



City of Arvada

City Council Agenda

MARCH 13, 2023
WORKSHOPS

Councilmembers:

Marc Williams, Mayor
David Jones, Mayor Pro-Tem
Bob Fifer, At large
John Marriott, District 3
Randy Moorman, District 1
Lauren Simpson, District 2
Lisa Smith, At large

Staff Members Usually Present:

Lorie Gillis, City Manager
Linda Haley, Deputy City Manager
Don Wick, Deputy City Manager
Rachel Morris, City Attorney
Jacqueline Rhoades, Director of Public Works
Sharon Israel, Director of Utilities
Ryan Stachelski, Dir. of Community & Economic Development
Bryan Archer, Director of Finance
Gabriella Bommer, Director of Human Resources
Rob Smetana, Manager of City Planning & Development
Rachael Kuroiwa, Director of Communications & Engagement
Kristen Rush, City Clerk

Info: 720-898-7550

THIRD FLOOR CONFERENCE ROOM
EXECUTIVE SESSION
5:00 P.M.

Legal Advice, Pursuant to CRS 24-6-402(4)(b) and Instructions to Negotiators, Pursuant to CRS 24-6-402(4)(e) Relating to Broomfield's Notice of Withdrawal from JPPHA
Instructions to Negotiators, Pursuant to CRS 24-6-402(4)(e) Relating to Ralston Road and West 72nd Ave. Bond Projects

CITY COUNCIL CHAMBERS
6:00 PM

1. CALL TO ORDER/ROLL CALL OF COUNCILMEMBERS
2. WORKSHOPS
 - A. Quarterly Bond Project Update
 - B. Communications and Engagement Update
 - C. Staff Updates
3. ADJOURNMENT



REPORT TO CITY COUNCIL WORKSHOP

AGENDA ITEM
2.A.

TO: THE HONORABLE CITY COUNCIL

DATE: March 13, 2023

SUBJECT: Quarterly Bond Project Update

Report in Brief

PRESENTER: Jacqueline Rhoades

The Public Works engineering team will provide the City Council with an update on the bond projects for streets and utilities. There are two street projects. The first project is Ralston Road Phase 2 (Yukon Street to Garrison Street). The second project is W. 72nd Avenue (Swadley Court to Kipling Street). The W. 72nd Avenue project also includes the construction of an underpass for the Union Pacific Railroad. The utility bonds were issued in December 2022 and an update on the spending plan for each fund will be presented.

Background

November 2018, voters passed ballot issue 3F, which approved funding for the rebuilding and widening of Ralston Road from Yukon Street to Garrison Street. The bond initiative also approved the widening of W. 72nd Avenue from Swadley Court to Kipling Street, and for the construction of an underpass for the Union Pacific Railroad.

The bond initiative also requires a citizen's bond oversight committee. Beginning in the third quarter of 2019, City team members meet quarterly with the citizens' bond oversight committee. The City engineering team provides information to the committee regarding funding related to the project, project schedules, and communication with the residents and businesses along the project corridors. The citizens' bond oversight committee also participates in public meetings, open houses, and project tours.

Through Council workshops, the City team will continue to report to the City Council on a quarterly basis regarding the status of the bond projects. Reports summarizing progress on the bond projects have been presented to the City Council during the following previous workshops:

November 25, 2019
September 28, 2020
April 26, 2021
August 23, 2021
December 13, 2021
April 25, 2022
August 8, 2022

Since the August 8, 2022 workshop, construction has progressed beyond a majority of the utility removals, relocations, and installations, and has progressed with City utility and roadway construction. Roadway work has advanced on the Ralston Road project, and the W.72nd Avenue project is well into work on construction package (CP) 2 that was approved by the Council on March 7, 2022.

In December 2022, two bonds were issued, one each for water and wastewater enterprise funds. This is the first quarterly update for these bonds.

Strategic Alignment

Presentation of an update on the bond projects aligns with the Infrastructure Priority Area of the City Council Strategic Plan. Completion of the projects aligns with:

Strategic Result 3: *By 12/23 update water, sewer, stormwater master plans and develop an implementation plan to address all findings. The bond issuance provides funding for implementation of some of the master plan findings.*

Strategic Result 5: *By 12/25 effectively utilize voter approved bond funds for the completion of Ralston Road phase 2 and the expansion of W. 72nd Avenue.*

Next Steps

Receive feedback from the City Council and schedule the next quarterly workshop in order to provide bond project updates.

Prepared by:
Chris Koch, CCO Admin

Reviewed by:

Approved by:

Jenny Wolfschlag, City Engineer	2/21/2023
Jacqueline Rhoades, Public Works Director	2/23/2023
Bryan Archer, Director of Finance	2/23/2023
Tammy Hedlund, Legal Specialist	2/23/2023
Kelsy Sargent, Assistant City Attorney	2/23/2023
Rachel Morris, City Attorney	2/24/2023
Don Wick, Deputy City Manager	2/27/2023
Lorie Gillis, City Manager	2/27/2023

Enclosure, exhibits & attachments required to support the report

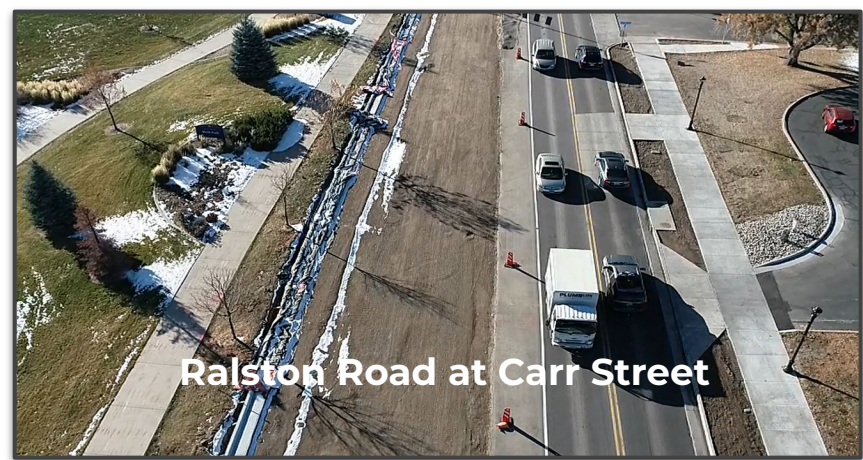


Bond Projects Update

March 13, 2023

Tonight's Agenda

- **Transportation Projects**
 - **Ralston Rd**
 - **72nd Ave**
- **Utilities Projects**
 - **Water**
 - **Wastewater**



Transportation Projects Agenda

- ROW
- Budget
- Construction Phasing
- Schedule
- Challenges and Risks
- Community Outreach



Ralston Road Ph 2 - ROW Acquisition

- Total 49 parcels - closed
(2 Parcels –Recently Closed)
 - 9110 Ralston Rd
 - 7709 Ralston Rd
- Temporary Construction Easement (TCE) extension for additional two parcels are also completed (12 month extension)

