



# WESTMINSTER

## Staff Report

TO: The Mayor and Members of the City Council

DATE: April 14, 2010

SUBJECT: Study Session Agenda for April 19, 2010

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.

### CITY COUNCIL REPORTS

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

### PRESENTATIONS

1. Bicycle Master Plan
2. Legislative Update with Danny Tomlinson (**Verbal**)
3. Continuation of Core Service Review

6:30 P.M.

### EXECUTIVE SESSION

None at this time

### WESTMINSTER ECONOMIC DEVELOPMENT AUTHORITY (EXECUTIVE SESSION)

1. Discuss strategy and progress on negotiations related to the Westminster Urban Center Redevelopment and potential property acquisitions and provide instructions to the Authority's negotiators as authorized by CRS 24-6-402(4)(a) and 24-6-402(4)(e) (**Verbal**)

### INFORMATION ONLY ITEMS – Does not require action by City Council

1. Monthly Residential Development Report (Attachment)

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,

J. Brent McFall  
City Manager

Minutes from April 5, 2010 Study Session



W E S T M I N S T E R

## Staff Report

City Council Study Session Meeting  
April 19, 2010



SUBJECT:                   Bicycle Master Plan

PREPARED BY:           Mike Normandin, Transportation Engineer

### Summary Statement:

Community Development Staff and the consultant selected to prepare the City's Bicycle Master Plan will be present at the Study Session to conduct a brief presentation on the upcoming activities associated with the preparation of the Plan.

### Background Information

The City was awarded \$952,800 from the new Energy Efficiency & Conservation Block Grant (EECBG) program funded through the American Recovery & Reinvestment Act of 2009. City staff prepared an Energy Efficiency and Conservation Strategy (EECS) as required by the Department of Energy (DOE) that was approved by the City Council last June and by the DOE on September 30, 2009. Included within the EECS, the DOE approved the City's proposal to utilize \$50,000 towards the creation of a community-wide Bicycle Master Plan. The master plan is intended to help address the lack of a coordinated, connected, and convenient bicycle transportation network within the City.

City staff has hired a consultant to study the existing network of trails and to create a strategy to improve bicycle transportation throughout the City. The plan would identify potential bike lane and bike route opportunities including missing links of key trails. Also, the plan would consider arterial sidewalks which, if wide enough, will attract bike usage and promote connectivity throughout the City. The plan will provide a starting point for potential, future construction, lane re-striping, trail connections and educational opportunities to make this form of alternative transportation more viable in the City.

Appropriate Community Development staff and a representative from The Street Plans Collaborative, the consulting firm selected to prepare the Bicycle Master Plan, will be in attendance at the Study Session to conduct a brief presentation and solicit any feedback that City Council might have.

Respectfully submitted,

J. Brent McFall  
City Manager



WESTMINSTER

## Staff Report

City Council Study Session Meeting  
April 19, 2010



SUBJECT: Continuation of Core Services Review

PREPARED BY: Barbara Opie, Budget & Special Projects Manager

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

Complete review of and provide direction on the Core Services document discussed at the City Council's Strategic Plan/Core Services Retreat.

### **Summary Statement**

At the April 9-10 Strategic Plan/Core Services Retreat, City Council commenced discussion and review of Staff identified Core Services. Within this review, Staff presented service areas for potential modification, reduction or elimination and received feedback from City Council on potential concerns associated with pursuing these items further. In addition, Staff reviewed the prioritization of services to ensure alignment with City Council priorities. Due to the volume of services provided and the detailed review, all of the service areas were not reviewed with City Council at the Retreat. Given that the feedback provided by City Council is critical to Staff in moving forward with the development of the 2011/2012 Budget, Staff is requesting that City Council provide feedback on the remaining areas not covered at the Retreat.

Consultant Lyle Sumek was utilized at the Retreat for this process; however, given the importance of receiving Council's feedback, the City Manager will facilitate the discussion rather than rescheduling another date for Mr. Sumek to return on this particular topic. Staff will be in attendance at Monday night's Study Session to complete this review with City Council and answer any questions.

