Communications

Department Updates

Educational Video Series
Coming Soon!
The Communications Department will be rolling out a great new educational video series to our community soon! The videos will present some complex government topics in an approachable and easy to understand format.

2020 Citizen Survey
The 2020 Citizen Survey will be mailed this spring and will give the community a chance to provide feedback about Town performance, services and more. Look for more information soon!

Census 2020
The Town is assisting with marketing for the 2020 Census to get the word out to our community about the importance of taking the census. This includes a link on the Town website, articles in Talk of the Town, promotion on social media and Census giveaways at Town events and facilities.

Publications

Annual Report
The Town's 2019 Annual Report/2020 Calendar (pictured at right, top) was mailed to all homes in incorporated Parker, as well as being available at Town facilities.

Recreation Activity Brochure
The Winter/Spring 2020 Recreation Activity Brochure (pictured at right, bottom), which includes January through April programming and events, was mailed to more than 40,000 homes and businesses in the 80134 and 80138 zip codes.

Special Events and Sponsorship

Town Holiday Events
The 2019 Mayor’s Holiday Lighting and Christmas Carriage Parade (pictured above) were both a big success! The inaugural North Pole Pass, which gave pass-holders a visit with Santa, unlimited petting zoo visits, ice skating and more, sold out. This provided additional funding to help offset event costs for the Christmas Carriage Parade.

Town Sponsorship
Communications Department staff exceeded budgeted Town event sponsorship revenue by nearly 21 percent in 2019!

Fieldhouse Fright Night Sponsorship
Sponsorship for the Fieldhouse Fright Night event (pictured above), held on Oct. 26, 2019, increased 52% over 2018 revenue.
Communications - con't

4th Quarter Digital Marketing Report

Social Media
The following statistics were collected from the Town of Parker's and Parker Parks and Recreation's Facebook, Twitter and Instagram accounts between Oct. 1 and Dec. 31.

Account Followers
- Town Facebook: 16,067 to 16,841; +5%
- Town Twitter: 4,169 to 4,298; +3%
- Town Instagram: 3,525 to 4,327; +22%
- Parks and Recreation Facebook: 7,626 to 7,784; +2%
- Parks and Recreation Twitter: 1,881 to 1,940; +3%
- Parks and Recreation Instagram: 1,610 to 1,739; +8%

Post Engagement
(number of likes, comments, shares, link clicks)
- Town Social Media Accounts: 82,776
- Parks and Recreation Social Media Accounts: 15,899

Post Impressions (number of views)
- Town Social Media Accounts: 1,080,292
- Parks and Recreation Social Media Accounts: 265,048

Follow the Town of Parker (@TownofParkerCO) and Parker Parks and Recreation (@ParkerRec) with the same username on each platform.

Website Statistics
The following statistics demonstrate activity for the Town of Parker (www.ParkerOnline.org) and Parker Parks and Recreation (www.ParkerRec.com) websites between Oct. 1 and Dec. 31.

Website Visits
- Town of Parker: 95,046
- Parks and Recreation: 93,537

Page Views
- Town of Parker: 148,064
- Parks and Recreation: 169,561

H2O'Brien Pool renovations are moving right along!

Good morning, Parker! How's the snow looking in your part of Town?

May your days — and nights — be merry and bright

Our Discovery Park Ice Trail staff and a group of ice techs have put in a lot of time and long, late-night hours to have the ice trail ready to go on opening day!

Can you believe it? We're already at the final month of 2019. This month's Town calendar photos were taken by Ginger Wick and Larry Pennington.

The Ball and Jacks at #ParkerDiscoveryPark looks good under a dusting of snow.
Comprehensive Planning

Land Development Ordinance (LDO) – Modernization Project Update
The Town is updating and modernizing its current LDO (Chapter 13 of the Municipal Code) that governs land use and development within Parker and is one of the most important tools used to implement the goals, vision and recommendations of the Parker 2035 Master Plan. The Town and consultant Clarion Associates are currently working on Phase 2 of the LDO rewrite which consists of re-drafting the code sections within the LDO.

The LDO drafting is expected to take approximately two years and will be drafted in three installments:

1. Zoning Districts and Uses
2. Development Standards
3. Administration and Procedures

A public draft of the first installment (module 1) is expected to be available for viewing in the first quarter of 2020. Watch the project website for more updates at www.ParkerOnline.org/LDO.

