



# WESTMINSTER

## Staff Report

TO: The Mayor and Members of the City Council  
DATE: December 31, 2003  
SUBJECT: Study Session Agenda for Monday, January 5, 2004  
PREPARED BY: J. Brent McFall, City Manager

*Please Note: Study Sessions and Post City Council meetings are open to the public, and individuals are welcome to attend and observe. However, these meetings are not intended to be interactive with the audience, as this time is set aside for City Council to receive information, make inquiries, and provide Staff with policy direction.*

Looking ahead to next Monday night's Study Session, the following schedule has been prepared:

*A light dinner will be served in the Council Family Room* 6:00 P.M.

### CONSENT AGENDA

None at this time.

### CITY COUNCIL REPORTS

1. Report from Mayor (5 minutes)
2. Reports from City Councillors (10 minutes)

### PRESENTATIONS

6:30 P.M.

1. Citizen Communication and Outreach Presentation
2. Selection of HOA Presidents' Meeting and Mayor/Council Breakfast dates for 2004
3. Big Dry Creek Wastewater Treatment Facility Expansion Project
4. Presentation and Discussion on Resolution for DRCOG re Transportation Equity Funding

### EXECUTIVE SESSION

1. South Westminster Land Acquisition

### INFORMATION ONLY

1. Neighborhood Outreach Program (COG) 2003 Year-End Report
2. Lobbyist Contract Renewal and Lobbyist Protocol for City Council

Additional items may come up between now and Monday night. City Council will be apprised of any changes to the Study Session meeting schedule.

Respectfully submitted,

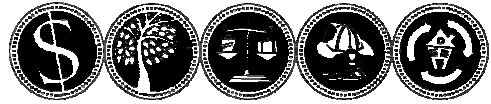
Steve Smithers  
Acting City Manager



WESTMINSTER

## Staff Report

City Council Study Session Meeting  
January 5, 2004



SUBJECT: Citizen Communications and Outreach

PREPARED BY: Katie Harberg, Public Information Officer  
Nicole Jenkins, Senior Public Information Specialist  
James Mabry, Neighborhood Outreach Coordinator  
Rich Dahl, Park Services Manager  
Dave Shinneman, Planning Manager

### Recommended City Council Action:

This report is for City Council information only and requires no action by City Council. Staff will be providing City Council with an overview of the City's efforts at communicating with the public.

### Summary Statement

- Staff has received a request from City Council to review the public communication programs and efforts that the City is engaged in.
- The City of Westminster has taken a very proactive approach to two-way communication with the public across City operations.
- The communication tools utilized by the City range from the web page, which has become a 24-hour interaction access that is averaging over 88,000 visitors per month, to biannual citizen survey that serves as an excellent tool to measure how the City is performing and to obtain input from citizens on a variety of issues and services.
- Other tools and approaches to City communication include:

The Business Advisory Group, The COG Program; City Edition and Weekly Edition, Mayor and Council meetings with the public, Water Conservation Workshops, Volunteer Outreach efforts, EDTF Retention visits, Park Planning process, Fire/EMS Education efforts, Traffic Mitigation Survey process, Sales Tax Business outreach, Emergency Management outreach, Citizen Police Academy, Channel 8, HOA President's meetings, Boards and Commissions, Community Mediation Program, Development Planning process, Citizen's Police Review Board, Utility Billing newsletter, and Community events such as the Westminster Faire.

- The scope of the presentation is intended to be comprehensive and includes both the traditional communications programs, public process and other outreach efforts currently in effect. Staff will be providing a PowerPoint and oral presentation focusing on several programs in particular:

Staff Report – Citizen Communications and Outreach

January 5, 2004

Page 2

- Public Information Office's Communications Plan
- Community Oriented Governance and Neighborhood Outreach Programs
- Park Planning Process
- Development Planning Process

**Expenditure Required:** \$0

**Source of Funds:** N/A

## **Background Information**

Background information is broken out into four sections as it will be presented in the Study Session.

### **Public Information Communications Plan**

For over 10 years, the Public Information Staff have worked from a strategic communications plan. The Public Information staff conducts yearly interviews with the City Manager and Assistant City Manager, the City Attorney and all City Department Heads, and with each member of City Council on a biennial basis after election years. These interviews are used to gather input to create a strategic communication plan for the City of Westminster.

The interviews provide valuable information in identifying the highest priority projects and issues Citywide for the year and the next several years, and help shape the key communication messages that form the basis for our plan.

The Communications Plan contains:

- Mission Statement
- Key Messages
- Performance Measurement & Evaluation
- Communication Mediums
- Internal Communications
- Staffing
- Staffed Issues
- Overall Recommendations

Fundamentally, the mission of the City of Westminster Public Information Office is to communicate with Westminster citizens in a comprehensive manner about the activities and operation of their local government.

There are other aspects to our mission including:

- To explain the value of local government by defining its scope of service and the resources it takes to provide those services.
- To develop an informed and involved citizenry that crosses all age groups.
- To provide City of Westminster employees with comprehensive information about the activities and operations of the City.
- To provide the framework for the development of positive and productive relationships among City of Westminster constituencies and employees.

Based upon feedback derived through the communication plan process in previous years, the Public Information staff focuses on three key messages. These are:

- **Environmental Stewardship**

The City of Westminster is a wise steward of natural resources. Prominent programs that address stewardship include growth management, water conservation and open space preservation.

- **Government Stewardship**

The City of Westminster provides a full range of municipal services that are critical to citizens. The City strives to provide these services for the lowest possible cost, while still maintaining high quality. Contributing factors to wise stewardship include planning for future financial resources and wise management of existing resources, sound economic development, and stable leadership.

- **Innovative and Progressive City Government**

The City of Westminster is innovative and progressive in its provision of local government services. The most tangible result felt by citizens is the quality of life enjoyed in this community. Innovation and progress are key cultural values held by the City of Westminster organization, from elected leadership through every City employee.

In order to assess the effectiveness of the public information program, the Public Information Staff utilizes several systems of measurement and evaluation. Every two years the citizen survey asks questions about where citizens get their information and how informed they feel. In the 2002 survey, 38 percent of respondents believe they are well or very well informed about the City of Westminster. In addition, individual communication mediums are evaluated periodically using various research methodologies. For example, a readership survey was done for City Edition in 2001 utilizing a professional research firm.

Understanding our avenues of communication leads us to an effective communications strategy and program. Following is an inventory of communication mediums available to us. It is important to recognize that these mediums are specialized – each has particular strengths and together they make up a comprehensive communications program.

