



City of Arvada

City Council Agenda

MARCH 8, 2021
WORKSHOPS

Councilmembers:

Marc Williams, Mayor
Dot Miller, Mayor Pro-Tem
Bob Fifer, At large
Nancy Ford, District 1
David Jones, District 4
John Marriott, District 3
Lauren Simpson, District 2

Staff Members Usually Present:

Mark Deven, City Manager
Lorie Gillis, Deputy City Manager
Rachel Morris, City Attorney
Don Wick, Director of Public Works
Sharon Israel, Director of Utilities
Ryan Stachelski, Dir. of Community & Economic Development
Bryan Archer, Director of Finance
Rob Smetana, Manager of City Planning & Development
Ben Irwin, Chief Communications Manager
Kristen Rush, City Clerk

Info: 720-898-7550

CITY COUNCIL CHAMBERS 6:00 PM

1. CALL TO ORDER/ROLL CALL OF COUNCILMEMBERS
2. WORKSHOPS
 - A. Olde Town Street Closures
 - B. Waste Hauling Update
 - C. Staff Updates
3. ADJOURNMENT



REPORT TO CITY COUNCIL WORKSHOP

AGENDA ITEM
2.A.

TO: THE HONORABLE CITY COUNCIL

DATE: March 8, 2021

SUBJECT: Olde Town Street Closures

Report in Brief

As a result of the 2020 COVID-19 pandemic many businesses, and restaurants in particular, needed to look for ways to increase their seating capacity outside. In May, 2020 the City team began working on a plan that closed several streets in Olde Town, for what was intended to be a temporary period of time. The closure in Olde Town started on June 12th and was originally slated to end on Labor Day. As the pandemic continued, the need to continue the Olde Town street closures was identified. The current deadline for the extension of the closure in Olde Town is March 31, 2021. Feedback from the closures has been largely positive and requests have come from the BID and community in general to continue the closures past the pandemic.

During tonight's workshop we will discuss what a continuation of the closures may look like even past this pandemic. The City team will present design concepts, costs, and timing related to the extension of the closures.

Background

The original setup of the closures was done with temporary barriers. If the closures are to continue, improvements need to be made to enhance the look of the closures. The plans being presented tonight will consider a "semi-permanent" design which does not make any significant changes to the overall public infrastructure of Olde Town, but enhances the closures in order to integrate the look of the closures into the historic district. Should the City Council want to see this closure happen on a more permanent basis, more work would need to be done from a public safety, fire protection, infrastructure, and community outreach perspective. That work could be done while the streets were closed with the "semi-permanent" configuration.

Strategic Alignment

This project aligns with the following Principle within the Vibrant Community and Neighborhoods Priority Area of the City Council Strategic Plan:

Provides meaningful ways for the community to engage with local government and strategic partnerships to advance quality of life by embracing both Arvada's small town traditions and history and changing to achieve an inclusive, equitable, diverse, prosperous, and resilient community that cares about its neighbors.

Next Steps

Receive feedback from the City Council on the layout, design, cost, and duration of the proposed closures. Discuss with City Council their thoughts related to moving toward a permanent closure of streets in Olde Town.

Prepared by:

Sara Hutchinson, Administrative Specialist

Reviewed by:

Approved by:

Ryan Stachelski, Director of Community and Economic Development	2/12/2021
John Firouzi, Senior Transportation Planner	2/19/2021
Gail Walker, Legal Specialist-Contracts	2/22/2021
Emily Grogg, Senior Assistant City Attorney	2/22/2021
Rachel Morris, City Attorney	2/24/2021
Lorie Gillis, Deputy City Manager	2/24/2021
Mark Deven, City Manager	2/24/2021

Enclosure, exhibits & attachments required to support the report

Olde Town Street Closures



March 8, 2021

Overview

In response to the COVID-19 pandemic the City Team worked with the Business Improvement District (BID) to close the streets in Olde Town.

Closed - June 12th, 2020

Re-opening date: September 6th, 2020

Extended to: November 3rd, 2020

Extended to: March 31st, 2021



COVID continues... And people like the closures.

Continuing Need:

- Various level of COVID-19 health restrictions will likely be with us through 2021
- Businesses will likely be required to maintain increased levels of social distancing
- Additional seating and outdoor gathering areas can continue to support Olde Town as a destination

Community Feedback:

Survey administered by the BID

Survey administered Fall 2020

of respondents: 1,165

90% support (78.5% Love, 10.7% Like)

88.4% would like closures year round

Moving Forward - Key Considerations

- Moving from temporary to semi-permanent
- Semi-permanent could be up to 5 years
- Impacts of improvements to City Infrastructure
- Public safety considerations
- Closure design and layout during semi-permanent phase
- Cost of semi-permanent phase
- Additional considerations needed for move from semi-permanent to permanent.
 - Additional community input
 - Updated design and layout considerations
 - Significant impact to Olde Town infrastructure
 - Public Safety