**Staff requests that City Council bring the April 2 Staff Report "Delivery of Core Services Materials in Preparation for the Strategic Plan Retreat" to the April 19 Study Session.**

**Expenditure Required:** \$0

**Source of Funds:** N/A

## **Policy Issue**

Does City Council wish to complete the initial Core Services review at this time?

## **Alternatives**

- Not complete this initial review and direct Staff to proceed with the information as presented in the April 2 Staff Report.
- Wait to complete this initial review until the consultant, Lyle Sumek, is available. Coordinating the City Council's and the consultant's schedules is challenging and it is uncertain how quickly both groups will be able to meet again.

Staff does not recommend either option as early Council feedback is very important to developing the 2011/2012 Budget.

## **Background Information**

Since November 2009, Staff has been working to identify the variety of services and programs offered by the City with the assistance of the Strategic Plan consultant Lyle Sumek. This Core Services process is intended to provide City Council a meaningful review of the services and programs offered within the City of Westminster. Staff has been developing an inventory of services and programs offered, refined the list to more accurately reflect the services in a meaningful way, developed a proposed set of criteria to help prioritize these services, and prepared a prioritized list of services and programs for City Council's consideration.

At the April 9-10 City Council Strategic Plan Retreat, part of the time was utilized to provide Staff feedback on this prioritized inventory of services and programs. As discussed with City Council, the City is faced with a significantly diminished revenue picture due to the severity of the current nationwide recession. The significant growth (i.e., population, retail development and associated sales tax revenues) experienced in the 1990s will not be experienced again in the City of Westminster. It is critical to change the City's collective mindset from the growth mode of the 1990s to one of reprioritizing resource allocation for long term sustainability to ensure the exceptional core services provided to this community continue.

At the Retreat, City Council discussed and provided feedback to Staff on identified Core Services. Within this review, Staff presented service areas for potential modification, reduction or elimination and received feedback from City Council on potential concerns associated with pursuing these items further. In addition, Staff reviewed the prioritization of services to ensure alignment with City Council priorities. Due to the volume of services provided and the detailed review, all of the service areas were not reviewed with City Council at the Retreat. Given that the feedback provided by City Council is critical to Staff in moving forward with the development of the 2011/2012 Budget, Staff is requesting that City Council provide feedback on the remaining areas not covered at the Retreat.

Attachment A is the City Council approved criteria for prioritizing the Core Services identified by Staff. Attachment B reflects the Council approved Service Hierarchy. These are provided as a reference in the discussion for the Study Session.

At Monday's Study Session, the focus will be on reviewing and modifying the ranking assigned to each item included on department identified services. As was done at the Retreat, Staff will identify

service areas for potential modification, reduction or elimination and seek feedback from City Council on potential concerns associated with pursuing these items further. The following items will be reviewed:

- Building Operations & Maintenance (General Services)
- Municipal Court (GS)
- City Clerk's Office (GS)
- Environmental & Administrative Services (GS)
- Fleet Maintenance (GS)
- Human Resources (GS)
- Risk Management (GS)
- Legal Counsel and Representation (City Attorney's Office)
- City Management/Administration/Public Information (CMO)
- Review the Community Event purpose and criteria (Attachment C of this Staff Report)

Staff will be in attendance at Monday night's Study Session to complete this review with City Council and answer any questions.

**Staff requests that City Council bring the April 2 Staff Report "Delivery of Core Services Materials in Preparation for the Strategic Plan Retreat" to the April 19 Study Session.**