**City Edition**

Description: Newsprint tabloid format with colorful, contemporary graphics; short, concise articles; heavy use of photos and charts; shotgun distribution approach, embraces all City audiences; distributed eight times per year

Objective: To provide comprehensive coverage of news and information necessary for local citizens; to tell of the value and scope of local government service; to reach across the boundaries of age, income, interest levels and neighborhood

Strengths: Broad distribution; successful format; quick read; good for maps and charts; free distribution via direct mail and through newsstands; some ability to go in-depth on issues; photos Weaknesses: Less timely distribution

Audiences: All citizens and businesses

Circulation: 50,000

**C.O.W. Talk**

Description: 11x17 tri-fold with a four panel insert distributed to all employees; imprinted on four-color master in two ink colors; six times annual distribution

Objective: To engender sense of family among City employees in a growing organization

Strengths: Long shelf life; good medium for employee features; photos

Weaknesses: Limits on length of articles

Audience: All City employees

Circulation: 900

### **Cable Television Bulletin Board**

Description:	An animated bulletin board that includes text with some graphics and background music
Objective:	To provide a video source of calendar/current event information, job opportunities and information on basic facilities and elected officials for Westminster residents; to fill the time between programming with useful, current information
Strengths:	Unlimited capacity; effective at some special audiences – seniors and families with young children
Weaknesses:	Exclusionary – only those subscribing to cable television can access the information; extreme limit to length of messages
Audiences:	Cable subscribers
Saturation:	Approximately 25,000 households (62% of Westminster households) subscribe to AT&T Cable Services

### **Cable Television Programming**

Description:	Video-based programs of high quality and of general interest to Westminster residents
Objective:	Enhance civics knowledge; enhance community identity; and enhance and augment communication to support the City's stated mission and values
Strengths:	The compelling nature of video to tell a story by utilizing the senses
Weaknesses:	Exclusionary – only those subscribing to cable television can access information; difficult to determine number of viewers; higher cost per delivered message than other mediums
Audiences:	Cable subscribers; people who have a predilection to detailed information and being informed—such people would be more likely to watch programs on the History Channel, for example
Saturation:	Approximately 25,000 households (62% of Westminster households) subscribe to AT&T Cable Services

### **Internet**

Description:	Comprehensive City of Westminster municipal government and economic development Web site; approximately 7,000 pages maintained; overall content guided by Public Information staff
Strengths:	Reaches a wide audience – national and international audiences at low cost; immediate and very timely news updates; expansive – no limit on amount of information site can hold; ability to meet communication needs of varying audiences; <u>ability to provide transactions for residents 24-hours per day</u>
Weaknesses:	Somewhat exclusionary – only those with access to computers and the Internet can gain information; vast amounts of information – if not well organized, can be cumbersome and frustrating to access; wide range of audiences provides challenge in presenting information to meet all needs
Audience:	Those with access to computers and the Internet; encompasses all age groups – young people to senior citizens, and everyone in-between
Circulation:	89,300 visitors for the month of November 2003

### **Intranet**

Description:	Internal Web site containing information of use to employees
Objective:	To take advantage of Web technology to store and access lengthy documents like personnel rules and administrative memorandums
Strengths:	Extreme targeted audience; potential to be “one-stop” repository for employee information

Weaknesses: Use by employees somewhat limited due to learning curve; difficulty in navigating site and slower process time than traditional means of information retrieval; not available to employees without computers

Audience: City of Westminster employees

Circulation: 800

### **Tuesday Tidbits**

Description: Weekly electronic employee newsletter with information on benefits, City sponsored programs, relevant Council headlines and employee events

Objective: To use e-mail technology to provide timely updates from the City Manager's Office on topics of employee interest and therefore to help manage issues; to keep employees current with calendar information and employee events

Strengths: Weekly, extremely timely

Weaknesses: Not available to those employees without computers, although it may be printed and posted on bulletin boards

Audience: City of Westminster employees

Circulation: 800

### **Weekly Edition**

Description: A simple, HTML email newsletter that provides timely City news to staff, citizens, boards and commissions, and the media, as well as others who will be able to sign up for it via the City Web site

Objective: Provides a brief, timely overview of City news that creates a better informed employee base and citizenship; provides City Council and boards and commissions with regular news updates; provides regular updates to media

Strengths: Brief, easy to read, timely information; quick and economical distribution

Weaknesses: Not available to those employees without computers, although it may be printed and posted on bulletin boards

Audience: City staff; City Council; boards and commissions; residents; media

Circulation: 1,000 email distribution; unlimited access via City Web site

### **Westminster Window**

Description: Local, community newspaper; tab format; weekly circulation; covering hard City news and some features

Strengths: Highly targeted audience of core City constituency

Weaknesses: Limited circulation and frequency

Circulation: 6,750

### **Westsider**

Description: A variation of the Westminster Window that is delivered weekly to homes in Jefferson County

Strengths: No charge for paper and direct delivery means it reaches a broad audience

Weaknesses: Does not reach Adams County portion of Westminster

Circulation: 15,000 weekly

### **Metropolitan Print (Denver Post and Rocky Mountain News)**

Description: Daily metropolitan newspapers of record

Strengths: Messages carry great credibility

Weaknesses: Competition for limited space; information saturation of reader; relative small column inch availability

Circulation: (Rocky – in Westminster average weekday – 12,000)

(Post – in Westminster average weekday – 8,200)

### **Broadcast**

Description: Channels 2, 4, 7, 9 and 13

Strengths: Dimensional quality of video news

Weaknesses: Competition for limited exposure; shallow story coverage

### **Staffed Issues**

There are a number of issues that have significant public relations components to warrant a Public Information staff member being a part of an ongoing task force. These issues may be either internal or external to the organization. Staffing services include the formulation of a public relations plan, serving as a member of an ongoing task force to provide public relations counsel and program planning, and being the key writer for stories, press releases, video scripts, Web site content, speeches, etc.

Samples of “staffed” issues under the communications plan include:

- South Westminster revitalization
- The 2002 Drought
- Election issues and communication
- New development projects such as Mandalay Gardens
- North I-25 plan

### **High Intensity (Face to Face)**

High intensity programs are defined as any setting in which people are communicating face-to-face. These are the most desirable forms of communication, but obviously resource-restrictive. They are used very selectively by the City of Westminster, and include such programs as the Mayor & City Council’s breakfasts, the COG program and the EDTF business retention visits.

### **Employee Communications**

City of Westminster employees are the City’s greatest ambassadors. Employees have the most direct contact with Westminster residents and visitors on a daily basis. Keeping this group informed with comprehensive information about the activities and operations of the City is critical to maintaining the high level of customer service expected. This group has been identified as an important audience for improved communication. Public Information Staff has been working to improve existing mediums available to communicate with employees (Tuesday Tidbits, Weekly Edition, C.O.W. Talk and the intranet), as well as identifying other opportunities to reach employees, particularly through face-to-face contact.

### **Community Oriented Governance & Neighborhood Outreach**

The goals of the Community Oriented Governance (COG) program have been to connect and build trust with citizens, increase the sense of community within Westminster neighborhoods, create partnerships, empower neighborhoods and facilitate two-way communication. For ten years, the COG program has been reaching out to Westminster neighborhoods to encourage residents to become active partners within their community. In that regard, COG has experienced a great deal of success.

