



TOWN COUNCIL STUDY SESSION AGENDA
October 28, 2024
5:00 PM

I. Study Session Items

1. Community Survey Results - Hogan/Anderson/Dittmer - 45 minutes
2. Community Events Discussion - Hogan/Spain - 1 hour
3. 2025 Budget - Fiandaca/Brookshire - 45 minutes
4. Legislative Update - Hogan - 30 minutes

II. Staff Updates

III. Town Council Updates/Items



MEMORANDUM

TO: Honorable Mayor and Councilmembers

FROM: Emily Hogan, Assistant Town Manager
Andy Anderson, Communications Manager
Ryne Dittmer, Engagement Strategist

DATE: October 28, 2024

SUBJECT: Community Survey Results

ISSUE:

Staff is presenting the results of the 2024 Community Survey. The Community Survey is conducted every 3 years to measure resident satisfaction with municipal services, ask pertinent policy questions and gather opinions about potential future Town projects and goals.

FISCAL/BUDGET IMPACT:

None.

BACKGROUND:

There are several reasons why communities conduct resident surveys. These include: monitoring trends in resident opinions, measuring government performance, informing budget/land use/strategic planning decisions and creating benchmark service ratings. The Town hires a third party to conduct a scientifically valid survey and has once again hired Polco/NRC. Staff has identified several key findings that have emerged from this year's survey results and will present those to Council for discussion.

RECOMMENDATION:

Staff is seeking feedback from Council on the 2024 Community Survey results.

REQUESTED DIRECTION:

Staff is seeking feedback from Council on the 2024 Community Survey results.

ATTACHMENT:

1. Parker 2024 Survey Report (Updated 9-5)



PARKER
C O L O R A D O

The Town of Parker Community Survey 2024

Report of Results

August 2024

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Executive Summary

Survey Background and Methods

The Town of Parker conducted its 11th community survey in 2024 to continue to track and better understand residents' attitudes about Town services and local policy topics. Polco implemented this survey on the Town's behalf with a representative sample of its residents.

A postcard was mailed to 4,000 Parker households, selected at random, notifying residents that they had been chosen to participate in the survey. A paper survey was mailed a week later and a reminder postcard followed one week after that. There were 567 survey respondents, including 348 surveys completed online, yielding a response rate of 14%. The margin of error is plus or minus 4 percentage points around any given percentage for all respondents (567).

The results were weighted to reflect the demographic profile of all residents in the Town of Parker. Comparisons of the results were made across demographic subgroups and geographic areas as well as to Polco's National Benchmark database.

Key Findings

Residents feel good about the quality of life in Parker.

- A large majority of Parker residents (86%) said the quality of life in their community was excellent or good. This rating has remained stable over time and it's on par with ratings from both National and Front Range comparison communities
- For aspects that enhance quality of life, residents were equally appreciative. About 9 in 10 Parker residents praised the community as a place to raise children and as a place to live. Survey participants were also pleased with their neighborhoods as places to live (89% excellent or good) and about 6 in 10 felt positively about Parker as a place to retire, and as a place to work or open a business (a new category included in the 2024 survey).
- City leadership asked residents to provide their opinions on 25 characteristics related to community livability in Parker, from ease of getting around town to variety of housing options to educational opportunities. When compared to 2021, most ratings (18 of 25) remained stable but there were decreases in 6 aspects: ease of car travel, ease of walking, ease of bicycle travel, overall quality of business and service establishments, cleanliness of Parker and shopping opportunities. There was an increase in the rating from 2021 to 2024 for openness and acceptance of the community toward people of diverse backgrounds.
- This year's survey asked respondents to select the three characteristics they liked most about living in Parker. About 4 in 10 respondents chose the safety of the community, 4 in 10 said the location, and 3 in 10 selected the parks and recreation facilities and the sense of community.

Managing growth and the pace of construction continue to be a priority.

- At least three-quarters of respondents felt that the rates of population and housing construction growth were too fast. About half of residents thought retail growth was on track, and about 6 in 10 thought infrastructure and job growth was too slow.
- When the Town asked about the single thing it could do to improve the quality of life in Parker, 19% of respondents mentioned improvements to infrastructure designed to improve mobility around the community or wrote a response related to controlling, limiting, or managing growth in Parker (16%). A slightly smaller proportion of respondents mentioned a desire for additional restaurant and grocery shopping options (14%) or parks and trails, recreation center, open space, and entertainment related comments (10%).

- Asked to rate the priority that the Town of Parker should place in 10 aspect of the community, about 8 in 10 residents said that managing growth and development was a high priority, while 3 in 4 mentioned public safety as a high priority. About 50-60% thought transportation, environmental sustainability, parks and trails and open spaces should be high priorities for the Town of Parker.
- When asked to choose three priorities for the Town to focus on in the next five years, managing growth and development topped the list with 69% of the mentions, followed by public safety (54%) and transportation (38%).

Community participation in cultural programs has increased since 2021.

- Virtually all Parker residents reported having visited the downtown area and about 8 in 10 reported having used recreation facilities and attended a Town-sponsored event in the 12 months prior to the survey. Respondents were less likely to participate in civic activities such as attending meetings or contacting the Town Council about community matters.
- Participation rates for several activities increased from 2021 (when the COVID pandemic peaked) to 2024. Attendance at the PACE Center or Schoolhouse Theater rose by 17 percentage points, while attendance at town events grew by 8 percentage points.

Satisfaction with town services and local government remains strong.

- Around 8 in 10 residents were pleased with the overall quality of services provided to them by the Town of Parker. These ratings of overall services have remained steadfast since 2007 – they were also similar to the national and Front Range averages.
- Survey participants also provided feedback on 19 specific services provided by the Town of Parker. Residents were especially appreciative of the parks/trails maintenance, recreation facilities, recreation programs/classes/events, cultural facilities, cultural performances/classes/events and the police response to calls, with at least 8 in 10 awarding excellent or good scores to each service.
- The survey included several questions designed to rate local government performance, such as the overall performance of the general Town administration and management, performance of Town Council, the direction the Town is taking, and being responsive to residents. As in previous years, residents were slightly more complimentary of Parker's administration (60%) compared to Town Council (54%).
- Respondents who had contacted an employee of the Town in the 12 months prior to the survey were asked to rate various aspects of the interaction. Overall, assessments for Parker employees were positive, with at least 8 in 10 assigning high marks to the courtesy, responsiveness, and knowledge of the individual(s) they contacted, resulting in equally high marks for their overall impression.

Town Newsletter continues to be a valued source of information about community matters.

- Parker respondents appreciated the Town government's communication with residents, with 8 in 10 agreeing that the government kept residents informed about community issues and initiatives. Also 8 in 10 residents felt the government welcomed resident involvement.
- When asked about their preferences for Town-specific sources of information, about 8 in 10 survey participants indicated they most frequently relied on the Town Newsletter (85%). Word of mouth also remained a strong avenue for information about the Town in 2024 (80%). Event banners on lamp posts (74%) and community appearances (71%) were also common sources of information, followed by other Town mailings (67%) and the Town website (63%).

Survey Background

Survey Purpose

The Town of Parker contracted with Polco to implement the 2024 survey with a representative sample of residents. The first survey of residents was conducted in 1999, with subsequent implementations approximately every two years. The 2024 survey marks the 11th iteration.

The survey gave residents an opportunity to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation. The focus on quality-of-service delivery helps council, staff, and the public set priorities for budget decisions and lays the groundwork for tracking community opinions about core the responsibilities of the Town government, helping to assure maximum service quality over time.

This type of survey gets at the key services that local government controls to create a quality community. It generates a reliable foundation of resident opinion that can be monitored over the years, taking the community pulse as the Town changes and grows.

Survey Administration

The five-page Town of Parker Community Survey was administered by mail to a random selection of 4,000 residents during June of 2024. Respondents could complete the survey online or via return mail, if desired. Of the 3,906 households that received the survey (some were returned undelivered), 567 completed the survey (including 348 online responses), providing a response rate of 14%.

The survey results were weighted so that the race/ethnicity, gender, age, and housing tenure (rent or own) of respondents were represented in the demographic proportions reflective of the entire Town. (For more information see

Nearby Jurisdictions Benchmarks**Table 88: Aspects of Quality of Life Benchmarks**

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Parker as a place to live	89%	6	8	Similar
Your neighborhood as a place to live	89%	5	8	Similar
Parker as a place to raise children	89%	6	9	Similar
Parker as a place to retire	61%	7	9	Similar
Parker as a place to work	58%	8	9	Similar
Your overall quality of life in Parker	86%	6	9	Similar

Table 89: Community Characteristics Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	69%	2	7	Similar
Openness and acceptance of the community toward people of diverse backgrounds	62%	3	6	Similar
Overall appearance of Parker	77%	5	7	Similar
Cleanliness of Parker	83%	2	5	Similar
Overall quality of new development in Parker	55%	1	5	Higher
Overall image or reputation of Parker	78%	4	6	Similar
Overall feeling of safety and security in Parker	82%	3	7	Similar
Variety of housing options	57%	1	6	Higher
Overall quality of business and service establishments in Parker	63%	4	5	Similar
Shopping opportunities	55%	4	7	Similar
Opportunities to attend cultural activities	63%	3	6	Similar
Recreational opportunities	81%	5	7	Similar
Employment opportunities	45%	3	7	Similar
Opportunities to participate in community events and activities	81%	3	6	Similar
Opportunities to volunteer	74%	3	5	Similar
Opportunities to participate in community matters	67%	3	6	Similar
Ease of car travel in Parker	48%	8	8	Lower
Ease of bicycle travel in Parker	62%	4	8	Similar
Ease of walking in Parker	63%	4	8	Similar
Traffic flow on major streets	38%	6	7	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	2	5	Similar

Table 90: Participation Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Attended a public meeting about Town matters	96%	1	5	Much Higher
Contacted Town Council	96%	1	5	Much Higher
Volunteered your time to an organization or activity in Parker	39%	1	5	Higher

Table 91: Town Services Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	72%	3	9	Similar
Street repair excluding Parker Road/State Highway 83 (maintained by CDOT)	59%	3	8	Similar
Street cleaning excluding Parker Road/State Highway 83 (maintained by CDOT)	77%	2	7	Similar
Traffic enforcement	54%	4	8	Similar
Recreation programs/classes/events	87%	3	7	Similar
Recreation facilities	89%	4	8	Similar
Crime prevention (efforts to keep the community safe)	72%	1	7	Higher
Code enforcement	66%	1	8	Higher
Animal control	72%	2	5	Similar
Overall quality of services provided in the Town of Parker	78%	4	9	Similar

Table 92: Contact with Town Employee Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?	26%	6	6	Lower

Table 93: Interaction with Town Employee (of Those Who Had Contact) Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall impression	80%	2	7	Similar

Table 94: Government Performance Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall direction of the Town	59%	3	8	Similar
The value of services for the taxes paid to Parker	48%	4	8	Similar
Being ethical and honest	59%	3	5	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	66%	1	5	Similar
The Town keeps me informed about community issues and initiatives	81%	1	5	Similar
The Town government welcomes resident involvement and offers ways for residents to get involved	80%	1	8	Higher

Comparison among different Benchmarks

Table 95: Aspects of Quality of Life Benchmarks

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
Parker as a place to live	89%	Similar	Similar	Similar
Your neighborhood as a place to live	89%	Similar	Similar	Similar
Parker as a place to raise children	89%	Similar	Similar	Similar
Parker as a place to retire	61%	Similar	Similar	Similar
Parker as a place to work	58%	Similar	Similar	Similar
Your overall quality of life in Parker	86%	Similar	Similar	Similar

Table 96: Community Characteristics Benchmarks

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
Sense of community	69%	Similar	Similar	Similar
Openness and acceptance of the community toward people of diverse backgrounds	62%	Similar	Similar	Similar
Overall appearance of Parker	77%	Similar	Similar	Similar
Cleanliness of Parker	83%	Similar	Similar	Similar
Overall quality of new development in Parker	55%	Similar	Higher	Higher
Overall image or reputation of Parker	78%	Similar	Higher	Similar
Overall feeling of safety and security in Parker	82%	Similar	Similar	Similar
Variety of housing options	57%	Higher	Higher	Higher
Overall quality of business and service establishments in Parker	63%	Similar	Similar	Similar
Shopping opportunities	55%	Similar	Higher	Similar
Opportunities to attend cultural activities	63%	Similar	Higher	Similar
Recreational opportunities	81%	Similar	Similar	Similar
Employment opportunities	45%	Similar	Higher	Similar
Educational opportunities	67%	Similar	NA	NA
Opportunities to participate in community events and activities	81%	Higher	Higher	Similar
Opportunities to volunteer	74%	Similar	Similar	Similar
Opportunities to participate in community matters	67%	Similar	Similar	Similar
Ease of car travel in Parker	48%	Similar	Similar	Lower
Ease of bus travel in Parker	18%	Lower	Lower	NA
Ease of bicycle travel in Parker	62%	Similar	Similar	Similar
Ease of walking in Parker	63%	Similar	Similar	Similar
Traffic flow on major streets	38%	Similar	Similar	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	Similar	Higher	Similar

Table 97: Participation Benchmarks

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
Attended a public meeting about Town matters	96%	Much Higer	Much Higher	Much Higher

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
Contacted Town Council	96%	Much Higer	Much Higher	Much Higher
Volunteered your time to an organization or activity in Parker	39%	Similar	Similar	Higher
Participated in a Town of Parker recreation program	86%	Much Higer	NA	NA
Visited a Town of Parker recreation facility	81%	Much Higer	Higher	NA
Attended a Town event	79%	Much Higer	Much Higher	NA

Table 98: Town Services Benchmarks

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	72%	Similar	Higher	Similar
Street repair excluding Parker Road/State Highway 83 (maintained by CDOT)	59%	Higher	Higher	Similar
Street cleaning excluding Parker Road/State Highway 83 (maintained by CDOT)	77%	Similar	Higher	Similar
Traffic enforcement	54%	Similar	Similar	Similar
Parks/trails maintenance	89%	Similar	NA	NA
Recreation programs/classes/events	87%	Similar	Similar	Similar
Recreation facilities	89%	Higher	Similar	Similar
Crime prevention (efforts to keep the community safe)	72%	Similar	Similar	Higher
Building and development permits/inspections	61%	Similar	NA	NA
Public information	72%	Similar	NA	NA
Code enforcement	66%	Higher	Higher	Higher
Handling resident complaints	45%	Similar	NA	NA
Police response to calls	82%	Similar	Similar	NA
Municipal court	70%	Similar	Similar	NA
Animal control	72%	Similar	Similar	Similar
Overall quality of services provided in the Town of Parker	78%	Similar	Similar	Similar

Table 99: Contact with Town Employee Benchmarks

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?	26%	Much Lower	Much Lower	Lower

Table 100: Interaction with Town Employee (of Those Who Had Contact) Benchmarks

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
Knowledge	80%	Similar	Similar	NA
Responsiveness	81%	Similar	Similar	NA

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
Courtesy	88%	Similar	NA	NA
Overall impression	80%	Similar	Similar	Similar

Table 101: Government Performance Benchmarks

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
Overall direction of the Town	59%	Similar	Similar	Similar
Performance of the Town Council	54%	Similar	NA	NA
The value of services for the taxes paid to Parker	48%	Similar	Similar	Similar
Being ethical and honest	59%	Similar	Higher	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	66%	Similar	Similar	Similar
The Town keeps me informed about community issues and initiatives	81%	Similar	Higher	Similar
The Town government welcomes resident involvement and offers ways for residents to get involved	80%	Higher	Higher	Higher
The Town listens to its residents	66%	Higher	NA	NA

Appendix F. Survey Methodology.)

How the Results are Reported

For the most part, frequency distributions and the “percent positive” are presented in the body of the report. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “strongly agree” and “somewhat agree”).

On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B. Complete Set of Survey Responses* and is discussed in the body of this report if it is 30% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the figures in the body of the report display the responses from respondents who had an opinion about a specific item.

When a figure for a question that only permitted a single response (i.e., choose one) does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). The 95 percent confidence interval for this survey is generally no greater than plus or minus 4% around any given percent reported for all survey respondents (567). For comparisons among subgroups, the margin of error rises.

Comparing Survey Results by Geographic and Demographic Subgroups

Select survey results were compared by demographic characteristics of survey respondents as well as geographic location of residency. These comparisons are discussed throughout the body of the report, when applicable (the full set of results by demographic characteristics can be found in *Appendix D. Comparisons of Select Questions by Respondent Characteristics*).

Comparing Survey Results over Time

Because this survey was the 11th in a series of community surveys, the 2024 results are presented along with past ratings when available. Differences between years can be considered “statistically significant” if they are more than six percentage points around any given percent. Trend data for the Town of Parker represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents’ opinions.

Comparing Survey Results to Other Communities

Polco’s database of comparative resident opinion is comprised of resident perspectives gathered in community surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans.

National, Front Range and nearby jurisdictions benchmark comparisons have been included in the report when available. Benchmark comparisons have been provided when similar questions on the Parker survey are included in Polco’s database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities

across the country, in the Front Range or in list of handpicked nearby jurisdictions. Additional information on Polco's benchmarking database can be found in *Appendix E. Benchmark Comparisons*.

Where comparisons for quality ratings were available, Parker's results were generally noted as being "higher" the benchmark, "lower" the benchmark or "similar" to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much lower" or "much higher"). These labels come from a statistical comparison of Parker's rating to the benchmark where a rating is considered "similar" if it is within four points or less on the 100-point scale; "higher" or "lower" if the difference between Parker's rating and the benchmark is greater than four points but 10 points or less; and "much higher" or "much lower" if the difference between Parker's rating and the benchmark is more than eight points. Data for a number of items on the survey is not available in the benchmark database (e.g., some of the services or aspects of the community or quality of life). These items are excluded from the benchmark tables.

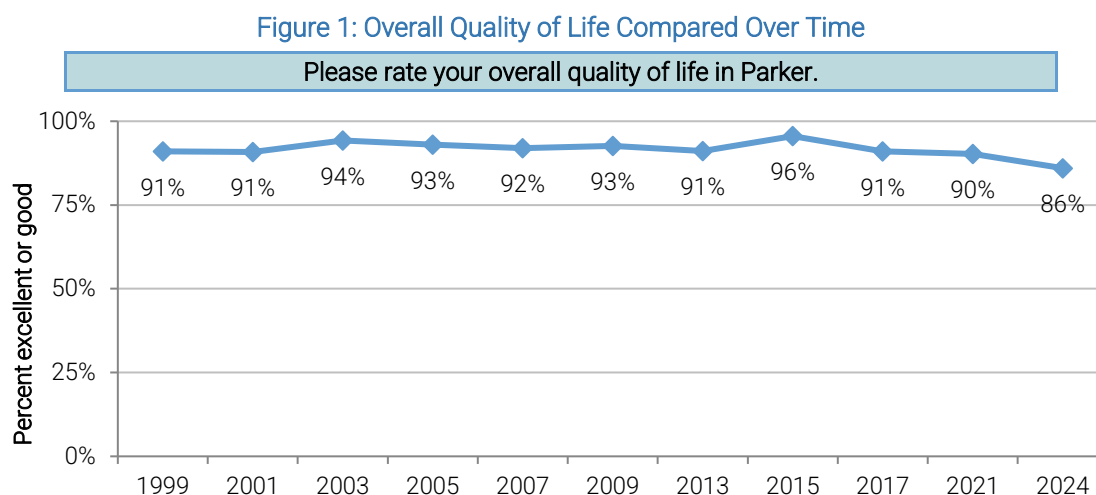
Survey Results

Quality of Life and Community

Parker residents were asked to evaluate the overall quality of life in the town as well as other aspects of quality of life in the community, such as the town as a place to live, retire or raise children and the quality of life in their neighborhood. A variety of community characteristics also were measured in the survey.

Quality of Life

Parker residents were pleased with the quality of life in their community; 86% said it was excellent or good. This rating has remained stable over time and it's on par with ratings from both national and Front Range comparison communities (see *Appendix E. Benchmark Comparisons* for more information).



For aspects that enhance quality of life, residents were equally appreciative. About 9 in 10 respondents praised the community as a place to raise children and as a place to live. Survey participants were also pleased with their neighborhoods (89% excellent or good) and about 6 in 10 felt positively about Parker as a place to retire, and as a place to work or open a business (a new item included in the 2024 survey).

These evaluations were similar to those received in 2021 and on par with national and peer averages (see *Appendix E. Benchmark Comparisons* for more detail).

About 4 in 10 respondents answered “don’t know” when rating Parker as a place to work, while about 1 in 2 did the same when rating Parler as a place to invest or open a business (for a complete set of survey responses, see *Appendix B. Complete Set of Survey Responses*, including “don’t know” responses.)

Responses to select survey questions were compared by several demographic characteristics as well as the geographic location of respondent households. Residents' perspectives of aspects of living in Parker varied by respondent characteristics. Renters and younger (18-34) residents gave higher ratings to most aspects that enhance quality of life in Parker than their counterparts. Additionally, geographic differences were noted: respondents from the Northwest rated the overall quality of life more favorably compared to those from the Northeast neighborhoods (see *Appendix D. Comparisons of Select Questions by Respondent Characteristics*).

Figure 2: Dimensions of Quality of Life Compared Over Time

Please rate the following aspects of quality of life in Parker: (Percent excellent or good)	2024	2021	2017	2015	2013	2009	2007	2005
Parker as a place to live	89%	93%	94%	97%	94%	94%	95%	95%
Your neighborhood as a place to live	89%	91%	90%	89%	87%	84%	89%	87%
Parker as a place to raise children	89%	91%	94%	95%	93%	95%	94%	94%
Parker as a place to retire	61%	64%	63%	71%	67%	60%	59%	60%
Parker as a place to work	58%	58%	51%	55%	50%	.	.	.
Parker as place to invest or open a business	56%	.	.	.	.	.	.	.

Community Characteristics

City leadership asked residents to provide their opinions on 25 characteristics related to community livability in Parker, from ease of getting around town to variety of housing options and educational opportunities.

At least 80% of residents gave high marks to fitness opportunities, cleanliness of the community, overall feeling of safety and security in Parker, recreational opportunities and opportunities to participate in community events and activities. More than 7 in 10 respondents applauded the overall image or reputation of Parker, overall appearance of Parker and opportunities to volunteer. Participants tended to be more critical of employment opportunities, affordable housing and traffic flow, with less than half evaluating these characteristics positively.

Compared to 2021, most ratings remained stable although there were decreases in 6 aspects: ease of car travel in Parker (-14 points compared to 2021), ease of walking in Parker (-11 pts), ease of bicycle travel in Parker (-10 pts), overall quality of business and service establishments in Parker (-8 pts), cleanliness of Parker (-7 pts) and shopping opportunities (-7 pts). On the other hand, the rating for openness and acceptance of the community toward people of diverse backgrounds increased 7 points from 2021 to 2024.

At least 30% of respondents reported "don't know" when rating employment opportunities and ease of bus travel (see *Appendix B. Complete Set of Survey Responses*).

When comparisons were available, all measures of livability were similar to benchmarks across the nation. When compared to Colorado's Front Range, shopping opportunities, opportunities to attend cultural activities and employment opportunities were rated higher than the regional benchmark (see *Appendix E. Benchmark Comparisons* for more detail).

Residents' assessments of the livability of their community tended to be similar among demographics groups, though residents who have lived in Parker for 5 years or less were more positive about the overall quality of new development, the appearance and design of new development and the overall feeling of safety and security than those who have lived in Parker for more than 5 years.

Respondents from the Northwest area of Parker tended to give more favorable evaluations to a number of community characteristics, including the overall appearance, the cleanliness of Parker and the ease of car travel.

Figure 3: Community Characteristics Compared Over Time

Please rate each of the following characteristics as they relate to Parker as a whole (Percent excellent or good)	2024	2021	2017	2015	2013
Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	92%	88%	90%	89%
Cleanliness of Parker	83%	90%	90%	93%	90%
Overall feeling of safety and security in Parker	82%	87%	89%	94%	87%
Recreational opportunities	81%	81%	81%	85%	81%
Opportunities to participate in community events and activities	81%	81%	84%	86%	74%
Overall image or reputation of Parker	78%	77%	86%	90%	85%
Overall appearance of Parker	77%	83%	86%	89%	86%
Opportunities to volunteer	74%	73%	76%	77%	76%
Sense of community	69%	73%	78%	81%	81%
Educational opportunities	67%	67%	66%	69%	60%
Opportunities to participate in community matters	67%	66%	71%	74%	70%
Appearance and design of new development in Parker	64%	.	.	.	.
Ease of walking in Parker	63%	74%	73%	78%	79%
Overall quality of business and service establishments in Parker	63%	71%	65%	74%	72%
Opportunities to attend cultural activities	63%	59%	75%	77%	74%
Ease of bicycle travel in Parker	62%	72%	73%	77%	78%
Openness and acceptance of the community toward people of diverse backgrounds	62%	55%	66%	68%	66%
Variety of housing options	57%	60%	62%	62%	68%
Overall quality of new development in Parker	55%	59%	61%	71%	73%
Shopping opportunities	55%	62%	59%	61%	64%
Ease of car travel in Parker	48%	62%	52%	65%	75%
Employment opportunities	45%	44%	34%	39%	31%
Traffic flow on major streets excluding Parker Road (Hwy 83), which is maintained by CDOT	38%	42%	35%	46%	58%
Affordability of housing options in Parker	23%	.	.	.	.
Ease of bus travel in Parker	18%	16%	27%	27%	35%

* Prior to 2021, "overall feeling of safety and security" was "overall feeling of safety.". Prio to 2024, "Traffic flow on major streets excluding Parker Road (Hwy 83), which is maintained by CDOT" was "Traffic flow on major streets."

Best Attribute of Parker

Residents were asked to select the characteristics they liked most about living in Parker. In 2024 respondents were allowed to select up to three characteristics, whereas in 2021 they were asked to select one. About 4 in 10 respondents chose the safety of community or the location, while 3 in 10 selected the parks and recreations or the sense of community. Other frequently selected characteristics were the overall image/reputation of Parker (24%), the neighborhoods (19%), friends and family (18%) and schools (16%).

Figure 4: Most Valued Characteristics of Parker Compared Over Time

Which top three characteristics do you like most about living in Parker? (Please check up to three options)	2024	2021*	2017	2015	2013	2009	2007
Safety of community	42%	14%	13%	15%	13%	13%	11%
Location	40%	18%	18%	13%	16%	15%	15%
Parks and recreation	30%	12%	9%	6%	6%	4%	4%
Sense of community/hometown feel	29%	19%	27%	34%	32%	39%	42%
Overall image/reputation of Parker	24%	9%	10%	11%	9%	8%	7%
Neighborhoods	19%	7%	5%	5%	5%	5%	5%
Friends and family	18%	8%	8%	5%	7%	7%	6%
Schools	16%	4%	4%	4%	6%	6%	6%
Town history/heritage	7%	1%	2%	1%	1%	0%	0%
Arts and cultural opportunities	7%	1%	1%	0%	0%	0%	0%
Cost of living	2%	2%	2%	3%	2%	1%	2%
Other	8%	5%	2%	3%	2%	3%	2%

*In 2024 this question allowed selection of up to three items, while in previous years respondents were asked to select one.

Growth in Parker

Survey respondents provided their perceptions of growth in Parker for the two years prior to the survey. At least three-quarters of respondents felt that the rates of population and housing construction growth were too fast. About half of residents thought retail growth was on track, and about 6 in 10 thought infrastructure and job growth was too slow. About half of respondents selected “don’t know” when rating job growth in the Town of Parker (see *Appendix B. Complete Set of Survey Responses*).

Figure 5: Rates of Growth in Parker Compared Over Time

Please indicate the rate of growth in the following categories in Parker over the past 2 years:		2024	2021	2017	2015	2013
Population growth	Too slow	1%	0%	1%	1%	2%
	Right amount	17%	21%	15%	23%	43%
	Too fast	82%	78%	84%	76%	55%
	Total	100%	100%	100%	100%	100%
Retail growth (stores, restaurants, etc.)	Too slow	34%	32%	35%	34%	36%
	Right amount	45%	51%	43%	49%	48%
	Too fast	21%	17%	22%	17%	16%
	Total	100%	100%	100%	100%	100%
Job growth	Too slow	58%	57%	63%	67%	76%
	Right amount	34%	39%	33%	31%	21%
	Too fast	8%	3%	4%	2%	2%
	Total	100%	100%	100%	100%	100%
Housing new construction growth	Too slow	5%	6%	3%	4%	10%
	Right amount	19%	18%	19%	21%	38%
	Too fast	76%	76%	78%	75%	52%
	Total	100%	100%	100%	100%	100%
Infrastructure to serve growth (roads, parks, facilities, etc.)	Too slow	58%	.	.	.	.
	Right amount	36%	.	.	.	.
	Too fast	6%	.	.	.	.
	Total	100%	.	.	.	.

Potential Improvements

Parker residents were asked to write in their own words the single thing the Town could do to improve the quality of life in Parker. Of the 427 survey participants who provided a written answer, 19% cited improvements to infrastructure designed to improve mobility around the community or wrote a response related to controlling, limiting, or managing growth in Parker (16%). A similar proportion of respondents mentioned a desire for additional restaurants and grocery shopping options (14%) or made comments related to parks and trails, a recreation center, open space, and entertainment (10%). Public safety (7%) and improved affordability (6%) were other frequently cited issues. Verbatim responses for this question can be found in *Appendix C. Verbatim Responses to Specific Survey Questions*.

Figure 6: Improving quality of Life in Parker

What is the single biggest thing (program, service or type of business) the Town of Parker could do to improve your quality of life in Parker?	Percent of all respondents	Percent of respondents providing a comment
No response/don't know/nothing	25%	-
Infrastructure to improve mobility (public transportation, bike lanes and trails, sidewalks, etc.)	14%	19%
Control/limit/manage growth	12%	16%
More restaurants/grocery stores	10%	14%
Parks and trails/recreation center/entertainment/open space	8%	10%
Public safety/police/fire/wildlife	5%	7%
Improve affordability (housing, services, lower taxes, etc.)	5%	6%
Retail/shopping/bookstore	4%	5%
Government/service improvements	4%	5%
Economic development/jobs	3%	4%
Community inclusion and diversity	2%	2%
Senior services	1%	2%
Other	8%	11%

* The column labeled "Percent of all respondents" includes all respondents to the survey. The column labeled "Percent of respondents providing a comment" includes only the residents who responded to question 5.

Community Participation

Virtually all Parker residents reported having visited the downtown area and about 8 in 10 said they had used recreation facilities or attended a Town-sponsored event in the 12 months prior to the survey. Respondents were less likely to have participated in civic activities, such as attending meetings or contacting the Town Council about community matters.

Participation rates for several activities had increased since 2021 (when the COVID pandemic peaked). Attendance at the PACE Center or Schoolhouse Theater rose by 17 percentage points (from 48% in 2021 to 65% currently), while attendance at Town events grew by 8 percentage points (from 75% to 83%).

Homeowners and those who lived in Parker for more years reported higher rates of participation in programs and were more likely to attend a Town event and volunteer. Southwest and southeast residents were somewhat more likely than those in north quadrants to have participated in a recreation program, volunteered time or engaged in another way than residents living elsewhere (see *Appendix D. Comparisons of Select Questions by Respondent Characteristics*).