Parks Dedication Standards Update – Recommendations Report
Town Council approved a resolution supporting the recommendations contained in the June 2019 Park Dedication Standards Update – Recommendations Report prepared by the Town and consultant MIG, Inc. The current park dedication standards in the LDO for new residential development were established in 2001 and updated in 2005 and in need of updating to remain current with best practices and implement the vision contained in the 2018 Parks, Recreation and Open Space Master Plan. The commissioned study analyzed the Town’s current park standards and provided recommendations for updating these standards, which will be used to improve the quality of parks that are built within new residential developments.

Townwide Wayfinding Project Completed!
Phase Three of the Town’s Wayfinding Signage Program was just completed with the installation of the 21 blue directional signs along Parker Road, within CDOT right-of-way. The Town is proud to announce the completion of this important multi-year project.

The project began in 2015 with the development of a design and a complete Townwide wayfinding system. Town staff worked closely with our consultant, sign fabricator and stakeholders—Douglas County, E-470 Highway Authority and CDOT—for approvals and permits. The Townwide wayfinding system of approximately 130 signs helps orient and guide residents and visitors to important public facilities, amenities and districts. It also lets travelers know when they’ve arrived in Parker and supports the Town’s marketing and branding efforts.
## Development Projects of Interest - Under Review

See the Development Tour Map at www.ParkerOnline.org/Development for information on all projects in Town.

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Project Type</th>
<th>Case #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pine Bluffs Medical Office Building</td>
<td>Site Plan</td>
<td>SP19-135</td>
</tr>
<tr>
<td>* NE of Parker Road and Hess Road on Scenic Park Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* 29,556 sq. ft. medical office building for Kaiser Permanente</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cherry Creek Interceptor Project</td>
<td>Use by Special Review</td>
<td>Z19-019</td>
</tr>
<tr>
<td>* E side of Cherry Creek from Plaza Drive to E-470</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* A major sanitary sewer line for Parker Water and Sanitation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parker and Pine Lane Multi-Pad Lot Development</td>
<td>Rezoning</td>
<td>Z19-027</td>
</tr>
<tr>
<td>* SW corner of Parker Road and Pine Lane</td>
<td>Preliminary Site Plan</td>
<td>SP18-047</td>
</tr>
<tr>
<td>* Multi-lot pad development for commercial and multifamily uses</td>
<td>Replat</td>
<td>SUB18-020</td>
</tr>
<tr>
<td>Olde Town/Senderos Creek North</td>
<td>Rezoning</td>
<td>Z19-014</td>
</tr>
<tr>
<td>* S of Mainstreet, E of Jordan Road</td>
<td>Sketch Plan</td>
<td>SUB19-014</td>
</tr>
<tr>
<td>* 108 condominiums and 53 townhomes</td>
<td>Preliminary Plan</td>
<td>SUB19-015</td>
</tr>
<tr>
<td>108 condominiums and 53 townhomes</td>
<td>Site Plan</td>
<td>SP19-043</td>
</tr>
<tr>
<td>Olde Town/Senderos Creek Office and Commercial</td>
<td>Site Plan</td>
<td>SP19-131</td>
</tr>
<tr>
<td>* S of Mainstreet, E of Jordan Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* Two 24,761 sq. ft. two-story commercial/office buildings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unplatted – Redevelopment of Vacant Gas Station</td>
<td>Site Plan, Minor Development Plat</td>
<td>SP19-003, SUB19-004, Z19-001</td>
</tr>
<tr>
<td>* SW corner of Parker Road and Mainstreet</td>
<td>Use by Special Review</td>
<td>Z19-001</td>
</tr>
<tr>
<td>* 3,470 sq. ft. bank with a drive through ATM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Douglas 234 Planned Development Zoning Amendment</td>
<td>Rezoning</td>
<td>Z19-024</td>
</tr>
<tr>
<td>* NE corner of Hess Road and Chambers Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* Rezone property zoned for commercial to include townhomes for a portion of the site.</td>
<td></td>
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</tr>
<tr>
<td>Parker Homestead Back 40 Archery and Gun Range</td>
<td>Final Plat</td>
<td>SUB19-051</td>
</tr>
<tr>
<td>* NW corner of Chambers Road and Double Angel Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* 25,000 sq. ft. archery and gun range facility</td>
<td></td>
<td></td>
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<tr>
<td>Challenger Park PD Zoning Amendment 2</td>
<td>Zoning</td>
<td>Z19-002</td>
</tr>
<tr>
<td>* East of Jordan Road between Wintergreen Pkwy and Recreation Drive</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* Zoning amendment to allow for a private K-8 school</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Looking Glass (Hess Ranch) Final Plats</td>
<td>Final Plats</td>
<td>SUB19-034 to 037, SUB19-041 to 042</td>
</tr>
<tr>
<td>* SW of Crowfoot Valley Road and Stroh Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* Final Plat to create 588 single family detached lots, along with parks, trails and open space</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Project Focus: New Medical Office Building