City of Westminster community outreach efforts extend to include informational events. Over 3,000 citizens participated in these various events in 2003. City staff on a monthly, biannual or annual basis organizes the majority of these events. City Council members frequently attend the



majority of these events held each year. The Mayor and City Council Breakfasts and Homeowner Association President's meetings are included in the following community outreach activities.

### **Community Oriented Governance Neighborhood Meetings**

Description: City Departments use COG as a point of community contact to get information directly to the public. Citizens use COG to have discussions, address concerns and get answers. COG meetings focused on topics of community concern including traffic calming, water conservation, community development and ballot issues.

Participation: COG meetings were held 23 times throughout Westminster in 2003. COG had contact with approximately 1,200 citizens in 2003. This number includes the Fire Station Five Open House that attracted approximately 525 citizens.

### **Homeowner Associations**

Description: Homeowner Association President's meetings are held biannually and COG meets with individual homeowner associations as they request. This forum allows homeowners to focus on the concerns that are closely related to their interests.

Participation: The Homeowner Association President's meetings had a total of 49 contacts and meetings with the individual associations had 336 contacts in 2003.

### **Mayor and City Council Breakfasts**

Description: The Mayor and City Council Breakfasts allow those citizens not able to attend evening meetings an opportunity to interact with City Council and Staff. These events are held quarterly at different facilities throughout the City.

Participation: These breakfasts had a total of 70 citizen contacts in 2003.

### **City Council Town Meeting**

Description: This meeting was designed to be an open forum for citizen interaction with City Council with no staff participation. This meeting was scheduled at Council's request in late May.

Participation: There were seven citizen participants.

### **Parent-Teacher Associations**

Description: One of the goals of COG is to reach out to established groups in the community. Parent-Teacher Associations were targeted in 2003 to potentially broaden the age-group participation in community outreach. Twenty school PTA's have been identified and contacted through both oral and written correspondence. They were invited to utilize the outreach services available through the City.

Participation: None of these groups requested any meeting dates in 2003.

### **National Night Out**

Description: COG supports this nationwide event sponsored by the Police Department, which encourages neighbors to know each other to keep their community safe year-round. National Night Out takes place in early August.

Participation: This event contacts approximately 1,200 citizen participants.

### **Neighborhood Watch**

Description: Neighborhood Watch establishes watch groups of neighbors to reduce and respond to potential area crime. COG refers neighborhoods interested in this program as well as proactively suggests it to areas that call with concerns of neighborhood safety.

Participation: Approximately 100 households participate in this program and are required to meet annually to meet program guidelines.

This is just a sampling of informational events that occurred during the year in which COG was more actively involved. Several informational events were held by other departments including the water conservation workshops conducted by the Department of Public Works & Utilities, the Citizen's Police Academies held by the Police Department, and others.

### **Community Events**

In addition to informational events, the City organizes several fun, entertaining community events that take place throughout the year. Most of these events are organized by the Department of Parks, Recreation and Libraries. They are an opportunity for the larger community to come together and for the City to distribute information and interact with citizens. A list of most of these events and their participation is provided below.

<b>2003 Community Events</b>	<b>Estimated Participation</b>
• Mayor's Easter Eggstravaganza!	3,000
• Children's Safety Day & Bike Rodeo	Cancelled in 2003 (Average attendance 500)
• Pride Day	1,200
• Summer Celebration	750
• Summer Concert Series (6 concerts)	6,500
• 4th of July Fireworks	12,000 (On site)
• Westminster Faire	11,000
• Holy COW Trail Stampede	400
• Halloween Carnival	1500
• Fall Craft Fair	3,000
• Santa's Shop Craft Fair	500
• Holiday Lighting Ceremony	1500
• Family Holiday Movie	300

There are many additional events held throughout the year by the volunteer programs, various groundbreaking and grand opening celebrations, and youth and senior events. These events are promoted in a variety of ways to target their intended audiences.

### **Planning Public Process & Communications**

#### **Park Planning Process**

Parks are an important and sensitive amenity to neighborhoods. Staff designs and develops new parks or park renovations with input and involvement of the neighborhoods affected. While this process varies depending on the size and scope of the project, generally the following approach is used to develop parks.

Based on the size of the project, a GPS radius is taken to develop an address mailing list for inclusion in the park planning process. A neighborhood park is a half-mile radius, a community park is a one-mile radius, and a regional park is a three-mile radius.

A public meeting to gather input is held either through a COG meeting, if available for that area, or a separate public meeting. In addition to the public meeting, a letter and postcard survey is sent to all residences in the appropriate radius for the project. The average return rate for these surveys is approximately 25 percent. Often there is a correlation between the return rate and how important the park is to the residences. For example, the return rate for a neighborhood park is very high.

Residents take great pride and ownership in “their” park. A sample of a letter and survey sent for a new park along with results is attached to this staff report.

After the surveys are returned and tabulated, they are used as the basis for the initial designs for the park. A minimum of two public meetings are held during the design phase of a park. Staff will usually create three alternate designs and present those at the first public meeting to get a reaction to the designs. Staff also shares the results of the survey at this meeting. Frequently what occurs during this meeting is feedback that results in a blending of the designs.

Staff takes that feedback and creates a master plan for the park site, which in turn is presented at a second public meeting. At this stage in the public input process, Staff will go into more detail about specific elements of the park site such as playground styles. During this meeting, there is great opportunity for both adults and children to get involved in the decisions. For example, deciding on the colors and features of a playground, staff will heavily weigh the feedback of children participating.

While this process is widely used by parks departments, Parks staff is especially sensitive to resolving issues in these smaller public meetings and facilitating consensus for the final park design. Staff takes pride in genuinely incorporating much of the feedback residents bring to the process and making this feedback a priority in our final design decisions. Most of the time, these two meetings will result in the final park design. If additional meetings are needed with the residences, they are scheduled. A dedication ceremony is held at the completion of all new park construction. The Department of Parks, Recreation & Libraries constructs or renovates approximately four to five projects each year.

### **Development Planning Process**

The City of Westminster places a high priority on contact with adjacent property owners and existing neighborhoods that could be affected by a new development proposal. To this extent, there are formal requirements of the developer and the City to provide notification and opportunity for input at various points in the development review process. A copy of the Neighborhood Contact Requirements and Plan Review Process flow chart is attached to this Staff Report. Generally the guidelines are as follows:

- At the completion of the conceptual review stage, the developer is required to contact the adjacent property owners and neighborhoods through either a neighborhood meeting or a mailed information packet. The determination on which procedure is used is usually determined by the City Planner assigned to the project. When a neighborhood meeting is utilized, City Staff are present to listen to the comments and feedback, however, the meeting is organized and run by the Developer.
- After the Technical Review Stage of the review process, public hearings are held before the Planning Commission and City Council. For each of these hearings, a notification sign is posted on the property, a letter of notification is sent to all property owners within 300 feet of the site, and a notice is printed in the Westminster Window.

