guessing this will change to viewers to conform with Facebook metrics in the future, but this by far is the most telling metric of how big our audience can grow in this platform. Our reach grew by over 131.4%, with our reach over doubling the 3.3k from 2024.

Follows

I will reiterate what I said in the Facebook breakdown, followers are the most important metric. The more followers we have, the more residents and interested neighbors see our communications, extending our reach throughout the community. This land directly on me as I create more engaging content that will drive traffic to our social platform.

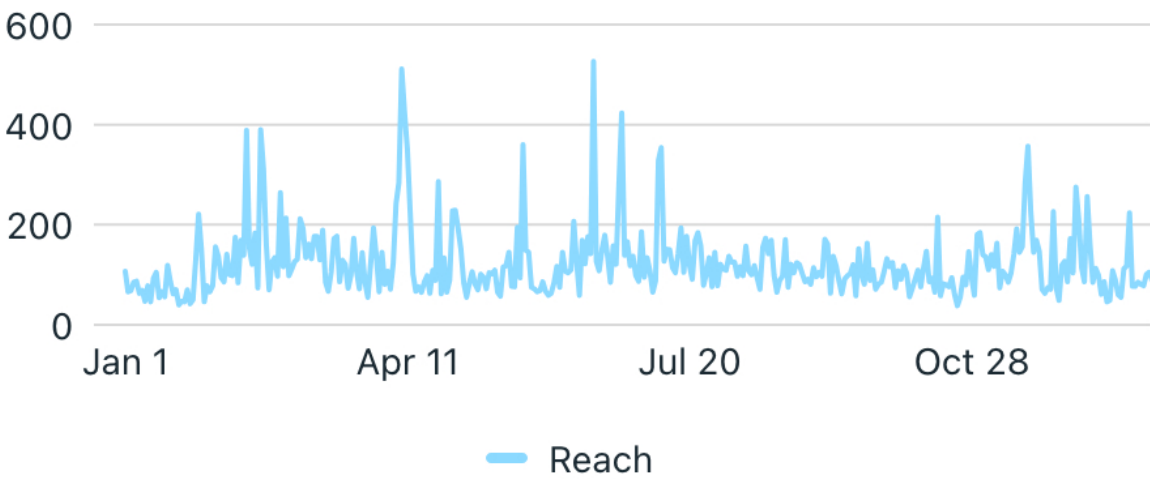
Over the past year, we added 199 new followers, ending 2025 with over 650 total followers. This metric naturally fluctuates as users follow temporarily around specific events or news cycles and later unfollow.