Temporary

FEATURES

Double-Yellow
Centerline

Parking Signs,
Markings

Construction
Barricades

Street Closed
Ahead Signs

Roadway
Aesthetics



Semi-Permanent

FEATURES

Pavement Murals
and Art

No Traffic Signs,
Markings

Overhead
Bulbs/Lights

Planter Boxes

“Placemaking”
Aesthetics

Current Closure Aesthetics



Construction Equipment (Closed)



Unpleasant Sidewalks

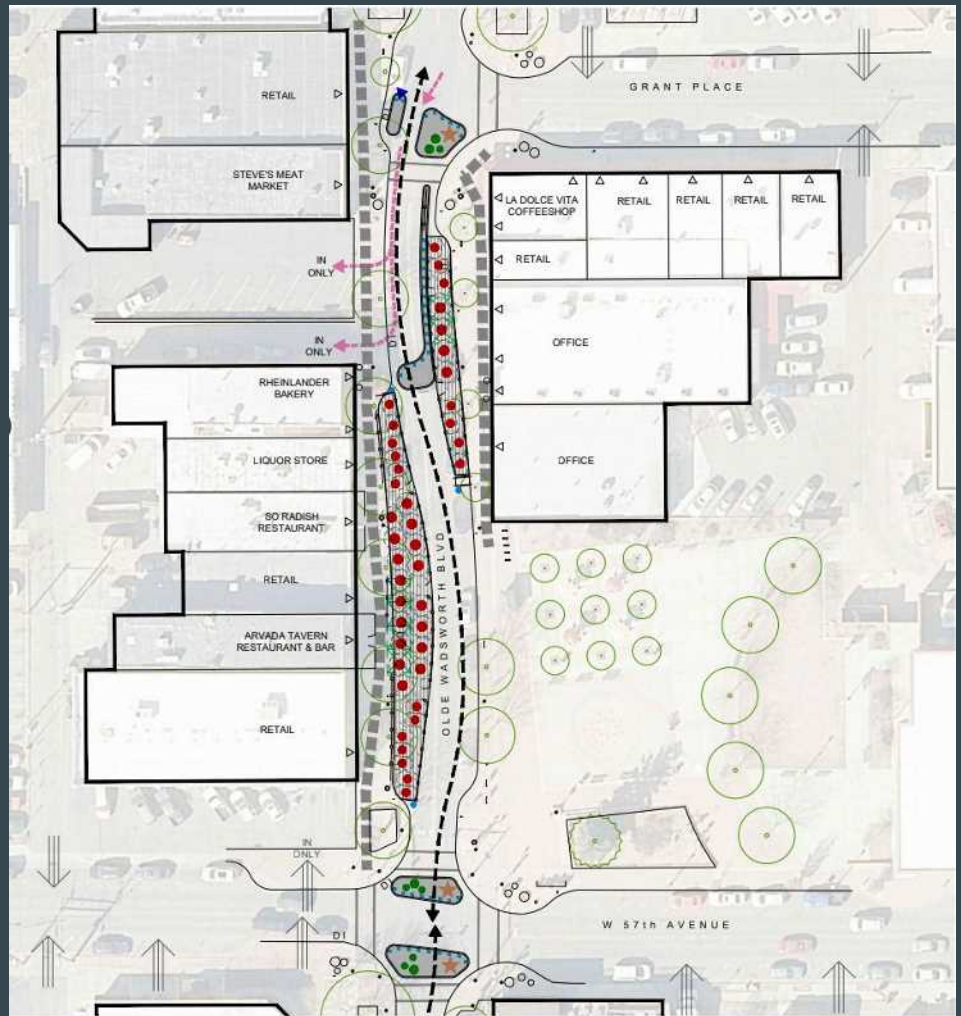


Min. Protection for Pedestrians



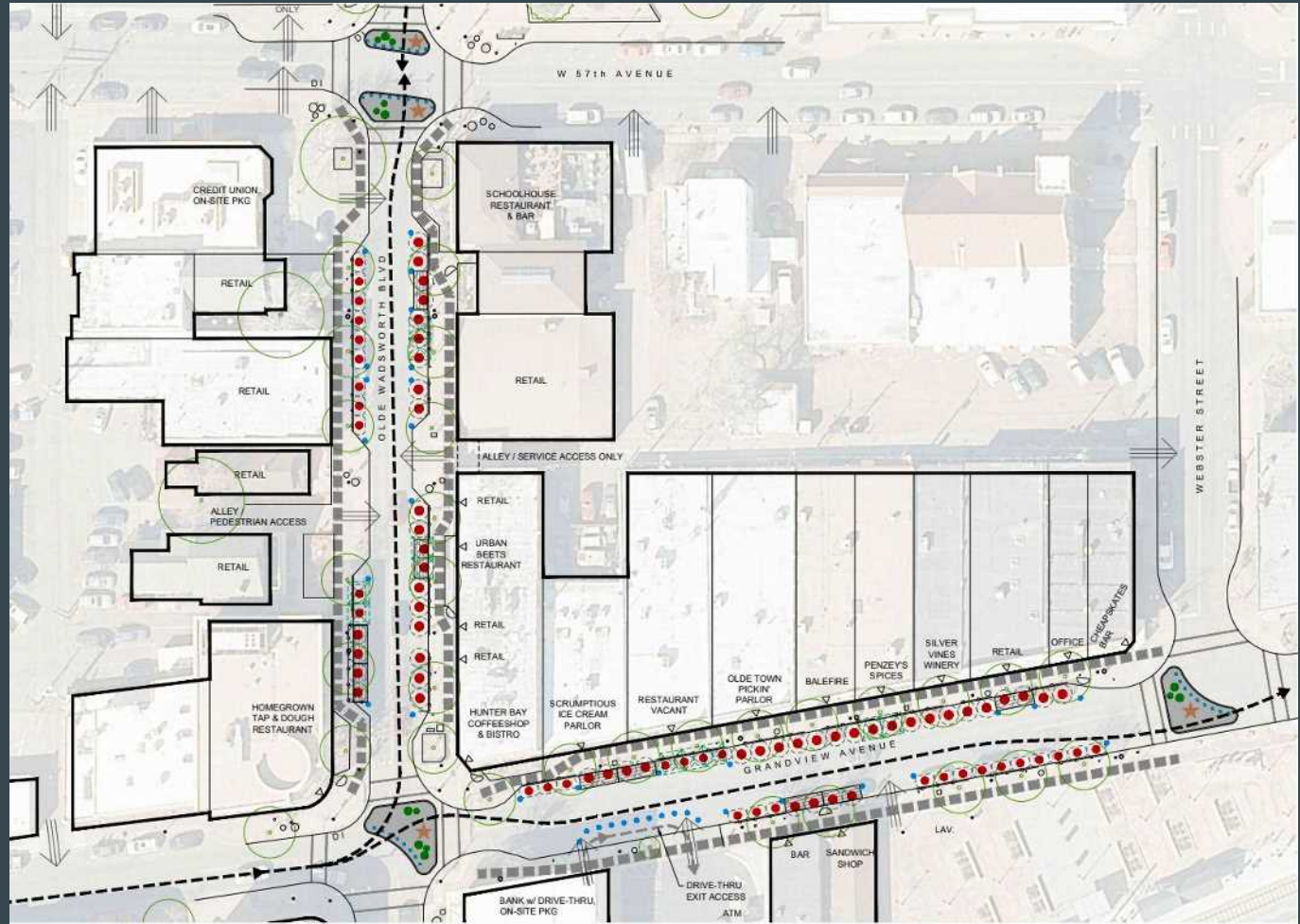
Future Layout

Olde Wadsworth - 57th to Grant Place



Future Layout

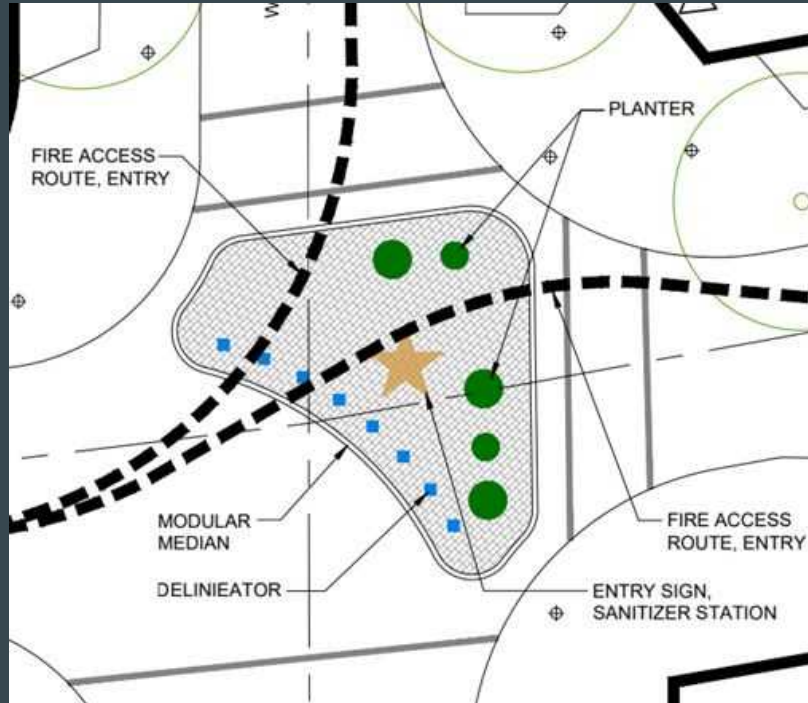
Olde Wadsworth & Grandview Ave.