It is important to note that these are the minimum requirements, and that each development proposal is unique with its own set of circumstances. Staff can require more, or less in some instances, depending on the sensitivity of the project. In the case of highly sensitive projects such as the Victory Church project, multiple neighborhood meetings were held, and additional mediation was sought by the City between the developer and neighborhood. The Huntington Trails subdivision was another example where multiple neighborhood meetings were necessary with the adjacent Lexington neighborhood.

In addition to new development, public hearings and notices are required for variances, special use permits, Comprehensive Land Use Plan amendments, rezoning, sign variances, and special area plans.

The same philosophy of involving neighborhoods early in the process exists with major roadway projects. During the design phase of a roadway improvement project, a mailing list is created of all affected neighborhoods, properties and surrounding jurisdictions. This mailing list is utilized throughout the design and construction phases as needed. Where COG groups are active, COG meetings are used for this purpose.

When the design phase begins, Staff will send an initial letter and announce an open house style meeting where interested persons can get more information about the scope of the project. The number of meetings held during the design phase varies depending on the size, scope and issues of the project. For example, with the Huron Street widening project four open house meetings will be held during the design phase. Dependent on the issues raised, smaller meetings can then be arranged to deal with neighborhood or individual concerns.

After completion of the design phase, the mailing list is utilized to provide notification of the award of a contract and the time frame of construction. Every effort is taken to establish relationships with those who will have very specific disruptions or other issues during construction such as access, water service or utility disruptions, etc. Many of the larger road improvement projects will have a special event ribbon cutting or grand opening celebration.

In addition to the planning and road construction projects that the Department of Community Development works with daily, there are a number of special area plans and projects that fall outside of the formal public hearing and notification requirements. Examples of these include the North I-25 Plan, the south Westminster Revitalization Plan, and the Comprehensive Land Use Plan update. Each of these projects has a specific public participation plan and communication strategy as part of the scope of work. Most of these project work groups include representation from the Public Information Office. For example, with the CLUP update there have been two community workshops, two meetings before the Planning Commission, and two updates to City Council. There is still a minimum of two public hearings to be held before the update would be approved by City Council. A special insert was created for City Edition this year and regular articles and updates have been featured in City Edition, Weekly Edition and on the Web site this year.

### **Overall Summary**

There are multitudes of ways the City communicates with and reaches out to its citizens, whether on a large scale or for specific needs. As is evident by the broad nature of local government services, one size does not fit all. Often communication strategies are developed to meet the specific needs of a project or event. Staff assesses the resources available and utilizes the most effective methods to achieve its goals.

The City of Westminster has a long tradition of dedicating significant resources—staff, time and expense—towards communication with and involvement of citizens. Many of the communications mediums and programs discussed earlier have won national and state awards for innovation and success. In fact, these communication mediums and programs are frequently emulated by other jurisdictions.

Staff Report – Citizen Communications and Outreach

January 4, 2004

Page 12

Staff is not looking for any specific action from City Council on this item. This presentation is being done to provide City Council with a comprehensive overview of the City's communications, public process and other outreach efforts and to aid them in their preparation for the upcoming Communications Plan interviews. As always, we appreciate candid feedback from City Council during this process.

Respectfully submitted,

Steve Smithers

Acting City Manager

Attachments



WESTMINSTER

## Staff Report

City Council Study Session Meeting  
January 5, 2004



**SUBJECT:** Selection of Dates for 2004 Mayor and City Council Breakfasts and Presidents Meetings

**PREPARED BY:** James Mabry, Neighborhood Outreach Coordinator

### **Recommended City Council Action:**

Provide staff direction in the scheduling of quarterly meetings for the Mayor and City Council Breakfast and scheduling two meetings for the Westminster Homeowner Association Presidents' meeting for the 2004 calendar year. City Council is requested to bring their calendars to Monday night's meeting.

### **Summary Statement**

- City Council is being asked to provide direction to staff on the scheduling of quarterly meetings for the Mayor and City Council Breakfast at four different City facilities for 2004.
- City Council is also being asked to schedule one or two meetings for the Westminster Homeowner Association Presidents' in 2004.

**Expenditure Required:** \$0

**Source of Funds:** N/A

## **Policy Issue**

Does the City Council wish to schedule four meetings for the Mayor and City Council Breakfast and/or one or two Westminster Homeowner Association Presidents’ meetings, at this time, for 2004?

## **Alternative**

Council could chose to not schedule meetings for the Mayor and City Council Breakfast and the Westminster Homeowner Association Presidents’ at this time. Staff recommends scheduling these meeting dates immediately due to demands for meeting space at City facilities and to allow adequate time to advertise these meetings and dates to the public.

## **Background Information**

Staff is seeking direction in the scheduling and number of meetings for the Mayor and City Council Breakfast and Westminster Homeowner Association Presidents’ in 2004.

Staff scheduled four Mayor and City Council Breakfasts beginning at 7:30 AM at the following City facilities in 2003:

- Wednesday, February 19 – The Community Senior Center, citizens in attendance 27
- Wednesday, May 7 – Reclaimed Water Treatment Facility, citizens in attendance 8
- Wednesday, August 13 – City Park Recreation Center, citizens in attendance 21
- Friday, October 17 – West View Recreation Center, citizens in attendance 14

Staff is proposing the following dates for the Mayor and City Council Breakfasts beginning at 7:30 AM at the following City facilities in 2004:

- Tuesday, February 3 – The Community Senior Center
- Thursday, May 6 – Reclaimed Water Treatment Facility
- Thursday, August 12 – City Park Recreation Center
- Thursday, October 7 – West View Recreation Center

Staff scheduled two Homeowner Association Presidents’ meetings beginning at 7:00 PM at the following City facilities in 2003:

- Thursday, May 1 – The Public Safety Center, citizens in attendance 13
- Thursday, September 25 – City Park Recreation Center, citizens in attendance 36

Staff is proposing the following dates for the Homeowner Association Presidents’ meetings beginning at 7:00 PM at the following City facility in 2004:

- Wednesday, April 28 – City Park Recreation Center
- Wednesday, September 29 – City Park Recreation Center

Staff Report – Selection of Dates for 2004 Mayor/Council Breakfasts and HOA Presidents’ Meetings

January 5, 2004

Page 3

Staff recommends that Council schedule quarterly meeting dates for the Mayor and City Council Breakfasts and two dates for the Homeowner Association Presidents’ meetings in 2004. The Council calendar for the months of February, March, April, May, August and September 2004 is attached for your information. Staff will be in attendance at Monday night’s meeting to receive Council direction

Respectfully submitted,

Steve Smithers  
Acting City Manager

Attachments





## Staff Report

City Council Study Session Meeting  
January 5, 2004



**SUBJECT:** Funding for the Upgrade and Expansion of the Big Dry Creek Wastewater Treatment Facility

**PREPARED BY:** Kent W. Brugler, Senior Engineer, Public Works & Utilities

### Recommended City Council Action

Authorize Staff to pursue funding for the upgrade and expansion of the Big Dry Creek Wastewater Treatment Facility through the Colorado Water Resources and Power Development Authority loan program and to conduct a public hearing on the funding application January 26, 2003.

