



2018/2019 STRATEGIC PRIORITIES

- Update the Neighborhood Revitalization Strategy
- Develop an I-70/Kipling Corridor Strategy to Address Crime, Aesthetics, Redevelopment Opportunities
- Finalize Design of 38th Avenue Streetscape
- Work with the Colorado Department of Transportation to prioritize I-70/Kipling Improvements
- Set a Policy on “Shared Housing” (e.g. Airbnb, VRBO)



2035 VISION

Wheat Ridge is an attractive and inviting city and community for families. Wheat Ridge has great neighborhoods, is a hub of commerce with a choice of economically viable commercial areas, and has diverse transportation. Wheat Ridge is committed to environmental stewardship and its residents enjoy an active, healthy lifestyle, and are proud of their hometown.



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WHEAT RIDGE IS AN ATTRACTIVE AND INVITING CITY WITH:

- Well-maintained streets, rights of way, sidewalks, and streetscapes that support walkability and the transportation and commercial needs of residents.
- Attractively designed commercial areas with directional signs that encourage people to stop, shop, and enjoy.
- Inviting and well-maintained public buildings, facilities, and parks that invite residents and visitors to engage in the community
- Distinctive and consistent gateways that signify the entrance to, and exit from, Wheat Ridge and celebrate the City's unique brand.
- New residential, commercial, and landscape developments that are designed for visual appeal, architectural timelessness, and financial sustainability.
- Residences and landscapes that positively add to the character of the community.

WHEAT RIDGE IS A COMMUNITY FOR FAMILIES, IN WHICH:

- All generations are valued and have the opportunities that they desire to live, play, shop, and invest in the town, including a choice of diverse and inclusive amenities.
- Services encourage families to feel safe and secure.
- Public, private, faith-based, and charter schools draw families to Wheat Ridge due to the quality of education and unique programs.
- Families have access to resources for physical, mental and emotional health and well-being.

2035 VISION

WHEAT RIDGE HAS GREAT NEIGHBORHOODS, SUCH THAT:

- Each neighborhood has a sense of identity and pride, with neighbors sharing responsibility for appearances and safety.
- Neighborhoods are pedestrian friendly.
- Residents invest in Wheat Ridge by buying and maintaining homes, and homeowners have the opportunity to upgrade their residences.
- There is a diversity of neighborhood types available to residents, with different housing types, amenities, and other characteristics.
- Neighborhood commercial businesses are walkable and serve the needs of residents.

WHEAT RIDGE OFFERS A CHOICE OF ECONOMICALLY VIABLE COMMERCIAL AREAS, INCLUDING:

- A wide range of offerings, such as local and chain restaurants, recreational centers, small and large retail businesses, residential opportunities, professional offices, and commercial links to agriculture through nurseries and local food initiatives.
- Several commercial and manufacturing anchors throughout the City that offer employment and other retail opportunities.
- A business-friendly environment that encourages businesses to thrive and evolve.

WHEAT RIDGE HAS DIVERSE TRANSPORTATION, SO THAT:

- Residents and businesses have convenient access to major highways and the interstate system.
- Residents have access to multiple modes of public transportation, with the highest level of service possible.
- Residents have convenient parking and easy access to centers and commercial businesses.
- Residents have access to a multi-use bike and pedestrian system and trails that create regional linkages and connect Wheat Ridge's neighborhoods, parks, and commerce centers with one another and with the surrounding communities.

WHEAT RIDGE IS COMMITTED TO ENVIRONMENTAL STEWARDSHIP SO THAT:

- Residents have opportunities to recycle, to compost, to reduce air pollution, emissions, litter, and water waste, and to pursue urban agriculture.
- Innovation on sustainability is supported and encouraged so that the City can continue to promote a safe and healthy environment and stewardship.

2035 VISION

WHEAT RIDGE RESIDENTS ENJOY AN ACTIVE, HEALTHY LIFESTYLE THROUGH:

- Recreation programs and services that are responsive to the unique needs of each generation.
- Trails that are used for biking, walking, and jogging.
- City support of personal fitness, as well as City/hospital partnerships that promote personal and community wellness.
- Top-quality parks that provide a variety of venues and are integrated into our neighborhoods and active centers.
- Programs that support the pursuit, maintenance, and restoration of residents' physical, mental, and emotional health.