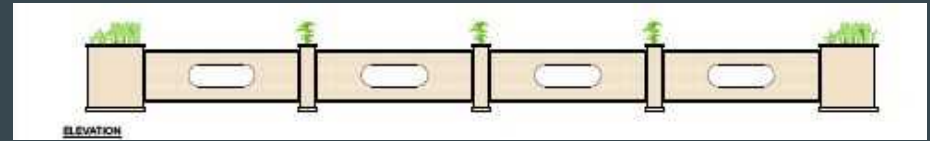
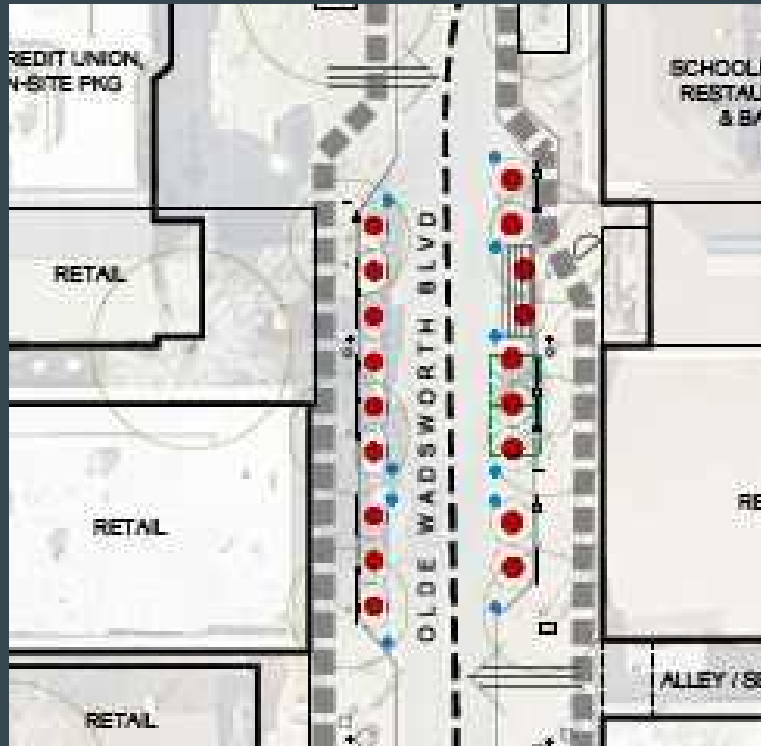
Future Design Concepts - Medians



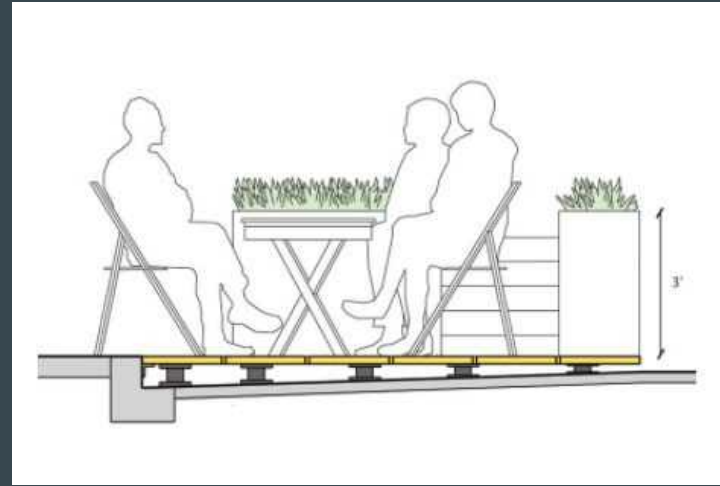
Future Design Concepts - Medians



Future Design Concepts - Street Layout



Future Design Concepts - Parklets



Future Design Concepts - Costs

- Medians - \$80,000
- Ramps, Decking, and Partitions - \$550,000
- Furniture - \$ 460,000
- Misc. (signage, sanitizer stations, entry stations, etc) - \$15,000

Total Costs \$1,105,000

Costs do not include Furniture Management, Cleaning and Trash Removal, Plant Maintenance, or Snow Removal.

Considerations before fully implementing a Pedestrian Mall

- Broader Community and Stakeholder input
- Parking assessment
- Traffic analysis
- Infrastructure analysis i.e. pavers, electrical system, utilities, landscaping
- Public safety
- Fire protection
- Closure design and layout - may be different than current design
- Cost



REPORT TO CITY COUNCIL WORKSHOP

AGENDA ITEM
2.B.

TO: THE HONORABLE CITY COUNCIL

DATE: March 8, 2021

SUBJECT: Waste Hauling Update

Report in Brief

The City team is continuing efforts to implement Council direction for organized waste hauling. Efforts over the past month have included securing additional communication capacity, managing the service level online selections, meeting with representatives from Republic (Waste Hauler) and Schaeffer (cart provider), notable contact from residents, along with several internal planning/logistics meetings. In order to keep Council updated on the ongoing work, and to address Council questions and feedback, the City team will present current information regarding communications with residents, service selection postcards, Frequently Asked Questions, and high level project logistics.

The Arvada team believes it is important to provide regular updates to the City Council regarding organized waste hauling so we may receive your feedback in the course implementing this new initiative.

Background

Council Action

In June 2020, Arvada City Council voted to adopt a new organized waste hauling ordinance with service to begin in July 2021. The City team and City Council had a robust discussion about organized waste hauling over 18 months that included many opportunities for community input.