Figure 7: Community Participation Compared Over Time

In the last 12 months, about how many times, if ever, have you or other household members done the following things?	2024	2021	2017	2015	2013	2009	2007	2005	2003	2001	1999
Visited Downtown Parker	98%	96%	97%	98%	96%	98%	.	.	.	.	.
Attended a Town event	83%	75%	89%	85%	79%	86%	83%	.	.	.	.
Visited a Town of Parker recreation facility	77%	76%	84%	77%	75%	79%	76%	.	.	.	.
Visited the PACE Center or Schoolhouse Theater	65%	48%	60%	56%	.	.	.	.	.	.	.
Participated in a Town of Parker recreation program	58%	57%	63%	63%	62%	59%	63%	.	.	.	.
Participated in a Town of Parker cultural/arts program	53%	47%	57%	58%	49%	.	.	.	.	.	.
Volunteered your time to an organization or activity in Parker	39%	40%	48%	46%	46%	44%	44%	39%	38%	34%	30%
Watched a Council or Planning Commission meeting online	24%	29%	.	.	.	.	.	.	.	.	.
Attended a public meeting about Town matters	17%	18%	23%	16%	15%	16%	15%	16%	21%	24%	20%
Attended a Town Council meeting	14%	16%	20%	12%	11%	11%	13%	13%	14%	16%	14%
Contacted Town Council	15%	14%	19%	14%	12%	15%	20%	13%	16%	18%	13%

* In 2021, "watched a Council or Planning Commission meeting online" was added to the survey. Prior to 2017, "attended a Town event" was "attended a Town-sponsored event" and "visited the PACE Center or Schoolhouse Theater" was "visited the Parker Arts, Culture and Events (PACE) Center."

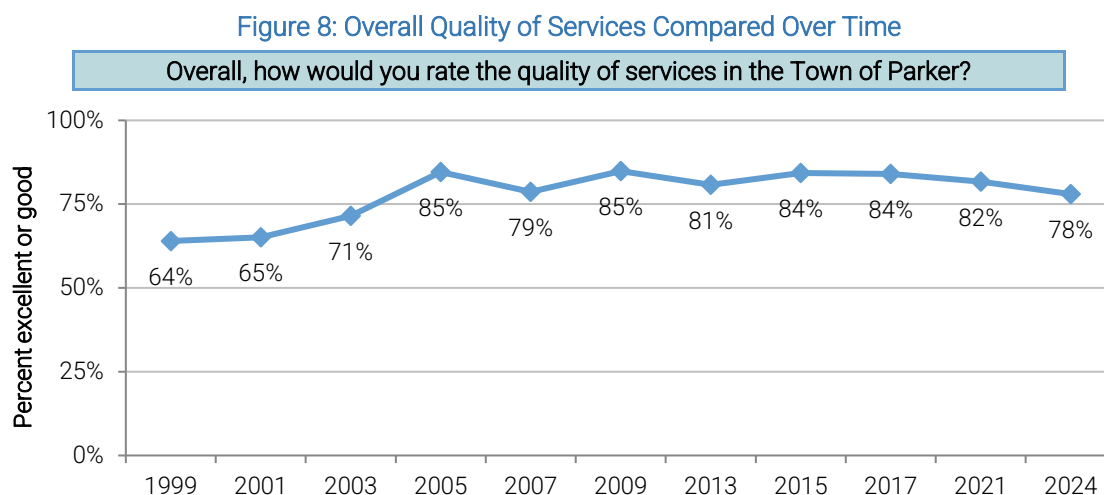
Town Services

Parker residents were asked a series of questions regarding their level of satisfaction with Town services and employees. Resident trust in local government also was measured.

Evaluation of Town Services

Around 8 in 10 residents were pleased with the overall quality of services provided to them by the Town of Parker, which has remained steadfast since 2007. These ratings were similar to the national and Front Range averages (see *Appendix E. Benchmark Comparisons* for more detail).

No statistically significant geographical differences were found when analyzing the quality of Town services by area (see *Appendix D. Comparisons of Select Questions by Respondent Characteristics*).



*Please note that from 2003 to 2024, this question was included in the list of Town services whereas in 1999, 2001 and 2009, it was asked as a separate question. In 1999 and 2001, this question was asked on the scale: very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, very dissatisfied.

Survey participants also provided feedback on 19 specific services provided by the Town of Parker (see Figure 9). Residents were especially appreciative of parks/trails maintenance, recreation facilities, recreation programs/classes/events, cultural facilities, cultural performances/classes/events and the police response to calls, with at least 8 in 10 awarding excellent or good scores to each service.

Marks for street cleaning, animal control, police listening to residents about public safety concerns, crime prevention, public information, snow removal and the municipal court were also positive with at least 7 in 10 community members applauding these services.

Most service ratings remained stable from 2021, although there were some exceptions: ratings for handling resident complaints decreased 16 points since 2021 (from 61% to 45%), traffic enforcement decreased 12 points (from 66% to 54%) and Municipal Court decreased 8 points (from 78% to 70%). Animal control and code enforcement decreased 7 points each.

Between 31% and 83% of respondents selected “don’t know” when rating the following services: cultural facilities (31%), cultural performances/classes/events (35%), police response to calls (47%), animal control (48%), police listening to residents about public safety concerns (49%), building and development services (54%), handling resident complaints (62%), working with resident groups to solve local problems (66%) and municipal court (83%). A complete set of frequencies for all survey questions can be found in *Appendix B. Complete Set of Survey Responses*.

Street repair and code enforcement stood out as highlights, with evaluations outshining ratings awarded in both peer and national benchmark comparisons. No services were rated lower than municipalities elsewhere (see *Appendix E. Benchmark Comparisons* for more detail).

While few differences were noted, when comparing residents based on their place of residence, Southwest residents were less satisfied with street repair services compared to those in other areas of Parker. Meanwhile, Northern respondents rated recreation programs, classes, and events lower than their counterparts in other areas of the Town. When evaluating responses based on key demographics, renters generally expressed higher satisfaction with Town services than homeowners (see *Appendix D. Comparisons of Select Questions by Respondent Characteristics*).

Figure 9: Quality of Services in Parker Compared Over Time

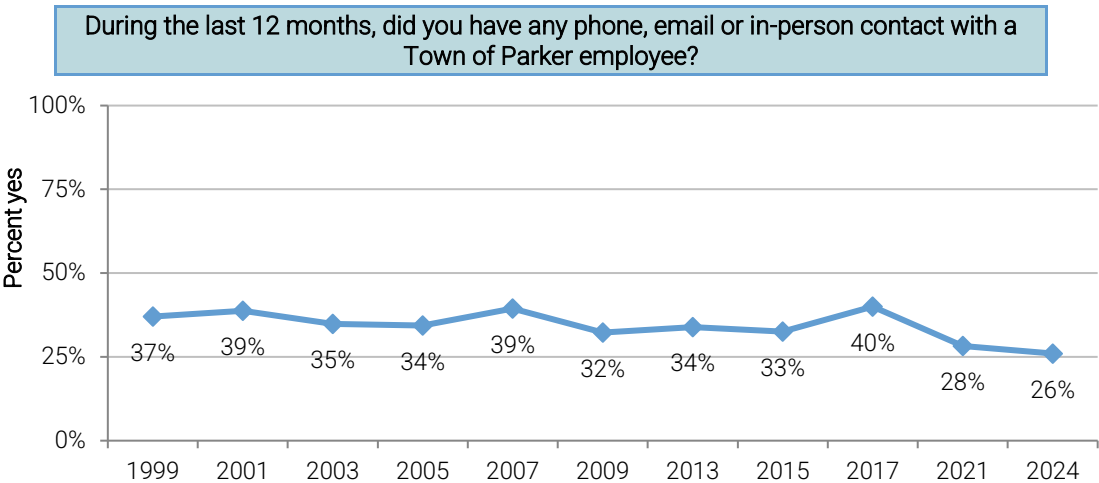
Please rate the quality of each of the following services provided by the Town of Parker. (Percent excellent or good)	2024	2021	2017	2015	2013	2009	2007	2005	2003	2001	1999
Parks/trails maintenance	89%	94%	91%	92%	93%	88%	90%	90%	83%	79%	89%
Recreation facilities	89%	91%	91%	88%	87%	88%	78%	76%	71%	70%	76%
Recreation programs/classes/events	87%	92%	87%	88%	87%	86%	83%	82%	74%	70%	79%
Cultural facilities	86%	84%	86%	86%	79%	77%	78%	80%	62%	61%	.
Cultural performances/classes/events	85%	83%	85%	84%	79%	.	.	.	.	.	.
Police response to calls	82%	87%	90%	85%	85%	83%	85%	86%	78%	80%	84%
Street cleaning excluding Parker Road/State Highway 83 (maintained by CDOT)	77%	83%	78%	77%	82%	71%	67%	70%	62%	47%	50%
Animal control	72%	79%	72%	70%	68%	64%	72%	.	.	.	.
Police listening to residents about public safety concerns	72%	78%	.	.	.	.	.	.	.	.	.
Crime prevention (efforts to keep the community safe)	72%	75%	90%	92%	88%	71%	78%	82%	78%	79%	81%
Public information	72%	74%	75%	77%	68%	67%	69%	74%	61%	55%	58%
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	72%	67%	68%	69%	67%	59%	39%	62%	69%	50%	58%
Municipal court	70%	78%	76%	72%	76%	66%	79%	79%	62%	51%	NA
Code enforcement	66%	73%	70%	69%	65%	64%	71%	71%	55%	55%	51%
Building and development permits/inspections	61%	65%	72%	73%	70%	69%	72%	72%	57%	50%	49%
Street repair excluding Parker Road/State Highway 83 (maintained by CDOT)	59%	64%	60%	64%	68%	60%	55%	60%	48%	32%	41%
Working with resident groups to solve local problems	57%	56%	62%	68%	66%	64%	68%	74%	57%	55%	54%
Traffic enforcement	54%	66%	73%	76%	75%	68%	67%	69%	66%	63%	69%
Handling resident complaints	45%	61%	60%	67%	61%	55%	67%	71%	54%	48%	51%

*In 2021, "Police listening to residents about public safety concerns" was added to the survey. Prior to 2021, new wording was included on the items concerning street repair and street cleaning to exclude CDOT maintained roads. Additionally, "building and development permits/inspections" was "building permits and inspections." In 2017, "recreation programs/classes/events" was changed from "recreation programs," "cultural facilities" was "cultural events" and "cultural performances/classes/events" was "cultural programming/classes."

Contact with Town Employees

At least one-quarter of Parker residents indicated they had contacted a Town employee at least once in the 12 months prior to the survey, which was similar to 2021, but lower than years prior to 2021. These rates were much lower than those in national and Front Range communities (see *Appendix E. Benchmark Comparisons* for more detail).

Figure 10: Contact with Town of Parker Employees Compared Over Time



The respondents who had contacted an employee of the Town were asked to rate various aspects of the interaction. Overall, assessments of Parker employees were positive, with at least 8 in 10 assigning high marks to the courtesy, responsiveness, and knowledge of the individual(s) they contacted, resulting in equally high marks for their overall impression. Assessments for the responsiveness and knowledge of Town employees slightly decreased from 2021. When comparisons were possible, ratings were on par with benchmark averages (see *Appendix E. Benchmark Comparisons* for more detail).

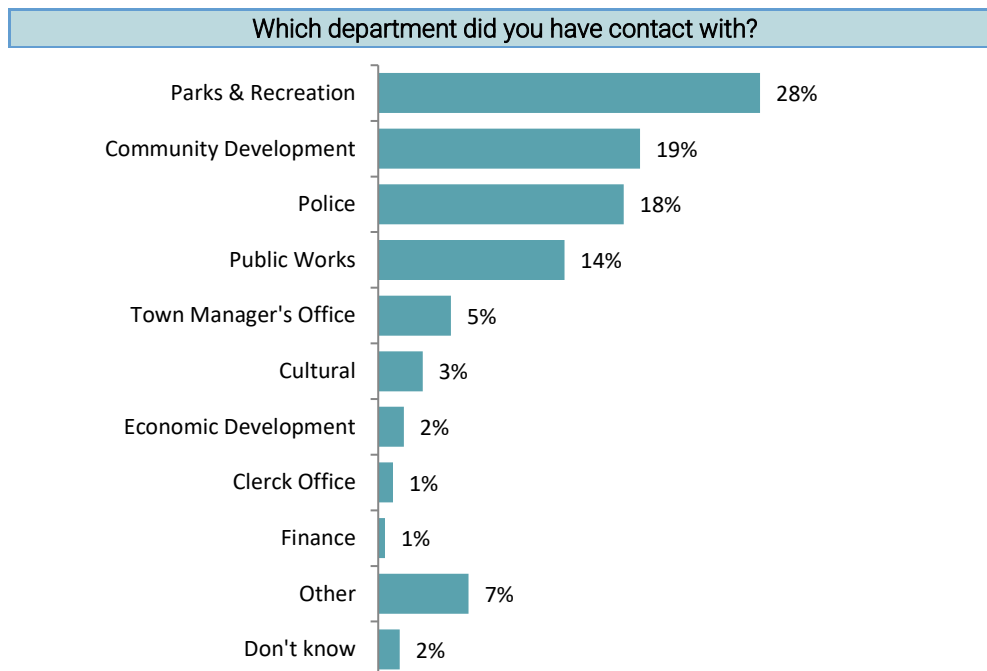
Figure 11: Ratings of Town of Parker Employees Compared Over Time

What was your impression of the employee(s) of the Town of Parker in your most recent contact? (Percent excellent or good)	2024	2021	2017	2015	2013	2009	2007	2005	2003	2001	1999
Courtesy	88%	88%	85%	89%	91%	86%	87%	91%	84%	84%	.
Responsiveness	81%	88%	79%	84%	86%	79%	79%	85%	76%	76%	.
Knowledge	80%	87%	85%	88%	88%	83%	83%	89%	82%	79%	.
Overall impression	80%	86%	81%	85%	89%	80%	80%	87%	79%	75%	68%

*Asked only of those who had contact with a Town of Parker employee in the 12 months prior to the survey.

Respondents who had contacted the Town of Parker were asked about the departments they had interacted with. The most frequently contacted department was Parks and Recreation (28% of all contacts), followed by Community Development (19%), the Police Department (18%), and Public Works (14%). Other departments, such as the Town Manager's Office and Cultural Services, were mentioned less frequently.

Figure 12: Department Contacted



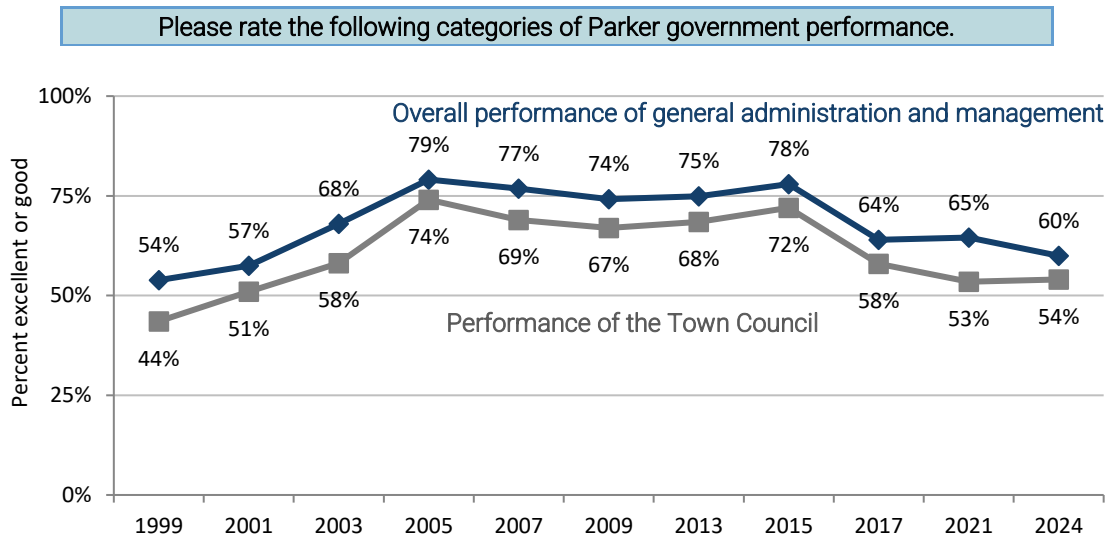
**Asked only of those who had contact with the Town of Parker in the 12 months prior to the survey.*

Public Trust

The survey included several questions designed to rate local government performance, such as the overall performance of the general Town administration and management, performance of Town Council, the direction the Town is taking, and responsiveness to residents. As in previous years, residents were slightly more complimentary of Parker's administration (60%) compared to Town Council (54%). These ratings were on par with levels seen since 2017.

Respondents who had lived in Parker for 5 years or less were more likely to praise the overall performance of the general administration and the Town Council compared to those who had lived in Parker for a longer period. Geographically, residents of the Northwest part of the Town tended to rate the performance of the general administration higher than those living in the Northeast and Southwest (see *Appendix D. Comparisons of Select Questions by Respondent Characteristics*).

Figure 13: Overall Performance of Administration and Town Council Compared Over Time



Three-quarters of survey participants felt positively about the direction the Town is taking in recreation services and cultural offerings. About 6 in 10 residents also approved of what the government does regarding emergency preparedness, maintaining public infrastructure, being ethical and honest, supporting the economic health of Parker, running the local government for the benefit of all the people and the overall direction of the Town.

Residents were less approving of measures related to growth, including the management of growth and development (rated favorably by 32% of respondents), effectively planning for the future (38%) and the value of services for the taxes paid (48%).

At least 30% of respondents chose “don’t know” when evaluating several aspects of government performance, including: performance of Town Council, direction the Town is taking in respect to cultural offerings, being responsive to residents, being ethical and honest, providing access to elected officials, being open and transparent, and emergency preparedness (see *Appendix B. Complete Set of Survey Responses* for responses to all questions, including “don’t know”).

Government performance evaluations were somewhat similar across subgroups, although newer residents (those living in Parker for five years or less), renters, and individuals aged 18-34 were more likely to provide positive ratings for Parker’s government performance compared to longer-term residents, homeowners, and those aged 35 and older. Additionally, residents of the Northwest area of Parker tended to be more appreciative of the overall direction of the Town compared to those living in other areas (see *Appendix D. Comparisons of Select Questions by Respondent Characteristics*).

The Town government welcoming resident involvement was rated higher than the national and Front Range benchmarks (see *Appendix E. Benchmark Comparisons* for more detail).

Figure 14: Ratings of Aspects of Town Government Performance Compared Over Time

Please rate the following categories of Parker government performance. (Percent excellent or good)	2024	2021	2017	2015	2013	2009	2007	2005	2003	2001	1999
Direction the Town is taking with respect to recreation facilities/programming/classes	75%	79%	81%	85%	79%	75%	72%	68%	62%	62%	64%
Direction the Town is taking with respect to cultural programming/classes/productions	74%	74%	82%	85%	80%	.	.	.	.	.	.
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	66%	67%	64%	55%	53%	.	.	.	.	.	.
Maintaining public infrastructure (such as roads, bridges, public buildings, etc.) excluding Parker Road (Hwy 83) which is maintained by CDOT	62%	68%	68%	72%	74%	.	.	.	.	.	.
Overall direction of the Town	59%	63%	61%	70%	74%	63%	59%	53%	54%	45%	41%
Being ethical and honest	59%	56%	62%	77%	74%	.	.	.	.	.	.
Supporting the economic health of Parker	58%	62%	60%	69%	65%	.	.	.	.	.	.
The job Parker does at running local government for the benefit of all the people	58%	54%	60%	73%	72%	48%	45%	39%	41%	40%	39%
Parker's Town government as an example of how to provide local government services	57%	58%	57%	70%	68%	40%	37%	32%	30%	29%	24%
Providing access to elected officials	57%	57%	63%	73%	64%	.	.	.	.	.	.
Being open and transparent to the public	55%	52%	52%	67%	64%	.	.	.	.	.	.
Making decisions that support the quality of life in Parker	54%	54%	56%	68%	76%	.	.	.	.	.	.
Being responsive to residents	51%	57%	60%	72%	68%	.	.	.	.	.	.
The value of services for the taxes paid to Parker	48%	54%	54%	59%	56%	.	.	.	.	.	.
Effectively planning for the future	38%	37%	41%	50%	56%	.	.	.	.	.	.
Management of growth and development	32%	32%	32%	46%	49%	.	.	.	.	.	.

**In 2021, the phrase "excluding Parker Road which is maintained by CDOT" was added to the "maintaining public infrastructure" item. Prior to 2017 "emergency preparedness (services that prepare the community for natural disasters or other emergency situations)" was "preparing the community for an emergency."*

Communication with Residents

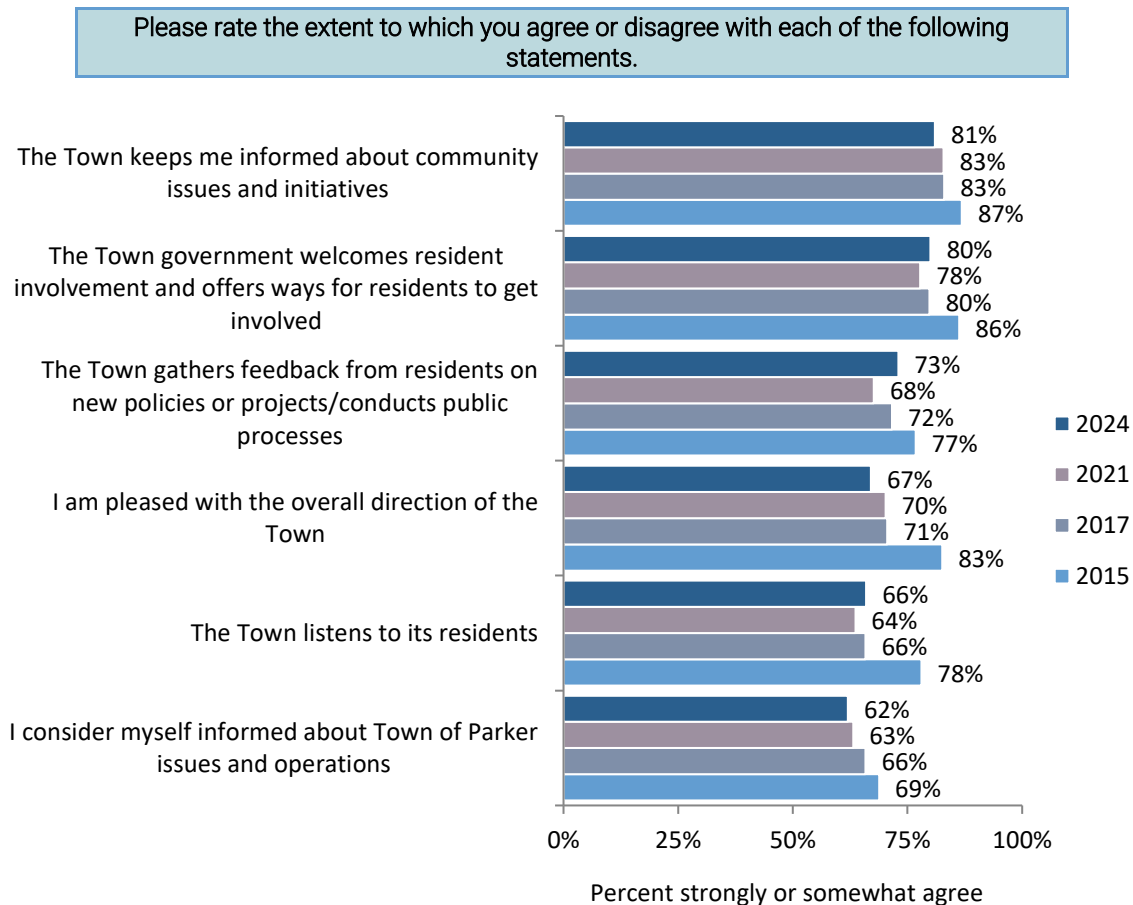
Parker respondents appreciated the Town government's communication with residents, with 8 in 10 agreeing that the government kept residents informed about community issues and initiatives. Also 8 in 10 residents felt the government welcomed resident involvement.

At least two-thirds of the respondents were pleased with the overall direction of the Town and how the Town gathers feedback from residents on community issues and listens to its constituents. Finally, about 6 in 10 residents felt informed about Parker's issues and operations. Residents' evaluations for communication efforts remained steadfast from 2021 to 2024.

Thirty-three percent of respondents selected "don't know" when assessing the Town listening to its residents (see *Appendix B. Complete Set of Survey Responses* for all responses including "don't know").

Parker residents were especially pleased with the effort the Town gives to listening to its residents compared to communities elsewhere (see *Appendix E. Benchmark Comparisons* for more detail).

Figure 15: Town Government Communications with Residents Compared Over Time



When asked about their preferences for Town-specific sources of information, about 8 in 10 survey participants indicated they most frequently relied on the Town Newsletter (85%). Word of mouth also remained a strong avenue of information about the Town in 2024 (80%). Event banners on lamp posts (74%) and community appearances (71%) were also common sources of information, followed by other Town mailings (67%) and the Town website (63%).

About half the respondents relied on Nextdoor (53%), while 4 in 10 respondents mentioned Town Social Media. Residents' most common sources of information was stable from 2021.

Figure 16: Frequency of Use of Information Sources Compared Over Time

How often, if ever, do you get information about the Town of Parker from each of the following sources? (Percent frequently or occasionally)	2024	2021	2017	2015
Town Newsletter (Talk of the Town)	85%	89%	88%	92%
Word of mouth	80%	82%	83%	80%
Event banners on Town lamp posts	74%	72%	78%	82%
Community appearances (pop-up events, Farmer's Market, etc.)	71%	.	.	.
Other Town mailings (postcards, letters, etc.)	67%	.	.	.
Town website (www.parkeronline.org)	63%	67%	66%	68%
Newspaper (Denver Post, Parker Chronicle)	56%	69%	73%	81%
Nextdoor.com	53%	59%	38%	.
Homeowners' Association (HOA) or Community Manager	52%	.	.	.
Town Social Media	43%	39%	38%	29%
Town of Parker Electronic Message Boards	36%	28%	34%	35%
Neighborhood organizations	32%	38%	40%	42%
Television/radio	30%	27%	39%	33%
Text/email blasts from Town	24%	.	.	.
Attending government meetings in person or watching online	21%	24%	20%	16%
www.LetsTalkParker.org	16%	21%	.	.

**In 2021, the item www.LetsTalkParker.org and "Town mailings to home addresses" were added to the survey. Prior to 2017, "Parker Chronicle/Douglas County News Press" was "Parker Chronicle" and "television/radio" was two individual items but 2017 data has been compared to prior year's data for "television." New items in 2017 included "Town of Parker on Instagram" and "Nextdoor.com." In 2024, 'Town Social Media' replaced 'Town of Parker Facebook', 'Town of Parker Instagram' and 'Town of Parker Twitter' and the 2024 data has been compared to prior years' data for "Town of Parker Facebook". In 2024 "Newspaper (Denver Post, Parker Chronicle)" replaced "Parker Chronicle/Douglas County News Press" and "Denver Post" as separate items, and in 2024 "Newspaper (Denver Post, Parker Chronicle)" was compared to the prior years' data for "Parker Chronicle/Douglas County News Press."*

Resident Priorities

In 2024 survey respondent were asked to rate the level of priority that the Town of Parker should place on 10 aspects of the community. About 8 in 10 residents indicated that managing growth and development was a high priority, while 3 in 4 said the same about public safety. Between 5 and 6 of 10 residents considered transportation, environmental sustainability, parks and trails and open spaces to be high priorities for the Town of Parker.

When asked to choose the top three priorities for the Town to focus on in the next five years, managing growth and development was at the top of the list with 69% of the mentions, followed by public safety (54%) and transportation (38%).