Currently under review northeast of the intersection of Parker Road and Hess Road in the Pine Bluffs commercial area is a new office building. The project proposes a two-story, 29,556-square-foot, single-tenant medical office building, as well as supporting parking and landscaping.
**Community Development - con't**

**Major Administrative Approvals - 4th Quarter 2019**

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Applicant</th>
<th>Case #</th>
<th>Approval Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat Acres Market - 24-Hour Fitness</td>
<td>Denver Pope Family LP</td>
<td>SP19-119</td>
<td>Dec. 4, 2019</td>
</tr>
</tbody>
</table>
| * SW corner of Parker Road and Twenty Mile Road
  * Fitness center in existing shopping center |
| E-470 Salt Barn, Storage, Vehicle Wash | E-470 | SP19-091 | Oct. 18, 2019 |
| * N of E-470, W of Jordan Road
  * New salt barn, storage building and vehicle wash in the existing maintenance area |
| Canvas Filing 1 | Public Service Credit Union | SP18-023 | Oct. 24, 2019 |
| * NE corner of Parker Road and Ponderosa Drive
  * New 3,775 sq. ft. credit union with drive through |
| Vantage Point Filing 1 | Broadstone Vantage Point LLC | SP18-056 | Dec. 23, 2019 |
| * W of Kings Point Way, N of Cottonwood Drive
  * 250 new multifamily homes |
| Crown Point Filing 1, Amendment 18 | Parker Adventist Hospital | SP18-081 | Dec. 3, 2019 |
| * Parker Adventist Campus
  * 115,333 square foot medical office building |

See the Development Tour Map at www.ParkerOnline.org/Development for information on all projects in Town.

* Annexation, Site Plan, Subdivision and Zoning
Cultural Department

Education
In October, Parker Arts presented Creede Repertory Theater’s bilingual production titled Best Foot Forward/El Mejor Pie Adelante! Parker Arts not only presented a daytime matinee for schools, but also brought the 60-minute performance to two Title One schools: South Ridge Elementary in Castle Rock and Meadow Pointe Elementary in Aurora. With all three productions, Parker Arts was able to serve over 1,300 students and enrich their curriculum with multicultural message and live performing arts experience.

Development Update
• Parker Arts welcomed a new sponsor: “Books Are Awesome.”
• Meet and Greet member events were held for the Colin Mochrie and Melissa Etheridge concerts.
• Other members events in the quarter included a Cookie Decorating Class, a Playful Art Class and a Grease Sing-A-Long.
• The 3rd Annual Stage Dinner themed “A Night in New Orleans” raised money for Parker Arts educational programs.
• Parker Arts received cultural grants from both the Colorado Creative Industries and the National Endowment for the Arts.
• Generous end-of-the-year donations came courtesy of the Johnson Family Foundation and TechFarmer.

Facility Rentals
• Parker Arts hosted five Holiday Parties and six weddings over the holidays.
• The Schoolhouse Plaza and parking lot opened at the end of 2019, and the outdoor fire pit has been operational during shows.

