



TOWN COUNCIL STUDY SESSION AGENDA
February 26, 2024
5:00 PM

I. Study Session Items

1. Salisbury Park North Expansion Schematic Design Update - Colton/Collins - 15 minutes
2. 2024 Budget Amendments - Willey/Brookshire - 15 minutes
3. 2024 TM Communications & Engagement Plan - Hogan - 30 minutes
4. Legislative Update - Hogan - 30 minutes

II. Staff Updates

III. Town Council Updates/Items

IV. Study Session Follow-Up Items to Council

These items are not intended for discussion, but are another resource to provide follow-up information to the Town Council and public.

1. January 2024 Engineering & Public Works Contracts Memo



MEMORANDUM

TO: Honorable Mayor and Councilmembers
FROM: Mary Colton, Parks and Recreation Director
Brett Collins, Projects Administrator
DATE: February 26, 2024
SUBJECT: Salisbury North Expansion Schematic Design Update

ISSUE:

Staff will present an update on the Salisbury Park North Project design.

FISCAL/BUDGET IMPACT:

None.

BACKGROUND:

The Salisbury Park North Conceptual Plan was presented to the Town Council on September 25, 2023. Since then, the consultant, Hord, Coplan, and Macht, have been working on the Schematic Plan. No changes were made to the amenities or their locations within the park from the conceptual plan. The Schematic Plan includes more detail for each park amenity and the initial estimated costs.

Park amenities included in the Schematic Plan include:

- Ballfields and Pedestrian Promenade
- Multi-Use Soccer Fields
- Inclusive Playground
- Community Hub Pavilion
- Pickleball/Tennis
- Valley Overlook Pavilion
- Bike Park

The Ten-Year Capital Improvement Plan includes \$36,250,000 in 2025 to construct the Salisbury Park North project. This budget was based on the estimated costs from the 2014 Master Plan and the available funding in the Ten-year capital improvement plan. The master plan budget anticipated needing to phase the project over four years.

In preparation for construction in 2025, the Town commissioned fresh estimates for construction costs in February 2024. Two different engineering firms provided updated cost estimates for the 2014 master plan during the schematic design process for the park. Both estimated substantial increases in materials and labor costs despite no substantial changes being made to the amenities planned for the park. The estimated costs for the entire project in the schematic design exceed the Ten-year Capital Improvement Plan budget by approximately \$38,750,000.

Given the significantly higher than budgeted costs, the Parks and Recreation Department anticipates phasing construction over additional years in the ten-year capital plan. The revised phasing plan is detailed below.

For the phasing plan, recreation staff has identified additional multi-use fields and ballfields as the greatest need, followed by pickleball courts. Over the years, there has been a shortage of fields for practice, league, and tournament play. Pickleball has increased in popularity over the last ten years and there is a desire for league and tournament play opportunities, as shown by a recent pickleball survey. Staff recommends these amenities for the first and second phases of the park.

Based on the current schematic design costs, staff recommends a phase 1 project in 2025 utilizing the fund identified in the Ten-Year Capital Improvement Plan. As the project progresses into design development, additional information will be obtained to refine the costs further. Costs for the remaining phases will need to be included in the Ten-Year Plan as funding becomes available. Amenity timing may change based on changing needs and rising or falling construction costs.

Phase 1 Amenities (2025-2026)

- Ballfields, Pedestrian Promenade, Pavilion
- Multi-Use Fields
- Parking, Utilities, and Earthwork

Phase 2 Amenities (Timing to be determined.)

- Pickleball/Tennis Courts, Pavilions
- Parking, Utilities and Earthwork

Phase 3 Amenities (Timing to be determined.)

- Community Hub Pavilion
- Fitness Area
- Inclusive Playground
- Parking, Utilities and Earthwork

Phase 4 Amenities (Timing to be determined.)

- Bike Park
- Overlook Pavilion
- Parking, Utilities and Earthwork

To complete the remaining park phases sooner, other projects budgeted in the Ten-Year Plan will need to be delayed to later years. Staff identified the projects that may be delayed below, but will need to work with the Finance Department to revise the Ten-Year Plan based on projected available funding for each year.

- Railbender Skate Deck Renovations
- Newlin Meadows HOA Trail Connection

- Tallman Meadows Park Lot Reconstruction
- Railbender Tennis Court Resurfacing
- O'Brien Ballfield LED Light Upgrade
- O'Brien Park Parking Lot Reconstruction
- Salisbury Park Ballfield LED Light Upgrade
- Salisbury Park Fields Parking Lot/Entry Reconstruction
- Stroh Park Renovation Playground Renovation/Convert to Synthetic Turf
- Salisbury Park Multi-Purpose Field Conversion to Synthetic Turf
- McCabe Meadows Parking Lot Reconstruction
- Iron Horse Park Renovation/Convert to Synthetic Turf
- Salisbury Equestrian Rink LED Lighting Upgrade
- Railbender Park LED Lighting Upgrade
- O'Brien Park North Development
- Recreation Center Pickleball Court resurface
- Salisbury East Playground
- Kinney Creek Trail
- Reata West Improvements, 2nd Rec Center
- Tallman Park Field Conversion to Synthetic Turf
- Tallman Playground Renovation
- Fieldhouse Parking Lot Reconstruction
- Bar CCC Park Parking Lot Improvement and LED Lighting Upgrade
- Auburn Hills Shelter at Soccer Field
- Second Norwell Outdoor Fitness Station Area
- Salisbury West Playground Renovation
- Railbender Playground Renovation

RECOMMENDATION:

Staff recommends moving forward with developing a Phase 1 project for anticipated construction starting in 2025.

REQUESTED DIRECTION:

Staff requests input on the recommended phasing to complete the park construction.

ATTACHMENT:

None



MEMORANDUM

TO: Honorable Mayor and Councilmembers
FROM: Rhonda Willey, Controller
Christine Brookshire, Finance Manager
DATE: February 26, 2024
SUBJECT: 2024 Budget Amendments

ISSUE:

Each year, as the last step in the budget process, amendments are brought forward for Council consideration.

FISCAL/BUDGET IMPACT:

Amendments are still being reviewed.

BACKGROUND:

Budget amendments for the current year are submitted to Council for consideration several times throughout the year. The first round typically occurs in the March timeframe.

Amendments fall into two categories: carryovers and supplementals. Carryovers are the reappropriation of an unspent appropriation from the prior year to the current year. Supplementals consist of additional/new appropriation requests that were not anticipated at the time of the development of the budget.

Section 9.12 of the Parker Municipal Code provides the authority under which these amendments may occur. In the case of carryovers, the available cash from the previous year is the source of funding. In the case of supplementals, revenue is available as the source of funding.

A short presentation with examples will be provided at the meeting to clarify the process.

RECOMMENDATION:

The presentation is being provided to Council in advance of the two readings necessary for passage of these items. The first reading will be at the March 4 meeting and the second reading will be at the March 11 meeting.

REQUESTED DIRECTION:

The study session information is meant to provide a context for the action that will be requested of Council at the two meetings in March.

ATTACHMENT:

None



MEMORANDUM

TO: Honorable Mayor and Councilmembers
FROM: Emily Hogan, Assistant Town Manager
DATE: February 26, 2024
SUBJECT: 2024 TM Communications & Engagement Plan

ISSUE:

The Town Manager's Office will provide a general update on Communications and Engagement to the Town Council.

FISCAL/BUDGET IMPACT:

None.

BACKGROUND:

The Town Manager's Office will provide a general update on Communications and Engagement to the Town Council. Staff will discuss 2023 accomplishments and the 2024 Communications and Engagement Plan.

RECOMMENDATION:

None. This is for discussion only.

REQUESTED DIRECTION:

None. This is for discussion only.

ATTACHMENT:

1. 2024 Communications and Engagement Plan 021424
2. Communications and Engagement Resource Guide 013124



PARKER
C O L O R A D O

Town Manager's Office - Communications Staff

2024 Communications and Engagement Plan



UPDATED: January 2024

TOWN OF PARKER - 2024 COMMUNICATIONS/ENGAGEMENT PLAN

PURPOSE

The purpose of the Communications and Engagement Plan is to clearly define the priorities, strategies and tools the Town of Parker will use when communicating and engaging with the community. This plan aligns with the strategic priorities of the Town, furthering its mission and vision, and establishes objectives and actions for the Town's public outreach efforts. The Communications and Engagement Plan will be updated annually.

VISION, MISSION AND VALUES

The Town of Parker's vision is to be the pre-eminent destination community of the Denver Metro area for innovative services with a hometown feel. We will be an area leader in economic and community development, and strive to be at the forefront for services, civic engagement, and quality of life.

The mission of the Town of Parker is to enrich the lives of residents by providing exceptional services, engaging community resources, and furthering an authentic hometown feel. We promote transparent governing, support sustainable development, and foster a strong, local economy.

The Town's Strategic Priorities include:

- Support an Active Community
- Foster Community Creativity and Engagement
- Enhance Economic Vitality
- Promote a Safe and Healthy Community
- Innovate with Collaborative Governance
- Develop a Visionary Community Through Balanced Growth



CORE BUSINESS OPERATIONS

The Communications and Engagement team is housed in the Town Manager's Office and is organized into these functional areas:

- Informational/Educational Communication and Marketing
- Community Outreach and Engagement
- Special/Community Events
- Mayor and Town Council Outreach and Engagement

There are communications and engagement staff or consultants housed in other departments, including Parks and Recreation, Police, Cultural and Economic Development.

The core functions of the Communications and Engagement team within the Town Manager's Office include:

- Inform and educate internal/external audiences through informational campaigns
- Provide community relations and engagement programs so that Parker residents can be informed, engaged, and inspired to be active in their community and/or the local government process
- Build relationships and foster partnerships to identify needs and provide opportunities for collaboration, both internally and externally
- Seek input and collaboration from residents, businesses and other vested partners



TOWN OF PARKER - 2024 COMMUNICATIONS/ENGAGEMENT PLAN



AUDIENCES

Communication and engagement audiences/participants include:

- Parker Residents
- Town Council and Citizen Boards/Commissions
- Town Employees
- Business and Property Owners/Managers
- Community Organizations
- Volunteers
- Visitors
- Media
- Public/Government Agencies
- Service Providers
- Town Sponsors
- Future or Potential Residents/Business Owners in Parker

Different strategies may be utilized depending on the desired audience and outcome.