Respectfully submitted,

J. Brent McFall  
City Manager

Attachments

## **CORE SERVICE CRITERIA**

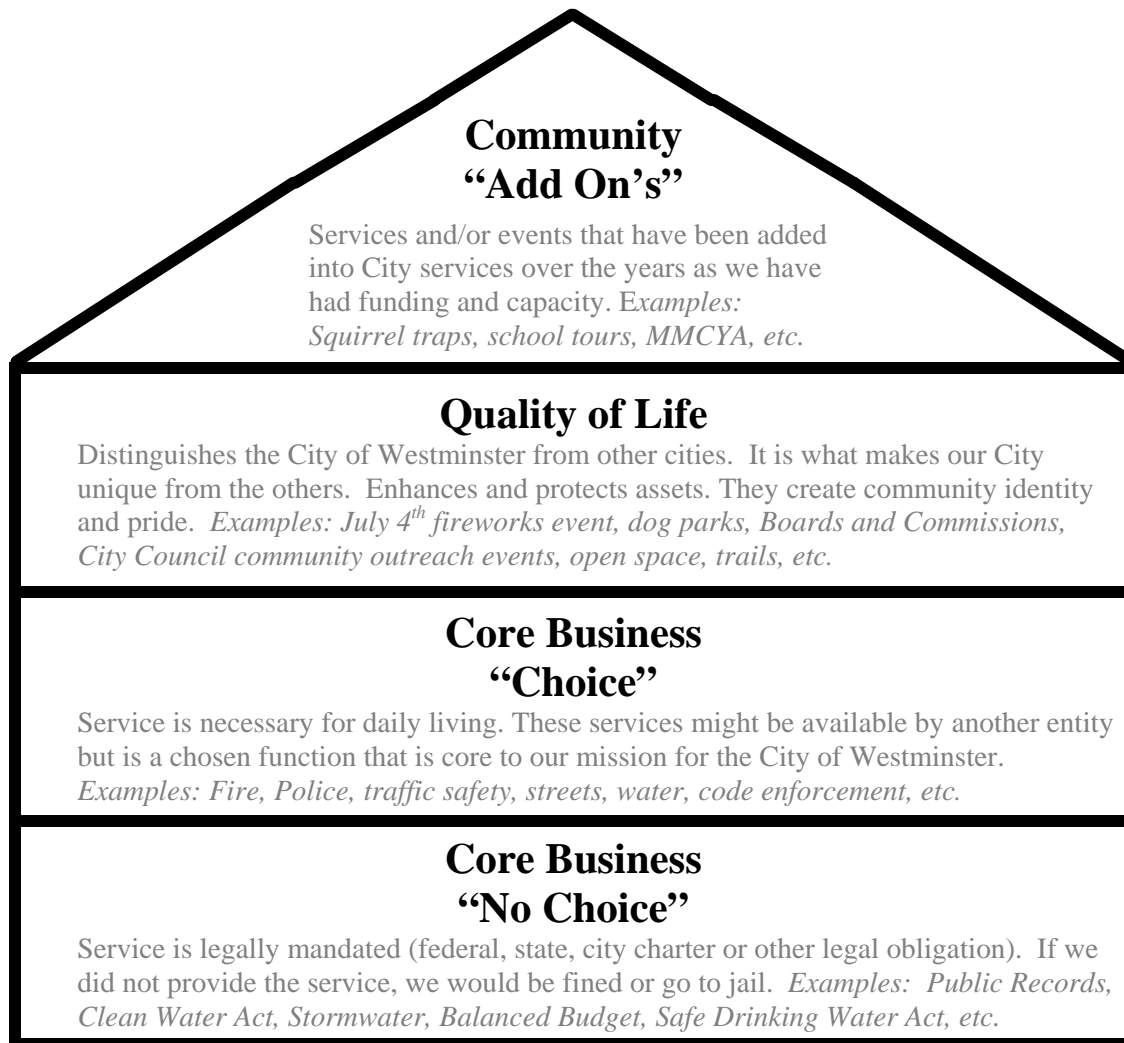
### **Service Business Priority: Criteria to Prioritize Service Businesses**

1. Short Term Focus – Council directives, work activities, or action agenda
2. Long Term Outcome – Visions (principles), Mission (principles), and Goals (objectives): contribution to achieving
3. Degree or rate of cost recovery
4. Shift the service to a viable, appropriate provider at an acceptable cost (private, community organization or government)
5. Customer Served (Primary/Secondary) and Value to Customer
6. Service House: no choice, choice, quality of life, add on (no choice is higher priority than add on)

*- City Council approved April 10, 2010*

# Service Hierarchy for the City of Westminster

→ Keep our mission statement as the primary focus when looking at core businesses:  
*“Our job is to deliver exceptional value and quality of life through SPIRIT.”*