Performances
Seats Sold for Q4 Shows
• Family Discovery Series: Boulder Ballet-Step in Time - 94%
• Colin Mochrie (of Whose Line Is It Anyway?) presents HYPROV - 97%
• Melissa Etheridge: The Medicine Show - 98%
• Prince Tribute: The Purple XPerience - 97%
• Swing into Christmas with the Beverly Belles - 95%
• A Classic Parker Holiday - 98%
• Family Discovery Series: Sounds of the Season with the Parker Chorale and Parker Symphony Orchestra - 99%
• The Nutcracker of Parker - 97%
Economic Development

2019 Division Highlights

The Economic Development division saw several commercial projects completed in 2019, making it one of the highest-grossing years for investment in our Town's recent history at $105 million (a 30% increase over 2018!)

Some of Parker’s big wins this past year included Paragon 28, a medical device company that chose the Town for its 100,000-square-foot research and development, sales and distribution facility, bringing more than 200 jobs to the area over the next two years. The new location’s proximity to Rocky Vista University (RVU) was a significant factor in selecting the site as the company collaborates with RVU’s physicians, labs and other resources.

Another primary employment project developing in the Compark Business Campus that will add jobs to the Parker market for years to come is the new Edge 470 flex-industrial campus (pictured at right). Etkin Johnson started construction on the 350,000-square-foot, four-building campus in 2019 and will deliver buildings through 2021. This type of space is in short supply in the Denver south metro area and has already generated numerous inquiries from interested parties.

Parker also welcomed two new hotels to Town. The $30 million development of the upscale Laszlo Hotel will help re-energize downtown and change the dynamic of Mainstreet on the west end. A new Marriott SpringHill Suites also adds 100-plus rooms to Parker’s hotel inventory and, coupled with the new La Quinta Hotel opening in 2020, will more than double the available rooms in Parker.

New retail, medical office building and emergency care facilities at the intersection of Parker Road and Hess Road added more than 30,000 square feet of additional retail space and introduced Fuzzy’s Tacos to Parker.

2020 promises to bring several significant expansions of existing businesses, several new restaurant concepts, a new garden center as well as several new commercial projects in the Downtown area. Stay tuned and follow along online and at www.ParkerED.com.

Small Business Loan Pool

Small business development is a proven strategy to increase income, create jobs, build wealth and strengthen communities. Colorado’s economy is driven by small business, with 97% of companies independently owned, considered small, employing one million people and paying 78% of wages.

However, entrepreneurs face a chronic shortage of capital and an inability to access traditional banking resources. Small businesses struggle to find the financing they need to start and grow; they often rely on credit cards or friends and family for needed liquidity, and this ultimately constrains business growth. Several trends build this barrier to capital:

• Consolidation of banks is shifting lending away from small business. Small business loans as a share of bank loan portfolios shrunk by half over the past 20 years.

• Venture capital is concentrated with only a small percentage of VC dollars invested in start-up companies.

With these challenges in mind, Parker Town Council authorized the creation of the Parker Small Business Loan Pool and turned to the Colorado Enterprise Fund (CEF) to lend expertise to the management, underwriting, coaching and sustainability of the revolving loan fund. In combination with Economic Development staff and local business leaders, CEF will:

• Help disadvantaged small businesses in Parker

• Connect small businesses to a broad network of resources with loans up to $500,000 for a variety of business needs

• Provide business coaching and resources at no charge throughout the life of the loan

• Remove barriers to financial, social and knowledge capital and assist ‘unbankable’ entrepreneurs to contribute to the economy through a small business

Additional information on the program can be obtained by contacting the Town’s Economic Development division staff and meeting with CEF community lenders.
Economic Development - con't