PROGRAMS/SERVICES

The Communications and Engagement team utilizes a number of tools/methods to maintain its core functions. Programs and services include:

- **Publications** – Annual report/calendar, Talk of the Town monthly newsletter, youth activity book, informational brochures, targeted mailings, advertisements, public service announcements
- **Digital Communications** – Town website, public meeting live streaming, social media (Facebook, Twitter, NextDoor, Instagram, LinkedIn, YouTube), Quarterly Town Manager's Report, Let's Talk Parker engagement platform, electronic message boards, email blasts, videos, performance measures dashboard
- **Community Relations** – Public meetings/open houses, Citizen Survey (conducted every 3 years), HOA Summits, State of the Town, group visits/tours, proclamations, informational/pop-up events, youth programs.
- **Special Events** – Town-hosted signature events, community event and block party permitting, street banner program
- **Media Relations** – Press releases, media pitching, media request responses, Parker Chronicle monthly article
- **Employee Engagement** – Big Picture meetings, employee appreciation events, DEI Committee program and events, employee intranet
- **Industry Outreach** – Professional associations, magazine articles and blogs, conference presentations

More details on these tools/methods can be found as an attachment (Appendix I).



TOWN OF PARKER - 2024 COMMUNICATIONS/ENGAGEMENT PLAN

2024 GOALS / STRATEGIC PRIORITIES

GOAL/ACTIONS	STRATEGIC PRIORITY	CORE FUNCTION	MEASUREMENT
Improve internal communication and engagement by developing eNewsletter from Town Manager to all staff to provide more frequent touch base of Town business, news and events.	Innovate with Collaborative Governance	Informational/Educational Communication and Marketing	Rollout of new bimonthly monthly eNewsletter at start of Q1
Improve internal communication and collaboration by rolling out new Business Partner model and communications/engagement resources.	Innovate with Collaborative Governance	Informational/Educational Communication and Marketing	Rollout of new Business Partner model by end of Q1
Support Community Development in sharing information and creating opportunities for engagement during the Master Plan Update process.	Develop a Visionary Community Through Balanced Growth Foster Community Creativity and Engagement	Community Outreach and Engagement	TBD – depends on timing of Master Plan update process
Conduct the Town's Community Survey to help measure resident satisfaction with municipal government service delivery, solicit input on policy questions and gather opinions about future Town projects and goals.	Innovate with Collaborative Governance Foster Community Creativity and Engagement	Community Outreach and Engagement	Draft 2024 Community Survey in Q2 and conduct in Q2/Q3
Share innovative solutions with industry partners (i.e. presentations at conferences, trade magazines) and learn about new best practices from other organizations.	Innovate with Collaborative Governance	Community Outreach and Engagement	Submit proposals to at least 2 conferences/trade magazines highlighting innovations
Draft Events Strategic Plan to guide future goals/objectives and investment of Town-hosted events and external community events.	Innovate with Collaborative Governance Foster Community Creativity and Engagement	Special/Community Events	Draft Events Strategic Plan by end of Q4

New Goal

Continuing Goal

Completed Goal

TOWN OF PARKER - 2024 COMMUNICATIONS/ENGAGEMENT PLAN

2024 GOALS / STRATEGIC PRIORITIES

GOAL/ACTIONS	STRATEGIC PRIORITY	CORE FUNCTION	MEASUREMENT
Enhance the Community Events permitting process by rolling out a new online permit platform along with updated procedures and processes.	Innovate with Collaborative Governance Foster Community Creativity and Engagement	Special/Community Events	Roll out new Community Events permitting process at start of Q1 and continue working with stakeholders to refine process
Continue to enhance internal communication and collaboration through new initiatives (i.e. spirit days, video messages from the Town Manager, TMO briefings at department meetings).	Innovate with Collaborative Governance	Informational/Educational Communication and Marketing	Rollout staff spirit days, video messages from TM and TMO briefings by end of Q2
Continue to improve accessibility of Town services through remediation efforts to address digital accessibility issues.	Innovate with Collaborative Governance	Informational/Educational Communication and Marketing	Complete digital accessibility audit and remediation by end of Q2
Continue to inform and educate the community through various campaigns and communication channels and grow the number of subscribers/followers and participants.	Innovate with Collaborative Governance Foster Community Creativity and Engagement	Informational/Educational Communication and Marketing	Successfully share information in timely and accurate manner and increase subscribers/ followers and participants by raising awareness and building trust
Continue to develop opportunities for the Mayor and Council to engage and connect with the community (i.e. field trips, ribbon-cuttings, etc.).	Innovate with Collaborative Governance Foster Community Creativity and Engagement	Mayor and Town Council Outreach and Engagement	Increase number of official requests for Mayor/Council to attend events/other engagements
Continue to engage with Parker's youth by recruiting for the Youth Commission and coordinating initiatives like the Youth Council Art Awards/Exhibit, Art Mural and AP Government class collaboration.	Innovate with Collaborative Governance Foster Community Creativity and Engagement	Community Outreach and Engagement	Successfully complete outreach programs with assistance from Youth Commission and recruit/ coordinate new members in Q3

New Goal

Continuing Goal

Completed Goal

TOWN OF PARKER - 2024 COMMUNICATIONS/ENGAGEMENT PLAN

2024 GOALS / STRATEGIC PRIORITIES

GOAL/ACTIONS	STRATEGIC PRIORITY	CORE FUNCTION	MEASUREMENT
Continue to develop opportunities for residents, businesses and other partners to share feedback on Town projects and programs (i.e. pop-up events, Farmers Market, Let's Talk Parker).	Foster Community Creativity and Engagement	Community Outreach and Engagement	Successfully create and manage engagement opportunities to inform Town projects/ initiatives
Continue to build relationships with other organizations in the community.	Innovate with Collaborative Governance	Community Outreach and Engagement	Successfully maintain and grow relationships with other organizations like the Downtown Business Alliance, Chamber, etc.
Continue to enhance the Town's lineup of signature community events that contribute to the quality of life in Parker.	Foster Community Creativity and Engagement	Special/Community Events	Successfully manage and build upon Town's signature events to create opportunities for residents to connect
Improve Council communication by simplifying and refreshing the Town Manager Weekly Update format.	Innovate with Collaborative Governance	Mayor and Town Council Outreach and Engagement	Complete redesign of TM Weekly Update - Complete
Improve internal/external communication by creating a new updated PowerPoint template for Townwide use.	Innovate with Collaborative Governance	Informational/ Educational Communication and Marketing	Complete standardized template - Complete

New Goal

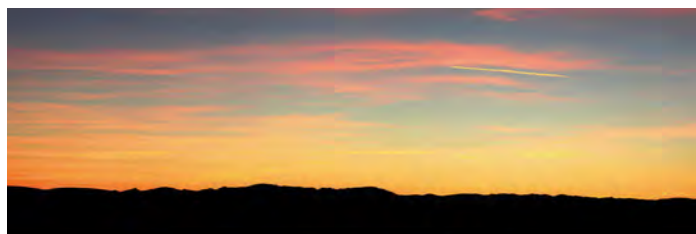
Continuing Goal

Completed Goal

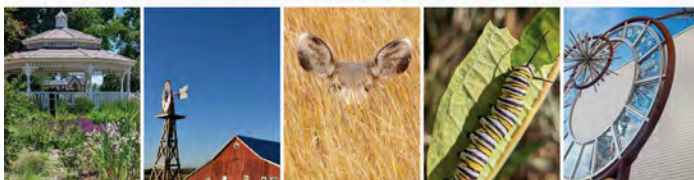
APPENDIX A: COMMUNICATION/ENGAGEMENT TOOLS AND METHODS (con't)

Publications

- **Annual Report** – The annual report/calendar is printed and mailed to all residents annually in December. It highlights accomplishments for the current year and promotes future events, programs and activities.
- **Talk of the Town Monthly Newsletter** – The Talk of the Town is printed and mailed to residents monthly. It contains stories that highlight events happening in Town, new developments, safety and traffic issues and hot topics, as well as a calendar of upcoming events. The Talk of the Town is mailed through USPS Bulk Mail and is also available on the Town website.
- **Informational Brochures** – The Town produces a variety of informational brochures about Town services, programs and events for all departments, which are available at Town facilities and on the Town website.
- **Youth Activity Book** – The Town produces a youth activity book, which includes activities and information for Parker's youngest residents.
- **Targeted Mailings** – The Town sends a variety of targeted mailings for a variety of reasons, including events, construction and other news specific to certain areas.
- **Advertisements** – The Town may pay for advertisements in local media channels/publications for a variety of reasons, including events, programs/services and other news.



 **PARKER** COLORADO | **2024 CALENDAR**
2023 ANNUAL REPORT



Digital Communications

- **Town Website** – The Town website is used to share information with residents, businesses and visitors. It contains updates on Town projects, programs/services, Council meetings and upcoming events/activities. The Town website is hosted through CivicPlus. In addition to the Town website (ParkerCO.gov), there are separate websites for Police, Parker Arts and Economic Development/P3.
- **Employee Engagement** – The employee Intranet features information on benefits, performance evaluations, training and many other resources for Town staff. It is hosted through CivicPlus.
- **Public Meeting Livestreaming** – Council and Planning Commission meetings are streamed live and made available on the Town's YouTube channel.
- **Social Media (Facebook, Twitter, NextDoor, Instagram, LinkedIn, YouTube)** – The Town maintains a social media presence on a number of platforms to interact with the public on a daily basis and share updates on upcoming events and programs/services.
- **Quarterly Town Manager's Report** – The Town Manager's Report is used to share information with Council, staff and the community on a quarterly basis.
- **Electronic Message Boards** – The Town owns and operates several electronic message boards (Town Hall, O'Brien Park, Recreation Center, PACE) to promote Town events and activities.
- **Email Blasts** – The Town utilizes a number of email subscriber lists to share information on events, programs/services, projects, job postings, etc. via the Town website.
- **Performance Measures Dashboard** – The Town maintains a Performance Measures Dashboard to track its progress in meeting its strategic priorities. The dashboard is available on the Town website.
- **Videos** – The Town produces educational and marketing videos that can be shared on the Town website and YouTube channel.

