

2008 CITY COUNCIL WORKPLAN

Work Plan Item	Lead Department	Progress Indicators
1. Economic Vitality	Economic Development/ Community Development	<p>Action Steps:</p> <ol style="list-style-type: none"> 1. Assemble an economic advisory group (including willing EVTF members) to assist in the preparation of an economic vitality plan (1st Quarter to early 2nd Quarter) 2. All resource allocation for Economic Vitality initiatives and partnerships will be reviewed and recommendations provided by the Economic Development Manager (2nd Quarter) 3. Develop draft Economic Vitality Plan (with Advisory Group input and public process) and bring back to Council by June 30, 2008 (2nd Quarter) 4. Develop structure for the administration of the lodgers' tax through a contract with an independent, stand-alone entity governed by a nine-member board (1st Quarter) 5. Make sure appropriate budget is prepared for 2009 economic development activities (3rd Quarter) 6. Finalize Economic Vitality Plan with implementation strategies for Council consideration (3rd - 4th Quarter) <p>1st/2nd Quarters:</p> <ol style="list-style-type: none"> 1. The Economic Vitality Advisory Group (EVAG) was assembled and met May through mid July. The group worked in subcommittees focusing on the four directions stemming from the EVTF recommendations which include Downtown, Branding, Retail, and the City's role in Economic Development. The final EVAG recommendations are intended to serve as draft material for inclusion in an economic development plan and will be presented to Council on August 5th. 2. Staff met with the Longmont Area Visitor's Association (LAVA) Board members to forge contracts for March-June and July-December. LAVA has transitioned into an independent agency (July 1) thereby meeting Council's requirement for receiving Lodger's Tax revenue in conjunction with a contract for services. 3. Staff has prepared a draft economic development budget for 2009 and will be prepared to adjust it accordingly should Council wish to implement one or more of the EVAG recommendations.
Economic Vitality/ Twin Peaks Mall	Community Development	<p>Action Steps:</p> <ol style="list-style-type: none"> 1. Determine if it is appropriate to collaborate with Panattoni Development Company to pursue techniques that would assist in Twin Peaks Mall Redevelopment, including the possibility of an Urban Renewal Plan (1st Quarter) 2. Identify all of the potential financing techniques that could be used to redevelop the Twin

Work Plan Item	Lead Department	Progress Indicators
		<p>Peaks Mall area (2nd Quarter)</p> <p>3. Implement selected financing techniques to assist in Mall redevelopment, for example Urban Renewal Plan, Metro District, Tax sharing Agreement (3rd Quarter)</p> <p>1st/2nd Quarters:</p> <ol style="list-style-type: none"> 1. Council accepted results from Leland Consulting Group that the Twin Peaks Mall area met the statutory requirements of blight and authorized the preparation of an Urban Renewal Plan. There have been four public meetings with about 250 people attending to provide the Consultant and Pannatoni Development Company with ideas on how to redevelop the Mall. The Draft Urban Renewal Plan was scheduled to be reviewed by the Planning and Zoning Commission at its July 23rd meeting but was withdrawn at the request of Panattoni after receiving information from the City Council about concerns regarding whether the proposed first phase of redevelopment would effectively preclude the successful implementation of a comprehensive mixed use total redevelopment of the mall. The Council indicated that it could not justify sharing tax increment revenues for the first phase until it could be assured that there was a plan for the total mall redevelopment. 2. The Council also authorized Pannatoni to submit a service plan for the possible creation of a Metropolitan Special District for the purpose of financing public improvements to facilitate Mall redevelopment. However the MSD is not moving ahead since there is currently no viable project to finance. 3. Council heard from Will Damrath, Panattoni Dev Co. and indicated that it still wanted to cooperate with him on redeveloping the TPMall but would need to see what the full mixed use redevelopment plan would look like before financially participating in the Phase I effort so the city can be assured that Phase I would not physically preclude future phases. 4. The City and Panattoni are continuing to participate in a process that will result in a comprehensive short and long range vision for the Mall area and hope to have something to review with the Council in October.
Economic Vitality/ FasTracks	Community Development	<p>Action Steps:</p> <ol style="list-style-type: none"> 1. Begin infrastructure analysis of FasTracks station area and larger scoped study area to include the Southeast Redevelopment area. Infrastructure to include analysis of flood plain, transportation, utilities and substation for capacity and suitability to support redevelopment at higher densities (1st Quarter) 2. Begin development RFQ to evaluate consultants who can work with the community to prepare a strategic mixed use and redevelopment plan for the Fastracks station and the

Work Plan Item	Lead Department	Progress Indicators
		<p>larger Southeast Urban Renewal area (2nd Quarter)</p> <ol style="list-style-type: none"> 3. Put RFQ on street to get consultant’s qualifications and determine which consultant could provide the product the City desires at this first stage of station area and redevelopment area. Hire consultant using allocated funds for Station Area Planning in 2008 - \$100,000 (3rd Quarter) 4. Complete infrastructure analysis of study area. Begin engagement with community regarding strategic mixed use planning for study area. Consider utilizing consultant from RFQ process or evaluate using Urban Land Institute expert or similar program (4th Quarter) 5. Continue more detailed planning process and continue budget support to FasTracks Station Area Plan (2009) <p>1st/2nd Quarters:</p> <ol style="list-style-type: none"> A. Floodplain and transportation study underway—results to be completed before end-of-year. Preliminary evaluation of other utilities indicates that capacity should be sufficient from a planned industrial area to a mix of uses including high-density residential. B. RFP released at end of June. Plan to have consultant on board for station area planning in late August 2008. C. On target to develop infrastructure analysis of study area and begin engaging community regarding strategic mixed use planning for study area with the consultant team starting September 2008. D. Floodplain and transportation studies by the City underway—results to be completed before end-of-year. Preliminary evaluation of other utilities indicates that capacity should be sufficient from a planned industrial area to a mix of uses including high-density residential. Planned to have consultant complete the evaluation of infrastructure needed to support a station area and associated development (see below). E. RFP released at end of June. Consultant selection delayed due to changes in FasTracks program based on budgetary issues at RTD. F. Development of infrastructure analysis of study area and beginning of community engagement regarding strategic mixed use planning for study area also delayed as a result of changes in FasTracks program based on budgetary issues at RTD.
Economic Vitality/ Urban Renewal Plan and Flour Mill	Community Development	<p>Action Steps:</p> <ol style="list-style-type: none"> 1. Either part of a refinement of the Southeast Longmont Urban Renewal Plan or a separate process, conduct a visioning/strategic plan for the area including the Flour Mill area to the St. Vrain River and east to Martin Street for the purpose of identifying an overall vision

Work Plan Item	Lead Department	Progress Indicators
Redevelopment		<p>for that area and redevelopment opportunities that are not necessarily dependent on the FasTracks project. This plan would then be the planning/land use/transportation system foundation for all redevelopment in that area and identify incentives and other programs intended to attract private sector investment and partnering opportunities with the public sector. This process would use the Urban Land Institutes' Advisory Services Panel, Environmental Protection Agency's Smart Growth planning assistance or some other professional assistance that may require the City to issue a Request for Qualifications (RFQ). This process could be funded by using the \$100,000 designated for the FasTracks Station Area Planning in 2008 that could be delayed a year due to RTD's current protracted environmental evaluation process that is now projected to last through 2008. Staff will bring back a more detailed analysis of the options listed above for Council to determine the most appropriate approach (2nd Quarter)</p> <ol style="list-style-type: none"> 2. Work with existing property owners in the Urban Renewal Authority Area to discuss redevelopment opportunities given the potential mixed use zoning that will encourage such development (Ongoing) 3. Work with property owners in the Urban Renewal Planning Area who are interested in becoming annexed to the city so they can take advantage of City incentives (Ongoing) 4. Keep property and business owners apprised of market opportunities, by hosting property and business owner roundtables and facilitate discussions among potential partners (Ongoing) 5. Promote mixed use development within nodes along the corridor and in catalyst areas (Flour Mill and Sugar Factory), allowing the private market sector to determine the appropriate mix of uses (Ongoing) 6. Where necessary, assist with assembling properties to accommodate a range of mixed-use product types (Ongoing) 7. Submit Tax Increment Financing Impact Report to Boulder County and St. Vrain Valley School District for review and comments when there is a redevelopment project imminent. Timing is dependent on formal redevelopment project being submitted 8. Include an intensive community involvement process with small businesses and explore affordable housing opportunities with the next update to the Urban Renewal Plan <p>1st/2nd Quarters: Council decided not to pursue a separate vision plan for this area and instead decided to amend the scope of work for the Fastracks Station Area Plan to include this component. Staff has met with the Flour Mill property owners to discuss property assembly opportunities. Staff and some council members took a field visit to Rancho Liberio market place projects in the Denver area to see how that type of project might work at the Flour Mill site. The property</p>

Work Plan Item	Lead Department	Progress Indicators
		<p>owners understand that the City is pursuing Fast racks Station Area Planning that will prepare a vision for mixed use development to occur in that area and will participate in that planning process. The property owners also desire a mixed use project with the initial phases commercial with residential to follow in later years.</p>
<p>Economic Vitality/ Midtown Revitalization</p>	<p>Community Development</p>	<p>Action Steps:</p> <ol style="list-style-type: none"> 1. Determine whether an urban renewal district should be established for the mid-town study area so that financing tools such as Tax Increment Financing (TIF) can be used to offset above market projected asking prices and any public improvement needed to accommodate redevelopment of the area. If this approach is approved it will include an intensive community involvement process with small businesses and explore affordable housing opportunities (2nd Quarter) 2. Formalize an advocacy entity (or modify an existing one – LDDA, BID, CDC) to champion implementation of the plan over the near and long term (2nd Quarter) 3. Work with local representatives from the Latino/Hispanic community to build the ethnic diversity of the area and create a district for destination uses with an ethnic theme (2nd – 4th Quarters) 4. Encourage the introduction of residential development within catalyst areas and at key locations in the corridor, fill financial gaps and support demonstration projects (Ongoing) 5. Put in place a Main Street mixed use zoning overlay within the study area to allow for more density, adjusted parking requirements, and a stronger building edge. (2nd Qtr) 6. Maintain flexibility in City programs, plans and strategies to encourage development in specific locations, e.g., trade properties (land swap) either currently in public ownership or which could be acquired. (Ongoing) 7. Attract and subsidize unique anchor(s) to Midtown to draw resident and visitor spending and diversify the existing retail base, i.e., Mercado Plaza. (4th Qtr) 8. Work with the Chamber and small businesses to support organizations to expand programs for small commercial businesses in Midtown, providing funding, training and marketing support. (Ongoing) 9. Design a two-pronged approach to cleaning up properties within the study area – private monitoring, reporting and assistance, and increased public code enforcement. (Ongoing) 10. Provide reinvestment incentives for infill areas of the City, including the study area through providing public improvements and other assistance. For instance, the City currently has a fee rebate program for infill development only for the transportation community investment fee. Council may want to consider adding other fees to the list that

Work Plan Item	Lead Department	Progress Indicators
		<p>could be rebated. (Need policy direction from Council)</p> <ol style="list-style-type: none"> 11. Establish policies that support infill development and redevelopment which acknowledge the inequities of investing in these environments. (restates current policies) 12. Offer development waivers to existing regulations until feasible standards are established, provided for during approvals process, granting exceptions to height limits, setbacks, density, lot coverage, rear access, etc. (Apply on a case by case basis?) <p>1st/2nd Quarters:</p> <p>Hired a redevelopment planning staff person to work on the above items. Council approved the Draft Mixed Use Overlay zoning amendments and asked the Planning and Zoning Commission to review the most recent standards and report back to the Council. Received policy direction from Council in March to prepare code amendments that would allow certain development fees to be rebated for commercial development along Main Street. Council reviewed a draft ordinance at its August 12 meeting and requested more information. First reading of an Ordinance implementing a fee rebate program for commercial development along Main St. is scheduled for the Sept. 9th Council meeting.</p>
Economic Vitality/ Mixed use Development 3 rd /Main	Community Development	<p>Action Steps:</p> <ol style="list-style-type: none"> 1. Continue recruitment efforts to find a private sector partner able to implement the mixed-use development project at 3rd and Kimbark. (Ongoing) 2. Determine the level of City financial participation and where the funds will come from. (2nd Quarter) <p>1st/2nd Quarters:</p> <p>Special Task Force consisting of the LDDA Board and Councilmembers Benker, Blue and McCoy met to discuss the possibility of another Developer taking on the mixed use development project. Phelps Dev. Co. and Thistle indicated an interest in collaborating on the project but Phelps just recently indicated that this type of mixed use project does not currently fit its investment program. Thistle still believes it can team up with a developer for the project and is submitting a letter of intent that will go to the Task Force in Sept to see if this approach is viable and if they could be authorized to submit a formal proposal.</p>
2. Community Collaboration for Lifelong Learning	Community Services	<p>Action Steps:</p> <ol style="list-style-type: none"> 1. Develop and launch a community website that creates an easy-to-use and accessible way of connecting people in the Longmont community with educational opportunities offered