Economic Indicators - 3rd Quarter 2019

Commercial

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Total Existing Office Square Footage</td>
<td>1,092,165</td>
<td>1,081,856</td>
<td>25,877,637</td>
<td>25,573,621</td>
<td>175,506,643</td>
<td>174,643,742</td>
</tr>
<tr>
<td>Office Vacancy Rate</td>
<td>5.60%</td>
<td>6.00%</td>
<td>12.50%</td>
<td>10.90%</td>
<td>9.40%</td>
<td>9.70%</td>
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<tr>
<td>Office Rental Rate - median</td>
<td>$21.96</td>
<td>$21.38</td>
<td>$22.76</td>
<td>$22.40</td>
<td>$23.78</td>
<td>$23.14</td>
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<tr>
<td>Total Existing Retail Square Footage</td>
<td>4,482,195</td>
<td>4,364,270</td>
<td>15,294,127</td>
<td>15,153,979</td>
<td>154,511,068</td>
<td>153,861,079</td>
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<tr>
<td>Retail Vacancy Rate</td>
<td>2.30%</td>
<td>3.40%</td>
<td>4.00%</td>
<td>3.40%</td>
<td>4.30%</td>
<td>4.00%</td>
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<tr>
<td>Retail Rental Rate - median</td>
<td>$20.53</td>
<td>$20.72</td>
<td>$19.56</td>
<td>$20.41</td>
<td>$18.00</td>
<td>$18.49</td>
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<tr>
<td>Total Existing Industrial/ Flex Square Footage</td>
<td>830,537</td>
<td>830,537</td>
<td>15,216,272</td>
<td>14,829,492</td>
<td>246,269,072</td>
<td>239,345,643</td>
</tr>
<tr>
<td>Industrial/ Flex Vacancy Rate</td>
<td>0.30%</td>
<td>1.80%</td>
<td>4.10%</td>
<td>4.20%</td>
<td>5.00%</td>
<td>4.00%</td>
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<tr>
<td>Industrial/Flex Rental Rate - median</td>
<td>$13.40</td>
<td>$14.01</td>
<td>$10.61</td>
<td>$10.33</td>
<td>$8.49</td>
<td>$8.07</td>
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</table>

Residential and Labor Force

<table>
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<tr>
<th></th>
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<tbody>
<tr>
<td>Residential Building Permits:</td>
<td>357</td>
<td>329</td>
<td>4,420</td>
<td>4,458</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Single Family</td>
<td>337</td>
<td>300</td>
<td>3,121</td>
<td>2,815</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Multi Family</td>
<td>20</td>
<td>29</td>
<td>1,299</td>
<td>1,643</td>
<td></td>
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</tr>
<tr>
<td>Median Home Price</td>
<td>$507,064</td>
<td>$499,000</td>
<td>$450,000</td>
<td>$428,000</td>
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<tr>
<td>Median Condo/Townhome Price</td>
<td>$300,000</td>
<td>$285,000</td>
<td>$312,000</td>
<td>$301,625</td>
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</tr>
<tr>
<td>Labor Force</td>
<td>32,737</td>
<td>32,113</td>
<td>1,687,250</td>
<td>1,657,922</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unemployment Rate</td>
<td>2.10%</td>
<td>3.00%</td>
<td>2.20%</td>
<td>3.20%</td>
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<td></td>
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</tbody>
</table>

Multifamily

<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Existing Multi Family Units</td>
<td>5,202</td>
<td>4,883</td>
<td>37,833</td>
<td>36,773</td>
<td>327,410</td>
<td>316,973</td>
</tr>
<tr>
<td>Multi Family Vacancy Rate</td>
<td>8.60%</td>
<td>8.20%</td>
<td>7.10%</td>
<td>7.30%</td>
<td>6.90%</td>
<td>6.90%</td>
</tr>
<tr>
<td>Average rent per unit</td>
<td>$1,483</td>
<td>$1,458</td>
<td>$1,536</td>
<td>$1,487</td>
<td>$1,453</td>
<td>$1,416</td>
</tr>
</tbody>
</table>


Business Retention Visits – 2019

Economic Development division staff proactively meet with Parker businesses to strengthen relationships, open and maintain lines of communication, and better understand the operational aspects and challenges within our business community. We visit both large and small employers alike and, in 2019, exceeded our goal with 72 visits.

Parker’s demographic profile and continued population growth provide an increasing customer base and remain benefits for our existing businesses and a draw for new enterprises. Most companies visited reported that sales and profits are stable or increasing. Some of the struggles companies highlighted include balancing the increase in the minimum wage with the cost of doing business; the shortage of employees in trade skills, restaurants, retail and manufacturing positions; and the high cost of housing for much of the workforce and students to live in Parker.
Engineering and Public Works

Stormwater Capital Improvement Projects

Cherry Creek at KOA
• Channel and bank stabilization between McCabe Meadows trailhead parking lot and Twenty Mile Road extended
This project is currently in design with permitting projected in the first quarter of 2020 and construction projected in the fourth quarter of 2020.