- **Our Community Quality Expectations and Value**
  - **Defines What Service for Our City**
    - **Determines Service Level for Our City**
      - **Costs – The Price of Government**

## **COMMUNITY EVENTS**

### **Purposes of Community Events:**

1. Build a sense of community – opportunity to know and experience the community and neighbors
2. Provide an opportunity for residents to interact with City employees and to understand City services
3. Provide affordable, “inexpensive” family entertainment
4. Celebrate major holidays with neighbors and the community
5. Promote health and wellness of residents
6. Bring neighborhoods together: neighbors coming together, learning and taking responsibility
7. Recognize and reward volunteers
8. Provide an opportunity for the Mayor and City Council to interact with the community and individual residents
9. Assist the City in providing services to the community
10. Support for charity events

### **Criteria for Community Events:**

1. Number of participants
2. Staff driven event
3. City cost per event per hour per participant
4. Residents versus non-residents
5. The One opportunity (for resident(s)) to become engaged in the community
6. Cost recovery/revenue generation
7. Return to the City
8. City Council opportunity to interact with the community
9. If the event was stopped, would anyone really care or notice
10. Support for City goal and sustainability

*- City Council drafted April 10, 2010*





Staff Report

Information Only Staff Report

April 19, 2010



SUBJECT: Monthly Residential Development Report

PREPARED BY: Walter G. Patrick, Planner I

Summary Statement:

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

- The following report updates 2010 residential development activity per subdivision (please see attachment) and compares 2010 year-to-date totals with 2009 year-to-date figures.
- The table below shows an overall increase (1,243%) in new residential construction for 2010 year-to-date when compared to 2009 year-to-date totals (94 units in 2010 vs. 7 units in 2009).
- Residential development activity in March 2010 reflects a decrease in single-family detached (5 units in 2010 versus 6 units in 2009), an increase in single-family attached (6 units in 2010 versus 0 units in 2009), no change in multi-family (0 units in both years), and an increase in senior housing development for March (77 units in 2010 versus 0 units in 2009).

**NEW RESIDENTIAL UNITS (2009 AND 2010)**

UNIT TYPE	MARCH		<u>% CHG.</u>	YEAR-TO-DATE		<u>% CHG.</u>
	2009	2010		2009	2010	
Single-Family Detached	6	5	-16.6	7	8	14.3
Single-Family Attached	0	6		0	9	
Multiple-Family	0	0	0.0	0	0	0.0
Senior Housing	0	77		0	77	
<b>TOTAL</b>	<b>6</b>	<b>88</b>	<b>1367</b>	<b>7</b>	<b>94</b>	<b>1243</b>

**Background Information**

In March 2010 there were 94 new service commitments issued for new housing units. This includes the 77 service commitments issued for the Legacy Ridge/Keystone Senior Housing Project located at 112<sup>th</sup> Ave. and Federal Blvd.

The column labeled “# Rem.” on the attached table shows the number of approved units remaining to be built in each subdivision.

Total numbers in this column increase as new residential projects (awarded service commitments in the new residential competitions), Legacy Ridge projects, build-out developments, etc. receive Official Development Plan (ODP) approval and are added to the list.

Respectfully submitted,

J. Brent McFall  
City Manager

Attachment

**ACTIVE RESIDENTIAL DEVELOPMENT**

**Single-Family Detached Projects:**

Bradburn (120th & Tennyson)  
 CedarBridge (111th & Bryant)  
 Country Club Highlands (120th & Zuni)  
 Countryside Vista (105th & Simms)  
 Huntington Trails (144th & Huron)  
 Hyland Village (96th & Sheridan)  
 Legacy Ridge West (104th & Leg. Ridge Pky.)  
 Lexington (140th & Huron)  
 Meadow View (107th & Simms)  
 Park Place (95th & Westminster Blvd.)  
 Ranch Reserve (114th & Federal)  
 Savory Farm Estates (109th & Federal Blvd.)  
 South Westminster (Shoenberg Farms)  
 Various Infill  
 Winters Property (111th & Wads. Blvd.)  
 Winters Property South (110th & Wads. Blvd.)