WHEAT RIDGE RESIDENTS ARE PROUD OF THEIR HOMETOWN, AS DEMONSTRATED BY:

- A City government that is relied upon to be transparent, honest, and responsive to its residents.
- Residents taking ownership of and engaging in our governance process.
- Neighborhoods that physically facilitate a cohesive community, where residents are given the opportunity to communicate openly and develop relationships with each other.
- Neighbors who know and help neighbors and contribute to our community.
- History and heritage that are respected, valued, and celebrated.
- Professional services from businesses and government.
- New and long-standing residents are welcomed in our community.

WHEAT RIDGE - A GREAT PLACE TO LIVE, WORK AND PLAY!

2035 VISION TOPIC 1: Wheat Ridge is an attractive and inviting city					
	Current Status	Responsible parties	2018	2019	2020
GOAL 1: Develop a visual art presence in the City					
Strategy 1.1.1: Define the best place for an art presence through a public engagement process and support the Cultural Committee in creating a master art plan	<i>The Cultural Commission developed a Cultural Vision for the City. They received public input through 2015 citizen survey and attended Wheat Ridge City Council study session for additional input and are requesting adoption of the Cultural Vision by resolution at April 9 City Council meeting. Still to do: update site map (appendix to Public Art Management Plan) for possible public art projects locations.</i>	<i>Cultural Commission, Parks and Rec Dept.</i>			
GOAL 2: Ensure that the City has attractive and inviting open space and parks					
Strategy 1.2.1: Renovate Prospect Park	<i>Phase I construction in process – completion spring of 2018. Phase II Design and construction documents in process – Construction begins in summer of 2018. Phase III includes the renovation of the Berbert House and new restroom at north end of park – not currently funded or in process. GOCO grant awarded for Phase II - \$350,000</i>	<i>Parks and Rec Dept.</i>			
Strategy 1.2.2: Renovate Anderson Park	<i>Consultant contract awarded for design development and construction drawings. Contract award for preconstruction services are completed. Construction begins September 2018, completed by June 2019.</i>	<i>Parks and Rec Dept.</i>			
GOAL 3: Underground utility lines in commercial corridors to improve streetscapes					
Strategy 1.3.1: Plan, assess, and prioritize options to underground utility lines	<i>Staff has been working extensively with XCEL Energy and property owners to underground overhead utility lines at two locations: Youngfield Street and 38th Avenue (adjacent to the Applewood Shopping Center) and 38th Avenue between Kipling Street and approximately Lena Gulch. These projects are being pursued in conjunction with redevelopment activities at those two locations. Staff and property owners jointly have been successful in getting XCEL to move in a timely fashion on both projects, and undergrounding/utility work is expected to commence in the spring of 2018. The City intends to tap its 1% XCEL fund to assist in paying for this work. However, the actual cost is not yet known, pending the receiving of bids/estimates for the work from XCEL.</i>	<i>Public Works</i>			

ONGOING = 

COMPLETED = 

2035 VISION TOPIC 1: Wheat Ridge is an attractive and inviting city					
	Current Status	Responsible parties	2018	2019	2020
GOAL 4: Expand proactive code enforcement					
Strategy 1.4.1: Update and create stricter and more proactive code enforcement	Staff would like further direction from city council on the areas of the nuisance enforcement code that need to be updated, as well as what city council means by the term stricter. The department has been proactive in three areas to address neighborhood issues: the administrative citation model, education and marketing and the TLC (Traffic, Life Quality and Crime) Program. The administrative citation process has greatly assisted in expediting nuisance code issues and resolving them. The TLC program is used by the Patrol Operations Division and Community Services Team to identify neighborhoods and commercial areas as project areas. It is very much a community policing model to address citizen concerns. The Community Services Team surveys the area in an effort to identify the specific problems or issues. A neighborhood meeting is held to provide information to the property owners on the problems/issues identified, as well as listen to feedback from the property owners on what they feel are challenges. Other city departments and Localworks participate in these meetings. We then enter into a response phase that includes extra-patrols related to the issues presented, bicycle patrols, and providing dumpsters for clean-up efforts. After this process is completed, we enter an enforcement phase, which can include abatement if all other options fail. Our efforts to date have been successful; however they are time intensive. The department utilizes print and social media, as well as the city website to promote education in the areas of nuisance code and animal control. The police department and community development are currently exploring options to address the issues in the I70 and Kipling corridor, which may include recommendations for new ordinances. Reviewing the current code and determining what needs to be updated will require a consultant to assist the department. The department has not begun the process to review the current code due to other significant projects in the Police Department.	Police			
Items not associated with a specific goal					
Strategy 1.X.1: Update the sign code	Limited updates are scheduled for City Council hearing first reading: April 9 second reading: April 23	Community Development			