### Summary Statement

- The City intends to apply for funding from the Colorado Water Resources and Power Development Authority for the upcoming upgrade and expansion of the Big Dry Creek Wastewater Treatment Facility.
- As part of the funding application process, a public hearing will be held during the City Council meeting on January 26, 2004 to discuss the funding application to be submitted by February 2, 2004.
- The Big Dry Creek Wastewater Treatment Facility needs to be expanded to accommodate growth in the Big Dry Creek service area of the City and the resulting increased wastewater flow, and some of the older treatment processes and equipment need to be replaced.
- The recently completed Wastewater Utility Plan and Site Application quantified the flows expected through build-out of the City, evaluated the treatment facility needs for expansion and upgrade, and recommended improvements that need to be made to meet the treatment requirements.
- The upcoming widening of Huron Street adjacent to the plant site will affect access into the plant and to several buildings within the plant site, and will impact the alignment of the major interceptor pipelines that convey wastewater to the treatment facility.
- The final design phase of the project is underway with construction scheduled to begin by September 1, 2004.

**Expenditure Required:** Total project costs are estimated to be \$25-30 Million. A final design cost estimate will be completed by April 15, 2004.

**Source of Funds:** Utility Fund Capital Improvement Budget and revolving funding from the Colorado Water Resources and Power Development Authority

## **Policy Issue**

Should the City debt finance some or all of the costs of the upgrade and expansion of the Big Dry Creek Wastewater Treatment Facility, either through the Colorado Water Resources and Power Development Authority or through other means such as a bond issue.

## **Alternatives**

The City could choose to finance more of the project utilizing existing cash reserves reducing the amount of debt financing needed; however, this would severely deplete the Utility Fund Reserve Account. The City could choose to not pursue funding through the revolving loan fund program and instead issue revenue bonds, which would most likely result in higher interest rates.

## **Background Information**

The Big Dry Creek Wastewater Treatment Facility (BDCWWTF) was originally constructed in 1974 with a capacity of 2.0 million gallons per day (MGD), and has been expanded several times since then, most significantly in 1982 and 1995, to its current capacity of 7.5 MGD average daily flow. Most of the original structures and equipment are still in use today and show signs of wear and deterioration. The BDCWWTF serves the northern half of the City, representing approximately 60% of the wastewater flow from the entire City. The Metro Wastewater District serves the southern section of the City, within the Little Dry Creek drainage basin. The attached Figure 3-1 identifies the service areas.

The state permit for the discharge from the BDCWWTF requires that once the flow into the facility reaches 80% of the facility's maximum monthly flow capacity (9.2 MGD), the design process must begin for the expansion of the facility. This level of flow, or 7.4 MGD, was exceeded in 2001 and triggered the need to complete the preliminary design work in 2002. The permit also requires that construction be started prior to the flows reaching 95% of the permitted capacity, or 8.7 MGD. This flow is anticipated to be reached in 2005. The Wastewater Master Plan concluded that the build-out capacity for the facility would need to be 11.9 MGD. This final design phase will allow the facility to be expanded to treat this capacity by 2006.

The preliminary design phase, which was completed in early 2003, included a thorough evaluation of: the build-out capacity facility flow requirements, all existing structures and processes at the facility, odor control options, a security assessment, improved automation methods, biosolids processing and handling options, all related permit coordination and a recommendation of the most effective waste treatment method that should be followed in the final design phase.

The final design process began in August and thus far has focused on reviewing and confirming the recommendations made during the preliminary design phase. Several additional alternatives were evaluated and a more detailed analysis of the recommended improvements was completed and costs were updated. Site access improvements were addressed as they relate to the Huron Street widening project that will eliminate all existing access driveways into the plant, and additional odor assessments were completed that form the basis for the design of the proposed odor control facilities. Another significant component of the project is the replacement of the gas chlorination system with an ultraviolet disinfection system, eliminating the hazard of a gas leak and improving the safety of the facility. A similar project was completed last winter at the Semper Water Treatment Facility.

Staff Report – Funding for the Upgrade and Expansion of the Big Dry Creek Wastewater Treatment Facility

January 5, 2003

Page 3

The construction cost estimate will be finalized on April 1, 2004. The project is scheduled to go to bid by May 1, 2004 and construction is scheduled to begin by September 1, 2004

Respectfully submitted,

Steve Smithers  
Acting City Manager

Attachment



## Staff Report

City Council Study Session Meeting  
January 5, 2004



SUBJECT: Transportation Funding Equity

PREPARED BY: Dave Downing, City Engineer

### Recommended City Council Action

No formal action is requested by the City Council at this time. This report is intended to serve as a brief overview of the historical distribution of federal and State funding for transportation projects within the Denver-metropolitan region and recent efforts to achieve a more equitable allocation of available funds. Mayor Ed Moss will be providing an overview on this issue at the Study Session.

### Summary Statement

- The Jefferson County Transportation Advisory and Advocacy Group (JEFFTAAG), a committee of elected officials and technical staff from all of the cities of Jefferson County chaired by Commissioner Rick Sheehan, has explored means of promoting the equitable distribution of federal and State transportation funds throughout the State of Colorado and the cities and counties of the Denver-metropolitan region. At the same time, the members of the Denver Regional Council of Governments (DRCOG) have also considered this issue and taken a formal position supporting a more equitable state distribution formula for transportation.
- Legislation is being drafted that will most likely be introduced during the 2004 State Legislative session to address the inequities that exist in the state transportation funding formulas. Once this legislation has been introduced, Staff will review the bill and provide a recommendation on a position for City Council.
- At the January 5 Study Session, Mayor Moss will share slides from a power point presentation on this topic recently prepared by DRCOG staff and discuss the position adopted by the Board of Directors. The City Council will also be asked to provide feedback on a draft "Funding Inequity" brochure that Commissioner Sheehan proposes be mailed to Jefferson County residents. Finally, Council direction on the preparation of a Resolution addressing this matter for future, formal action will be sought.

**Expenditure Required:** \$0

**Source of Funds:** N/A

**Policy Issue**

Shall the City Council participate in certain regional efforts to endorse a change in the manner in which federal and State transportation funds are disbursed to local entities, which may have a positive effect on Westminster residents?

**Alternative**

Do not participate in lobbying efforts to change the current distribution system for federal and State transportation funds. This alternative approach is not recommended due to the fact that a more equitable disbursement of funding could be advantageous to a large number of Westminster citizens.