- December 31, 2025



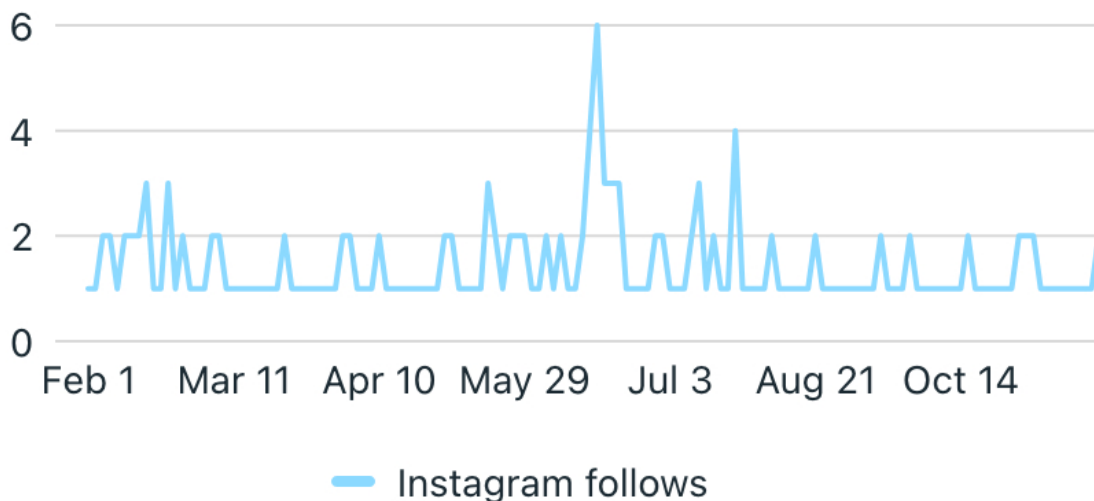
Reach ⓘ

7K ↑ 131.4%



Follows ⓘ

199



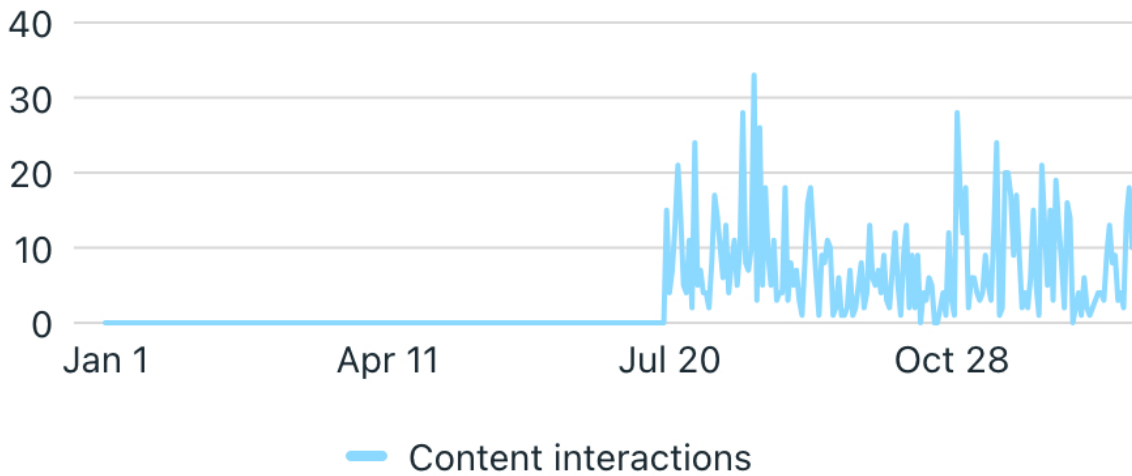


January 1, 2025 –

Content interactions



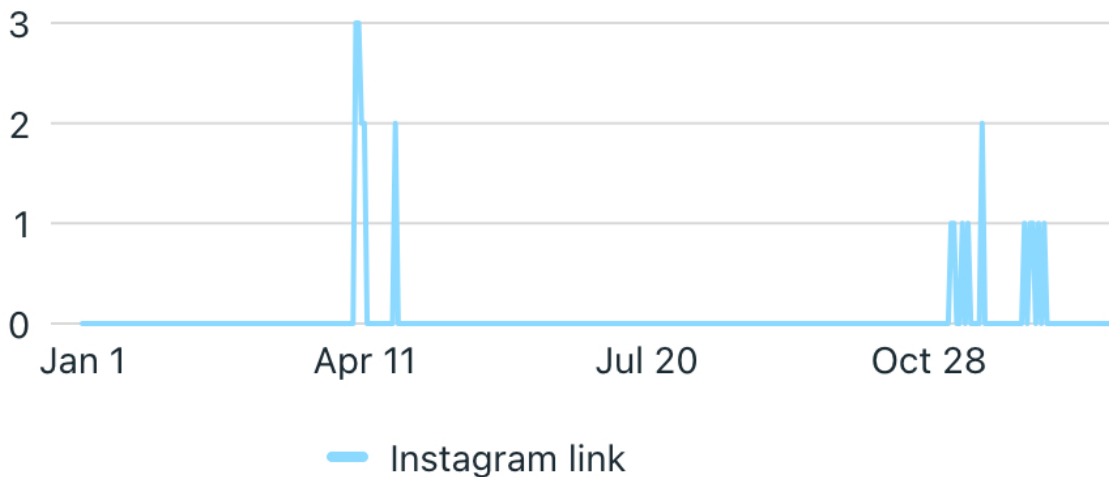
1.3K ↑ 100%



Link clicks



23 ↑ 100%



— December 31, 2025



Content Interaction and Link Clicks

The final two metrics—content interaction and link clicks— both new to Instagram, but works just like Facebook working closely together.

In 2025 we added more links to post, driving traffic to supporting pages and our website to give our patrons more information in the quickest time possible.



Top Posts

Pool-related content dominated two of the top three Instagram posts of 2025:

- **Metro Pool Swim Lessons (standalone photo): 1,714**
- **Metro Pool Swim Lessons (photo slideshow): 1,247**
- **Rifle Mountain Park Fuel Reduction (video): 738**

Engagement patterns differed slightly between Instagram and Facebook. Rifle Metro Pool swim lesson coverage garnered significant attention across both platforms, reaching not only our followers but also non-followers. With nearly 3000 views, over two posts about various swim lessons at the pool last summer.

The fuel reduction project we partnered with CRFR also generated strong engagement and resonated with our local audience.

More detailed metrics for each post can be found on pages 24–26.

Summary

Overall, our Instagram audience responds best to quick, easily digestible content. In 2026, the plan is to focus primarily on short video clips and reels, with the occasional short slideshow mixed in.







2025 TOP THREE

Metro Pool Standalone

Making Waves at Rifle Metro Pool! As we reach the halfway mark of Swim Lessons Session Two, we want to take a moment to cele... Post - Published on: Jun 25, 2025 Boost

Overview

Views	Reach	Interactions	Follows
1,714	565	19	3

This post received more views compared to your recent Instagram posts.

Views

1,714

Total Followers

— This post's views — Your typical post views

Feed preview

View post on Instagram

Add a comment...

Audience

Age & gender

Age Group	Women (66.4%)	Men (33.6%)
18-24	~35	~15
25-34	~15	~10
35-44	~15	~10
45-54	~10	~5
55-64	~5	~2
65+	~2	~1

Interactions

19

Likes and reactions	Comments	Shares	Saves
16	0	3	0

This post received more interactions compared to your recent Instagram posts.

2025 TOP THREE



Swim Lessons Slideshow

Swim Lessons Session Two | Thursday, July 3, 2025 | Rifle, CO
Post · Published on: Jul 9, 2025

Boost

Overview

Views	Reach	Interactions	Follows
1,247	481	29	2

This post received more views compared to your recent Instagram posts.

Views

1,247

Total Followers

15m 9h 1d 6h 7d

— This post's views — Your typical post views

This post received more reach compared to your recent Instagram posts.

Reach

481

Audience

Age & gender

Age Group	Women	Men
18-24	28	15
25-34	15	8
35-44	18	5
45-54	10	2
55-64	2	1
65+	1	0

Women 68% Men 32%

This post received more interactions compared to your recent Instagram posts.