2035 VISION TOPIC 2: Wheat Ridge is a community for families					
	Current Status	Responsible parties	2018	2019	2020
GOAL 1: Improve the quality of Wheat Ridge's public schools					
Strategy 2.1.1: Increase enrollment in neighborhood schools; identify problems that are specific to those schools and research how other cities have addressed similar problems	<i>No action to date</i>	<i>Wheat Ridge Education Alliance</i>			
GOAL 2: Provide options for seniors are to age in place					
Strategy 2.2.1: Conduct a needs assessment of current senior programs	<i>No action to date</i>	<i>Admin. Services</i>			
Strategy 2.2.2: Develop a plan to initiate a senior crime prevention program	<i>The police department provides crime prevention training to seniors when it is requested. Current staffing limits our ability to add a specific program without additional staffing. The department will be looking at federal grants in 2018, which may be able to address this specific objective in 2019 and beyond.</i>	<i>Police Dept.</i>			
Strategy 2.2.3: Resolve the status of accessory dwelling units (ADUs)	<i>ADU public meetings were held in Spring 2016 and discussed at City Council Study Session June/July 2016. Efforts are currently on hold pending NRS update and resident survey results. Research was done in 2016 and could be restarted in 2018 depending on how much additional outreach City Council desires.</i>	<i>Community Development</i>			
GOAL 3: Support residents in taking an active role in community policing					
Strategy 2.3.1: Assist residents in setting up a neighborhood watch program	<i>The police department promotes the Neighborhood Watch program at various community events. Currently, the police department has 23 neighborhood watch programs throughout the community, with several more working to earn the designation. The police department has proactively promoted the Dog Walker Watch program in 2017/2018, which has had a great response from community members.</i>	<i>Police Dept.</i>			
Strategy 2.3.2: Further develop and expand community-wide crime prevention program	<i>The police department has one officer assigned to crime prevention efforts and multiple programs related to crime prevention. To further develop and expand our efforts in this area will require additional staffing. The department is awaiting the announcement of the 2018 federal grants from the Department of Justice, to try to determine if there will be opportunity to augment additional staffing through federal grants to enhance community policing and crime prevention citywide. The current staffing situation in the department limits our ability to provide more robust services in this area.</i>	<i>Police Dept.</i>			

2035 VISION TOPIC 2: Wheat Ridge is a community for families					
	Current Status	Responsible parties	2018	2019	2020
GOAL 4: Build a new library in Wheat Ridge					
Strategy 2.4.1: Identify funding source and potential location	<i>The Mayor and City Manager met with the Jefferson Library District in January 2018. The District has initiated a facilities study to determine future needs. Initially the District has identified the need for two additional libraries and over 150,000 of additional square footage. The District recently increased its mill levy and therefore has more capacity to provide additional services. A City funding source or a new location in Wheat Ridge has not been identified at this time.</i>	City Manager			

2035 VISION TOPIC 3: Wheat Ridge has great neighborhoods					
	Current Status	Responsible parties	2018	2019	2020
GOAL 1: Set a clear policy to achieve diverse housing options					
Strategy 3.1.1: Update the Neighborhood Revitalization Strategy	<i>Negotiating scope of service with consultant, will brief City Council on scope at the April 2, 2018 study session. Initiate contract and start work May/June 2018, estimated 9-12 month process.</i>	<i>City Manager, Community Development</i>			
Strategy 3.1.2: Set policy on "shared housing" (e.g., AirBnB, VRBO)	<i>Including question on this topic in resident survey. Staff research completed in 2017. Could initiate public outreach process in 3rd/4th quarter of 2018.</i>	<i>Community Development</i>			
GOAL 2: Facilitate neighbor-to-neighbor relations					
Strategy 3.2.1: Market Localworks neighborhood programs	<i>Ongoing - meet with Executive Director of Localworks monthly to discuss programming and areas where the the City and Localworks can work together.</i>	<i>City Manager, Community Development, Police Dept.</i>			