Figure 17: Town of Parker Priorities, 2024

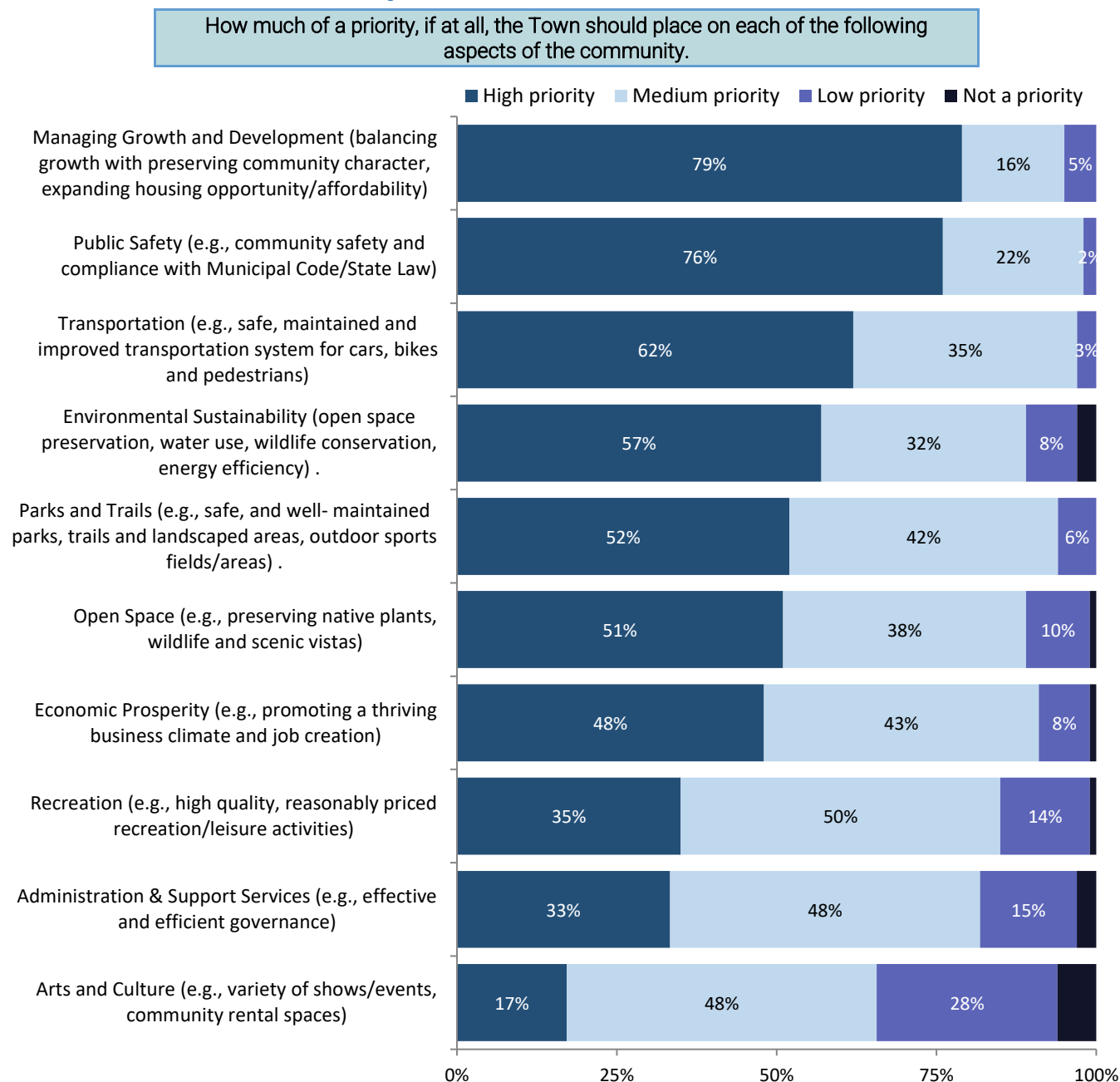
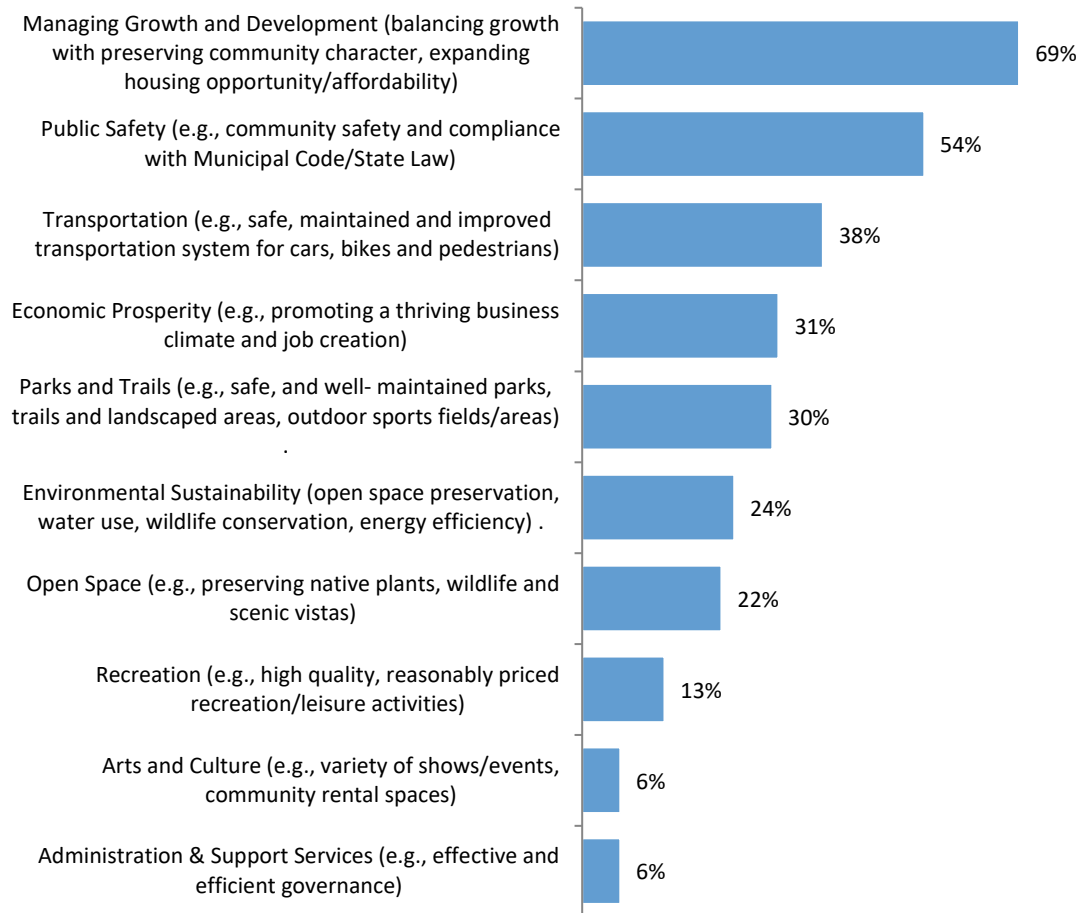


Figure 18: Town Government Communications with Residents Compared Over Time

Select which three aspects should be the top priorities for the Town to focus on in the next five years, depending on available funding.



Appendix A. Respondent Characteristics

The following tables display the weighted demographic characteristics of those responding to the Parker 2024 Community Survey including frequency of responses and the number of respondents.

Table 1: Question D1

How many years have you lived in Parker?	Percent of respondents	Number
Less than 2 years	16%	N=87
2 to 5 years	21%	N=115
6 to 10 years	19%	N=108
11 to 20 years	20%	N=114
More than 20 years	24%	N=136
Total	100%	N=559

Table 2: Question D2

Do you own or rent your residence?	Percent of respondents	Number
Own	77%	N=430
Rent	23%	N=128
Total	100%	N=558

Table 3: Question D3A

Household size	Percent of respondents	Number
1 person	16%	N=88
2 people	35%	N=196
3-4 people	40%	N=223
5 or more people	9%	N=49
Total	100%	N=555

Table 4: Question D3B

Households with children under 18	Percent of respondents	Number
No children	56%	N=283
Children	44%	N=221
Total	100%	N=503

Table 5: Question D3C

Households with adults 65 or older	Percent of respondents	Number
No seniors	76%	N=387
Seniors	24%	N=122
Total	100%	N=509

Table 6: Question D4

What is the highest degree or level of school you have completed?	Percent of respondents	Number
0-11 years, no diploma	0%	N=1
High school graduate	5%	N=28
Some college or associate degree	18%	N=103
Bachelor's degree	43%	N=239
Graduate or professional degree	34%	N=188
Total	100%	N=559

Table 7: Question D5

Which of the following best describes your age?	Percent of respondents	Number
18 to 24 years	5%	N=30
25 to 34 years	22%	N=122
35 to 44 years	19%	N=104
45 to 54 years	24%	N=132
55 to 64 years	11%	N=64
65 to 74 years	12%	N=65
75 to 79 years	5%	N=25
80 to 84 years	2%	N=9
85 years or older	1%	N=5
Total	100%	N=556

Table 8: Question D6

About how much was your household's total income before taxes in 2020? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Number
Less than \$25,000	3%	N=13
\$25,000 to \$49,999	7%	N=34
\$50,000 to \$74,999	13%	N=67
\$75,000 to \$99,999	11%	N=55
\$100,000 to \$124,999	13%	N=66
\$125,000 to \$149,999	14%	N=70
\$150,000 to \$199,999	21%	N=107
\$200,000 to \$249,999	10%	N=52
\$250,000 to \$299,999	4%	N=21
\$300,000 or more	7%	N=36
Total	100%	N=521

Table 9: Question D7

What is your gender?	Percent of respondents	Number
Female	51%	N=283
Male	47%	N=261
Identify in another way	1%	N=8
Total	100%	N=552

Table 10: Question D8

Are you of Hispanic/Spanish/Latinx origin?	Percent of respondents	Number
Yes, I am of Hispanic/Spanish/Latinx origin	10%	N=55
No, not Hispanic/Spanish/Latinx origin	90%	N=489
Total	100%	N=544

Table 11: Question D9

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Number
American Indian or Alaskan Native	4%	N=20
Asian, Asian Indian, or Pacific Islander	6%	N=34
Black or African American	3%	N=18
White	90%	N=485
Other	4%	N=23

Total may exceed 100% as respondents could select more than one option.

Appendix B. Complete Set of Survey Responses

Complete Set of Frequencies with and without "Don't Know"

The following pages contain a complete set of responses to each question on the survey, excluding and including the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents.

Table 12: Question 1 without "don't know" responses

Please rate the following aspects of life in Parker:	Excellent		Good		Fair		Poor		Total	
Parker as a place to live	41%	N=233	48%	N=275	9%	N=54	1%	N=6	100%	N=567
Your neighborhood as a place to live	43%	N=246	46%	N=258	9%	N=52	2%	N=11	100%	N=567
Parker as a place to raise children	46%	N=225	43%	N=213	9%	N=45	2%	N=7	100%	N=491
Parker as a place to retire	23%	N=103	37%	N=163	25%	N=111	14%	N=61	100%	N=438
Parker as a place to work	18%	N=62	41%	N=144	26%	N=91	16%	N=55	100%	N=352
Your overall quality of life in Parker	34%	N=195	52%	N=294	12%	N=70	1%	N=7	100%	N=566
Parker as place to invest or open a business	22%	N=46	34%	N=71	23%	N=48	21%	N=45	100%	N=209

Table 13: Question 1 with "don't know" responses

Please rate the following aspects of life in Parker:	Excellent		Good		Fair		Poor		Don't know		Total	
Parker as a place to live	41%	N=233	48%	N=275	9%	N=54	1%	N=6	0%	N=0	100%	N=567
Your neighborhood as a place to live	43%	N=246	46%	N=258	9%	N=52	2%	N=11	0%	N=0	100%	N=567
Parker as a place to raise children	40%	N=225	38%	N=213	8%	N=45	1%	N=7	13%	N=73	100%	N=564
Parker as a place to retire	18%	N=103	29%	N=163	20%	N=111	11%	N=61	22%	N=125	100%	N=563
Parker as a place to work	11%	N=62	26%	N=144	16%	N=91	10%	N=55	37%	N=205	100%	N=557
Your overall quality of life in Parker	34%	N=195	52%	N=294	12%	N=70	1%	N=7	0%	N=0	100%	N=566
Parker as place to invest or open a business	11%	N=46	16%	N=71	11%	N=48	10%	N=45	52%	N=229	100%	N=438

Table 14: Question 2 without "don't know" responses

Please rate each of the following characteristics as they relate to the Parker community as a whole:	Excellent		Good		Fair		Poor		Total	
Sense of community	19%	N=106	50%	N=274	23%	N=128	7%	N=40	100%	N=548
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=88	43%	N=210	22%	N=104	17%	N=82	100%	N=484
Overall appearance of Parker	28%	N=156	50%	N=280	19%	N=106	4%	N=22	100%	N=563
Cleanliness of Parker	33%	N=189	49%	N=277	15%	N=85	2%	N=14	100%	N=565
Overall quality of new development in Parker	15%	N=77	40%	N=212	28%	N=146	17%	N=91	100%	N=526
Appearance and design of new development in Parker	14%	N=59	50%	N=206	24%	N=98	12%	N=49	100%	N=411
Affordability of housing options in Parker	2%	N=8	21%	N=81	38%	N=149	39%	N=152	100%	N=391
Overall image or reputation of Parker	29%	N=157	50%	N=273	18%	N=99	4%	N=21	100%	N=550
Overall feeling of safety and security in Parker	35%	N=195	47%	N=268	13%	N=73	5%	N=28	100%	N=565
Variety of housing options	14%	N=73	42%	N=217	30%	N=155	13%	N=68	100%	N=513
Overall quality of business and service establishments in Parker	19%	N=104	45%	N=248	30%	N=169	6%	N=35	100%	N=556
Shopping opportunities	15%	N=87	40%	N=224	34%	N=192	10%	N=58	100%	N=560
Opportunities to attend cultural activities	22%	N=113	41%	N=212	28%	N=147	8%	N=43	100%	N=514
Recreational opportunities	28%	N=155	53%	N=294	16%	N=90	3%	N=15	100%	N=554
Employment opportunities	6%	N=22	38%	N=132	36%	N=123	19%	N=67	100%	N=343
Educational opportunities	16%	N=64	52%	N=211	25%	N=104	8%	N=31	100%	N=410
Opportunities to participate in community events and activities	30%	N=160	51%	N=276	16%	N=89	3%	N=15	100%	N=540
Opportunities to volunteer	29%	N=117	45%	N=180	22%	N=87	5%	N=19	100%	N=404
Opportunities to participate in community matters	20%	N=91	47%	N=217	28%	N=127	5%	N=25	100%	N=460
Ease of car travel in Parker	13%	N=73	35%	N=195	33%	N=184	19%	N=107	100%	N=559
Ease of bus travel in Parker	7%	N=15	11%	N=25	24%	N=54	58%	N=131	100%	N=225
Ease of bicycle travel in Parker	16%	N=65	46%	N=188	26%	N=107	12%	N=48	100%	N=407
Ease of walking in Parker	22%	N=116	42%	N=225	26%	N=140	11%	N=58	100%	N=538
Traffic flow on major streets excluding Parker Road (Hwy 83), which is maintained by CDOT	4%	N=21	35%	N=191	34%	N=186	28%	N=155	100%	N=552
Fitness opportunities (including exercise classes and paths or trails, etc.)	40%	N=213	46%	N=249	12%	N=64	2%	N=10	100%	N=537

Table 15: Question 2 with "don't know" responses

Please rate each of the following characteristics as they relate to the Parker community as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	19%	N=106	49%	N=274	23%	N=128	7%	N=40	2%	N=9	100%	N=557
Openness and acceptance of the community toward people of diverse backgrounds	16%	N=88	38%	N=210	19%	N=104	15%	N=82	13%	N=71	100%	N=555
Overall appearance of Parker	28%	N=156	50%	N=280	19%	N=106	4%	N=22	0%	N=0	100%	N=563
Cleanliness of Parker	33%	N=189	49%	N=277	15%	N=85	2%	N=14	0%	N=0	100%	N=565
Overall quality of new development in Parker	14%	N=77	38%	N=212	26%	N=146	16%	N=91	7%	N=38	100%	N=564
Appearance and design of new development in Parker	13%	N=59	47%	N=206	22%	N=98	11%	N=49	6%	N=25	100%	N=436
Affordability of housing options in Parker	2%	N=8	19%	N=81	34%	N=149	35%	N=152	11%	N=49	100%	N=439
Overall image or reputation of Parker	28%	N=157	49%	N=273	18%	N=99	4%	N=21	2%	N=11	100%	N=561
Overall feeling of safety and security in Parker	35%	N=195	47%	N=268	13%	N=73	5%	N=28	0%	N=1	100%	N=566
Variety of housing options	13%	N=73	39%	N=217	28%	N=155	12%	N=68	9%	N=49	100%	N=562
Overall quality of business and service establishments in Parker	18%	N=104	44%	N=248	30%	N=169	6%	N=35	2%	N=8	100%	N=565
Shopping opportunities	15%	N=87	40%	N=224	34%	N=192	10%	N=58	1%	N=5	100%	N=565
Opportunities to attend cultural activities	20%	N=113	38%	N=212	26%	N=147	8%	N=43	9%	N=49	100%	N=563
Recreational opportunities	28%	N=155	52%	N=294	16%	N=90	3%	N=15	2%	N=9	100%	N=563
Employment opportunities	4%	N=22	23%	N=132	22%	N=123	12%	N=67	39%	N=221	100%	N=564
Educational opportunities	12%	N=64	38%	N=211	19%	N=104	6%	N=31	26%	N=146	100%	N=556
Opportunities to participate in community events and activities	29%	N=160	49%	N=276	16%	N=89	3%	N=15	3%	N=19	100%	N=559
Opportunities to volunteer	21%	N=117	32%	N=180	16%	N=87	3%	N=19	28%	N=160	100%	N=564
Opportunities to participate in community matters	16%	N=91	39%	N=217	23%	N=127	4%	N=25	18%	N=100	100%	N=560
Ease of car travel in Parker	13%	N=73	35%	N=195	33%	N=184	19%	N=107	1%	N=4	100%	N=563
Ease of bus travel in Parker	3%	N=15	4%	N=25	10%	N=54	23%	N=131	60%	N=339	100%	N=564
Ease of bicycle travel in Parker	12%	N=65	34%	N=188	20%	N=107	9%	N=48	26%	N=140	100%	N=548
Ease of walking in Parker	21%	N=116	40%	N=225	25%	N=140	10%	N=58	4%	N=20	100%	N=559
Traffic flow on major streets excluding Parker Road (Hwy 83), which is maintained by CDOT	4%	N=21	34%	N=191	33%	N=186	28%	N=155	1%	N=7	100%	N=560
Fitness opportunities (including exercise classes and paths or trails, etc.)	38%	N=213	45%	N=249	12%	N=64	2%	N=10	4%	N=22	100%	N=559

Table 16: Question 3

Which top three characteristics do you like most about living in Parker? (Please check up to three options)	Percent of respondents	Number
Sense of community/hometown feel	29%	N=165
Location	40%	N=228
Neighborhoods	19%	N=108
Schools	16%	N=90
Overall image/reputation of Parker	24%	N=134
Parks and recreation	30%	N=167
Friends and family	18%	N=101
Cost of living	2%	N=14
Safety of community	42%	N=234
Town history/heritage	7%	N=41
Arts and cultural opportunities	7%	N=40
Other (please specify)	8%	N=44

Total may exceed 100% as respondents could select more than one option.

Table 17: Question 4 without "don't know" responses

Please indicate your impression of the rate of growth in the following categories in Parker over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Total	
Population growth	0%	N=1	0%	N=2	17%	N=91	32%	N=171	50%	N=261	100%	N=525
Retail growth (stores, restaurants, etc.)	7%	N=36	28%	N=149	45%	N=242	12%	N=66	8%	N=46	100%	N=538
Job growth	15%	N=39	44%	N=114	34%	N=88	6%	N=15	2%	N=5	100%	N=261
Housing growth (new construction)	1%	N=5	4%	N=22	19%	N=100	25%	N=129	50%	N=261	100%	N=517
Infrastructure to serve growth (roads, parks, facilities, etc.)	17%	N=70	41%	N=169	36%	N=149	2%	N=9	4%	N=18	100%	N=415

Table 18: Question 4 with "don't know" responses

Please indicate your impression of the rate of growth in the following categories in Parker over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	0%	N=1	0%	N=2	16%	N=91	31%	N=171	47%	N=261	5%	N=30	100%	N=555
Retail growth (stores, restaurants, etc.)	6%	N=36	27%	N=149	43%	N=242	12%	N=66	8%	N=46	3%	N=19	100%	N=557
Job growth	7%	N=39	20%	N=114	16%	N=88	3%	N=15	1%	N=5	53%	N=295	100%	N=556
Housing growth (new construction)	1%	N=5	4%	N=22	18%	N=100	23%	N=129	47%	N=261	7%	N=41	100%	N=557
Infrastructure to serve growth (roads, parks, facilities, etc.)	16%	N=70	39%	N=169	34%	N=149	2%	N=9	4%	N=18	5%	N=22	100%	N=437

Table 19: Question 5 without "don't know" responses

What is the single biggest thing (program, service or type of business) the Town of Parker could do to improve your quality of life in Parker?	Percent of respondents	Number
Parks and trails/recreation center/entertainment/open space	10%	N=44
Retail/shopping/bookstore	5%	N=20
Infrastructure to improve mobility (public transportation, bike lanes and trails, sidewalks, etc.)	19%	N=80
More restaurants/grocery stores	13%	N=57
Control/limit/manage growth	16%	N=69
Improve affordability (housing, services, lower taxes, etc.)	6%	N=26
Economic development/jobs	4%	N=16
Public safety/police/fire/wildlife	7%	N=31
Senior services	2%	N=7
Government/service improvements	5%	N=23
Community inclusion and diversity	2%	N=9
Other	11%	N=47
Total	100%	N=427

Respondents could write in their own response. The complete set of verbatim comments can be found in Appendix C. Verbatim Responses to Specific Survey Questions.

Table 20: Question 5 with "don't know" responses

What is the single biggest thing (program, service or type of business) the Town of Parker could do to improve your quality of life in Parker?	Percent of respondents	Number
No response/don't know/nothing	25%	N=140
Parks and trails/recreation center/entertainment/open space	8%	N=44
Retail/shopping/bookstore	3%	N=20
Infrastructure to improve mobility (public transportation, bike lanes and trails, sidewalks, etc.)	14%	N=80
More restaurants/grocery stores	10%	N=57
Control/limit/manage growth	12%	N=69
Improve affordability (housing, services, lower taxes, etc.)	5%	N=26
Economic development/jobs	3%	N=16
Public safety/police/fire/wildlife	5%	N=31
Senior services	1%	N=7
Government/service improvements	4%	N=23
Community inclusion and diversity	2%	N=9
Other	8%	N=47
Total	100%	N=566

Respondents could write in their own response. The complete set of verbatim comments can be found in Appendix C. Verbatim Responses to Specific Survey Questions.

Table 21: Question 6

In the last 12 months, about how many times, if ever, have you or other household members done the following things?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Attended a Town Council meeting	86%	N=481	12%	N=69	2%	N=8	0%	N=2	0%	N=0	100%	N=561
Attended a public meeting about Town matters	83%	N=464	15%	N=84	2%	N=11	0%	N=2	0%	N=0	100%	N=560
Watched a Council or Planning Commission meeting online	76%	N=425	20%	N=109	4%	N=20	1%	N=4	0%	N=0	100%	N=558
Contacted Town Council	85%	N=475	14%	N=76	2%	N=8	0%	N=0	0%	N=0	100%	N=559
Volunteered your time to an organization or activity in Parker	61%	N=339	21%	N=115	12%	N=67	4%	N=21	3%	N=16	100%	N=559
Participated in a Town of Parker recreation program	42%	N=235	32%	N=181	16%	N=89	4%	N=24	5%	N=29	100%	N=557
Visited a Town of Parker recreation facility	23%	N=130	27%	N=150	26%	N=145	10%	N=58	14%	N=79	100%	N=562
Attended a Town event	17%	N=95	33%	N=183	36%	N=201	11%	N=61	2%	N=13	100%	N=552
Visited Downtown Parker	2%	N=11	9%	N=48	33%	N=182	26%	N=144	31%	N=171	100%	N=556
Participated in a Town of Parker cultural/arts program	47%	N=258	31%	N=170	16%	N=90	5%	N=27	2%	N=11	100%	N=556
Visited the PACE Center, the Schoolhouse, or attended a concert at Discovery Park	35%	N=197	31%	N=175	26%	N=143	6%	N=32	2%	N=13	100%	N=559

Table 22: Question 7 without "don't know" responses

Please rate the quality of each of the following services provided by the Town of Parker.	Excellent		Good		Fair		Poor		Total	
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	21%	N=117	51%	N=281	19%	N=105	9%	N=51	100%	N=554
Street repair excluding Parker Road/State Highway 83 (maintained by CDOT)	13%	N=74	45%	N=248	29%	N=156	13%	N=69	100%	N=548
Street cleaning excluding Parker Road/State Highway 83 (maintained by CDOT)	24%	N=129	53%	N=282	19%	N=104	4%	N=19	100%	N=534
Traffic enforcement	13%	N=66	42%	N=220	26%	N=139	19%	N=102	100%	N=527
Crime prevention (efforts to keep the community safe)	25%	N=129	47%	N=238	20%	N=101	8%	N=43	100%	N=511
Code enforcement	16%	N=65	50%	N=204	24%	N=100	10%	N=42	100%	N=410
Police response to calls	39%	N=116	43%	N=126	10%	N=30	7%	N=22	100%	N=295
Police listening to residents about public safety concerns	27%	N=77	45%	N=129	17%	N=49	10%	N=30	100%	N=285
Municipal court	26%	N=25	44%	N=42	22%	N=22	8%	N=8	100%	N=97
Parks/trails maintenance	36%	N=187	53%	N=279	9%	N=47	2%	N=10	100%	N=523
Recreation programs/classes/events	32%	N=136	55%	N=238	11%	N=45	2%	N=10	100%	N=429
Recreation facilities	33%	N=157	56%	N=267	10%	N=46	1%	N=6	100%	N=476
Cultural facilities	34%	N=132	52%	N=201	12%	N=46	2%	N=7	100%	N=385
Cultural performances/classes/events	38%	N=137	47%	N=171	12%	N=44	3%	N=10	100%	N=362
Animal control	23%	N=67	49%	N=143	17%	N=50	11%	N=32	100%	N=291
Building and development services (permits, inspections, etc.)	15%	N=38	46%	N=116	25%	N=64	14%	N=35	100%	N=252
Public information	21%	N=97	51%	N=234	23%	N=107	4%	N=19	100%	N=457
Handling resident complaints	14%	N=30	31%	N=65	37%	N=78	18%	N=39	100%	N=212
Working with resident groups to solve local problems	14%	N=26	43%	N=79	27%	N=49	17%	N=31	100%	N=185
Overall quality of services provided in the Town of Parker	18%	N=95	59%	N=308	20%	N=104	2%	N=13	100%	N=520

Table 23: Question 7 with "don't know" responses

Please rate the quality of each of the following services provided by the Town of Parker.	Excellent		Good		Fair		Poor		Don't know		Total	
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	21%	N=117	50%	N=281	19%	N=105	9%	N=51	2%	N=10	100%	N=565
Street repair excluding Parker Road/State Highway 83 (maintained by CDOT)	13%	N=74	44%	N=248	28%	N=156	12%	N=69	3%	N=16	100%	N=564
Street cleaning excluding Parker Road/State Highway 83 (maintained by CDOT)	23%	N=129	50%	N=282	18%	N=104	3%	N=19	5%	N=29	100%	N=563
Traffic enforcement	12%	N=66	39%	N=220	25%	N=139	18%	N=102	6%	N=33	100%	N=560
Crime prevention (efforts to keep the community safe)	23%	N=129	42%	N=238	18%	N=101	8%	N=43	9%	N=52	100%	N=563
Code enforcement	12%	N=65	36%	N=204	18%	N=100	7%	N=42	27%	N=153	100%	N=563
Police response to calls	21%	N=116	23%	N=126	5%	N=30	4%	N=22	47%	N=262	100%	N=557
Police listening to residents about public safety concerns	14%	N=77	23%	N=129	9%	N=49	5%	N=30	49%	N=274	100%	N=559
Municipal court	5%	N=25	8%	N=42	4%	N=22	1%	N=8	83%	N=459	100%	N=555
Parks/trails maintenance	34%	N=187	51%	N=279	9%	N=47	2%	N=10	5%	N=26	100%	N=549
Recreation programs/classes/events	24%	N=136	43%	N=238	8%	N=45	2%	N=10	23%	N=129	100%	N=558
Recreation facilities	28%	N=157	48%	N=267	8%	N=46	1%	N=6	15%	N=82	100%	N=558
Cultural facilities	23%	N=132	36%	N=201	8%	N=46	1%	N=7	31%	N=175	100%	N=560
Cultural performances/classes/events	25%	N=137	31%	N=171	8%	N=44	2%	N=10	35%	N=196	100%	N=558
Animal control	12%	N=67	26%	N=143	9%	N=50	6%	N=32	48%	N=266	100%	N=557
Building and development services (permits, inspections, etc.)	7%	N=38	21%	N=116	12%	N=64	6%	N=35	54%	N=300	100%	N=552
Public information	18%	N=97	43%	N=234	19%	N=107	4%	N=19	17%	N=92	100%	N=549
Handling resident complaints	5%	N=30	12%	N=65	14%	N=78	7%	N=39	62%	N=343	100%	N=555
Working with resident groups to solve local problems	5%	N=26	14%	N=79	9%	N=49	6%	N=31	66%	N=365	100%	N=551
Overall quality of services provided in the Town of Parker	17%	N=95	55%	N=308	19%	N=104	2%	N=13	7%	N=37	100%	N=557

Table 24: Question 8

During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?	Percent of respondents	Number
No	74%	N=410
Yes	26%	N=145
Total	100%	N=555

Table 25: Question 9 without "don't know" responses

If yes, what was your impression of the employee(s) of the Town of Parker in your most recent contact? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Total	
Knowledge	44%	N=65	35%	N=52	14%	N=21	6%	N=8	100%	N=145
Responsiveness	46%	N=68	35%	N=50	11%	N=16	8%	N=12	100%	N=145
Courtesy	56%	N=82	32%	N=47	7%	N=10	4%	N=6	100%	N=145
Overall impression	47%	N=68	33%	N=49	12%	N=18	7%	N=11	100%	N=145

Only asked of respondents who had contact with a Town of Parker employee.

Table 26: Question 9 with "don't know" responses

If yes, what was your impression of the employee(s) of the Town of Parker in your most recent contact? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	44%	N=65	35%	N=52	14%	N=21	6%	N=8	0%	N=0	100%	N=145
Responsiveness	46%	N=68	35%	N=50	11%	N=16	8%	N=12	0%	N=0	100%	N=145
Courtesy	56%	N=82	32%	N=47	7%	N=10	4%	N=6	0%	N=0	100%	N=145
Overall impression	47%	N=68	33%	N=49	12%	N=18	7%	N=11	0%	N=0	100%	N=145

Only asked of respondents who had contact with a Town of Parker employee.

Table 27: Question 10

Which department did you have contact with?	Percent of respondents	Number
Parks & Recreation	28%	N=31
Economic Development	2%	N=2
Community Development	19%	N=21
Cultural	3%	N=4
Town Manager's Office	5%	N=6
Police	18%	N=20
Clerck Office	1%	N=1
Finance	0%	N=1
Human Resources	0%	N=0
Public Works	14%	N=15
Other	7%	N=7
Don't know	2%	N=2
Total	100%	N=110

Only asked of respondents who had contact with a Town of Parker employee.