APPENDIX A: COMMUNICATION/ENGAGEMENT TOOLS AND METHODS (con't)

Community Relations

- **Community Survey** – The Community Survey is conducted every three years to evaluate the community's satisfaction with Town programs/services and solicit feedback on local policy issues.
- **Public Meetings and Open Houses** – The Town hosts public meetings and open houses for a variety of projects to educate residents about plans for a project or its progress and to solicit feedback on many topics. These meetings also provide an opportunity for residents to engage with the Town and share their ideas, questions and concerns.
- **Let's Talk Parker** – Let's Talk Parker is an online engagement platform that is used to share information about plans for a project or its progress and solicit feedback on many topics. The platform is hosted through Granicus/Bang the Table.
- **HOA Summits** – The Town hosts an HOA Summit biannually to connect with HOAs and share information on programs/services with important neighborhood contacts. These meetings also provide an opportunity for board members and property managers to engage with the Town and share their ideas, questions and concerns.
- **State of the Town** – The Town hosts the annual State of the Town event in partnership with the Rotary Club of Parker. Through this event, the Town is able to share information about upcoming events and programs/services and connect with other organizations in Parker.
- **Group Visits/Tours** – Group visits and tours are coordinated by the Town to encourage engagement with local government and learn about programs/services and civic functions.
- **Proclamations** – A proclamation is adopted by Council and gives recognition/support to occasions or special events, civic achievements or to raise awareness about concerns of interest.
- **Informational/Pop-up Events** – The Town hosts informational or pop-up events to connect with the community and share information on a variety of topics like programs/services, projects, etc. and provide an opportunity for residents to share their ideas, questions and concerns.

Youth Programs – The Town manages several programs aimed at engaging Parker's youth, including the Youth Commission, which coordinates such initiatives as the Youth Council Art Awards/Exhibit. Other youth programs include the AP Government Class Collaboration and coordination of field trips for younger students.

Special Events

- **Town Signature Events** – The Town hosts a number of signature events (i.e. Bike to Work Day, July 4th Fireworks Show, Parker Fall Fest, Mayor's Holiday Lighting) that bring community members together and contribute to the quality of life in Parker.
- **Community Event and Block Party Permitting** – The Town permits community events and block parties that are not hosted by the Town. Community events can bring people together and enhance the quality of life in Parker but may also have impacts on public areas and rights-of-way.
- **Street Light Banner Program** – The Street Light Banner Program allows for low-cost, highly visible event promotion for non-profit organizations. Information about the program is available on the Town website.



APPENDIX A: COMMUNICATION/ENGAGEMENT TOOLS AND METHODS (con't)

Media Relations

- **Press Releases** – The Town sends press releases to local media to share information on a variety of topics, including upcoming events, programs/services, etc.
- **Media Pitching** – Staff will pitch stories to local media outlets to generate media coverage on certain topics/news and gain regular media coverage.
- **Media Request Responses** – The Town responds to media inquiries and press releases, including on-camera interviews, story research and follow-up information.
- **Parker Chronicle** – The Parker Chronicle features a monthly article from the Mayor that highlights events happening in Town, news and other hot topics.



Employee Engagement

- **Business Partners** - Communications and Engagement staff are assigned to specific Town departments to build relationships with key stakeholders and share resources/expertise.
- **Big Picture Meetings** – The Town Manager's Office hosts three Big Picture Meetings annually to connect with staff and share information and updates/news. Big Picture Meetings are recorded and can be viewed on the Employee Intranet.
- **Employee Appreciation Events** – The Town Manager's Office hosts a number of employee appreciation events throughout the year. These provide an opportunity to connect with staff and recognize their work.

Industry Outreach

- **Professional Associations** – Staff maintains memberships in several professional associations to remain up-to-date on best practices and trends. Staff also attends conferences annually to connect with other local government professionals and share our experiences.
- **Magazine Articles/Blogs** – Staff subscribes to industry magazines/blogs to remain up-to-date on best practices and trends. Staff also submits articles/content to connect with other local government professionals and share our experiences.



APPENDIX B: COMMUNITY CALENDAR POLICY

The Town has the exclusive right to program and control content on the Town's online community calendar (ParkerCO.gov/Calendar). The Town Manager's Office Communications staff is responsible for determining eligibility for and posting events on the community calendar. The Town reserves the right to refuse posting of any event. The following guidelines are in effect for all community calendar requests in order to inform the public of the types of events described below without regard to the message being conveyed by the event:

Qualifying Events

- The Town considers a qualifying event to be a carefully planned gathering by a not-for profit entity that is open to the general public, includes entertainment, programming and/or activities and is surrounded by a targeted theme or cause. Events may have an associated fee, but must be a not-for-profit event.
- Submission of event details does not guarantee placement of your event on the community calendar. Event must meet one of the following to be eligible:
 1. Town event or activity
 2. Town sponsored or funded
 3. Not-for-profit community events open to the public and held in the 80134 or 80138 zip codes that meet the Town's "qualifying event" criteria set forth above
 4. Not-for-profit community events open to the public and held on government property within Douglas County

The following uses are not permitted on the community calendar:

1. Commercial or for-profit events, or advertising a commercial message
2. Private events not open to all members of the public
3. Regularly occurring weekly activities
4. Activities that are the subject of regular weekly rentals of any Town facility
5. Advertising for any event that does not qualify on the list above
6. Fundraisers that are not part of an actual "event" will not be listed on the calendar. This includes restaurant nights that donate a portion of sales back to a certain organization, sales of coupon books, cookie sales, etc.

Calendar Submission Requirements

- Community calendar requests should be submitted NO LATER than the 15th of the month prior to the event. For example, a request to advertise an event taking place in December should be submitted by Nov. 15. Please plan ahead for your events.
- To submit a calendar request, please visit ParkerCO.gov/Publicity and fill out the online "publicity assistance request" form. Please fill out this form completely so we have all of the pertinent information regarding your event.

APPENDIX C: COMMUNITY ENGAGEMENT FRAMEWORK

Welcome to the Town of Parker's Community Engagement Framework. This framework has been developed to demonstrate and articulate the Town's current and ongoing commitment to engaging the community in a meaningful and effective way.

The Parker Town Council and staff identified the need to ensure meaningful public involvement that respects the contribution of our residents and businesses as a strategic priority. Effective community engagement not only provides Town Council with an opportunity to strengthen its relationship with the people of Parker, but provides for sound investment in better decision making by ensuring decision makers are informed of community needs and aspirations. We take great care in listening to our community to determine the necessary changes and improvements to keep Parker Your Kind of Place.

Overall, our framework aims to develop a consistent approach to community engagement, providing guidance on when and how to undertake engagement activities and what steps and processes should be considered. It outlines our goals and guiding principles for community engagement to ensure consistent and active participation in the planning, implementation and evaluation of our programs and services.

We encourage input from staff, members of the community we serve and our partners to help us to further refine our Community Engagement Strategy. Tell us what you think, email us at TownManager@parkerco.gov.

Specifically, the Aims of Community Engagement Framework are:

- **Be proactive.** Proactively initiate communications and dialogue with the community to maximize resident engagement. Ensure Town staff has a clear understanding of and a commitment to engaging with the community in a meaningful and effective way.
- **Provide frequent and diverse opportunities for public education and engagement.** Provide a variety of creative, convenient and cost-effective ways for the public to access educational information, become involved, and have real opportunities to engage and provide feedback. Provide a consistent and coordinated

approach to community engagement for staff to guide the selection of the most appropriate method and level of engagement.

- **Go where the people are.** Place a priority on increasing public engagement by taking advantage of opportunities to meet the public where they are. Utilize online communication and engagement techniques to maximize participation and enhance traditional, in-person engagement methods and processes.
- **Be collaborative.** Facilitate communication partnerships to create synergy and save taxpayer dollars. Improve the relationship and level of trust between the community and the Town by ensuring the community is informed about and involved in Town decisions.
- **Encourage the open exchange of ideas.** Invite conversations with the public, encourage idea sharing and find common ground. Strengthen community connectedness by creating opportunities for the community to get involved with, and have their say on, matters which are important to them.
- **Increase community awareness, interest and participation in Town projects and initiatives taking place in our community.** Ensure community feedback is listened to, respected and taken into account in the decision-making processes of Council.
- **Improve Trust.** Improve the relationship and level of trust between the Town and community by ensuring the community is informed about and involved in Council decisions.

The Town is committed to working closely with the community to improve engagement and participation in Council decisions. Through robust public engagement, we seek to empower Parker residents to become more involved and take an active role in shaping the future of our community. The Town knows that meeting the minimum requirements of public notification and engagement is not sufficient for making informed recommendations in the public interest.

Viewed as a "living document," the Town's Community Engagement Framework will evolve and change over time. We encourage input from staff, members of the community we serve and our partners to help us continue to enhance and refine this important tool.

APPENDIX C: COMMUNITY ENGAGEMENT FRAMEWORK (con't)

Our Core Values for Public Participation

The Town of Parker recognizes and follows the best practices for public participation developed by the International Association for Public Participation (IAP2).

Best Practices and Core Values

1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
2. Public participation **includes** the promise that the public's contribution will actively contribute to and inform Town Council's decision-making.
3. Public participation **promotes** sustainable decisions by recognizing and communicating the needs and interests of all participants, including community members and decision makers.
4. Public participation **seeks out and facilitates** the involvement of those potentially affected by or interested in a decision.
5. Public participation **seeks input** from participants in designing how they participate.
6. Public participation **provides** participants with the information they need to participate in a meaningful way.
7. Public participation **communicates** to participants how their input affected the decision.

In all interaction with the community, the Town of Parker will also employ its Core Values of:

- Teamwork
- Quality Service
- Integrity
- Innovation

Who We Engage

The Town of Parker seeks to communicate with and engage all of our diverse stakeholders. This includes any person, group, or organization that has an interest in, concern about, or may be directly affected by the Town's actions, objectives and policies.

Why We Engage

What Community Engagement Means

The purpose of community engagement is to gather diverse community perspectives and present them to the decision makers to make an informed decision. It means that the Town of Parker talks to our community before making big decisions. It means that if you have concerns or ideas about how to improve the quality of life and services in the Town of Parker, we want to hear and discuss them. We know that those who live, work and play in Parker have valid and valuable opinions about our great community.

What Community Engagement Does Not Mean

What community engagement does not mean is that everyone will always agree on decisions that are made within the Town of Parker. Parker is made up of a diverse population with very different interests and approaches. The Town is committed to listening to all of the different opinions and incorporating them into the decision-making process in a fair and balanced way.