Work Plan Item	Lead Department	Progress Indicators
		<p>throughout Longmont, the region and beyond (1st Quarter to launch; maintain site 2nd – 4th Quarters)</p> <p>2. Develop and implement a community messaging campaign aimed at increasing recognition among all segments of the Longmont community of the importance of lifelong learning to Longmont’s sustainable future, and inspiring and motivating disparate audiences “to act” in supporting lifelong education (1st – 4th Quarters)</p> <p>1st/2nd Quarters:</p> <ol style="list-style-type: none"> 1. Launched the new community website (LifeLongmontLearning.com) on February 14th that provides one location for the community to access information about lifelong learning opportunities. It’s a wiki-style site where community members add and update website information themselves; City staff maintains the site. 2. The Education Task Force prepared and released a Request for Proposals (RFP) and selected the Communications Infrastructure Group (CIG) to assist the Education Task Force group in developing (3rd quarter) and launching the lifelong learning messaging campaign (starting in the late 3rd quarter or early 4th quarter).
3. Environmental Issues	PWWU, LPC, Community Development	<p>Action Steps:</p> <ol style="list-style-type: none"> 1. Continue to develop and provide ongoing environmental programs as identified in the Summary of 2007 Integrated Environmental Plan (IEP) activities and the pertinent 2008 Major Work Plan items 2. Research and develop criteria and metrics to measure the effectiveness of each of the environmental strategies and programs, one approach would use the “Triple Bottom Line” evaluation/prioritization process (3rd Quarter) <ol style="list-style-type: none"> a. Develop IEP document that reflects overall community goals, strategies, action steps, and metrics that will guide both on going and future programs b. Continue to expand and initiate new programs as they are evaluated and measured for effectiveness c. Include clear milestones that are forward-looking for the next 2 to 5 years 3. Complete related ongoing planning efforts including the Water Conservation Plan (2nd Quarter) and an Energy Conservation/Renewable Energy Plan (4th Quarter) and evaluate their influence on IEP 4. Define and implement Community Involvement, Communication and Marketing strategies (2nd Quarter) including hosting an Environmental Conference/Summit (4th Quarter) 5. Identify and realign staffing and resources necessary to support the expanded programs (2nd Quarter and as part of 2009 Budget process)

Work Plan Item	Lead Department	Progress Indicators
		<p>6. Develop and maintain regional partnerships including Boulder County, Governor's Energy Office, PRPA and neighboring communities (Ongoing)</p> <p>1st/2nd Quarters:</p> <ol style="list-style-type: none"> 1. Staff has continued to promote and implement ongoing environmental programs, including energy and water conservation rebates and incentives, outreach and education, internal energy use audits and ESCO contracting, carbon/energy profiling for the City, the tree canopy study, stormwater pollution prevention activities, working with the Governor's Energy Office on funding, etc. 2. Preliminary concepts for metrics to evaluate effectiveness of environmental programs have been discussed with the Board of Environmental Affairs and Council. Staff is looking at the triple bottom line concept to see how it can best be incorporated into our Integrated Environmental Plan. Staff and the BEA have also discussed the guiding concepts of an IEP and have identified partnerships that will help the City to measure the effectiveness of its programs. Development of a meaningful IEP will require additional input from citizens and interested groups as well as more work on specific goals and time frames. A process for developing the IEP is being developed by staff for discussion with the BEA and Council. 3. The Water Conservation Master Plan has been completed and will be discussed with Council in August. The recommendations of the plan will be incorporated into the IEP. 4. Planning for an environmental conference/event is under way, tentatively scheduled for mid-November. The BEA has been asked to help identify and coordinate additional communication and marketing ideas. 5. Staffing and budget needs for 2009 have been identified, however expansion of existing programs and/or addition of more programs or tasks will require the scope of environmental efforts and the budget to be re-evaluated on a regular basis. 6. Partnerships have been established with several regional partners, including Boulder County's ClimateSmart program, the Governor's Energy Office, PRPA and the City of Boulder. Our programs are being coordinated with similar regional or state efforts. Resolutions for supporting these partnerships (if needed) will be brought to Council in the 3rd quarter.
4. Affordable Housing	Community Services	<p>Action Steps:</p> <ol style="list-style-type: none"> 1. Increase the advertising about the foreclosure counseling, workshops and assistance available (Ongoing throughout 2008, but started by end of 1st Quarter) 2. Fast-track the Default Outreach Pilot project to try to identify households at-risk of foreclosure (contract in place by end of 1st Quarter)

Work Plan Item	Lead Department	Progress Indicators
		<ol style="list-style-type: none"> 3. Establish a Housing Help Center (determine needs and find space by end of 1st Quarter, implement move by end of 2nd Quarter) 4. Increase the post-purchase education and information for existing homeowners (begin planned class by end of 1st Quarter, design additional educational opportunities and set outreach plan by end of 2nd Quarter) 5. Clarify uses of the Affordable Housing Fund to best address the City’s affordable housing goals, including using the current housing stock in the market as well as foreclosed homes (3rd Quarter) 6. Examine various equitable methods for calculating cash-in-lieu of building affordable units, maintaining “nexus”. Determine if Longmont’s calculation is equitable or if any modifications are needed (4th Quarter) 7. Modify the current municipal ordinance to allow developers the choice to make a payment-in-lieu without repeated City Council review (3rd Quarter) 8. Determine a way to better track the housing market that will allow the Inclusionary Zoning program to adapt more quickly and easily to fluctuating economic conditions (4th Quarter) 9. Explore exemptions or credits for developers who plan to build housing units that will be priced in the market comparable to units built through the City’s Inclusionary Zoning Program (2nd Quarter) <p>1st /2nd Quarters:</p> <ol style="list-style-type: none"> 1. Bus posters are currently on display at 7 locations (3 in Spanish) reaching over 100,000 vehicles daily advertising the foreclosure prevention hotline. Also advertising the county and state hotlines in all materials. Information on counseling and classes/trainings is on city and county websites as well as LifeLongmont Learning, two foreclosure prevention workshops held. Info handed out at two neighborhood beat Resource Fairs, sent to all our DPA/CHP and Rehab clients, info posted on Channel 16 and working to get Channel 3 to run a program on foreclosure prevention listing the county hotline number. 2. Contract in place and work has started, researched Recorder’s website for activity after deeds put into place, letter to delinquent DPA/CHP clients regarding counseling and/or scheduling a home visit by staff or a counselor. 3. Housing counselors are in space at City’s Development Services Center, trained and seeing clients. Working with Boulder County to establish parameters around more comprehensive center. 4. Two foreclosure prevention classes have been held, working in collaboration with Boulder County, Habitat and Longmont Housing Authority on class schedule for

Work Plan Item	Lead Department	Progress Indicators
		<p>other post-purchase classes and on marketing and outreach plan.</p> <p>5. Hosted a meeting with 9 other communities (3 have Inclusionary Zoning [IZ] programs) in Colorado in June to discuss programs and issues with Home Builders Association (HBA). Things learned –</p> <ul style="list-style-type: none"> • Release provision is not something being considered by other communities because of understanding that they need to provide the affordable home (AH) and could adjust prices to facilitate a quicker sale just like they do with market homes (NOTE: Council seemed to agree vis-à-vis the denial of Champion Greens request for this provision on 7/8). Communities should work to ensure that AH prices are set at least 20% below comparable market prices to facilitate quick sales. • No one has done a nexus study for their cash-in-lieu payment amounts (see #6 above). All are based on different things, but use common sense and market prices to determine payment amount. • One attaches a “premium cost” to not providing on-site, i.e. Payment in Lieu (PIL) increases for each additional unit not provided on-site, require more units to be provided off-site, etc. • Most have a written agreement with developer on how they are providing the AH (similar to a PIA). • One uses a “right to purchase” provision in their Covenant instead of a “cure” provision for foreclosures. This allows them to buy the home before it goes to foreclosure instead of having to redeem it afterwards. • In all but one program must get Council permission to do other than on-site (see #7 above). This program uses the “premium cost” approach, but developers’ decide how to provide the AH. • There may be an opportunity to work with (educate) Title Companies so they know about our liens/covenants for AH and don’t overlook them with refi’s. Assessor’s/Recorder’s office can tell us “special words” to use in our document titles to maximize them getting picked up in a title search. • One community delays collection of fees to CO for AH units to help with holding costs (see # 8 & 9 above). • Chambers of Commerce use AH programs to recruit employers. Cities can work with Chambers to reach out to business community to educate both about AH programs and how they can benefit employees. • Communities agreed to invite others to table when holding discussions with HBA.

Work Plan Item	Lead Department	Progress Indicators
		<ul style="list-style-type: none"> An exemption or credit for “market affordable units” is not something that other communities with IZ programs are inclined to consider (see #9 above) and the builder that wanted this change has filed for bankruptcy so may be moot.
5. Neighborhood Revitalization and Stabilization	Community Development/ Community Services	<p>Action Steps:</p> <ol style="list-style-type: none"> Implement neighborhood beat outreach meetings throughout the entire community, and act on needs and interests that are generated from these beat meetings. These actions will include both immediate responses to critical issues and more longer-term strategic interventions (1 – 4th Quarters) Consider expanding neighborhood-based code compliance efforts throughout all Longmont neighborhoods, and provide options for Council consideration (4th Quarter) <p>1st/2nd Quarters:</p> <p>The first quarter was dedicated to planning the neighborhood beat outreach meetings. Implementation started in April with the Centennial, Beat #7 meeting, the Rothrock, Beat #8 meeting was on May 14, and Loomiller, Beat #3 on June 11, Three additional meetings are planned for 2008, July 30, Clover Basin Beat #14, Sept. 24, Southmoor Beat #12, and Oct. 22, Sunset Beat #11. In addition to these meetings, every household in these beats is receiving information about resources that are available to them to support building a strong sense of community on their block and neighborhood. An information fair and a Tamales and Talk were provided as part of each of these meetings.</p>
6. Intergovernmental Relations/ Comprehensive Plan	Community Development	<p>Action Steps:</p> <ol style="list-style-type: none"> Focus on Eastern Buffer through open space and conservation easement methods to preserve Longmont as a free standing community. Explore partnerships and leveraging opportunities for open space dollars (Ongoing) Continue process of annexing City-owned property along St. Vrain corridor (2nd Quarter) Proactively pursue negotiations with southwest Weld communities and DRCOG, recognizing goals of other communities versus Longmont goals (Ongoing) Continue extension of St. Vrain Greenway to St. Vrain State Park (Ongoing) Bring to conclusion the Union Reservoir expansion and recreation plans to enable further land planning decisions around Union Reservoir and determine feasibility of accommodating both development and wildlife in West Union project (2nd Quarter) Consider impacts of southwest Weld County on the St. Vrain Valley School District (3rd Quarter) Continue to comment on planning activities and development applications in southwest

Work Plan Item	Lead Department	Progress Indicators
		<p>Weld County (Ongoing)</p> <p>8. Continue to evaluate annexations in southwest Weld on a case-by-case basis (Ongoing)</p> <p>1st/2nd Quarters:</p> <ol style="list-style-type: none"> 1. Council approved an Intergovernmental Agreement with the Town of Mead that establishes standards and policies on how each entity will deal with growth and development adjacent to each others planning areas. Discussions are continuing with the Town of Frederick concerning growth and development issues and a possible Intergovernmental Agreement. 2. Council has authorized staff to pursue a variety of open space lands that are currently under negotiation. 3. Council conditionally approved St. Vrain Annexations #1 and #2. 4. Staff is participating in the Southwest Weld Area Working Group with representatives from DRCOG, Weld County, and Southwest Weld jurisdictions to incorporate new members of DRCOG from Southwest Weld County into DRCOG's Metro Vision 2035 planning.
7. Communication	Administration	<p>Action Steps:</p> <p><i>Note: Please see separate spreadsheet – 2008 Communications Update</i></p> <ol style="list-style-type: none"> 1. Present Council with the list of ideas from the Council retreat brainstorming session for further prioritization and consideration (1st Quarter) 2. Analyze resources needed on the top five ideas prioritized by the Council and present those for review and approval (1st Quarter) 3. Implement those ideas Council members wish to pursue (2nd Quarter) <p>1st/2nd Quarters: Please see separate spreadsheet – 2008 Communications Update</p>

CITY COUNCIL COMMUNICATION



Meeting Date: 9-8-08

Type of Item: Council Mini-Retreat

Presented by: Doug Bene, Economic Development Manager x8403

SUBJECT/AGENDA TITLE: Economic Vitality Items for Mini-Retreat

EXECUTIVE SUMMARY:

Workplan Items:

The Economic Vitality Action Steps listed in the 2008 Workplan focus on the Economic Vitality Advisory Group (EVAG) and the final recommendations that were presented to Council on August 19th. As a result, many of the EVAG recommendations are scheduled for implementation in 2009 and budgeted accordingly.