2035 VISION TOPIC 4: Wheat Ridge has a choice of economically viable commercial areas					
	Current Status	Responsible parties	2018	2019	2020
GOAL 1: Build out key development sites along I-70 corridor by 2025					
Strategy 4.1.1: Work with CDOT to prioritize I-70/Kipling improvements	<i>CDOT is moving forward with completion of an environmental assessment (EA), anticipated for completion in late spring 2018. Upon completion of this document, CDOT intends to pursue funding to proceed with completing construction plans. At this time, there is no funding identified or a construction year or schedule established. Staff has been supportive of CDOT through this process, including working with CDOT and adjacent property owners to identify ROW and access issues and potential redevelopment opportunities.</i>	City Manager, Public Works			
Strategy 4.1.2: Develop an I-70/Kipling Corridor Strategy to address crime, aesthetics, redevelopment opportunities	<i>Met with strategy consultant in February and March 2018. Kipling is budgeted for a corridor plan in 2018 but a complete corridor plan, including robust public input, may be delayed to allow staff to work on the NRS update.</i>	City Manager, Police Dept., Community Development			
Strategy 4.1.3: Market sites to the development community	<i>Ongoing - an Economic Development newsletter is distributed to the development community monthly which include development opportunities in Wheat Ridge. Staff created a marketing flyer and are working on a marketing video for the WR - Ward Station area.</i>	City Manager			
GOAL 2: Provide support to existing commercial areas					
Strategy 4.2.1: Finalize design of 38th Ave streetscape	<i>Completed the Cre8Your 38 public outreach processs to identify future streetscape improvements to 38th Avenue. City Council has postponed final decision on how to proceed.</i>	City Council			
Strategy 4.2.2: Provide funding for business area marketing and organized support	<i>City Council annually appropriates funding to assist 38th Avenue, 44th Avenue and 29th Avenue business corridors and other business groups for marketing and economic development efforts.</i>	City Manager			
Strategy 4.2.3: Maintain and expand commercial grant/loan program	<i>City Council annually appropriates \$45,000 for the WRBD grant program and provided an additional \$50,000 in 2017 for the Façade Plus Grant Program.</i>	City Council, Localworks			

2035 VISION TOPIC 4: Wheat Ridge has a choice of economically viable commercial areas					
	Current Status	Responsible parties	2018	2019	2020
GOAL 3: Proactively identify emerging redevelopment areas					
Strategy 4.3.1: Create a plan identifying mid- and long-term redevelopment sites	<i>2018 priority for Economic Development Manger</i>	<i>City Manager, Community Development</i>			
GOAL 4: Become a leader in technological infrastructure					
Strategy 4.4.1: Take ballot question to voters allowing City to create broadband	<i>No action to date</i>				
Items not associated with a specific goal					
Strategy 4.X.1: Assess internet sales tax leakage	<i>The City hired a new Accounting Manager in March 2018. This item will be prioritized by late 2018 or 2019.</i>	<i>Admin Services</i>			
Strategy 4.X.2: Educate the community on urban renewal, tax increment financing and enhanced sales tax incentive program	<i>In August 2017, Renewal Wheat Ridge entered into a service agreement with The 27th Letter to provide marketing and public relations services for Renewal Wheat Ridge.</i>	<i>City Manager, Renewal Wheat Ridge</i>			