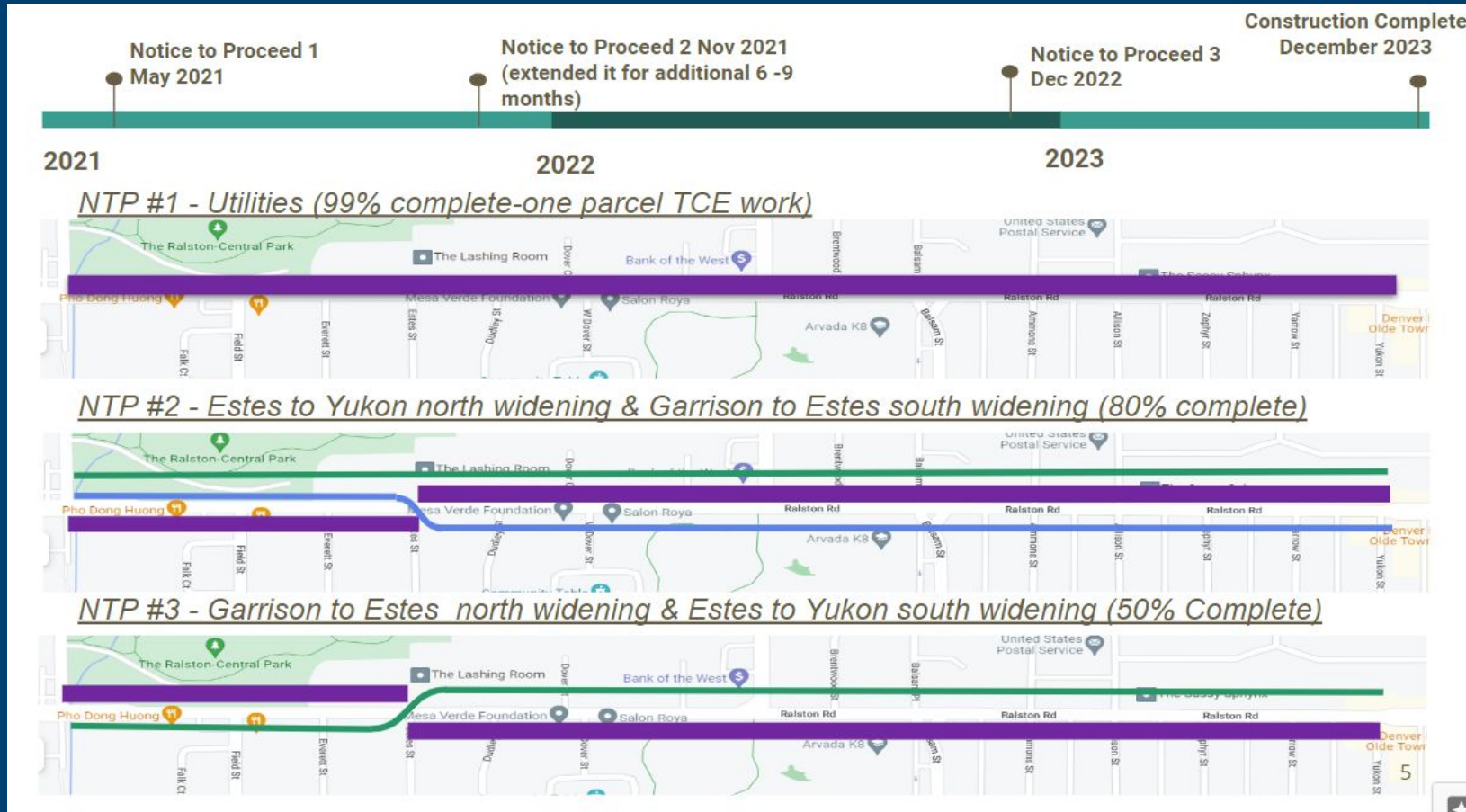
Completed

Closed all 49 parcels,
Amount spent on ROW
\$5.2M (120%)

Ralston Road Ph 2 - Budget & Expenditure

SOURCES	Initial Budget & Costs	Current Expected Budget & Costs
1. Bond Funding	\$ 15,300,000	\$15,300,000
2. Additional City Funding	\$0	\$3,493,574
3. AURA Funding (Streetscape)	\$3,500,000	\$3,500,000
TOTAL	\$18,800,000	\$ 22,293,574
USES		
A. Design	\$852,407	\$2,133,532
B. Right-of-Way	\$4,190,034	\$5,212,790
C. Construction - Hamon Infrastructure, Inc.	\$12,274,000	*\$12,800,000
D. Construction - Street Lights & Testing	\$0	\$193,769
E. Miscellaneous (includes Contingency)	\$1,483,559	\$2,115,270
TOTAL	\$18,800,000	\$ *22,455,361
*Change Order being reviewed for additional scope of work		

Ralston Road Ph 2 - Construction Phasing



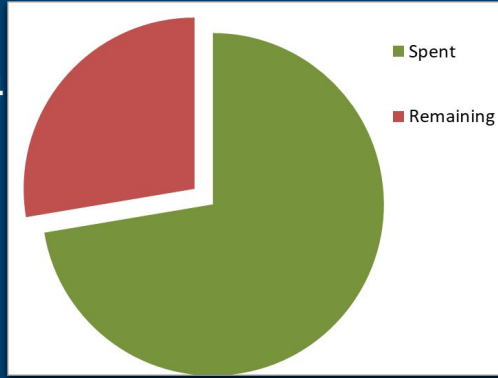
Ralston Road Ph 2 - Status & Schedule

PROJECT BUDGET

BUDGET : \$22,293,574

SPENT: \$15,844,675

PERCENT SPENT:
71.0%

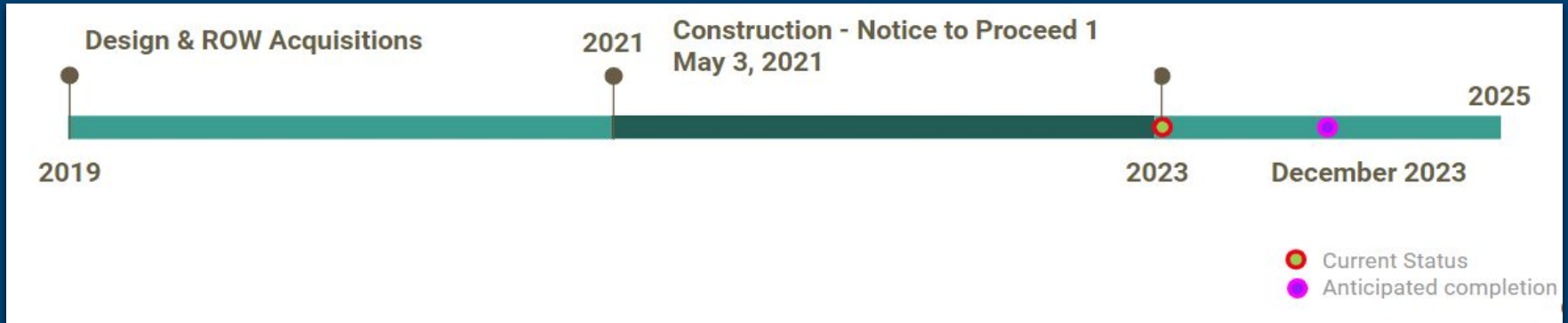
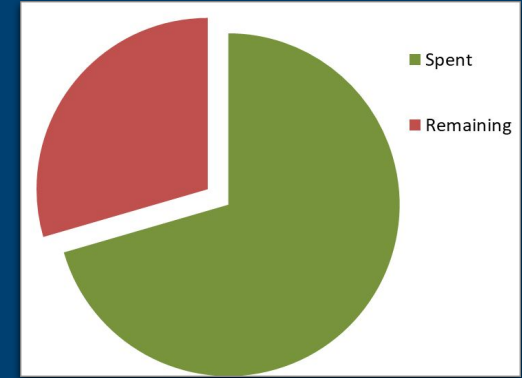


CONSTRUCTION BUDGET

BUDGET : \$12,800,950

SPENT: \$9,367,825

PERCENT SPENT:
73.2%



Ralston Road Ph 2 - Current & Upcoming Activities

Completed:

- Installed storm sewer - north side (80%), south side (70%)
- Contaminated soil excavation and hauling to Waste Management
- 90% of the dry utility work is completed
- Curb and gutter work on Southside (50% Complete)

Current and Upcoming:

- Sidewalk, and curb and gutter construction on south side is ongoing; Business access driveways
- Storm sewer on south side from Garrison to Yukon St - 70% complete (working now at Allison water line tie-in)
- Asphalt paving planned for end of April or early May



Ralston Rd In Front of City Hall

Ralston Road Ph 2

Additional Scope of Work (*not anticipated*)

1. Contaminated soil excavation and hauling

Hamon found contaminated soil near Sinclair gas station and this material was tested and hauled to Waste Management location.

2. Additional stormwater work on southside

At several locations storm water network was inspected and found to be at its end of life. Hamon is working on additional removal and replacement of storm water network. This caused significant delay to construction schedule.



Ralston Road Ph 2 - Challenges and Risks



PRIVATE UTILITIES

Planned private utility relocations have taken substantially longer.



CONTAMINATED SOIL AND ADDITIONAL STORMWATER WORK

Found contaminated soil at the Sinclair gas station and most of the storm network was found to be in bad condition.



DEVELOPMENT WORK

- **Development 1-**
Ralston Gardens (5721)
102 units
- **Development 2-**
Ralston Court (8707)
49 Units
- **Development 3-**
Emerson at Olde Town (8591)
24 Units



PUBLIC IMPACTS AND ROAD CLOSURES

- Construction duration extension
- Business impacts
- Business signage
- Traffic re-routing
- Street closures when school is in session

Ralston Road Ph 2 - Community Outreach

Businesses Owners, Residents and School Communication



- Public Outreach Officer
- Construction Project Manager



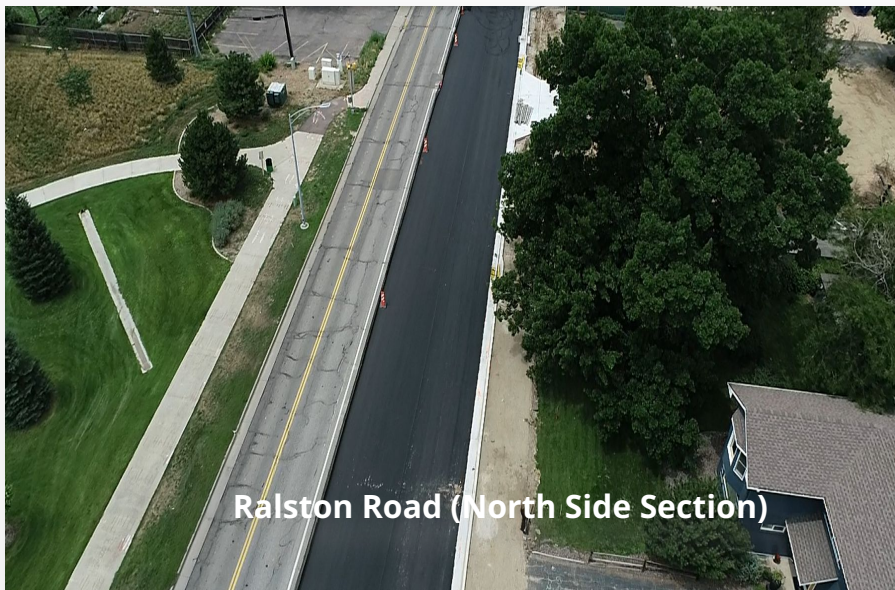
- Communications Manager
- Project Manager
- Legal Department

Ralston Road Ph 2 Project Completion

Original Completion
May 3, 2023

Anticipated Completion
December 3, 2023

Ralston Road Phase 2 Questions?



