

MINUTES

Subject: Capital Improvement Program Citizen Advisory Committee Meeting

Date: May 6, 2015

Call to Order (6 p.m.)

A regular meeting of the CIP CAC was called to order by committee co-chair Gordon Hamby.

Present – Committee members Colleen Becker, Sandy Carruthers, DeLilah Collins, Brian Connor, Gordon Hamby, Maura O'Neal, Jonathan Popiel; Commerce City staff/consultants: Scott Hergenrader, Courtney Smith, Mike Brown, Maria D'Andrea, Nate Haasis, Angela Shelbourn, Max Lerner

Co-chairs Report

1. Co-chair Gordon Hamby reported on recent activity and outcomes
 - a. The CIP quarterly report to council is in your packet. Any questions? No questions from committee members
 - b. Based on the discussion from previous meetings, the CIP CAC agendas are more reflective of input vs. information needs. Want to meet committee and council expectations, so feedback is important.

Input: 2K Projects

1. CIP Communication Coordinator Angela Shelbourn presented the outcomes from the public voting period for the park designs in Turnberry and Villages at Buffalo Run East neighborhoods.
 - a. The outreach plan and voting summary results are in your packets.
 - b. Council needs input on the following items:
 - i. Do you feel the outreach for the park design was adequate?
 1. Sandy Carruthers: How many people attend public meetings?
 - a. Angela Shelbourn: 20 for one and 10 for the others.
 2. DeLilah Collins: Did residents show up for meetings?
 - a. Angela Shelbourn: Yes.
 3. Gordon Hamby: There was a mention that outreach wasn't adequate. Based on Fronterra, what could be done to do more?
 - a. Angela Shelbourn: We did the same widespread outreach techniques for Fronterra Park that we did for Turnberry and VBRE parks, but we had substantially more participation this time around. Fronterra Park received less than 20 online votes and these parks received over 600.
 4. Gordon Hamby: If we could do some kind of signage, like 'look what's coming next' so the entire city sees what is going on everywhere.



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5. DeLilah Collins: I like what she said, because the signage is very visible in high traffic areas."
 6. Colleen Becker: I do feel like it was very adequate. Lots of touch points, and I think we're seeing the benefit of the outreach. Maintaining at least the same level. Cast a vote for more visible signage, for the city as a whole.
 7. DeLilah Collins: I also wonder if there is a place where we can grab attention, somewhere else.
 8. Sandy Carruthers: I think that the online and email will work better in the north than in the south.
 9. Colleen Becker: Thinking about the captive audience as well, if we could partner with elementary schools, that could have been a good way to get the kids' vote to make them feel like they helped.
 - a. Angela Shelbourn: We did send flyers and online information to the schools to encourage participation. We can look into further outreach like presentations next time around.
- ii. Do you feel the majority of the community had the opportunity to be involved in the voting process?
1. DeLilah Collins: I think it goes back to what Sandy said, that it's much easier to vote online. Figure out how to better deploy physical ballots.
 2. Sandy Carruthers: Is there a way to put it into King Soopers? Anywhere people are waiting in line.
 3. Colleen Becker: Did more kids vote at Turnberry than at Villages?
 - a. Angela Shelbourn: Yes.
 4. DeLilah Collins: I remember seeing a couple of Facebook posts for Fronterra and not as much for Turnberry.
 - a. Angela Shelbourn: We did the same for Turnberry and VBRE as we did for Fronterra. We did the posts for these parks right before the voting period and meetings began and during the voting period as a reminder.
- iii. What outreach did you perform to inform your community about the voting opportunities?
1. Gordon Hamby: I sent materials to HOA. I got no response. I sent that information out and I take walks in the neighborhood as well so I talk to as many people as possible.
 2. DeLilah Collins: I put Facebook posts out every time we have a meeting. Also very involved in community and do field trips with my kids.
 3. Colleen Becker: Tried to pass the word though teachers on Facebook.