- Outreach opportunities leading up to the Council vote in June 2020 included a remote public forum, in-person engagement events and interactions through the City's online engagement platform, Speak Up Arvada.
- The City team shared updates across all City communication channels, including the City's website, Arvada Report, Facebook and other social media.
- After the City Council voted to adopt the ordinance, our communication with the community continued and expanded to include information about service levels, important dates, customer service and other key elements of the upcoming program. This has been done using all of the City's communication channels.

Benefits of Organized Waste Hauling

As shared and discussed throughout community engagement process and as discussed at the time Council provided the direction, the benefits of Organized Waste Hauling include:

- Improving Arvada's low recycling rates
- Decrease truck traffic
- Decrease noise nuisance and air pollution
- Provide additional services (recycle collection, bulk item drop-off events)
- Increase safety within communities and neighborhoods
- Lower costs to residents and/or provide additional services

- Consistent waste hauling services within Arvada

On February 2, 2021, the City Team provided a detail update regarding the Residential Waste & Recycling Collection project update. Over the past few weeks, the Team has continued to prepare for Program Milestones.

Strategic Alignment

Provide regular updates to the City Council regarding organized waste hauling so we may receive your feedback in the course implementing this new initiative. Residential Waste and Recycling Collection aligns with the Vibrant Communities and Neighborhoods, Infrastructure, and Organizational and Service Effectiveness Priority Areas of the City Council Strategic Plan.

Specifically, providing these updates is consistent with the following Strategic Result:

By 12/21, complete full implementation of waste hauling options.

Next Steps

Receive feedback from the City Council regarding the implementation of organized waste hauling.

Prepared by:

Michele Broski, Executive Assistant

Reviewed by:

Gail Walker, Legal Specialist-Contracts 2/17/2021

Approved by:

Rachel Morris, City Attorney 2/17/2021

Lorie Gillis, Deputy City Manager 2/24/2021

Mark Deven, City Manager 2/24/2021

Enclosure, exhibits & attachments required to support the report

Residential Waste & Recycling Collection

March 8, 2021

Benefits of Organized Waste Hauling

- Improve Arvada's low recycling rates
- Decrease truck traffic
- Decrease noise nuisance and air pollution
- Provide additional services (recycle collection, bulk item drop-off events)
- Increase safety within communities and neighborhoods
- Lower costs to residents and/or provide additional services
- Consistent waste hauling services within Arvada



Project Milestones - Residents

Key 2021 Program Milestones



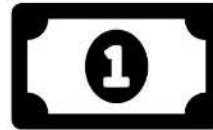
March: Choose cart size or to not participate (pay minimum service).



June: Receive your cart if you choose to participate.



July: Service Begins



September: Waste hauling charges appear on utility bill

Service Level Selection - March 8 - April 16

Service Levels

Level 1	Level 2	Level 3	Min. Service
Small Cart \$11.50/mo	Med Cart \$15.63/mo	Lg Cart \$19.76/mo	No Cart \$5.13/mo
35 gallon trash cart 95 gallon recycling cart Weekly trash pick up Bi-weekly recycling pick up On demand bulk pick up Leaf recycling events Bulk drop off events Add additional recycling carts	65 gallon trash cart 95 gallon recycling cart Weekly trash pick up Bi-weekly recycling pick up On demand bulk pick up Leaf recycling events Bulk drop off events Add additional recycling carts	95 gallon trash cart 95 gallon recycling cart Weekly trash pick up Bi-weekly recycling pick up On demand bulk pick up Leaf recycling events Bulk drop off events Add additional trash or recycling carts	Choose your own hauler Leaf recycling events Bulk drop off events

All prices listed are monthly charges. Waste hauling fees will be charged on utility bills which are on bimonthly cycles.



Project Implementation Milestones

- 3/8/21 - 4/16/21 - Cart selection by residents
- 1/19/21 - 4/30/21 - CIS System Update (Utility Billing System)
- 6/1/21 - Begin receiving/staging new carts
- 6/7 - 6/26 - Assembly and delivery of new carts
- 6/28 - 7/3 - Address outstanding items from A&D
- 7/5/21 - Begin service



Communication Updates

- Communication Update
 - ◆ Updated FAQ
 - ◆ Service Level Selection
Call to Action
 - ◆ What we are hearing
 - ◆ Branding Update

Service Level Selection - Call to Action

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Service Level Selection - Call to Action

Fill out and
mail this prepaid
tear-off card so that
your response is
received no later
than April 16, 2021.



We'll handle it from here.*

Use the verification code to select your carts.