Interactions

29

Likes and reactions	Comments	Shares	Saves
25	1	2	1

Feed preview

Instagram

rifleparksandrecreation

rifleparksandrecreation Swim Lessons Session Two | Thursday, July 3, 2025 | Rifle, CO

View post on Instagram

Add a comment...

karliscreeation @zoo.of.lou Last Pic ❤️

29w Reply Message ...



2025 TOP THREE

RMP Fuel Reduction

This content has no text
Reel · Published on: Nov 16, 2025

Boost unavailable

Overview

Views	Reach	Interactions	Watch time	Follows
738	508	32	1h 35m	0

This reel received more views compared to your recent Instagram reels.

Views

738

Total Followers

Time	This post's views	Your typical post views
15m	~20	~5
9h	~80	~10
1d 6h	~120	~10
7d	~220	~10

This reel received more reach compared to your recent Instagram reels.

Reach

508

Audience

Age & gender

Age Group	Men	Women
18-24	~15	~8
25-34	~25	~10
35-44	~12	~10
45-54	~8	~5
55-64	~2	~2
65+	~1	~1

Men: 60.6%
Women: 39.4%

This reel received more interactions compared to your recent Instagram reels.

Interactions

32

Likes and reactions	Comments	Shares	Saves
29	0	3	0

Watch time

Average watch time	Watch time
11s	1h 35m

Feed preview

Instagram

rifleparksandrecreation

View post on Instagram

Add a comment...





Demographics

Audience

Demograph...