The Workplan also calls for developing a structure for the administration of funds generated through the recently passed Lodger's Tax. This included the reorganization of the Longmont Area Visitors Association (LAVA) as an independent agency and the development of a contract for services with the City, both of which were accomplished earlier this year.

Tourism and Event Grants:

Per Council's direction, a grant has been developed for groups or individuals requesting funding from the Lodger's Tax for tourism related events. The grant incorporates the 10 guidelines approved by Council in June and is designed to capture incremental sales tax revenue through visitation.

Shop Longmont Marketing Campaign:

As recommended in the EVAG report, a Request for Proposal (RFP) to develop a shop local campaign has been drafted. The proposal is designed to educate the public as to the advantages of purchasing goods and services locally whenever possible. The campaign will utilize print advertising and may include a web presence. The RFP acknowledges the Longmont Small Business Association's "Think Local First" program that promotes shopping with independent, locally owned businesses and will not attempt to duplicate its efforts.

COUNCIL OPTIONS: Review and discuss.



RECOMMENDED OPTIONS: Provide direction as necessary.

FISCAL IMPACT & FUND SOURCE FOR RECOMMENDED ACTION: N/A



2008 City of Longmont Tourism & Event Grant

Purpose

The goal of this grant is to help build Longmont as a destination place for visitors by generating incremental sales tax revenue through tourism, events and related activities. The grants are funded with revenue generated by the City's portion of the Lodger's Tax.

Requirements to Apply

1. Programs must yield increases in incremental tourism.
2. Programs must demonstrate a need for funds.
3. All events must be open to the public (they do not, however, have to be free)
4. Repeat applicants must be in good standing, repeat applicants with outstanding follow-up reports or reimbursements will not be granted new funds.

Application Instructions:

To apply for funds complete the attached application and submit it to Doug Bene, Economic Development Manager. Applications will be processed on a rolling basis throughout 2008, the inaugural year of this program.

Grant Funding

A budget of \$20,000-\$40,000 will be available for this program dependent upon available revenue. There is no limit to the maximum amount that can be requested by an applicant.

Events eligible for funding could include (but are not limited to):

- Performances: music, theater, etc.
- Sporting Events
- Cultural Activities
- Conventions

Events *not* eligible for funding

- Those solely intended for the local community
- Events taking place outside Longmont
- For-profit ventures
- Lobbying, advocacy, or related activities
- Events which have already occurred, or which intend to spend grant money on expenses already incurred

Who can apply for funding includes, but is not limited to:

- Community groups
- Non-profit entities
- Individuals
- Neighborhood groups
- School Clubs and Youth Group (nonsectarian)

Who cannot apply:

- For-profit organizations
- Political parties
- Religious groups

Priorities

The City of Longmont has a focus for how Lodgers' Tax funds will be spent, thus priority is given to projects which:

- Generate overnight stays in Longmont hotels
- Promote incremental visitation, bolstering Longmont's retail districts
- Positively promote the City of Longmont in regional and national media
- Seek multiple sources of support
- Help create Longmont as a destination
- Are unique to Longmont

Please note that even projects meeting all of these priorities are **not** guaranteed to receive money.

Criteria for Evaluating Applications

Proposals will be reviewed by a Grant Review Committee consisting of 4 people. Each member will assign a score of up to 25 points, based on the rubric below, and the scores of the committee will be summed.

If a program earns *at least* 76 points out of 100, it may be considered for funds. Note, however, that receiving 76 points does **not** guarantee funding for a program.

	Points Awarded	Points Possible
Program Summary		5
Community Goals		5
Audience		5
Marketing		5
Budget		5
Total		25

**2008
City of Longmont
Tourism & Event Grant Application**

Return to:
Development Services Center
Attn: Doug Bene
385 Kimbark Street
Longmont, Colorado, 80501

E-mail to:
Doug Bene
Economic Development Manager
doug.bene@ci.longmont.co.us

General Information

Organization: _____ Date: _____

Contact Person: _____

Phone: _____ E-mail: _____

Address: _____

Event Title: _____

Event Date(s): _____ Event Location: _____

Sources of Funding: _____

Amount Requested

Questions

feel free to attach additional pages

1. Program Summary. What will the event look like? Will it be free of charge? If not, what fee will be charged?

4. **Marketing.** What is the overall marketing strategy for this event, including budget and geographical scope? What mediums/venues will be used for marketing? Please be specific (i.e. Newspaper Advertisements: Longmont Times-Call, Denver Post). How will the effectiveness of this marketing strategy be assessed?

5. **Budget.** Please attach a categorized budget for the program. Please denote where other sources of funding fit into the budget. How will this grant be leveraged in the overall budget?

Follow-up Report. If granted funds, your organization will be expected to complete a follow-up report within 30 days of the completion of the event. By checking this box, you acknowledge this and agree to do so.



**Request for Proposal
Shop Local Campaign
City of Longmont, Colorado**

I. Introduction

The City of Longmont is issuing a Request for Proposal (RFP) from qualified firms to assist in the development of a “Shop Local” Marketing Program.

Background

Like all Colorado cities, retail sales tax revenues are a crucial part of the City of Longmont’s budget and competition between cities in the Northern Front Range area is fierce. Through this project the city hopes to educate residents as to the benefits of spending retail money locally so that the city can continue to provide and expand upon its services.

The Longmont Small Business Association (LSBA) manages a “Think Local First” program which is similar to this concept but concentrates on local, independently owned businesses. A discussion on how the two campaigns will interact will be a vital part of this project.

Project Goal

Create a marketing campaign which will encourage target audiences to spend more on retail in Longmont.

Target Audiences:

- Longmont Residents
- Longmont Businesses
- Employees of Longmont Businesses

Project Description

Create a “Shop Local First” marketing campaign which encourages target audiences to spend retail dollars within the City of Longmont. The campaign will educate the public as to the benefits of doing so, as well as building a brand for retail in Longmont.

Key Elements of the Campaign:

- Shop Local “Brand” (logo, brand message)
- Print Advertisements
 - Storefront Display
 - Newspaper Advertisements
 - Mailer
- Web Materials

II. Scope of Work

Strategic Plan (Marketing Plan)

Develop a Marketing Plan for a “Shop Local” campaign. It will incorporate the following deliverables:

- Analysis of Target Markets
- Brand Identity
 - Logo
 - Brand Message
 - Marketing Templates
- Communication Strategy
 - Advertising Mediums
 - Implementation
 - Time schedule
 - Measuring Success

As a foundation for this plan, the city’s 2006 Retail Opportunities Study, which targets business districts and key areas of competition, will be provided.

In addition to the print advertisements, we would like to explore the possibility of a web campaign; however, this should be an optional component.

Integration with other Programs

A crucial part of the project will be an analysis of how this effort will fit in with the other campaigns in the city such as the Longmont Small Business Association’s Think Local First campaign. A plan as to how this campaign will clearly distinguish itself from the aforementioned is a necessary element.

III. Timeline

It is the desire of the City of Longmont to set the program in motion for the Holiday Season 2008, so the final report should be completed by early November, with a draft form to be discussed with the Shop Local Team sometime in mid- to late-October.

IV. Proposal Components

The proposal shall include:

1. **Program Development Approach**
Provide a description of the intended approach to the project.
Demonstrate an understanding of the goals and issues, and your firm's ability to address them.
2. **Qualifications**
Provide names, titles, and professional information for the firm and individuals (and subcontractors, if applicable) who will be working directly with this contract.
3. **Proposed Action Plan, Time Frame, and Expectations**
Outline and describe key deliverables for the project, as well as a time frame for completion which includes meetings with the Shop Local Team. Additionally, detail any expectations of the Shop Local Team.
4. **Proposed Budget**
Include a categorized budget for the project, detailing any areas which would be optional based on the scope of the final report. Include any potential costs not included in the contract, and outline a payment schedule.
5. **Work Samples**
Provide descriptions of at least two projects dealing with economic development, place awareness or similar topics prepared by or under direction of the firm. Include a description of the outcomes of each.
6. **References**
Provide at least three client references relevant to this project.

V. Deadline

Bids are due to Doug Bene by 5 PM September 26st, 2008, and may be submitted by postal mail, electronic mail, or fax. Any questions during the application process may be addressed to Doug Bene.

Submit bids in writing to:
Development Services Center
Attn: Doug Bene
385 Kimbark Street
Longmont, Colorado 80501

Contact:
Doug Bene
Economic Development Manager
City of Longmont
Phone: (303) 651-8403
Fax: (303) 651-8696
Doug.bene@ci.longmont.co.us

All work performed on behalf of the City of Longmont becomes the property of the City of Longmont including, but not limited to hard copies, CD's, DVD's, databases, research, etc. All final reports prepared under the contract shall be the property of the City of Longmont and may not be used or reproduced in any form without the explicit written permission of the City of Longmont.

Economic Vitality Advisory Group

Recommendations

August 19, 2008

Advisory Group Members

Mary Murphy-Bessler

John Cody

Pam Gibson

Keith Kanemoto

Sharon King

Alex Sammoury

Richard Hansen

Caryn Capricioso

Beverly Springer

Tom McCoy

Sarah Levison

Roger Lange

Gabe Santos

Karen Benker

Abe Melendez

Richard Juday

Dan Ditslear

Baldy Ranson

JoAnn Rosebrock

Frank Keating

Cotton Burden

Tom Miller

Background

At its 2008 Retreat, City Council decided to reconvene the Economic Vitality Task Force (Task Force) to assist in the preparation of an economic development plan. The Task Force was reconstituted as the Economic Vitality Advisory Group (Advisory Group) in May with the specific charge of producing recommendations that may be included in the 2009 budgeting process. The Advisory Group consisted of a cross section of the community and included four members of Council.

Because of the relatively short time frame for meeting (May-July), the Advisory Group decided to concentrate on four directions identified by the Task Force in 2007 as a way of laying a foundation for consideration in an overall plan for economic development. The Four Directions are as follows:

1. Develop a Vision for Downtown
2. Branding
3. Increase the role of the City in Economic Development
4. Retail

It should be noted that the strategies outlined by the Advisory Group are not intended to be comprehensive solutions, but rather build upon the areas deemed to have preference and the potential for significant impact should the strategies be implemented.

Process

The Advisory Group divided into four sub-committees of approximately six people each to work on the individual directions. Each committee was instructed to develop distinct strategies in support of the goals and objectives listed. The committees also listed time frames and responsibilities for completing the strategies. At the conclusion of the committee sessions, the Group reconvened and reviewed all the material through a series of committee presentations. Through this final group interaction, additional comments and suggestions were incorporated into the final report as warranted.

The collective work of the Advisory Group is presented in the following four directions:

Direction #1: Develop a Vision for Downtown

Committee Participants:

Mary Murphy-Bessler, Gabe Santos, Abe Melendez, Alex Sammoury, Cotton Burden, and Baldy Ranson

Goal

Build upon the inherent qualities of downtown to include a prosperous commercial center with notable residential and entertainment developments.

Rationale

Having a historic downtown capable of providing significant residential, employment and entertainment choices is an important factor in the overall economic health of the City. A vibrant and active downtown capitalizes on the ideas of creating a sense of place and destination for residents and visitors alike.

Revitalizing downtown also represents an opportunity to practice smart growth strategies through strategic in-fill development that takes advantage of existing infrastructure and maximizes land use. The City has also implemented a Mixed-Use Overlay District to allow flexibility in development standards and provisions for higher density residential development and a wider range of commercial development.

Objective #1

Make downtown Longmont more accessible, livable and entertaining.

Downtown Longmont has traditionally served as a central gathering place for those seeking a more urban setting for residential and commercial interests. The historical characteristics of the downtown area differentiate the district as a unique setting with a true sense of place. Downtown can continue to be an attraction by planning for development that promotes a pedestrian friendly environment with improved infrastructure, additional housing and entertainment choices, and further developed employment centers.

Action Items:

1. Work with CDOT and City staff to study and possibly implement physical improvements throughout the Downtown District. This includes improvements to Main Street traffic patterns, pedestrian connectivity opportunities with the proposed transit station area, and alleyway enhancements.
2. Work with CDOT to pursue angle parking on Main Street thereby increasing the number of parking spaces in front of businesses and making downtown more accessible.
3. Work with CDOT to establish acceptable alternative routes for 287 bypass traffic. Partner with Fast Tracks (RTD) to plan and develop multi-level parking at the TOD leaving more available land for residential and commercial development opportunities, and to provide adequate parking after hours for these uses, and provide easy access transportation to the downtown from 1st and 9th Avenues.
4. Pursue widening sidewalks along Main Street with improved landscaping to enhance pedestrian comfort and allow for more outside use by merchants.
5. Improve connectivity of existing parking and peripheral business to Main Street through alleyway improvements, including architectural lighting, new pavement, unified trash receptacle enclosures and placing of existing overhead power, telephone and cable lines under ground.

Strategy: Continue to move forward with Capital Improvement Program projects T-95, DR-8, and DR-23.