Table 28: Question 11 without "don't know" responses

Please rate the following categories of Parker government performance.	Excellent		Good		Fair		Poor		Total	
Overall direction of the Town	11%	N=57	48%	N=244	28%	N=144	13%	N=65	100%	N=511
Overall performance of general administration and management	14%	N=55	46%	N=184	30%	N=118	10%	N=40	100%	N=396
Performance of the Town Council	11%	N=39	43%	N=153	32%	N=116	14%	N=51	100%	N=358
Direction the Town is taking with respect to recreation facilities/programming/classes	23%	N=100	53%	N=231	20%	N=88	5%	N=21	100%	N=439
Direction the Town is taking with respect to cultural programming/classes/productions	24%	N=90	50%	N=187	19%	N=70	7%	N=26	100%	N=373
The job Parker does at running local government for the benefit of all the people	12%	N=53	45%	N=195	29%	N=123	13%	N=58	100%	N=429
The value of services for the taxes paid to Parker	12%	N=57	36%	N=172	36%	N=173	16%	N=79	100%	N=480
Parker's Town government as an example of how to provide local government services	13%	N=54	44%	N=176	33%	N=132	10%	N=39	100%	N=401
Being responsive to residents	11%	N=11	40%	N=38	34%	N=32	15%	N=14	100%	N=94
Management of growth and development	7%	N=33	25%	N=123	33%	N=158	35%	N=168	100%	N=482
Effectively planning for the future (management of growth and development, Town services and facilities, etc.)	9%	N=40	29%	N=128	31%	N=135	31%	N=138	100%	N=441
Being ethical and honest	15%	N=48	44%	N=143	31%	N=102	9%	N=31	100%	N=324
Supporting the economic health of Parker	16%	N=65	43%	N=176	30%	N=125	12%	N=49	100%	N=415
Making decisions that support the quality of life in Parker	14%	N=62	40%	N=182	30%	N=135	17%	N=75	100%	N=454
Maintaining public infrastructure (such as roads, bridges, public buildings, etc.) excluding Parker Road (Hwy 83) which is maintained by CDOT	17%	N=88	46%	N=243	28%	N=146	10%	N=53	100%	N=530
Providing access to elected officials	19%	N=49	39%	N=102	32%	N=84	11%	N=29	100%	N=264
Being open and transparent to the public	17%	N=62	38%	N=140	31%	N=114	14%	N=51	100%	N=368
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	N=55	46%	N=127	23%	N=63	11%	N=31	100%	N=276

Table 29: Question 11 with "don't know" responses

Please rate the following categories of Parker government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall direction of the Town	10%	N=57	44%	N=244	26%	N=144	12%	N=65	7%	N=40	100%	N=551
Overall performance of general administration and management	10%	N=55	34%	N=184	22%	N=118	7%	N=40	28%	N=151	100%	N=547
Performance of the Town Council	7%	N=39	28%	N=153	21%	N=116	9%	N=51	35%	N=191	100%	N=550
Direction the Town is taking with respect to recreation facilities/programming/classes	18%	N=100	42%	N=231	16%	N=88	4%	N=21	20%	N=111	100%	N=550
Direction the Town is taking with respect to cultural programming/classes/productions	16%	N=90	34%	N=187	13%	N=70	5%	N=26	32%	N=175	100%	N=548
The job Parker does at running local government for the benefit of all the people	10%	N=53	35%	N=195	22%	N=123	10%	N=58	22%	N=121	100%	N=550
The value of services for the taxes paid to Parker	10%	N=57	31%	N=172	31%	N=173	14%	N=79	13%	N=70	100%	N=550
Parker's Town government as an example of how to provide local government services	10%	N=54	32%	N=176	24%	N=132	7%	N=39	27%	N=145	100%	N=546
Being responsive to residents	7%	N=11	23%	N=38	20%	N=32	9%	N=14	42%	N=67	100%	N=162
Management of growth and development	6%	N=33	22%	N=123	29%	N=158	31%	N=168	12%	N=67	100%	N=549
Effectively planning for the future (management of growth and development, Town services and facilities, etc.)	7%	N=40	23%	N=128	25%	N=135	25%	N=138	20%	N=108	100%	N=550
Being ethical and honest	9%	N=48	26%	N=143	19%	N=102	6%	N=31	41%	N=227	100%	N=550
Supporting the economic health of Parker	12%	N=65	33%	N=176	23%	N=125	9%	N=49	24%	N=127	100%	N=542
Making decisions that support the quality of life in Parker	11%	N=62	33%	N=182	25%	N=135	14%	N=75	17%	N=94	100%	N=548
Maintaining public infrastructure (such as roads, bridges, public buildings, etc.) excluding Parker Road (Hwy 83) which is maintained by CDOT	16%	N=88	44%	N=243	27%	N=146	10%	N=53	4%	N=21	100%	N=551
Providing access to elected officials	9%	N=49	18%	N=102	15%	N=84	5%	N=29	52%	N=287	100%	N=551
Being open and transparent to the public	11%	N=62	26%	N=140	21%	N=114	9%	N=51	33%	N=177	100%	N=545
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	N=55	23%	N=127	11%	N=63	6%	N=31	49%	N=270	100%	N=546

Table 30: Question 12 without "don't know" responses

Please rate the extent to which you agree or disagree with each of the following statements.	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
The Town keeps me informed about community issues and initiatives	29%	N=149	53%	N=275	12%	N=65	6%	N=33	100%	N=522
I am pleased with the overall direction of the Town	21%	N=109	46%	N=244	18%	N=95	15%	N=80	100%	N=528
The Town government welcomes resident involvement and offers ways for residents to get involved	28%	N=114	52%	N=213	14%	N=57	6%	N=24	100%	N=407
The Town gathers feedback from residents on new policies or projects/conducts public processes	25%	N=100	48%	N=194	17%	N=70	10%	N=38	100%	N=402
The Town listens to its residents	20%	N=73	47%	N=171	20%	N=75	13%	N=48	100%	N=367
I consider myself informed about Town of Parker issues and operations	17%	N=89	45%	N=235	26%	N=138	12%	N=64	100%	N=525

Table 31: Question 12 with "don't know" responses

Please rate the extent to which you agree or disagree with each of the following statements.	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
The Town keeps me informed about community issues and initiatives	27%	N=149	49%	N=275	12%	N=65	6%	N=33	6%	N=34	100%	N=557
I am pleased with the overall direction of the Town	20%	N=109	44%	N=244	17%	N=95	14%	N=80	5%	N=26	100%	N=554
The Town government welcomes resident involvement and offers ways for residents to get involved	21%	N=114	38%	N=213	10%	N=57	4%	N=24	26%	N=146	100%	N=554
The Town gathers feedback from residents on new policies or projects/conducts public processes	18%	N=100	35%	N=194	13%	N=70	7%	N=38	28%	N=153	100%	N=555
The Town listens to its residents	13%	N=73	31%	N=171	14%	N=75	9%	N=48	33%	N=182	100%	N=549
I consider myself informed about Town of Parker issues and operations	16%	N=89	42%	N=235	25%	N=138	12%	N=64	5%	N=28	100%	N=553

Table 32: Question 13 without "don't know" responses

How much of a priority, if at all, should the Town of Parker place on each of the following in the next five years?	High priority		Medium priority		Low priority		Not a priority		Don't know		Total	
Transportation (e.g., safe, maintained and improved transportation system for cars, bikes and pedestrians)	62%	N=257	35%	N=146	3%	N=14	0%	N=1	0%	N=0	100%	N=418
Public Safety (e.g., community safety and compliance with Municipal Code/State Law)	76%	N=320	22%	N=92	2%	N=9	0%	N=1	0%	N=0	100%	N=423
Parks and Trails (e.g., safe, and well-maintained parks, trails and landscaped areas, outdoor sports fields/areas)	52%	N=218	42%	N=175	6%	N=23	0%	N=0	0%	N=0	100%	N=416
Open Space (e.g., preserving native plants, wildlife and scenic vistas)	51%	N=211	38%	N=157	10%	N=42	1%	N=3	0%	N=0	100%	N=413
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	35%	N=146	50%	N=210	14%	N=57	1%	N=5	0%	N=0	100%	N=418
Managing Growth and Development (balancing growth with preserving community character, expanding housing opportunity/affordability)	79%	N=335	16%	N=67	5%	N=20	0%	N=0	0%	N=0	100%	N=422
Environmental Sustainability (open space preservation, water use, wildlife conservation, energy efficiency) .	57%	N=238	32%	N=133	8%	N=35	3%	N=11	0%	N=0	100%	N=417
Economic Prosperity (e.g., promoting a thriving business climate and job creation)	48%	N=200	43%	N=179	8%	N=33	1%	N=4	0%	N=0	100%	N=416
Administration & Support Services (e.g., effective and efficient governance)	33%	N=138	48%	N=198	15%	N=64	3%	N=14	0%	N=0	100%	N=414
Arts and Culture (e.g., variety of shows/events, community rental spaces)	17%	N=73	48%	N=200	28%	N=119	6%	N=26	0%	N=0	100%	N=418

Table 33: Question 13 - Priorities

Select which three (3) should be the top priorities for the Town to focus on in the next five years	Percent of respondents	Number
Transportation (e.g., safe, maintained and improved transportation system for cars, bikes and pedestrians)	38%	N=148
Public Safety (e.g., community safety and compliance with Municipal Code/State Law)	54%	N=208
Parks and Trails (e.g., safe, and well- maintained parks, trails and landscaped areas, outdoor sports fields/areas)	30%	N=115
Open Space (e.g., preserving native plants, wildlife and scenic vistas)	22%	N=84
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	13%	N=49
Managing Growth and Development (balancing growth with preserving community character, expanding housing opportunity/affordability)	69%	N=267
Environmental Sustainability (open space preservation, water use, wildlife conservation, energy efficiency)	24%	N=91
Economic Prosperity (e.g., promoting a thriving business climate and job creation)	31%	N=122
Administration & Support Services (e.g., effective and efficient governance)	6%	N=24
Arts and Culture (e.g., variety of shows/events, community rental spaces)	6%	N=24

Total may exceed 100% as respondents could select more than one option.

Table 34: Question 14

How often, if ever, do you get information about the Town of Parker from each of the following sources?	Frequently		Occasionally		Never		Total	
Town Newsletter (Talk of the Town)	62%	N=342	23%	N=127	15%	N=81	100%	N=550
Town website (www.parkerco.gov)	12%	N=65	52%	N=286	36%	N=201	100%	N=551
Text/email blasts from Town	5%	N=21	18%	N=78	77%	N=322	100%	N=420
www.LetsTalkParker.org (online engagement platform)	5%	N=26	11%	N=62	84%	N=461	100%	N=548
Town Social Media (Facebook, Twitter, Instagram)	18%	N=97	25%	N=139	57%	N=314	100%	N=551
Nextdoor.com	21%	N=115	32%	N=174	47%	N=260	100%	N=549
Town of Parker Electronic Message Boards	7%	N=37	29%	N=160	64%	N=347	100%	N=545
Event banners on Town lamp posts	17%	N=92	57%	N=314	26%	N=142	100%	N=548
Other Town mailings (postcards, letters, etc.)	15%	N=65	52%	N=218	33%	N=140	100%	N=423
Community appearances (pop-up events, Farmer's Market, etc.)	15%	N=62	56%	N=237	29%	N=122	100%	N=421
Attending government meetings in person or watching online	1%	N=6	20%	N=107	79%	N=435	100%	N=548
Neighborhood organizations	6%	N=35	26%	N=141	68%	N=372	100%	N=549
Homeowners' Association (HOA) or Community Manager	13%	N=57	39%	N=165	48%	N=203	100%	N=425
Word of mouth	23%	N=125	58%	N=318	20%	N=108	100%	N=551
Newspaper (Denver Post, Parker Chronicle)	23%	N=128	33%	N=184	44%	N=241	100%	N=553
Television/radio	3%	N=15	28%	N=153	70%	N=387	100%	N=555

Appendix C. Verbatim Responses to Specific Survey Questions

Following are verbatim responses to the open-ended questions on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. The responses are grouped by category and are in alphabetical order.

Question 3: Which single characteristic do you like most about living in Parker? (Please check only one.)

"Other" responses.

- Already own my home , otherwise I wouldn't be able to afford it.
- Because Parker is an HOA community and has standards Denver and Aurora do not.
- Churches.
- Community events.
- Conservative in our policy & politics compared to the rest of colorado
- Conservative with few liberals.
- Convenience to everything within five miles.
- Diversity
- Driving is risking your life here. We have lived here 40 years gone down hill. The choices that have been made on development is poor. Allowing the same business is out of control. Banks, car washes, Mexican restaurants ,liquor stores and il salons. Why do we have 3 second hand stores within a mile of each other? (goodwill, Salvation Army, ARC). What used to be a quiet safe town is now crazy busy and the persolly have been affected by its increasing crime.
- Far from denver
- For a suburb, pretty decent shopping, a restaurant & not "chainy" feeling.
- Housing is slightly more affordable than other parts of Denver area; however, the housing both rent and purchasing a house is insanely high
- I live on a dead end right next to the Cherry Creek open space (34 arces). I avoid traveling on the roads from [?] rush hr.
- I moved here when it was smaller, less traffic, what i wanted.
- It used to be a nice place when we arrived 1991. The emphasis was on open space. Not anymore.
- It's got everything you need
- IT'S PRETTY BUT RACIST & DISAPPOING.
- Medical accessibility.
- Mostly new & clean.
- My church
- Overall conservative no marijuana sold here.
- Parker had the hometown feel when we moved here 10 years ago. Growth is expected but to have car washes, dentists and commercial restaurants built on every small parcel near family neighborhoods and schools is ridiculous. It would have been nice to expand on downtown Parker extending the walking/small business experience to side streets and over Parker Rd (Hwy 83). Parker growth was approved by a board that was more interested in building/commercial revenue and just fell into bad planning for growth of a small town.
- Peacefulness
- Please don't become a liberal sanctuary. Liberal values are destroying Colorado. Keep parker RED!!!!
- proximity to DIA airport
- Restaurant choices
- Safety
- Small town, used to be.
- Small town.
- TAXES TOO HIGH.
- Used to be hometown feel & safety. No longer.
- Walking trails / open space.
- Was fabulous when we moved here. Definite decline in desirability over last 5-10 years. Stop building apartment.

Question 5: What is the single biggest thing (program, service or type of business) the Town of Parker could do to improve your quality of life in Parker?

Control/ limit/ manage growth

- Control rapid growth
- Curb development - land is being eaten up by high volume housing developments or repetitive big box/chain stores. Another rec center needs to be built as well. Traffic on Parker Road is ridiculous most days.
- Don't wait for 24/7 gridlock to control growth!! Traffic is horrendous, including 83
- Enforce residential zoning laws home v boarding house
- Fewer banks, fewer housing, it's starting to get congested. More interesting shops. More restaurants, more diverse choices for restaurants
- Get back to the hometown feel. It's becoming too crowded and loud to enjoy downtown.
- Implement a moratorium on the construction of multi-family housing and limit new residential construction to 2% growth.
- Less construction
- Limit development.
- Limit new housing and growth
- Limit the amount of new homes built
- Make sure number of new builds doesn't impact current quality of life
- Mandate _quality_ growth. These new houses are poorly built and the builders are basically con artists.
- More well thought out growth
- New home streets are too row and major thoroughfares do not appear to be keeping up with development.
- Not allow major traffic companies to build within a housing development. Putting a 7-11, McDold's, Les Schwab tires and Duncan donuts in a subdivision with an elementary school has caused insane amount of traffic and lessens the traffic quality of life in that division
- POPULATION GROWTH LIMITS - (like City of Boulder, CO)
- Preserve the ranching community on which Parker was established.
- Purchase more land to preserve and stop development of high density housing
- Quit approving shitty housing and create planned upper middle income.
- Shopping mall, slow down growth it's losing hometown feel.
- Slow apartment development, increase restaurants.
- Slow down apartment buildings, higher presence of police on Parker road to keep speeds down
- Slow down building and make quality choices (no more fast food, car washes, storage places, etc).
- Slow down building, Traffic & Safety
- Slow down development of multi family apartments.
- Slow down growth of multi family dwellings. Open spaces are being taken up every day, and the charm of living here is quickly decreasing. Right when we moved here mega powerlines went up. We got a corner on the market now, but it won't be for long.
- Slow down growth.
- Slow down home builds.
- Slow down new construction and population growth
- Slow down on the housing and population growth.
- Slow down out of control growth and build infrastructure to support sustainable growth accordingly
- Slow down the building of multi-dwelling housing options. Too many people packed into our community.
- Slow down the growth
- slow down the growth and all the building of homes and apartments, it is out control.
- Slow down the growth and don't put places like in and out right in Parker rd.
- Slow down the growth, thereby reducing traffic. Petition State to relocate Highway 83 to east.
- Slow down the growth! Where is the water coming from?
- SLOW DOWN!!! Not every little inch of Parker has to be developed, paved or go so high it blocks everybody's view of the mountains!
- Slow growth
- Slow growth
- Slow the approval/growth of multi-family dwellings, population density becoming to high, road infrastructure not sufficient.
- Slow the housing growth! We are losing our hometown feel.
- Slow the unthoughtful growth!! Move Parker days!

- Slow/stop construction of more high density apts.
- Stop all the housing and all the stupid expansion in downtown. Stop all the stupid sidewalk work on Parker road. Whose in charge of all this crap, listen to the people.
- Stop allowing building everywhere. Traffic is congested. This town was not built for the mass influx of people Parker has experienced. Stop allowing commercial buildings to be built in neighborhoods.
- stop allowing housing & businesses to build without adequate parking. Parker is too spread out to be a walking community.
- Stop blocking off all the roads at the same time
- Stop building
- Stop building
- stop building and focus on open space
- Stop building apartments! Require developers to offer more diverse home architecture and more open space.
- STOP BUILDING APARTMENTS!!!
- Stop building high density housing, our roads and businesses cannot support this influx of residents.
- Stop building homes, apts., etc.
- Stop building housing without stores and restaurants to support it.
- Stop building large scale Apartment complexes
- Stop building on every open space we still have left!
- Stop building so much in downtown Parker, especially multi story buildings
- Stop building subdivisions
- Stop development, stop growth, stop apartments and housing being built. Just stop.
- Stop high density rental housing; recreate design esthetic of old town parker.
- Stop new home construction
- Stop population growth.
- Stop taking the small town feel away by developing every piece of open land for housing
- Stop the excessive growth.
- Stop the growth the small town is no longer here but been here since 1985
- STOP THE GROWTH! MAINTAIN PARKER AS PARKER!
- Stop the over development.
- Stop the unbridled and thoughtless growth!
- Stop w/ all the housing developments, Parker is losing its hometown/small town feel.
- Stop with the high density developments. All 3 of the develops around main street are going to add huge population numbers. Along with that comes more traffic on already crowded roads, and obstruction of views. Many people have lived here for years due to the lack of developments and it seems that no longer matters. It seems that we have to fill every vacant lot with a high density developments, something I don't understand nor care for.
- Stop working on all of the roads all at the same time
- Too many apartments are detracting from the hometown feel
- Too many apartments, not enough choice of restaurants
- Too much growth
- Too much growth & too many apts/condos. Brings down the value of Parker. Too many fast food restaurants. Our roads & sidewalks are all run-downed! Also not enough schools for all the students.
- Too much growth too fast! The amount of housing and people being added to the town cannot accommodate the roads we have. The amount of traffic in Parker in the last 3-4 years has increased too much! We keep adding apartments but no additiol roads, our community cannot sustain this growth. With that, comes a lot more people and our current schools cannot keep up with how many new families are being added to our community.
- Unfortunetely, Parker has now become "apartment-ville" and has lost any charm it once had. It's already negatively impacting the reason we moved to Parker over a decade ago. And shoehorning too many new apartments and retail into small spaces. Parker Road, already very busy, will become a nightmare with this shoehorning of apartments, retail, etc.
- Watch the low income housing that came into the Stroh Ranch area- limit the build.
- Way too much construction.

Infrastructure to improve mobility (public transportation, bike lanes and trails, sidewalks, etc.)

- Aggressive drivers make it dangerous for everyone on the road. We need MUCH more police/traffic rules enforcement to improve the safety of roads for everyone.
- Alternative transportation - 2hr wait for Uber/Lyft is bad.
- Alternative of hwy 83
- Better access to Mainstreet and more FREE parking; improve the pedestrian alley on both sides of Parker Road at Mainstreet
- Better monitoring of the Cherry Creek trail fast bikes dogs off leash & not cleaning up.
- Better planning of main street - more walkable w/a lot more shops/restaurants instead of offices.
- Better public transit within the city.
- Better sidewalk path maintenance + cleanliness & less \$ on landscaping.
- Better transit
- Build more roads prior to building more homes, etc.
- Bus service for school children (year round).
- Bus service to airport and back to Parker.
- Collaborate with RTD to expand the bus system in Parker. Very few buses run in Parker, and with the addition of the new Ridgeway Parkway station buses could be routed there from Parker to provide easier access for all residents to the greater metro area without the use of a car.
- Continue traffic enforcement of Parker Rd.
- Crack down on traffic violations. Speeding and Red Light Running is out of control.
- Ease traffic, stop building more homes.
- Enforce speed limit on Main St. west of Jordan Rd.
- enforce speed limits
- Enforcement of traffic laws.
- Enforcing pedestrian traffic laws and installing cross walk blinking lights at schools. Maintenance of sidewalks in winter.
- Enforcing traffic laws. Red light running, speeding all roads and especially residential. On te' in Stroh Ranch placing either stop signs or elevated (speed bump) crosswalks
- Expanding roads looks to be impossible.
- Fix potholes in parking lots, better mass transit, stronger penalties for retail theft.
- Get light rail extend to Parker. Provide consistent public transportation. Lure large corporations to the 470 area with it.
- I believe making Parker much more walkable or bike friendly.
- I'd love for there to be a town bus system because sometimes parking downtown is a hassle, but that's about it
- Improve road safety
- Improve roads and transportation to reach the freeways and Rtd service. Develop more shopping stores. Focus more on parks and fun activities for kids.
- Improve traffic flow downtown
- Improve traffic flow.
- Improve traffic on main roads
- Improve traffic situation
- Increase traffic capacity.
- Increase walkability / public transportation options to get to Main Street / shopping centers
- Increase walkability. The infrastructure exists but there needs to be more enforcement of aggressive driving. A minority of drivers and cyclists are downright hostile to walkers.
- Infrastructure
- Install stop lights on Parker Road that handle traffic better
- Less road work all at once
- Less traffic, improve road system
- Lessen traffic
- Level everything along Parker Road and start from scratch. From one end of the town to the other is an eyesore.
- Make it more walkable on the southern end of Parker and have more dining and entertainment options
- Make Parker a bike-friendly community. Well-defined bike lanes and roads that are wide enough to accommodate bikes. More road signs and instructions to motorists. Install more bike-lock racks across the community, especially around strip malls. They are very hard to find.
- More buses. For those who don't/can't drive.

- More enforcement for aggressive drivers/speeding
- More options for public transportation closer to neighborhoods.
- More parking opportunities and better traffic with all the growth happening
- more walkable businesses and downtown development with less cars
- More, safer bike & pedestrian bridges and/or underpasses over/under Parker Rd and other major roads. Encourage more to not use cars.
- Parker road enforcement of running red lights and speeding south of Hess.
- Parker Road is too busy. Make Parker Road look better, it is falling apart, add more trees along the road, redo the center medians so they are higher and have some type of trees in the middle. Going through Parker is a highway, make it look like a community you want to stop in and see Parker and where people want to stop because it brings that hometown appeal. Right now it looks barren in many spots going through Parker...and this is the first impression as you drive through if coming from Colorado Springs up into Aurora...make people want to stop and explore our Parker "Town."
- Parker's growth has exploded the transportation system without increasing major arteries to avoid downtown, as an example.
- Please improve the traffic flow of the city. Even something as simple as synchronizing the lights would be a huge improvement!
- Provide enough parking to go with retail/biz & widen streets.
- public transportation within the town
- reduce car dependency, increase walkability
- Roads and traffic
- Specifically, traffic on Mainstreet between Parker Rd and Pine Dr needs to be completely re-evaluated, with all due respect to the work recently done. That stretch probably needs to be ONE WAY, eastbound, with the ability to come off Main, and into Portofino's, or onto Victorian, or continue through. The outdoor seating vibe for Black Haus, Fika, Parker Garage, Baskin Robins, and parts of O'Brien Park is not calm, welcoming, or inviting- entirely due to traffic. (Extra loud mufflers, honking, smelly exhaust, safety issues as a line of cars are stuck in the middle of Parker Road waiting to get onto mainstreet, and lots of "points of conflict" between cars / cars and cars / people with all the left turns against traffic being allowed on this stretch of Mainstreet, etc.). Hopefully, this idea has already been considered. I can't think of a more agreeable solution. However, the current situation will get worse than it already is when the multi-use complex is finished near Mainstreet and Pine. It is an unfortunate fact that must be addressed. The sooner the better. IMO, and thank you for asking.... I've been thinking about this for a while. lol
- stagger road construction and repair.
- The roads can not handle the volume of cars.
- Time the changing of traffic lights through town. Many are way too long. Just get them synched up so the traffic flows.
- Town needs to be more pedestrian friendly
- Traffic - esp. construction during & busy times.
- Traffic enforcement
- Traffic is an issue but the lack of coordination in construction work makes life difficult and often causes huge traffic issues especially when work is done on all the major roads at the same time.
- Traffic light coordination.
- Traffic management
- Traffic support
- TRAFFIC! UNREAL!
- Traffic.
- TRAFFIC.
- Transportation for those with disabilities.
- Transportation to and from light rail and [?] Parker.

More restaurants/ grocery stores

- Better restaurants
- A wider variety of restaurants we are constantly driving to Castle Rock lone tree + Park Meadows area to eat!! Parker already has 4 McDonalds. We don't need another at Stroh + Parker Rd!! Please consider: Einsteins bagels, Cava, Newk's, Jason's Deli, Rock Bottom brewery, Le Peeps.
- Add a Whole Foods
- Add more small restaurants (not fast food or chains)
- Another grocery store on the south side of town

- Attracting more independently owned restaurants
- better and more restaurants
- Better grocery options at Parker & Stroh, the king Sooper is awful.
- Better non-chain restaurants, less gas stations and car washes
- Better restaurant choices.
- Better tasting food
- Bring in a whole foods + no more storage units or Mc Donald.
- Butcher (store similar to Tony's Meat Market)
- DEVERSIFIED RESTAURANTS.
- Different restaurant options
- Food restaurants
- Food variety, latin, asian, etc
- Good restaurants
- Grocery store - chambers & no parker days.
- HIGH-END RESTAURANTS.
- I have a lot: but here are 6: 1. Attract more discount grocery store brands like an Aldi or discount grocery outlet;
- 2. increase number of parker lot spaces allowed for new businesses - the current one is not sufficient - for example; parking around the Ascent on Main Hotel is horrible (who approved that fiasco?); 3. attract more shopping options in general - because now I usually end up going to Castle Rock or Lone Tree to shop for the variety of options they provide; 4. city needs to plan road repair/construction timing so they don't all appear to happen at the same time. 5. Biggest Issues for us seniors with a handicap placard: For community events increase the number of temporary designated handicap parking spaces near the events until the event is over. We seem to always find the limited amount of the permanent handicap spaces taken and then we end up not going because my handicap husband can't walk far. 6. Though I know the town may not have much control but area businesses need to increase the allotment of handicap parking spaces too.
- I would like to see more diverse restaurants opened.
- Improved downtown development with better restaurants
- Italian and Chinese restaurants.
- less chain restaurants, more small business restaurants, less car washes, why so many car washes!?
- Listen to what the people want instead of making decisions and then asking for input that will never be heard.
- Local (non franchise) restaurants
- More diverse dining options.
- More family oriented restaurants.
- More grocery store
- More grocery stores, quality restaurants, and family friendly places like parks, splash pads, activities for the kids.
- More higher-end restaurants and less chain restaurants, Mexican restaurants, auto parts stores and banks/credit unions. We need more business/restaurant diversity.
- More independent restaurants and shops. Restaurants for adults who would like a meal without enduring screaming children.
- More local restaurants
- More local restaurants / less big restaurant chains
- More non-chain restaurants
- More restaurant choices.
- More restaurants
- More restaurants + dessert related companies.
- More restaurants for families.
- More restaurants
- MORE UPPER-END RESTAURANTS- NO MORE CHAIN OR MEXICAN RESTAU. NO MORE BANKS OR AUTO PART STORES. NEED MORE BUSINESS DIVERSITY.
- MORE VARIETY OF RESTAURANTS.
- More/better restaurants and coffee shops close to new neighborhoods to improve sense of neighborhood community. Many of us work from home as remote employees and would like the ability to periodically work someplace other than home, have coffee with neighbors, and make friends. More diversity than burgers and bar food.
- Non-chain, higher end restaurants! No more fast food/low end chain establishments!

- Offer more variety of restaurants, entertainment, opportunities for family functions outdoors, dog parks, and safe, fun things for teens to do or attend in Parker (STOP with the banks, dentist offices, and gas stations!).
- Parker needs more (non-chain style) upscale restaurants
- Parking in town is near non-existent, not sure why we keep building car washes and banks. More mom and pop restaurants vs large chains would be nice.
- Restaurant variety.
- Restaurants / shopping - no more car washes!!!
- Restaurants and breweries, a more robust downtown area
- Some upscale dining.
- There are not enough nice restaurants in the Parker area. There are some chains, but no mid to upper finer dining available. Really wish there were a better variety of dining options.
- Unique non-chain dining
- We need more high quality restaurants (ie, steak and seafood).
- Whole Foods
- Whole Foods
- Whole Foods store

Parks and trails/ recreation center/ entertainment

- (1) Additional town facilities for dance & music gatherings (2) Varied cultural outlets ie: small theatre, sculpture garden art gallery, ethnic music etc.
- A large park with green grass and trees for community gathering/recreation.
- A movie theater just like the one at Southlands
- Another indoor swimming pool
- Better balance between growth/progress/revenue and maintaining open spaces, lower population density & general overcrowding.
- Better parks. Castle Rock has multiple parks, outdoor workout facilities, etc. The incline is a nice start. We also need better flow of traffic. Parker Road and Lincoln are really the only major arteries. There needs to be better planning. We are due for another Rec Center on the south side of town. Aurora residents sign up and take half the spots at the Rec Center for kids activities. Lastly, it seems like every other business is an Auto service/parts business. We should incentivize companies to be based in Parker. There is so much talent it could be a mini Tech Center if there were tax incentives to be based in Parker. Crazy that Parker Water is so expensive until you realize how much money they spent on their new headquarters. Totally unnecessary splurge on a facility. Property taxes increased way too dramatically in one year in 2023. This was out of control. Property tax should never increase more than 5% in a year let alone 40%+.
- Continue to increase trails and open space in the community. (PS - The Parker Chronicle is not delivered to my neighborhood anymore. I used to get a lot of information about Parker from that publication.)
- Designate a sizable chunk of land as a rural park, state park, or something similar.
- Higher quality recreation
- I believe we need another large park and place for people to congregate other than the one on Mainstreet as it is attracting too large of a population. The park is difficult to enjoy due to the number of people.
- I think there could be important with weed and pest control on trails and parks.
- I think we need a Community Center in downtown Parker where we can take affordable adult dance classes (and have dance parties), take adult education courses (like CPR and retirement classes), and where people can rent a space to celebrate events. You could have a police substation on one side of the building. We just need a place to connect that's free and would be a community hub. It would be nice to have it on a bus line and offer a community billboard.
- Keep open space - encourage good restaurants (not fast food) no more banks, car washes...
- Make Recreation center fees as part of HOA like highlands ranch
- Me and my spouse have looked at joining the rec center, but there seems to be limited evening fitness based classes for persons who still work an 8-5 job.
- More baseball fields
- More bigger parks besides O'Brien Park
- More community playgrounds/pools with shade
- More kids-oriented places/businesses
- More nightlife options.
- More open space.
- More parks

- More parks that are the correct size for the current population and growth expectations AND pace building projects further apart so it's not everything all at once AND give better thought to aesthetics (i.e. - doesn't make sense building another building in front of an existing one like what's planned for the PACE center)
- More Recreation activities for people of all ages.
- More recreation. Parker needs another rec center, as well as more trails. Hopefully, Reuters Hess will open soon and provide additional recreation opportunities.
- More remote locations for indoor adult fitness activities
- MORE SPORTS COMPLEXES FOR YOUTH SPORTS BASEBALL/SOFTBALL.
- More trees, better landscaping, restrict parking overnight in streets
- New Senior center and more access to public transportation
- Number of Recreation facilities
- Offer aqua zumba classes at Parker rec on a regular schedule.
- Offer facilities/things to do for teens and ways to embrace cultural/identity diversity. Teens visiting Parker Library have demonstrated interest in seeing an increase in the limited community offerings for them. I want to see the Town welcoming people of all cultural backgrounds.
- OPEN NESS RESERVOIR FULL TIME FOR RECREATION.
- Places for kids
- Public Golf course!
- Public Golf course.
- Public, low cost golf course, driving range, Facebook pages to find people to play Tennis, Pickleball, Golf.
- Roller skate rink, entertainment for teens, outdoor ice skating
- Sign a reciprocal agreement between Parker Parks and Recreation and South Suburban Parks and Recreation to share facilities and "residency status" for Parker residents.
- State of art pool
- We need at least one more recreation center OR 2
- We need one more recreation center
- Wish we could add an indoor ice rink!