Lemon Gulch at Meadowlark
• Channel and bank stabilization from Crowfoot Valley Road to the Meadowlark property boundary approximately 1,500 feet east
This project is currently wrapping up design and permitting with construction projected in the first quarter of 2020.

Lemon Gulch at Looking Glass
• Channel and bank stabilization from the Looking Glass property boundary west of Crowfoot Valley Road approximately 4,000 feet southwest
This project is currently in design with permitting projected in the second quarter of 2020 and construction projected in the third quarter of 2020.

Brandy Gulch at Looking Glass
• Channel and bank stabilization from the confluence point with Lemon Gulch approximately 2,700 feet west
This project is currently in design with permitting with construction projected in the fourth quarter of 2020.

Green Acres Tributary at Compark Village South
• Channel and bank stabilization from a culvert under E-470 approximately 4,200 feet southwest
This project is currently in design and permitting with construction projected in the second to third quarter of 2020.

Oak Gulch at Anthology North
• Channel and bank stabilization from the confluence point with Lemon Gulch approximately 2,700 feet west
This project is currently in design with permitting and construction projected in the first quarter of 2021.

Facility Capital Improvement Projects

Parker Schoolhouse Plaza and Parking Lot Project
• Renovation of parking lot between the Schoolhouse and Ruth Chapel into an interactive plaza (Phase 2) and reconfiguration and reconstruction of the south parking lot (Phase 1)
This project was substantially complete in Fall 2019.

H2O’Brien Pool and Building Renovation Project (pictured above)
• Site, aquatics and building renovations
Construction is underway with anticipated completion spring 2020.

Parks and Recreation Improvements

Jordan Road Undercrossing Project
• Construction of an undercrossing along the East-West Regional Trail at Jordan Road
Design is underway with construction anticipated in 2021 pending approval of the budget.

Auburn Hills Park Project
• Completion and integration of the 11-acre park that is currently bisected by the undeveloped 210-foot-wide Public Service Company corridor/ROW
Design is underway with construction tentatively scheduled for spring 2020.
Engineering and Public Works - con't

Roadway Capital Improvement Projects

Motsenbocker Road Widening
- Clarke Farms subdivision to Todd Drive intersection

The project is substantially complete. The Town has competitively bid the irrigation/landscaping of the two (2) medians this winter with completion in the spring of 2020. The shoulder landscaping restoration/installation is currently being coordinated with the appropriate adjacent developments for completion in the spring of 2020.

Cottonwood Drive Widening
- Jordan Road to Cottonwood Way

Design work has commenced and it is anticipated that the design will be completed in early-2020. Funding for the project is anticipated to be completed in the second quarter of 2020 to allow for potential competitive bidding of the project in the summer of 2020.

Kings Point Way
- Roadway construction for proposed collector roadway on east side of Parker Road between Cottonwood Drive to Aurora Pkwy

Construction is underway with a planned completion in the summer of 2020.

Summerset Lane Extension
- Extension of Summerset Lane east of Pine Drive

Construction of the roadway project is complete. Installation of the proposed traffic signal at the Pine Drive/Summerset Lane intersection is pending the outcome of a Manual of Uniform Traffic Control Devices (MUTCD) warrant analysis.

Southwest Parker Road/ Mainstreet Improvements
- Widening of turn lane at the southwest corner of Parker Road/ Mainstreet

Design on the project has commenced. Construction is anticipated in 2020 pending right-of-way/easement acquisitions needed for the project.

Motsenbocker/Hess Intersection Improvements
- Improvements at the Motsenbocker/Hess intersection and widening south

Design on the project has commenced. Construction is anticipated in 2020 pending right-of-way/easement acquisitions needed for the project.

Hess Road/Country Meadows Commercial Traffic Signal
- Installation of a mast arm traffic signal at intersection located west of Parker Road

The traffic signal is operational, but minor temperature sensitive work remains to be completed in the spring of 2020.

Parker Road Sidewalk Project - South
- Installation of a multi-use trail/sidewalk on the west side of Parker Road between Twenty Mile Road and Hess Road, along with a spur to the Cherry Creek Trail

Design on this project has commenced and the Town has applied for partial State multi-modal funding for this project.