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4. Sandy Carruthers: Got lots of telephone calls and I was able to get outreach that way.
 - iv. Do you have recommendations/lessons learned for future outreach?
 1. DeLilah Collins: I thought it was a fun process-cool to see from beginning to end.
 2. Sandy Carruthers: Nice to be able to send everything to everyone and nice to provide the hard copy to everyone.
 2. CIP Communication Coordinator Angela Shelbourn presented the upcoming grand opening outreach plans for Paradise Island Pool and Fronterra Park.
 - a. The draft grand opening plans for both projects are in your packets.
 - b. Council needs input on the following items:
 - i. What's your initial reaction to these plans?
 1. DeLilah Collins: Is it possible to do both option A and B (pre-opening event for site-adjacent residents and pre-opening event for recreation center aquatic patrons) on different days?
 - a. Angela Shelbourn: Not sure but will ask. There has been talk to combine both groups on both days.
 2. Colleen Becker: Figure out how to control population.
 - a. Angela Shelbourn: The city is having an outdoor fair adjacent to the site to promote the grand opening and give a fun opportunity for those who can't get into the pool once it hits capacity.
 3. Jonathan Popiel: One way to mitigate crowd control, once you know who is coming, is to give them tickets. It's more beneficial for the community and it's a nice gesture.
 4. Maura O'Neal: Will there be nice signage advertising the site as open?
 - a. Angela Shelbourn: Absolutely. As part of the plans, we are currently printing a sticker to show the opening date on the large sign at the park site.
 - ii. What would you like to see included in these plans?
 1. Sandy Carruthers: How are you contacting the neighbors to invite them to the pre-opening?
 - a. Angela Shelbourn: Physical invitations.
 2. Sandy Carruthers: Can we add another soft opening day?
 - a. Angela Shelbourn: I don't believe that logistically we can add another day, but the city is looking into combining the neighborhood and rec center invitees.
 3. Sandy Carruthers: What days are the soft openings?

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- a. Angela Shelbourn: Wednesday and Thursday are the planned days
- iii. Are there any concerns about timing?
 - 1. Maura O'Neal: The only thing that comes to mind is softball tournaments for the weekend opening in July.
 - 2. Jonathan Popiel: For the neighborhood parks we're focusing on invites to immediate residents, so I don't see a problem since they are two different communities that are not close in proximity.
- iv. How do you intend to promote the grand openings to your community?
 - 1. DeLilah Collins: Email is easiest for me.
 - 2. Jonathan Popiel: Email isn't the best for all. Signage opportunity in the rec center and I like the idea of partnering.
 - 3. DeLilah Collins: Maybe we can get administration to do a direct-dial to parents. Reminder about the pool opening so parents can put it on their calendar.
 - 4. Gordon Hamby: It will be real easy for me to canvas at the King Soopers on 104th. Canvas all over local businesses.
 - 5. Maura O'Neal: For park opening, maybe some games for kids so that the playground is full. Occupy the kids.
 - 6. DeLilah Collins: I'd be happy to staff a game station at the park opening.
- 3. Communications Coordinator Shelbourn presented the Tower Road widening video to the committee.
 - a. Sneak preview of final video.
 - b. Promotional plan is in your packet.
 - c. Council needs input on the following items:
 - i. Do you think the outreach plan is an effective way to promote the video to the immediate community and the overall public?
 - 1. DeLilah Collins: Will you loop it on the TV's out here at the office?
 - a. Angela Shelbourn: That's definitely something we can do.
 - 2. Sandy Carruthers: Will it be promoted during construction?
 - a. Angela Shelbourn: Yes.
 - 3. Brian Connor: What could work well is to have the video link to the project website and update that regularly.
 - ii. Do you have recommendations for further promotional opportunities?
 - 1. Brian Connor: Contact both school districts to link to their website.
 - 2. Maura O'Neal: HOA, DIA could provide content on their screens. Get it on the news or on local channel 8.

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3. DeLilah Collins: Advertise on local media, 9,7,4. Have the communications team showcase the project and have them highlight our community.
4. Sandy Carruthers: Commerce City news release to channel 9 or Denver Post. Reach out to Commerce City "Your Hub."
- iii. How will you promote the video to your community?
 1. DeLilah Collins: Forward it to others from the community Facebook page for Commerce City
 2. DeLilah Collins: Buffalo Wild Wings?
 3. Brian Connor: Seems like something that word of mouth would take off like wildfire.
 4. Sandy Carruthers: Sign that says 'this is coming.'
 5. Maura O'Neal: Force you to go to the website without a link-make it prominent on the website.
 6. DeLilah Collins: Colorado Public Radio could be worthwhile. They always link to something afterwards for their captive audience