Retail/ shopping/ bookstore

- Additional shopping/food variety, greater retail/food diversity.
- Another target, grocery store, walmart, more public schools.
- Better quality of new businesses - family friendly. We don't need more banks, carwashes 7-11's.
- Bring additional retailers like TJ Maxx or Ross
- Clothing stores or a Mall
- Clothing stores.
- Develop Pine Curve with mixed use retail, dining, and amenities
- Get rid of * business in downtown Parker and put in curio stores and other small stores that sell things people can use, and affordable. Most items in downtown are very expensive. Why not a cute antique stores? Stop the car washes, pizza parlors, and tire stores. We are being drowned by those kinds of businesses. It would be nice if we could see Parker as a town instead of a "city". Design Parker for the individual instead of pushing these ugly buildings being put up much too quickly so the tax base is being increased. Our property taxes are obscene. It feels that we are trying to be a mini large city. We aren't. How about putting outside amphitheater and have speakers that would appeal to all ages. I think there are some words advantages for kids and families, but if one is not part of that classification there really isn't much to do.
- Higher end shopping stores (grocery, clothing, home)
- Less chain stores more small business owners, especially restaurants and their promotions as such
- Maintain local retail options
- MALL.
- Marketplace (individual owned shops in a group together like a shopping or strip center)
- More diversity of new businesses.
- More retail & fast food on the south end.
- More retail and restaurant options
- More retail and restaurants
- More retail stores.
- More shopping (brick and mortar) men's and women's clothing.
- more shopping and retail establishments
- More shopping centers & restaurants.

- MORE SHOPPING DOWNTOWN.
- More variety in new businesses. No more car washes and banks
- Small enclosed mall
- You are doing it by bringing in more shops, restaurants and living properties

Improve affordability (housing, services, lower taxes, etc.)

- Affordable housing
- Affordable housing
- Affordable housing
- affordable housing for young families
- AFFORDABLE HOUSING, TRAFFIC.
- Affordable housing.
- Cost of living is absolutely atrocious. We're leaving summer of 24 due to astronomical and ridiculous costs imposed on us for absolutely no reason. This place has become an absolute embarrassment.
- COST OF LIVING, HOUSING OPPORTUNITIES.
- Drop of food tax
- GET RID OF THE GROCERY TAX.
- Housing costs
- Lower cost of living
- Lower cost of living
- Lower housing costs
- Lower rental costs.
- Lower taxes
- Lower Taxes
- More condos/townhouses for first time home buyers to avoid rising cost of renting
- More opportunities for residents 60+ to afford prices.
- Offer more housing options that are actually affordable for regular people. It is nearly impossible to survive as a single parent.
- Provide greater diversity in housing options
- Quality affordable senior living.
- single family home development for seniors (such as HEB, Inspiration Aurora)
- Variety of affordable housing.

Public safety/ police/ fire/ wildlife

- Additioal police apprehension of crimils and increase in jail time.
- better police dept
- crack down on robbery and other crimil activity in neighborhoods. investigate reports on social media about theft or cars or house break ins etc.
- Enforce noise ordinances (in terms of vehicles) & speeding / racing.
- Enforce safety on trails; cyclists to know rules.
- Get rid of the good old boy chauvinistic Police department that sends 20 cars to the slightest events and are biased against women. Regulate the disgusting behavior of Parking Towing company that works hand and hand with the Police department and treats folks very poorly, kidps your property and charges excessive money with police support. Get rid of all the people living in their cars and makeshift RVs in shopping parking lots. Have more things for children to do, this community is filled with drugs and under age drinking. We call that jump zone place for children, DRUG ZONE. School systems are terrible. I have raised three daughters in this community and they all had terrible bullying experiences at Chaparal. SRO Deputy Savage hangs around little girls like a creepy pervert or Woke teachers without real teaching certificates oversharing with our children. DOUGLAS county teachers need to be drug tested MANDATORY. We pay so much money in taxes and the teachers are doing drugs, WITH NO TEACHING CERTIFICATES OR TEACHING EDUCATION. The taxes are outrageous. When I first purchased my home on 2007 taxes were approximately \$2200 - now just shy of \$7K and people park unregistered vehicles all over my neighborhood in Senderos. Still trying to figure out how the last builders Meritage legally changed the me of our community without even an HOA meeting or vote. The town does not regulate the rules to not park within 5 feet of a driveway our streets are too rrow. Our community streets were not designed for vehicles to park on both sides of the street, they are too rrow. Lots of poor civil engineering. We cannot wait to get out of here. 60K + people and the driving is absolutely terrible. The street construction goes on forever. So tired of it.
- Get the Parker police to patrol Chambers Road and Hess Road before someone is killed due to excessive speed.

- Increase safety
- More patrol of Police, Re pave all roads and business parking lots. Erase graffiti
- More police
- More police patrolling Parker Rd. for speeding and red light running.
- More police to protect and continue to keep our town safe and sound.
- More police; more parking.
- Parker Police could get some more boots on the ground. Driving here is atrocious. Parker has the worst drivers of anywhere we have ever lived. California was not this bad.
- Police doing their job
- POLICE PATROLS IN NEIGHBORHOOD. PARKER UNSAFE TRAFFIC LAWS NOT ENFORCED.
- Police presence downtown and especially O'Brien Park. Cops walking the area and being with the public would be welcomed. Police volunteers walking and driving areas would be great.
- Safer streets - traffic light & stop sign enforcement.
- Safety
- Safety! Keep illegals migrants away from my community.
- Service: Have the Parker PD concentrate on drivers who are using their phone and drivers who run red lights. The number of these is STAGGERING! Police catching drivers doing 45 in a 40 doesn't help anyone or solve safety issues.
- Stand behind it's residents in dealing with the local airports' noise and environmental pollution - which IS a PUBLIC HEALTH ISSUE! - rather than repeating, word for word, the airports' sound bites for them.
- There's nothing you can do about this - but the crime rate is rising and its only going to get worse.

Government/City service improvements

- A homeschool library. The regular library is fantastic, but a separate library where homeschoolers can go to check out curriculum, educational extras (like microscopes, chemistry beakers, etc), and create more ability for homeschoolers to have community.
- Accessible library, schools, rec centers and shops near new developments.
- Accessible recycling
- Better Planning
- Better variety of arts programs
- Bring back the 4th of July event at Salisbury park.
- Build neighborhood schools to accommodate massive growth in South Parker. This would create more of a community and sense of belonging, as those of us who live in the new developments have to go to other established neighborhood schools and are not really part of the community.
- Build on any strip of land just to get taxes overdevelopment!! Property taxes on businesses crush small businesses.
- Build sidewalks to keep it all connected!
- Bulk Trash Pickup without an extra charge.
- Community College
- Have a LOCAL health department that will control trash/garbage behind and around restaurants and businesses.
- Increase the number of festivals or events that don't cost a lot to participate.
- Invest more in our schools and teachers - our children and families drive the town and its future, not to mention its community feel
- It's pretty nice here. Not too big, not too small. It's growing quickly which means others are attracted here as well. Water for all those people is probably the single biggest issue. So, perhaps another reservoir like Reuter-Hess.
- More festivals- cultural, holiday, seasonal etc and better parking to attend
- More Free recreational activities for children
- Museums
- Pass + enforce more environmentally friendly laws - water conservation!
- Street Dept. to coordinate with HOA's to not do street sweeping in neighborhoods on trash pickup day.

Economic development/ jobs

- Attract a major employer. See Lone Tree with Charles Schwab.
- Bring high quality jobs
- BRING IN BUSINESSES OTHER THAN CAR WASHES, BANKS, OR MEXICAN RESTAURANTS WE HAVE ENOUGH OF THOSE ALREADY.
- Business growth/opportunities

- Higher wages to match cost of living in Douglas County.
- More business infrastructure, also a town vision like castle rock. Please stop letting things like public storage put up a 3 story building in a residential area.
- More job opportunities for teens + young adults.
- More job opportunities.
- Offer FT employment with decent wages
- Recruitment of new and LOCAL businesses, specifically more options for dining establishments.
- Tech industry jobs
- Tech jobs
- The main downside of Parker is the distance from jobs. Commuting to downtown Denver is simply too far, and few businesses are nearby. The closest is Meridian. We also have limited restaurant options compared to areas closer to Denver. We have only 2 Italian restaurants, 1 Mediterranean, etc. Some places charge downtown Denver prices but the quality isn't there. More variety would be nice
- Work!

Senior services

- Availability to get to senior activities and medical appointment.
- More information resources for senior adults.
- More services for retirees
- More support of services for seniors
- Offer senior activities after normal working hours. I am not available @10:00 am on a Tuesday (or any weekday).
- Provide free training for seniors looking to continue in technical job market.
- Robust, modern, affordable sr. center to serve the masses not the few
- Senior activities.
- Senior programs/especially senior friendly performance at pace.

Community Inclusion and diversity

- Acceptance of diverse backgrounds and culture and people.
- Be more inclusive
- CULTURAL SENSITIVITY TRAINING.
- Demonstrate acceptance of diverse communities.
- Establish more diverse and inclusive groups or programs.
- More brown owned businesses. Parker isn't just for anglos
- More support & services with/for people that have disabilities.

Other

- 7 brew coffee and more community days!! Even more open opportunities to volunteer and have kid volunteers. Also the O'Brien park turf is EXTREMELY hot. My kiddo fell on it and started screaming. Maybe take a look.
- Better quality water would go a longway!
- Champion Christ and faith.
- Dispensaries
- Don't turn us into the next Aurora. Don't bring in low income housing. Don't allow panhandlers.
- Elect a new mayor (to replace the current egotistic political hack) who will actually work with Council to address the real issues that are deteriorating the quality of life in the Town, and not merely preen himself.
- Expand downtown core
- Fewer bars on Mainstreet. Stop with the fastfood places!! Attract businesses that make a difference that contribute to the betterment of our community. Parker is one big strip mall, a second tier Highlands Ranch.
- For God's sakes - no more Mexican restaurants, fast food restaurants, car washes, car services, or credit unions/banks. It's sad and ridiculous what goes into this town. Speeders and people running red lights is killing people. Crime is getting out of control. Parker is not what it used to be. Will likely move.
- Gigabit fiber internet throughout the city
- Home growth out pacing number of schools
- I have lived here 15 years, and never seen a new school be built.
- Include me in more public events
- Keep the homeless off streets / bike path.
- LESS GAS STATIONS, BANKS AND FAST FOOD!
- less small mall-ils, liquor stores, etc.
- Mental Health Support

- Metro district accountability
- New Sam's Club
- No more Car Wahes on Parker
- Non chain restaurants. No more fast food.
- Non fast food restaurants
- Not allowing any more car washes or dentists. They are on every corner.
- Not specifically for me - water conservation.
- Parker is already doing a lot better than most cities. Perhaps it would be keeping panhandling, homelessness in check. I liked a sign I saw recently in Aurora about stopping panhandling and doting to homeless support causes in the city instead. It was posted at intersections known for panhandling. I thought it was a smart way to redirect panhandlers and also to let people know that there's a better way.
- Please no more gas stations, storage units: ugly modern buildings.
- replace Railbender Park outhouses with toilets that flush, ie hooked up to the wastewater system.
- SAME CLUB.
- Same type of business & less of the services over & over! [?] much of the same things.
- Spruce up old business buildings.
- Stop the illegal random fireworks throughout the year. Don't allow it, and enforce the ban!
- Stop with so many chain businesses
- stop with the big chains and encourage local businesses. Pine curse should be made into a park with a lake where the draige is- local restaurants/bars nearby
- The sketchiness of cottonwood
- Upgrade our downtown like Castle Rock did.
- Urgent (right at Pine Dr & Summerset).

Nothing

- Does not need improvement.
- Don't know
- I cannot think of anything at this moment.
- I don't know.
- I feel Parker has a variety of different programs, services and businesses.
- IDK
- None
- None
- None that I can think of.
- Not at this time.
- Not sure
- Not sure
- nothing
- Nothing

Appendix D. Comparisons of Select Questions by Respondent Characteristics and Geographic Area

For ease of comparison between subgroups, most of the questions show summarized responses for only the proportion of respondents giving a positive answer; for example, the percent of respondents who rated an item as excellent or good.

The subgroup comparison tables contain the cross tabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations.

For each pair of subgroups that has a statistically significant difference, an uppercase letter denoting significance is shown in the category with the larger column proportion. The letter denotes the category with the smaller column proportion from which it is statistically different. Differences were marked as statistically significant if the probability that the differences were due to chance alone were less than 5%. Categories were not used in comparisons when a column proportion was equal to zero or one.

Items that have no uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different.

Comparisons by Respondent Characteristics

Table 35: Quality of Life Ratings Compared by Respondent Demographics

Please rate the following aspects of life in Parker. (Percent excellent and good)	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Parker as a place to live	93%	89%	87%	97% B	87%	90%	86%	91%	89%
Your neighborhood as a place to live	91%	89%	87%	90%	88%	84%	87%	93% A	89%
Parker as a place to raise children	92%	88%	88%	96% B	88%	86%	88%	92%	89%
Parker as a place to retire	73% C	64% C	52%	77% B	56%	70% C	58%	53%	61%
Parker as a place to work	66%	52%	56%	70% B	55%	64% B	43%	63% B	58%
Your overall quality of life in Parker	88%	89%	85%	88%	86%	86%	83%	89%	86%
Parker as place to invest or open a business	77% B C	50%	46%	58%	55%	68% B	49%	54%	56%

Table 36: Quality of Life Ratings Compared by Respondent Demographics

Please rate the following aspects of life in Parker. (Percent excellent and good)	Sex		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Parker as a place to live	91%	90%	96% B C	87%	88%	91%	84%	90%	90%	89%
Your neighborhood as a place to live	92%	87%	93% C	89%	85%	91%	83%	89%	86%	89%
Parker as a place to raise children	91%	90%	96% B C	88%	84%	90%	91%	90%	89%	89%
Parker as a place to retire	61%	62%	76% B C	48%	64% B	61%	65%	60%	72%	61%
Parker as a place to work	61%	58%	68% B	51%	61%	61%	51%	61%	46%	58%
Your overall quality of life in Parker	87%	88%	94% B C	84%	85%	88%	83%	87%	93%	86%
Parker as place to invest or open a business	51%	61%	71% B	47%	54%	57%	50%	57%	50%	56%

Table 37: Community Characteristics Ratings Compared by Respondent Demographics

Please rate the following characteristics as they relate to Parker as a whole. (Percent excellent and good)	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Sense of community	71%	75%	66%	72%	69%	69%	70%	70%	69%
Openness and acceptance of the community toward people of diverse backgrounds	65%	70% C	56%	66%	60%	63%	62%	59%	62%
Overall appearance of Parker	83% B	72%	76%	87% B	75%	87% B C	75%	74%	77%
Cleanliness of Parker	87%	78%	82%	87%	82%	88%	81%	81%	83%
Overall quality of new development in Parker	66% B C	53%	47%	73% B	50%	61% B	48%	52%	55%
Appearance and design of new development in Parker	77% B C	62%	56%	83% B	59%	70% B	55%	67% B	64%
Affordability of housing options in Parker	25%	24%	21%	11%	27% A	17%	17%	28% A B	23%
Overall image or reputation of Parker	84% C	80%	73%	84%	77%	80%	75%	77%	78%
Overall feeling of safety and security in Parker	90% B C	80%	77%	88%	80%	79%	82%	85%	82%
Variety of housing options	65% C	54%	51%	47%	60% A	46%	52%	66% A B	57%
Overall quality of business and service establishments in Parker	72% C	63%	57%	77% B	59%	69% C	65%	57%	63%
Shopping opportunities	63% C	56%	49%	68% B	52%	56%	62% C	48%	55%
Opportunities to attend cultural activities	62%	65%	65%	55%	66% A	62%	63%	61%	63%
Recreational opportunities	83%	80%	81%	79%	82%	78%	83%	82%	81%

Please rate the following characteristics as they relate to Parker as a whole. (Percent excellent and good)	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Employment opportunities	54% C	47%	38%	59% B	41%	50%	38%	44%	45%
Educational opportunities	73%	61%	66%	68%	67%	68%	66%	66%	67%
Opportunities to participate in community events and activities	82%	79%	80%	82%	81%	78%	77%	84%	81%
Opportunities to volunteer	67%	72%	78% A	67%	75%	73%	67%	74%	74%
Opportunities to participate in community matters	69%	65%	66%	61%	68%	60%	64%	72% A	67%
Ease of car travel in Parker	56% C	46%	43%	52%	47%	56% C	47%	44%	48%
Ease of bus travel in Parker	21%	22%	14%	21%	16%	22%	14%	12%	18%
Ease of bicycle travel in Parker	68%	54%	61%	60%	63%	62%	53%	65%	62%
Ease of walking in Parker	64%	68%	60%	75% B	60%	70% C	60%	58%	63%
Traffic flow on major streets excluding Parker Road (Hwy 83), which is maintained by CDOT	44%	35%	36%	42%	38%	47% C	38%	34%	38%
Fitness opportunities (including exercise classes and paths or trails, etc.)	90%	86%	84%	92% B	85%	85%	84%	87%	86%

Table 38: Community Characteristics Ratings Compared by Respondent Demographics

Please rate the following characteristics as they relate to Parker as a whole. (Percent excellent and good)	Sex		Age			Race		Hispanic		Overall (A)
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Sense of community	74%	67%	74%	67%	69%	70%	67%	71%	62%	69%
Openness and acceptance of the community toward people of diverse backgrounds	59%	67%	67%	60%	60%	63%	53%	62%	54%	62%
Overall appearance of Parker	82%	75%	84%	75%	76%	78%	78%	77%	91% A	77%
Cleanliness of Parker	86%	81%	89% B	81%	81%	85%	78%	83%	90%	83%
Overall quality of new development in Parker	53%	59%	61%	53%	53%	57%	48%	53%	71% A	55%
Appearance and design of new development in Parker	66%	64%	83% B C	63% C	51%	67%	55%	63%	86% A	64%
Affordability of housing options in Parker	15%	32% A	31% B	18%	22%	24%	21%	24%	18%	23%
Overall image or reputation of Parker	78%	81%	84%	77%	75%	80%	75%	79%	76%	78%
Overall feeling of safety and security in Parker	83%	84%	91% B C	81%	76%	83%	83%	83%	82%	82%
Variety of housing options	54%	62%	62%	56%	52%	56%	62%	56%	60%	57%
Overall quality of business and service establishments in Parker	66%	61%	75% B C	56%	63%	65% B	54%	63%	69%	63%
Shopping opportunities	53%	59%	58%	53%	57%	56%	52%	56%	59%	55%
Opportunities to attend cultural activities	59%	68% A	62%	60%	70%	64%	62%	64%	55%	63%
Recreational opportunities	81%	83%	91% B C	77%	79%	83% B	72%	82%	79%	81%
Employment opportunities	48%	43%	60% B C	36%	43%	50% B	21%	46%	43%	45%

Please rate the following characteristics as they relate to Parker as a whole. (Percent excellent and good)	Sex		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Educational opportunities	72%	65%	78% B C	64%	63%	70%	60%	67%	79%	67%
Opportunities to participate in community events and activities	81%	82%	82%	81%	79%	83%	74%	82% B	71%	81%
Opportunities to volunteer	77%	71%	73%	72%	75%	76% B	63%	73%	75%	74%
Opportunities to participate in community matters	69%	66%	60%	69%	71%	68%	66%	68%	62%	67%
Ease of car travel in Parker	53% B	44%	64% B C	42%	42%	48%	54%	46%	71% A	48%
Ease of bus travel in Parker	17%	20%	28% B C	15%	13%	17%	20%	15%	35% A	18%
Ease of bicycle travel in Parker	58%	68% A	68%	59%	62%	63%	56%	61%	71%	62%
Ease of walking in Parker	61%	66%	62%	61%	66%	63%	66%	63%	66%	63%
Traffic flow on major streets excluding Parker Road (Hwy 83), which is maintained by CDOT	38%	40%	42%	36%	39%	39%	43%	39%	31%	38%
Fitness opportunities (including exercise classes and paths or trails, etc.)	89%	84%	95% B C	83%	83%	88%	80%	87%	78%	86%

Table 39: Characteristic Liked Most About Living in Parker Compared by Respondent Demographics

Which single characteristic do you like most about living in Parker?	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Sense of community/hometown feel	28%	35%	28%	21%	32% A	23%	32%	32% A	29%
Location	38%	39%	43%	45%	39%	48% C	52% C	31%	40%
Neighborhoods	19%	26%	17%	9%	23% A	11%	22% A	23% A	19%
Schools	18%	20%	12%	17%	15%	16%	16%	16%	16%
Overall image/reputation of Parker	29% C	20%	21%	26%	23%	22%	22%	23%	24%
Parks and recreation	35% C	30%	24%	28%	29%	27%	29%	32%	30%
Friends and family	11%	22% A	22% A	21%	17%	22%	22%	14%	18%
Cost of living	4%	0%	2%	3%	2%	1%	1%	4%	2%
Safety of community	43%	44%	39%	49% B	39%	40%	34%	46% B	42%
Town history/heritage	3%	7%	11% A	5%	8%	8%	6%	8%	7%
Arts and cultural opportunities	4%	7%	10% A	5%	8%	8%	3%	9% B	7%
Other (please specify)	8% B	2%	10% B	11%	7%	15% B C	5%	5%	8%

Table 40: Characteristic Liked Most About Living in Parker Compared by Respondent Demographics

Which single characteristic do you like most about living in Parker?	Sex		Age			Race		Hispanic		overall
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)
Sense of community/hometown feel	36% B	23%	36% C	28%	25%	30%	26%	29%	29%	29%
Location	40%	41%	32%	40%	51% A B	40%	44%	42%	30%	40%
Neighborhoods	17%	23% A	19%	22%	17%	17%	38% A	20%	21%	19%
Schools	19% B	13%	16% C	21% C	9%	13%	32% A	14%	34% A	16%
Overall image/reputation of Parker	20%	29% A	35% B	15%	26% B	26% B	11%	24%	28%	24%
Parks and recreation	27%	33%	32%	26%	32%	31%	28%	31% B	18%	30%
Friends and family	23% B	12%	13%	18%	21%	18%	16%	19% B	2%	18%
Cost of living	2%	2%	1%	3%	2%	2%	2%	2%	0%	2%
Safety of community	43%	41%	40%	41%	43%	40%	47%	42%	36%	42%
Town history/heritage	6%	8%	4%	6%	13% A B	8%	4%	8%	0%	7%
Arts and cultural opportunities	8%	6%	4%	6%	11% A	7%	6%	7%	12%	7%
Other (please specify)	4%	11% A	14% B C	6%	5%	7%	10%	7%	14%	8%

Table 41: Community Participation by Respondent Demographics

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Attended a Town Council meeting	8%	19% A	16% A	3%	17% A	13%	13%	13%	14%
Attended a public meeting about Town matters	12%	21% A	20% A	6%	21% A	13%	18%	18%	17%
Watched a Council or Planning Commission meeting online	16%	27% A	28% A	11%	27% A	24%	25%	23%	24%
Contacted Town Council	10%	17%	19% A	5%	18% A	14%	16%	17%	15%
Volunteered your time to an organization or activity in Parker	21%	53% A	49% A	27%	43% A	33%	39%	46% A	39%
Participated in a Town of Parker recreation program	43%	74% A	63% A	45%	61% A	54%	59%	63%	58%
Visited a Town of Parker recreation facility	68%	87% A	79% A	68%	79% A	72%	82% A	79%	77%
Attended a Town event	72%	88% A	89% A	68%	87% A	77%	86%	90% A	83%
Visited Downtown Parker	99% C	100% C	96%	99%	98%	98%	98%	99%	98%
Participated in a Town of Parker cultural/arts program	35%	60% A	66% A	37%	58% A	47%	51%	59% A	53%
Visited the PACE Center, the Schoolhouse, or attended a concert at Discovery Park	46%	77% A	75% A	50%	69% A	61%	67%	68%	65%

Table 42: Community Participation by Respondent Demographics

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Sex		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Attended a Town Council meeting	13%	13%	14%	11%	18%	14%	9%	14%	8%	14%
Attended a public meeting about Town matters	17%	16%	18%	13%	22% B	16%	15%	17%	16%	17%
Watched a Council or Planning Commission meeting online	21%	26%	23%	27%	21%	24%	21%	23%	34%	24%
Contacted Town Council	14%	16%	17%	13%	18%	15%	16%	16%	7%	15%
Volunteered your time to an organization or activity in Parker	44% B	34%	28%	50% A C	35%	40%	41%	40%	45%	39%
Participated in a Town of Parker recreation program	68% B	47%	52%	63% A	55%	57%	58%	58%	57%	58%
Visited a Town of Parker recreation facility	82% B	71%	73%	79%	76%	76%	78%	76%	81%	77%
Attended a Town event	85%	80%	81%	86%	80%	83%	81%	84% B	72%	83%
Visited Downtown Parker	99%	97%	100% C	99% C	95%	98%	99%	98%	100%	98%
Participated in a Town of Parker cultural/arts program	63% B	43%	35%	61% A	58% A	53%	62%	55%	43%	53%
Visited the PACE Center, the Schoolhouse, or attended a concert at Discovery Park	72% B	58%	51%	72% A	67% A	66%	59%	67% B	49%	65%

Table 43: Quality of Services Compared by Respondent Demographics

How do you rate the quality of each of the following services in the Town of Parker? (Percent excellent and good)	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	69%	79%	70%	81% B	69%	80% B C	62%	70%	72%
Street repair excluding Parker Road/State Highway 83 (maintained by CDOT)	68% B C	56%	53%	68% B	56%	68% B C	48%	58%	59%
Street cleaning excluding Parker Road/State Highway 83 (maintained by CDOT)	76%	77%	77%	81%	76%	84% B	70%	78%	77%
Traffic enforcement	57% C	66% C	47%	62% B	52%	58% B	46%	58% B	54%
Crime prevention (efforts to keep the community safe)	80% C	74%	65%	84% B	68%	75%	67%	71%	72%
Code enforcement	71% C	72% C	59%	79% B	62%	66%	64%	64%	66%
Police response to calls	84%	87%	80%	92% B	80%	84% B	71%	87% B	82%
Police listening to residents about public safety concerns	77%	76%	69%	78%	71%	73%	63%	73%	72%
Municipal court	77%	69%	66%	74%	67%	81% B	49%	68%	70%
Parks/trails maintenance	92% C	92%	85%	99% B	86%	91% B	83%	92% B	89%
Recreation programs/classes/events	82%	90%	89%	83%	88%	86%	83%	92% B	87%
Recreation facilities	87%	89%	91%	85%	90%	89%	88%	91%	89%
Cultural facilities	83%	91%	86%	82%	87%	89%	80%	90% B	86%
Cultural performances/classes/events	84%	87%	84%	82%	85%	85%	79%	88%	85%
Animal control	75%	76%	69%	76%	71%	76%	64%	74%	72%
Building and development services (permits, inspections, etc.)	71% C	69%	55%	88% B	56%	72% C	65% C	50%	61%

How do you rate the quality of each of the following services in the Town of Parker? (Percent excellent and good)	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Public information	77%	70%	70%	66%	74%	70%	65%	80% A B	72%
Handling resident complaints	49%	52%	40%	55%	42%	51% B	27%	47% B	45%
Working with resident groups to solve local problems	70% C	67% C	47%	60%	55%	57%	39%	63% B	57%
Overall quality of services provided in the Town of Parker	85% C	78%	71%	84%	76%	76%	71%	82% B	78%

Table 44: Quality of Services Compared by Respondent Demographics

How do you rate the quality of each of the following services in the Town of Parker? (Percent excellent and good)	Sex		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	73%	71%	72%	70%	74%	73%	63%	72%	65%	72%
Street repair excluding Parker Road/State Highway 83 (maintained by CDOT)	58%	60%	60%	59%	58%	61% B	49%	59%	68%	59%
Street cleaning excluding Parker Road/State Highway 83 (maintained by CDOT)	79%	76%	74%	79%	78%	79% B	68%	76%	87%	77%
Traffic enforcement	55%	54%	62% C	55%	46%	53%	61%	55%	52%	54%
Crime prevention (efforts to keep the community safe)	77% B	68%	82% B C	66%	70%	73%	63%	73%	64%	72%
Code enforcement	71%	62%	75% C	64%	59%	67%	60%	66%	60%	66%
Police response to calls	88% B	77%	87%	79%	83%	85% B	67%	84% B	62%	82%

How do you rate the quality of each of the following services in the Town of Parker? (Percent excellent and good)	Sex		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Police listening to residents about public safety concerns	77%	69%	76%	68%	77%	75% B	49%	74%	60%	72%
Municipal court	73%	64%	71%	68%	67%	73%	54%	71%	60%	70%
Parks/trails maintenance	93% B	87%	92%	89%	88%	93% B	76%	91% B	81%	89%
Recreation programs/classes/events	91%	86%	93%	86%	86%	91% B	72%	88%	84%	87%
Recreation facilities	90%	91%	94%	88%	87%	91%	85%	91% B	74%	89%
Cultural facilities	89%	86%	92% C	88%	82%	88%	80%	87%	82%	86%
Cultural performances/classes/events	88%	82%	92% C	86%	79%	88% B	72%	85%	81%	85%
Animal control	68%	75%	78% C	77% C	59%	72%	68%	70%	89% A	72%
Building and development services (permits, inspections, etc.)	60%	62%	77% B C	55%	59%	65% B	47%	61%	57%	61%
Public information	71%	75%	79%	71%	68%	75%	66%	72%	85%	72%
Handling resident complaints	43%	48%	45%	46%	40%	46%	39%	45%	47%	45%
Working with resident groups to solve local problems	58%	57%	65% C	59%	44%	57%	57%	57%	47%	57%
Overall quality of services provided in the Town of Parker	80%	77%	85% C	77%	72%	79%	74%	80% B	58%	78%

Table 45: Contact with Town Employee Compared by Respondent Demographics

Percent rating positively (e.g., yes).	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?	17%	29% A	32% A	12%	30% A	26%	28%	27%	26%

Table 46: Contact with Town Employee Compared by Respondent Demographics

Percent rating positively (e.g., yes).	Sex		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?	23%	27%	16%	32% A	26% A	26%	20%	25%	31%	26%

Table 47: Town Employee Performance Compared by Respondent Demographics

If yes, what was your impression of the employee(s) of the Town of Parker in your most recent contact? (Percent excellent and good)	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Knowledge	87%	78%	76%	83%	79%	69%	77%	88% A	80%
Responsiveness	83%	85%	77%	76%	81%	72%	80%	87%	81%
Courtesy	87%	94%	86%	100%	86%	93% B	77%	91% B	88%
Overall impression	86%	85%	75%	83%	79%	72%	75%	88% A	80%

Table 48: Town Employee Performance Compared by Respondent Demographics

If yes, what was your impression of the employee(s) of the Town of Parker in your most recent contact? (Percent excellent and good)	Sex		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Knowledge	85%	75%	64%	81%	84%	81%	72%	83% B	48%	80%
Responsiveness	86%	77%	72%	83%	80%	80%	92%	85% B	48%	81%
Courtesy	90%	87%	94%	87%	87%	90%	76%	86%	100%	88%
Overall impression	88% B	74%	72%	81%	81%	82%	72%	84% B	48%	80%