Trends

Potential audience

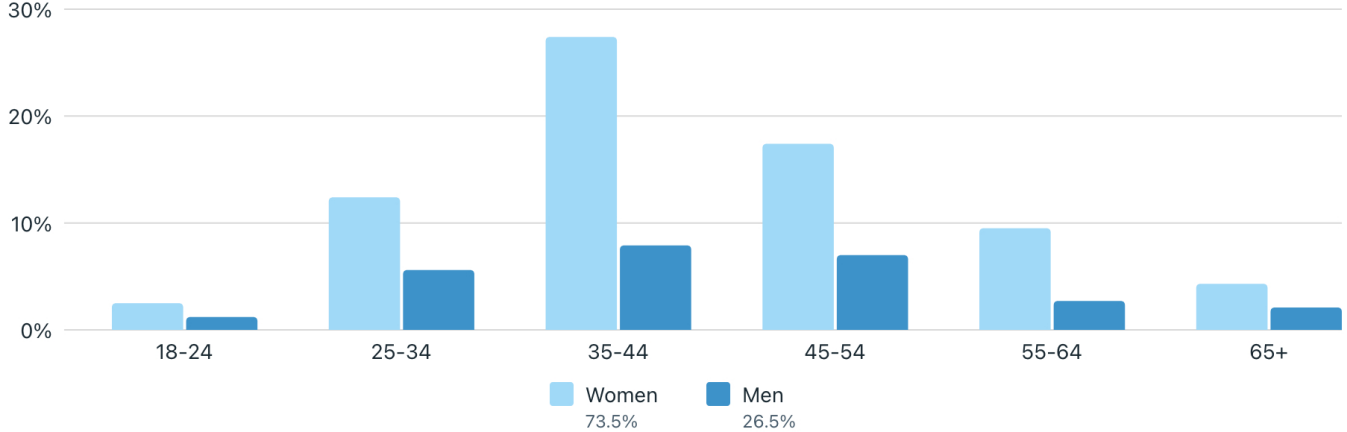
Followers ⓘ

Lifetime

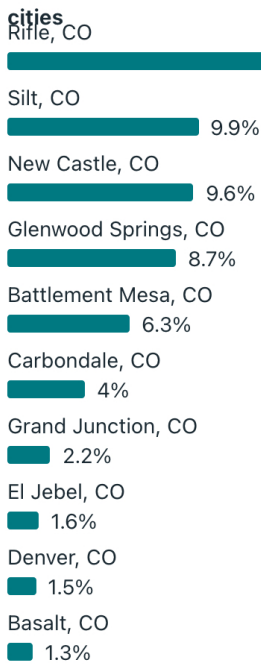
668

Age & gender ⓘ

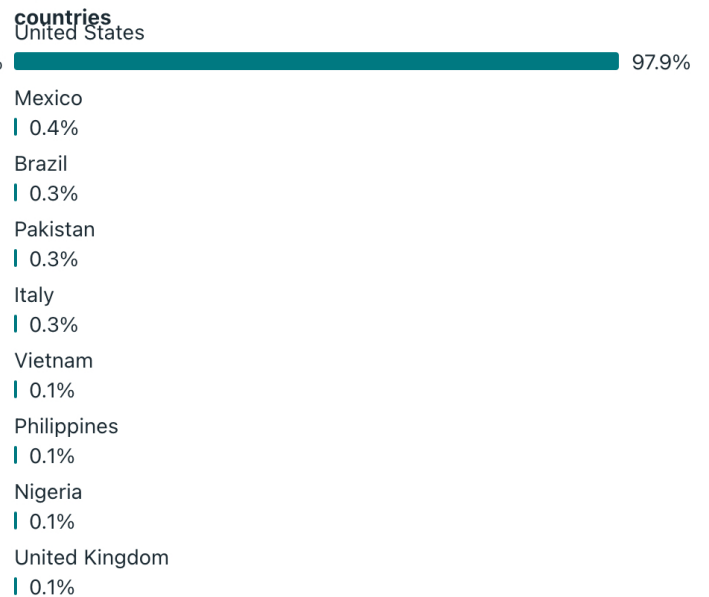
30%



Top cities



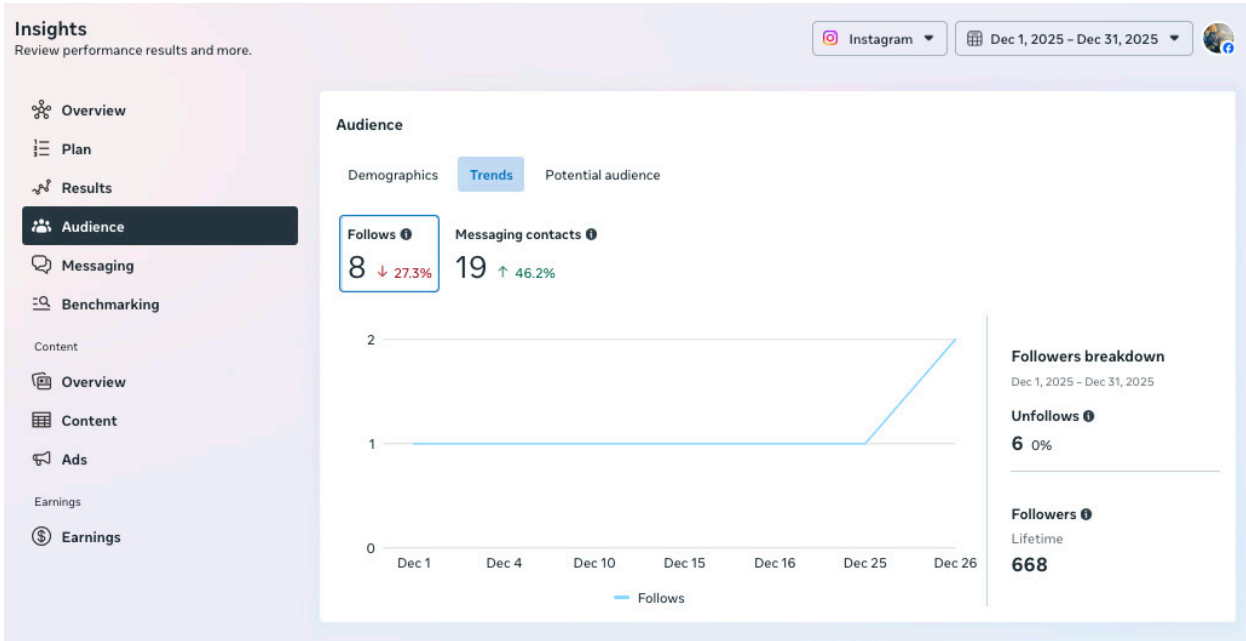
Top countries



Audience



2025

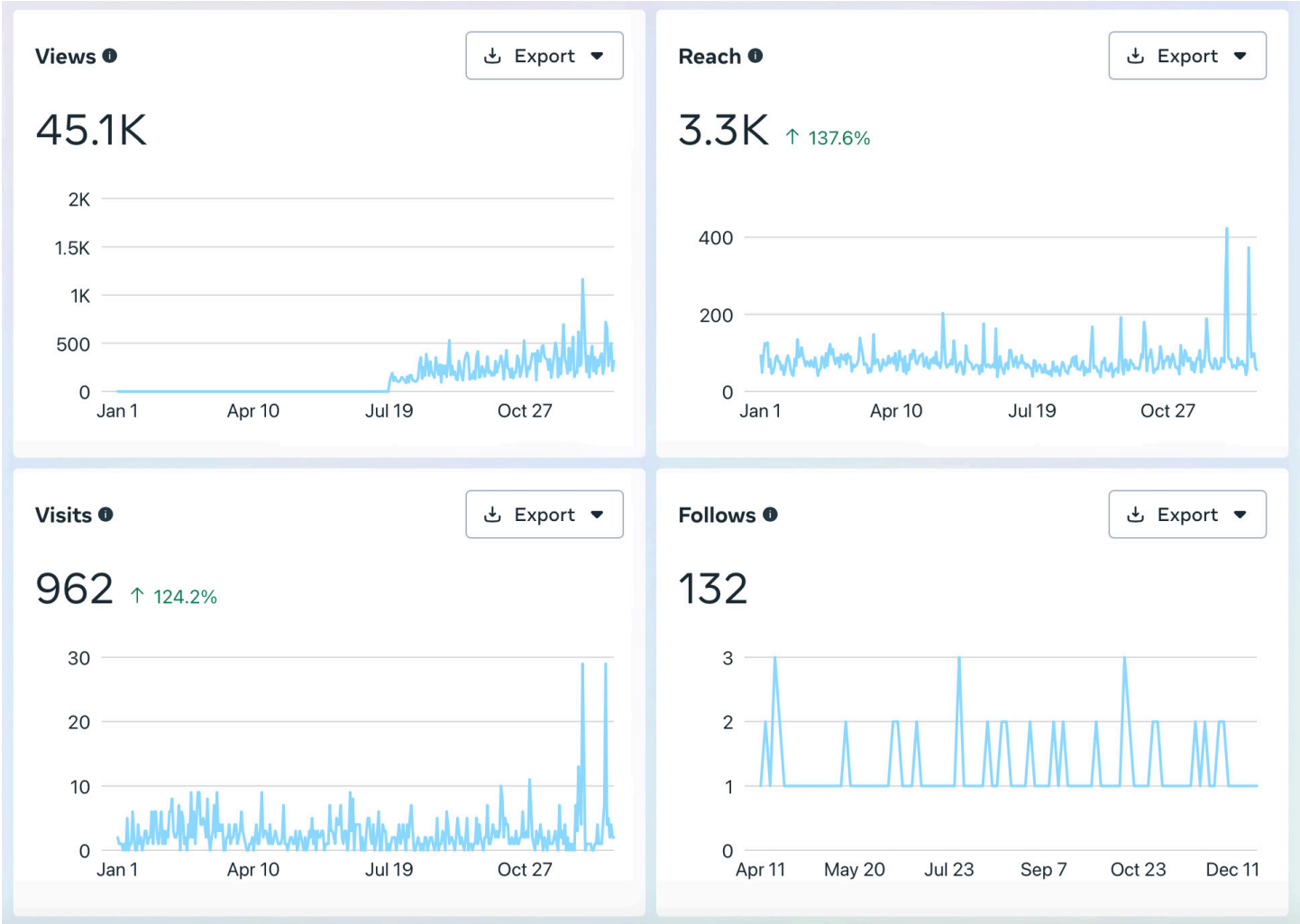




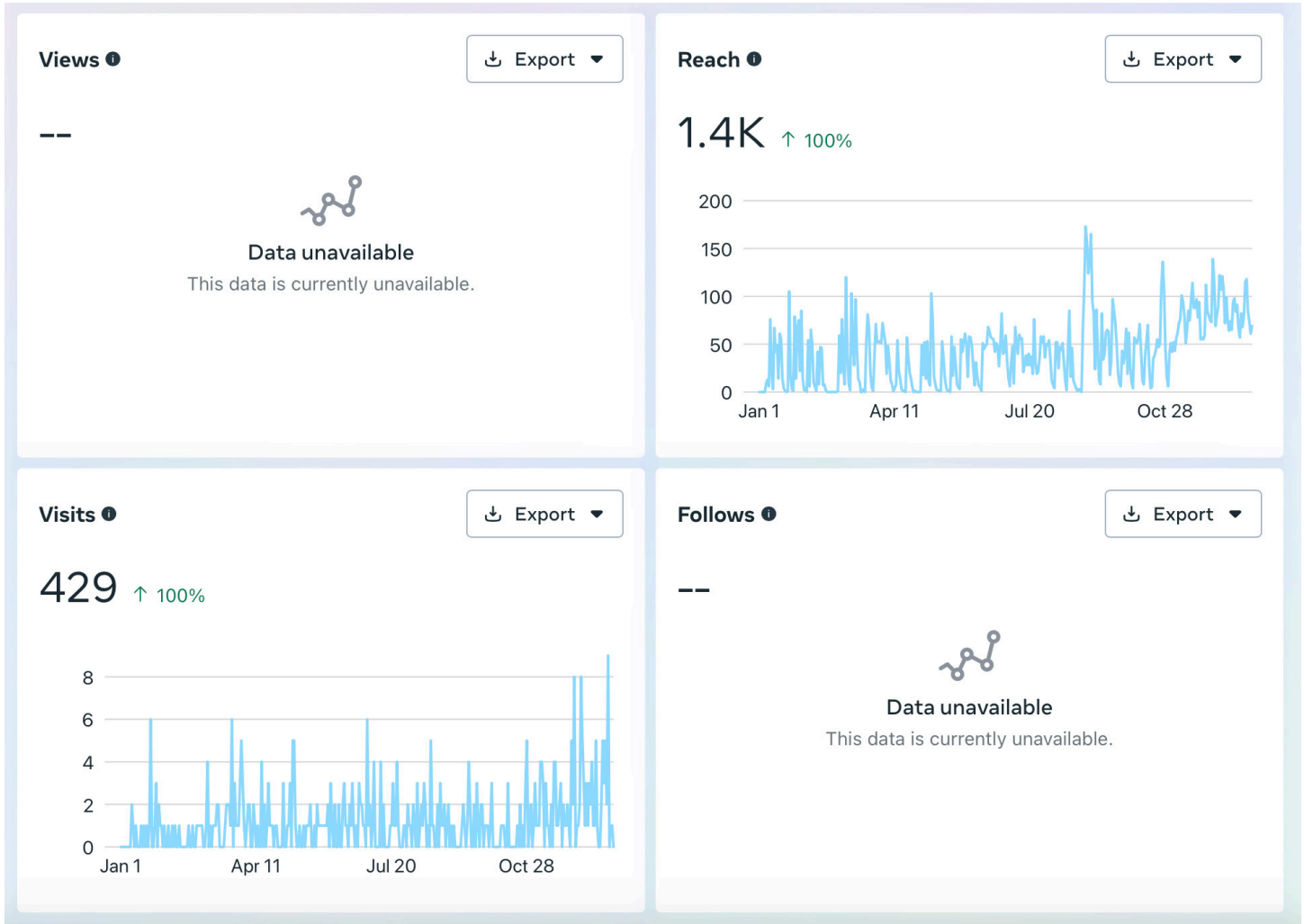




2024 Metrics



2023 Metrics





Content Comp



Benchmarking

Business comparison

Businesses to watch

Compare your performance against businesses in the **Entities** category

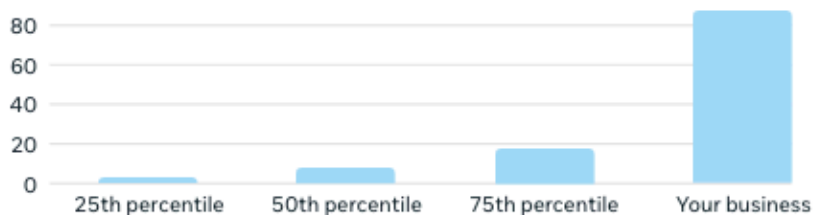
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

87

Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create post

Instagram followers ⓘ

668

Similar to others

Typically: 691

Follows ⓘ

10

Similar to others

Typically: 10

Content interactions ⓘ

288

Higher than others

Typically: 26

Although benchmarking is measured on a 28-day cycle by Meta, it provides a useful snapshot of how our pages are performing compared to others in the same category, offering insight into how we stack up against other similar social media accounts.