Chambers Road/Grasslands Drive Traffic Signal
- Installation of a mast arm traffic signal at intersection of Chambers Road and Grasslands Drive

The project has been competitively bid and awarded. Construction is anticipated to commence in the spring of 2020 and be completed in late-summer of 2020.

Parker Road Responsive Signal System Improvements
- Infrastructure improvements needed to implement responsive signal timing on Parker Road

Phase 1 & Phase 2 of the vehicle counting infrastructure has been awarded and underway. Phase 1 was substantially completed in December of 2020 with Phase 2 implementation in the spring of 2020.

Annual Roadway Maintenance Projects

Concrete Repair
- Miscellaneous sidewalk, concrete pavement and curb and gutter repairs throughout Town

The 2020 scope of work is anticipated to be competitively bid in March and awarded by Town Council in April.

Diamond Grind and Joint Seal Program
- Diamond grinding and joint sealing of the Hilltop Road concrete pavement from Parker Road to Narrow Pine Parkway

This project is being competitively bid in January/February with anticipated Town Council award in March. Project improvements are anticipated to be completed by late summer.

Roadway Resurfacing
- Thin overlays, chip seal and slurry seal (pavement preservation) work in various locations in Town

The 2020 asphalt overlay project has been competitively bid and is scheduled to be awarded by Town Council in February. The 2020 slurry/chip seal pavement preservation project is also scheduled for Town Council review/approval in February. Work is anticipated to commence as temperature/weather allows in the spring of 2020.
Kids’ Zone/Enrichment

Kids’ Zone hosted its Annual Milk and Cookies with Santa Event on December 8 at the Parker Fieldhouse. This wildly popular event was a hit again this year with 150 participants who came with their friends and family to get in the holiday spirit by playing games, making crafts and meeting Santa.

Aquatics

The Aquatics Division hosted the American Red Cross Training Services Division in September for a national trainer academy. The Town had three team members attend the training and get certified through the academy.

Sports

- Brandan Glader joined the Sports team as a full time Sports Coordinator in September and Emma Polzer, who was a Sports Intern, graduated and is now working as a part time Sports Lead in charge of Program Development.
- The Sports Division hosted the first ever Pumpkin Smash Tournament in October. This Adult Slowpitch Softball Tournament hosted nine teams in a one-pitch format where upon elimination, they were given the opportunity to smash a pumpkin. We look forward to making this tournament an annual tradition.

Fitness and Wellness

The Fitness and Wellness Division introduced a Small Group Barbell Training class this fall. The class focused on proper form and execution of bench press, squats, overhead presses and deadlift as well as the benefits of each movement. The class filled to capacity.

Therapeutic Recreation

Our Therapeutic Recreation Division is continuing the ski/board programming in conjunction with the National Sports Center for the Disabled (NSCD) this winter with high enrollment and a waitlist. This season, a total of three participants reached their goal of graduating from the program and moved on to skiing independently with their families. This is a huge stepping stone as they started the program working with multiple instructors and are now skiing on their own, with no help.

Day Camp

Day Camp enjoyed a field trip to Flat Acre Farm over Fall Break (pictured above). The kids had a blast participating in all of the activities and games offered.

By the Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal training sessions</td>
<td>2,127</td>
</tr>
<tr>
<td>held in the 4th quarter of 2019</td>
<td></td>
</tr>
<tr>
<td>Youth and Adult Sports games</td>
<td>5,587</td>
</tr>
<tr>
<td>scheduled in 2019</td>
<td></td>
</tr>
<tr>
<td>Fall Youth Basketball</td>
<td>903</td>
</tr>
<tr>
<td>participants in 2019, up from</td>
<td></td>
</tr>
<tr>
<td>743 in 2018</td>
<td></td>
</tr>
<tr>
<td>Brand-new campers who joined in</td>
<td>70</td>
</tr>
<tr>
<td>on the Day Camp fun at the</td>
<td></td>
</tr>
<tr>
<td>Fieldhouse over Thanksgiving</td>
<td></td>
</tr>
<tr>
<td>and Winter Break</td>
<td></td>
</tr>
<tr>
<td>Participants who went swimming</td>
<td>35</td>
</tr>
<tr>
<td>for their pumpkin the Parker</td>
<td></td>
</tr>
<tr>
<td>Recreation Center Pool at this</td>
<td></td>
</tr>
<tr>
<td>year’s Pumpkin Patch Splash</td>
<td></td>
</tr>
<tr>
<td>(pictured above)</td>
<td></td>
</tr>
<tr>
<td>Individual scholarships given</td>
<td>30</td>
</tr>
<tr>
<td>out to participants with special needs in 2019, up from 21 in 2018 and 15 in 2017</td>
<td></td>
</tr>
<tr>
<td>Participants in the 2019 Turkey Day 5K</td>
<td>1,659</td>
</tr>
</tbody>
</table>
Citizen Survey