Benefits of Community Engagement

Community Engagement provides a valuable link between Town Council, Town staff and the community. It offers a range of benefits, including, but not limited to:

- Improving Town Council's decision-making process by taking into account a greater range of perspectives, experiences, and knowledge
- Ensuring that diverse voices have a place at the table
- Creating a shared purpose
- Encouraging greater community participation
- Creating a more connected and informed community
- Reducing the level of misconception or misinformation on Town issues
- Identifying and addressing existing and potential concerns
- Empowering participants to take ownership of programs and initiatives
- Ensuring commitment and greater ownership of the final decision by the community

TOWN OF PARKER - 2024 COMMUNICATIONS/ENGAGEMENT PLAN

APPENDIX C: COMMUNITY ENGAGEMENT FRAMEWORK (con't)

When We Engage

The Town of Parker is committed to engaging the community in the following situations:

- To inform a decision or action through community input
- To help identify community needs and aspirations
- When the community has raised or expressed an interest or concern
- When there is a high-risk matter impacting the community
- When required by resolution, law, policy or agreement

In the engagement planning process, consideration is given to the complexity of the decision and the optimal time needed for people to respond. While the Town's Municipal Code sets out minimum requirements for public notification and feedback, each engagement process is considered on its individual basis and merit.

To ensure a successful outreach process, careful consideration is given to the appropriate tools and timing for the project or decision. While community engagement will not replace the final power of the decision-makers, it is invaluable in the way it enhances Town Council's capacity to make well-informed decisions on behalf of the community.

IAP2'S PUBLIC PARTICIPATION SPECTRUM



The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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APPENDIX C: COMMUNITY ENGAGEMENT FRAMEWORK (con't)

How We Engage

This Community Engagement Framework has been developed to demonstrate and articulate that the Town of Parker follows the continuum of participation designed by the International Association for Public Participation (IAP2). The spectrum helps us match the engagement objective with the related participation approach. Matching the approach to the objective helps ensure that Town staff meets the community's engagement expectations.

The IAP2 spectrum illustrates that there are different levels of participation, depending on the public participation goals, commitments made to the public, time frames and resources. The five levels in the spectrum are: Inform, Consult, Involve, Collaborate, and Empower. As you move down the spectrum, the impact to the public increases.

Measuring Our Success

The Town of Parker is committed to measuring the success of our community engagement activities and efforts. We want to ensure that those who have participated in our engagement activities feel that their contribution was valued and utilized during the process. By measuring our performance, we can continuously find ways to improve our approach and ensure that we stay accountable and transparent to our community.

In order to assist with the monitoring and review of the framework, the following items will act as Key Performance Indicators:

- The Town will continually monitor, review and update our Community Engagement Framework to ensure relevance and increase effectiveness. We will seek community feedback to assist us in this process.
- We will be able measure the effectiveness of the framework by the degree to which it leads to more informed decisions (policies, plans and projects).
- We will close the loop on our community engagement processes by communicating process outcomes, including considerations and recommendations made by Town Council and the impact of community input, back to our residents.

- The Town will maintain a robust, online community engagement database that records the engagement activities of participants. We will run and review quarterly reports to measure our success in engaging our stakeholders, and adjust our program accordingly to enhance engagement.
- Town staff will also be encouraged to evaluate the effectiveness of their individual or departmental engagement activities and efforts and make adjustments accordingly.

Feedback to the Framework

We encourage community feedback regarding the development and review of our community engagement strategy. Feedback can be emailed to LetsTalkParker@parkerco.gov or give us a call at 303.841.0353. Visit LetsTalkParker.org to learn more. We're listening!

APPENDIX D: DIGITAL SIGNAGE CONTENT REQUESTS POLICY

Guidelines for Submitting Digital Signage Content Requests

(Signs located at Parker Road and Mainstreet and Mainstreet and Pine Drive)

The Town has the exclusive right to program and control content on the digital signs located at Parker and Mainstreet and Mainstreet and Pine Drive. The Communications Staff is responsible for designing, posting and determining prioritization of messages on the sign. **The Town reserves the right to refuse posting of any event.** The following guidelines are in effect for all digital signage content requests in order to inform the public of the types of events described below without regard to the message being conveyed by the event:

- Content for the digital signs will be scheduled once per month for the following month. **Only one message will be designed and scheduled per event.**
- Content requests must be submitted NO LATER than the 15th of the month prior to the event. For example, a request to advertise an event taking place in December should be submitted by Nov. 15.
- **Messages will be scheduled no more than one month in advance of the event.**
- To submit a request, please visit ParkerCO.gov/Publicity and fill out the online “publicity assistance request” form.
- When submitting event requests, please submit text only. The Town has a standardized format we use for the digital sign content and our staff will design and post the signage.
- Submission of event details does not guarantee placement of your message on the sign. **Events will be scheduled on a space-available basis, with the following prioritization:**
 1. Emergency information for the public
 2. Town events and activities (**receive first priority over all other events**)
 3. Town sponsored or funded events
 4. Community events or performances open to the general public and held on Town property

5. Community events or performances open to the general public and held on other government property within the Town.
6. If no events are listed on the sign, a Welcome to Parker format will be displayed

- **Organizations may not request specific days for the requested content to run.** The Communications staff will schedule the approved content as space is available. **Town events and activities take priority over all other events.**
- Once the sign content schedule is loaded to run for the upcoming month, it will not be changed unless warranted by an emergency response situation or in the case of an event cancellation. **Please plan ahead for your events.**
- When the digital signage schedule has been uploaded for the month, Communications staff will notify requesting organizations whether or not their event listing will run, and if applicable, when it is scheduled to run.
- **The following uses are not permitted on the digital sign:**
 1. Commercial or private advertising
 2. The advertisement of private events not open to all members of the general public
 3. Private and/or congratulatory announcements such as “Happy Birthday” or “Congratulations”
 4. Advertisement of the activities that are the subject of regular weekly rentals of any Town facility
 5. Advertising for any event that does not qualify on the list above

The sign message will be static and will not use moving graphics or scrolling text.

APPENDIX E: TOWN WRITING STANDARDS POLICY

Town employees should follow these writing standards when composing web copy, entering events calendar or any other website edit. They are based on the Associated Press (AP) Style, an internationally recognized journalism standard, as well as Town-specific standards.

Town-Specific Rules

- For all **phone numbers**, use dots instead of dashes (i.e. 303.841.0353 not (303) 841-0353)
- Keep all documents **left-aligned**, not justified
- Spell out “and” and don’t use the ampersand (&) symbol
- Don’t over-use exclamation points
- **Councilmember** is all one word, not Council Member
- Always capitalize **Town of Parker**: The Town of Parker holds the annual Mayor’s Tree Lighting in December.
- Capitalize “**Town**” when you are referring to the governmental organization: “The Town supports the open space program.”
- **Town Council**
 - * Capitalize when part of a proper name: the Parker Town Council
 - * Retain capitalization if the reference is to a specific council, but the context does not require a name: PARKER – The Town Council...
 - * Lowercase in other uses: the council, the Parker and Castle Rock town councils, a town council
- **Town Hall**
 - * Capitalize with the name of a town or city, or without the name of a town if the reference is specific: Parker Town Hall, the meeting is at Town Hall
 - * Lower case plural uses: The Parker and Castle Rock town halls
 - * Lowercase generic uses: You can’t fight town hall

• **Parks and Recreation Department**

- * Capitalize with the formal name of the department or facility, or if the reference is specific: Parks and Recreation Department, Parker Fieldhouse
- * Lowercase generic uses: Members of the department
- * Capitalize program and event titles: Mini Mite Soccer, Spook Skate
- * Lowercase general programming: soccer leagues, skate nights

• **Police Department**

- * Capitalize with the formal name of the department, or if the reference is specific: Parker Police Department, Parker Police
- * Lowercase generic uses: The police responded to the call, the officers in the department
- **Use “to” not “-”** For example, “8 a.m. to 5 p.m.” instead of “8 a.m. - 5 p.m.”
- **Use “through” not “-”** For example, “Monday through Friday” instead of “Monday – Friday”

Addresses

- Use the abbreviations Ave., Blvd. and St. only with a numbered address: 17301 E. Lincoln Ave.
- Spell them out and capitalize when part of a formal street name without a number: Lincoln Avenue.
- Lowercase and spell out when used alone or with more than one street name: Massachusetts and Pennsylvania avenues.
- All similar words (alley, drive, road, terrace, etc.) are always spelled out.
- Always spell out and capitalize First through Ninth when used as street names; use figures with two letters for 10th and above.

Ages

- Always use figures, don’t spell out the age. When the context does not require years or years old, the figure is presumed to be years.
- Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens. Examples: A 5-year-old boy, but the boy is 5 years old. The boy, 7, has a sister, 10.

APPENDIX E: TOWN WRITING STANDARDS POLICY (con't)

Dates

- Capitalize the names of months in all uses.
- When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec., spell out all other months: Feb. 14, Sept. 11, May 23, April 1
- Spell out the month when using alone, or with a year alone: August, January 2004
- Use figure alone, don't use "th" or "st" after the numeral: Feb. 1 not Feb. 1st

Days of the Week

- Always capitalize the days of the week.
- Do not abbreviate, except when needed in a tabular format: Sun, Mon, Tue, Wed, Thu, Fri, Sat (three letters without periods, to facilitate tabular composition).

Numbers

- Spell out whole numbers below 10: one, two, three, etc.
- For whole numbers 10 and above, use figures: 10, 11, 12

Percentages

- Use figures: 1%, 10%
- Use decimals, not fractions: 2.5%

Seasons

- Lowercase spring, summer, fall and winter and derivatives such as springtime unless it is part of a formal name: Winter Olympics; that road project will start in the spring

Times

- Use figures, except for noon and midnight.
- Use lower case letters with periods in between to indicate time of day: 6 a.m., 1 p.m.
- Use a colon to separate hours from minutes: 3:30 p.m.

Titles

- In general, confine capitalization to formal titles used directly before an individual's name – Town Manager Michelle Kivela
- Lowercase and spell out titles when they are not used with an individual's name: The mayor issued a statement on the Rueter Hess Reservoir.
- Lowercase and spell out titles in constructions that set them off from a name by commas: The town manager, Michelle Kivela, went on a business trip.

Weights

- Use figures: The baby weighed 9 pounds, 7 ounces. She had a 9-pound, 7-ounce baby boy.