Table 49: Contact with Department Compared by Respondent Demographics

	Length of residency			Rent or own		Household Income			overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)
Parks & Recreation	36%	44% C	18%	37%	28%	40%	25%	23%	28%
Economic Development	0%	0%	4%	0%	2%	7%	0%	0%	2%
Community Development	26%	15%	16%	0%	21%	10%	12%	30% A	19%
Cultural	0%	0%	7%	0%	4%	0%	3%	6%	3%
Town Manager's Office	2%	2%	9%	0%	6%	3%	10%	4%	5%
Police	9%	19%	22%	9%	19%	10%	17%	22%	18%
Clerck Office	1%	4%	0%	0%	1%	3%	1%	0%	1%
Finance	2%	0%	0%	0%	1%	0%	2%	0%	0%
Human Resources	0%	0%	0%	0%	0%	0%	0%	0%	0%
Public Works	16%	12%	14%	47% B	10%	19%	20%	7%	14%
Other	8%	3%	7%	6%	7%	9%	9%	4%	7%
Don't know	0%	0%	3%	0%	2%	0%	0%	4%	2%

Table 50: Contact with Department Compared by Respondent Demographics

	Sex		Age			Race		Hispanic		overall
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)
Parks & Recreation	42% B	16%	32%	24%	35%	28%	29%	29%	27%	28%
Economic Development	0%	2%	0%	2%	3%	1%	8%	2%	0%	2%
Community Development	15%	21%	25%	19%	19%	19%	16%	20%	0%	19%
Cultural	7%	0%	0%	5%	3%	3%	8%	2%	18% A	3%
Town Manager's Office	8%	4%	0%	8%	4%	6%	0%	6%	0%	5%
Police	5%	32% A	25%	18%	13%	20%	10%	19%	17%	18%
Clerck Office	2%	0%	0%	1%	1%	1%	0%	1%	0%	1%
Finance	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%
Human Resources	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Public Works	11%	18%	0%	18%	15%	12%	29%	12%	38% A	14%
Other	8%	6%	18% B	4%	6%	8%	0%	8%	0%	7%
Don't know	1%	0%	0%	1%	0%	1%	0%	1%	0%	2%

Table 51: Government Performance Compared by Respondent Demographics

Please rate the following categories of Parker government performance. (Percent excellent and good)	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Overall direction of the Town	77% B C	58% C	46%	79% B	53%	62%	64%	56%	59%
Overall performance of general administration and management	80% B C	59%	49%	70%	58%	57%	64%	62%	60%
Performance of the Town Council	80% B C	44%	43%	75% B	49%	56%	53%	53%	54%
Direction the Town is taking with respect to recreation facilities/programming/classes	84% C	73%	70%	80%	74%	73%	71%	77%	75%
Direction the Town is taking with respect to cultural programming/classes/productions	74%	78%	73%	66%	76%	70%	66%	80% B	74%
The job Parker does at running local government for the benefit of all the people	64%	59%	55%	57%	58%	59%	58%	54%	58%
The value of services for the taxes paid to Parker	60% B C	44%	41%	65% B	44%	50%	44%	49%	48%
Parker	76% B C	58%	47%	72% B	54%	57%	52%	59%	57%
Being responsive to residents	55%	51%	49%	65%	47%	50%	48%	55%	51%
Management of growth and development	53% B C	25%	21%	45% B	29%	35%	30%	31%	32%
Effectively planning for the future (management of growth and development, Town services and facilities, etc.)	57% B C	27%	30%	52% B	35%	38%	37%	39%	38%
Being ethical and honest	72% B C	57%	52%	70% B	56%	58%	55%	60%	59%
Supporting the economic health of Parker	71% B C	50%	53%	60%	57%	59%	57%	58%	58%
Making decisions that support the quality of life in Parker	64% B C	51%	48%	55%	53%	52%	55%	56%	54%

Please rate the following categories of Parker government performance. (Percent excellent and good)	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Maintaining public infrastructure (such as roads, bridges, public buildings, etc.) excluding Parker Road (Hwy 83) which is maintained by CDOT	77% B C	58%	54%	67%	62%	67%	57%	60%	62%
Providing access to elected officials	74% B C	35%	55% B	68%	55%	49%	53%	64% A	57%
Being open and transparent to the public	70% B C	46%	49%	62%	53%	52%	56%	57%	55%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	73%	69%	61%	71%	64%	65% B	50%	78% B	66%

Table 52: Government Performance Compared by Respondent Demographics

Please rate the following categories of Parker government performance. (Percent excellent and good)	Sex		Age			Race		Hispanic		Overall (A)
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall direction of the Town	64%	57%	73% B C	56%	51%	62%	55%	60%	58%	59%
Overall performance of general administration and management	67%	57%	68% C	60%	55%	62%	58%	62%	49%	60%
Performance of the Town Council	65% B	48%	62%	53%	49%	57%	43%	55%	47%	54%
Direction the Town is taking with respect to recreation facilities/programming/classes	80%	73%	84% B C	71%	73%	78% B	65%	78% B	61%	75%
Direction the Town is taking with respect to cultural programming/classes/productions	75%	75%	75%	75%	72%	77% B	59%	76%	61%	74%
The job Parker does at running local government for the benefit of all the people	62%	56%	75% B C	52%	52%	61% B	46%	59%	50%	58%
The value of services for the taxes paid to Parker	49%	48%	54%	45%	45%	51% B	35%	50% B	31%	48%
Parker	63%	54%	71% B C	56%	50%	60%	56%	60%	49%	57%
Being responsive to residents	56%	44%	48%	58%	46%	52%	51%	54% B	14%	51%
Management of growth and development	29%	38% A	50% B C	30%	21%	35%	28%	34%	28%	32%
Effectively planning for the future (management of growth and development, Town services and facilities, etc.)	37%	41%	56% B C	36% C	25%	40%	34%	40%	30%	38%
Being ethical and honest	64%	55%	62%	61%	54%	62%	49%	62% B	35%	59%
Supporting the economic health of Parker	58%	60%	65%	56%	55%	60%	55%	58%	59%	58%
Making decisions that support the quality of life in Parker	54%	57%	65% B C	54%	46%	58% B	42%	56%	45%	54%
Maintaining public infrastructure (such as roads, bridges, public buildings, etc.) excluding Parker Road (Hwy 83) which is maintained by CDOT	64%	62%	77% B C	57%	57%	64%	56%	63%	67%	62%

Please rate the following categories of Parker government performance. (Percent excellent and good)	Sex		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Providing access to elected officials	63%	53%	50%	64%	53%	60%	44%	60% B	30%	57%
Being open and transparent to the public	59%	53%	58%	57%	51%	59% B	44%	57%	47%	55%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	67%	68%	54%	72% A	68%	69%	60%	68%	55%	66%

Table 53: Community Outreach Compared by Respondent Demographics

Please rate the extent to which you agree or disagree with each of the following statements. (Percent strongly agree and somewhat agree)	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
The Town keeps me informed about community issues and initiatives	84%	84%	78%	77%	82%	81%	80%	83%	81%
I am pleased with the overall direction of the Town	84% B C	64%	55%	82% B	63%	68%	69%	65%	67%
The Town government welcomes resident involvement and offers ways for residents to get involved	87% B C	74%	77%	82%	80%	82%	78%	81%	80%
The Town gathers feedback from residents on new policies or projects/conducts public processes	75%	76%	70%	78%	72%	74%	67%	75%	73%
The Town listens to its residents	79% B C	64%	59%	80% B	63%	63%	65%	69%	66%
I consider myself informed about Town of Parker issues and operations	63%	58%	62%	43%	67% A	51%	60%	69% A	62%

Table 54: Community Outreach Compared by Respondent Demographics

Please rate the extent to which you agree or disagree with each of the following statements. (Percent strongly agree and somewhat agree)	Sex		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
The Town keeps me informed about community issues and initiatives	82%	83%	78%	82%	83%	82%	80%	83%	72%	81%
I am pleased with the overall direction of the Town	69%	67%	87% B C	61%	59%	69%	69%	67%	72%	67%
The Town government welcomes resident involvement and offers ways for residents to get involved	80%	82%	81%	81%	79%	81%	73%	79%	95% A	80%
The Town gathers feedback from residents on new policies or projects/conducts public processes	72%	76%	81% C	73%	67%	75%	64%	73%	83%	73%
The Town listens to its residents	68%	69%	85% B C	64%	59%	69%	66%	68%	70%	66%
I consider myself informed about Town of Parker issues and operations	60%	65%	54%	64%	66% A	62%	62%	63%	55%	62%

Table 55: Town Priorities Compared by Respondent Demographics

How much of a priority, if at all, should the Town of Parker place on each of the following in the next five years? (Percent high priority and medium priority)	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Transportation (e.g., safe, maintained and improved transportation system for cars, bikes and pedestrians)	97%	92%	98% B	93%	97% A	95%	99%	96%	96%
Public Safety (e.g., community safety and compliance with Municipal Code/State Law)	97%	100%	97%	97%	98%	100% C	98%	96%	97%
Parks and Trails (e.g., safe, and well- maintained parks, trails and landscaped areas, outdoor sports fields/areas)	94%	97%	94%	94%	94%	97%	95%	92%	94%
Open Space (e.g., high quality, reasonably priced recreation/leisure activities)	85%	89%	92%	83%	91% A	81%	97% A C	89% A	89%
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	86%	83%	86%	85%	86%	88%	81%	84%	85%
Managing Growth and Development (balancing growth with preserving community character, expanding housing opportunity/affordability)	96%	96%	94%	96%	95%	98%	94%	94%	95%
Environmental Sustainability (open space preservation, water use, wildlife conservation, energy efficiency)	88%	88%	90%	87%	90%	92% C	96% C	81%	89%
Economic Prosperity (e.g., promoting a thriving business climate and job creation)	94%	95% C	87%	92%	91%	87%	95% A	92%	91%
Administration & Support Services (e.g., effective and efficient governance)	83%	78%	81%	81%	82%	84%	83%	77%	81%
Arts and Culture (e.g., variety of shows/events, community rental spaces)	73% B C	59%	62%	70%	64%	75% B C	59%	61%	65%

Table 56: Town Priorities Compared by Respondent Demographics

How much of a priority, if at all, should the Town of Parker place on each of the following in the next five years? (Percent high priority and medium priority)	Sex		Age			Race		Hispanic		Overall (A)
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Transportation (e.g., safe, maintained and improved transportation system for cars, bikes and pedestrians)	97%	97%	96%	98%	95%	97%	94%	96%	100%	96%
Public Safety (e.g., community safety and compliance with Municipal Code/State Law)	98%	97%	97%	99%	96%	98%	99%	97%	100%	97%
Parks and Trails (e.g., safe, and well- maintained parks, trails and landscaped areas, outdoor sports fields/areas)	94%	94%	97%	92%	95%	94%	96%	94%	97%	94%
Open Space (e.g., high quality, reasonably priced recreation/leisure activities)	87%	91%	83%	90%	92% A	88%	93%	89%	82%	89%
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	85%	86%	81%	88%	86%	85%	86%	87%	76%	85%
Managing Growth and Development (balancing growth with preserving community character, expanding housing opportunity/affordability)	93%	97%	93%	96%	96%	95%	98%	95%	99%	95%
Environmental Sustainability (open space preservation, water use, wildlife conservation, energy efficiency)	90%	88%	89%	86%	92%	87%	97% A	88%	93%	89%
Economic Prosperity (e.g., promoting a thriving business climate and job creation)	91%	92%	96% C	90%	88%	90%	96%	91%	95%	91%
Administration & Support Services (e.g., effective and efficient governance)	82%	81%	77%	82%	84%	80%	88%	81%	89%	81%
Arts and Culture (e.g., variety of shows/events, community rental spaces)	71% B	59%	60%	66%	67%	65%	72%	64%	84% A	65%

Table 57: Characteristic Liked Most About Living in Parker Compared by Respondent Demographics

Which single characteristic do you like most about living in Parker?	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Transportation (e.g., safe, maintained and improved transportation system for cars, bikes and pedestrians)	39%	41%	36%	38%	38%	35%	46%	36%	38%
Public Safety (e.g., community safety and compliance with Municipal Code/State Law)	43%	67% A	55% A	46%	56%	50%	57%	55%	54%
Parks and Trails (e.g., safe, and well- maintained parks, trails and landscaped areas, outdoor sports fields/areas) .	38% B C	25%	25%	34%	29%	26%	26%	34%	30%
Open Space (e.g., preserving native plants, wildlife and scenic vistas)	25%	18%	21%	24%	21%	20%	21%	18%	22%
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	21% B C	7%	9%	9%	14%	7%	21% A	13%	13%
Managing Growth and Development (balancing growth with preserving community character, expanding housing opportunity/affordability)	57%	70%	77% A	54%	73% A	64%	64%	76% A B	69%
Environmental Sustainability (open space preservation, water use, wildlife conservation, energy efficiency) .	20%	20%	28%	24%	23%	22%	30%	21%	24%
Economic Prosperity (e.g., promoting a thriving business climate and job creation)	30%	36%	31%	40% B	29%	39% B	21%	33% B	31%
Administration & Support Services (e.g., effective and efficient governance)	9%	4%	5%	11%	5%	14% B C	4%	3%	6%
Arts and Culture (e.g., variety of shows/events, community rental spaces)	7%	5%	6%	5%	6%	8%	7%	5%	6%

Table 58: Characteristic Liked Most About Living in Parker Compared by Respondent Demographics

Which single characteristic do you like most about living in Parker?	Sex		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Transportation (e.g., safe, maintained and improved transportation system for cars, bikes and pedestrians)	38%	38%	39%	35%	41%	39%	34%	36%	52%	38%
Public Safety (e.g., community safety and compliance with Municipal Code/State Law)	55%	52%	40%	60% A	57% A	55%	49%	54%	47%	54%
Parks and Trails (e.g., safe, and well- maintained parks, trails and landscaped areas, outdoor sports fields/areas)	23%	38% A	28%	35% C	24%	30%	28%	31%	25%	30%
Open Space (e.g., preserving native plants, wildlife and scenic vistas)	21%	23%	27% B	16%	24%	23%	13%	21%	30%	22%
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	10%	16%	11%	16%	9%	11%	19%	14%	0%	13%
Managing Growth and Development (balancing growth with preserving community character, expanding housing opportunity/affordability)	70%	66%	64%	70%	72%	68%	71%	70%	58%	69%
Environmental Sustainability (open space preservation, water use, wildlife conservation, energy efficiency)	32% B	15%	28% B	15%	31% B	24%	24%	25%	14%	24%
Economic Prosperity (e.g., promoting a thriving business climate and job creation)	31%	32%	46% B C	30%	20%	32%	30%	31%	42%	31%
Administration & Support Services (e.g., effective and efficient governance)	5%	7%	8%	4%	9%	5%	14% A	7%	0%	6%
Arts and Culture (e.g., variety of shows/events, community rental spaces)	6%	5%	0%	10%	6%	5%	13% A	6%	5%	6%

Table 59: Information Sources Compared by Respondent Demographics

How often, if ever, do you get information about the Town of Parker from each of the following sources? (Percent frequently and occasionally)	Length of residency			Rent or own		Household Income			Overall (A)
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Town Newsletter (Talk of the Town)	80%	90% A	87% A	75%	88% A	83%	87%	86%	85%
Town website (www.parkerco.gov)	55%	58%	73% A B	38%	71% A	52%	73% A	69% A	64%
Text/email blasts from Town ..	18%	11%	34% A B	12%	27% A	19%	25%	24%	23%
www.LetsTalkParker.org (online engagement platform)	12%	17%	19%	12%	17%	14%	16%	18%	16%
Town Social Media (Facebook, Twitter, Instagram)	43%	33%	43%	29%	46% A	37%	38%	48%	41%
Nextdoor.com	44%	58% A	57% A	32%	59% A	44%	61% A	54%	53%
Town of Parker Electronic Message Boards	30%	28%	45% A B	26%	39% A	36%	43%	36%	36%
Event banners on Town lamp posts	69%	83% A	75%	68%	76%	71%	73%	75%	74%
Other Town mailings (postcards, letters, etc.)	71% B	55%	69% B	52%	71% A	69%	71%	59%	67%
Community appearances (pop-up events, Farmer's Market, etc.)	73%	77%	66%	66%	72%	67%	75%	72%	71%
Attending government meetings in person or watching online	14%	23%	25% A	4%	26% A	15%	28% A C	19%	21%
Neighborhood organizations	26%	34%	37% A	16%	37% A	25%	30%	37% A	32%
Homeowners' Association (HOA) or Community Manager .	48%	47%	58%	19%	62% A	40%	59% A	54% A	52%
Word of mouth	69%	84% A	88% A	67%	84% A	78%	80%	80%	80%

How often, if ever, do you get information about the Town of Parker from each of the following sources? (Percent frequently and occasionally)	Length of residency			Rent or own		Household Income			Overall
	5 years or less	6-10 years	11 or more years	Rent	Own	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Newspaper (Denver Post, Parker Chronicle)	54%	47%	58%	45%	59%	56%	79% A C	40%	55%
Television/radio	30%	29%	30%	25%	32%	32% C	37% C	21%	30%

Table 60: Information Sources Compared by Respondent Demographics

How often, if ever, do you get information about the Town of Parker from each of the following sources? (Percent frequently and occasionally)	Sex		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Town Newsletter (Talk of the Town)	88%	83%	76%	87% A	91% A	86%	83%	87% B	73%	85%
Town website (www.parkerco.gov)	64%	62%	52%	69% A	67% A	64%	61%	64%	63%	64%
Text/email blasts from Town ..	25%	22%	9%	24% A	36% A B	23%	24%	24%	19%	23%
www.LetsTalkParker.org (online engagement platform)	17%	15%	6%	20% A	20% A	15%	22%	15%	24%	16%
Town Social Media (Facebook, Twitter, Instagram)	49% B	30%	60% C	52% C	30%	43%	38%	43%	37%	41%
Nextdoor.com	57% B	48%	42%	56% A	57% A	51%	63% A	51%	65% A	53%
Town of Parker Electronic Message Boards	36%	37%	29%	37%	41% A	38%	30%	36%	38%	36%
Event banners on Town lamp posts	77%	72%	78%	71%	74%	77% B	61%	77% B	52%	74%
Other Town mailings (postcards, letters, etc.)	63%	71%	56%	66%	76% A B	67%	63%	68% B	51%	67%

How often, if ever, do you get information about the Town of Parker from each of the following sources? (Percent frequently and occasionally)	Sex		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Not Hispanic	Hispanic	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Community appearances (pop-up events, Farmer's Market, etc.)	73%	70%	74%	65%	75% B	71%	76%	73%	58%	71%
Attending government meetings in person or watching online	20%	21%	12%	25% A	24% A	18%	30% A	21%	18%	21%
Neighborhood organizations	32%	32%	24%	34%	37% A	30%	41%	33%	20%	32%
Homeowners' Association (HOA) or Community Manager .	51%	54%	37%	55% A	61% A	50%	63% A	53%	46%	52%
Word of mouth	82%	79%	72%	85% A	82% A	81%	76%	83% B	57%	80%
Newspaper (Denver Post, Parker Chronicle)	57%	53%	24%	56% A	62% A	54%	72%	55%	55%	55%
Television/radio	31%	30%	27%	22%	45% A B	30%	35%	30%	26%	30%

Comparisons by Geographic Quadrant

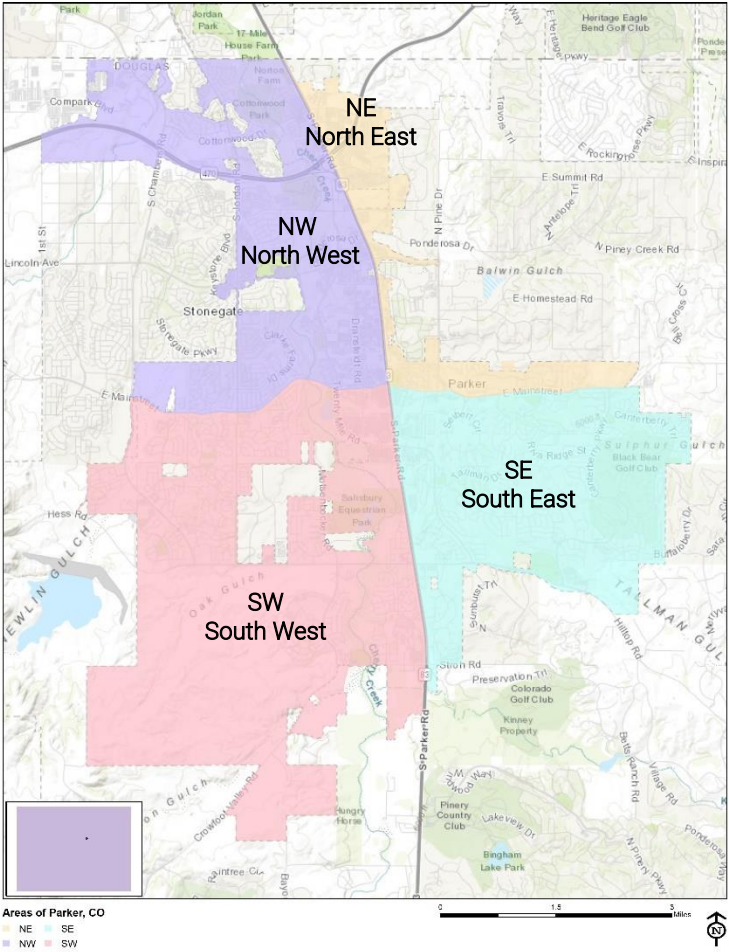


Table 61: Quality of Life Ratings Compared by Geographic Quadrant

Please rate the following aspects of life in Parker. (Percent excellent and good)	Area of Parker				Overall
	NW	NE	SE	SW	(A)
	(A)	(B)	(C)	(D)	
Parker as a place to live	92%	92%	90%	87%	89%
Your neighborhood as a place to live	89%	92%	93% D	85%	89%
Parker as a place to raise children	93% B	82%	90%	88%	89%
Parker as a place to retire	64%	62%	58%	60%	61%
Parker as a place to work	56%	62%	58%	60%	58%
Your overall quality of life in Parker	89% B	78%	88%	86%	86%
Parker as place to invest or open a business	67% B	40%	49%	57%	56%

Table 62: Community Characteristics Ratings Compared by Geographic Quadrant

Please rate the following characteristics as they relate to Parker as a whole. (Percent excellent and good)	Area of Parker				Overall
	NW	NE	SE	SW	(A)
	(A)	(B)	(C)	(D)	
Sense of community	73% B	55%	73% B	67%	69%
Openness and acceptance of the community toward people of diverse backgrounds	62%	60%	55%	66% C	62%
Overall appearance of Parker	87% B C D	65%	75%	76%	77%
Cleanliness of Parker	92% B C D	68%	80% B	81% B	83%
Overall quality of new development in Parker	61% C	56%	49%	55%	55%
Appearance and design of new development in Parker	77% C D	66%	58%	61%	64%
Affordability of housing options in Parker	24% B	6%	17%	30% B C	23%
Overall image or reputation of Parker	79%	76%	80%	77%	78%
Overall feeling of safety and security in Parker	87% B	72%	84%	80%	82%
Variety of housing options	48%	47%	59%	63% A B	57%
Overall quality of business and service establishments in Parker	68%	73%	60%	61%	63%
Shopping opportunities	53%	74% A D	61% D	49%	55%
Opportunities to attend cultural activities	61%	58%	67%	63%	63%
Recreational opportunities	77%	80%	84%	82%	81%
Employment opportunities	43%	46%	46%	45%	45%
Educational opportunities	74% B	55%	69%	65%	67%
Opportunities to participate in community events and activities	79%	86%	84%	78%	81%
Opportunities to volunteer	73%	80%	76%	71%	74%

Please rate the following characteristics as they relate to Parker as a whole. (Percent excellent and good)	Area of Parker				Overall
	NW	NE	SE	SW	(A)
	(A)	(B)	(C)	(D)	
Opportunities to participate in community matters	62%	79% A	71%	65%	67%
Ease of car travel in Parker	66% B C D	46%	39%	44%	48%
Ease of bus travel in Parker	12%	29%	17%	18%	18%
Ease of bicycle travel in Parker	61%	61%	70% D	57%	62%
Ease of walking in Parker	63%	68%	68%	59%	63%
Traffic flow on major streets excluding Parker Road (Hwy 83), which is maintained by CDOT	41%	37%	38%	37%	38%
Fitness opportunities (including exercise classes and paths or trails, etc.)	92% D	91%	87%	81%	86%

Table 63: Characteristic Liked Most About Living in Parker Compared by Geographic Quadrant

Which single characteristic do you like most about living in Parker?	Area of Parker				Overall
	NW	NE	SE	SW	
Sense of community/hometown feel	32%	18%	33%	27%	29%
Location	56%	28%	36%	36%	40%
Neighborhoods	13%	16%	20%	24%	19%
Schools	12%	11%	16%	20%	16%
Overall image/reputation of Parker	27%	22%	22%	23%	24%
Parks and recreation	31%	35%	26%	30%	30%
Friends and family	19%	17%	23%	13%	18%
Cost of living	1%	2%	1%	5%	2%
Safety of community	37%	33%	44%	45%	42%
Town history/heritage	3%	17%	6%	9%	7%
Arts and cultural opportunities	7%	7%	9%	6%	7%
Other (please specify)	11%	15%	3%	8%	8%

Table 64: Community Participation by Geographic Quadrant

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Area of Parker				Overall
	NW	NE	SE	SW	(A)
	(A)	(B)	(C)	(D)	
Attended a Town Council meeting	6%	12%	15% A	20% A	14%
Attended a public meeting about Town matters	9%	14%	18% A	23% A	17%
Watched a Council or Planning Commission meeting online	23%	19%	25%	25%	24%
Contacted Town Council	12%	9%	14%	20% B	15%
Volunteered your time to an organization or activity in Parker	30%	30%	43% A	46% A B	39%
Participated in a Town of Parker recreation program	51%	44%	61% B	64% A B	58%
Visited a Town of Parker recreation facility	78%	73%	74%	79%	77%
Attended a Town event	81% B	63%	84% B	88% B	83%
Visited Downtown Parker	98%	94%	98%	99% B	98%
Participated in a Town of Parker cultural/arts program	45%	45%	56%	60% A	53%
Visited the PACE Center, the Schoolhouse, or attended a concert at Discovery Park	65%	57%	71%	62%	65%

Table 65: Quality of Services Compared by Geographic Quadrant

How do you rate the quality of each of the following services in the Town of Parker? (Percent excellent and good)	Area of Parker				Overall
	NW	NE	SE	SW	(A)
	(A)	(B)	(C)	(D)	
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	68%	86% A C	70%	73%	72%
Street repair excluding Parker Road/State Highway 83 (maintained by CDOT)	69% D	69% D	60% D	49%	59%
Street cleaning excluding Parker Road/State Highway 83 (maintained by CDOT)	74%	79%	79%	76%	77%
Traffic enforcement	54%	55%	47%	60% C	54%
Crime prevention (efforts to keep the community safe)	83% B D	61%	73%	66%	72%
Code enforcement	69%	65%	65%	64%	66%
Police response to calls	86%	86%	83%	77%	82%
Police listening to residents about public safety concerns	79%	65%	73%	69%	72%
Municipal court	65%	52%	80%	72%	70%
Parks/trails maintenance	93%	87%	91%	86%	89%
Recreation programs/classes/events	95% B	68%	87% B	87% B	87%
Recreation facilities	93%	86%	89%	87%	89%
Cultural facilities	90%	81%	85%	86%	86%
Cultural performances/classes/events	87%	81%	85%	85%	85%
Animal control	69%	83%	76%	68%	72%
Building and development services (permits, inspections, etc.)	78% C D	73%	56%	52%	61%
Public information	71%	56%	73% B	76% B	72%
Handling resident complaints	34%	50%	46%	52% A	45%
Working with resident groups to solve local problems	51%	52%	53%	63%	57%
Overall quality of services provided in the Town of Parker	77%	73%	79%	78%	78%

Table 66: Contact with Town Employee Compared by Geographic Quadrant

Percent rating positively (e.g., yes).	Area of Parker				Overall
	NW	NE	SE	SW	(A)
	(A)	(B)	(C)	(D)	
During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?	24%	19%	27%	29%	26%

Table 67: Town Employee Performance Compared by Geographic Quadrant

If yes, what was your impression of the employee(s) of the Town of Parker in your most recent contact? (Percent excellent and good)	Area of Parker				Overall
	NW	NE	SE	SW	(A)
	(A)	(B)	(C)	(D)	
Knowledge	85% B	54%	86% B	76%	80%
Responsiveness	94% B D	54%	89% B D	72%	81%
Courtesy	91%	87%	90%	86%	88%
Overall impression	89% B	54%	85% B	76%	80%

Table 68: Contact with Department Compared by Respondent Demographics

	Area of Parker				overall
	NW	NE	SE	SW	Overall
	(A)	(B)	(C)	(D)	(A)
Parks & Recreation	31%	15%	30%	28%	28%
Economic Development	4%	15%	0%	0%	2%
Community Development	9%	5%	16%	28%	19%
Cultural	2%	0%	6%	3%	3%
Town Manager's Office	10%	0%	7%	3%	5%
Police	22%	5%	15%	20%	18%
Clerck Office	0%	0%	0%	2%	1%
Finance	0%	0%	2%	0%	0%
Human Resources	0%	0%	0%	0%	0%
Public Works	22%	39% C D	8%	10%	14%
Other	0%	20%	13%	4%	7%
Don't know	0%	0%	3%	2%	2%

Table 69: Government Performance Compared by Geographic Quadrant

Please rate the following categories of Parker government performance. (Percent excellent and good)	Area of Parker				Overall
	NW	NE	SE	SW	(A)
	(A)	(B)	(C)	(D)	
Overall direction of the Town	78% B C D	57%	56%	49%	59%
Overall performance of general administration and management	72% B D	48%	59%	57%	60%
Performance of the Town Council	65% D	51%	53%	47%	54%
Direction the Town is taking with respect to recreation facilities/programming/classes	83%	74%	73%	74%	75%
Direction the Town is taking with respect to cultural programming/classes/productions	75%	72%	72%	76%	74%
The job Parker does at running local government for the benefit of all the people	63%	48%	56%	58%	58%
The value of services for the taxes paid to Parker	53%	43%	48%	46%	48%
Parker	62% B	40%	61% B	56%	57%
Being responsive to residents	54%	7%	49%	58% B	51%
Management of growth and development	42% C D	32%	27%	30%	32%
Effectively planning for the future (management of growth and development, Town services and facilities, etc.)	43%	39%	37%	36%	38%
Being ethical and honest	65%	48%	61%	56%	59%
Supporting the economic health of Parker	57%	50%	59%	60%	58%
Making decisions that support the quality of life in Parker	59%	43%	52%	55%	54%
Maintaining public infrastructure (such as roads, bridges, public buildings, etc.) excluding Parker Road (Hwy 83) which is maintained by CDOT	71% D	57%	61%	59%	62%
Providing access to elected officials	57%	62%	63%	53%	57%
Being open and transparent to the public	53%	58%	55%	56%	55%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	60%	75%	71%	64%	66%

