



PARKER
C O L O R A D O

Strategic Plan





Introduction

The purpose of developing this Strategic Plan is to outline how the Town of Parker can best serve its residents in the future. To accomplish this, we first had to examine the Town's current goals and determine if they were being achieved. Although our original goals were sufficient in previous years, they no longer provided adequate direction for a growing town with a variety of services and programs.

Crafting a full-length strategic plan developed after we began to determine new goals and put our departments' implicit goals into tangible ideas. This plan outlines our progress and presents our redesigned strategic goals in a format we hope is easy to understand. The plan also debuts a new vision and mission statement.

This Strategic Plan will serve as a guide for the Town and also aligns with the Town's master plan. Although it does not outline specific projects or programs, the plan includes the critical strategies necessary to successfully reach our goals. This singular, guiding document will connect the goals and initiatives of each of our individual departments into a unified vision for our community.

Thank you for reading this document. We hope it will be a useful tool that will allow our community and organization to collaborate on our shared vision for the future of Parker.



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Mission – Vision – Values

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

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

Values:

Integrity – Commitment to Quality Service – Innovation – Teamwork

Strategic Goals

These strategic goals represent a combination of organizational and town-wide goals for our community. They include strategic objectives for each department and are represented by icons and descriptions.



Support an Active Community



Foster Community Creativity and Engagement



Enhance Economic Vitality



Promote a Safe and Healthy Community



Innovate with Collaborative Governance



Develop a Visionary Community Through Balanced Growth



Core Values

Integrity

We embrace a culture of honor and trustworthiness, and exhibit conduct that inspires public confidence. We manage the Town’s business honestly and directly. We honor our commitments and promises, and work to be reliable, dependable and accountable for our actions. We learn from our mistakes.

Commitment to Quality Service

We treat each customer with professional courtesy, warmth and friendliness, and create a hometown feeling in our facilities and our community. We focus on problem solving by listening empathetically while responding promptly and fairly. We serve our customers efficiently and knowledgeably, and strive to meet or exceed the expectations of our customers. We treat all coworkers as customers.

Innovation

We create a proactive, empowering environment and embrace the challenge of change. We encourage and develop creative ideas in all areas of the Town. We transform innovative ideas into reality.

Teamwork

We communicate openly, honestly and frequently with all members of our team. We demonstrate fairness, compassion and consistency in our interactions with others. We recognize the value of all members of our organization. We form partnerships with the community and listen to and respect the ideas and concerns of others. We enable team members to strike a healthy work and life balance.

Parker Principles

The Parker Town Council readopted the Town of Parker Principles in 2011 and asked all employees to incorporate them into the management philosophy and operational protocols of the organization. The principals were developed jointly between Town Council and executive staff. They represent the basic philosophies and guidelines for how the Town Council and Town staff will conduct their business and activities.

To assist Town Council in performing its mission, the following “Parker Principles” have been adopted:

- We carry out our duties to enhance the health, safety and welfare of our community through responsible policy, fiscal decision-making and effective implementation of decisions.
- We strive to achieve a hometown feeling by creating a friendly environment that welcomes diverse groups and interests in our community.
- We acknowledge that the roles and expertise of the Town Council and Town staff are mutually dependent on each other for achieving our goals.



- We abide by the Town goals and core values to guide our decisions and activities.
- We strive to treat people equally and fairly, and to acknowledge the importance of every person’s skills and contributions to our organization.
- We conduct the Town’s business with honesty, integrity, transparency and consistency.
- We hold ourselves accountable for making well-informed decisions, based on relevant information and the consideration of short-term and long-term effects.
- We communicate openly and honestly by sharing information, ideas and knowledge in order to do our work effectively.
- We recognize the value of all members of our organization and community by treating them with empathy, respect, professional courtesy, and by considering diverse opinions.



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.

Parker's parks and recreational opportunities are often ranked among our community's most valuable assets. Parker is home to state-of-the-art recreational facilities and parks. In 2015, the Parker Recreation Center underwent a 30,000 square foot expansion and major renovation in response to increased demand. Acting as partners in community wellness, we support lifelong recreation opportunities and amenities both indoors and out. These include fitness activities, multiuse trails and open space. Fitness opportunities were ranked as the third most positively viewed aspect of our community in the 2015 Citizen Survey.

We strive to be an area leader not only through our recreational amenities, but through our support of an active and connected community. We work to provide easy and affordable access to a variety of recreational opportunities, and we include our residents in our decision making and planning.