APPENDIX F: TOWN LOGO POLICY (Updated March 2016)

The Town of Parker strives to maintain a clear and recognizable image of the Town government for our citizens, vendors and other stakeholders. The use of the Town's logo is varied and represents significant trust in the Town government and our operating departments. To maintain this integrity and continuity, the Town requires that all employees and outside organizations wishing to use any form of the Town's logo observe and hold to the standards detailed below. By maintaining a standard look and feel on all print and promotional items that leave our facilities, we offer continuity and stability and gain the public's trust in our government.

Town Logos

The Town's logo is one of the most visible and recognizable faces of our government. When used frequently and consistently, this logo will be associated with the excellence for which our Town strives. The logo is trademarked and may only be used with approval of the Town Manager's Office Communications staff. The approved black and white and color versions of the Town logo are shown below:



Additional versions of the logo may be used for marketing purposes with the approval of Communications.

Image and Design Management

The Town's Communications staff is available for assistance and direction on the use of the Town logo and for approval of designs incorporating the Town logo. Any use of the Town's logos by employees of the Town, contractors hired by the Town or authorized agents of the Town must be reviewed and approved by Communications.

Trademark Designation

The logo is a legal trademark owned exclusively by the Town and may only be used as authorized. Use by outside entities is not allowed unless the logo is being used on a proposal being submitted to the Town or an entity working in partnership with the Town. These uses must have prior approval of Communications.

Basic Rules for Use of Logos

In general, the Town's logo may only be printed in connection with Town-approved advertising and promotion and in support of Town programs and services.

- The Town logo must be used on all Town publicity, publications and promotional materials that are being distributed to the public. This includes posters, programs, advertising, tickets, newsletters, fliers, departmental publications and forms.
- The lamp post in the logo may only be separated from the words with the approval of the Communications Manager.
- An outside entity or agency designated as an authorized Town partner may use the applicable logo that the Town provides, as long as they adhere to our logo standards and have prior approval of the Communications staff.
- The Town's logo must not be used in such a manner that it implies the Town's approval or endorsement of another entity's products, services or programs.
- The Town logo may not be used on the marketing materials of outside agencies unless the Town is a partner in the program.

APPENDIX F: TOWN LOGO POLICY (con't)

Color

The approved color for Town of Parker logo is PMS 3015U or CMYK 98, 64, 28, 9. Other colors in the Town' color palette may be approved for use by Communications.

Town of Parker Blue

- The logo is also available in both black and white versions.
- The Town logo may also be reproduced in one color when budget is a consideration with prior approval from Communications.

Logo Size

- If used in conjunction with a supplemental Town graphic, or the logo of an outside agency, the Town logo must be of equal or greater size.
- When resizing the Town logo, be sure to maintain the correct dimensions. Do not skew or distort the Town logo. To maintain the proportional sizing, hold down the control key as you resize the logo, or right click on the logo, click on the "format picture" option and resize the logo using the percentages under the "size" tab. If you need assistance, contact the Communications staff.

Reproducing the Logo

- Electronic artwork in a variety of file types is available from the Communications staff. If you do not fully understand the digital file, check with Communications to see which logo is the best option for your use.
- Never reproduce the logos from a laser or color print or a facsimile copy, as the quality of reproduction will be diminished. Do not try to copy and paste the logo of off the website as it also reduces the quality.

The Registered Trademark and Trademark Symbols

The Town logo is trademarked. Always use the Town logo with the trademark symbol. To obtain a copy of the trademarked logo, please contact Communications.

Co-Branding

- Co-branding is used to identify any cooperative partnership between the Town and another entity.
- Use of the Town's logo with the logos of other entities will be subject to a prepublication review and approval process on the part of the Town. The Town retains the sole right for authorization of any alterations or colorizations of the Town logo. When the Town logo is used in combination with the logo or mark of another entity, the Town must provide authorization for its use through Communications and the logos or marks of other entities must be of equal or lesser unit size to that of the Town's logo.

Unapproved Usage

- Unless approved by Communications, do not separate the components of the logo.
- Do not substitute an unapproved color for any element of the logo.
- Do not electronically skew the size or shape of the logo.
- Do not place any logo on a background that clouds its legibility.
- Do not modify the Town logo by placing any additional elements behind or next it.
- Do not substitute a low quality of artwork in place of an authorized version.
- Do not place any logo on a background too light for its legibility.

Apparel

Due to the difficulty of matching thread colors to apparel, there is more flexibility with the Town logo used on apparel. When possible, the Town prefers use the standard Town logo, or the black and white version for embroidered Town shirts and uniforms. However, it is acceptable for the logo on apparel to be printed or embroidered in colors other than the standard Town logo colors.

APPENDIX F: TOWN LOGO POLICY (con't)

Supplemental Logos

While Town staff understands the need for and encourages the use of a primary brand identity, there are certain situations/circumstances where a more focused graphic identity could assist in gaining public support and participation in a Town program, event or process. The purpose of a supplemental logo, in this situation, is not to separate the program or activity in question from the overall Town identity, but rather to use a high profile activity to expand the public's understanding and knowledge of the variety of services provided by the Town.

With this understanding, the Town may consider the development and use of supplemental logos and fonts if the following guidelines are met:

- Town program/department is revenue-generating and offers process-oriented programs.
- Town program/department engages in or relies on direct marketing to raise money and/or increase program participation.
- Town program/department is required to be self-sufficient and/or meet revenue goals.
- Town program/department that requires an easily identifiable image to help establish credibility.
- Special circumstances as determined by the Communications Department.

In these special circumstances where supplemental logos/fonts are allowed to be utilized, the following rules apply:

- The Communications staff reserves the right to deny the development or use of any/all supplemental logos.
- Program/department supplemental logo and/or fonts must be designed in conjunction with the Communications Department and be compatible with the Town-approved graphic standards.
- Supplemental logos must be approved in advance by the Communications Department before it may be used in any form or fashion.
- Whenever possible, the Town logo should be used in conjunction with the supplemental logo.
- Any program/department that does not adhere to these guidelines will forfeit their privilege of using supplemental logos/fonts.

The Town Manager's Office Communications staff can be contacted at 303.841.0353 or ca@parkerco.gov.

APPENDIX G: SOCIAL MEDIA POLICY

9.6: Social Media – Town Policy

9.6.1: Purpose

The Town strives to maintain efficient and effective methods of distributing information to the general public. Social media and community websites provide readily-accessible and inexpensive avenues for conveying information. The Town has established a social media presence as a means to disseminate information from the Town, about the Town, to its citizens through websites hosted by third parties. This enables citizens to easily engage in a dialogue with the Town about issues related to Town government.

The Town will determine, at its discretion, how its social media and online community presence will be designed, implemented and managed as part of its overall communications and information technology strategy. The Town may modify or remove its social media and other web-based resources or revise this policy at any time and without notice as required to maintain the integrity of its communications and information technology functions.

The purpose of this policy is to establish procedures for creating and maintaining the Town's presence on these websites and to establish standards for the use of or participation in these websites. All Town policies, procedures, directives and guidelines also apply in the social media context, including the Town's Personnel Manual.

9.6.2: Scope

This policy applies to any pre-existing, existing or proposed social media websites and online community accounts created by Town employees on behalf of the Town and to the use of such sites by Town employees. This policy shall not apply to Town elected officials unless otherwise provided by Town Council policy or law.

9.6.3: General Standards

1. The Town's website (ParkerCO.gov) shall remain the Town's primary and predominant Internet presence. Whenever possible, content posted to the Town social media pages will also be available on the Town's website. The Town's social media pages shall contain a link that directs users back to the Town's official website for information, policies, forms, documents or online services necessary to conduct business with the Town.
2. The Town of Parker social media websites and online community accounts and their associated content should focus on areas of interest to citizens including, but not limited to, special events, public meetings, notifications, emergency management and other civic matters. The accounts shall be organized in a manner that avoids ambiguities and/or conflicting information across the Town's various communication media, including other Town social media accounts or pages.
3. All Town-sponsored social media accounts, pages and their content are the property of the Town, regardless of which department or staff member creates, manages or contributes to the content or what equipment is used to produce the content. As a result, the Town reserves the right to access, review, edit, remove and disclose any such information. All Town social media pages shall clearly indicate that they are maintained by the Town and shall prominently display Town contact information. All Town pages shall be consistent in their display of the Town's name, Town logo, colors and other identification associated with the Town. All page content should be specific to Parker and shall not contain individual employee names except as otherwise approved in advance by the Communications Director.
4. Each Town social media account and/or page shall prominently post or include a link to the following disclaimer:
5. "The Town of Parker's use of external social media websites is provided as a public service. The Town of Parker disclaims all liability for ads, videos, promoted content or commentary accessible from any external website. The responsibility for external content or commentary rests with the individuals or organizations providing them. Any inclusion of external content or commentary on external social media websites does not imply endorsement by the Town of Parker."

APPENDIX G: SOCIAL MEDIA POLICY (con't)

6. Use of Social Media by Town Departments

- a. Separate Accounts. Departments may create separate social media accounts or pages, subject to approval by the Communications Manager.
 - b. Procedure for Establishing Departmental Presence: If a department is interested in having a separate presence or outlet as part of a Town social media account, the Department Director shall submit to Communications a request for such presence. The requesting department must also submit an overview of the reasons why such presence is necessary to achieving the department's mission and a plan on how the department plans to maintain their presence. If Communications approves the department's request, it shall collaborate with the department to establish the department's social media presence in conformance with all Town policies and procedures.
 - c. Maintenance of Departmental Presence. All departments with a separate presence on a Town social media account shall designate a Site Manager that will be responsible for ensuring that their content is current and accurate.
 - d. Assistance from the Site Manager. The Site Manager shall make every effort to make the access and changes to the Town's sites as convenient as possible to all departments and programs. To ensure that a reasonable amount of information is distributed daily, and not overwhelming the users, the Site Manager will monitor the amount and type of information added to the Town accounts and page.
7. The Town will decide whether to accept content on its social media accounts on a case-by-case basis. Questions should be responded to in a timely manner and in accordance with the Town's social media policy. The Town encourages comments, concerns and questions regarding any of the topics found on Town social media websites, but will remove the following types of content:
- a. Content that incites illegal activity
 - b. Obscene or profane content
 - c. Content fostering, promoting or perpetuating illegal discrimination
 - d. Libelous or defamatory content
 - e. Content containing specific or imminent threats
 - f. Content infringing on copyrighted or trademarked material
 - g. Comments that are off-topic
 - h. The third time an individual has their comments hidden due to a violation of our social media policies, they will be banned from commenting on the Town of Parker Facebook page in the future.
8. Use and administration of the Town's social media accounts and pages shall comply with applicable federal, state, and local laws, regulations and policies.
9. Town social media accounts accessed and utilized during the course and scope of an employee's performance of his/her job duties may not be used for private or personal purposes or for the purpose of expressing private or personal views on personal, political or policy issues.
10. A social media account shall not be used by the Town or any Town employee or representative to disclose sensitive and/or confidential information without the prior express written approval of the Town Manager.
11. Data on or related to Town-sponsored social media accounts or pages related to Town business, including a list of subscribers and posted communications, may be a public record subject to public disclosure pursuant to the Colorado Open Records Act, C.R.S. § 24-72-201, et seq. Whenever possible, Town social media pages shall indicate that any and all content may be subject to public disclosure.
12. Persons who do not comply with this policy or related standards may be subject to appropriate discipline, in accordance with Town policies or the Town Personnel Manual, as applicable.
- 9.6.4: Amendment of this Standard**
Communications may amend this standard at any time in order to meet the social media goals of the Town.