Project # T-95

Analysis of U.S. Highway 287 through downtown Longmont

Project Description:

This is a study to analyze the potential for creating new traffic capacity that would allow reduction of traffic on Main Street through the downtown area from four lanes to two lanes. This would require the creation of new roadway capacity such as a one-way pair using Main Street for north bound and Coffman Street for southbound in the downtown area. In addition, this analysis would review the options for on-street parking in the downtown area. This study would look at the potential options, the benefits, and the impacts of such as change on the community.

Funding Status: 2009 CIP - \$75,000

Project Cost: \$75,000 from the Street Fund. The consulting firm SEH is currently under contract with the City for Traffic Engineering and roadway design work and is working on traffic analysis for the Martin Street and Boston Avenue designs. SEH has provided a draft scope of services and cost estimate of \$40,000 to \$45,000 to provide the engineering services including a traffic analysis of the one way option and a preliminary cost estimate

of such a project. In addition to this engineering work, a public process to determine community response to such a change would be a critical part of this effort.

Timeline:

2009 - Preliminary engineering study and neighborhood coordination efforts.

Project # DR-8

Downtown Alley Improvements

Project Description:

Improve, upgrade and beautify alleys on the east side of Main Street from 4th to 6th and on the west side from 3rd to 6th, including placing utilities under ground. Improvements include replacement or repair of sections of sewer lines and intakes, and alley resurfacing at appropriate drainage grades. The project also includes lighting improvements, landscaping and surface treatment. The first steps of this project will be to develop a master plan.

Funding Status: 2009 CIP - \$75,000

Project Cost: \$75,000 equally shared among LDDA, street fund, storm drainage, and electric. CDBG funds could be used for the actual infrastructure improvements (not for the study) if a blight study showed this to be a blighted influence.

Timeline: 2009 - Preliminary engineering study and neighborhood coordination efforts.

Project # DR-23

Downtown Parking Lot Improvements

Project Description:

Improvements to parking lots in the downtown area to include (but not limited to) repaving, striping, and landscaping.

Funding Status: 2009 CIP - \$20,000

Project Cost: \$100,000 from LDDA parking funds

Timeline: 2009-2013

6. Partner with the Community for Cultural & Performing Arts (CCPA) and St. Vrain Valley School District (SVVSD) to create a performing and fine arts entertainment and instructional campus in downtown.

Strategy: LDDA should continue working with CCPA on a staged project that is currently focused on the Twin Peaks Academy located at the corner of 9th & Main as one of several potential sites for cultural arts facilities.

Funding Status: No funding required

Cost: None

Timeline: On-going effort

7. Promote downtown as the Arts and Entertainment District.

Strategy: Develop a downtown summer concert series, in collaboration with the City of Longmont summer concert series, featuring national and regional artists to be administered through LDDA.

Funding Status: 2009 Budget

Cost: The estimated cost is \$30,000

Timeline: 2009

Strategy: Support LDDA in developing a temporary public arts campaign to include the display of artistic banners throughout the downtown district. The banners would be designed by local artists with a different series for each season.

Funding Status: 2009 LDDA Budget

Cost: The cost of producing and displaying the banners is estimated at \$2000 per season or \$8,000 per year. The source of funding would be the LDDA marketing funds provided through TIF revenue.

Timeline: 2009

8. Place public art at the boundaries of downtown to serve as entranceways and to give the downtown more definition.

Strategy: Support LDDA's efforts in working with the City's Art in Public Places program to include unique displays at either 9th or 10 Avenues, 1st Avenue, and at District boundaries located at Kimbark and Terry Streets.

Funding Status: Unfunded

Cost: Long-Term strategy with no immediate funding required.

Timeline: 2009- 2014

9. Partner with the Governors Energy Office, (GEO), Department of Local Affairs, (DOLA), LPC to implement a conversion to LED light fixtures and strategies in

Downtown for events, displays, and pedestrian fixtures. This also includes free energy audits in all downtown buildings.

Strategy: Continue pursuing the \$2 million New Energy Communities grant through the Colorado Department of Local Affairs. The City, LPC, Platte River Power Authority, and the St. Vrain Valley School District have partnered in the application which would provide funding for improving the 'greening' of public facilities, downtowns, and homes. In addition, the grant promotes energy efficiency and conservation, community livability, economic development in downtowns, and reducing carbon emissions.

Funding Status: Grant awaiting approval

Cost: The grant is matched with \$1.1 million of community partnership funds.

Timeline: 2009

Objective: #2

Develop a Master Plan of Downtown that identifies opportunities for residential, multi-use, entertainment, transportation, and parking.

Action Item:

1. Develop a master plan of Downtown Longmont to include:

- * Cultural Arts Center
- * Catalyst Mixed-Use Project with Parking
- * Transit Oriented Development District
- * Extension of the LDDA Boundaries
- * Design of architectural connections throughout the downtown

Strategy: Encourage LDDA to contract with a professional consultant to partner on the plan's development.

Funding Status: Unfunded

Cost: The estimated cost of contracting with a consultant for the development of a new downtown master plan is \$100,000. TIF funds may be used to pay for the plan and its implementation.

Timeline: 2009

Objective #3

Develop and implement incentive programs to promote commercial and mixed-use development.

Action Items:

1. Restaurant Row Loan Program

Restaurant Row is a concept designed to attract a concentration of restaurants in a specified area of downtown (within LDDA Boundaries for example) in conjunction with promoting the area as an entertainment district. The micro loan program works as an incentive by making low cost private-public loans available to prospective restaurateurs.

Strategy: Study the option of implementing the loan program within the next three years.

Funding Status: Unfunded

Cost: \$50,000- \$100,000 to seed the micro loan fund. CDBG funds could be used to support this project if Low/Moderate Income jobs are created and tracked.

Timeline: 2009 -2011

2. TIF Façade Improvement Program

As a targeted incentive, a TIF Façade Improvement Program would allow LDDA to provide significant financial contributions to downtown development projects that meet strong criteria. The design and project scope are evaluated by the county assessor to determine the incremental increase in property valuation that is then paid back into the TIF.

Strategy: Encourage the adoption of the TIF Façade Improvement Program.

Funding Status: Awaiting Council approval

Cost: All funds would come from the TIF and are determined by the total project costs.

Timeline: 2008

3. Development Fee Rebates

An ordinance amending the current development fee rebate program by extending the incentive to include commercial businesses located along Main Street is scheduled to come before Council in August. The amendment broadens the standards for application by including businesses that help reduce retail leakage as identified in the Retail Opportunities Study, and/or by including those businesses that implement energy conservation goals as defined by the City or through LEEDS certification.

Strategy: Encourage Council to pass the ordinance.

Funding Status: No budget required

Cost: The Development Fee Rebate provides up to a 30% reduction on certain building permit fees and the sales & use taxes associated with building permits. Businesses retain the ability to request waivers for up to 100% rebates on fees and taxes from Council.

Timeline: 2008

4. Sales & Use Tax Rebate

Strategy: Expand the current Sales & Use Tax Rebate incentive program to include retail development within the LDDA boundaries. This incentive could provide a significant benefit in revitalizing buildings within the district. In addition, consider increasing the incentive if materials subject to sales & use tax are purchased locally.

Funding Status: No budget required

Cost: Rebate based on actual project costs and parameters

Timeline: 2009

Direction #2: Branding

Committee Participants:

Sarah Levison, Dan Ditslear, Frank Keating, Tom McCoy, Caryn Capricioso

Goal

Develop a consistent and authentic marketing campaign that promotes Longmont as an ideal place for commerce and as a destination location.

Rationale

City branding is a comprehensive process incorporating every aspect of a city and its stakeholders, including residents, visitors, and the public and private sectors. A brand is not only a trust mark in the form of a logo or symbol, but is also reflective of perceptions that may represent heritage, history, architecture, traditions, and even the overall aesthetics of a place.

Objective

Establish a community-wide brand that can be implemented and shared among stakeholders and the public alike. Branding Longmont's distinct characteristics can complement planning and development efforts by communicating the city's uniqueness and the values present in the competitive marketplace.

The development process typically takes 6 to 8 months with an expectation that implementation will be ongoing after this initial work is completed. At the end of this

process the city is presented with the brand, as well as a 3 to 5 year plan for implementation and measurement.

The major stakeholders for a branding effort should include the City, LAEC, LDDA, the Chamber, and LAVA.

Action Items:

1. Contract with a professional consultant to produce a community-wide branding initiative that is comprehensive and consistent. The process of developing and implementing the brand should include the following elements:

- * The final product should reflect the stakeholder's interests and operate under an umbrella-type arrangement in that all aspects of city-wide identity fall under the review of the City.

- * Any entity or group receiving funds from the city via contract or dues should demonstrate support for the established city wide brand as a requirement for funding.

- * Assign staff to market and maintain the brand to ensure consistency among all stakeholders.

Strategy: Contract for a professionally produced branding campaign.

Funding Status: 2009 Budget

Cost: \$70,000 - \$90,000 shared among the major stakeholders. The City's share of \$25,000 may come from the City's portion of the Lodger's Tax. The major stakeholders may share the total cost with LAVA contributing \$25,000 and LAEC, LDDA, and the Chamber contributing \$10,000 each.

Timeline:

2008 –Identify additional stakeholders and draft the RFP

2009 – Select consultant and develop plan.

Direction #3: Expand the City's Role in Economic Development Activities

Committee Participants:

Tom Miller, Sharon King, Richard Juday, John Cody, Pam Gibson, Roger Lange

Goal

Establish programs and services through the City of Longmont that support business growth and productivity.

Rationale

The role of the Economic Development Manager is to coordinate economic development programs and assistance for local businesses. In order for the Economic Development Manager to be effective, the City needs a comprehensive set of resources, including cultural amenities and community services such as good schools and recreational facilities, to help create a favorable business climate for sustained economic growth.

Objective #1:

Create an Economic Development (ED) Department that unifies economic development efforts through collaboration among local agencies and within City government.

Action Items:

1. Include commercial redevelopment as a responsibility of the ED Department.
2. Lead staff person of the ED Department should be at the Director level and be the City's spokesperson on ED issues.
3. Staff the ED Department with appropriately skilled personnel.
4. Review Incentive Policy on an ongoing basis; propose changes and additions to Council that may assist in attracting and retaining primary employers.
5. Provide ED intelligence and industry forecasts to City Council as needed to guide policy decisions, such as incentives, land use, infrastructure.
6. Strengthen workforce development strategies to include an awareness of human capital assets available within the community.
7. Create a communication strategy to inform Longmont businesses and the public about the work and impact of the ED Department and citywide ED efforts.

Strategy: Study the organizational structure of City government to measure the impact associated with properly aligning City resources to get desired results.

Funding Status: 2009 Budget

Cost: \$76,291 (economic development staff)

Timeline: 2009

Objective #2:

Create a well-defined economic development policy that reflects a vision and path for achieving Longmont's fiscal stability.

Action Item:

1. Develop an Economic Development Strategic Plan with regular updates.

Strategy: Contract for the development of a strategic plan.

Funding Status: 2009 Budget

Cost: approximately \$75,000

Timeline: 2009

Objective #3:

Establish an advisory committee for economic development activities.

Action Item:

1. Reinvigorate the Economic Alliance to act as an advisory group to the ED Department.

Strategy: Establish the Alliance as an advisory committee for the ED Department.

Funding Status: No funding required

Cost: None

Timeline: 2008

Objective #4

Support and expand business assistance programs.

Strategy: Continue to reevaluate and restructure delivery of the LEGI program using strategic partners (SBDC, market research partners, etc) and staff members within the Economic Development Department.

Funding Status: 2009 Budget

Cost: \$50,000

Timeline: 2009

Strategy: Consider the creation of a start-up grant program (example, \$2,000 each) for new businesses locating in specified commercial areas of the City (such as downtown or in economically challenged areas) that apply within the first year of operation. The business must be a community-serving retail or service business in a storefront that is accessible to the public. The business owner must complete an approved business development training program and the business must be licensed in Longmont. The grant funds may only reimburse legitimate start-up costs associated with opening the business.

Funding Status: 2009 Budget

Cost: \$30,000

Timeline: 2009

Strategy: Consider developing a revolving loan fund designed to provide access to capital for new or expanding businesses. The program could be administered through third party agencies or lending institutions specializing in micro loans targeting small businesses. Several of these agencies have the ability to leverage the City's investment with other funding sources such as SBA creating a larger overall loan pool. This type of loan program can also be labeled as a City of Longmont incentive even though the City is not administering the loans.

Funding Status: Unfunded

Cost: \$100,000 to seed the program. CDBG funds could be used for this type of program if Low/Moderate Income jobs are created or regular jobs are offered to Low/Moderate Income persons and this is tracked or reported.

Timeline: 2009

Direction #4: Retail

Committee Participants:

Karen Benker, Keith Kanemoto, Beverly Springer, Richard Hansen, Doug Bene

Goal

Establish Longmont as a retail hub that provides a variety of shopping venues and serves as a destination place for attracting local and regional consumers.

Rationale

A diverse and comprehensive retail business sector provides choice and convenience for residents, reduces the flow of money outside the community, and creates a stable, growing tax base to support quality community services and infrastructure improvements.