Through regional partnerships, we maintain and develop multiuse trails and open spaces, which continue to be a priority for our residents. We support the development of bike lanes to allow for alternative modes of transportation. Our neighborhoods are walkable and accessible which contributes to our goal of being a connected, active community.

Developing aesthetically pleasing and interactive parks is a priority for the Town. We support ecologically efficient practices for the protection of a healthy, local ecosystem. Using well planned engineering and design, we work to minimize environmental degradation through the sustainable maintenance and development of our parks and open spaces.

Foster Community Creativity and Engagement



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

History, arts and culture are significant contributors to Parker's hometown feel. Parker embraces community creativity and encourages our residents to be active partners in the cultural arts and enrichment opportunities offered here. In 2015, Parker Arts hosted over 2,000 cultural events at the PACE Center and The Schoolhouse. Our residents love to create, explore and participate in community activities, and cultural events ranked among the top five most highly-rated Town services in our recent Citizen Survey.

Our Town's history provides a foundation for our community and establishes Parker's unique cultural heritage. World-class cultural amenities feature local groups as well as national and international performers. Our art galleries showcase emerging and professional artists, and our diversity of public art helps create a distinct sense of place. Our community has access to a rich mix of literary and learning opportunities. Our cultural and recreation opportunities continue to keep our residents engaged in creative experiences, but also work to gain interest in the Town from around the state and nation.

Parker Arts frequently offers free concerts and events on the PACE Patio and in O'Brien Park featuring local, popular bands and world music. Our cultural education opportunities also continue to expand, with over 400 classes each year serving more than 3,700 youth and adults.

Offering a positive environment for creativity and engagement is a priority for the Town as a way to create a strong, connected community. This goal is also present in our continuing efforts to engage residents in our future planning and design decisions, and supports open communication and positive dialogue with our residents. Listening to our community members through citizen surveys, digital engagement, participation in public meetings and representation on our volunteer boards and commissions allows us to better understand the needs of our 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, creating a sense of place, and providing fiscal stability for the community.

Parker is a great place to shop, eat and connect, and our goal is to continue to create and enhance a healthy economic environment in Parker. We support our business community and provide them with tools for success, and safeguard necessary commerce infrastructure.

Parker's continued economic health allows us to provide exceptional services and amenities for our residents. The Town works to attract quality businesses and employers to keep our hometown feel intact.

A healthy economy contributes to Parker's high quality of life and provides local employment opportunities. In 2010, an estimated 17,074 jobs existed in the Town, and current projections predict 27,500 jobs in the community by 2035. Diverse job creation, talent management and entrepreneurial support are reflected in our community values and are a focus of our economic development efforts.

Parker encourages sustainable business practices and collaborates with area businesses to promote an atmosphere of growth and prosperity. By partnering with area stakeholders including the Chamber of Commerce, the Downtown Business Alliance and others, Parker works as an advocate for the business community.

The addition of more than 250,000 square feet of new commercial space has diversified and strengthened the economic base of our community. Parker's designation as an Enterprise Zone, located in the heart of our community's commercial/industrial corridor, provides businesses with new tax incentives aimed at adding primary employment or capital improvements.

We foster community development through positive business relationships and advocacy efforts. Redevelopment and area improvement strategies support our business community and attract critical investment opportunities. Through the Parker Authority for Reinvestment (PAR), the Town is able to provide additional incentives for the redevelopment of older, blighted sections of the community. PAR assistance is a valuable tool in attracting private sector investment and encouraging efficient and attractive redevelopment of existing commercial sites.