2035 VISION TOPIC 5: Wheat Ridge has diverse transportation					
	Current Status	Responsible parties	2018	2019	2020
GOAL 1: Improve and identify areas of need for public transportation					
Strategy 5.1.1: Work on connections between public transportation and development	<i>Connections and and/or improved access to public transportation is considered and pursued as much as possible on all developments. This includes major redevelopment areas, (such as Clear Creek Crossing, Ward Road TOD area, and Wadsworth Blvd Reconstruction) as well as smaller scale projects where improved pedestrian access to bus stops for example, may be desired. RTD is engaged and included as appropriate and as much as possible on development projects, particularly for larger scale developments such as Clear Creek Crossing and Ward Road TOD where significant opportunities arise, such as improved access to commuter rail, identifying bus circulator/connection opportunities, and improved bike/ped access to public transit opportunities. In addition, staff closely follows RTD bus route service and schedules, particularly where there may be proposed changes to existing routes, times, and services. The maintaining of existing service levels on specific routes through the City has always been identified as a high priority.</i>	Public Works			
GOAL 2: Implement top three priorities of bike/pedestrian plan					
Strategy 5.2.1: Finalize the bike/pedestrian master plan and the ADA plan	<i>Both plans were finalized and approved by City Council in 2017</i>	Public Works			
Strategy 5.2.2: Improve pedestrian mobility on 29th Ave	<i>Sidewalks/pedestrian mobility on 29th are being addressed segment by segment as opportunities arise and funding is available. Staff is finalizing plans for the reconstruction of 29th Avenue west of Fenton Street, which includes sidewalks. Per Edgewater's request, the project has been extended to Kendall Street, and will include sidewalks. Construction is expected to commence August, 2018.</i>	Public Works			
Strategy 5.2.3: Determine feasibility of building sidewalks from 32nd to 35th on Wadsworth	<i>Staff has completed conceptual plans and an estimate for the construction of a multi-use trail (similar to recently constructed along Kipling), along Wadsworth from 32nd Avenue to 35th Avenue. Estimated cost at this time: \$1M. Funding will need to be identified before moving forward any further.</i>	Public Works			

2035 VISION TOPIC 5: Wheat Ridge has diverse transportation					
	Current Status	Responsible parties	2018	2019	2020
GOAL 3: Increase connectivity to surrounding communities and local gathering centers (ten new locations)					
Strategy 5.3.1: Coordinate with other communities on connectivity options between communities	<i>Entered into an MOU with Arvada and Jeffco regarding roads at WR Ward station area in 2nd Quarter of 2018. Staff consistently engages with our neighbors (Lakewood, Arvada, Jefferson County, and Denver) on a regular basis, as well as other agencies and advocacy groups such as Bike JeffCo, CDOT, RTD, and ATAT. All of these stakeholders were involved with visioning and planning in the Ward Road – TOD area, where staff are presently engaged with Arvada and Jefferson County to address transportation and traffic issues and opportunities in the station area. Staff also reviews and looks at connectivity options internal to Wheat Ridge when opportunities arise, such as private redevelopments, improvements to trails, and leveraging of bike/ped opportunities with other projects as they arise.</i>	Public Works			
GOAL 4: Maintain the level of existing RTD routes					
Strategy 5.4.1: Maintain the level of existing RTD routes	<i>Staff closely follows RTD bus route service and schedules, particularly where there may be proposed changes to existing routes, times, and services. The maintaining of existing service levels on specific routes through the City have always been identified as a high priority.</i>	Public Works			
GOAL 5: Increase multi modal access to G Line stations					
Strategy 5.5.1: Identify and prioritize connectivity options to the G Line	<i>Staff consistently engages with our neighbors (Lakewood, Arvada, Jefferson County, and Denver) on a regular basis, as well as other agencies and advocacy groups such as Bike JeffCo, CDOT, RTD, and ATAT. For example, all of these stakeholders were engaged during the Bike/Ped Master Plan update, and also with visioning and planning in the Ward Road – TOD area, where staff are presently engaged with Arvada and Jefferson County to address transportation and traffic issues and opportunities in the station area. Staff also reviews and looks at connectivity options internal to Wheat Ridge when opportunities arise, such as private redevelopments, improvements to trails, and leveraging of bike/ped opportunities with other projects as they arise.</i>	Public Works			
Strategy 5.5.2: Implement a circulator bus service between the G Line, commercial centers and the Seniors' Resource Center	<i>In summer and fall of 2018 coordinating with RTD to re-locate a bus transfer station within the Clear Creek Crossing Project. Staff consistently engages with our neighbors (Lakewood, Arvada, Jefferson County, and Denver), as well as other agencies and advocacy groups such as Bike JeffCo, CDOT, RTD, and ATAT. Staff also reviews and looks at connectivity options internal to Wheat Ridge when opportunities arise, such as private redevelopments, improvements to trails, and leveraging of bike/ped opportunities with other projects as they arise.</i>	Public Works			