W. 72nd Ave - ROW Acquisition

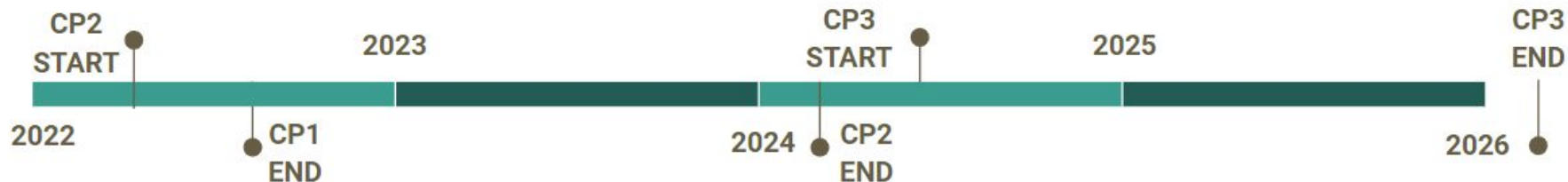
- 1 parcel left to acquire
 - Homeowner signed. Scheduled to close.
- 1 parcel eminent domain
 - Settlement out of court
- Temp easement extensions (19) - Six months

Closed

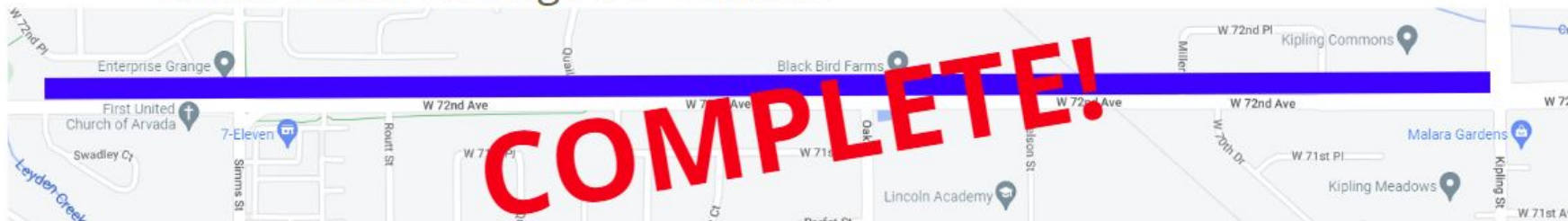
Closed 71 parcels
Amount spent on ROW \$5.5M
(100%)



W. 72nd Ave - Construction Phasing

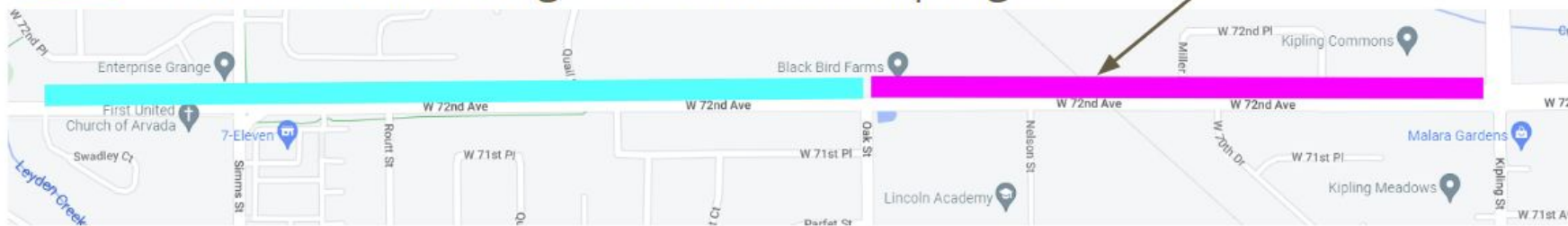


Construction Package #1 - Utilities



Construction Package #2 - Swadley Ct to Oak St

Construction Package #3 - Oak St to Kipling St



W. 72nd Ave - CP2 Progress



Paving the southside of W. 72nd Ave.



Retaining Wall Near First
United Church of Arvada

W. 72nd Ave - CP2 Progress



**Water Quality Pond at First
United Church of Arvada**



Waterline at Simms St

W. 72nd Ave - CP2 Progress



Wall along the south side between Oak St and Quail St

W. 72nd Ave - CP2 Progress



W. 72nd Ave - CP2 Progress



Waterline installation at Simms St



Storm sewer installation

W. 72nd Ave - CP2 Upcoming Construction

Upcoming Work

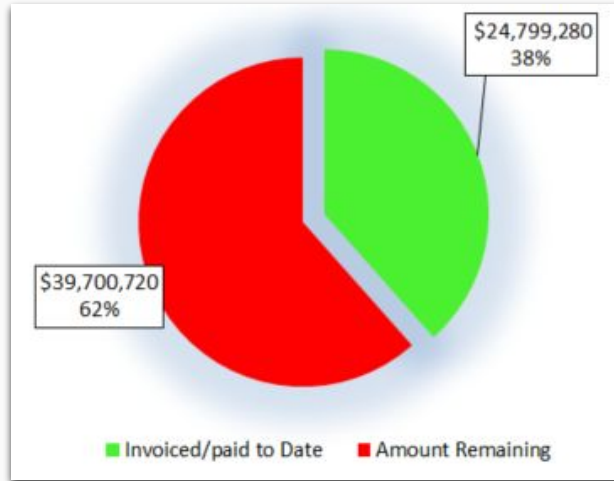
- Water, Sanitary, Storm Sewer on the North side.
- Walls on the North Side.
- Permanent Fencing on the North and South.

MAJOR UPCOMING CLOSURES

- W. 72nd Avenue - March 20-24
 - Storm Sewer work
- Quail Street - March 31-April 3 and April 15-24
 - Water line and utility work
 - Intersection work
- Simms Street - Date TBD
 - Intersection work

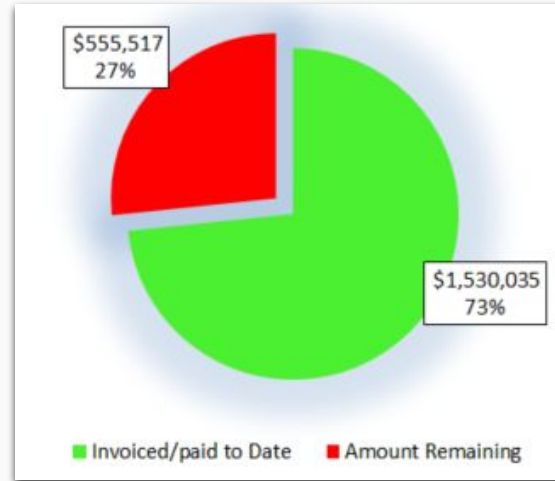
W. 72nd Ave - Budget

Total Budget



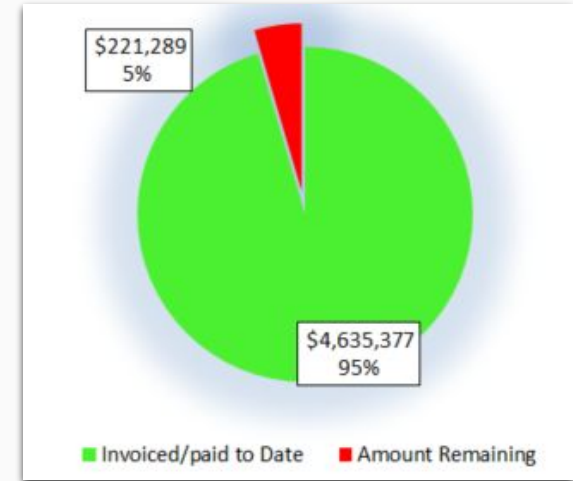
Expected to exceed budget

Owner's Rep



Expected Change Order
In the Future.