Verification Code: #XXXXX

Name _____

Address _____

Phone Number _____ Email _____

Select your service level below:

☐ Level 1

Small cart

\$11.50/month

35-gallon trash cart

95-gallon recycling cart

Weekly trash pickup

Biweekly recycling pickup

On-demand bulk pickup

(\$15/per item)

Leaf recycling events

Bulk drop-off events

Add additional recycling
carts (additional fee)

☐ Level 2

Medium cart

\$15.63/month

65-gallon trash cart

95-gallon recycling cart

Weekly trash pickup

Biweekly recycling pickup

On-demand bulk pickup

(\$15/per item)

Leaf recycling events

Bulk drop-off events

Add additional recycling
carts (additional fee)

☐ Level 3

Large cart

\$19.76/month

95-gallon trash cart

95-gallon recycling cart

Weekly trash pickup

Biweekly recycling pickup

On-demand bulk pickup

(\$15/per item)

Leaf recycling events

Bulk drop-off events

Add additional recycling &
waste carts (additional fee)

☐ Minimum Service

\$5.13/month

Hire your own
licensed hauler

Leaf recycling events

Bulk drop-off events

☐ Extra Recycling Cart

\$3.00/Month

☐ Extra Waste Cart*

\$4.15/Month

*To select this, you must also select Level 3 service.

Social Media

Did you know? 

Arvada recycles just 13% of its trash.*

13% recycled



Our City's waste and recycling program will help turn that number around. Starting in July, all haulers in Arvada, including the City's new service, must provide recycling collection. Let's Recycle Arvada!

*2015 landfill recycling compliance

Did you know? 

Trash trucks are some of the heaviest vehicles on our residential streets.



Vehicle type	Passenger car equivalent
Van/Pickup, 2 axle, 4 tires	7
Delivery/Minivan/Pickup, 2 axle, panel and pickup trucks	15
Local Delivery Trucks, 2 axle, 4 tires	136
Large Delivery Trucks, 3+ axle	162
Buses, 2 or 3 axle	821
Residential Trash Trucks, 3-axle	1,279
Long Haul Semi-trailers, 3-5+ axle	1,408

Check your mailbox! 

Your Arvada Waste and Recycling Service Level postcard is on its way.

Please make a selection by April 16.



You can make your service selection by:

- Visiting SelectMyCart.com/Arvada and using the verification code on your mailer.
- Calling 720.590.6667 to place a cart order.
- Completing the postcard and dropping it in the mail.

Cart & Service Roll Out Outreach

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What are we hearing & how are we responding?

— — —



Change management - Less Common Situations

- **Resident contact**
 - How do I handle my unique situation?
 - Examples: vacation homes, landlord/tenant situations
- **City team response**
 - Answering specific questions
- **Outreach activities**
 - Landlord letter
 - Updating FAQs when appropriate

Change management - Routine Questions

- **Resident contact**
 - How will this program work for me?
- **City team response**
 - Answering specific questions
 - Updating FAQs weekly
- **Outreach activities**
 - Republic mailings
 - Republic website
 - City communication channels
 - Short “explainer” videos

What are we hearing & how are we responding?

— — —



Opposition to the program

- **Resident contact**
 - How do I not participate in the program?
 - Sharing opinion about the program.
- **City team response**
 - Sharing background and facts
 - Answering specific questions
- **Outreach activities**
 - Water bill inserts
 - Arvada Report
 - Social media
 - Channel 8
 - Speak Up Project

Customer Service Transition

- **Resident contact**
 - Unsatisfactory experience with vendor customer service
- **City team response**
 - Answer the original questions
 - Follow up with vendor team to review call and provide training
- **Outreach Activities**
 - Follow up with residents to ensure they have their questions answered

Branding

- What we want to achieve
- The process
- Options



Brand Identity

— — —

What do we want to achieve?

- Express City ownership
- Increase transparency
- Create identity for a complex program

The process

- What is the City trying to achieve with the service?
- Engaged in process of co-creation with stakeholders
- Developed two possible approaches

Branding Options - Two Approaches

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Option A: Start program with new brand identity

- Connect with aspirations of the program
- Expansive enough to include future services

Resource Recovery

Option B: Place program under updated existing brand identity

- Opportunity to refresh an existing brand
- Place waste and recycling services within the context of other sustainability efforts at the City

Sustain Arvada

Branding Options - Two Approaches

SUSTAIN
ARVADA

Waste & Recycling Services

RESOURCE RECOVERY

WASTE & RECYCLING SERVICES

Graphic Elements



Reference the familiar
recycling triangle

Arvada "A" shows City's
ownership of program

Branding Options - Two Approaches

Option A: Start program with new brand identity



Option B: Place program under updated existing brand identity



Question for Council: Which approach do you find more compelling as the identity of this service?

Logistics Updates

- Transition of
Customer Service -
-7575 Republic
- City Hiring update

Transition of Customer Service

- ● Numbers of calls taken by Republic since 2/16/21-3/2/21 (11 Working Days) - 1034 Calls
- Number of calls taken by Utility Billing since 2/16/21
 - Average 100 calls a week
- Elevated Calls (20%)
 - Upset about Minimum Service Fee
 - Not happy with Republic
 - Do not want to participate in the program
 - Cost of extra bag (mainly due to grass clippings in the summer)
 - It should have went to a Vote of the people
- Status of Utility Billing FTE
 - 95 applications
 - Interviews in process

Landlord/Tenant

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- 2,600 tenant/landlord relationships in utility billing system
- Selection postcards will go to service address.
- Letter to landlords sent 2/22/21 so they arrive one week before selection postcards.