On Instagram, we are posting substantially more content, helping ensure consistent communication with our stakeholders and interested audiences throughout the surrounding area.

One area that particularly stands out is content interactions on Instagram, which are significantly higher than those of comparable parks and recreation departments.



Messaging/Contacts

2025

Contacts

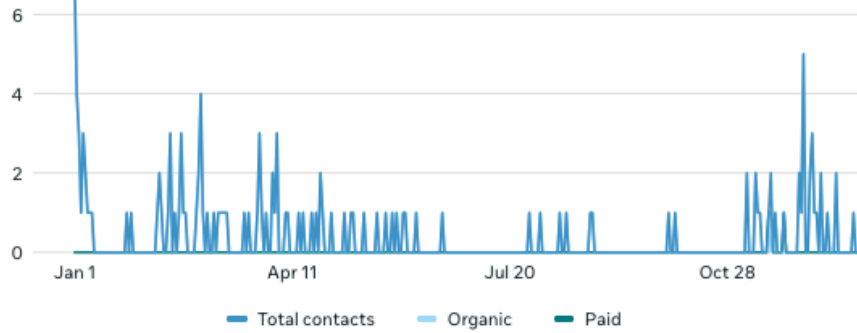
Here's everyone who messaged your business.

Total contacts ⓘ

125 ↑ 204.9%

Messaging conversations started ⓘ

147



Breakdown

Jan 1, 2025 - Dec 31, 2025

Organic

122 ↑ 197.6%

Paid

3 ↑ 100%

New contacts ⓘ

139 ↑ 239%

Organic

135

Paid

4

Returning contacts ⓘ

--

Organic

0

Paid

0

2024

Contacts

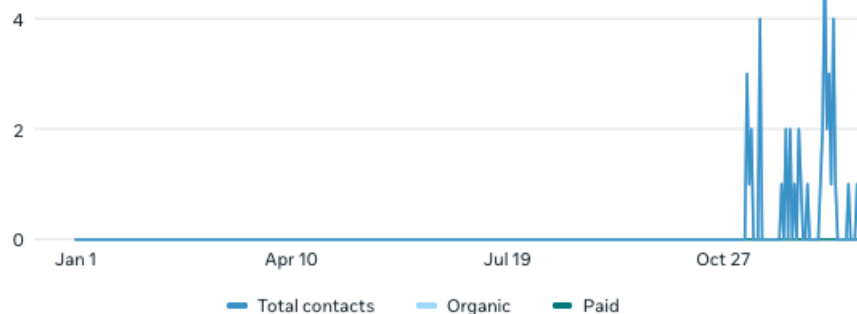
Here's everyone who messaged your business.

Total contacts ⓘ

41 ↑ 100%

Messaging conversations started ⓘ

--



Breakdown

Jan 1, 2024 - Dec 31, 2024

Organic

41

Paid

0

New contacts ⓘ

41 ↑ 100%

Organic

41

Paid

0

Returning contacts ⓘ

--

Organic

0

Paid

0

Messaging/Response



Daily responsiveness

See how quickly and consistently your business replies to messages.

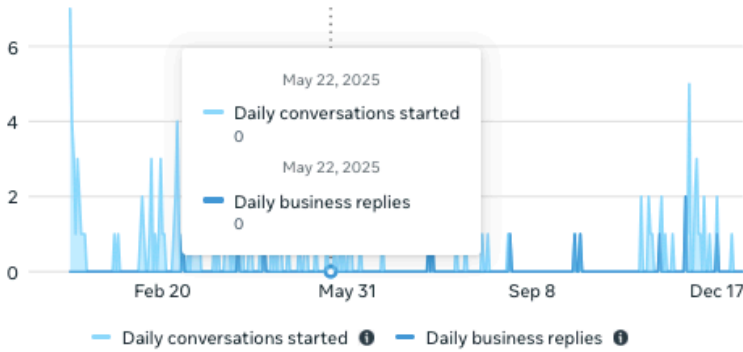
Response rate ⓘ

9.2% ↑ 100%

Response time ⓘ

21m 55s ↑ 100%

Response rate over time



Optimize your schedule

Your busiest day last week was Friday, January 30. See which hours your business received the most conversations to help optimize your schedule.

[See hourly insights](#)

2025

Daily responsiveness

See how quickly and consistently your business replies to messages.