Table 70: Community Outreach Compared by Geographic Quadrant

Please rate the extent to which you agree or disagree with each of the following statements. (Percent strongly agree and somewhat agree)	Area of Parker				Overall (A)
	NW	NE	SE	SW	
	(A)	(B)	(C)	(D)	
The Town keeps me informed about community issues and initiatives	83%	79%	81%	81%	81%
I am pleased with the overall direction of the Town	73% C	58%	61%	70%	67%
The Town government welcomes resident involvement and offers ways for residents to get involved	86%	85%	80%	76%	80%
The Town gathers feedback from residents on new policies or projects/conducts public processes	77%	60%	77% B	70%	73%
The Town listens to its residents	73% B	51%	67%	65%	66%
I consider myself informed about Town of Parker issues and operations	64% B	39%	69% B	60% B	62%

Table 71: Town Priorities Compared by Geographic Quadrant

How much of a priority, if at all, should the Town of Parker place on each of the following in the next five years? (Percent high priority and medium priority)	Area of Parker				Overall (A)
	NW	NE	SE	SW	
	(A)	(B)	(C)	(D)	
Transportation (e.g., safe, maintained and improved transportation system for cars, bikes and pedestrians)	93%	97%	98%	97%	96%
Public Safety (e.g., community safety and compliance with Municipal Code/State Law)	99%	94%	99%	96%	97%
Parks and Trails (e.g., safe, and well- maintained parks, trails and landscaped areas, outdoor sports fields/areas)	97%	98%	96%	91%	94%
Open Space (e.g., high quality, reasonably priced recreation/leisure activities)	79%	95% A	92% A	92% A	89%
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	86%	76%	84%	88%	85%
Managing Growth and Development (balancing growth with preserving community character, expanding housing opportunity/affordability)	99%	95%	94%	94%	95%
Environmental Sustainability (open space preservation, water use, wildlife conservation, energy efficiency)	95% D	95% D	90%	83%	89%
Economic Prosperity (e.g., promoting a thriving business climate and job creation)	93%	89%	88%	92%	91%
Administration & Support Services (e.g., effective and efficient governance)	80%	90%	83%	79%	81%
Arts and Culture (e.g., variety of shows/events, community rental spaces)	68%	64%	59%	68%	65%

Table 72: Top 3 priorities Compared by Geographic Quadrant

Select which three (3) should be the top priorities for the Town to focus on in the next five years, depending on available funding.	Area of Parker				Overall
	NW	NE	SE	SW	
Transportation (e.g., safe, maintained and improved transportation system for cars, bikes and pedestrians)	32%	42%	46%	36%	38%
Public Safety (e.g., community safety and compliance with Municipal Code/State Law)	55%	51%	55%	53%	54%
Parks and Trails (e.g., safe, and well- maintained parks, trails and landscaped areas, outdoor sports fields/areas)	32%	20%	23%	35%	30%
Open Space (e.g., preserving native plants, wildlife and scenic vistas)	13%	10%	25%	27%	22%
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	17%	1%	10%	14%	13%
Managing Growth and Development (balancing growth with preserving community character, expanding housing opportunity/affordability)	61%	68%	76%	69%	69%
Environmental Sustainability (open space preservation, water use, wildlife conservation, energy efficiency)	25%	22%	31%	18%	24%
Economic Prosperity (e.g., promoting a thriving business climate and job creation)	32%	45%	24%	33%	31%
Administration & Support Services (e.g., effective and efficient governance)	7%	26%	4%	3%	6%
Arts and Culture (e.g., variety of shows/events, community rental spaces)	7%	5%	3%	8%	6%

Table 73: Information Sources Compared by Geographic Quadrant

How often, if ever, do you get information about the Town of Parker from each of the following sources? (Percent frequently and occasionally)	Area of Parker				Overall
	NW	NE	SE	SW	(A)
	(A)	(B)	(C)	(D)	
Town Newsletter (Talk of the Town)	79%	80%	91% A	86%	85%
Town website (www.parkerco.gov)	67% B	42%	67% B	64% B	64%
Text/email blasts from Town ...	19%	14%	23%	29% A	23%
www.LetsTalkParker.org (online engagement platform)	11%	21%	18%	17%	16%
Town Social Media (Facebook, Twitter, Instagram)	42%	10%	45% B	43% B	41%
Nextdoor.com	54% B	30%	59% B	52% B	53%
Town of Parker Electronic Message Boards	37%	34%	43% D	32%	36%
Event banners on Town lamp posts	73%	66%	87% A B D	67%	74%
Other Town mailings (postcards, letters, etc.)	67%	59%	69%	67%	67%
Community appearances (pop-up events, Farmer's Market, etc.)	73%	61%	73%	70%	71%
Attending government meetings in person or watching online	16%	13%	22%	25% A	21%
Neighborhood organizations	36%	21%	32%	32%	32%
Homeowners' Association (HOA) or Community Manager	43%	29%	55% B	62% A B	52%
Word of mouth	82% B	68%	82% B	80% B	80%
Newspaper (Denver Post, Parker Chronicle)	50%	51%	67%	50%	55%
Television/radio	41% B C D	16%	25%	30% B	30%

Appendix E. Benchmark Comparisons

Understanding the Benchmark Comparisons

Communities use the comparative information provided by benchmarks to help interpret their own resident survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government or organizational performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” resident evaluations, it is necessary to know how others rate their services to understand if “good” is good enough or if most other communities are “excellent.” Furthermore, in the absence of national or peer community comparisons, a community is left with comparing its police protection rating to its street maintenance rating. That comparison is unfair as street maintenance always gets lower ratings than police protection. More illuminating is how residents’ ratings of police service compare to opinions about police service in other communities and to resident ratings over time.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the community rate police services lower than ratings given by residents in other cities with objectively “worse” departments. Benchmark data can help that police department – or any department – to understand how well residents think it is doing.

While benchmarks help set the basis for evaluation, resident opinion should be used in conjunction with other sources of data about budget, population demographics, personnel and politics to help administrators know how to respond to comparative results.

Comparison Data

Polco’s National Research Center (NRC) has designed a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC’s first book on conducting and using community surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of community surveys regularly have relied on NRC’s work.¹, ²The method described in those publications is refined regularly and statistically tested on a growing number of resident surveys in NRC’s proprietary databases.

Communities in NRC’s benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to all communities in the database or to a subset. Despite the differences in characteristics across communities, all are in the business of providing services to residents. Though individual community circumstances, resources and practices vary, the objective in every community is to provide services that are so

¹ Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.

² Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341.

timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any community, like SAT scores in any teen household, bring pride and a sense of accomplishment.

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in community surveys from approximately 500 communities whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The Town of Parker chose to have comparisons made to the entire database, to communities in the Front Range of Colorado and to a list of handpicked jurisdictions.

Interpreting the Results

Average ratings are compared when questions similar to those asked in the Parker survey are included in NRC's database, and there are at least five jurisdictions in which the question was asked.

Where comparisons for quality ratings were available, the Town of Parker's results were noted as being "higher" the benchmark, "lower" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent residents reporting having had contact with a Town employee.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much higher"). These labels come from a statistical comparison of Parker's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "higher," "lower," "more" or "less" if the difference between Parker's rating and the benchmark is greater the margin of error; and "much higher," "much lower," "much more" or "much less" if the difference between Parker's rating and the benchmark is more than twice the margin of error.

Comparisons are provided at the national level, to other communities in Colorado's Front Range and to a list of handpicked jurisdictions.

National Benchmarks

Table 74: Aspects of Quality of Life Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Parker as a place to live	89%	312	574	Similar
Your neighborhood as a place to live	89%	302	545	Similar
Parker as a place to raise children	89%	255	582	Similar
Parker as a place to retire	61%	347	579	Similar
Parker as a place to work	58%	335	573	Similar
Your overall quality of life in Parker	86%	269	600	Similar

Table 75: Community Characteristics Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	69%	192	543	Similar
Openness and acceptance of the community toward people of diverse backgrounds	62%	223	543	Similar
Overall appearance of Parker	77%	223	538	Similar
Cleanliness of Parker	83%	216	534	Similar
Overall quality of new development in Parker	55%	172	527	Similar
Overall image or reputation of Parker	78%	236	563	Similar
Overall feeling of safety and security in Parker	82%	285	555	Similar
Variety of housing options	57%	116	526	Higher
Overall quality of business and service establishments in Parker	63%	286	526	Similar
Shopping opportunities	55%	198	534	Similar
Opportunities to attend cultural activities	63%	157	538	Similar
Recreational opportunities	81%	165	542	Similar
Employment opportunities	45%	232	547	Similar
Educational opportunities	67%	5	6	Similar
Opportunities to participate in community events and activities	81%	39	518	Higher
Opportunities to volunteer	74%	135	519	Similar
Opportunities to participate in community matters	67%	119	521	Similar
Ease of car travel in Parker	48%	440	540	Similar
Ease of bus travel in Parker	18%	10	11	Lower
Ease of bicycle travel in Parker	62%	151	536	Similar
Ease of walking in Parker	63%	259	542	Similar
Traffic flow on major streets	38%	328	548	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	107	515	Similar

Table 76: Participation Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Attended a public meeting about Town matters	96%	1	511	Much Higer
Contacted Town Council	96%	1	504	Much Higer
Volunteered your time to an organization or activity in Parker	39%	140	514	Similar
Participated in a Town of Parker recreation program	86%	1	7	Much Higer
Visited a Town of Parker recreation facility	81%	3	85	Much Higer
Attended a Town event	79%	2	92	Much Higer

Table 77: Town Services Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	72%	180	407	Similar
Street repair excluding Parker Road/State Highway 83 (maintained by CDOT)	59%	112	579	Higher
Street cleaning excluding Parker Road/State Highway 83 (maintained by CDOT)	77%	142	527	Similar
Traffic enforcement	54%	311	557	Similar
Parks/trails maintenance	89%	6	10	Similar
Recreation programs/classes/events	87%	93	536	Similar
Recreation facilities	89%	77	518	Higher
Crime prevention (efforts to keep the community safe)	72%	284	553	Similar
Building and development permits/inspections	61%	7	12	Similar
Public information	72%	3	21	Similar
Code enforcement	66%	55	553	Higher
Handling resident complaints	45%	3	6	Similar
Police response to calls	82%	3	13	Similar
Municipal court	70%	3	10	Similar
Animal control	72%	249	524	Similar
Overall quality of services provided in the Town of Parker	78%	227	572	Similar

Table 78: Contact with Town Employee Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?	26%	544	545	Much Lower

Table 79: Interaction with Town Employee (of Those Who Had Contact) Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Knowledge	80%	30	35	Similar
Responsiveness	81%	24	29	Similar
Courtesy	88%	6	9	Similar
Overall impression	80%	207	568	Similar

Table 80: Government Performance Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall direction of the Town	59%	199	554	Similar
Performance of the Town Council	54%	8	10	Similar
The value of services for the taxes paid to Parker	48%	231	580	Similar
Being ethical and honest	59%	173	509	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	66%	268	520	Similar
The Town keeps me informed about community issues and initiatives	81%	67	530	Similar
The Town government welcomes resident involvement and offers ways for residents to get involved	80%	8	553	Higher
The Town listens to its residents	66%	1	20	Higher

Front Range Benchmarks

Table 81: Aspects of Quality of Life Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Parker as a place to live	89%	16	31	Similar
Your neighborhood as a place to live	89%	14	29	Similar
Parker as a place to raise children	89%	11	32	Similar
Parker as a place to retire	61%	16	32	Similar
Parker as a place to work	58%	17	32	Similar
Your overall quality of life in Parker	86%	11	32	Similar

Table 82: Community Characteristics Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	69%	5	27	Similar
Openness and acceptance of the community toward people of diverse backgrounds	62%	8	27	Similar
Overall appearance of Parker	77%	8	25	Similar
Cleanliness of Parker	83%	7	23	Similar
Overall quality of new development in Parker	55%	1	23	Higher
Overall image or reputation of Parker	78%	7	26	Higher
Overall feeling of safety and security in Parker	82%	13	25	Similar
Variety of housing options	57%	1	25	Higher
Overall quality of business and service establishments in Parker	63%	6	24	Similar
Shopping opportunities	55%	7	28	Higher
Opportunities to attend cultural activities	63%	6	26	Higher
Recreational opportunities	81%	9	27	Similar
Employment opportunities	45%	6	28	Higher
Opportunities to participate in community events and activities	81%	3	24	Higher
Opportunities to volunteer	74%	6	24	Similar
Opportunities to participate in community matters	67%	6	26	Similar
Ease of car travel in Parker	48%	25	29	Similar
Ease of bus travel in Parker	18%	5	5	Lower
Ease of bicycle travel in Parker	62%	11	28	Similar
Ease of walking in Parker	63%	13	29	Similar
Traffic flow on major streets	38%	16	27	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	4	21	Higher

Table 83: Participation Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Attended a public meeting about Town matters	96%	1	23	Much Higher
Contacted Town Council	96%	1	21	Much Higher
Volunteered your time to an organization or activity in Parker	39%	6	23	Similar
Visited a Town of Parker recreation facility	81%	1	8	Higher
Attended a Town event	79%	1	9	Much Higher

Table 84: Town Services Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	72%	6	30	Higher
Street repair excluding Parker Road/State Highway 83 (maintained by CDOT)	59%	4	30	Higher
Street cleaning excluding Parker Road/State Highway 83 (maintained by CDOT)	77%	3	27	Higher
Traffic enforcement	54%	13	29	Similar
Recreation programs/classes/events	87%	5	27	Similar
Recreation facilities	89%	8	25	Similar
Crime prevention (efforts to keep the community safe)	72%	7	26	Similar
Code enforcement	66%	1	29	Higher
Police response to calls	82%	1	5	Similar
Municipal court	70%	2	7	Similar
Animal control	72%	9	27	Similar
Overall quality of services provided in the Town of Parker	78%	8	31	Similar

Table 85: Contact with Town Employee Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?	26%	27	27	Much Lower

Table 86: Interaction with Town Employee (of Those Who Had Contact) Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Knowledge	80%	5	7	Similar
Responsiveness	81%	4	6	Similar
Overall impression	80%	7	29	Similar

Table 87: Government Performance Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall direction of the Town	59%	5	29	Similar
The value of services for the taxes paid to Parker	48%	9	30	Similar
Being ethical and honest	59%	5	21	Higher
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	66%	4	24	Similar
The Town keeps me informed about community issues and initiatives	81%	1	22	Higher
The Town government welcomes resident involvement and offers ways for residents to get involved	80%	1	31	Higher

Nearby Jurisdictions Benchmarks

Table 88: Aspects of Quality of Life Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Parker as a place to live	89%	6	8	Similar
Your neighborhood as a place to live	89%	5	8	Similar
Parker as a place to raise children	89%	6	9	Similar
Parker as a place to retire	61%	7	9	Similar
Parker as a place to work	58%	8	9	Similar
Your overall quality of life in Parker	86%	6	9	Similar

Table 89: Community Characteristics Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	69%	2	7	Similar
Openness and acceptance of the community toward people of diverse backgrounds	62%	3	6	Similar
Overall appearance of Parker	77%	5	7	Similar
Cleanliness of Parker	83%	2	5	Similar
Overall quality of new development in Parker	55%	1	5	Higher
Overall image or reputation of Parker	78%	4	6	Similar
Overall feeling of safety and security in Parker	82%	3	7	Similar
Variety of housing options	57%	1	6	Higher
Overall quality of business and service establishments in Parker	63%	4	5	Similar
Shopping opportunities	55%	4	7	Similar
Opportunities to attend cultural activities	63%	3	6	Similar
Recreational opportunities	81%	5	7	Similar
Employment opportunities	45%	3	7	Similar
Opportunities to participate in community events and activities	81%	3	6	Similar
Opportunities to volunteer	74%	3	5	Similar
Opportunities to participate in community matters	67%	3	6	Similar
Ease of car travel in Parker	48%	8	8	Lower
Ease of bicycle travel in Parker	62%	4	8	Similar
Ease of walking in Parker	63%	4	8	Similar
Traffic flow on major streets	38%	6	7	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	2	5	Similar

Table 90: Participation Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Attended a public meeting about Town matters	96%	1	5	Much Higher
Contacted Town Council	96%	1	5	Much Higher
Volunteered your time to an organization or activity in Parker	39%	1	5	Higher

Table 91: Town Services Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	72%	3	9	Similar
Street repair excluding Parker Road/State Highway 83 (maintained by CDOT)	59%	3	8	Similar
Street cleaning excluding Parker Road/State Highway 83 (maintained by CDOT)	77%	2	7	Similar
Traffic enforcement	54%	4	8	Similar
Recreation programs/classes/events	87%	3	7	Similar
Recreation facilities	89%	4	8	Similar
Crime prevention (efforts to keep the community safe)	72%	1	7	Higher
Code enforcement	66%	1	8	Higher
Animal control	72%	2	5	Similar
Overall quality of services provided in the Town of Parker	78%	4	9	Similar

Table 92: Contact with Town Employee Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?	26%	6	6	Lower

Table 93: Interaction with Town Employee (of Those Who Had Contact) Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall impression	80%	2	7	Similar

Table 94: Government Performance Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall direction of the Town	59%	3	8	Similar
The value of services for the taxes paid to Parker	48%	4	8	Similar
Being ethical and honest	59%	3	5	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	66%	1	5	Similar
The Town keeps me informed about community issues and initiatives	81%	1	5	Similar
The Town government welcomes resident involvement and offers ways for residents to get involved	80%	1	8	Higher

Comparison among different Benchmarks

Table 95: Aspects of Quality of Life Benchmarks

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
Parker as a place to live	89%	Similar	Similar	Similar
Your neighborhood as a place to live	89%	Similar	Similar	Similar
Parker as a place to raise children	89%	Similar	Similar	Similar
Parker as a place to retire	61%	Similar	Similar	Similar
Parker as a place to work	58%	Similar	Similar	Similar
Your overall quality of life in Parker	86%	Similar	Similar	Similar

Table 96: Community Characteristics Benchmarks

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
Sense of community	69%	Similar	Similar	Similar
Openness and acceptance of the community toward people of diverse backgrounds	62%	Similar	Similar	Similar
Overall appearance of Parker	77%	Similar	Similar	Similar
Cleanliness of Parker	83%	Similar	Similar	Similar
Overall quality of new development in Parker	55%	Similar	Higher	Higher
Overall image or reputation of Parker	78%	Similar	Higher	Similar
Overall feeling of safety and security in Parker	82%	Similar	Similar	Similar
Variety of housing options	57%	Higher	Higher	Higher
Overall quality of business and service establishments in Parker	63%	Similar	Similar	Similar
Shopping opportunities	55%	Similar	Higher	Similar
Opportunities to attend cultural activities	63%	Similar	Higher	Similar
Recreational opportunities	81%	Similar	Similar	Similar
Employment opportunities	45%	Similar	Higher	Similar
Educational opportunities	67%	Similar	NA	NA
Opportunities to participate in community events and activities	81%	Higher	Higher	Similar
Opportunities to volunteer	74%	Similar	Similar	Similar
Opportunities to participate in community matters	67%	Similar	Similar	Similar
Ease of car travel in Parker	48%	Similar	Similar	Lower
Ease of bus travel in Parker	18%	Lower	Lower	NA
Ease of bicycle travel in Parker	62%	Similar	Similar	Similar
Ease of walking in Parker	63%	Similar	Similar	Similar
Traffic flow on major streets	38%	Similar	Similar	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	Similar	Higher	Similar

Table 97: Participation Benchmarks

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
Attended a public meeting about Town matters	96%	Much Higer	Much Higher	Much Higher
Contacted Town Council	96%	Much Higer	Much Higher	Much Higher
Volunteered your time to an organization or activity in Parker	39%	Similar	Similar	Higher
Participated in a Town of Parker recreation program	86%	Much Higer	NA	NA
Visited a Town of Parker recreation facility	81%	Much Higer	Higher	NA
Attended a Town event	79%	Much Higer	Much Higher	NA

Table 98: Town Services Benchmarks

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	72%	Similar	Higher	Similar
Street repair excluding Parker Road/State Highway 83 (maintained by CDOT)	59%	Higher	Higher	Similar
Street cleaning excluding Parker Road/State Highway 83 (maintained by CDOT)	77%	Similar	Higher	Similar
Traffic enforcement	54%	Similar	Similar	Similar
Parks/trails maintenance	89%	Similar	NA	NA
Recreation programs/classes/events	87%	Similar	Similar	Similar
Recreation facilities	89%	Higher	Similar	Similar
Crime prevention (efforts to keep the community safe)	72%	Similar	Similar	Higher
Building and development permits/inspections	61%	Similar	NA	NA
Public information	72%	Similar	NA	NA
Code enforcement	66%	Higher	Higher	Higher
Handling resident complaints	45%	Similar	NA	NA
Police response to calls	82%	Similar	Similar	NA
Municipal court	70%	Similar	Similar	NA
Animal control	72%	Similar	Similar	Similar
Overall quality of services provided in the Town of Parker	78%	Similar	Similar	Similar

Table 99: Contact with Town Employee Benchmarks

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?	26%	Much Lower	Much Lower	Lower

Table 100: Interaction with Town Employee (of Those Who Had Contact) Benchmarks

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
Knowledge	80%	Similar	Similar	NA
Responsiveness	81%	Similar	Similar	NA
Courtesy	88%	Similar	NA	NA
Overall impression	80%	Similar	Similar	Similar

Table 101: Government Performance Benchmarks

	Percent positive	National benchmark	Front Range benchmark	Nearby benchmark
Overall direction of the Town	59%	Similar	Similar	Similar
Performance of the Town Council	54%	Similar	NA	NA
The value of services for the taxes paid to Parker	48%	Similar	Similar	Similar
Being ethical and honest	59%	Similar	Higher	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	66%	Similar	Similar	Similar
The Town keeps me informed about community issues and initiatives	81%	Similar	Higher	Similar
The Town government welcomes resident involvement and offers ways for residents to get involved	80%	Higher	Higher	Higher
The Town listens to its residents	66%	Higher	NA	NA

Appendix F. Survey Methodology

Developing the Questionnaire

The Town of Parker Community Survey was first administered in 1999. General community surveys, such as this one, ask recipients their perspectives about the quality of life in the town, their use of town amenities, their opinion on policy issues facing the town and their assessment of Town service delivery. The 2024 survey for the Town of Parker was developed by starting with the version from the previous implementation in 2021. In an iterative process between Town staff and Polco staff, a final five-page questionnaire was created. The Town of Parker funded this research. Please contact Emily Hogan of the Town of Parker at ehogan@parkerco.gov if you have any questions about the survey.

Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. The Town of Parker provided a listing of all households within the town. Four-thousand Town of Parker households originally were randomly selected to participate in the survey using a systematic sampling method. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every Nth one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. The exact geographic location of each housing unit in the address list was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and each address was identified as being within one of four geographic quadrants in Parker (Mainstreet and Parker Road were used as the cross-streets to create the four quadrants). Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, a link to an online open participation survey was publicized and posted to the Town of Parker website and shared through other communication avenues used by the Town. This survey was identical to the scientific survey and open to all Town residents. The data presented in this report exclude the open participation survey data. These data can be found in the Supplemental Open Participation Web Survey Results provided under separate cover.

Survey Administration and Response

Four thousand selected households were contacted three times. First, an invitation postcard informing the household members that they had been selected to participate in the Town of Parker Community Survey was sent on June 3, 2024. The postcard included a URL to take the survey online. Approximately one week after mailing the postcard, these households were mailed a paper survey

containing a cover letter enlisting participation. The cover letter also included a URL where respondents could go to complete the survey online, if desired. The packet also contained a postage-paid return envelope in which the survey recipients could return the completed questionnaire to Polco. A reminder postcard, scheduled to arrive one week after the paper survey was the final contact. The reminder postcard asked those who had not completed the survey to do so and included the URL for the online response option. The survey was available only in English. Completed surveys were collected over the following six weeks. The online open participation survey became available to all residents on July 1st, 2024, and remained open for two weeks.

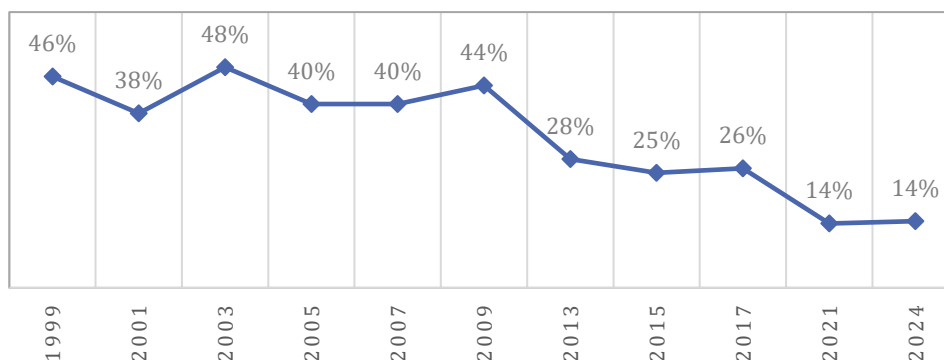
About 2% of the 4,000 surveys/postcards mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 3,906 households that received the survey, 567 completed the survey, providing an overall response rate of 14%. Of the 567 completed surveys, 348 were completed online and 219 on paper. Additionally, responses were tracked by geographic area; response rates by the four areas of Town ranged from 9% to 15%. The response rates were calculated using AAPOR's response rate #2³ for mailed surveys of unnamed persons.

Table 102: Survey Response Rates by Area

	Northwest	Northeast	Southeast	Southwest	Overall
Total sample used	1,111	516	1,048	1,325	4,000
I=Complete Interviews	108	48	206	205	567
NE=Not eligible	7	21	28	38	94
Response rate:	10%	9%	20%	15%	14%

The overall response rate for the 2024 survey was identical to the 2021 response rate. Longer trends shown a decrease in the response rates with 3 different periods, a) high response rates (from 1999 to 2009), b) moderate high response rates (from 2013 to 2017), c) moderate response rates (since 2021).

Figure 19: Survey Response Rates by year



³ See AAPOR's Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

95% Confidence Intervals

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within three percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the margin of error for the survey is generally no greater than plus or minus 4 percentage points around any given percent reported for all respondents results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise.

Survey Processing (Data Entry)

Mailed surveys were returned via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey is reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset is subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Polco used its own platform to collect online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns or logic are programmed into the system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Weighting the Data

The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The demographic characteristics of the survey respondents were compared to those found in the 2022 American Community Survey (ACS) 5-year estimates. Survey results were weighted using the population norms to reflect the appropriate percentage of those residents in the town. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics. The

variables used for weighting were respondent gender, age, race/ethnicity, and housing tenure (rent or own). No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 103: 2024 Parker Community Survey Weighting Table

Characteristics	Population Norm	Unweighted	Weighted
Own	26%	12%	23%
Rent	74%	88%	77%
White	83%	87%	85%
not White	17%	13%	15%
Hispanic	13%	6%	10%
Not Hispanic	87%	94%	90%
Female	50%	60%	52%
Male	50%	40%	48%
Age 18-34	31%	9%	27%
Age 35-54	41%	39%	42%
Age 55 and over	28%	52%	30%
Female 18-34	15%	6%	15%
Female 35-54	21%	23%	21%
Female 55 and over	15%	31%	16%
Male 18-34	16%	3%	13%
Male 35-54	21%	16%	21%
Male 55 and over	13%	21%	14%
Northwest	26%	19%	25%
Northeast	11%	8%	9%
Southeast	28%	36%	29%
Southwest	36%	36%	37%

Analyzing the Data

The electronic dataset was analyzed by Polco staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B. Complete Set of Survey Responses*.

Also included are results by respondent characteristics (*Appendix D. Comparisons of Select Questions by Respondent Characteristics*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked with capitalized letters.

The data for the open participation survey are presented separately in the report titled Supplemental Open Participation Web Survey Results.

Appendix G. Survey Instrument

The 2024 survey instrument and mailed materials appears on the following pages.

Dear Town of Parker Resident,

We invite you to help shape our future! You've been randomly selected to participate in Parker's 2024 Community Survey. Your feedback is important - it will impact decisions that affect our community.

To hear from a representative group of residents, the adult 18 or older in your household who most recently had a birthday should complete this survey.

Please do not share your survey link. This survey is for randomly selected households only. You can wait a few days for a paper survey to arrive in the mail, or go online now and complete the confidential survey at:

polco.us/xxplaceholder

If you have any questions about the survey, please contact Emily Hogan at 303.805.3117 or ehogan@parkerco.gov.

Thank you for helping create a better community!

Sincerely,

Town of Parker



PARKER
C O L O R A D O

Town Hall
20120 E. Mainstreet
Parker, CO 80138-7334

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

QR Code
Placeholder

Tell us what you think!

Complete the Parker community survey by scanning the QR code.



Your kind of place.

Dear Town of Parker Resident,

As a resident of our great community, the Town of Parker would like to invite you to provide some feedback about how things are going in Parker: the quality of life, quality of services and preferred solutions to a few local issues. To keep Parker moving in the right direction, we need to check in periodically with a representative group of residents to hear what we are doing well and where we can improve. So, that is why we are sending you this survey and requesting your feedback. Your responses, all of which will remain completely confidential, will be very useful for our Town budgeting and planning processes. The final survey results will be reported in group form only and will be made available to the public.

Furthermore, we are asking that the person in your household who most recently had a birthday and is age 18 or older complete the survey. This selection process ensures that the surveys are completed by a wide range of eligible residents. For your convenience, a **postage-paid** return envelope is provided.

If you prefer, you may also complete the survey online (please type the address exactly as it appears below into the address bar of your web browser):

polco.us/XXplaceholder

QR Code
Placeholder

Please do not share your survey link. This survey is for randomly selected households only. The Town will conduct a separate survey that is open to all residents just a few weeks from now.

Your participation is important to us! We have mailed only a small number of surveys and your response is crucial to ensuring that we receive opinions from across our community. Please take the few minutes needed to complete and return the survey. Thank you in advance for your quick response and **thank you** for assisting with this effort to continue to improve the Town of Parker.

If you have any questions about this survey, please contact Emily Hogan at 303.805.3117 or ehogan@parkerco.gov.

Thank you for helping create a better community!

Sincerely,

Mayor & Council
Town of Parker

Dear Town of Parker Resident,

If you have not yet completed the 2024 Town of Parker Community Survey, please do so. If you have completed it, we appreciate your participation! We ask that you do not respond twice.

To hear from a representative group of residents, the adult 18 or older in your household who most recently had a birthday should complete this survey.

Please do not share your survey link. This survey is for randomly selected households only. Please complete the confidential survey online at:

polco.us/xxplaceholder

If you have any questions about the survey, please contact Emily Hogan at 303.805.3117 or ehogan@parkerco.gov.

Thank you for helping create a better community!

Sincerely,

Town of Parker



PARKER
C O L O R A D O

Town Hall
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Parker, CO 80138-7334

Presorted
First Class Mail
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PAID
Boulder, CO
Permit NO. 94

QR Code
Placeholder

Tell us what you think!

Complete the Parker community survey by scanning the QR code.

2024 Town of Parker Community Survey

Thank you for responding. Your answers are confidential and no identifying information will be shared.