Competition for retail development along the Front Range is intense and can directly impact Longmont's position as a regional draw and the ability to secure revenue. Combined with the fact that sales tax revenue generated through retail commerce funds a significant amount of the services and programs offered by the City, a productive retail base is essential to maintain economic vitality and quality of life standards.

Objective #1

Develop policies and resources for retail as part of an overall strategic plan.

Action Items:

1. Promote a business-friendly development process through the one-stop-shop process that helps expedite permits and reduce potentially costly processing delays.
2. Develop and/or implement incentives for targeted retail development.

Strategy: Create a data depository for prospective parties interested in retail development by providing accurate information on Longmont as a potential market.

Strategy: Purchase the CoStar real estate database to monitor commercial real estate trends including vacancy rates, available properties, and potential development sites.

Funding Status: 2009 Budget

Cost: The annual cost of the CoStar service is approximately \$4,500.

Timeline: 2009

3. Ensure retail is part of a business retention and expansion program.

Strategy: Purchase the eSynchronist surveying database that includes a retail element as a tool for measuring and monitoring the needs of our non-primary employers.

Funding Status: 2009 Budget

Cost: The initial cost of eSynchronist is approximately \$6000

Timeline: 2009

4. Support awareness campaigns that promote buy local initiatives.

Strategy: Consider sponsoring programs that promote shopping locally as way of preserving Longmont's uniqueness and reducing retail leakage.

Funding Status: 2009 Budget

Cost: \$2,500

Timeline: 2009

5. Periodically update the Retail Opportunities Study.

Strategy: Consider updating the 2006 Retail Opportunities Study.

Funding Status: 2009 Budget

Cost: \$20,000

Timeline: 2009

6. Expand the Economic Alliance to include representatives from the retail and the real estate communities.

Strategy: Include a local retailer and the Longmont Association of Realtors in the Economic Alliance.

Funding Status: No funding required

Cost: None

Timeline: 2008

7. Support efforts to redevelop Twin Peaks Mall

Strategy: Partner with Planning, Finance, Administration, and other City Departments on concepts and incentives that may be involved.

Funding Status: No funding required

Cost: None

Timeline: 2008

CITY COUNCIL COMMUNICATION



Meeting Date: September 8, 2008

Type of Item: Council Mini-Retreat

Presented by: Kathy Fedler, CDBG and Affordable Housing Programs Coordinator Ext. 8736

SUBJECT/AGENDA TITLE: Funding of Economic Development Projects with CDBG funds

EXECUTIVE SUMMARY: This communication will provide an overview of items or projects that the CDBG program could fund from the Economic Vitality Advisory Group Report, the 2008 City Council Work Plan document and the Proposed Golden West Flour Mill Redevelopment Plan. The intention of this overview is to provide Council with an idea of the types of activities and projects that CDBG funds could be used to support.

COUNCIL OPTIONS: Provide direction to staff.

RECOMMENDED OPTIONS: Provide direction to staff.

FISCAL IMPACT & FUND SOURCE FOR RECOMMENDED ACTION: There will be somewhere between \$111,569 and \$125,772 in addition to the estimated \$33,000 the LDDA will have available to it for projects in the DDA area to use for economic development projects in 2009.

BACKGROUND AND ISSUE ANALYSIS:

For Fiscal Year 2009, Council budgeted 1/3 of the city's CDBG funding (after administration was set-aside) for economic development funding/projects. This amounts to somewhere between \$111,569 and \$125,772 in addition to the estimated \$33,000 the LDDA will have available to it for projects in the DDA area. It was determined by Council at the July 8 meeting, that a plan for spending these funds be brought back to Council after the Economic Vitality Advisory Group Report had been presented. As part of that presentation to Council on August 19, specific projects were highlighted as being eligible for CDBG funding. This communication will attempt to explain those items more fully and provide additional projects or activities from the Council Work Plan that CDBG funds could potentially be used to support.



In order to be funded with CDBG funds, Economic Development projects must meet one of the following two statutory criteria - 1) eliminate a slum or blighting influence as evidenced by a Slum/Blight Study, or 2) create or retain Low or Moderate Income (LMI) jobs (paying wages that are no more than the 80% AMI figure) or offer non-LMI jobs created to LMI persons. All LMI jobs created or retained must be tracked and reported and for non-LMI jobs offered to LMI persons, those applicants' income must be documented to show they were of low/moderate income.

Economic Vitality Advisory Group Report (EVAG)

Slum/Blight Study in LDDA Area: The estimated \$33,000 the LDDA has available to it could be used to conduct a Slum/Blight study of the DDA. A new study is necessary before most of the items below could be considered for CDBG funding. The existing study was conducted in 1992 and HUD has indicated that they will no longer accept projects qualifying under the slum/blight criteria until a new study has been completed. In addition, the LDDA is considering expanding its area and the new area would need to be added or included in a slum/blight study.

Revolving Loan Fund (start up grant program): Designed to provide access to capital for new or expanding businesses, this is probably the type of economic development project most often funded with CDBG funds. Low/Moderate Income jobs must be created or retained, or non-LMI jobs must be offered to Low/Moderate Income persons and all must be tracked or reported. Program income generated by loan repayments is kept specifically for this use and re-loaned to other businesses. Eventually the program is self-supporting and uses only program income for new loans.

Restaurant Row Loan Program: If the loans to the businesses supported the creation or retention of Low or Moderate Income (LMI) jobs or non-LMI jobs are offered to LMI persons and were tracked and reported as noted above. This Loan program could be a subset of the Revolving Loan program noted above, or could be a separate project/program that is offered on a one-time or short-term basis.

TIF Facade Improvement Program: A project very similar to this is already being funded with CDBG funds through a grant to the LDDA (that is what the \$33,000 is being held for), but the program is in abeyance until the S/B study is completed and funds can be directed to buildings that have been designated as having blighting influences. This would still be an eligible activity if the facade easement requirement is overlaid on it.

Downtown Alley Improvements: This project could be CDBG eligible if a Slum and Bight Study shows that there are blighting influences in the alleys and if those influences will be addressed/eliminated by the project. Until a Slum/Blight study is completed and until the project design is completed for this project, it cannot be determined unequivocally that CDBG funding would be able to be spent to support this. But generally, infrastructure improvements are eligible given the above parameters. At this time, general studies or planning documents cannot be

funded since they would be considered to be planning activities and would be counted under the administrative/planning limit of 20%.

2008 City Council Work Plan

Twin Peaks Mall: CDBG funds could be used to finance:

- Infrastructure improvements that address or eliminate blighting influences identified in the Slum/Blight Study for this area.
- Loans to businesses (particularly the small businesses) could be made to support LMI job retention while the redevelopment is occurring (or while they are relocated to another location), or to support LMI job creation once the redevelopment has been completed and they are back at the Mall. This could be part of the Revolving Loan Fund Program mentioned above.
- If a mixed use redevelopment occurs with a residential component, there is an entirely different level of financial involvement that can occur using CDBG, HOME and/or the Affordable Housing Fund to support the required provision and inclusion of affordable housing units in the mix. In addition, the Longmont Housing Authority has the capability of issuing up to \$10 million in low interest, tax free bonds, annually to support affordable housing projects. These funds can also be used to support commercial development when there is also an affordable housing component (i.e. commercial/retail on first floor and housing units above).

FasTracks, Southeast Urban Renewal Redevelopment Plan, Midtown Revitalization and Mixed Use development at 3rd and Kimbark:

CDBG funds could be used to finance:

- Infrastructure improvements that address or eliminate blighting influences identified in the Slum/Blight Study for these areas and infrastructure improvements that support the provision of affordable housing.
- Loans to businesses (particularly small businesses) could be made to support LMI job retention for existing businesses while the redevelopment is occurring, or to support LMI job creation once the redevelopment has been completed and new businesses move into the area. This could be part of the Revolving Loan Fund Program mentioned above and could include additional incentives (better terms) for infill projects as mentioned in Item 10 of the Work Plan for Midtown.
- If a mixed use development occurs with a residential component, again CDBG, HOME and/or the Affordable Housing Fund can be used to support the required provision and inclusion of affordable housing units in the mix. The Longmont Housing Authority's bonding capacity could also be used to support affordable housing projects and commercial development when there is also an affordable housing component (i.e. commercial/retail on first floor and housing units above).

- Land acquisition and/or land banking to support/provide affordable housing opportunities or to “trade out” (land swap) as suggested in Item 6 of the Midtown Work Plan.

As mentioned in previous communications, other funding mechanisms exist to help finance these and other parts of the above redevelopment projects including Tax Increment Financing, Private Activity Bonds, the HUD Section 108 Loan Program, Economic Development Incentive (EDI) program, Historic Preservation Tax Credits, etc.

CITY COUNCIL COMMUNICATION



Meeting Date: September 8, 2008

Type of Item: Mini-retreat

Presented by: Rigo Leal, Public Information Officer, ext. 8840

SUBJECT/AGENDA TITLE: Communications Update (City Council Work Plan 2008)

EXECUTIVE SUMMARY: During the City Council Annual Retreat in February 2008, the Longmont City Council brainstormed 15 ideas for enhancing the City's public communication and outreach efforts for Longmont community. Attached is a spreadsheet that outlines those ideas and illustrates the progress made on each item.

COUNCIL OPTIONS: None, information only. However, City Council may want to provide additional feedback on Communications Work Plan.

RECOMMENDED OPTIONS: None, information only

FISCAL IMPACT & FUND SOURCE FOR RECOMMENDED ACTION:

Communications enhancements made in 2008 were mostly unplanned and unfunded in the 2008 budget. Through some creative budget rebalancing to the Administrative Division budget, communications initiatives were funded and launched during the course of the year. The attached spreadsheet provides the costs associated with each initiative.

BACKGROUND AND ISSUE ANALYSIS:

ATTACHMENTS:

- Communications Workplan spreadsheet



2008 CITY COUNCIL COMMUNICATIONS WORKPLAN

Work Plan Item	Lead Dept.	Cost	Progress Indicators
1. Presenting Study Session items to City Council via pre-recorded video / on-demand video streaming of staff presentations via Internet / broadcast of presentations via Channel 3 / on-demand video streaming of P&Z meetings	City Clerk's Office / ETS / PIO	On-demand video hosting services: \$12,000 / yr.; GovWebcast computer: \$1,000;	<p>Action Steps:</p> <ol style="list-style-type: none"> 1. March, 2008 – Signed contract with Pictron, Inc. to provide video hosting services; video of City Council Meetings are posted to Web site approximately one week after meeting. 2. June 2008 – Purchase of additional hardware to provide next-day posting of video to Web. Training and testing – July 2008. 3. August 2008 – Begin pre-recording of staff presentations for City Council Study Sessions; post video to Web prior to Tuesday night meeting; provide City Council with DVD in Friday's council packet; broadcast video presentations on Channel 3 prior to Tuesday night meeting.
2. Quarterly Town Meetings	CMO	Average of \$30 for coffee, bagels and snacks	<p>Meeting dates:</p> <ol style="list-style-type: none"> 1. May 10, 2008 – Mayor Lange and Council Members Hansen and Santos at Trail Ridge Middle School 2. Canceled (to be rescheduled): August 2, 2008 – Council Members Benker, Blue and McCoy at Frontier Bank 3. November 1, 2008 – Council Members Benker, Levison and Santos at TBD 4. September 2008 – Determine date for Community-wide Forum Meeting in January 2009 and advertise in City Line.
3. "Longmont Listens" citizen forum - an opportunity for residents to record a 5-minute message using the Channel 3 studio and broadcast at a designated time during the week	PIO	Staff time	<p>Action Steps:</p> <ol style="list-style-type: none"> 1. Channel 3 has agreed to provide this service. Details yet to be determined.
4. Revamp city newsletter (for more in-depth articles)	PIO	Requested budget cost	<p>Action Steps:</p> <ol style="list-style-type: none"> 1. May, 2008 – Five different newsletter layouts studied and priced

Work Plan Item	Lead Dept.	Cost	Progress Indicators
		in 2009 is \$287,002	<p>including design, layout, postage, printing, etc. Costs of \$287,002 submitted for consideration in 2008 budget process (for implementation in 2009).</p> <p>2. Alternatives are being researched, including contracting with printing service who sells ads, scaled down newsletter, etc.</p>
5. Coffee with Council (at Civic Center Mall and coffee houses around Longmont)	City Clerk's Office	Average of \$25 for coffee	<p>Meeting dates:</p> <ol style="list-style-type: none"> 1. April 26, 2008 – Council Members Benker and McCoy 2. May 31, 2008 – Council Members Blue and Levison 3. June 28, 2008 – Council Members Hansen and Santos 4. July 26, 2008 – Mayor Lange and Council Member Levison 5. August 30, 2008 – Council Members Benker and McCoy 6. September 27, 2008 – Council Members Hansen and Santos 7. October 25, 2008 – Mayor Lange and Council Member Blue 8. November 29, 2008 – Council members Benker and Levison 9. December 27, 2008 – no meeting due to holidays
6. New Channel 3 show on public services	PIO	Staff time	<p>Action Steps:</p> <ol style="list-style-type: none"> 1. First Quarter 2008 – Channel 3 creates new video program called “Around Town” to highlight Longmont people, businesses, activities and city programs. One segment of the show will always feature a City of Longmont service. The first show features a 10-minute segment on local government and the importance of community participation. 2. Second Quarter 2008 – The City of Longmont’s trail system and greenways are featured this quarter. 3. May 2008 – Channel 3 has aired videos from other government agencies including: “Foreclosure Prevention Counseling” and “RTD FasTracks Corridor Information Videos.” 5. June 2008 – Channel 3 aired “West Nile Prevention Tips” video from Centers for Disease Control (CDC) 6. July 2008 – Channel 3 launched You Tube channel (http://www.youtube.com/user/channel3longmont) to view pre-recorded information video on Longmont Services. Currently the following shows are posted:

Work Plan Item	Lead Dept.	Cost	Progress Indicators
			<ul style="list-style-type: none"> • Longmont Farmers Market • St. Vrain Greenway • Introduction to City Council and public participation • Single-stream recycling expected in September
7. Expand advertising beyond Times-Call	PIO	Staff time	<p>Action Steps:</p> <ol style="list-style-type: none"> 7. April 7, 2008 – “Twin Peaks at Crossroads” story appeared on Business page 1 of <i>Daily Camera</i> 8. April 23, 2008 – “Longmont City Council: Twin Peaks Mall Blighted” story appears on Local Business page of <i>Daily Camera</i> 9. April 23, 2008 – “Mall blighted” story appears on <i>Boulder County Business Report</i> Web site 10. April 24, 2008 – “Council says 'blighted' mall needs makeover” story runs in <i>Rocky Mountain News</i> Business Briefing page 11. May 8, 2008 – Placed ad in <i>Daily Camera</i> for public town meeting 12. May 21, 2008 – Placed ad in <i>Daily Camera</i> for mall/urban renewal meeting 13. June 6 – Boulder County Business Report ran story on proposed Wal-Mart Supercenter and Sam’s Club 14. June 25, 2008 – Boulder Camera ran front page story on Longmont’s volunteer parking patrol. 15. July 1, 2008 – “Sun Power Shines in Longmont” story appeared on page 1 of the Denver & the West section of the Denver Post which highlighted the City’s solar rebate program. 16. July 4, 2008 – “FasTracks Station Sites” story appeared in <i>Boulder County Business Report</i>, which included Longmont. 17. July 15, 2008 – “Longmont on List of Best places to Live” story appeared in Denver Post. 18. July 15, 2008 – “Longmont on List of Best places to Live” story appeared in Rocky Mountain News. 19. July 15, 2008 – “Longmont on List of Best places to Live” story appeared in Boulder Camera. 20. July 18, 2008 – “Longmont Museum Wins History Award” story appeared in the CML newsletter. 21. July 22, 2008 – “Metro mayors ready to rail” story quoted Mayor Lange on Longmont’s commitment to commuter rail service. 22. July 22, 2008 – “Rail” story from Rocky also appeared in Boulder

Work Plan Item	Lead Dept.	Cost	Progress Indicators
			<p>Camera.</p> <p>23. July 23, 2008 – “City gives ‘blighted’ mall a lift” story appeared in Denver Post.</p> <p>24. July 28, 2008 – “On Zweck’s Farm” Longmont Museum exhibit in Boulder Camera.</p> <p>25. August 2008 – “Longmont Named to Top 100 Places to Live List” in Denver Post, Rocky Mountain News and Daily Camera.</p>
8. Hold Council Meetings at different locations around city	City Attorney’s Office	Staff time	<p>Action Steps:</p> <p>1. City Charter requires that City Council Meetings be held at City Hall (Civic Center Campus); however study sessions can be held at remote locations – the downside is the inability of Channel 3 to broadcast meetings outside of the Council Chambers.</p>
9. Web site improvements including navigation search engine, “printer-friendly,” etc.	PIO / ETS	TBD	<p>Action Steps:</p> <p>1. The City’s Internal Public Information Team (PIT) is examining Web-related issues/improvements and will make recommendations to ETS and Web Coordinator by the end of 2008.</p>
10. Council table at Longmont community events	PIO	New City Council tablecloth: \$399.35; new City council banner: \$140; variety of promotional items including pens, message boards, mosquito repellent, etc.: \$5,000	<p>Action Steps:</p> <p>1. April 14, 2008 – Neighborhood outreach meeting at Loma Linda Elementary</p> <p>2. May 3, 2008 – Cinco de Mayo community celebration at Roosevelt Park</p> <p>3. May 14, 2008 – Neighborhood outreach meeting at Rocky Mountain Elementary</p> <p>4. June 11, 2008 – Neighborhood outreach meeting at First United Cong. Church</p> <p>5. July 12, 2008 – Rhythm on the River at Roger’s Grove</p> <p>6. July 30, 2008 – Neighborhood outreach meeting at Public Works Operations</p> <p>7. August 2, 2008 – Boulder County Fair Parade</p> <p>8. August 2, 2008 – City Information Fair at Lanyon Park, 4 p.m. to 6 p.m.; kick-off for the annual "National Night Out."</p> <p>9. August 22, 2008 – Festival on Main</p> <p>10. September 19, 2008 - Art Walk, 6 - 9 p.m.</p> <p>11. September 24, 2008 (tentative) – Neighborhood outreach meeting at</p>

Work Plan Item	Lead Dept.	Cost	Progress Indicators
			Southmoor beat #12 12. October 22, 2008 (tentative) – Neighborhood outreach meeting at Sunset beat #11
11. Weekly press releases from City to reach beyond Times-Call	PIO	Staff time	<p>Action Steps:</p> <p>1. The list of press releases can always be found on the City’s web site at: http://www.ci.longmont.co.us/news/pr/index.htm. Here is a sample:</p> <p>08/28/08 - West Nile Surges in Weld County</p> <p>08/28/08 - Free Coffee and Conversation with City Council at Starbucks</p> <p>08/21/08 - Nelson Road Construction to Slow Traffic</p> <p>08/13/08 - City Staff Presentations Available Via Internet and Channel 3</p> <p>08/12/08 - Callahan Open House on August 14, 4 -7 p.m.</p> <p>08/07/08 - Council Meeting Video Available On-line Within 24 Hours</p> <p>07/30/08 - City Council Town Meeting Cancelled</p> <p>07/25/08 - Three More Confirmed Cases of West Nile Virus in Boulder County</p> <p>07/24/08 - Music of Indonesia at Longmont Museum</p> <p>07/23/08 - Free Coffee and Conversation with City Council at The Daily Bean</p> <p>07/21/08 - P&Z to Review Twin Peaks Urban Renewal Plan</p> <p>07/17/08 - Construction to Slow Traffic on Ken Pratt Boulevard</p> <p>07/15/08 - Longmont on List of Best Places to Live</p> <p>07/14/08 - Customer Satisfaction Survey Deadline Extended</p> <p>07/14/08 - Noted Economist to Speak in Longmont</p>

Work Plan Item	Lead Dept.	Cost	Progress Indicators
			<p>07/10/08 - City Begins Transportation Study</p> <p>07/09/08 - City Council Pushes West Nile Education at Rhythm on the River</p> <p>07/07/08 - Next Mall Redevelopment Public Meeting to Review Plans</p> <p>07/01/08 - Longmont Awarded \$500,000 GOCO Grant for Trails</p> <p>07/01/08 - Rhythm on the River Returns to Longmont July 11-12</p> <p>07/01/08 - Longmont Museum Wins National Award</p> <p>06/27/08 - First Cases of Colorado West Nile Confirmed</p> <p>06/26/08 - Free Coffee and Conversation with City Council at Starbucks</p> <p>06/20/08 - Bike to Work on June 25</p> <p>06/13/08 - Residents should prepare for West Nile Virus</p> <p>06/11/08 - Public Invited to Callahan Open House on June 12</p> <p>06/10/08 - Opinions Sought on Artwork</p> <p>06/10/08 - Next Mall Redevelopment Public Meeting Scheduled</p> <p>05/28/08 - Free Coffee and Conversation with City Council at Ziggi's</p> <p>05/27/08 - Longmont Project Wins National Award</p> <p>05/23/08 - Second Meeting Scheduled to Discuss Mall Redevelopment</p> <p>05/23/08 - Information Regarding the Town of Windsor</p> <p>05/09/08 - Longmont Residents to be Called and Invited to Budget Meeting</p> <p>05/07/08 - Japanese Kimonos on Exhibit at Longmont Museum</p> <p>05/06/08 - Longmont Housing and Human Services Board Seeking Requests</p>

Work Plan Item	Lead Dept.	Cost	Progress Indicators
			<p>for Proposals for 2009 City of Longmont Funding</p> <p>05/05/08 - City Council Hosts First Town Meeting of Year</p> <p>05/05/08 - Public Input Sought on Mall Redevelopment</p> <p>05/02/08 - Longmont Power & Communications Announces Residential Solar Incentive Program</p> <p>04/25/08 - Longmont Power & Communications Wins National Award</p> <p>04/24/08 - Longmont City Council Approves Mall Blight Study</p> <p>04/14/08 - City Council to Host Town Meetings and Coffee Chats</p> <p>03/25/08 - City Council Passes Resolution Requesting All-Day Rail Service from RTD</p> <p>03/24/08 - Video of City Council Meetings Available on Internet</p> <p>03/21/08 - City Council Pre-meeting Cancelled</p> <p>03/11/08 - Correction: Chick Clark Fishing Event to be Held on March 22</p> <p>03/10/08 - City Council Members Attend Washington, DC Conference</p> <p>02/29/08 - City Council Seeks Applicants for Tourism Board</p> <p>02/22/08 - Meet With City Council Members on Every Fourth Tuesday</p> <p>02/19/08 - Public Invited to Transportation Open House</p> <p>02/13/08 - New Education Web Site Debuts on February 14</p> <p>01/18/08 - City of Longmont Observes MLK Holiday</p> <p>01/10/08 - City Hosts Torch Event in Honor of Martin Luther King</p>

Work Plan Item	Lead Dept.	Cost	Progress Indicators
			<p>01/08/08 - Public Invited to Open Forum with City Council</p> <p>2. The City’s weekly e-News program reaches many journalists in the Denver metro area and stories are often “picked up” from this subscription-based service. In essence, e-News is a weekly series of press releases. The list can be found at: http://www.ci.longmont.co.us/news/longmont/newsletters/index.htm</p>
12. Periodic Council/general staff meetings at various worksites	PIO	Staff time	<p>Action Steps:</p> <p>1. This is possible; topics need to be identified; however, it may confuse employees on role of Council in administrative functions.</p>
13. Planning and Zoning hearings – include organized citizen response (when they can pool their responses)	PIO		<p>Action Steps:</p> <p>1. This suggestion has been shared with Brad Schol (Planning and Development Services) and the P&Z commission.</p>
14. Conduct Communication Audit (CML article) to gauge effectiveness of communications outreach	PIO	Initial cost is \$7,500	<p>Action Steps:</p> <p>1. The type of audit described in this article begins at a cost of \$7,500 for initial overview.</p>
15. Prosperity Team Approach – A Prosperity Team is a group of people from a community who have diverse occupations and backgrounds and who come together to address land use and economic development concerns. Communities generally encompass a multi-jurisdictional or regional area. Prosperity Teams, comprised of community leaders from government, planning	PIO	Staff time	<p>Action Steps:</p> <p>1. This suggestion has been shared with Planning & Development Services staff.</p>

Work Plan Item	Lead Dept.	Cost	Progress Indicators
commissions, businesses, minority groups, land-based industries (such as agriculture, forestry, or tourism), educators, and more, collaborate on a variety of projects.			

CITY COUNCIL COMMUNICATION



Meeting Date: September 8, 2008

Type of Item: Council Mini-Retreat

Presented by: Jon Clarke, Community/Neighborhood Resources Supervisor, ext. 8721

SUBJECT/AGENDA TITLE: Neighborhood Revitalization and Stabilization 2008 Work Plan Item Update

EXECUTIVE SUMMARY: This communication will provide an overview of the City's Neighborhood Revitalization efforts in the past and will offer some ideas about a more comprehensive approach to neighborhood revitalization and stabilization than what we have accomplished through our past efforts. This proposed conceptual model incorporates a combination of planned and responsive approaches to neighborhood and community issues that not only improves the City's abilities and opportunities to address neighborhood issues, but also helps build a sense of community and utilizes the community's capacity to resolve community issues.

COUNCIL OPTIONS: Staff is seeking Council's input on this proposed conceptual approach for broad-based neighborhood revitalization and stabilization, whether it meets the intent of Council's 2008 work plan item and/or if staff should pursue other approaches and strategies.

RECOMMENDED OPTIONS: Provide direction to staff.