2035 VISION TOPIC 5: Wheat Ridge has diverse transportation					
	Current Status	Responsible parties	2018	2019	2020
Items not associated with a specific goal					
Strategy 5.X.1: Discuss how to finance the Drainage, Infrastructure, Roads, and Trails (DIRT) Task Force	<i>A 0.5% sales and use tax increase and bonding authority in the amount of \$33M was approved by the voters in November 2016 for Anderson Park, Wadsworth reconstruction, I-70 hook ramps and Ward Station TOD improvements.</i>	<i>City Manager</i>			

2035 VISION TOPIC 6: Wheat Ridge is committed to environmental stewardship					
	Current Status	Responsible parties	2018	2019	2020
GOAL 1: Create an Environmental Sustainability Committee to set priorities for the City for the next five years					
Strategy 6.1.1: Develop mission and goals for Committee	<i>Completed in 2017</i>	<i>Admin Services</i>			
Strategy 6.1.2: Create Committee membership application and advertise for Committee	<i>Completed in 2017</i>	<i>Admin Services</i>			
Strategy 6.1.3: Select and appoint Committee	<i>Completed in 2017. Committee will provide final report with recommendations to City Council in June 2018</i>	<i>Mayor and City Council</i>			

2035 VISION TOPIC 7: Wheat Ridge residents are proud of their hometown					
	Current Status	Responsible parties	2018	2019	2020
GOAL 1: Create a public survey that captures the quality of resident life, specifically in terms of the "live, work, play" metrics					
Strategy 7.1.1: Conduct Resident survey	City Council approved final formal on biannual survey on February 26, 2018. Survey results will be presented to City Council in June 2018.	Admin Services			
GOAL 2: Create five additional opportunities for meaningful citizen engagement					
Strategy 7.2.1:	Additional opportunities have been implemented including the Environmental Sustainability Committee, DIRT Task Force, Outside Agency Contribution Committee, online budgeting tools such as Balancing Act, Tax Receipt and Open Budget, etc.				
GOAL 3: Increase public participation by 20% in all city-wide meetings					
Strategy 7.3.1: Create a City 101 course for residents	Plans are underway for a City 101 course in Fall 2018. Researching best format and best options.	Admin Services			
Strategy 7.3.2: Assess current levels of public participation and the needs of residents	Public Information staff measure level of public participation on website, Facebook, Twitter, etc. Citizen survey measures public participation rates every 2 years.	Admin Services			
Items not associated with a specific goal					
Strategy 7.X.1: Create a charter commission to update the City Charter to increase pride in Wheat Ridge's government	Currently on Tentative Future Council Agendas for study session discussion	City Council			
Strategy 7.X.2: Create a recognition campaign for hometown pride	Planning for 50th Anniversary Celebration in 2019 is underway. Staff will be bringing ideas and funding requests to Council during the 2019 budget process.	Admin Services			

2035 VISION TOPIC 8: Wheat Ridge residents enjoy an active, healthy lifestyle					
	Current Status	Responsible parties	2018	2019	2020
GOAL 1: Increase young family participation in City-sponsored recreation programs					
Strategy 8.1.1: Identify a percentage target for young family participation increase	<i>Currently gathering data on participation, need clarification on what constitutes a young family and how they participate – together or individually, increased youth participation in programs in 2015-2016 by 27%</i>	<i>Parks and Rec Dept.</i>			
GOAL 2: Develop an active relationship with Lutheran Medical Center (LMC) and plan and implement three programs that promote an active, healthy lifestyle					
Strategy 8.2.1: Complete an assessment of all City programs promoting the vision and identify opportunities for partnerships with LMC	<i>Staff is participating on the Heros of Hope Board to help plan the Heros of Hope Event. Lutheran has joined the HEAL committee and the City worked with the committee on Heart Healthy week. A second event is being planned for this summer. Have reached out to Lutheran with varying degrees of success over the past few years in their participation in proposed programs.</i>	<i>Parks and Rec Dept., Admin Services</i>			
Items not associated with a specific goal					
Strategy 8.X.1: Update plans and investigate funding for a ballot initiative expanding the recreation center	<i>Requires funding for consultant services – staff capacity late 2018 or early 2019</i>	<i>Parks and Rec., City Manger</i>			