

Contact: Keri Davies  
PROST MP Project Manager  
City of Lafayette Parks, Open  
Space & Golf Dept  
[www.cityoflafayette.com](http://www.cityoflafayette.com)  
kerid@cityoflafayette.com

787 N. 95<sup>th</sup> Street  
Lafayette, CO 80026  
Phone 303.665.5588 ext.3610  
Fax 303.665.6581

Lafayette  
Parks, Open Space & Golf  
Department



# Press Release

FOR IMMEDIATE RELEASE

## Lafayette Launches a Community Engagement Website to Generate PROST Plan Input

**Lafayette, Colo October 1, 2012** – The City of Lafayette is pleased to announce the launch of [www.ActiveLafayette.com](http://www.ActiveLafayette.com), a new comprehensive community engagement website designed to encourage citizens to connect, communicate, and collaborate with officials and each other regarding the PROST (Parks, Recreation, Open Space, and Trails) Master Plan.

[www.ActiveLafayette.com](http://www.ActiveLafayette.com) measures and tracks participation, suggests discussion topics, allows citizens to interact and share ideas, and identifies the most compelling issues. The website tools deliver measurable results and invaluable insights for community leaders and enable city administration to easily engage with participants. As an added bonus, when citizens participate they accumulate points towards a variety of prizes such as lunch at The Peaks Bar and Grill, Indian Peaks greens fees and range balls, passes to the Bob L. Burger Recreation Center, and private, guided tours of various trails and open space properties.

The City of Lafayette is poised to refresh its Parks, Recreation, and Trails Master Plan and the previously separate Open Space and Trails Master Plan, into one comprehensive Master Plan. The new Master Plan project is being led by GreenPlay, LLC, a national management consulting firm headquartered in Lafayette, Colorado. The plan will look to redirect parks and recreation planning and construction toward infill development, ongoing conservation of open space lands, and the appropriate redevelopment and maintenance of already developed property and facilities within the city.

The city is encouraging strong community input that takes into account the economic potential, equity for Lafayette's diverse demographics, staff input, health and wellness opportunities, walkability, and alternative modes of transportation. Ideas generated by Lafayette residents will help to steer short and long-range planning guidance for PROST.

"Extensive community outreach begins this fall with residents, property owners, businesses and other stakeholders given the chance to reinforce what they value; and reshape what they envision by guiding future investment in Parks, Recreation, Open Space and Trails", says Monte Stevenson, Director of Parks, Open Space and Golf. "It provides citizens a chance to share "big ideas" and to listen as well as collaborate with one another and with city leaders."

Nick Bowden, CEO of MindMixer, says, " Our tools go beyond just technology. Our mission is to build community contributors. Ideas, voices, and perspectives are shared to facilitate deeper and better conversations that yield actionable insights and a stronger community."

###

For more information on the PROST Master Plan project visit the City's website at [www.cityoflafayette.com/PROSTMasterPlan](http://www.cityoflafayette.com/PROSTMasterPlan).

**GENERAL PUBLIC FINDINGS & VISIONING MEETING**

**December 5, 2012, 7-8:30**

Lafayette Public Library, Lower Level Meeting Room, 775 W. Baseline Road