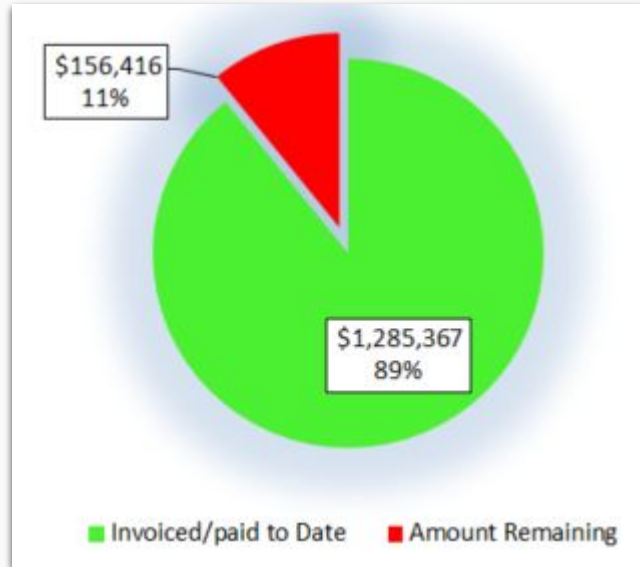
Design



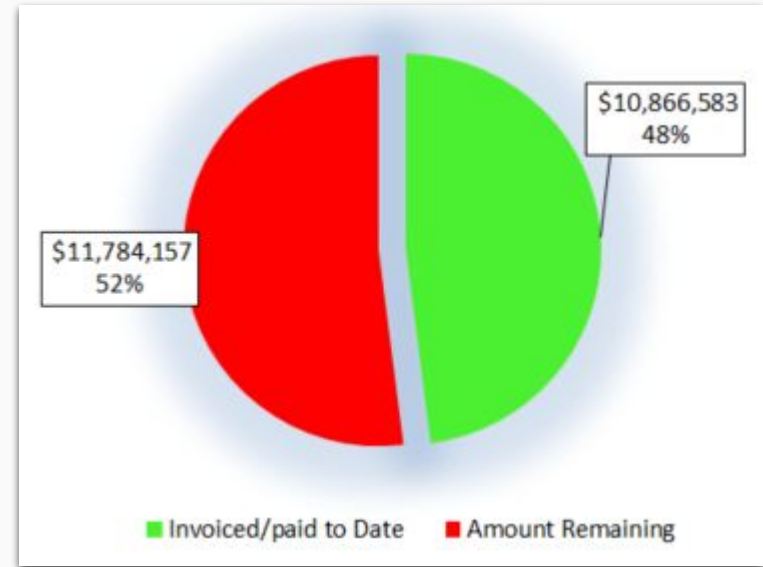
No Change Order is Expected

W. 72nd Ave - Construction Budget

Construction Package #1



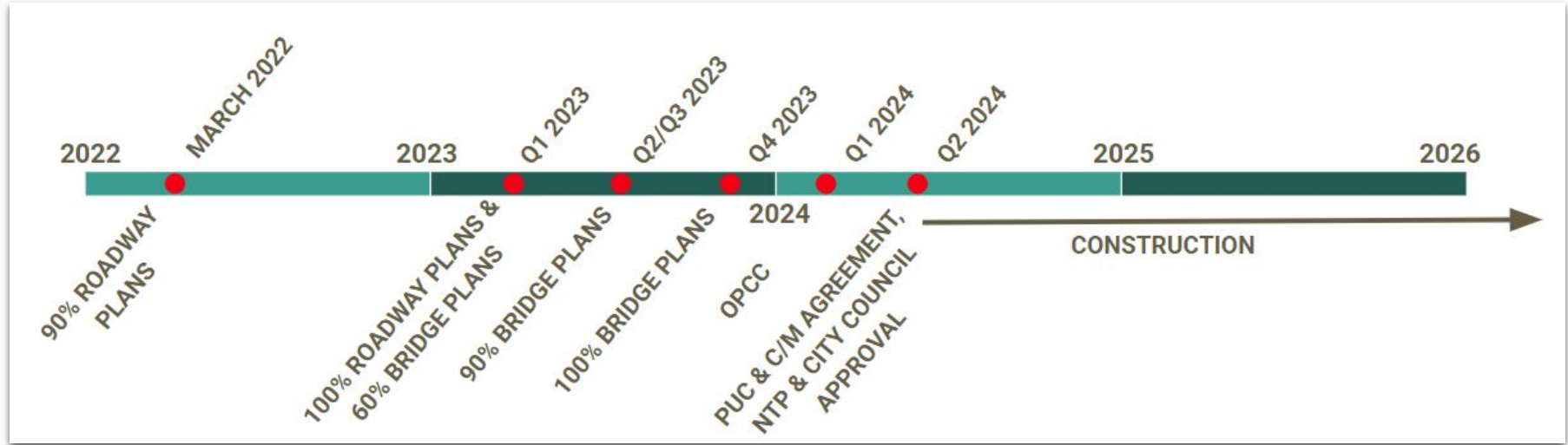
Construction Package #2



W. 72nd Ave - Status of Coordination with UPRR

- *Feb 2021 - 25% Shoofly Plans Submittal*
 - *Mar 2021 - 25% Temp Bypass Plans Submittal*
 - *Jun 2021 - Resubmittal of 25% Temp Bypass and Shoofly Plans*
 - *Jun 2021 - 60% Bridge Plan Submittal*
 - *Aug 2021 - Waterline Crossing Agreement Executed*
 - *Dec 2021 - Resubmittal 60% Bridge Plans (Revised Abutment)*
 - *Mar 2022 - Resubmittal 60% Bridge Plans (10 Week Review)*
 - *Aug 2022 - Resubmittal 60% Bridge Plans (5 Week Review)*
 - *Nov 2022 - 25% Shoofly Plans Submitted (Courtesy Review)*
 - *Feb 2023 - Resubmittal 60% Bridge Plans*
-
- **Q2 2023 - Shoofly Site Visit**
 - **Q2 2023 - 60% Temp Bypass and Shoofly Plan Submittal**
 - **Q2 2023 - 90% Bridge Plan Submittal to UPRR**
 - **Q3 2023 - 90% Temp Bypass and Shoofly Plan Submittal**
 - **Q4 2023 - Final Bridge Plans to UPRR**
 - **Q2 2024 - C&M Agreement and PUC Application Execution**

W. 72nd Ave - Estimated Schedule CP-3 (Oak to Kipling)



W. 72nd Ave - Community Feedback / Questions

Total Citizen Inquiries

Approx. 50-60
(Oct 2022 - Jan 2023)

Stated concerns

- Temp/Permanent Fencing
- Internet Interruptions
- Traffic & Lane/Road Closures
- Potholes
- General Construction
- Driveway Access