***SUBTOTAL***

**Single-Family Attached Projects:**

Alpine Vista (88th & Lowell)  
 Bradburn (120th & Tennyson)  
 CedarBridge (111th & Bryant)  
 Cottonwood Village (88th & Federal)  
 East Bradburn (120th & Lowell)  
 Eliot Street Duplexes (104th & Eliot)  
 Highlands at Westbury (112th & Pecos)  
 Hollypark (96th & Federal)  
 Hyland Village (96th & Sheridan)  
 Legacy Village (113th & Sheridan)  
 South Westminster (East Bay)  
 South Westminster (Shoenberg Farms)  
 Summit Pointe (W. of Zuni at 82nd Pl.)  
 Sunstream (93rd & Lark Bunting)

***SUBTOTAL***

**Multiple-Family Projects:**

Bradburn (120th & Tennyson)  
 Hyland Village (96th & Sheridan)  
 Mountain Vista Village (87th & Yukon)  
 Prospector's Point (87th & Decatur)  
 South Westminster (East Bay)  
 South Westminster (Harris Park Sites I-IV)

***SUBTOTAL***

**Senior Housing Projects:**

Covenant Retirement Village  
 Crystal Lakes (San Marino)  
 Legacy Ridge (112th & Federal)

***SUBTOTAL***

**TOTAL (all housing types)**

<b>Feb-10</b>	<b>Mar-10</b>	<b>2009 YTD</b>	<b>2010 YTD</b>	<b># Rem.*</b>	<b>2009 Total</b>
0	3	4	3	48	11
0	0	0	1	3	0
0	0	0	0	99	0
0	0	0	0	9	0
0	1	2	2	125	4
0	0	0	0	107	0
0	0	0	0	4	1
0	0	0	0	3	1
1	0	0	1	0	1
0	0	0	0	40	0
0	0	0	0	0	0
0	0	0	0	24	0
0	0	0	0	47	0
0	1	1	1	2	4
0	0	0	0	8	0
0	0	0	0	10	0
<b>1</b>	<b>5</b>	<b>7</b>	<b>8</b>	<b>529</b>	<b>22</b>
0	0	0	0	84	0
0	0	0	0	0	0
0	0	0	0	0	0
0	0	0	0	62	0
0	0	0	0	117	0
0	0	0	0	10	0
0	6	0	9	0	9
0	0	0	0	20	0
0	0	0	0	153	0
0	0	0	0	62	0
0	0	0	0	58	0
0	0	0	0	54	0
0	0	0	0	58	0
0	0	0	0	16	2
<b>0</b>	<b>6</b>	<b>0</b>	<b>9</b>	<b>694</b>	<b>11</b>
0	0	0	0	233	0
0	0	0	0	54	0
0	0	0	0	144	0
0	0	0	0	24	0
0	0	0	0	28	1
0	0	0	0	6	6
<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>489</b>	<b>7</b>
0	0	0	0	0	0
0	0	0	0	7	0
0	77	0	77	91	0
<b>0</b>	<b>77</b>	<b>0</b>	<b>77</b>	<b>98</b>	<b>0</b>
<b>1</b>	<b>88</b>	<b>7</b>	<b>94</b>	<b>1810</b>	<b>40</b>

\* This column refers to the number of approved units remaining to be built in each subdivision.

**City of Westminster City Council Study Session Notes**  
**April 5, 2010**

Mayor Nancy McNally called the Study Session to order at 6:36 PM. All Councillors were in attendance.

City Staff in attendance included: City Manager Brent McFall; City Attorney Marty McCullough; Assistant City Manager Steve Smithers; Community Development Director John Carpenter; Public Information Officer Katie Harberg; Senior Public Information Specialist Joe Reid; Public Information Specialist Carol Jones; City Engineer Dave Downing; Assistant City Engineer Steve Baumann; GIS Coordinator Dave Murray; Planning Manager Mac Cummins; Planner Walter Patrick; Planning Technician Ryan Johnson; Press June Younger and Management Analyst Ben Goldstein.