Parker residents and visitors approve of the job the police department is doing and the way we are doing it. They feel safe in Parker, but they do have ideas for improvement.

These were the results from the November Police Department Citizen Survey. We heard from 246 people in our survey, 90% of which were Parker residents. We were excited with results that show approval and appreciation of our efforts. Even more helpful, more than 60% responded with comments and suggestions on what we are doing well and what we can do better.

If you have suggestions for improvement, classes you would like to see offered or anything else, please don’t hesitate to provide feedback.

Traffic Map Updates

In February 2018, the Parker Police Department introduced the Interactive Traffic Map (pictured at right) on the Let’s Talk Parker website as a way to modernize our method of collecting community input for traffic education and enforcement. The community response has been fantastic! More 500 people have placed 1,100-plus pins in less than two years. The old method of filling out a form and submitting it was generating only a few per month.

Based on the amount of input we received from residents, it is important that we let you know that we hear your concerns and they are being addressed. In an effort to better inform the community about our traffic education and enforcement, we are enhancing our interactive traffic map. We are now placing pins on the traffic map letting the public know where we conducted traffic enforcement the day prior.

Traffic continues to be one of the issues that is important to Parker residents. We frequently say, “If you don’t know we’re doing it, we’re not doing it.” This applies to traffic enforcement. If you never see a police car monitoring traffic, in your mind, we aren’t doing traffic. Our goal in adding these pins is to give residents the knowledge of what we are actually doing.

Thanks for placing a pin, Parker residents, and letting us know where you would like to see increased education and enforcement. If you haven’t visited our map, now is a great time to start. Help shape traffic enforcement in your community and learn what we are doing to keep Parker roads and residents safe!

Parent Academy: Suicide Awareness and Prevention

Colorado had the highest increase, 58%, in the rate of teen suicides in the United States since 2016. Suicide is now the cause of one in five deaths in teens ages 15-19. These numbers make us the sixth worse state in the nation.

Please join the Parker Police Department for our first Parent Academy class of the year, Adolescent Suicide Awareness and Prevention. The class will be led by our Community Response Team, Officer Biles and Clinician Henry along with School Resource Officer Essman.

We will talk to parents about what warning signs to look for, what resources are available for parents and teens, and how to have these conversations with your family.

The class is Tuesday, February 11, from 6 to 8 p.m. at the Parker Police Department. You can register at www.ParkerPolice.org to attend the free class.

Parent Tip Tuesday

In an effort to help educate parents about the ever-changing world of parenting, we launched Parent Tip Tuesday. These tips are designed to be consumable in less than 10 minutes and help parents keep their kids safe.

Topics covered so far have included: parent-child cell phone contracts, electronic device monitoring apps, virtual private networks and the app Snapchat. These quick educational pieces are posted on the Parker Police website, Facebook page and Nextdoor.
Town Clerk's Office

Statistics – End of Year 2019

Community Event Permits
- 2015 Total – 55
- 2016 Total – 63
- 2017 Total – 68
- 2018 Total – 60
- 2019 Total – 74

Special Events Permits Processed (Events with Liquor)
- 2015 Total – 5
- 2016 Total – 17
- 2017 Total – 33
- 2018 Total – 31
- 2019 Total – 23

Active Liquor Licenses
- 2015 – 92
- 2016 – 96
- 2017 – 97
- 2018 – 107
- 2019 – 117

Open Records Requests
- 2015 Total – 146
- 2016 Total – 170
- 2017 Total – 120
- 2018 Total – 119
- 2019 Total – 187

Peddlers and Solicitors Permits
- 2015 Total – 25
- 2016 Total – 19
- 2017 Total – 30
- 2018 Total – 18
- 2019 Total – 21