APPENDIX H: MEDIA POLICY

Policy

The Town of Parker will promote an atmosphere of open communication with the media and work with and engage the media to gain coverage on local items of interest. Information shall be released to the media in an impartial, accurate and timely fashion. Members of the media often work on tight deadlines, and therefore it is important that all departments respond as soon as practical when the Communications staff requests information for the media or a media interview with staff. Town of Parker employees are expected to represent the Town in a professional manner in all media interviews and responses.

Purpose

Developing and maintaining a positive and mutually-beneficial relationship with members of the news media (print, online and broadcast media) is essential to the Town of Parker's goal of keeping the public informed and promoting the Town of Parker as a great place to live, work and do business. Achieving an effective relationship between Town officials, staff and the media requires honesty, trust and a dedication of Town staff and resources. The Town is committed to maintaining positive relationships with the media, allowing them easy access to the Town's decision makers and providing a clear and factual understanding of decision-making processes and relevant information.

Media Response Procedures

Media Interviews

The Communications staff has been designated by the Town Manager as the primary point of contact for all media inquiries regarding the Town of Parker, with the exception of those departments that have their own professional public relations / marketing staff. All other Town media inquiries should originate with/be directed to Communications to ensure they are aware of the inquiry and can notify the Town Manager and Town Council as applicable. When media inquiries are made, the Communications staff may work with the appropriate Department Director to determine the best staff person to respond to the media inquiry.

If the Communications staff is not available, or other circumstances prevent the media inquiry from originating in the Town Manager's Office, the Communications staff should be notified of the media inquiry as soon as practical, especially if it is regarding a significant, sensitive or controversial issue that may generate further press coverage. When speaking to the media, staff should assume all conversations are "on the record" and subject to being quoted.

Unless a request for assistance is made to Communications, departments with their own professional public relations/marketing staff are responsible for responding to media inquiries regarding their department; sending departmental news releases to the media; posting media releases to the appropriate Town website following dissemination; and providing the Town Council, Town Manager's Office and Communications Manager with a notification of any correspondence with the media, as well as a link to any associated media coverage.

Response Time

Designated Town of Parker employees will respond to the media in a courteous, timely and factual manner. Media inquiries will be responded to as soon as practical, as reporters are often working on deadline. Likewise, public records requests from the media will be fulfilled as soon as practical and, at a maximum, within the time frame required by Colorado (Open) Records Act.

News Releases

All news releases and news briefs should be provided to the Communications staff for final edits and release to the public/media, with exception of those originating from departments that have their own professional public relations/marketing staff.

News Conferences

News conferences shall be held only in connection with major events of concern to the community. The Communications staff shall be involved in or informed of all planned news conferences.

APPENDIX H: MEDIA POLICY (con't)

Content Restrictions

The Town of Parker does not attempt to restrict the dissemination of factual information. However, certain subject matter must not be commented upon by employees due to the inherent conflict that can arise from Town employees being participants in certain kinds of news gathering.

- Personnel matters, threatened or pending litigation, and matters that could lead to litigation are never to be discussed with the media by Town employees and officials, unless specifically authorized by the Town Manager or his or her designee. All such inquiries must be referred to the Town Manager, Assistant Town Manager or the Communications Manager.
- Town employees who are not policy makers shall not comment on Town policies or actions without prior approval from the policy maker to whom they report. Town Council ultimately decides public policy for the organization. Employees who are policy makers include the Town Manager and Assistant Town Managers.
- It is recognized that all employees have the right to their personal points of view regarding any issue. However, employees may not express their personal points of view on matters of Town business or Town policy using Town email accounts, Town letterhead or equipment; on Town social media, website or other online sites; or while on duty. If a Town employee is, on their own time, representing their personal point of view on a matter of Town business or policy, or if an employee is likely to be recognized by name as a Town employee, he or she must include language which states their views do not represent the views of the Town, but rather, are the employee's personally-held opinions.
- Town of Parker employees shall not, during working hours or with Town equipment, comment on or about situations occurring in other jurisdictions. Any such media inquiries should be referred to the jurisdiction in question.

Media Training

Town of Parker employees who are identified by their department directors as potential media interviewees will be provided with media relations training. The training, taught by a professional instructor, will be provided periodically by Communications or outside training resources can be provided.

Ethics

It is Town of Parker's policy to respond to the media in a courteous, timely, factual and ethical manner. It is expected that the media will respond in a like manner and follow ethical guidelines established by their profession. Members of the media and Town of Parker employees who believe they were treated unethically are encouraged to contact Communications.

Media Credentials and Identification

The Town of Parker acknowledges representatives from recognized media organizations who carry and display photographic identification issued by their employer. Media representatives may be required to show such identification if requesting special access or interviews. Those without proper media credentials shall be considered a member of the general public.

Alternative Methods to Disseminate Information

The Town of Parker utilizes a variety of alternative methods to disseminate Town information directly to the public. These may include social media, email blasts, community newsletters, videos, websites, public appearances, public area bulletin boards and other means.

Policy Exceptions/Changes

Any exception to this policy may be granted only by the Town Manager, Assistant Town Manager or Communications Manager. This policy supersedes all previous policies covering the same or similar topics. This policy may be reviewed and changed at any time.

The Town Manager's Office Communications staff can be reached at 303.841.0353 or ca@parkerco.gov.

APPENDIX I: COMMUNICATIONS AND ENGAGEMENT RESOURCE GUIDE (con't)

Communications and Engagement

The Town's mission is to enrich the lives of residents by providing exceptional services, engaging community resources and furthering an authentic hometown feel. To support this objective, the Town has a Communications and Engagement team that is under the direction of the Town Manager's Office.

Services/Resources

The core functions of the Communications and Engagement team include:

- Inform and educate internal/external audiences through informational campaigns
- Provide community relations and engagement programs so that Parker residents can be informed, engaged and inspired to be active in their community and/or the local government process
- Build relationships and foster partnerships to identify needs and provide opportunities for collaboration, both internally and externally
- Seek input and collaboration from residents, businesses and other vested partners

Strategies

Communications and engagement is important to prepare residents, businesses and visitors for potential impacts related to a project or initiative and to better understand its purpose and budget. Some factors that may determine the communications and engagement strategy for a project or initiative include:

- Number of residents or businesses impacted
- Total cost or budget impact
- Community interest
- Regional interest

*****It is recommended that departments contact the Communications and Engagement team during the initial concept phase of a project or initiative to determine the best strategy and if additional budget will be needed. If you have a project or initiative, Communications and Engagement staff can help brainstorm ideas/approaches and make recommendations for strategies/tools.***

Tools

Different tools can be utilized based on the potential impacts and strategy that the Communications and Engagement team may recommend. These include:

• Publications

- * Annual Report/Calendar
- * Talk of the Town Monthly Newsletter
- * Informational Brochures
- * Targeted Mailings
- * Advertisements

• Digital Communications

- * Town Website - ParkerCO.gov
- * Social Media - Facebook, Twitter, Instagram, NextDoor, LinkedIn
- * Quarterly Town Manager's Report
- * Let's Talk Parker Engagement Platform
- * Email Blasts
- * Videos
- * Photography

• Community Relations

- * Public Meetings/Open Houses
- * Community Survey (every 3 years)
- * HOA Summits
- * State of the Town
- * Informational/Pop-up Events
- * Youth Programs

• Special Events

- * Town-hosted Signature Events

• Media Relations

- * Press Releases
- * Media Pitching
- * Media Request Responses

• Employee Engagement

- * Big Picture Meetings
- * Employee Appreciation Events
- * DEI Committee Programs and Events
- * Employee Intranet - ParkerAtWork.org
- * Employee Newsletter

APPENDIX I: COMMUNICATIONS AND ENGAGEMENT RESOURCE GUIDE (con't)

Community Relations Programs

The Town Manager's Office offers a variety of programs to the Parker community aimed at encouraging, creating, and maintaining lasting citizen connectivity. Among these various programs are public meetings and open houses, such as HOA Summits; the annual State of the Town event; pop-up community events for Town staff and elected officials; and youth programs, such as the Parker Youth Commission, Scout Nights and the AP Government Program for area high school students.

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The Community Events staff helps the Town provide a variety of events at low or no cost to residents. Signature Town events planned by staff include Bike to Work Day, Parker's Independence Day Fireworks Show, Parker Fall Fest, the Mayor's Holiday Lighting and the Hometown Holiday Experience, as well as employee events and special celebrations and ceremonies. Additionally, the team manages the permitting process for all other internally and externally planned events in Parker.

- **Emily Hogan, Assistant Town Manager – Administration**
ehogan@parkerco.gov
303.805.3117
Business Partner Departments
* *Human Resources*



- **Andy Anderson, Communications Manager**
aanderson@parkerco.gov
303.805.3257
Business Partner Departments
* *Mayor/Council*
* *Legal*
* *Police*



- **Ryne Dittmer, Engagement Strategist**
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* *Community Development*
* *Economic Development/P3*
* *Engineering/Public Works*



- **Milisa Miller, Communications Coordinator**
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303.805.3113
Business Partner Departments
* *Cultural*
* *Finance*
* *Parks and Recreation,*
* *Town Clerk/Municipal Court*



Team Members/Contact Info

The Communications team utilizes a Business Partner model and has assigned staff to each department to share their expertise and collaborate.