**Background Information:**

According to research performed by Jefferson County staff, the County has suffered a vast shortfall in the appropriation of regional transportation funds over the past ten years. Statistics gained from DRCOG staff indicate that, while Jefferson County is home to approximately 21% of the population of the region, only 14% of Colorado Department of Transportation (CDOT) funds spent within the region, 10% of Regional Transportation District (RTD) funds and 11% of DRCOG funds are allocated to Jefferson County projects. Overall, approximately 11% of transportation funds allocated for roadway and/or transit projects in the Denver-metropolitan area since 1993 have been directed toward Jefferson County.

Jefferson County Commissioner Rick Sheehan is spearheading an effort to obtain the support of all cities of the County in an attempt to positively affect the current method of allocation of federal and State funds. Specifically, the Commissioner wishes to distribute an educational brochure to the residents of the County to advise them of the funding inequity. A draft copy of the brochure is attached. Recent comments offered by elected officials of JEFFTAAG reveal that the majority of this group would prefer to focus upon CDOT allocations rather than those from RTD and DRCOG. It was noted that certain Jefferson County projects fared well during discussions at the most recent DRCOG Board meeting, and the JEFFTAAG members voiced a reluctance to express concerns with RTD at a time when a campaign for the FasTracks transit plan is about to commence. Commissioner Sheehan has also requested that each city of the County pass a Resolution calling for a more equitable distribution of transportation funds. The County and the City of Arvada have already passed such Resolutions.

Mayor Moss has requested time on the agenda during the January 5 Study Session to present slides from a power point presentation by DRCOG staff on the funding equity issue.

Respectfully submitted,

Steve Smithers  
Acting City Manager

Attachments



W E S T M I N S T E R

## Staff Report

Information Only Staff Report  
January 5, 2004



SUBJECT: Neighborhood Outreach Program (COG) 2003 Year-End Report

PREPARED BY: James Mabry, Neighborhood Outreach Coordinator

### Summary Statement:

This report is for City Council information only and requires no action by City Council.

Attached is the Neighborhood Outreach (Community Oriented Governance, COG) 2003 Year-End Report. This document includes information on general COG activities both internal and external, information on issues the COG program addressed in 2003 as well as highlights organized by COG team.

## **Background Information**

The goals of the Community Oriented Governance (COG) program are to connect and build trust with citizens, increase the sense of community within Westminster neighborhoods, create partnerships, empower neighborhoods and facilitate two-way communication. For ten years, the COG program has been reaching out to Westminster neighborhoods to encourage residents to become active partners within their community. In that regard, COG has experienced a great deal of success.

## **Community Oriented Governance (COG) Activities**

As is the case with any program or service offered by the City, Staff is continually searching for ways to enhance the neighborhood outreach program. In 2003, Staff evaluated the current status of the COG program to determine what can be done to strengthen it and broaden community awareness of the program. COG had a total of 1,085 citizen-meeting contacts in 2003. COG held 23 meetings with 224 citizens in attendance; this was a decrease of 56% when compared with 2002 COG meeting attendance. However, in 2003 COG focused on outreach through Homeowner Association (HOA) meetings and reached 336 citizens through their HOAs. In addition, 525 citizens participated in the COG co-sponsored annual Fire Station Five Open House. Overall COG contacts in 2003 increased by 1% when compared with overall 2002 attendance. The following are program highlights during 2003.

- Neighborhood Outreach Business Plan – The Neighborhood Outreach Business Plan was completed by the end of the first quarter of 2003. Second quarter efforts began to contact and engage more participation and support from Homeowner Associations (HOA) in the City for fall 2003. COG has individually contacted those HOA Presidents and HOA's that have not previously attended past HOA or community functions to increase their awareness of how COG participation can benefit their neighborhoods. Contacts were made by phone and mail to encourage participation in upcoming events with City Council and Staff. Staff has expanded this outreach to include Parent-Teacher Organizations (PTO) within Westminster. All local principals and PTO's were contacted by phone and mail to encourage additional community involvement. Staff reorganized the COG web pages to reflect the individual neighborhoods and available City amenities in each area. Future updates to the web pages will include community briefs about the City of Westminster, community projects, and COG discussion topics.
- Increased Outreach to Active Homeowner Associations (HOA) – Meeting with Westminster Homeowner Associations has been a priority in 2003. All COG teams have active HOA's within their boundaries. Personal invitations were made to all HOA Presidents by phone and mail to encourage participation in meetings designed to address their neighborhood concerns. One particular focus was to encourage the 42 non-participating HOA groups to attend the HOA President's meetings or to have staff address their annual meetings. In 2002, staff met with HOA's on six occasions with 146 citizens participating. In 2003, staff met with HOA's on 22 occasions with 336 citizens participating. In 2003, meetings with HOAs increased by 350%, and citizens contacted through these meetings increased by 230%.
- Performance Measures – In conjunction with the Citywide objective to develop performance measures for City programs and services, performance measures were refined to help measure COG's success in meeting its stated goals (i.e., are we accomplishing what we have set out to accomplish). These measures have been expanded to include staff contact with community-organized groups (Homeowner Associations, Parent Teacher Associations, etc.) as part of the community contact goals.

## **Defining Success**

The City of Westminster has developed an approach with COG to enhance customer service and communication with the citizens of Westminster. The benefits of this approach are often intangible, thus defining success for this program can be difficult. Staff has been working on defining what a successful neighborhood outreach program should look like. Because each team is unique and self-directed, the definition of success can vary greatly. Given the goals of enhancing the City's customer service and improving communications, any discussion of success needs to include the number of people being reached, the amount of visibility the program has within the community, as well as the types of issues in which the COG teams are involved.

Awareness of the COG Process/Issues – Staff is continuing to make efforts to increase community awareness of the COG program and how it can assist them in addressing community issues. The following is a list of issues addressed in COG meetings this year:

- Water Conservation and Drought Issues
- Public Safety Ballot Issue 2A
- Neighborhood Traffic Calming
- South Westminster Revitalization
- North Westminster Development
- Ryan Park Development
- Community Development Efforts

Some of this year's accomplishments are:

- Creating and implementing a COG Business Plan
- Increased Homeowner Association contacts
- Consolidating the COG Picnic with the Volunteer Picnic event
- Co-sponsoring the annual Fire Station Five Open House
- Outreach efforts at the Westminster Faire
- Updated COG web pages
- Reducing overall program expenditures
- Recognizing COG's 10<sup>th</sup> Anniversary
- Promoting the Neighborhood Enhancement Grant Program
- Providing information gathering opportunities about the Public Safety Ballot Issue 2A
- Recruiting a new Team Leader and Assistant Team Leader

Some of the challenges experienced over the last year have been:

- Decreased citizen participation in COG meetings
- Identifying additional community groups for outreach
- Connecting with community minorities and youth