Promote a Safe and Healthy Community



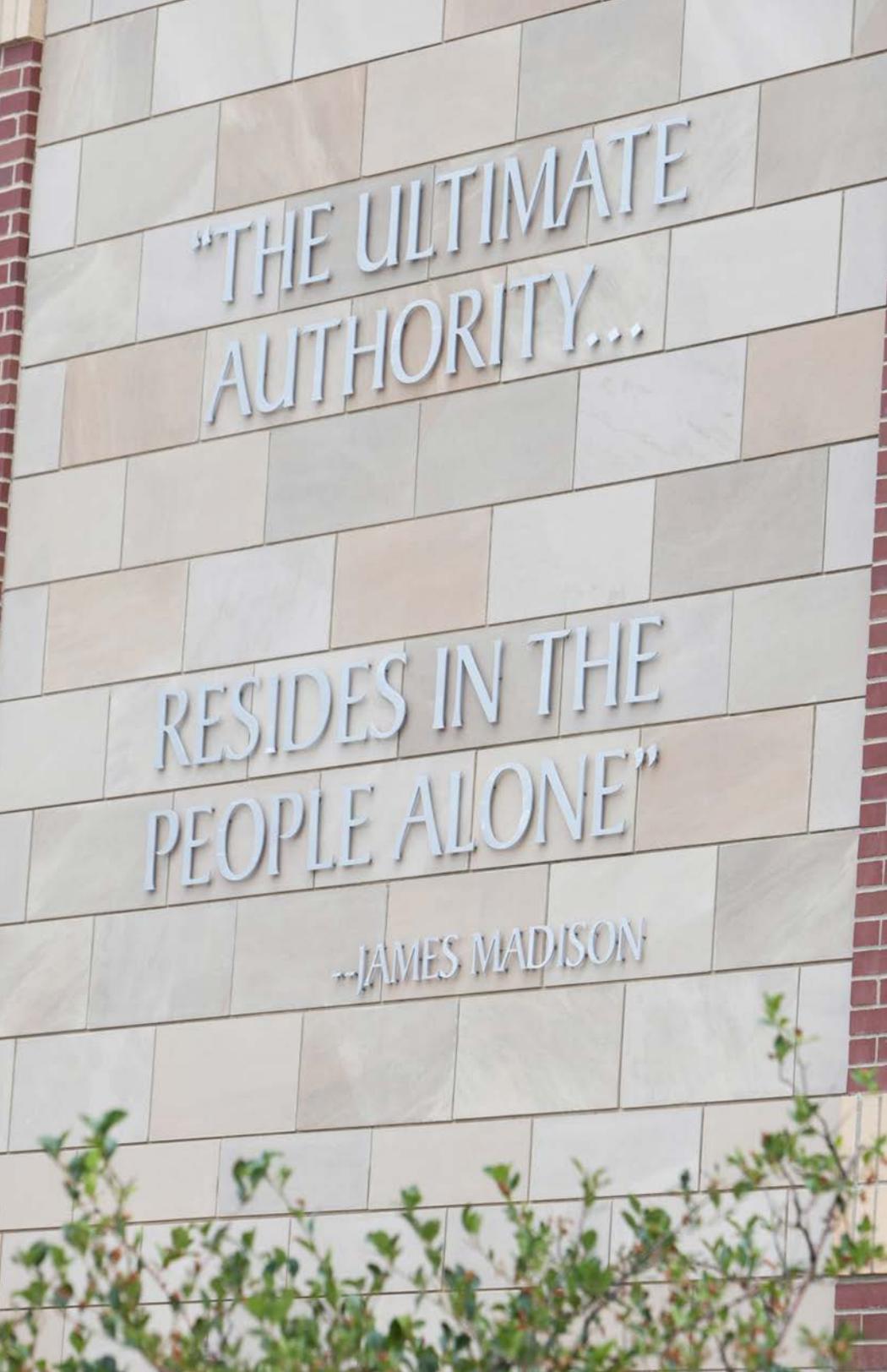
Parker will promote the public health and safety of our community by protecting our residents' welfare through prevention services and a safe transportation network. Parker fosters a feeling of personal safety and security through a visible, responsive public safety presence and a proactive focus on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

Parker is a regional leader for safety prevention and education, and has gained national attention for proactive programs focused on the safety and health of our community. We support a stable and connected community by ensuring the safety and well-being of our residents. Having a hometown feel means that our community looks out for one another as neighbors, which is a quality Parker will maintain even as it expands its boundaries.

Risk mitigation and management are top priorities for Parker, as well as community preparedness and resiliency. We provide proactive educational programs and serve as an active partner in crime prevention. Acting as a regional model for emergency preparedness, Parker provides critical training opportunities that allow our residents to be active partners in their community's safety and health. The Town protects the integrity of our neighborhoods through active community policing and minimizing the impact of hazards through code enforcement.

Parker works to maintain critical infrastructure and reliability of services in the event of an emergency, including keeping our residents informed and our services running. Parker ensures the stability of our streets and stormwater engineering to protect the well-being of our roads and neighborhoods. We optimize the efficiency of our traffic signals and signs to help support stable infrastructure. We are committed to providing a reliable day-to-day transportation network for business and residents. Additionally, we support a well-educated and highly-trained public health and safety team, including risk management, stormwater, snow removal and law enforcement. The Town protects our residents through responsible infrastructure development and planning, and proactively educates our staff and community.