Input: CIP Projects

1. Public Works Manager Nate Haasis presented on Highway 2.
 - a. Council needs input on the following items:
 - i. What do you think of the proposed design?
 1. No comments from committee.
 - ii. Do you have any concerns regarding the proposed design?
 1. DeLilah Collins: Have you projected what the traffic will be after you widen the road?
 - a. Nate Haasis: We've tracked nearby roads during the morning and afternoon during rush hours. It's similar to this area and projecting the future volume is still in the single digits.
 2. Sandy Carruthers: I'm concerned about the proposed street closures.
 - a. Nate Haasis: There are no proposed closures as of yet. We're reaching out to the community regarding the possibilities.
 3. DeLilah Collins: Is there still a shoulder in that area?
 - a. Nate Haasis: There is a shoulder and there will be more separation than just three feet.
 4. Sandy Carruthers: In comparison with roads that are the same width, is that normal?
 - a. Nate Haasis: Yes. We want to bring people into this area and it's a safety factor.

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5. DeLilah Collins: My concern is the heavy industrial traffic. That's going to be a nightmare. There has to be a way to deter that traffic. The other thing we're looking at with this speed limit is that there will not be a drastic change and there will not be confusion.
 - a. Nate Haasis: We are currently looking at a 35 mph speed limit in the congested area and then moving up to 45 mph. We are at the preliminary design stage and still evaluating.
6. Sandy Carruthers: Have you done any outreach to the businesses? Will outreach be made to residents and will there be a separate public meeting for them or will they be included in the open house?
 - a. Nate Haasis: The upcoming Derby open house event will be the first large-scale community outreach. Residents and businesses will be invited.
7. DeLilah Collins: Are there any other communities that have done this same type of design?
 - a. Nate Haasis: The idea with Highway 2 is to create the opportunity. I know it has been done in other cities but as far as any examples, I don't have any with me.
8. Maura O'Neal: What stage will you be in planning when you have your open house?
 - a. Nate Haasis: The open house is scheduled for June and residents are invited. We will still be in design at that point.
9. Sandy Carruthers: Transportation has always been a huge issue for us in our community. I think there's a term called devolve? How in the world is the city going to pay for the maintenance of the additional 13+ miles of lanes?
 - a. Maria D'Andrea: CDOT has used the term devolution. 64th Avenue all the way to 76th is over 13 and a half additional lane miles. We have to maintain the asphalt, signals and signs. There is additional cost there, and our plan overall is to look at our maintenance program. We're looking at a long range plan. Moving forward, there will be an additional impact to our budget.
10. Maura O'Neal: When is 96th going to open?
 - a. Maria D'Andrea: Grand opening ceremonial event is scheduled for tomorrow. We still have to do some paving and because of weather, that has been changed to early next week. We are still going forward with the ceremony, but the road won't open until next week or later.

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Informational: Program and Project Updates

1. CIP Program Manager Courtney Smith presented on program and project updates.
 - a. The executive summary is in your packet. Are there any questions?
 - i. DeLilah Collins: What is the status of the rec center?
 1. Courtney Smith: We're finalizing negotiations and looking at drainage improvements.
 - ii. Sandy Carruthers: Where are funds coming from for this?
 1. Courtney Smith: 2k project funds
 - iii. Sandy Carruthers: What about a program for the rec center?
 1. Courtney Smith: The city is setting that up soon and we will be leaning on your committee heavily for input.
 - iv. *Items i and ii specifically apply to the city council agreeing to purchase the additional 25-acre lot for the new recreation center.*

Public Comments and Questions, as presented by Co-chair Hamby

- a. No public present

Next Steps and Calendar (Gordon Hamby) (7:25-7:30 p.m.)

- i. Co-chair Hamby presented the next steps for the committee.
 - a. Information on next steps (refer to event calendar)
 - b. Requested CIP CAC presence at CIP booth for Commerce City summer neighborhood outreach events
 - i. June 11, 6-8:30 p.m., River Run Park (11515 Oswego St.)
 - ii. August 13, 6-8:30 p.m., Pioneer Park (5950 Holly St.)
 - c. Discussed the need for special sessions and flexibility with meeting date changes to accommodate schedules.
 - d. Due to the holiday, July 1 meeting is canceled.
 - e. Due to new recreation center parcel activity, one or more special sessions may be needed in June/July/August to gather CIP CAC input prior to action.
 - f. Meeting adjourned at 7:30 p.m.