**GIS Update**

GIS Coordinator Dave Murray presented updates to the City's GIS capabilities and information about where GIS is heading in the future. The question of what controls are in place for the dissemination of GIS information to the public was asked. Staff noted that some information was not available to the public due to vendor agreements and public safety, i.e. utility locations and the open space wish list.

**Annual Municipal Code Update**

Community Development Director John Carpenter and Staff presented proposed changes to the municipal code related to zoning and site development. The proposed changes are now being brought to Council yearly as opposed to a spot approach. Staff noted that the changes are mainly to bring the code up to date with the design guidelines. There was some discussion surrounding bumpers versus wheel stops, 8' trash screens and hotel bike parking. Council directed Staff to proceed with the drafting of an ordinance for adoption of all proposed changes.

**Naming of the Three Westminster Proposed Commuter Rail Stations**

As action continues with the Regional Transportation District (RTD) on the proposed commuter rail stops in Westminster, RTD has begun selecting names that may not meet the City's needs. For this reason staff brought three proposed names for Council's consideration. There was discussion regarding a South Westminster committee that already proposed names for the south commuter rail stop. Additional discussion surrounded possible conflicts with the developer of the Westminster Mall site wanting to name the stop, and with the Walnut Creek stop including some recognition of the Promenade. Staff was directed to communicate with the South Westminster commuter rail committee informing them of the proposed name of Westminster for the south rail stop. Staff was directed to proceed in its efforts to persuade RTD to use the names of North – Walnut Creek, Central – Westminster Center, and South – Westminster, as recommended by Staff and Council.

**Group Communications Plan Interview**

At Council's request, PIO staff changed their strategy from individual communication plan interviews to a group interview. Council liked the new format and felt that it will lead to better brainstorming. Council requested that PIO staff come back to them with a finalized communication plan and the findings from the 2010 Citizen Survey at a future meeting. Staff led a discussion about City Edition, Weekly Edition, Channel 8, City Website, Social Media and Community Outreach.

**City Edition** – Council directed staff to investigate ways of decreasing the distribution of print copies by shifting readers to electronic versions. The printed versions work well for senior citizens, which is an important demographic. The goal of information saturation is still a top priority and may require multiple formats.

**Weekly Edition** – Council liked the current format for Weekly Edition and felt that it was easy to read and navigate. Council wants to increase the audience of the approximately 1,000 subscribers and recommended that it be a goal in the communication plan. Council would like it to be more interactive, with polls and facts to keep readers coming back. Council suggested changing the distribution day to Tuesday, Wednesday or

Thursday, as deletion rates are higher on Friday and Monday. It was also suggested that hard copies be provided to the senior centers. Council indicated a strong desire for providing citizens more opportunities to sign up for Weekly Edition. Staff was also directed to look into tracking click through rates and imbedding more hyperlinks to drive traffic to the City's website. Staff noted that Council is proposing a broader audience than Weekly Edition was originally designed for and it may result in a redesign or a different publication.

**Channel 8** – Council requested staff to evaluate the bang for the buck that we get from Channel 8. Staff noted that the hard costs are around \$15,000 but there are several soft costs. Council liked Staff's idea of short segments like YouTube clips and would like them available on the City's website as well. Staff noted that it is advantageous for the City to keep the broadcast avenue open for emergency notifications but that could mean very little programming during other times.

**City Website** – Council felt that the website was great and one of the best of all the cities around. They thought it was easy to navigate and had good content. Council would like the City to look at having a section for people to comment or post in response to stories on our website.

**Social Media** – Council would like staff to look at utilizing Facebook and other forms of social media such as Twitter to communicate with residents. Council noted that the average age of a Westminster resident is 34 or 35 and we need to be effectively communicating with them. Staff noted that Facebook is second only to Google News in how people get their news. There was some discussion about screening comments and constitutional rights that would have to be addressed in order to proceed.

**Community Outreach** – Council liked having outreach events at local businesses but would like more postcards to send out in advance of their future outreach events. They felt that the question and answer format worked well and that handouts and popcorn are needed at the events. Council requested that we pass around a signup for weekly edition at the outreach events.

Mayor McNally adjourned the Study Session at 9:14 PM.