Innovate with Collaborative Governance



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

Innovative techniques allow us to bring forth new ideas to our community and work together to solve regional problems. Parker continually researches new techniques to find the best strategies for effective service delivery. We continue to evaluate our services for efficiency. New performance tools and innovative budgeting techniques are the result of successful collaborations with staff and area partners. These tools give us perspective on our progress and feedback on how we can continually improve.

Our departments innovate together to provide the highest quality services for our community. Working as a team allows for the best sharing of information and lets us to jointly guide critical decisions, as well as provide effective and timely responses to our customers. We actively partner with our community to ensure we are meeting their needs

efficiently. Positive relationships with our surrounding communities and regional leaders are important building blocks for effective governing.

We promote the research and development of innovative tools with which to serve our residents and stakeholders. We are committed to continual evaluation and improvement of our services. We promote a responsive, transparent governing structure to support these goals and encourage active public engagement, response and feedback.

Develop a Visionary Community Through Balanced Growth



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

Under the guidance of community feedback and the master plan, our goal is to keep our community thriving for generations to come. This is achieved through conscientious development, enhanced services and investing wisely in Parker's future.

This goal outlines our focus on the longterm well being of our community. As members of this community, we too have a stake in keeping the Town of Parker great for future generations. We take pride in making this the best place to live in Colorado, and work to make the necessary investments in the people and infrastructure needed to reach this goal.

Using a future focus, we preserve the integrity of the Town's historical elements by utilizing smart and sustainable planning that preserves our hometown feel. Designing and implementing sustainable transportation and infrastructure helps address both current and future needs of our community. We regularly assess the effectiveness and efficiency of our services through budget-focused evaluations.

Developing a visionary community also means creating stability in our growth and safeguarding the long-term health of our Town. This requires balancing the Town's growth to protect our close-knit community and hometown atmosphere. Our strategic planning initiatives and business planning efforts allow us to evaluate our organizational goals and match them with the needs of our community.

To improve service delivery we develop and implement innovative performance measures, both for our employees and our services. These goals span from the professional development of employees, to the progress of a department, to identifying Town-wide priorities for the future. Developing the Town's strategic initiatives is critical to a successful future, and we will review our strategic priorities over time to ensure they remain appropriate for Parker's needs.



Mission, Vision & Values	Strategic Goal	Strategic Objectives	
<p>Mission The mission of the Town of Parker is to enrich the lives of residents by providing exceptional services, engaging community resources and furthering an authentic hometown feel. We promote transparent governing, support sustainable development, and foster a strong, local economy.</p> <p>Vision The Town of Parker’s vision is to be the pre-eminent destination community of the Denver Metro area for innovative services with a hometown feel. We will be an area leader in economic and community development, and strive to be at the forefront for services, civic engagement, and quality of life.</p> <p>Values</p> <ul style="list-style-type: none"> ✦ Integrity ✦ Quality Service ✦ Innovation ✦ Teamwork 	 <p>Support an Active Community</p> <p>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.</p>	<ul style="list-style-type: none"> • Provide a variety of opportunities and experiences for all of our users regardless of range of abilities, physical and economic resources, specialized needs and geographic access. • Provide superior programs, facilities and natural amenities for our community. Create innovative programs, facility and public space designs, ensure a safe and secure environment and provide an atmosphere that consistently promotes health, fitness, enrichment and inclusion. • Construct new trails, sidewalks and bike lanes to promote community activity and accessibility, and develop downtown Parker as a pedestrian-friendly destination for all ages. • Plan for residential growth and development that is supported by an expanded system of parks, recreation facilities and open space. • Encourage active lifestyles by planning for mixed-use development that is walkable and bike friendly, linking residential neighborhoods to parks, trails and open space and promoting alternatives to driving. • Support our active community by designing and implementing strategic marketing initiatives to increase awareness and patronage of parks and recreation facilities and programs. • Utilize our cultural facilities to present and promote recreational activities for children and adults. • Preserve residential quality of life and meet the needs of an increasingly diverse, multi-generational community by incorporating consideration for public health and safety into planning, zoning, site plan and urban design. 	<ul style="list-style-type: none"> • Maintain active and visually appealing parks and open spaces for public use and recreation. • Effectively manage building development and expansion projects to support the needs of a growing, active community. • Steward our parks and open spaces for long-term sustainability and environmental conservation. • Explore opportunities for public-private partnerships to leverage resources and expand recreational opportunities for our community.

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