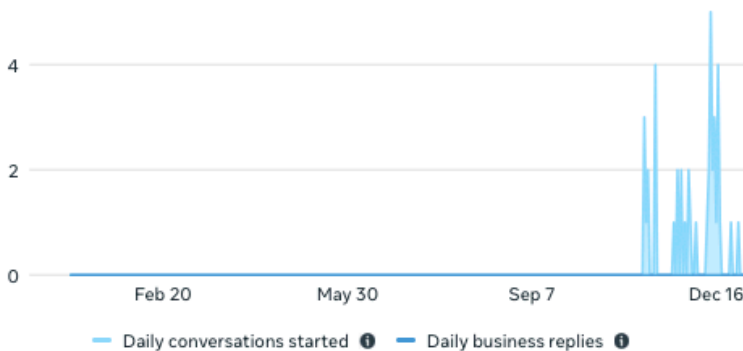
Response rate ⓘ

0% 0%

Response time ⓘ

0s 0%

Response rate over time



Optimize your schedule

Your busiest day last week was Friday, January 30. See which hours your business received the most conversations to help optimize your schedule.

[See hourly insights](#)

2024





Agenda Item #6.a.

Agenda Item Name:

Review 2026 Alternate Board Member Applications

Presenter:

Austin Rickstrew, Parks & Recreation Director

Item Description:

Review 2026 applications

Recommended Action:

Recommend individuals the board would like to interview during the workshop on Feb 23.

Fiscal Impact:

N/A

Operational Impact:

N/A

Prior Board Motions:

N/A

Background Information:

N/A

Executive Summary:

The term of the alternate member would end in December of 2028. Staff received three applications for the board to review and potentially interview.

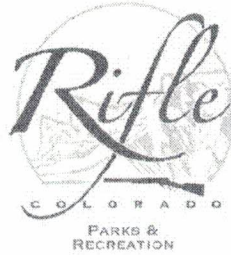
Notification Requirements:

Prepared By:

Austin Rickstrew, Parks & Recreation Director

Attachments:

1. PRAB Application - Tyler Davis
2. PRAB_Rifle_LLRIos
3. Skajewski PRAB Application 2026



Rifle Parks and Recreation Advisory Board Application 2026

Name Tyler Davis

Address 1161 Munro Ave

City Rifle State CO Zip 81650

Phone 970-319-3920 Alternate phone 970-665-9353

E-mail tdavis@shelterinsurance.com

Do you live within Rifle city limits? Yes No

If no, do you have a Rifle Address Yes No

Are you over the age of 55? Yes No

(This question is related to having one board member of 55 years of age or older)

Please answer all questions. Attach additional sheets as necessary.

1. Please describe your interest in becoming a member of the Parks and Recreation Advisory Board (PRAB)?

I am a huge supporter of what Parks and Recreation does for our community and would like to help in continuing the direction it is on.

2. If appointed, what do you feel you could contribute to the PRAB?

I will bring strong Marketing, Management and business knowledge, skills and abilities to this position. I enjoy collaborating with others and expanding on ideas to bring the best solutions forward.

3. List any civic activities with which you have been involved.

- Young Guns of Rifle
- Rifle High + Middle School Wrestling Coach
- Journey Home Volunteer
- F-H advisory Board President

4. What is your current involvement in Rifle Parks and Recreation?

- Sponsor
- City Resident that enjoys the Rifle Parks & services

5. Tell us about qualification you possess that could be beneficial to this board.

I am a local business owner with the knowledge of how to successfully take ideas and processes and successfully implement them into a system.

I also have a Bachelors of Business administration degree in Marketing + Management.

6. In your opinion, what are the most significant issues facing the City of Rifle Parks and Recreation Department?

In my opinion, some of this issues Parks and Rec are facing are matching growth with staffing, and achieving optimal program participation in certain programs.

7. Please provide any additional comments which you believe will assist the PRAB/City Council in considering your application.

Oath of Applicant

I declare that this application and all attachments are true, correct, and complete to the best of my knowledge.

Signature:



**Please return this form and attachments to arickstrew@rifleco.org
by 5:00 p.m. Friday, April 12, 2024.**



Rifle Parks and Recreation Advisory Board Application 2026

Name Lydia La Belle de Rios

Address 315 Will Ave.

City Rifle State CO Zip 81650

Phone (970) 217-8189 Alternate phone (970) 625-0189

E-mail lydiabea@yahoo.com or lydia.labellederos@usla.gov

Do you live within Rifle city limits? Yes No

If no, do you have a Rifle Address Yes No

Are you over the age of 55? Yes No

(This question is related to having one board member of 55 years of age or older)

Please answer all questions. Attach additional sheets as necessary.

1. Please describe your interest in becoming a member of the Parks and Recreation Advisory Board (PRAB)?

I am interested in PRAB as a long time resident, parent, and avid user of the Parks + Rec program and want to help support and give back as we enter into the next chapter for Rifle!

2. If appointed, what do you feel you could contribute to the PRAB?

I feel I would contribute perspective from a mother of two teenagers in the community and sport/recreation enthusiast!

^{just} Some
References:

- Amy Wright (Librarian)
- Alex Garcia-Bernal (Librarian)
- Mandy Dorey (CNC)
- Hannah Arauz Aguirre (Community member)
- J. Zinner (KHS) (Community member)

3. List any civic activities with which you have been involved.

- Longtime library volunteer
- Peace Corps Volunteer
- Volunteer w/ LiftUp, Veterans home, + church
- 4H volunteers and leaders
- Substitute teacher
- Volunteer in 4 schools over 20 years

4. What is your current involvement in Rifle Parks and Recreation?

My boys have grown up using these programs, as well as my husband coaching for soccer for many years. My boys have also worked for RP+R. We all sign up to participate in classes regularly.