Some #'s

Base data as we move forward -

Residential Hauler Licenses

→ 9 Haulers in 2020

2021

→ 7 Licensed

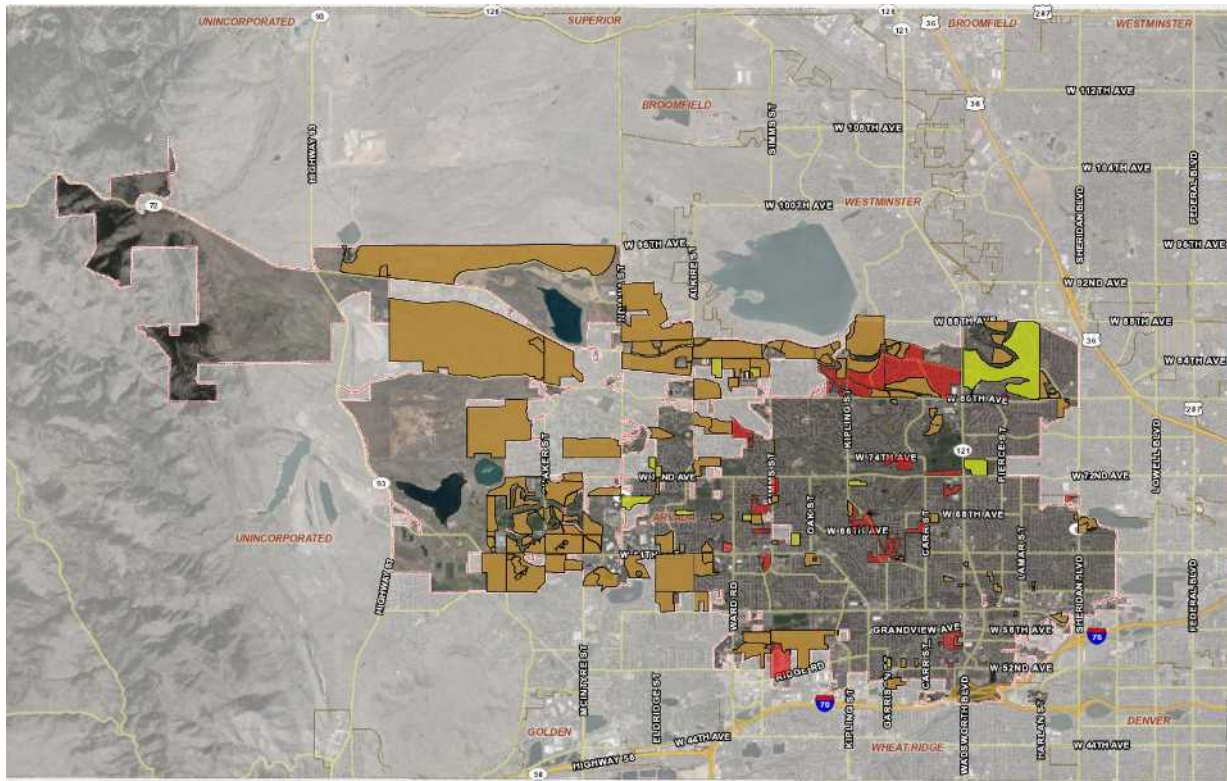
→ 1 License in process

→ 1 No longer in business

→ Some bad actors

→ Working with others

HOA's



HOA's

— — —

	HOA with Current Waste Hauling Contract	HOA Joining City Program	HOA Who Have Not Responded	Total HOA
HOA's	94	2	20	116
Addresses	13,000	50	2,000	15,050
	81%	2%	17%	



Total Eligible Addresses

	HOA with Current Waste Hauling Contract	Addresses receiving Cart Selection Postcard	Total
Single	10,100	24,900	35,000
Two Family	450	900	1,300
Multi-Family less than 7	2,450	500	3,000
Total	13,000	26,300	39,300



Metro Districts

— — —

30 Total Metro and Special Districts

- 17 have completed communication
- 21 have been contacted
- 9 have no contact information

Cart Selection Safety Net



Some Navigating

Not all questions related to the program have been answered.

With implementation comes new challenges.

Vacation/Snowbird Hold - Service Level 1, 2, 3

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- Residents can request a vacation/snowbird service hold for a time period of 30 days or more by calling the City of Arvada Billing Department 720-898-7070. This will apply to residents who are participating in the City program. The minimum service fee of .88 will be charged to the account during the hold period for the large item and leaf drop off events.
- After July 5th, you can request a vacation/snowbird service hold by calling the City of Arvada Billing Department 720-898-7070.



Carry Out Service

- Republic Services will provide front door pickup for residents with the physical inability to bring out their containers.
- All containers must be accessible to drivers without going behind fences, inside garages, etc.
- To request this service contact Republic Services at 720-898-7575.