Close coordination with schools

Oberon Middle School

→ Students walking

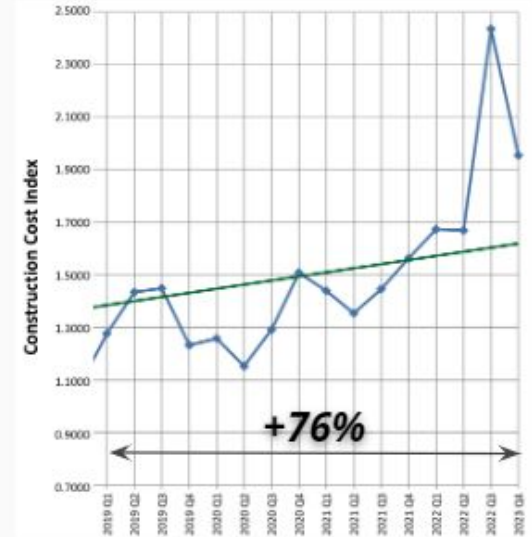
Lincoln Academy

→ Drop-off and pick-up



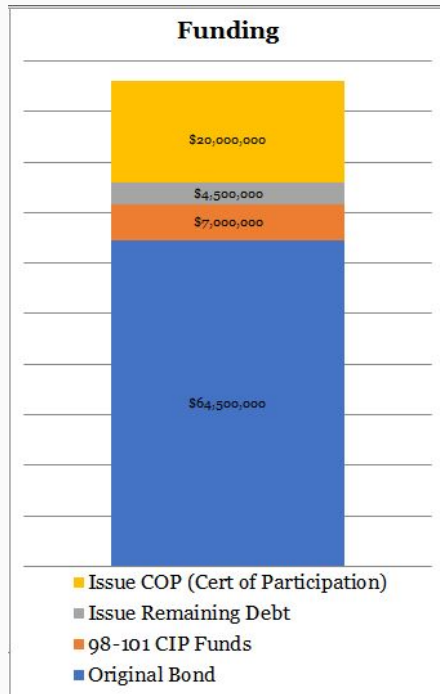
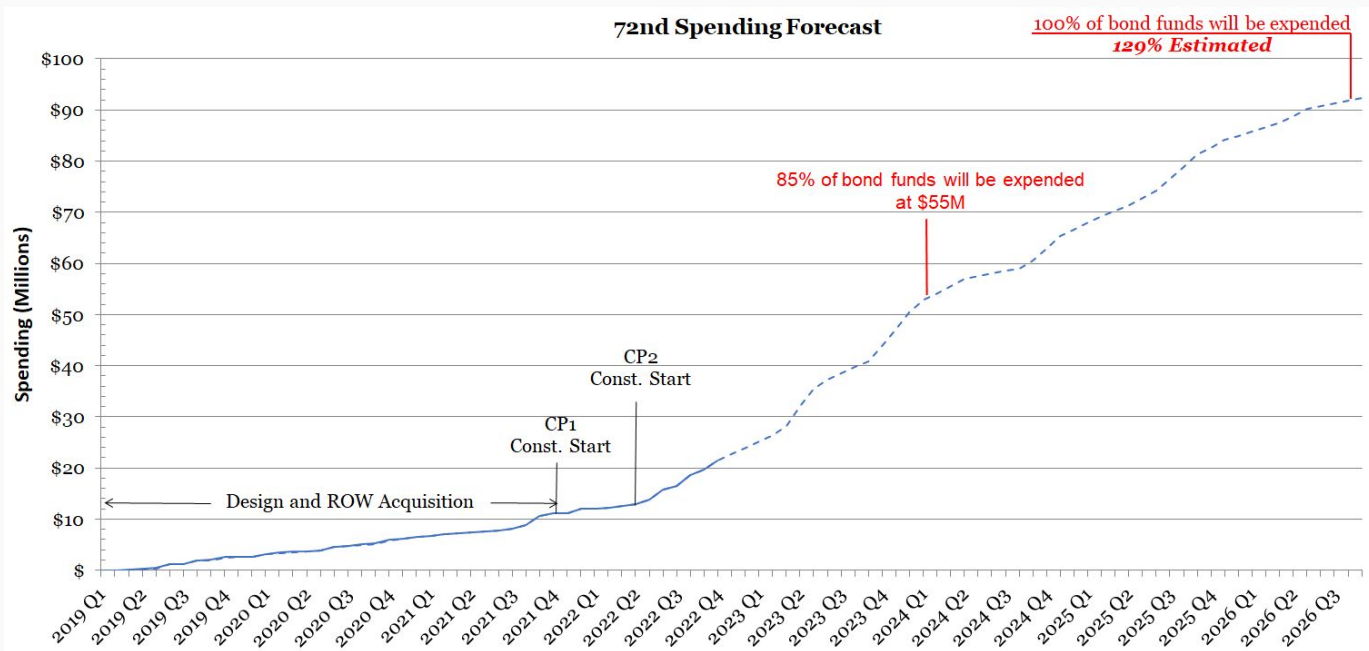
W. 72nd Ave - Challenges and Risks

- Union Pacific Railroad
- Supply Chain
 - Longer lead times for materials.
- Steel Costs - Material Procurement Package
 - Material fabrication has a 1 year lead time.
- Comcast
 - Delay on Phase 1. New contractor for Phase 2.
- The Project will exceed budget
 - Primarily price escalations for materials.
- Moving forward
 - CP3 ROM Pricing
 - Finance Department
 - Design Team always looking for Cost Savings Options



2019 Q1 to 2022 Q4
COLORADO CCI

W. 72nd Ave - Spending Forecast



W. 72nd Ave. Questions?



Takeaways

- Ralston Rd Phase II storm sewer and concrete work on southside is ongoing.
 - If weather permits south side paving is expected in April.
 - Project completion date has moved from May 2023 to December 2023.
 - Budget overruns are also expected with additional scope of work.
- W 72nd Avenue: CP-2 well underway and on schedule.
 - CP-3 60% Bridge Plans were resubmitted to UPRR in February (4-6 week turn around). UPRR coordination and approvals have and will continue to impact the project timeline.
- Expected 85% spending on the Bond is Quarter 1 of 2024.
- Drone flight [videos](#) are being uploaded to [City of Arvada Project Websites](#).

Utilities Agenda

- **Bond Spending Plan**
 - Water Projects
 - Sanitary Sewer Projects
- **Supports Council Goal SR3**
 - Update master plans and develop an implementation plan to address all findings
- **A big THANK YOU to Council for the staffing and rates support**



Water/Sewer Bond Proceeds Projects

City Council authorized \$100 million of revenue bond issuance in fall 2022, proceeds were issued in late 2022. Projects listed in the bonds documents:

Water - \$50M

- Lead/Copper Rule Revisions (LCRR) and Service Line Replacement
- RWTP Filter Rehab
- RWTP Residuals/Solids
- Smart Meter Upgrades
- Waterline Replacement
- Gross Reservoir Payments

Sanitary Sewer - \$50M

- North Trunk Line Program
- Central Ralston Trunk Program

Water Projects

All estimates with * are in 2022 dollars and are Class 5

Project	Project Estimates	Bond Funding	Start Date	Est. Completion
Gross Reservoir**	\$120M	\$20M	Ongoing	Dec 2023 (for bond funds)
RWTP Filter Rehab**	\$13M	\$12.2M	Ongoing	May 2024
RWTP Solids	\$8.5M	\$8.5M	Ongoing	May 2024
Waterline Replacement (2021 Project)**	\$4.5M*	\$2.5M	Ongoing	May 2024
Waterline Replacement (2023 Project)**	\$5M*	\$4.5M	June 2023	Dec 2024
LCRR and Service Line Replacements - Regulatory Requirement**	\$1.5M*	\$0.2M	March 2023	Dec 2024
Smart Meters**	\$11.1*	\$2.1M	Ongoing	Dec 2025
Total	\$50M		Ongoing	December 2024

** Cash funding will also be used.

Sanitary Sewer Programs - Ongoing

All estimates with * are in 2022 dollars and are Class 5

North Trunk Line (NTL) and CRT (Central Ralston Trunk)

Project	Est. Paid by Bonds	Start Date	Est. Completion
NTL Preliminary Design	\$1M	Ongoing	December 2023
CRT 6 (69th and Ward)-Phase 1	\$7.5M*	Ongoing	June 2024
NTL 4 Phase 1 Construction	\$2M	Ongoing	August 2024
NTL 10	\$6M*	Ongoing	December 2024
<i>SubTotal Ongoing</i>	<i>\$16.5M</i>	<i>Ongoing</i>	<i>December 2024</i>

Sanitary Sewer Programs - Planned

All estimates with * are in 2022 dollars and are Class 5

Project	Est. Paid by Bonds	Start Date	Est. Completion
CRT 7 (Davis Lane Park/Simms)	\$3.2M*	April 2023	Oct 2024
NTL 4 Phase 2	\$4M*	July 2023	Nov 2024
NTL 7 (Sheridan)	\$14M*	July 2023	March 2025
CRT 9	\$3.9M*	Sept 2023	March 2025
NTL 2 (84th/Alkire+Force Main)	\$5.5M*	October 2023	April 2025
NTL 8**	\$2.9M (\$5.2M* project cost)**	Dec 2023	June 2025
SubTotal Planned	\$35.8M	March 2023	June 2025
Total Bond Program	\$50M	Now	June 2025

** Cash funding will also be used.

Ongoing:

Water
Sewer

Planned:

 Sewer

Utilities Takeaways

- Water bond projects are mostly in construction stage
- Sanitary sewer projects are underway with a robust plan to continue bringing more segments into design
- Projects not under contract are in 2022 dollars* and are Class 5 estimates (+100/-50% cost range)
- Water projects listed are not the entirety of need (March 2022 presentation >\$430M)
- Sanitary sewer projects listed are not the entirety of projects identified by the Master Plan (March presentation ~ \$99M)
- Reminder - The financial strategy is more than one bond issuance



REPORT TO CITY COUNCIL WORKSHOP

AGENDA ITEM
2.B.

TO: THE HONORABLE CITY COUNCIL

DATE: March 13, 2023

SUBJECT: Communications and Engagement Update

Report in Brief

Presenter: Rachael Kuroiwa

The purpose of this workshop agenda item is to provide an update to the Arvada City Council on the City team's implementation of a comprehensive communications and engagement strategy and to receive feedback from the City Council about current and longer-term strategies.

City Council included a strategic result in its 2020-2025 strategic plan that by December 2023, the City would implement a comprehensive City Communications and Engagement Strategy. This workshop discussion will include an update on the City's implementation of that strategy, progress on efforts to increase community engagement and enhance marketing efforts. It will also highlight key results from 2022 and expected priorities for 2023.

In addition to general discussion and feedback about the City's public information and involvement efforts, the City team seeks feedback on the following specific questions:

- Does the Council have feedback on the direction of the City's communication and engagement efforts?
- What strategies and activities would the Council like to see the City team explore and integrate into the overarching strategy?

Background

Over the past several years, the Communication and Engagement team has been diligently working to develop and implement a communication and engagement strategy to connect residents and other audiences to timely and accessible information about their community and local government.