FISCAL IMPACT & FUND SOURCE FOR RECOMMENDED ACTION: It is important to note that a comprehensive strategic response to neighborhood revitalization and stabilization, such as outlined in this communication, will require a significant investment of City and community resources—much more significant than the resources we currently have available through current and future CDBG allocations and other City resources. A more detailed financial analysis would be completed upon Council direction on this model and upon completion of a detailed data analysis of the levels of needs/issues throughout Longmont neighborhoods. In this communication, however, staff has identified existing funding that is available and could be utilized to accomplish some of the strategies outlined.



BACKGROUND AND ISSUE ANALYSIS:

In 2001, City Council initiated an effort to more comprehensively strengthen Longmont neighborhoods, paying particular attention to those neighborhoods that were experiencing more significant quality of life issues. Community and Neighborhood Resources developed the Longmont Neighborhood Revitalization Program that offered a comprehensive approach to improving neighborhoods. The program identified and linked neighborhoods with resources needed to deal with the community, social, physical and economic needs that were particular to that neighborhood to further improve the quality of life for its residents. Neighborhoods were determined eligible for the Revitalization Program through a selection process that combined a series of positive and negative indicators. Negative indicators included income levels, police calls for service and percentage of code violations. Positive indicators included a willingness to partner with the city and neighbors and an ability to define residential issues. Once identified as a revitalization candidate, neighborhoods were asked to apply for funding through a competitive process. Two neighborhoods have been part of the Neighborhood Revitalization Program: Kensington in 2001 and Historic Eastside in 2005.

The Kensington Neighborhood Plan contained goals around: Increased Neighborhood Pride, Ownership and Responsibility; Use and Upkeep of Kensington Park; Pride in Residences; Traffic; and Safety and Lighting.

The Historic Eastside Neighborhood Plan included the following components: Pride in Residences, Historic Preservation, Public Safety and Lighting, Community Building and Neighborhood Involvement, Traffic, Community Forest, and Collyer Park improvements.

As part of those revitalization efforts the City included a successful Code Compliance program that provided a 94% code compliance rate in the Kensington Neighborhood and 97% code compliance rate in the Historic Eastside Neighborhood.

City Council reviewed the City's neighborhood revitalization efforts, once again, at its 2007 retreat and directed staff to examine ways to broaden the City's revitalization efforts that benefited a larger number of neighborhoods and covered a larger geographic area. At the 2008 City Council retreat, Council clarified that staff should also focus on neighborhood stabilization, as well as revitalization.

Below is an overview of an approach that the City can consider as a way of incorporating all City neighborhoods in a variety of revitalization and stabilization efforts, the desired outcomes of which are to: 1) improve the quality of life throughout all neighborhoods, 2) build a stronger sense of community in each neighborhood, and 3) build the capacity of our community to deal effectively with neighborhood and community issues and problems in a collaborative and cooperative way.

Neighborhood Strategic Response Initiative

This proposed "Neighborhood Strategic Response Initiative" defines four levels of needs and suggests neighborhood-based initiatives that correspond with each level of identified need. A key element of this initiative is to work in partnership with neighborhood stakeholders and community resources to build a stronger community and keep Longmont an excellent place in which to live and invest. This system attempts to avoid the negative consequences associated with ranking or grading neighborhoods; recognizes that all neighborhoods need attention or risk decline; provides a structure for establishing work programs or projects; allows for a variety of

responses or tools; and establishes a framework for collaboration internally in the city and externally across neighborhoods. This approach also provides the opportunity for all Longmont neighborhoods to receive an appropriate level of revitalization and/or stabilization assistance from the City, while focusing more resources on neighborhoods that are identified as having more significant revitalization needs. The level of neighborhood need is determined through staff examination of the following data, at a minimum:

- Frequency and density of code violation calls
- Frequency and density of Quality of Life police calls for service
- Type of Citizen Request Tracking System (CRTS) calls
- Frequency and density of foreclosures
- Low to Moderate Income Census areas
- Ranking on the Police Department's Disorder, Safety, and Crime issues by Beat biennial survey

Program Areas: Using the data listed above, neighborhoods would be categorized into one of the following four levels of intervention within the Neighborhood Strategic Response Initiative.

Neighborhood Strategy Areas - have the highest level of indicators based on the data collected and would need the highest level of intervention. This area would likely contain:

- Significant infrastructure needs in the neighborhood, such as streets, curbs and gutters, sidewalks, alleys, etc.
- Older homes and/or homes with significant property maintenance issues. May include higher levels and density of homes that are in foreclosure
- Low ratings for quality of life issues, including high levels and density for police quality of life calls for service and a low ranking on the Police Department's Disorder, Safety, and Crime issues by Beat biennial survey
- Significant neighborhood appearance issues, based on levels and density of code violations.
- Have low to moderate income block groups, based on census data.

Neighborhood Revitalization Areas - have the second highest level of indicators based on the data collected and would need significant level of intervention. This area would likely contain:

- Some moderate infrastructure needs
- Older homes and/or homes with moderate property maintenance issues
- Moderate ratings for quality of life issues, including significant levels and density police quality of life calls for service and low ranking on the Police Department's Disorder, Safety, and Crime issues by Beat biennial survey
- Some neighborhood appearance and property maintenance issues, based on levels and density of code violations and levels and density of homes that are in foreclosure.
- May include low to moderate income block groups, based on census data.

Neighborhood Enhancement Areas - have some indicators based on the data collected and would need minimal resources. This area would likely contain:

- Slight infrastructure needs, based on some aging homes and infrastructure

- Some quality of life issues based on police quality of life calls for service and lower ranking on the Police Department's Disorder, Safety, and Crime issues by Beat biennial survey

Neighborhood Outreach Areas - have few indicators based on the data collected and would need little or no resources. This area would likely contain:

- Few infrastructure or quality of life issues
- Mostly newer neighborhoods

Levels of Neighborhood Response: The level of response to support neighborhood revitalization and stabilization would be consistent with the needs for that area and would likely consist of the following:

Planned – A planned response would involve residents in defining issues and needs in the community and in creating a coordinated strategic plan to respond to these issues. This response may include a “City Team” approach to identifying and responding to issues in the area. A City Team would provide a coordinated, cross-departmental approach, with a Community Involvement component, to define, prioritize and respond to community issues. This planned response would develop long term plans and initiatives to deal with the defined issues and need while assessing the response for relevance and success. Building capacity of the community would be a critical component of this approach. This approach would require significant additional financial resources to support this ongoing effort.

Proactive – A proactive response would focus on core causes underlying neighborhood issues and create proactive initiatives to address these root causes. For this approach to be successful and complete, a coordinated, cross-departmental approach, with a Community Involvement component, to define, prioritize and respond to community issues would be required. Building capacity of the community to deal proactively with neighborhood issues is an important part of this approach.

Reactive – A reactive response would task staff with identifying issues or needs in the neighborhoods and mobilizing a collaborative response. This approach would require staff to identify resources needed to respond to neighborhood issues and mobilize interdepartmental and community resources that effectively coordinated to address neighborhood issues or needs.

Coordinated - This type of response includes a collaborative response to needs and issues that builds on the resources in the community and develops neighborhood capacity to respond to issues, inclusive of broader community involvement. A coordinated response may also require cross-departmental involvement in addressing issues.

Potential Tools and/or Resources:

If the City is to be successful in implementing this proposed comprehensive strategic response to neighborhood revitalization and stabilization, it will require a more significant investment of City and community resources than is currently available through current and future CDBG allocations and other City resources. Below, staff has identified some potential tools and resources that could be used, although these resources alone will not adequately address the depth and breadth of issues that we are likely to discover through our detailed neighborhood needs analysis.

CDBG tool—“Neighborhood Revitalization Strategy Area”—CDBG funds can be used to support community efforts in neighborhoods as long as they eliminate a slum or blighting influence or assist low and moderate income persons or areas. In addition, the CDBG program has an initiative which designates areas such as those identified above in the Neighborhood Strategy Area category for special consideration and for exemptions to some of the CDBG regulations. This program allows a community to designate a neighborhood as a “Neighborhood Revitalization Strategy Area” or NRSA. As a designated NRSA, a CDBG community can allocate CDBG and other significant community funding or resources for up to a five year period to make concentrated improvements in the NRSA area. A plan needs to be developed which is committed to neighborhood-building, is comprehensive, seeks input and collaboration from the residents, is primarily residential, and has an economic development component that addresses residents’ needs and that reinvests in the neighborhood. To get the full impact of concentrated improvements and desired results in an NRSA, many other resources, funding, in-kind and staff contributions in addition to CDBG funding must be committed over the term of the NRSA designation.

The benefits to using this program and designating an NRSA are that within that NRSA:

- Job creation or retention activities can be qualified as meeting an area benefit requirement, eliminating the need for a business to track the income of persons that take or are considered for the jobs.
- Housing units assisted can be considered to be part of a single structure for purposes of applying the low/moderate income benefit criteria giving greater flexibility to help non-low or moderate income persons in the neighborhood and thus have a more comprehensive revitalization impact.
- Economic development activities carried out may be exempt from the public benefit standards increasing the flexibility for program design and reducing record-keeping requirements.
- Public services carried out by a Community Based Development Organization (CBDO) will be exempt from the public services cap.

Resources from Other City Departments/Divisions—

The proposed 2009 General Fund Budget includes one-time funding for a half-time temporary Neighborhood Resource Specialist. This position has a key role in working on neighborhood issues and this position will certainly be needed in future years to support any expanded neighborhood revitalization and stabilization efforts. In addition, resources from other City departments and divisions will be needed to provide a coordinated cross-departmental response such as:

- Public Works/Water Utilities for neighborhood clean ups and removal of junk, trash, etc.
- Building Inspection and Code Enforcement to support the property maintenance and code compliance issues
- Police to support dealing with crime and safety issues
- Collaboration with other City Departments/Divisions as needed for a variety of resources and expertise to collaboratively problem solve and respond to issues and needs in the community

Potential sources of funding for neighborhood revitalization and stabilization efforts in 2009 include:

- CDBG - \$144,568 in funding neighborhood revitalization efforts are already dedicated for 2009
- \$15,000 - \$20,000 in funds for pick up and recycle support from Public Works for neighborhood clean ups and other waste and recycle needs
- \$30,000 in one time carryover funds from the Neighborhood Improvement Program (NIP) grants from the Public Improvement Fund to help support neighborhood infrastructure improvements

In closing, staff is seeking Council's input on this proposed conceptual approach for broad-based neighborhood revitalization and stabilization, and whether or not it meets the intent of Council's 2008 work plan item. Should Council direct staff to further explore this conceptual model, staff would prepare a more detailed proposal including a neighborhood analysis, fiscal impact analysis and suggested implementation plan.

CITY COUNCIL COMMUNICATION



Meeting Date: September 8, 2008

Type of Item: Mini-retreat

Presented by: Ron Shaw, Environmental Sustainability Coordinator, x8379
Dale Rademacher, Director of Public Works and Water Utilities, x8355
Tom Roinotis, Director of LPC, x8385
Bill Ewer, Customer Services and Marketing Manager, x8793

SUBJECT/AGENDA TITLE: Environmental Workplan Update

EXECUTIVE SUMMARY: During the City Council Annual Retreat in February 2008, City Council developed your 2008 Workplan concerning the development of the City's Integrated Environmental Plan (IEP). At your July 29, 2008 meeting staff presented an update regarding several aspects of the work plan including the development of the IEP. Council directed staff to pursue several items as follows:

- Set the date for the Environment Summit. The date is November 8, 2008 and we will hold the summit at Skyline High School.
- Directed staff to finalize the purpose and role of the BEA and return to Council with code revisions
- Directed staff to complete work with the BEA to prepare a resolution for adoption of the Colorado Climate Action Plan for Council action
- Directed staff to pursue ICLEI membership
- Directed staff to contract with Symbiotic Engineering for the development of the carbon footprint model

The attached detailed work plan update provides Council with additional information concerning the wide range of on going actions that Longmont has initiated. This information was not included in the July 29th presentation. Staff will present a status update on the overall workplan as well as work that has been completed following Council's direction at your July 29th meeting.

COUNCIL OPTIONS: None, information only. However, City Council may want to provide additional feedback on any of the work plan action steps as well as upcoming work for the future.



RECOMMENDED OPTIONS: None, information only

FISCAL IMPACT & FUND SOURCE FOR RECOMMENDED ACTION: The work plan summary provides fiscal impacts related to many of the on going or proposed programs. Full costing of the IEP is not yet completed, but will be an aspect of the plan in order for Council and the community to understand the City's total financial commitment as well as the resulting benefits from those expenditures. Use of the triple bottom line approach is intended to be used to evaluate the environmental, economic, and social aspects of each of the IEP strategies and programs.

BACKGROUND AND ISSUE ANALYSIS:

Please refer to the attached work plan update.