- **Cheri Sullivan, Community Relations Liaison**
csullivan@parkerco.gov
303.805.3265



- **Brooke Spain, Community Events Manager**
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303.805.3253



- **Alaina Bobo, Events Coordinator**
abobo@parkerco.gov
303.805.3380





PARKER
C O L O R A D O

BRAND GUIDELINES

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INTRODUCTION

The purpose of this document is to provide standards that will guide and inform the way we express the Town of Parker brand to the public visually. Consistent implementation of these standards will help establish a distinctive identity and voice for the Town of Parker in the marketplace. This guide was developed for internal staff, external vendors and partner organizations.

SECTION 01

LOGO

PRIMARY LOGOS | SECTION 01

The updated logo for the Town of Parker is a more friendly and modern approach, reflecting Parker's values and personality. This new direction is also more functional and adaptable in the way it can be utilized.

There are two primary logo options to help make the logo placement more versatile. The first version is a stacked and vertical design. The second is a longer horizontal design. The size and orientation of the space available for placement of the logo should determine which version is used.



SECONDARY LOGOS | SECTION 01

The updated brand identity for the Town of Parker includes a secondary version of the logo that includes the new tagline, “Your kind of place”. This secondary version is available in a vertically stacked format and a wider horizontal format.

These secondary versions should be used or distributed to community partners in instances where the logo tagline lock-up is the primary visual element in such uses as collateral or apparel.



LOGO REQUIREMENTS | SECTION 01

The minimum clear space to be maintained around the logo at all times should be roughly equivalent to the height of the letter “P” in the logo. This allows the logo to be seen clearly, unobstructed by surrounding or adjacent content.

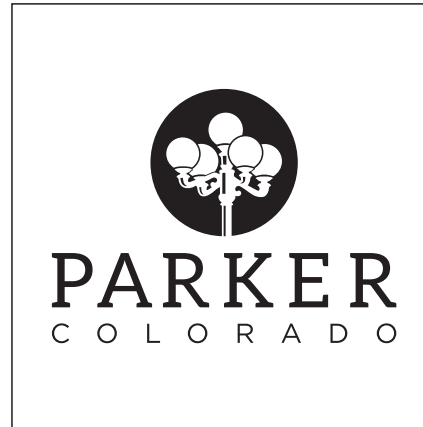
The vertical version of the logo should not be reproduced any smaller than 1” in width. The horizontal version of the logo should not be reproduced any smaller than 1.5” in width.



LOGO REQUIREMENTS | SECTION 01

Black and blue logo versions should be used on light colored backgrounds. Conversely, white should be used on darker colored backgrounds and most photography.

When placing the logo on photography, it is important that the image—or the area of the image intended for logo placement—be simple in texture, color and/or subject matter (eg. sky, grass, water). This will help ensure that the logo remains clear and legible.



LOGO REQUIREMENTS | SECTION 01

Here are a few examples of what NOT to do when you are working with the Parker logo color options.



SECTION 02

TYPOGRAPHY
& COLOR

TYPOGRAPHY | SECTION 02

Aleo is a versatile and modern serif typeface. The serif nature of the typeface maintains the attributes of trustworthiness, tradition and readability. The modern twist of rounded details gives the typeface a friendlier and more approachable personality. Aleo will be used mostly for headlines, titles, subheads, caption copy, the Parker brand name and the Parker tagline.

ALEO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ALEO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ALEO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ALEO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

TYPOGRAPHY | SECTION 02

Gotham is a highly modern san-serif typeface. The geometric simplicity of Gotham complements Aleo's more organic serifs. These attributes and its versatility make Gotham ideal for body copy.

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

GOTHAM MEDIUM

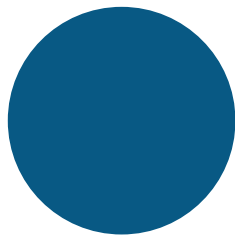
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

GOTHAM BOLD

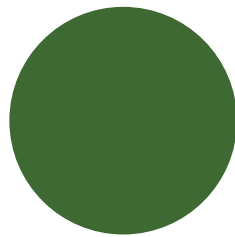
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

COLOR | SECTION 02

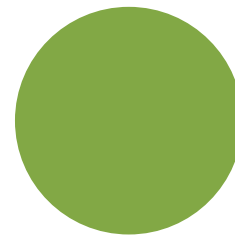
Parker's color palette consists of its branded blue, dark green, light green, light sand, medium sand, purple and red. These earthy colors reflect the town's personality and offer a range of combinations that complement each other.



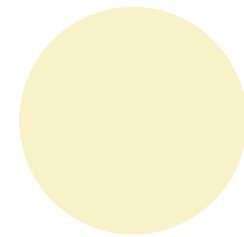
PMS: 3015 U, 7692 C
CMYK: 98.64.28.9
RGB: 0.90.132



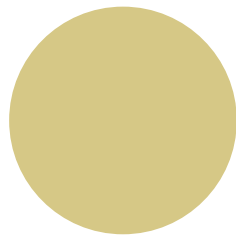
PMS: 7743 C
CMYK: 76.36.100.27
RGB: 71.102.48



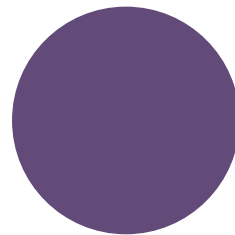
PMS: 7489 C
CMYK: 55.17.96.1
RGB: 134.168.64



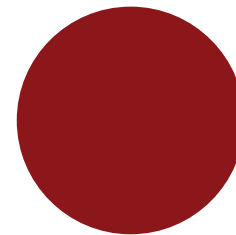
PMS: 7499 C
CMYK: 2.3.26.0
RGB: 251.249.230



PMS: 614 C
CMYK: 16.15.55.1
RGB: 217.203.137



PMS: 668 C
CMYK: 69.78.28.11
RGB: 100.76.120



PMS: 7621 C
CMYK: 27.100.100.31
RGB: 139.24.27

SECTION 03

BUSINESS
MATERIALS



Your kind of place.

Mr. John Doe,

Lorem ipsum dolor sit amet, id nec sed, eget pellentesque ac magna nulla erat. Ut pellentesque, pellentesque eros nostra laoreet at velit cursus, eget ornare tellus. Potenti ipsum suspendisse interdum, tortor conubia consectetur, pulvinar imperdiet, sit ligula. Eleifend at quam, ante sed, etiam in suscipit, accumsan vestibulum, rhoncus fusce elementum odio tellus, eu fringilla wisi nunc aenean ut, auctor vel elit donec condimentum et parturient, nulla a pede nunc sed, eget et. Libero lacus elit urna elit sit facilisis. Commodos sociosqu vulputate mauris, vel mauris, Accumsan morbi, non tortor dis laoreet sit posuere euismod mauris, tristique id amet et mauris, elementum fermentum id ut nish cursus.

Pulvinar imperdiet, sit ligula. Eleifend at quam, ante sed, etiam in suscipit, accumsan vestibulum, rhoncus fusce elementum odio tellus, eu fringilla wisi nunc aenean ut, auctor vel elit donec condimentum et parturient, nulla a pede nunc sed, eget et. Libero lacus elit urna elit sit facilisis. Commodos sociosqu vulputate mauris, vel mauris, Accumsan morbi, non tortor dis laoreet sit posuere euismod mauris, tristique id amet et mauris, elementum fermentum id ut nish cursus.



JOHN DOE
President

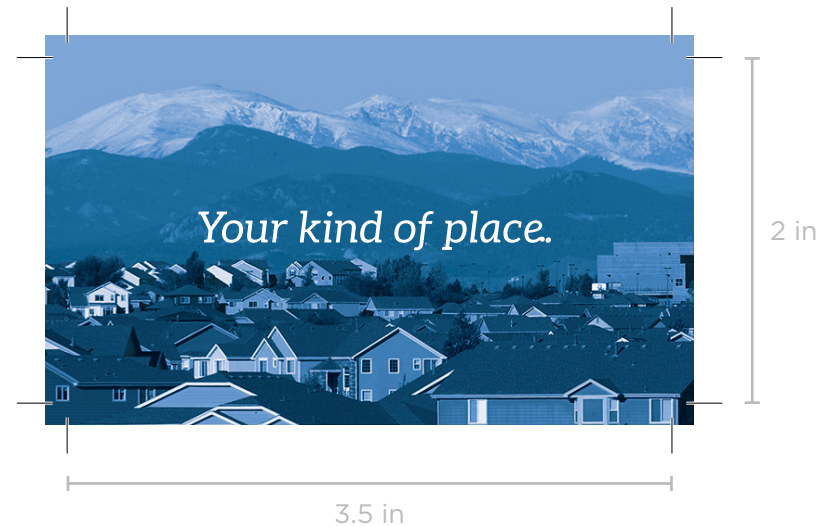
303.768.8100
john.doe@parker.com
20120 E. Mainstreet
Parker, CO 80138
www.parkeronline.org



20120 E. Mainstreet, Parker, CO 80138 | www.parkeronline.org

BUSINESS CARD | SECTION 03

The business card measures 3.5" X 2" with an extra .125" image bleed around all sides. This extra image will be trimmed to ensure the image and colors will extend to the very edge of the paper. One side depicts imagery of the town with the branded blue overlayed on top. The other side provides the card holder's contact information.