5. Tell us about qualification you possess that could be beneficial to this board. + programs

- organizational & computer + facilitation skills
- program manager of 20 years w/ USFS
- interpersonal skills w/ over 5 programs + certification in programs like Emotional Intelligence, Critical Conversation, Conflict mgmt, Middle + Senior Leadership, Roaring Fork Leadership graduate etc...

6. In your opinion, what are the most significant issues facing the City of Rifle Parks and Recreation Department?

- housing + cost of living to support sufficient staff to help RP+R as they grow w/ our growing community
- demographics +/- "detached" community members + families that make it hard for them to fully support RP+R

7. Please provide any additional comments which you believe will assist the PRAB/City Council in considering your application.

al am a generally outspoken person and while I have learned to "reign" this in more it can also be a great asset when working to influence people + community w/ dedication steadfast dedication!

Oath of Applicant

I declare that this application and all attachments are true, correct, and complete to the best of my knowledge.

Signature: Jydia J. Bellech Ripps

- Accountable
- Parent in Community
- Known as active community member
- Spanish culture + language!

* all speak Spanish + familiar w/ Latino culture (my husband)



Rifle Parks and Recreation Advisory Board Application 2026

Name Marisa Skajewski

Address 1458 E 12th St

City Rifle State CO Zip 81650

Phone 612-799-7930 Alternate phone 970-366-8939

E-mail marisaskajewski@gmail.com

Do you live within Rifle city limits? Yes No

If no, do you have a Rifle Address Yes No

Are you over the age of 55? Yes No

(This question is related to having one board member of 55 years of age or older)

Please answer all questions. Attach additional sheets as necessary.

1. Please describe your interest in becoming a member of the Parks and Recreation Advisory Board (PRAB)?

I am interested in becoming a member of the parks and recreation advisory board because I value the work that the parks and recreation department is doing. I use Rifle parks and recreation trails everyday. I want to have a voice in how recreation opportunities are progressed within the community.

2. If appointed, what do you feel you could contribute to the PRAB?

If appointed, I would contribute a unique and informed perspective to the PRAB's discussions. As a school social worker within Garfield RE2 School District I serve students and families in Wamsley, Highland, Rifle Middle school, Rifle High School and the transitions program located at CMC. This role allows me to engage daily with a wide range of ages, backgrounds and schools at Garfield RE2. This provides me with a comprehensive understanding of the specific needs and barriers within our community.

I am prepared to be a strong advocate for the field house in order to ensure our community has access to year round high quality programming. I am passionate about the development of South Rifle, as I believe it will enhance the recreational opportunities in the area. Furthermore, I would advocate for increasing pool accessibility through seeking solutions to extend its seasonal use so more people can benefit from the aquatic services.

3. List any civic activities with which you have been involved.

I currently volunteer at Colorado National Monument. I have adopted a trail for the CMC connector trail which is a part of the Rifle Parks and Recreation trail system. I have volunteered for RAMBO. I volunteer at the local special olympic events within our community which are field day and bowling. I serve as a member of the student wellness strategic plan advocacy group within Garfield Re2 to help increase the social, physical, emotional and overall wellbeing of students, staff and families.

4. What is your current involvement in Rifle Parks and Recreation?

I currently am an avid trail user. I frequently use the Highland Trails, Grand hogback, Marrow draw, Lions Park, Rifle Creek Trail, Rifle Mountain Park trail just to name a few. I have adopted the CMC connector trail. I have attended a couple of the PRAB meetings in the past and have been involved in the activity center feasibility meetings. In the past I have also been involved as a participant in the 4v4 and 6v6 volleyball teams.

5. Tell us about qualification you possess that could be beneficial to this board.

Please see response below

6. In your opinion, what are the most significant issues facing the City of Rifle Parks and Recreation Department?

Some issues facing the City of Rifle Parks and Recreation Department is funding for new projects in order to meet the needs of the community. Based on the 2024 survey there is a high desire for programming such as a community center, indoor walking track, and adult programming. Those high need areas that were listed within the survey are important areas of improvement that would be valuable to work on growing. I think a community center in particular would be beneficial for Rifle to give all ages opportunities to recreate without having to worry about the weather or seasons.

7. Please provide any additional comments which you believe will assist the PRAB/City Council in considering your application.

I am a firm believer that the strength of a community is reflected in its public spaces. My desire to serve on the Parks and Recreation Advisory Board is driven by a deep personal and professional commitment to the City of Rifle.

Oath of Applicant

I declare that this application and all attachments are true, correct, and complete to the best of my knowledge.

Signature: 

**Please return this form and attachments to arickstrew@rifleco.org
by 5:00 p.m. Friday, April 12, 2024.**

5. Tell us about qualifications you possess that could be beneficial to this board.

I am currently the lead social worker for Garfield RE2. I work with a wide array of ages, backgrounds, cultures, and socioeconomic levels. I collaborate with other professionals, parents, families and community stakeholders in order to increase student's overall wellbeing.

Outside of Rifle I built an adolescent diversion program where I helped connect local struggling youth to recreation opportunities within the community. I would get a referral for a local youth then help them determine their interests and try new programs within the community. I would connect them with activities such as mountain biking, wood working, yoga, fitness classes, swimming, bowling, snow shoeing and hiking just to name a few.

Additionally, I have experience with a variety of recreation related jobs outside of Rifle such as a swim instructor for classes ranging from child to adult lessons. I have also been a trip leader facilitating overnight adventure travel for teens consisting of hiking, camping, rock climbing, white water rafting and scuba diving. I worked as a camp counselor for two years teaching children how to ride horses.