1. Please rate the following aspects of quality of life in Parker:

	Excellent	Good	Fair	Poor	Don't know
Parker as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Parker as a place to raise children	1	2	3	4	5
Parker as a place to retire	1	2	3	4	5
Parker as a place to work.....	1	2	3	4	5
Your overall quality of life in Parker	1	2	3	4	5
Parker as place to invest or open a business	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to the Parker community as a whole:

	Excellent	Good	Fair	Poor	Don't know
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Parker.....	1	2	3	4	5
Cleanliness of Parker.....	1	2	3	4	5
Overall quality of new development in Parker	1	2	3	4	5
Appearance and design of new development in Parker	1	2	3	4	5
Affordability of housing options in Parker	1	2	3	4	5
Overall image or reputation of Parker	1	2	3	4	5
Overall feeling of safety and security in Parker	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Parker	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in community events and activities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Parker	1	2	3	4	5
Ease of bus travel in Parker	1	2	3	4	5
Ease of bicycle travel in Parker	1	2	3	4	5
Ease of walking in Parker	1	2	3	4	5
Traffic flow on major streets excluding Parker Road (Hwy 83), which is maintained by CDOT	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)...	1	2	3	4	5

3. Which top three characteristics do you like most about living in Parker? (Please check up to three options)

- ☐ Sense of community/hometown feel
- ☐ Location
- ☐ Neighborhoods
- ☐ Schools
- ☐ Overall image/reputation of Parker
- ☐ Parks and recreation
- ☐ Friends and family
- ☐ Cost of living
- ☐ Safety of community
- ☐ Town history/heritage
- ☐ Arts and cultural opportunities
- ☐ Other (please specify):

4. Please indicate your impression of the rate of growth in the following categories in Parker in recent years:

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth.....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Job growth.....	1	2	3	4	5	6
Housing growth (new construction).....	1	2	3	4	5	6
Infrastructure to serve growth (roads, parks, facilities, etc.)	1	2	3	4	5	6

5. What is the single biggest thing (program, service or type of business) the Town of Parker could do or offer to improve your quality of life in Parker? Please provide your response on the line below.

6. In the last 12 months, about how many times, if ever, have you or other household members done the following things?

	<u>Never</u>	<u>Once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>More than 26 times</u>
Attended a Town Council meeting	1	2	3	4	5
Attended a public meeting about Town matters	1	2	3	4	5
Watched a Council or Planning Commission meeting online.....	1	2	3	4	5
Contacted Town Council	1	2	3	4	5
Volunteered your time to an organization or activity in Parker	1	2	3	4	5
Participated in a Town of Parker recreation program.....	1	2	3	4	5
Visited a Town of Parker recreation facility	1	2	3	4	5
Attended a Town event.....	1	2	3	4	5
Visited Downtown Parker	1	2	3	4	5
Participated in a Town of Parker cultural/arts program	1	2	3	4	5
Visited the PACE Center, the Schoolhouse, or attended a concert at Discovery Park.....	1	2	3	4	5

7. Please rate the quality of each of the following services provided by the Town of Parker.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	1	2	3	4	5
Street repair excluding Parker Road/State Highway 83 (maintained by CDOT)	1	2	3	4	5
Street cleaning excluding Parker Road/State Highway 83 (maintained by CDOT)	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Crime prevention (efforts to keep the community safe).....	1	2	3	4	5
Code enforcement (signs, property maintenance).....	1	2	3	4	5
Police response to calls	1	2	3	4	5
Police listening to residents about public safety concerns	1	2	3	4	5
Municipal court	1	2	3	4	5
Parks/trails maintenance.....	1	2	3	4	5
Recreation programs/classes/events.....	1	2	3	4	5
Recreation facilities	1	2	3	4	5
Cultural facilities	1	2	3	4	5
Cultural performances/classes/events	1	2	3	4	5
Animal control.....	1	2	3	4	5
Building and development services (permits, inspections, etc.)	1	2	3	4	5
Public information	1	2	3	4	5
Handling resident complaints.....	1	2	3	4	5
Working with resident groups to solve local problems.....	1	2	3	4	5
Overall quality of services provided in the Town of Parker.....	1	2	3	4	5

8. During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?

- ☐ No → GO TO QUESTION 11
☐ Yes

9. If yes, what was your impression of the employee(s) of the Town of Parker in your most recent contact? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge.....	1	2	3	4	5
Responsiveness	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

10. Which department did you have contact with?

- | | |
|--|--|
| ☐ Parks & Recreation | ☐ Clerk's Office |
| ☐ Economic Development | ☐ Finance |
| ☐ Community Development (Building and Planning) | ☐ Human Resources |
| ☐ Cultural | ☐ Public Works |
| ☐ Town Manager's Office | ☐ Other |
| ☐ Police | ☐ Don't know |

11. Please rate the following categories of Parker government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall direction of the Town	1	2	3	4	5
Overall performance of general administration and management	1	2	3	4	5
Performance of the Town Council.....	1	2	3	4	5
Direction the Town is taking with respect to recreation facilities/ programming/classes	1	2	3	4	5
Direction the Town is taking with respect to cultural programming/classes/ productions.....	1	2	3	4	5
The job Parker does at running local government for the benefit of all the people.....	1	2	3	4	5
The value of services for the taxes paid to Parker	1	2	3	4	5
Parker's Town government as an example of how to provide local government services	1	2	3	4	5
Being responsive to residents.....	1	2	3	4	5
Management of growth and development.....	1	2	3	4	5
Effectively planning for the future (management of growth and development, Town services and facilities, etc.)	1	2	3	4	5
Being ethical and honest.....	1	2	3	4	5
Supporting the economic health of Parker	1	2	3	4	5
Making decisions that support the quality of life in Parker	1	2	3	4	5
Maintaining public infrastructure (such as roads, bridges, public buildings, etc.) excluding Parker Road (Hwy 83) which is maintained by CDOT	1	2	3	4	5
Providing access to elected officials	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5

12. Please rate the extent to which you agree or disagree with each of the following statements.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
The Town keeps me informed about community issues and initiatives.....	1	2	3	4	5
I am pleased with the overall direction of the Town.....	1	2	3	4	5
The Town government welcomes resident involvement and offers ways for residents to get involved.....	1	2	3	4	5
The Town gathers feedback from residents on new policies or projects/conducts public processes.....	1	2	3	4	5
The Town listens to its residents.....	1	2	3	4	5
I consider myself informed about Town of Parker issues and operations.....	1	2	3	4	5

13. First tell us how much of a priority, if at all, the Town should place on each of the following aspects of the community. Then, select which three (3) should be the top priorities for the Town to focus on in the next five years, depending on available funding.

	High priority	Medium priority	Low priority	Not a priority	Top priorities
Transportation (e.g., safe, maintained and improved transportation system for cars, bikes and pedestrians)	1	2	3	4	☐
Public Safety (e.g., community safety and compliance with Municipal Code/State Law).....	1	2	3	4	☐
Parks and Trails (e.g., safe, and well- maintained parks, trails and landscaped areas, outdoor sports fields/areas).....	1	2	3	4	☐
Open Space (e.g., preserving native plants, wildlife and scenic vistas)	1	2	3	4	☐
Recreation (e.g., high quality, reasonably priced recreation/leisure activities)	1	2	3	4	☐
Managing Growth and Development (balancing growth with preserving community character, expanding housing opportunity/affordability)....	1	2	3	4	☐
Environmental Sustainability (open space preservation, water use, wildlife conservation, energy efficiency)	1	2	3	4	☐
Economic Prosperity (e.g., promoting a thriving business climate and job creation)	1	2	3	4	☐
Administration & Support Services (e.g., effective and efficient governance).....	1	2	3	4	☐
Arts and Culture (e.g., variety of shows/events, community rental spaces).....	1	2	3	4	☐

14. How often, if ever, do you get information about the Town of Parker from each of the following sources?

	<u>Frequently</u>	<u>Occasionally</u>	<u>Never</u>
Town Newsletter (Talk of the Town)	1	2	3
Town website (www.parkerco.gov)	1	2	3
Text/email blasts from Town.....	1	2	3
www.LetsTalkParker.org (online engagement platform)	1	2	3
Town Social Media (Facebook, Twitter, Instagram)	1	2	3
Nextdoor.com	1	2	3
Town of Parker Electronic Message Boards.....	1	2	3
Event banners on Town lamp posts	1	2	3
Other Town mailings (postcards, letters, etc.).....	1	2	3
Community appearances (pop-up events, Farmer's Market, etc.).....	1	2	3
Attending government meetings in person or watching online.....	1	2	3
Neighborhood organizations	1	2	3
Homeowners' Association (HOA) or Community Manager	1	2	3
Word of mouth	1	2	3
Newspaper (Denver Post, Parker Chronicle).....	1	2	3
Television/radio	1	2	3

The final questions are about you and your household. Again, your answers to this survey are completely confidential and no identifying information will be shared.

D1. How many years have you lived in Parker?

- ☐ Less than 2 years ☐ 11-20 years
☐ 2-5 years ☐ More than 20 years
☐ 6-10 years

D2. Do you own or rent your residence?

- ☐ Own ☐ Rent

D3. How many of the following live in your household?

None 1 2 3 4 5+

Total people, including you ☐ ☐ ☐ ☐ ☐ ☐
 Children under 18..... ☐ ☐ ☐ ☐ ☐ ☐
 Adults 65 years or older ☐ ☐ ☐ ☐ ☐ ☐

D4. What is the highest degree or level of school you have completed?

- ☐ 0-11 years, no diploma
☐ High school graduate
☐ Some college or associate degree
☐ Bachelor's degree
☐ Graduate or professional degree

D5. Which of the following best describes your age?

- ☐ 18-24 ☐ 65-74
☐ 25-34 ☐ 75-79
☐ 35-44 ☐ 80-84
☐ 45-54 ☐ 85 years or older
☐ 55-64

D6. About how much was your household's total income before taxes in 2023? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$25,000 ☐ \$125,000 to \$149,999
☐ \$25,000 to \$49,999 ☐ \$150,000 to \$199,999
☐ \$50,000 to \$74,999 ☐ \$200,000 to \$249,999
☐ \$75,000 to \$99,999 ☐ \$250,000 to \$299,999
☐ \$100,000 to \$124,999 ☐ \$300,000 or more

D7. What is your gender

- ☐ Female
☐ Male
☐ Identify in another way

D8. Are you of Hispanic/Spanish/Latinx origin?

- ☐ Yes ☐ No

D9. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
☐ Asian, Asian Indian, or Pacific Islander
☐ Black or African American
☐ White
☐ Other

Thank you! Please return the survey in the enclosed business reply envelope to:
 National Research Center, Inc., P.O. Box 549, Belle Mead, NJ 08502-9922
 If you have any questions about this survey, please contact:
 Emily Hogan at 303.805.3117 or ehogan@parkerco.gov



PARKER
C O L O R A D O

Supplemental Report 2024

Jurisdictions included in custom benchmarks

Report of Results

September 2024



1241 John Q. Hammons Dr, Suite #203
Madison, WI 53717
info.polco.us • 608-709-8683

List of Jurisdictions in the Front Range Benchmark Comparison

Below are the jurisdictions included in the Front Range comparison, including the 2021 ACS population.

Adams County, CO	520,149	Golden city, CO.....	20,461
Berthoud town, CO	10,892	Greeley city, CO.....	107,949
Boulder city, CO	106,598	Highlands Ranch CDP, CO.....	101,514
Brighton city, CO	40,569	Johnstown town, CO	17,327
Broomfield city, CO.....	73,946	Lakewood city, CO	156,149
Centennial city, CO	107,702	Littleton city, CO.....	45,531
Commerce City, CO.....	63,050	Louisville city, CO.....	20,920
Denver city, CO	710,800	Loveland city, CO.....	76,500
Elbert County, CO	26,457	Northglenn city, CO	37,948
Englewood city, CO	33,634	Parker town, CO	58,733
Erie town, CO	30,447	Superior town, CO	13,146
Estes Park town, CO	5,906	Wellington town, CO	11,163
Firestone town, CO	16,704	Westminster city, CO.....	115,502
Fort Collins city, CO.....	168,758	Wheat Ridge city, CO.....	32,263
Fort Lupton city, CO	8,164	Windsor town, CO	33,905
Frederick town, CO	15,037	Woodland Park city, CO.....	7,911

List of Jurisdictions in the Nearby Communities Benchmark Comparison

Below are the jurisdictions included in the Nearby Communities comparison, including the 2021 ACS population.

Centennial city, CO	107,702	Littleton city, CO.....	45,531
Englewood city, CO	33,634	Louisville city, CO.....	20,920
Golden city, CO	20,461	Loveland city, CO	76,500
Highlands Ranch CDP, CO	101,514	Parker town, CO	58,733
Lakewood city, CO	156,149		



MEMORANDUM

TO: Honorable Mayor and Councilmembers
FROM: Emily Hogan, Assistant Town Manager
Brooke Spain, Events Manager
DATE: October 28, 2024
SUBJECT: Community Events Discussion

ISSUE:

Staff is presenting several topics for discussion related to Community Events. This includes an update on Community Events, the Town's Road Closure Policy, guidelines for use of the Town's Meridian Barriers and an update on the Community Programs/Events calendar and repository.

FISCAL/BUDGET IMPACT:

None.

BACKGROUND:

Staff is presenting several topics related to Community Events for discussion. These include:

1. Community Events Overview – staff is sharing an overview of the permit process, an update on the transition to Kaizen, estimated permit numbers for 2024 and next steps for 2025.
2. Road Closure Policy – the Town does not currently have a Road Closure Policy, which could be problematic if we receive new requests for closures. Staff is presenting several options on how the Town can address this concern.
3. Meridian Barriers Guidelines – this is a follow-up to last year's discussion on Town use of Meridian Barriers. Staff is presenting proposed guidelines for third party use of the Town's equipment.
4. Community Programs/Events Calendar and Repository – staff is sharing an update on the calendar/repository, which was created this year to identify Town events and community relations programs/activities that are available to the public across all departments.

RECOMMENDATION:

Staff is seeking feedback from Council on these items.

REQUESTED DIRECTION:

Staff is seeking feedback from Council on these items.

ATTACHMENT:

None



MEMORANDUM

TO: Honorable Mayor and Councilmembers
FROM: Chris Fiandaca, Finance Director
Christine Brookshire, Finance Manager
DATE: October 28, 2024
SUBJECT: Proposed 2025 Town Council Budget

ISSUE:

The 2025 Budget was presented to Town Council during the October 4, 2024 retreat. Town Council had the opportunity to comment or ask questions during and after the presentation. Due to the amount of information and data presented, there may be additional thoughts or questions prior to the first public hearing on November 4, 2024. This study session topic provides the opportunity to bring those forward and not have to wait an entire month. Staff will also present any changes that have occurred to the proposed fund budgets.

FISCAL/BUDGET IMPACT:

Proposed 2025 Budget appropriation total is \$194,712,413.

BACKGROUND:

The 2025 Budget was presented to Town Council during the October 4, 2024 retreat. Town Council had the opportunity to comment or ask questions during and after the presentation. Due to the amount of information and data presented, there may be additional thoughts or questions prior to the first public hearing on November 4, 2024. This study session topic provides the opportunity to bring those forward and not have to wait an entire month. Staff will also present any changes that have occurred to the proposed fund budgets.

RECOMMENDATION:

The agenda topic provides Town Council members the opportunity to further discuss the 2025 Budget presentation.

REQUESTED DIRECTION:

Finance staff is available to respond to questions and comments related to the 2025 Budget presentation.

ATTACHMENT:

None



MEMORANDUM

TO: Honorable Mayor and Councilmembers
FROM: Emily Hogan, Assistant Town Manager
DATE: October 28, 2024
SUBJECT: Legislative Update

ISSUE:

Staff is presenting a legislative update for Council, including a recap of the 2024 session, an overview of the 2024 special session and potential topics of interest for the upcoming session in 2025.

FISCAL/BUDGET IMPACT:

None.

BACKGROUND:

The Town has established a framework for legislative advocacy and takes positions on major policy issues under consideration at the federal, state and local levels that may impact the Town and its residents and businesses. 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. These positions are captured in the Town's Legislative Policy Agenda, which is adopted annually.

The Council serves as the Town's legislative review body and is apprised of bills throughout the session and receives regular updates throughout the legislative session. The Council also receives updates from staff and the Town's lobbyist (Mutch Government Relations) when out of session as there are interim committees meeting and discussing potential bills. The Town's lobbyist is contracted to provide legislative advocacy services to the Town. In addition to maintaining a daily presence at the State Capitol when in session, the lobbyist acts as a policy advisor, strategic consultant, coalition organizer and legislative advocate on behalf of the Town.

Staff and the Town's lobbyist will provide a recap of the 2024 session, an overview of the 2024 special session and potential topics of interest related to the 2025 session. Staff is seeking feedback from Council on potential edits/additions for the Town's Legislative Policy Agenda, inviting delegates to attend the next legislative update on December 9 and reviewing the legislative update meeting schedule once the session starts.

RECOMMENDATION:

Staff is sharing an update on legislative matters and seeking feedback from Council on next steps.

REQUESTED DIRECTION:

Staff is sharing an update on legislative matters and seeking feedback from Council on next steps.

ATTACHMENT:

1. Legislative Update SS Pres 102824
2. 2025 Draft Legislative Agenda redline 102324



PARKER
COLORADO

Legislative Update

October 28, 2024



Emily Hogan, Assistant Town Manager – Admin
William Mutch, Town Lobbyist

2024 Session Recap

- 2024 Session
 - Land use bills – housing in transit-oriented communities (HB-1313), prohibiting parking minimums (HB-1304), ADUs (HB-1152), residential occupancy limits (HB-1007), sustainable affordable housing assistance (SB-174)
 - Public safety – concealed carry permit/training (HB-1174), persons detained in jail on emergency commitment (HB-1079), prohibiting term excited delirium (HB-1103), regulating use of prone restraint (HB-1372), prohibiting carrying of firearms in sensitive spaces (SB-131)
 - Property tax – new local government revenue limit (doesn't apply to home rule), residential/non-residential assessment rate reductions (SB-233)
 - Other – Wine Walk bill (HB-1156)

2024 Special Session

- Special Session
 - Property tax – additional cuts beyond SB24-233, residential/non-residential assessment rate reductions (HB-1001)

2025 Session

- 2025 session starts on January 8, 2025
- Update on interim committees/bills
- Election update

Legislative Policy Agenda

- Review redline from 2024 Legislative Agenda
- Any edits? Items for consideration?

Next Steps

- Conduct legislative 101 training – complete
- Update Legislative Policy Agenda – staff working on, **topics of interest**
- PDCG elected official caucus on Nov. 21st
- Next legislative update scheduled for Dec. 9th – **invite delegates to join & hear Town's priorities and share their own**
- Biweekly updates will start on 1st/3rd Monday at 4 PM starting after Jan. 8th
- Anything else?



20254 Legislative Policy Agenda

Introduction

The Town of Parker's 2025⁴ Legislative Policy Agenda ("Agenda") establishes positions taken by the Town 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. With the Strategic Plan as its foundation, the Agenda is given the flexibility to represent the Town's interest in a wide range of policies, even if the policies in question are not explicitly addressed on the Agenda.

The Town's mission and vision are:

Mission

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.

Vision

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 Town's Strategic Priorities are:



Support an active community

Parker will demonstrate our commitment to the health of our community, both indoors and out by providing access to outstanding parks, trails and recreation amenities and activities. We promote a healthy lifestyle and work to meet the needs of a diverse, multigenerational community.



Foster community creativity and engagement

Parker will stimulate community creativity and engagement through high quality cultural and educational programs and amenities. These will include community events, accessible cultural venues, state-of-the-art facilities and innovative lifelong learning opportunities, all of which are vital to a creative community.



Enhance economic vitality

Parker will be an area leader for economic growth by supporting the development of thriving businesses and industry. We will play a critical role in shaping quality of life through exceptional residential, commercial, and open space development; and creating a sense of place that attracts new employees, residents, and visitors to ensure fiscal stability for the community.



Provide a safe and healthy community

Parker will promote the wellbeing of our community by protecting our residents' welfare through prevention services and a safe transportation network. Parker fosters a feeling of personal safety and security through a visible, responsive public safety presence and a proactive focus on prevention, intervention and safety education.



Innovate with collaborative governance

Parker employs a high-quality dedicated workforce to support transparency, accountability, and fiscal sustainability by using innovative techniques to optimize performance. We engage in regional relationships, including our education, fire, water providers, and other governmental agencies and partnerships.



Develop a visionary community through balanced growth

Parker will demonstrate our commitment to balanced growth, well-planned development, and quality infrastructure using a visionary plan for a sustainable future. We support a healthy, future-focused community with exceptional services, while preserving our historical elements and hometown feel.

The Town of Parker supports legislation that is consistent and furthers advancement of the priorities and objectives found in its Strategic Plan. Conversely, the Town opposes legislation that inhibits achievement of the Strategic Plan and its objectives.

Limitations on legislative involvement

The Town will not take a position on every policy likely to impact the Town or its residents, businesses or other stakeholders in the community. The Town's legislative advocacy function has finite resources and focuses on areas with potential to have the greatest impact to the Town. The Town Council exercises discretion in determining when the Town takes a position on a policy.

Revisions to the Legislative Policy Agenda

The Town Council will review and update this Agenda each year as it deems appropriate. The Council may also choose to revise the Agenda outside of the regular update cycle in limited circumstances. Such circumstances may include a need to quickly respond to a particularly impactful policy or provide further direction to staff where the Agenda is not sufficiently specific on a topic.

The Council approves the Agenda each year via resolution.

Support of other organizations

The Town of Parker may from time-to-time partner with other municipalities or agencies on items of mutual interest. The Town may take a position on legislation to support its partners even if there is no direct impact to the Town itself.

Legislative review process

The Council serves as the Town's legislative review body. The Council is apprised of legislation throughout the session by staff and receives regular updates during Council meetings.

Individual advocacy and free speech

These procedures do not limit and are not intended to abridge the federal and state Constitutional rights of the Town Council and staff when they choose to express personal opinions on legislative matters. When expressing personal opinions, Council Members and staff are strongly encouraged to communicate that any personal opinions are not issued in an official capacity or on behalf of the Town of Parker or the Town Council. Individuals must refrain from the use of the Town's copyrighted logo or other branded materials.

While individual Council Members may advocate for or against legislation in their personal capacity, no Council Member may represent that they speak on behalf of the Town or Town Council when engaging in political advocacy unless the Town Council has taken a formal position for or against such legislation.

Advocacy for new legislation

Formal approval of the Town Council is required for the Town to propose new legislation. Neither the Mayor nor individual Council Members may propose legislation on behalf of the Town without the consent of the full Town Council.

20254 LEGISLATIVE PRIORITIES

Home rule authority and local control

Strategic Priority: All

- The Town supports local control and municipal government home rule authority.
- The Town supports collaboration with local municipalities as certain issues require statewide and multi-jurisdictional response, which are best addressed through early and meaningful engagement.
- The Town supports retention of authority for all municipalities to set local tax rates, expand municipal taxing authority and equitably share new state revenue with municipal governments.
- The Town opposes state legislation that creates unfunded mandates on local municipalities without state funding or other sources of revenue.
- The Town supports property tax policies that do not reduce local government revenue and allow municipalities the flexibility to retain excess revenue and modify debt service mill levies, among other tools.

Land use

Strategic Priority: Support an Active Community; Enhance Economic Vitality; Promote a Safe and Healthy Community; Innovate with Collaborative Governance; Develop a Visionary Community Through Balanced Growth

- The Town supports local control and determination of local land use issues.
- The Town supports municipal discretion concerning the imposition of development fees and requirements.
- The Town supports municipal discretion to adopt, update and enforce local building codes, including those that meet or exceed state standards.
- The Town opposes delegation of municipal land use authority to state agencies or preemption of municipal land use controls.
- The Town opposes mandatory approval of wireless telecommunications facilities permits within a 60-day period as this is a local land use issue and there are no known issues with municipalities delaying review of these applications.

Economic development

Strategic Priority: Enhance Economic Vitality; Develop a Visionary Community Through Balanced Growth

- The Town supports the diversification and expansion of local economies, including support for existing businesses and the creation of new jobs.
- The Town supports regional economic development through partnerships and coordination with local, county, regional and statewide economic partners.
- The Town supports appropriate state tax policies and incentive programs that encourage business expansion, retention and attraction through job creation, investment in capital equipment and employer facility development.
- The Town supports workforce development, including higher education funding and vocational training.
- The Town opposes unreasonable restrictions on urban renewal authorities and downtown development authorities.
- The Town opposes limitations on municipalities' ability to utilize financing mechanisms such as tax increment financing (TIF).

Energy

Strategic Priority: Develop a Visionary Community Through Balanced Growth

- The Town supports reasonable energy conservation efforts and appropriate legislation that accelerates the development of clean, economical energy resources.
- The Town opposes preemption of municipalities in setting and implementing long-term renewable energy goals.
- The Town opposes unfunded federal and state mandates on energy sources that would create unnecessary economic burden on municipalities, local businesses or residents or would reduce energy supply in a significant manner.

Environment, conservation and sustainability

Strategic Priority: Develop a Visionary Community Through Balanced Growth

- The Town supports reasonable and practical application of air and water pollution control laws by federal and state agencies and encourages restraint in modifying legislation and regulations that have a fiscal impact on municipalities.
- The Town supports practices to assure public health, safety and environmental protection and the protection of domestic water sources.
- The Town supports statewide and regional cooperation in drought response planning including water storage, as well as increasing conservation efforts.

- The Town opposes state preemption of local government authority to adopt environmental ordinances.

Housing

Strategic Priority: Support an Active Community

- The Town opposes mandated affordable housing requirements that infringe upon local home rule authority or pose a safety issue.
- The Town opposes state preemption of local authority to adopt and enforce ordinances that regulate use of public spaces and rights-of-way.
- The Town supports increasing local governments' ability to regulate, manage or generate alternative sources of funding for affordable housing, including public-private partnerships.
- The Town supports an adequate supply of diverse housing options and continued public and private sector support for such an effort.
- The Town supports solutions at the state level to limit litigation on construction defects to encourage a variety of housing types, particularly for-sale multifamily housing.
- ~~• The Town supports the preservation, revitalization and redevelopment of existing neighborhoods.~~
- The Town supports the creation of an adequately financed statewide housing trust fund.
- ~~• The Town supports public and private financial assistance and support programs to address the needs of persons experiencing homelessness.~~

Public health

Strategic Priority: Support an Active Community; Promote a Safe and Healthy Community

- The Town supports the greatest amount of local control possible for the regulation and ability to restrict sales of marijuana, kratom, and products with hallucinogenic properties.
- The Town supports legislation that expands support for those with mental health needs.
- The Town supports legislation that provides state resources for mental health initiatives.
- The Town supports the greatest amount of local control possible for regulating nutraceutical supplements.

Public safety

Strategic Priority: Promote a Safe and Healthy Community

- The Town opposes initiatives that have the potential to compromise officer safety.

- The Town opposes efforts to undermine local control or enforcement of activities on public property.
- The Town opposes the reduction and loss of qualified immunity for government officials.
- The Town supports local control of local emergency services, operations, and involvement of the state as a resource to local government in the areas of information, coordination and training.
- The Town supports federal, state and county funds for those agencies that serve as a resource to municipal emergency services.
- The Town supports state and community-based intervention, prevention and rehabilitation programs and state initiatives that respect the key role of communities and local government officials.
- The Town supports ensuring that municipal governments retain flexibility in implementing federal and state criminal justice programs.
- ~~The Town opposes mandates that increase the cost among municipal employee retirement benefits, workers' compensation, or other employee benefits.~~
- The Town supports limitations on the liability of municipalities and their officers and employees.
- ~~The Town opposes efforts to expand the liability of public entities and public employees.~~
- The Town opposes state preemption of municipal authority to regulate firearms within municipalities.

Transportation

Strategic Priority: Support an Active Community; Enhance Economic Vitality; Promote a Safe and Healthy Community

- The Town opposes state transit planning that results in mandates for local governments and infringes upon local home rule authority.
- The Town supports better geographic equity distribution in programming provided to communities by RTD to ensure the Parker area has equitable access to multi-modal transit options that meet the ~~unique~~ needs of its residents.
- ~~The Town supports greater flexibility and increased funding for multi-modal transportation systems.~~
- The Town supports cooperation among Colorado Department of Transportation, counties, municipalities and interested stakeholders in improving Colorado's transportation system.

- The Town supports legislation and regulatory action that maintains or increases the level of funding provided by the state or passed through the state by the federal government to transportation activities at the local level.
- The Town opposes legislation to transfer maintenance responsibility of state-owned roads to municipalities without adequate short and long-term funding to meet these additional responsibilities.
- The Town supports legislation that would allow local governments to impose an additional local motor vehicle registration fee to fund safety improvements for vulnerable road users (i.e. pedestrians, cyclists, etc.) in a local government's jurisdiction.
- The Town opposes legislation that would require local governments with a population of 25,000 or more to prepare a transportation mode choice implementation plan every 5 years to meet mode choice targets and provide different means of travel to reduce emissions.

Water and wastewater

Strategic Priority: Innovate with Collaborative Governance

- The Town supports water policies that protect Colorado's water resources.
- The Town supports appropriate water conservation efforts and sustainable water resources management practices by all users.
- The Town supports participation in statewide discussions of water use and distribution.
- The Town supports stakeholder input and involvement in developing laws and regulations related to water and wastewater issues.

LEGISLATIVE DELEGATIONS

Town of Parker (all Council Members serve at-large)

Council Member	Email	Phone
Mayor Jeff Toborg	jtoborg@parkeronline.org	(303) 841-0353
Mayor Pro Tem John Diak	jdiak@parkeronline.org	(303) 841-0353
Anne Barrington	abarrington@parkeronline.org	(303) 841-0353
Todd Hendreks	thendreks@parkeronline.org	(303) 841-0353
Laura Hefta	lhefta@parkeronline.org	(303) 841-0353
Josh Rivero	jrivero@parkeronline.org	(303) 841-0353
Brandi Wilks	bwilks@parkeronline.org	(303) 841-0353
Michelle Kivela, Town Manager	mkivela@parkeronline.org	(303) 841-0353
Emily Hogan, Asst. Town Manager	ehogan@parkeronline.org	(303) 841-0353

US Congress

Council Member	Email	Phone
Sen. Michael Bennet	scheduler@bennet.senate.gov	(202) 224-5852
Sen. John Hickenlooper	andres.carrera@hickenlooper.senate.gov	(202) 224-5941
Rep. Greg Lopez Ken Buck (CO-4)	Rep.lopezscheduling@mail.house.gov	(202) 225-4676

State General Assembly

Council Member	District	Email	Phone
Senator Jim Smallwood	SD 2	Anthony.hartsook.house@coleg.go	(303) 866-2933
Representative Anthony Hartsook	HD 44	senatorsmallwood@gmail.com	(303) 866-4869

Douglas County Commissioners

Council Member	District	Email	Phone
Abe Laydon	1	alaydon@douglas.co.us	(303) 660-7400
George Teal	2	gteal@douglas.co.us	(303) 660-7400
Lora Thomas	3	lthomas@douglas.co.us	(303) 660-7400