In 2019, the team's focus was on assessing existing teams, processes and tools, and on framing the strategy, which was presented to the City Council in October 2019, and which has three primary components:

- An Engagement Framework,
- A set of supporting strategies and
- A series of plans and guidelines that drive implementation of the strategy.

The purpose of the comprehensive strategy is to achieve more informed decision-making, stronger community and team cohesion, reduced risk in policy development and implementation, and a City that is more responsive to community needs.

The Engagement Framework articulates a set of principles for good public involvement (including striving to achieve engagement that is purposeful, meaningful, inclusive and diverse, transparent, and accessible) and an optimal process for

involving the right people, at the right time, and at the right level of participation based on the problem to be solved or decision to be made. The related strategies and plans directly support four focus areas, including:

- Community engagement,
- Internal communications,
- External communications and
- Marketing.

The work to support the framework and related strategies has continued through a variety of tactics such as:

- Updates to the City's public relations program, including strategic collaboration with community partners
- Improvements to internal communication channels
- Improved editorial calendar that is aligned with City work systems
- Initiation of work to transition arvada.org to [ArvadaCO.gov](https://www.arvadaCO.gov)
- Adding a Community Engagement Coordinator position
- Transitioning Neighborhood Engagement Coordinator position to the City Manager's Office

In 2022, the Office of Communications and Engagement continued to evolve and improve our strategies and services. Notable accomplishments in 2022 include:

- Development of Emergency Communication annex for the City's Emergency Plan
- Vendor selection and significant progress developing [ArvadaCO.gov](https://www.arvadaCO.gov)
- Implementation of a successful community engagement pop-up program
- Relaunch of Neighborhood Engagement programs post-pandemic
- Successful relaunch of the Community Survey

This workshop will include performance reporting as well as an update on how communications and engagement is progressing across City Council's strategic focus areas.

Strategic Alignment

City Council included a strategic result in its 2020-2025 strategic plan that by December 2023, the City would implement a comprehensive City Communications and Engagement Strategy. This result supports the Council's Strategic Priority Area of Organization and Service Effectiveness. That priority area includes several principles that drive communications and public involvement for the entire organization, including the responsibility to provide:

- Communication and engagement services to City Council, the community and the organization to support transparency and maintain public trust.
- Multiple information platforms and data to the community to support its ability to engage in community governance, exercise civic responsibility, and easily access and share public information.

In addition to the Organizational and Service Effectiveness strategic priority, the other priority areas include related principles, strategic results and milestones that both support and are supported by the City communications and engagement strategy.

Next Steps

Next steps in the implementation of the communications and engagement strategy include successful delivery of ArvadaCO.gov by June 1, 2023, training team members on the emergency communications plan to enhance readiness for all-hazard events, updating communication and engagement related policies to ensure equity, inclusion and accessibility, and continued improvements to our community engagement programs and practices.

Prepared by:

Rachael Kuroiwa, Director of Communications & Engagement

Reviewed by:

Gail Walker, Legal Specialist-Contracts 2/21/2023

Laura Hemler, Assistant City Attorney 2/21/2023

Approved by:

Rachel Morris, City Attorney 2/24/2023

Lorie Gillis, City Manager 2/27/2023

Enclosure, exhibits & attachments required to support the report

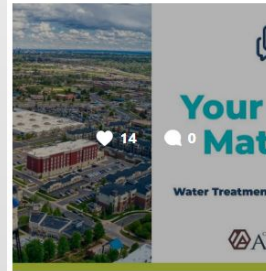
Communications and Engagement

March 13, 2023 Update



Overview

- Strategy Review
- 2022 Results + Updates
 - Work systems
 - Marketing
 - Engagement
- 2023 Strategic Goals
- Discussion



Strategy Review



City of Arvada Government

Did you know? Wadsworth Boulevard--today one of the most traveled north-south arterials along Colorado's Front Range--was named in 1893 on petition of the citizens after Benjamin Wadsworth's untimely death due to a runaway horse accident. Wadsworth Blvd. was originally named Sheridan in 1887 when this road from the northern to the southern boundary of Jefferson County was completed by the construction of a bridge across Clear Creek south of Arvada. (Photo credit Arvada Historical Society). Learn more about early Arvada at http://bit.ly/*****/.



City Council Strategic Plan 2020 - 2025



We Dream Big and Deliver

Adopted by
Resolution R22-033



Strategy Review

- International Association of Public Participation (IAP2)
- Purposeful, Meaningful, Inclusive and Diverse, Transparent, Accessible
- More informed decision-making, strong cohesion, reduced risk, a more responsive City

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the community with balanced and objective information to help in understanding the decision, issue or problem.	To obtain feedback about analysis, alternatives or decisions.	To work directly with the community throughout the process to ensure issues and concerns are consistently understood and addressed.	To partner with the community in each aspect of the decision, including the development of alternatives and the identification of preferences.	To place final decision-making in the hands of the community.
PROMISE TO THE PUBLIC	We will keep you informed and answer your questions.	We will keep you informed, listen to feedback and describe how input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in alternatives.	We will look to you for advice in creating alternatives and solutions.	We will implement what you decide.
ROLES	The community accesses City information channels and takes steps to understand key issues and ask questions.	The community member is informed about the issue or decision and is engaged in providing feedback.	The community helps define the issue or problem and takes steps to understand the technical details and help identify options.	The community is a collaborator, identifying and honoring various stakeholder perspectives, seeking compromise and making informed decisions.	The community member has taken steps to understand the issues and options in order to make an informed decision.
EXAMPLE TOOLS	• Fact sheets • Websites • Social media	• Open houses • Public comment • Focus groups • Surveys	• Workshops • Polling	• Advisory committees • Participatory decision-making	• Ballots • Delegated decisions



Strategy Review

Supporting Strategies / Programs

Community Engagement

Citywide strategy, coordination, processes, tools and evaluation to ensure consistent and coordinated public involvement for positive outcomes.

External Communications

Information and engagement services that keep people informed and involved in the decisions about their local government.

Internal Communications

Information and engagement services to help the team do their best work and deliver high-quality customer service.

Creative Services

Design, video, graphics and print support to motivate people to engage with the community and local government.



Strategic Planning

- Emergency Communication annex
- Engagement strategic goals
- Work system-specific plans
- Updates to communication policies
- Developing guidelines for inclusive and accessible communication



2022 Results



35.4K Engagements
2.6K MESSAGES

Social Media Activity



163 Newsletters
62% OPEN RATE

Newsletter Activity



90+ Hours of video
5.5K HOURS OF WATCH TIME

Video Production



2022 Results



35 Events

WATER TOWER LIGHTING

Support for Ukraine, Arvada High School recognition, Pride, Juneteenth (the first year for the national holiday)



2K+ Interactions

20+ EVENTS

Engagement Pop-up Program



1.5M Views

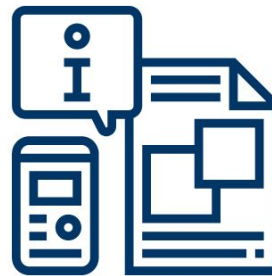
467K USERS ON ARVADA.ORG

-12.63% Arvada.org users (467K)
-17.30% Arvada.org pageviews (1.5M)
(compared to 2021)



2022 Results

- Strategic
- Collaborative
- Multichannel
- Accessible



23+ Channels

COMMUNICATION AVENUES

Arvada report, yard signs, water bills, social media, press releases, community meetings, surveys and more!



Work Systems Updates

- Communication staff for each work system
- Coordinated, collaborative team
- Develop strategy and messages for projects large and small



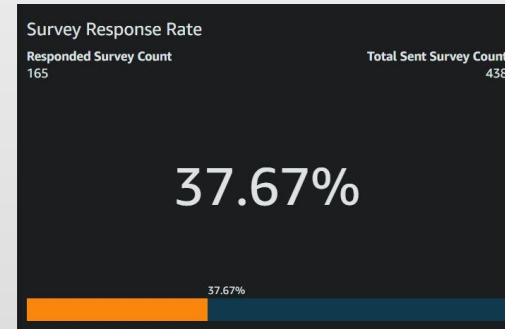
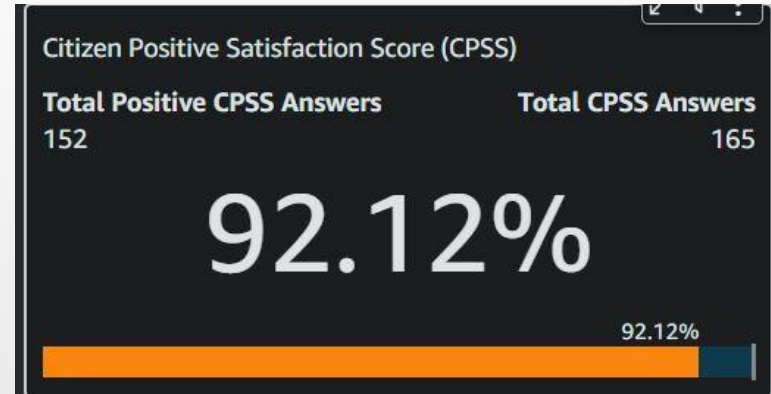
Work Systems - Safe Community