Did **you** know?



Trash trucks are some of the heaviest vehicles on our residential streets.



Vehicle type

Passenger car equivalent

Vans/Pickups, 2-axle, 4-tires

7

Delivery Vans/Large Pickups, 3-axle, panel and pickup trucks

15

Local Delivery Trucks, 2-axle, 6-tires

136

Large Delivery Trucks, 3+ axle

163

Buses, 2 or 3-axle

851

Residential Trash Truck, 3-axle

1,279

Long Haul Semi-Trailers, 3-5+ axle

1,408

Republic Services

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Republic Services Named One of Fortune's 2021 World's Most Admired Companies February 3, 2021

- Company recognized for people, innovation and social responsibility leadership
- Better Business Bureau Rating - A-
- Contract Includes Customer Service Standards

New Cart Assembly & Delivery

- 6/1 - Pre-Deployment and Staging
- 6/7 - 6/26 Assembly and Delivery
- Service Delivery Begins July 5th

Arvada High School

— — —

Resident Owned Carts Drop Off/Recycle

Working with Providers

Plan Under Construction

Some Clarification

- - -

Social Media - We are reaching residents....

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- Two years - no rate increases
- Republic committed to the program - two year price guarantee regardless of numbers
- Management of recycling carts and customer service

Communications are working - calls, questions and information-seeking are a good thing

Next Steps

COMING IN JULY 2021 - A new option for waste collection

Starting July 2023, the City of Anuska's new waste and recycling program will begin. Anuska residents care about efficient services and good value. The organized waste hauling program will provide trash and recycling collection services at a competitive price for most residents.

Benefits of the program include:

- Fewer trucks on our roads, reducing air and noise pollution and decreasing wear and tear on our streets.
- Better customer service for residents. The City's contract requires a dedicated customer service center and a 99.9% accuracy rate. The City will hold the hauler accountable for their service level to customers.
- Lower costs for residents.
- Recycling included so more residents have access to affordable recycling.



Service Levels

Min. Service	Level 1	Level 2	Level 3
No Cart \$5.13/mo	Small Cart \$11.50/mo	Med Cart \$15.63/mo	Lg Cart \$19.76/mo
Choose your own hauler Level 1 includes hauler Bulk drop off events	35 gallon trash cart 45 gallon recycle cart Weekly trash pickup 1 biweekly recycling pickup On demand bulk drop off (50 lbs max) Local recycling center Bulk drop off events Art additional recycling center pickup fee	65 gallon trash cart 55 gallon recycle cart Weekly trash pickup 1 biweekly recycling pickup On demand bulk drop off (50 lbs max) Local recycling center Bulk drop off events Art additional recycling center pickup fee	95 gallon trash cart 65 gallon recycle cart Weekly trash pickup 1 biweekly recycling pickup On demand bulk drop off (50 lbs max) Local recycling center Bulk drop off events Art additional recycling center pickup fee
All prices listed are monthly charges. Areas hauling fees will be charged on utility bills which are on bi-monthly cycles			

The Arvada Report | 12 | February - March 2021



Who is eligible to participate?

Single-family homes, duplexes and townhomes (including those with fewer than eight multifamily units) are categorized as **DO NOT** have eligible and waste collection, placement and commercial services with a greater number of units and commercial properties as a group. Homeowners associations (HOAs) that a utility contacts with a waste number are not required to participate in the program; however, they may opt in. All HOAs will be paid an \$80 contact fee and be included in the bulk haul and yard care services.

What's next?

Residents who are eligible to participate in the program are encouraged to submit the following information to determine which one is right for them, service and selection committees from Republic Services and the City.

The City team also encourages residents to undertake their current waste recycling contracts. The teams and

none of the other current control measures, the

You can delete the year you wish to remove from the City's program and that would cost for you. These would be valid until the end of your current contract to receive service through the City's program, choose "Withdraw Service" now and then contact us when you are ready to request higher service level. This includes a cost. It is important that you make a selection in March when you receive the collection postcard. If you do not make a selection, you will automatically receive Lower Service level is [http://www.ci.milwaukee.wi.us/cityservices/](#)

Do you have questions?

The new waste and recycling collection program is a significant change. It's normal to have questions about what it means for you. Please call or email the City team.

Phone: 720-898-7575
Email: wastehauling@arvada.org
Web: www.arvada.org/waste-hauling

Key 2021 Milestones

-  Months: Choose cert size or to not participate (pay minimum fee)
  June: Receive your cert if you choose to participate
  July: Service Begins
  September: Waste hauling charges appear on utility bill



REPORT TO CITY COUNCIL

AGENDA ITEM
2.C.

TO: THE HONORABLE CITY COUNCIL

DATE: March 8, 2021

SUBJECT: Staff Updates

Report in Brief

The purpose of this workshop is for staff to provide City Council with brief updates on projects and issues that do not require a full workshop.

Prepared by:

Janet Newman, Administrative Specialist

Reviewed by:

Approved by:

Enclosure, exhibits & attachments required to support the report