## Attendance

COG continues to encourage citizens to become active partners in their community. The majority of the teams have a dedicated core of residents who regularly attend and support COG while other COG teams struggle to draw people to their meetings. COG meeting attendance was down in 2003. Sixteen COG-related meetings were planned for the first half of 2003. Of the 13 meetings that took place, overall attendance at COG meetings is down 33% from the same 6-month period in 2002. The leading factors in reduced attendance have been weather-related cancellations and local economic conditions. Eleven COG meetings were planned for the second half of 2003. Overall COG attendance was down



76% compared with the same 6-month period in 2002. Meetings or events that saw an increase in attendance were the Fire Station Five Open House and individual meetings with Homeowner Associations. The attendance for 2003 compared to 2002 by team follows:

	<u>2003</u>	<u>2002</u>
Betty Adams/Semper	31	59
College Hill	28	38
South Westminster	14	71
North Westminster	31	24
Rocky Mtn./Sunset	24	48
Sheridan Green/Ryan	35	105
<u>Standley Lake/Oakhurst</u>	<u>61</u>	<u>156</u>
	224	501
<u>HOA Meetings</u>	<u>336</u>	<u>225</u>
	560	726
<u>Fire Station No. 5 Open House</u>	<u>525</u>	<u>350</u>
Total Contacts	1,085	1,076

### **2003 Highlights by COG Team**

The following is a list of 2003 highlights by COG team, including their monthly attendance numbers and topics presented.

#### **Betty Adams / Semper**

Team Leader: Jennifer Tompkins, Department of General Services

<u>Month</u>	<u>Attendance</u>	<u>Topic</u>
February	20	Environmental Services for Westminster
May	Cancelled due to staff Injury	Full Moon Walk
<u>September</u>	<u>11</u>	Ballot Issue 2A
Total Contacts	31	

The residents of the Betty Adams/Semper COG have been educating themselves as to what they can do to preserve Westminster community open space and local environmental safety. Betty Adams/Semper COG has met with the College Hill COG on a regular basis to explore the same topics and search for approaches that work for their neighborhoods.

#### **College Hill**

Team Leader: Nicki Redman, Department of General Services

<u>Month</u>	<u>Attendance</u>	<u>Topic</u>
February	20	Environ. Services for Westminster
May	Cancelled Injury	Full Moon Walk
<u>October</u>	<u>8</u>	Ballot Issue 2A
Total Contacts	28	

The College Hill team has a small group of very dedicated retired residents who attend meetings. They have worked and met with the residents of the Betty Adams/Semper COG on a regular basis to explore the same topics and search for approaches that work for their neighborhoods. While educating

themselves in the process as to what they can do to preserve Westminster community open space and local environmental safety.

**South Westminster**

Team Leader: James Mabry, City Manager's Office

<b><u>Month</u></b>	<b><u>Attendance</u></b>	<b><u>Topic</u></b>
February	7	Revitalization & Water Conservation
May	2	Water Conservation
July	1	CDBG Update
<u>September</u>	<u>4</u>	Ballot Issue 2A
Total Contacts	14	

The South Westminster COG team continues to have difficulty attracting people to their meetings. Staff continues to work with South Westminster Revitalization and Public Information to increase the presence of neighborhood outreach in these neighborhoods.

**North Westminster**

Team Leader: James Mabry, City Manager's Office

<b><u>Month</u></b>	<b><u>Attendance</u></b>	<b><u>Topic</u></b>
February	10	Development & Water
May	13	Development & Water
<u>October</u>	<u>8</u>	Ballot Issue 2A
Total Contacts	31	

North Westminster continues to see a growth of interest in community meetings. Meetings where area development is the topic draw the largest attendance. Staff will work with these neighbors and Community Development to keep the community involved in future processes.

**Rocky Mountain/Sunset Ridge**

Team Leader: John Shary, Department of Community Development

<b><u>Month</u></b>	<b><u>Attendance</u></b>	<b><u>Topic</u></b>
March	Cancelled due to Snow	Water Conservation
April	8	Water Conservation
May	Cancelled due to Rain	Bicycle Clinic
September	12	Ballot Issue 2A
<u>November</u>	<u>4</u>	Community Update
Total Contacts	24	

Rocky Mountain/Sunset Ridge has a core of ten to twelve residents that attend all meetings. These members are active and well informed prior to attending meetings. They enjoy coming together for a sense of community and participating in each other's observations of the community.

**Sheridan Green/Ryan**

Team Leader: James Mabry, City Manager's Office

<b><u>Month</u></b>	<b><u>Attendance</u></b>	<b><u>Topic</u></b>
February	14	Water, Police Report, West Nile Virus
April	8	Water, Police Report, West Nile Virus
May	5	Water, Police Report

September	4	Community Update
<u>October</u>	<u>4</u>	Ballot Issue 2A
Total Contacts	35	

Sheridan Green/Ryan has consistent participation from a core neighborhood group. Traffic Calming and anything related to the Westminster Promenade continues to be meeting draws and topics of discussion for this team. Community members expressed concerns about the effectiveness of traffic calming devices on their streets. The development of the Ryan Park area brought the most positive input and response from community members involved and making decisions about park amenities.

**Standley Lake/ Oakhurst**

Team Leader: Deb Larsen, Parks, Recreation & Libraries Department

<u>Month</u>	<u>Attendance</u>	<u>Topic</u>
March	20	Fire Safety
May	525	Fire Station #5 Open House
	12	Countryside Pool
October	14	Ballot Issue 2A
<u>December</u>	<u>15</u>	Holiday Baskets
Total Contacts	586	

Standley Lake continues to be the most active COG team. This team works on projects that will help improve their neighborhood and have a continued interest in projects slated for their area. The Fire Station #5 Community Open House is a continued success as evidenced by the number in attendance.

**HOA, PTA and other Community Group Contacts**

James Mabry, City Manager's Office

<u>Month</u>	<u>Contacts</u>	<u>Community Group</u>
January	117	HOA Meetings
February	28	HOA Meetings
March	13	HOA Meetings
April	40	HOA Meetings
May	14	HOA President's Meeting
June	13	HOA Meetings
September	36	HOA President's Meeting
October	40	HOA Meetings
November	110	HOA Meetings
<u>December</u>	<u>35</u>	HOA Meetings
Total Contacts	336	

Increasing outreach to Homeowner Associations as a valued audience is a COG goal for 2003. In addition to the two HOA Presidents' meetings, letters were sent and phone calls were made to all HOA's to schedule the Neighborhood Outreach Coordinator at HOA board and annual meetings. The goal of these outreach efforts is to build relationships and update HOA's on the COG program and community activity within Westminster. Response to this outreach has been positive from association members and management companies. These HOA meetings have increased awareness of the COG program throughout the City. Staff will continue to seek out additional school and community groups to address within Westminster in 2004.