- Gratitude for the communication professionals who assisted the City and APD
- Gratitude for the community who supported the City



Work Systems - Safe Community

- 2022 priorities:
 - Power Engage
 - Body worn camera mandate
- 2023 priorities:
 - Internal communication
 - Return of the Annual report
 - Recruitment
- Wins:
 - High customer satisfaction
 - High quality recruiting videos



Work Systems - Infrastructure

- 2022 priorities:
 - Bond projects
 - Utility rate and fee increases
- 2023 priorities:
 - Water system and conservation
 - Pavement program
 - Transportation system public engagement
- Wins:
 - Neighborhood Leader meeting at Ralston Water Treatment Plant



Work Systems - Community and Economic Development

- 2022 priorities:
 - Olde Town Strategic Reinvestment Plan
 - Resident survey - affordable housing
- 2023 priorities:
 - AEDA community engagement and communications work plan
 - AEDA B2B communications campaign
 - Housing strategic plan support
 - Supporting public understanding of development through quarterly district meetings
- Wins:
 - Olde Town strategic reinvestment community engagement



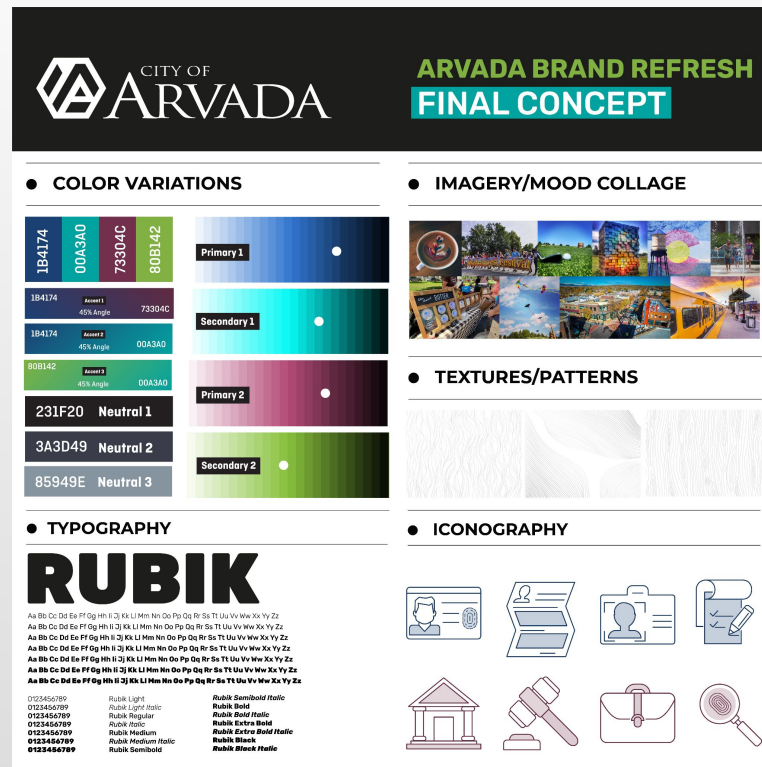
Work Systems - Vibrant Community and Neighborhoods

- 2022 priorities:
 - Golf + restaurants marketing
 - Boards and commissions recruitment
- 2023 priorities:
 - Sustainability
 - Parks maintenance standards
 - Continue golf + restaurants marketing
- Wins:
 - La letra - Post Office mural



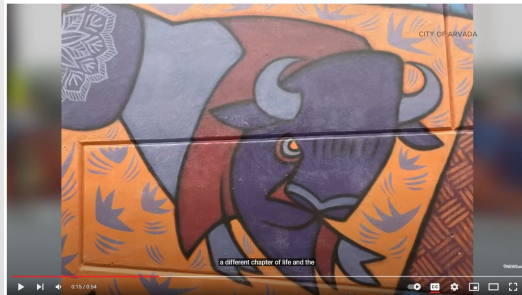
Work Systems - Organizational and Service Effectiveness

- 2022 priorities:
 - Safety Survey (internal)
 - Leadership transitions
 - Emergency communications
- 2023 priorities:
 - ArvadaCO.gov launch
 - Emergency communication training
 - Inclusive and Accessible communication practices
 - Homelessness
- Wins:
 - Successful City Manager recruitment
 - Deputy City Managers



Marketing Update

- Coordinated public relations / media outreach
- Sharing lifestyle stories successfully
- Growing our ability to pitch important stories

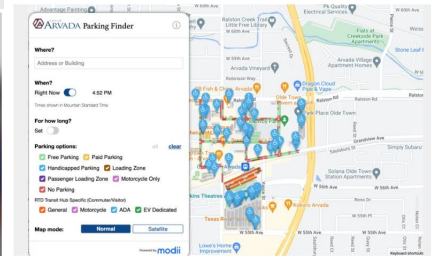


Local artist completes mural near Arvada post office



Arvada launches Olde Town Parking Finder to curb parking woes

Modii – formerly Spot Parking – partners with city to provide digital parking dashboard



A screenshot of the Olde Town Parking Finder, presented by Modii.

SCREENSHOT

Posted Monday, February 27, 2023 9:06 am

Rylee Dunn

rdunn@coloradocommunitymedia.com

Anyone who's frequented Olde Town Arvada in the last few months can tell you what a headache finding a parking spot can be. The city hopes a new Olde Town Parking Finder — which launched on Feb. 21, in partnership with tech developer Modii — will save people some time.

The digital parking dashboard shows which curbside, off-street and paid parking spots exist in Olde Town. This includes parking in the city's free lots, paid parking lots, accessible parking spaces, "no parking" spaces and live availability in the RTD Olde Town Transit Hub Garage.

2022 Earned Media

659 stories locally, regionally and nationally

32,000,000 impressions

71 different news outlets

\$329,500 Average value of media coverage

Community Engagement Update

- Relaunched Neighbors Connected program
- Started a community engagement pop-up program to reach residents where they are
- Continued to grow Speak Up Arvada registered users