ATTACHMENTS:

- 2008 Longmont City Council Mini-retreat Energy and Environmental Work Plan Update

2008 Longmont City Council Mini-retreat Energy and Environmental Work Plan Update

Action Steps:

1. Continue to develop and provide ongoing environmental programs as identified in the Summary of 2007 Integrated Environmental Plan (IEP) activities and the pertinent 2008 Major Work Plan items
2. Research and develop criteria and metrics to measure the effectiveness of each of the environmental strategies and programs, one approach would use the “Triple Bottom Line” evaluation/prioritization process (3rd Quarter)
 - a. Develop IEP document that reflects overall community goals, strategies, action steps, and metrics that will guide both ongoing and future programs
 - b. Continue to expand and initiate **new** programs as they are evaluated and measured for effectiveness
 - c. Include clear milestones that are forward-looking for the next 2 to 5 years
3. Complete related ongoing planning efforts including the Water Conservation Plan (2nd Quarter) and an Energy Conservation/Renewable Energy Plan (4th Quarter) and evaluate their influence on IEP
4. Define and implement Community Involvement, Communication and Marketing strategies (2nd Quarter) including hosting an Environmental Conference/Summit (4th Quarter)
5. Identify and realign staffing and resources necessary to support the expanded programs (2nd Quarter and as part of 2009 Budget process)
6. Develop and maintain regional partnerships including Boulder County, Governor’s Energy Office, PRPA and neighboring communities (Ongoing)

Progress on Action Steps

1. Staff has continued to promote and implement ongoing environmental programs, including energy and water conservation rebates and incentives, outreach and education, internal energy use audits and ESCO contracting, carbon/energy profiling for the City, the tree canopy study, stormwater pollution prevention activities, working with the Governor’s Energy Office on funding, etc. Details on developments in each of the City’s existing integrated environmental programs are listed in the table below.

2. Preliminary concepts for metrics to evaluate effectiveness of environmental programs have been discussed with the Board of Environmental Affairs and Council. Staff is looking at the triple bottom line concept to see how it can best be incorporated into our Integrated Environmental Plan. Staff and the BEA have also discussed the guiding concepts of an IEP and have identified partnerships that will help the City to measure the effectiveness of its programs.

Development of a meaningful IEP will require additional input from citizens and interested groups as well as more work on specific goals and time frames. A process for developing the IEP is being developed by staff for discussion with the BEA and Council.

3. The Water Conservation Master Plan was completed and adopted by Council in August. The Plan is now being submitted to the State for their approval. Once approved the City will then be eligible for state grant monies to fund more water conservation programs. The recommendations of the plan will be incorporated into the IEP and direct what projects will be included in any future grant applications.
4. Planning for a Sustainable Harvest Fair is under way. This event will be the kick off of a longer term process of community involvement and input. This process is being developed with the assistance of the BEA. The event will be held at the Vance Brand Skyline High School on November 8th. It will consist of keynote speaker, panel discussions, a Green Expo for vendors and organizations and a focused community involvement and input gathering process. The BEA has also been asked to help identify and coordinate additional communication and marketing ideas.
5. Staffing and budget needs for 2009 have been identified, however expansion of existing programs and/or addition of more programs or tasks will require the scope of environmental efforts and the budget to be re-evaluated on a regular basis.
6. Partnerships have been established with several regional partners, including Boulder County's ClimateSmart program, the Governor's Energy Office, PRPA and the City of Boulder. Our programs are being coordinated with similar regional or state efforts. Resolutions for supporting these partnerships (if needed) will be brought to Council in the 3rd quarter.

Energy and Environmental Work Plan Topic Update (***Bold lettering is updated***)

1. Energy efficiency

a. Small Business Energy Efficiency

Work with Partners for a Clean Environment (PACE) to provide energy efficiency opportunities and incentive program materials to small businesses. **Program launched in April 2008. PACE staff is contacting Longmont businesses with energy efficiency and incentive program information. One commercial audit completed; 3 pending. LPC budget \$10,000.**

b. Refrigerator/freezer Recycling

Pilot program to provide incentives for residents to dispose of refrigerators and freezers produced prior to 1995. **Pilot program development is pending.**

c. LED Holiday Lighting

Provide Discounts on the purchase of LED holiday lighting. **LED holiday light discount promotion planned for Nov.-Dec. 2008. LPC budget \$5,000.**

d. Expand CFL incentives

Phase 1 of a new CFL discount program was launched on April 1, 2008 with 3 local retailers. Discounts range from \$1 per bulb on standard CFLs up to \$4 per bulb on specialty CFLs.

Through July 15, 11,808 bulbs had been sold.

Phase 2 of the CFL promotion begins Sept. 1 with the addition of 2 new local retailers and an expanded selection of bulbs. Phase 2 will continue through 3/31/09. Estimated Longmont total sales through the end of the program is more than 71,000 bulbs.

e. Continue ENERGY STAR appliance rebates.

LPC and PWWU offer year-round rebates (\$50) on the purchase of ENERGY STAR clothes washers and dishwashers. Through July, 442 rebate applications had been processed. PWWU also continues to offer rebates of \$50 on low-flow toilets and \$100 on dual flush toilets as replacements for old high volume toilets.

f. Partner with Boulder County and the Center for Resource Conservation on residential energy audits

LPC continues to promote this program. 2008 target is 78 audits with a budget of \$10,000.

Through June, 15 audits had been completed with several applications pending.

g. Complete a neighborhood energy efficiency sweep project with Boulder County and Long's Peak Energy Conservation.

The 2008 sweep is scheduled for Oct. 11 in the Bohn Farm neighborhood. The Bohn Farm HOA is involved in planning the project. Volunteers will go door to door with free CFL bulbs, power strips, water saving devices and environmental educational materials. Budget is \$35,000 (LPC \$10,000, Boulder County \$25,000).

h. Increase energy efficiency of City Fleet vehicles

Increase purchases of hybrid vehicles and evaluate fueling E-85 vehicles locally and adding biodiesel to main fueling location

2. Renewable Energy

Evaluate expanding the use of renewable energy in Longmont's electric resource to further reduce environmental impacts associated with the use of fossil fuels; review options and rate implications with Council. **LPC will present renewable energy options to Council in September with a recommendation that renewable energy goals be included as part of the City's Integrated Environmental Plan now being developed. Staff believes that renewable energy acquisition should be an integrated component of the overall strategic environmental planning process with clear goals, milestones and measurements for achieving a desired end result.**

3. Energy and Water Efficiency Incentives

a. Partner with Governor's Energy Office

Co-sponsor the Colorado ENERGY STAR New Homes Program in partnership with Boulder County and the City of Boulder. **LPC partnered with the City of Boulder and Boulder County to implement an ENERGY STAR new homes program in Boulder County (\$5,000 each). The partnership received a \$15,000 grant from the Governor's Energy Office. Program objectives are to provide county-wide training for architects, builders/developers, trades people, code officials and real estate professionals on the benefits of ENERGY STAR efficiency standards in new homes. A first round of training was held in May, with a second round of training scheduled in August. Beginning in November 2008, LPC will join ENERGY STAR New Homes Northern Colorado. This is a broad based coalition of jurisdictions partnering with the GEO to promote ENERGY STAR New Homes from Longmont north to the Wyoming border and Greeley west to Front Range foothill communities.**

b. Revolving loan fund

Partner with the state or county in establishing a revolving loan fund to provide no/low interest loans to homeowners to finance energy efficient home improvements and solar photovoltaic system installations. **HB 08-1350 created state law authority for counties and other local governments to provide below market financing and favorable repayment terms to enable residents and business owners to install renewable energy systems and/or make energy efficiency capital improvements on their properties. Boulder County is working to take advantage of this new authority, and to include on the ballot in November 2008 the necessary authorization to implement a Clean Energy Options Local Improvement District county-wide. Staff is evaluating and will make a recommendation to Council regarding Boulder County's request for 1) a resolution giving the City's consent to authorize these improvements on properties located within the City of Longmont, and 2) a resolution assigning some or all of Longmont's 2009 volume cap Private Activity Bond allocation to a county LID bond financing authority to establish a loan fund for property owners to invest in renewable energy systems and/or energy efficiency improvements.**

c. Solar photovoltaic systems

Partner with the Governor's Energy Office on incentives for residential solar PV installations. **LPC launched the Longmont Solar Power Partners Program in June 2008, offering an incentive of \$2 per watt, up to a maximum incentive of \$6,000 per customer, for the installation of residential solar electric systems. The program was initially funded with \$25,000 from LPC and \$25,000 from GEO. LPC currently has 19 applications pending for a total potential incentive funding amount over \$109,000. Council has approved LPC's request for an additional \$50,000 in 2008 funding to be matched by GEO in order to proceed with all pending projects. Total 2008 program funding \$150,000.**

d. ClimateSmart Education Campaign

Partner with Boulder County and other county municipalities in a coordinated campaign to educate residents and businesses on energy efficiency, renewable energy and sustainable practices to reduce greenhouse gas emissions. **Longmont officially joined the Boulder County ClimateSmart education campaign in June 2008 and has been actively working to update the ClimateSmart web site and educational materials to include Longmont specific programs and materials. We are also developing ClimateSmart branded educational materials for Longmont.**

4. Participate in Energy-Related Partnerships

a. Governor's Energy Office

Evaluate potential opportunities available from GEO, including

- Colorado Carbon Fund, supports
- ENERGY STAR New Homes Program, **participating (see 3.a above)**

- High Performance Design Program
- Income Based Energy Efficiency Services for Residents
- Insulate and Seal Colorado Program, **participating. LPC partnered with Boulder County and other participating municipalities to receive a \$25,000 grant from GEO for Insulate and Seal as part of the Residential Energy Audit Program.**
- Performance Contracting Program, **participating (City facilities performance contract)**
- Residential Solar Rebate Program, **participating (see 3.c above)**

b. Platte River Power Authority

Partner with PRPA to implement incentive programs for commercial energy efficiency and high efficiency lighting. **Ongoing program evaluation, implementation and promotion of CFL incentive program and commercial energy efficiency incentives programs.**

5. Green build for commercial buildings

Consider adopting the LEED program (Leadership in Energy and Environmental Design Green Building Rating System™) or concepts of the program as green-build standards for the City

- **2009 International Building Code will include some Green Building Standards and we should wait until it is published to decide on a program.**
- **A LEED certified building is expensive to “commission” and this money may be better spent on other energy saving building components.**
- **The Consortium of Cities has a committee currently working on a model program they hope will be adopted by all cities located in Boulder County and should have this information available for review in 2009.**

6. Climate change and water supply

Complete study of potential effects of climate change on our water supply

A study will be initiated this fall to determine the city's potential response to climate variability on the City's existing and future water supply. The Request for Proposals will be open this fall for selection of a consultant team and preparation of the report late fall and over the winter period.

7. CO2 reductions/climate change/carbon footprint

- a. Continue tracking and evaluation of energy usage in City facilities and estimate CO2 emissions.
- b. **McKinstry has been selected as the Energy Services Company (ESCO) to identify efficiency projects; determine financial feasibility. After the initial energy audit the City will be able to decide if they would like to fund the projects through a performance contract mechanism.**
- c. **Symbiotic Engineering is developing a state of the art energy intensity and carbon footprint map of all LPC utility accounts, including municipal buildings.**
- d. Continue to educate staff on personal energy efficiency contributions
- e. **City Council resolved to support the Boulder County Sustainable Energy Plan (SEP), as it is appropriate to Longmont. The following SEP strategies already being implemented include:**
 - Compact fluorescent bulb (CFL) discounts
 - Conduct neighborhood energy awareness sweeps
 - Implement Partners for A Clean Environment (PACE) Energy Performance Project
 - Develop commercial green building codes
 - Promote industrial combined heat and power technologies

8. Air quality

- a. Evaluate Regional Air Quality Council recommendations for reducing ozone-forming compounds in 2008 and beyond; recommend actions that could be taken by Longmont.
- b. Reduce emissions from City facilities and vehicles through energy-saving strategies

9. Green-build standards for City facilities

Construct centralized Facilities Maintenance and Operation shop and new Fire Station at 11th Avenue and Terry Street to green-build standards. Verify energy and cost savings.

10. Sustainable land use and transportation practices

- a. Continue to implement goals and strategies in the Longmont Area Comprehensive Plan (LACP) related to compact urban development
- b. Evaluate incorporation of Low Impact Development (LID) concepts and techniques in 2008 into design standards and development codes. Partner with private developers in demonstration projects if possible.
- c. Continue to promote mixed use development-transit oriented design regulations

11. Open Space program

Continue to follow Parks and Recreation Advisory Board recommendations for land acquisition, trail/district park development and maintenance. Pursue protection of riparian habitat along St. Vrain Creek and acquisition of Union Reservoir buffer

12. Urban tree canopy

A study of the City's urban tree canopy is currently underway. The study will generate a GIS based model that will enable the City to analyze where more trees can and should be planted.

13. Community Involvement

Community involvement has been identified as a key component of the Integrated Environmental Planning process. Staff and the BEA are benchmarking the best practices of leading communities pursuing sustainability as well as organizations that promote sustainability at the community level. The IEP being developed will take into account the BEA's and Council's preferences for methods of receiving community feedback . The Sustainable Harvest Fair will be the kick off of these strategies.