## **Conclusion**

Staff will continue to focus on community customer service and developing increased community involvement. One goal of building and reinforcing sense of community is to help citizens realize that government cannot and should not solve every problem. Neighborhood Outreach has made progress in that regard given the number of issues and projects the teams have played a role in this past year.

Neighborhood Outreach faces the challenge of increasing citizen participation within the program. COG is a dynamic program, adapting to meet the changing desires and time demands made on the citizens. Citizen participation is a common difficulty in many metro-area cities with neighborhood outreach programs.

The attached spring schedule of COG Neighborhood Outreach meetings has been posted on the City Council calendar, City of Westminster website and Westminster Cable Channel 8. The spring schedule includes the proposed Mayor and City Council Breakfast date and COG meetings for February and March. Copies of this schedule will be mailed to all participating COG members, Homeowner Associations and PTA/PTO groups in Westminster.

Respectfully submitted,

Steve Smithers  
Acting City Manager

Attachment

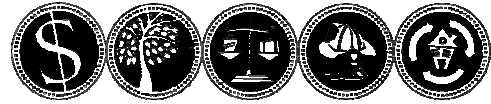


WESTMINSTER

## Staff Report

Information Only Staff Report

January 5, 2004



SUBJECT: Lobbyist Contract Renewal and Lobbyist Protocol for City Council

PREPARED BY: Emily Moon, Management Analyst

### Summary Statement

This report is for City Council information only and requires no action by City Council. The purpose of this Staff Report is to provide City Council with an update on the City's approach to participating in State legislative activities for the 2004 session and to provide a copy of the updated Lobbyist Protocol that was established by City Council in 2000. Secondly, Staff wishes to make Council aware that the City Manager will renew the City's contract with Danny L. Tomlinson of Tomlinson & Associates and Robert M. Ferm of Hall & Evans, L.L.C. to provide lobbying services for calendar year 2004 for \$30,000.

### Background Information

#### Lobbyist Protocol

The first regular session of the 66th Colorado General Assembly convenes on January 7<sup>th</sup> and Staff will be working with the City's lobbyists over the coming weeks to sort through the 600+ bills that are anticipated to be introduced by the end of January. There will be no shortage of issues affecting municipalities this legislative session. The legislative session will adjourn on May 5, 2004.

A copy of the 2004 lobbyist protocol is attached for City Council's review. This is the same set of procedures that City Council approved last year. Staff believes that these protocols have served the City well. Staff will be available to discuss these procedures further should City Council wish to do so at a future study session or post meeting.

Steve Smithers, Assistant City Manager, will have overall responsibility for the City's legislative program, with assistance from Emily Moon, Management Analyst, and other City Staff. Staff will be focused on maintaining timely responses on key legislative issues as they arise. Council will be consulted on a regular basis to assure the City's positions are properly represented. The City's lobbyists, Danny Tomlinson and Bob Ferm, will present Council with a legislative update on two occasions during the session on February 2 and April 5 and for an end-of-session review on May 17.

The 2004 legislative session is gearing up to be another challenging 120 days for local governments, especially given the State of Colorado's budget situation and continuing challenges to home rule authority. Staff will be monitoring issues closely and will keep City Council alert of legislative proposals that have significant impacts on the City. In addition, Staff will be posting updated legislative score cards on the City's website. Weekly Edition will feature brief summaries of each bill that City Council takes an official position on. City Council and the City's Management Team will receive an updated legislative scorecard every two weeks.

Contract with City's Lobbyists

The City has utilized the services of a contract-lobbying firm (Tomlinson & Associates) for the last five years. Staff sent out a Request for Proposals (RFP) to three firms to solicit proposals for lobbying services (2003-04) during 2002 and will open a new RFP process to allow firms to re-bid in late 2005.

Tomlinson & Associates has agreed to provide lobbying services in 2004 for \$30,000, which is the same as their 2002 fee. In 2003, the firm provided its services at a reduced rate of \$10,000 in an effort to assist the City through a financial downturn and to provide continuity in the City's representation at the Capitol. \$30,000 was appropriated in the 2004 Adopted Budget for lobbying. Staff is not required to bring a contract of this expenditure amount to City Council for approval, however, Staff wished to inform City Council of the return to the \$30,000 fee.

Please contact Steve Smithers or Emily Moon if you have any questions about the attached protocol or on any issues facing the City during this legislative session.

Respectfully submitted,

Steve Smithers  
Acting City Manager

Attachment

## **LOBBYIST PROTOCOL**

### **Official City Position**

Throughout the legislative session, the City takes official positions in support of or opposition to legislation before the State Senate and/or House of Representatives. It is important that policy issues be reviewed with the City Council to assure that they are priorities of the City. Prior to stating any official City position, Staff will review the legislation to determine the potential impact on the City. After thorough review, Staff will provide the City Council with a brief summary of the legislation and a recommendation. In order to release an official City position, the majority of City Council must agree upon a position of support, opposition or neutrality on the legislation or issue.

Often official positions on specific issues have a time sensitivity that requires Staff to utilize the City Council fax back response system. As noted above, Staff will review the legislation, provide to the City Council a brief summary, and provide a recommendation. Once City Council takes an official position on a piece of legislation or issue, the City's legislative scorecard will be updated and made available to the public.

### **Testimony at the Capitol**

Often City Council, Board and Commission members, or Staff are requested to testify or lobby in support or opposition of various pieces of proposed legislation at the State Capitol. When requested to testify or lobby, City Council, Board and Commission members, and/or Staff should notify the City Manager's Office to ensure that the City Council has taken an official position on the legislation or issue. Additionally, by notifying the City Manager's Office, Staff can ensure that both City Council and the City's lobbyists are advised that a City representative will testify or lobby on a particular piece of legislation. It is important that lines of communication between Staff and the lobbyists remain open at all times to ensure that the City's lobbying efforts are as effective as possible, and that we coordinate our efforts with other groups including the Colorado Municipal League.

### **Lobbyist Interaction**

In order to streamline interaction and avoid confusion with the City Council, lobbyists, and Staff, the City Council and Staff will coordinate all correspondence with the lobbyists through one person designated by the City Manager. This individual will coordinate the tracking of legislation, obtaining City Council's official position, and conducting other miscellaneous research/support as necessary in presenting the official position(s) of the City Council. The lobbyists, in turn, will coordinate all of their correspondence with City Council and Staff through the same City Manager designee stated above.

Prior to utilizing the lobbyists in taking a position on legislation, the City Council will be surveyed to ensure that a majority of the City Council concurs with moving forward with a position on a particular issue.

Any interaction (either City Council, Board and Commission members, or Staff) with State Senators or Representatives on behalf of the City must have the City Council's approval/concurrence that the issue is a priority. Staff needs to be kept apprised of any contacts made on specific legislation in order to ensure that the lobbyists are well informed to maximize their effectiveness.