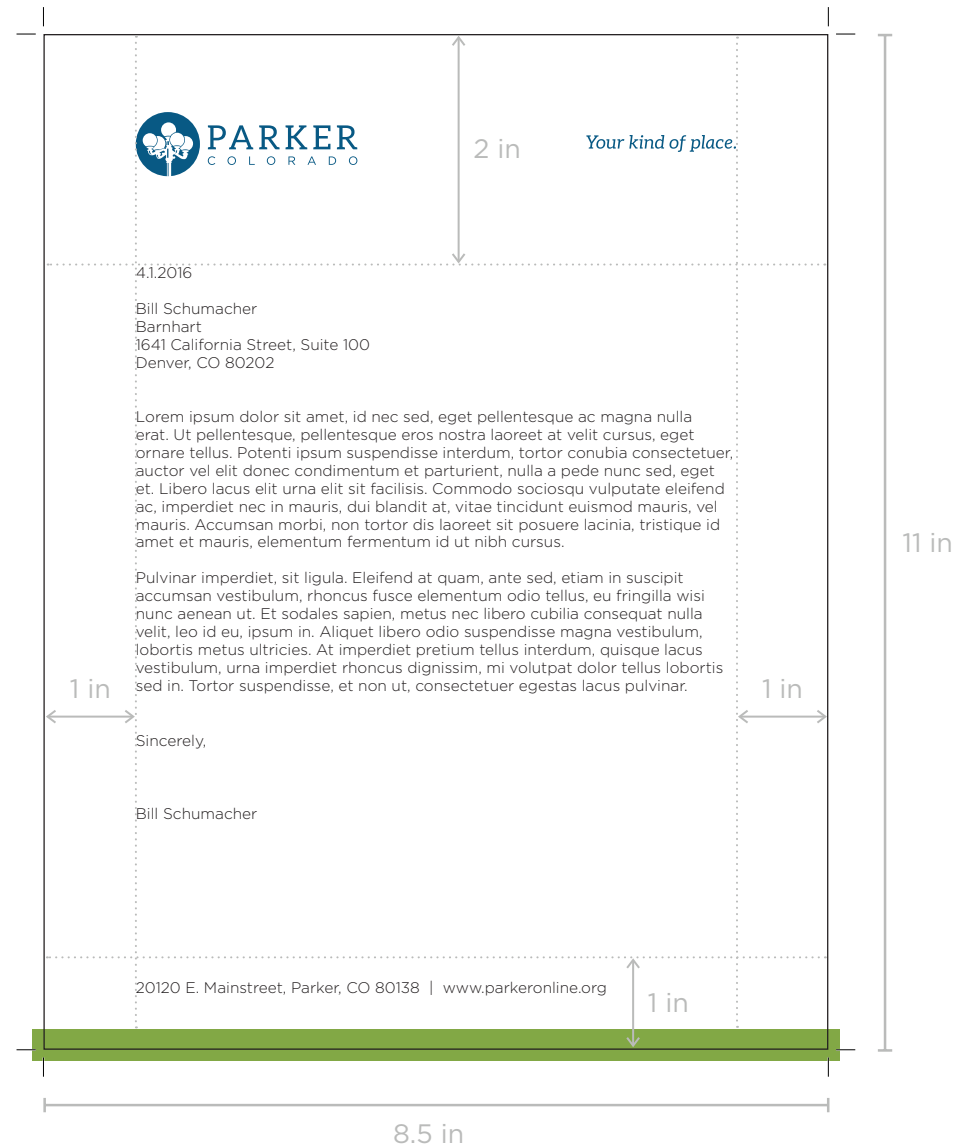


*Business card not pictured at actual size

LETTERHEAD | SECTION 03

The letterhead measures 8.5" X 11" with an extra .125" image bleed around all sides. This extra image will be trimmed to ensure the image and colors will extend to the very edge of the paper.

The letterhead maintains the same consistent branding aesthetic as the business cards, utilizing the branded blue logo and the branded green bar at the bottom of the page.



*Letterhead not pictured at actual size

SECTION 04

SIGNAGE

SIGNAGE | SECTION 04

There are two stylistic options for various forms of signage. The first version depicts a colored image with a block of solid color featuring the message and logo. The photography should be warm, friendly and display people participating in town activities.



The second option depicts a black and white image with a brand colored pattern playfully interacting with the imagery.



WE'D LOVE TO HEAR FROM YOU.

Email: aanderson@parkeronline.org

Phone: 303.841.0353

20120 E. Mainstreet
Parker, CO 80138





PARKER TOWN MANAGER'S OFFICE

Communications/Engagement Resource Guide



Communications and Engagement

The Town's mission is to enrich the lives of residents by providing exceptional services, engaging community resources and furthering an authentic hometown feel. To support this objective, the Town has a Communications and Engagement team that is under the direction of the Town Manager's Office.

Services/Resources

The core functions of the Communications and Engagement team include:

- Inform and educate internal/external audiences through informational campaigns
- Provide community relations and engagement programs so that Parker residents can be informed, engaged and inspired to be active in their community and/or the local government process
- Build relationships and foster partnerships to identify needs and provide opportunities for collaboration, both internally and externally
- Seek input and collaboration from residents, businesses and other vested partners

Strategies

Communications and engagement is important to prepare residents, businesses and visitors for potential impacts related to a project or initiative and to better understand its purpose and budget. Some factors that may determine the communications and engagement strategy for a project or initiative include:

- Number of residents or businesses impacted
- Total cost or budget impact
- Community interest
- Regional interest

*****It is recommended that departments contact the Communications and Engagement team during the initial concept phase of a project or initiative to determine the best strategy and if additional budget will be needed. If you have a project or initiative, Communications and Engagement staff can help brainstorm ideas/approaches and make recommendations for strategies/tools.***

Tools

Different tools can be utilized based on the potential impacts and strategy that the Communications and Engagement team may recommend. These include:

• Publications

- * Annual Report/Calendar
- * Talk of the Town Monthly Newsletter
- * Informational Brochures
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• Digital Communications

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- * Quarterly Town Manager's Report
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- * Email Blasts
- * Videos
- * Photography

• Community Relations

- * Public Meetings/Open Houses
- * Community Survey (every 3 years)
- * HOA Summits
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- * Informational/Pop-up Events
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• Special Events

- * Town-hosted Signature Events

• Media Relations

- * Press Releases
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- * Media Request Responses

• Employee Engagement

- * Big Picture Meetings
- * Employee Appreciation Events
- * DEI Committee Programs and Events
- * Employee Intranet - ParkerAtWork.org
- * Employee Newsletter

*****More details on tools can be found in the Communications and Engagement Plan.***



PARKER TOWN MANAGER'S OFFICE

Communications/Engagement Resource Guide



Community Relations Programs

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Communications Staff

- **Emily Hogan, Assistant Town Manager - Administration**
ehogan@parkeronline.org
303.805.3117
Business Partner Departments
* Human Resources



- **Andy Anderson, Communications Manager**
aanderson@parkeronline.org
303.805.3257
Business Partner Departments
* Mayor/Council
* Legal
* Police



- **Ryne Dittmer, Engagement Strategist**
rdittmer@parkeronline.org
303.805.3147
Business Partner Departments
* Community Development
* Economic Development/P3
* Engineering/Public Works



- **Milisa Miller, Communications Coordinator**
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* Finance
* Parks and Recreation,
* Town Clerk/Municipal Court



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303.805.3265



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bspain@parkeronline.org
303.805.3253



- **Alaina Bobo, Events Coordinator**
abobo@parkeronline.org
303.805.3380





MEMORANDUM

TO: Honorable Mayor and Councilmembers
FROM: Emily Hogan, Assistant Town Manager
DATE: February 26, 2024
SUBJECT: Legislative Update

ISSUE:

The 2024 session of the Colorado General Assembly kicked off on January 10. The Town of Parker strives to support legislation that is consistent and furthers advancement of its priorities and objectives found in the Strategic Plan and oppose legislation that inhibits achievements of the Strategic Plan and its objectives. As such, Council adopted the 2024 Legislative Policy Agenda on January 2, which establishes positions taken by the Council on major policy issues under consideration at the federal, state and local levels that may impact the Town and its residents and businesses, and hired a lobbyist to advocate for the Town's priorities. As the Town's legislative review body, Council receives biweekly informational updates from staff and has a biweekly legislative discussion with the Town's lobbyist.

FISCAL/BUDGET IMPACT:

None.

BACKGROUND:

At the January 2, 2024 Council meeting, Council adopted the 2024 Legislative Agenda. The purpose of the agenda is to establish positions taken by the Council on major policy issues under consideration at the federal, state and local levels that may impact the Town and its residents and businesses. The agenda builds on the Town's existing values, priorities and objectives identified in its Strategic Plan.

The Town supports legislation that is consistent and furthers advancement of the priorities and objectives found in the Strategic Plan. Conversely, the Town opposes legislation that inhibits achievements of the Strategic Plan and its objectives. The agenda states the Town's positions on a number of topics that may be the subject of proposed legislation in the coming legislative session. The agenda is meant to serve as a single, authoritative source of information that can be easily shared with legislators and promoted by elected officials.

The Council serves as the Town's legislative review body and is apprised of legislation throughout the session by staff and receives regular updates during Council meetings. Advocacy positions to be taken by the Town include:

- **Support** – The Town supports the proposed bill as written. The bill directly relates to Town priorities and/or is considered crucial to Town operations.
- **Oppose** – The Town opposes the proposed bill as written. The bill direct conflicts with Town priorities, forces an unfunded mandate on the Town, interferes with local control and/or

conflicts with crucial Town operations.

- **Amend** – The Town deems the bill to directly relate to Town priorities or be considered crucial to Town operations. However, the Town would like to see the bill amended before taking a support or oppose position. The Town will take advocate to amend the bill prior to passage.
- **Monitor** – The Town deems the bill of interest but no position is to be taken at this time. Staff will track progress of the bill and report back to the Council. The Council may take a support or oppose position on the bill at a later time based on changes to the legislation.
- **None** – The Town does not take a position on the legislation. The Town may take a support or oppose position of the bill at a later time.

Additionally, Council directed staff to contract with a lobbyist for 2024 to provide legislative advocacy services to the Town. In addition to maintaining a daily presence at the State Capitol, the lobbyist acts as a policy advisor, strategic consultant, coalition organizer and legislative advocate on behalf of the Town.

The lobbyist provides a weekly bill report, which can be accessed at <https://statebillinfo.com/SBI/index.cfm?fuseaction=Public.Dossier&id=34188&pk=414&style=pinstripe>.

RECOMMENDATION:

Staff requests a consensus of the Town Council to identify any bills to track or take action on.

REQUESTED DIRECTION:

Staff requests a consensus of the Town Council to identify any bills to track or take action on.

ATTACHMENT:

None



MEMORANDUM

TO: Mayor and Town Council

FROM: Tom Williams, PE, Director of Engineering/Public Works 

THROUGH: Michelle Kivela, Town Manager 

DATE: February 8, 2024

SUBJECT: January Contracts

The following contracts (over \$50,000 under \$100,000) were approved in January 2024:

Professional Services Agreement for Town Hall Expansion Commissioning Services with Group 14 Engineering, PBC dated January 10, 2024.

Contract for mechanical/electrical/plumbing (MEP) and building envelope commissioning services during design and construction related to the Town Hall expansion and renovation project.

Project Cost: \$87,900.00

Professional Services Agreement for 2024 Townwide Concrete Replacement Program with Alfred Benesch dated January 29, 2024.

The purpose of this contract is to provide the Town with daily inspections and material testing for the annual concrete replacement program.

Project Cost: \$90,620.00