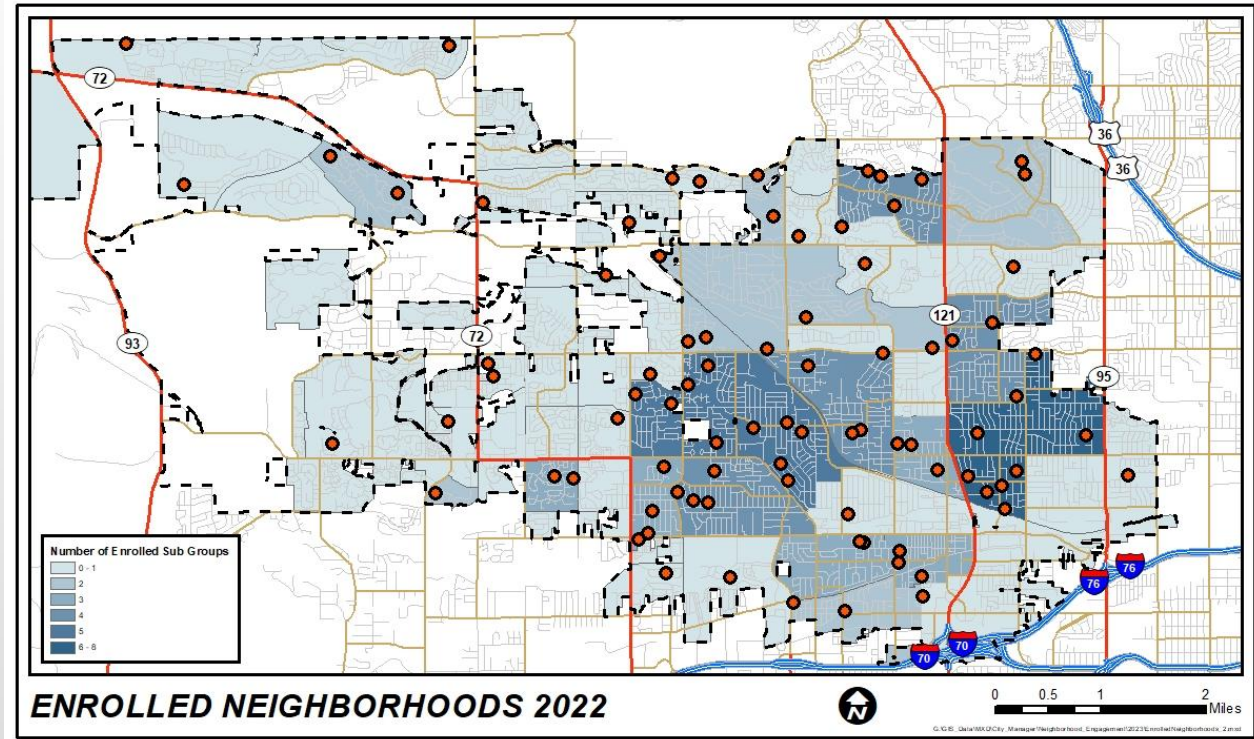
Neighborhood Leaders - By the Numbers

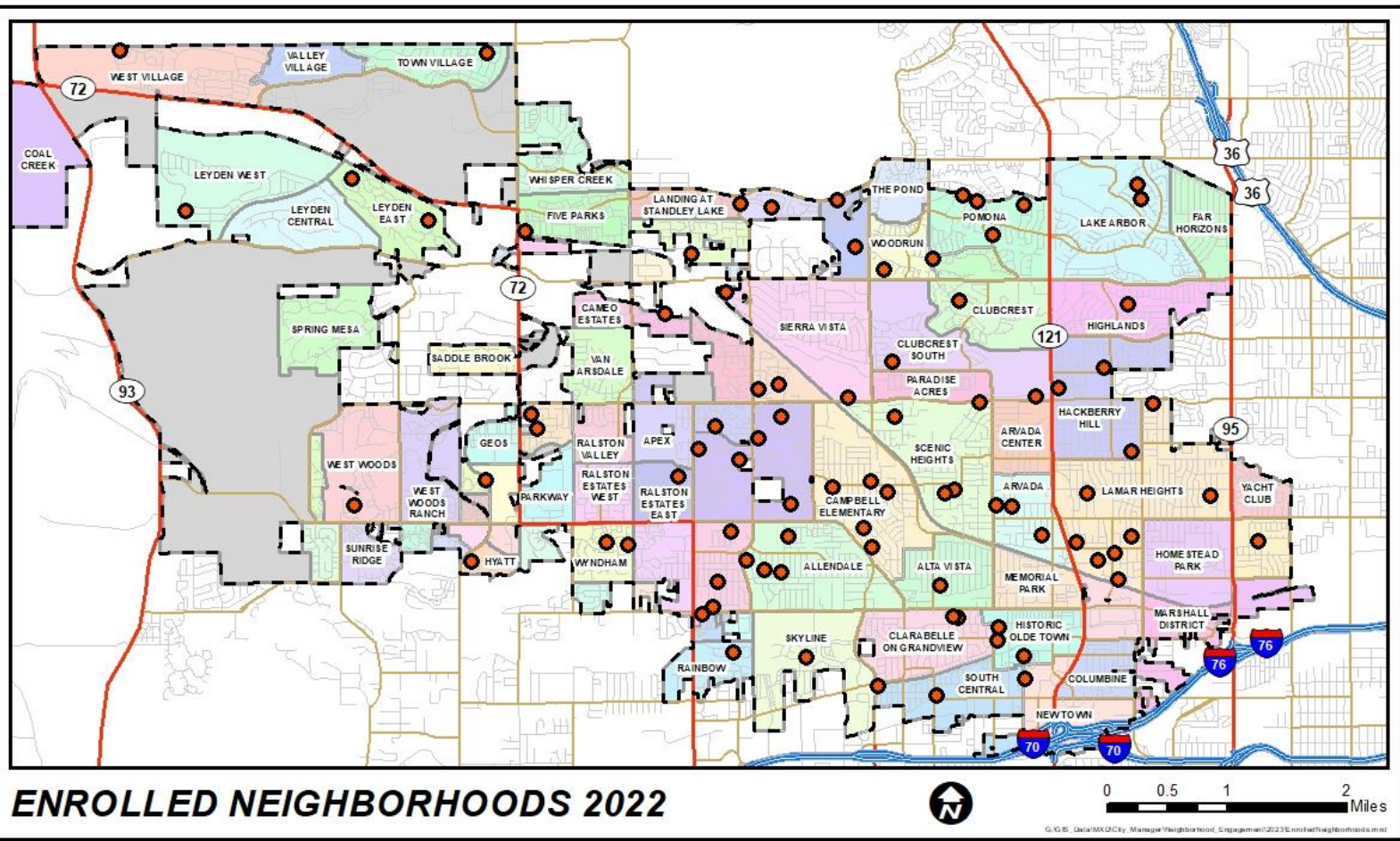
Neighborhood leaders: 89

Neighborhoods with at least one neighborhood group: 25

Topics covered this year:

- Community Safety
- Community Risk Reduction and Resilience
- Radical Collaboration and Conflict Resolution
- Economic Development



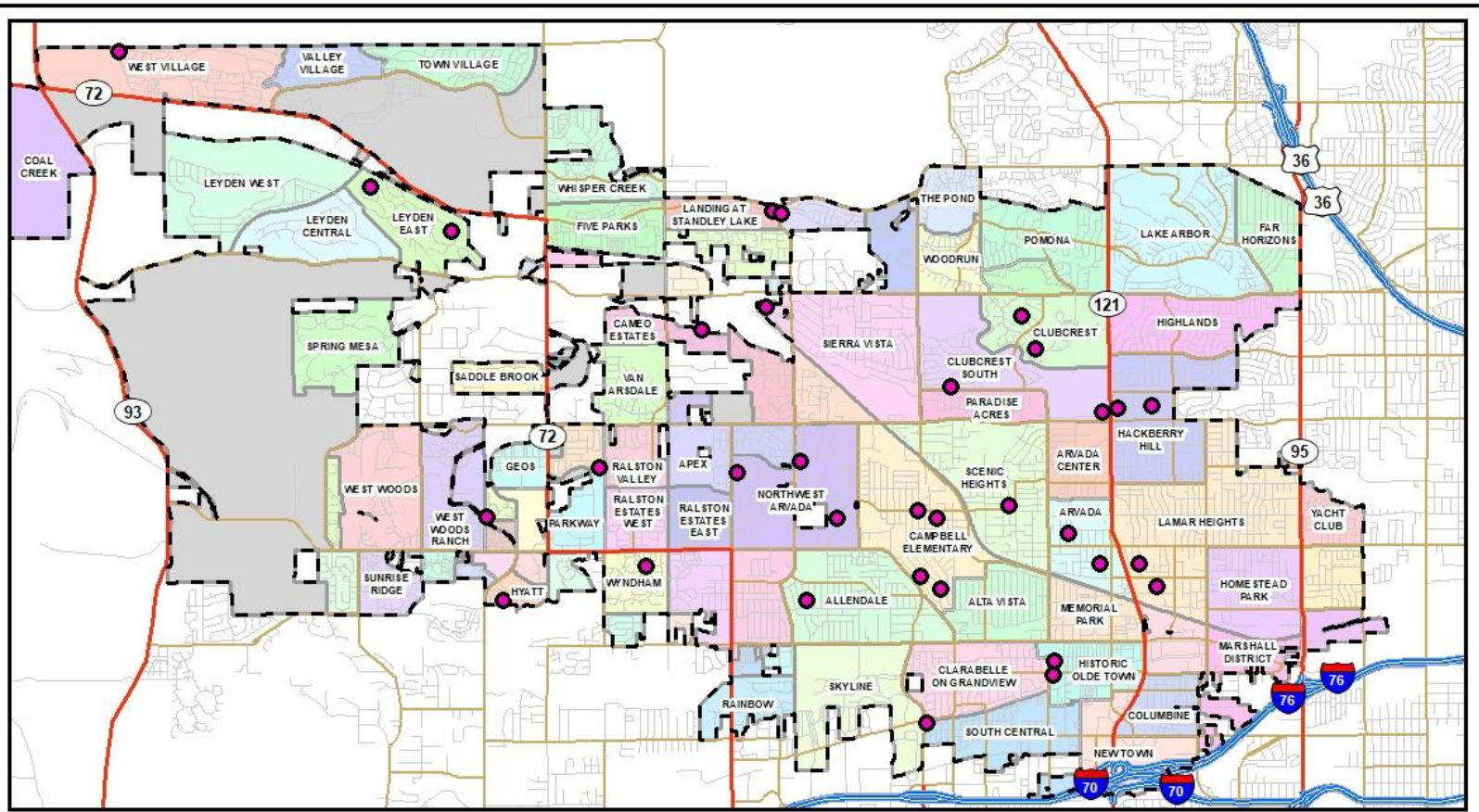


Neighborhood Grants

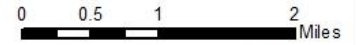
- The Neighborhood Engagement Team received 7 applications for the 2021 Neighborhood Improvement Grant from a mix of HOAs and Traditional Neighborhood Groups
- 35 Mini Grants valued between \$100-500 were awarded in 2022

Photo credit: Suzanne Sullivan, Timber Cove II Condominium Community in the Hills at Standley Lake Neighborhood





NEIGHBORHOOD GRANTS 2022



G:\GIS_Data\WACity_Manager\Neighborhood_Engagement\2023\GrantLocations.mxd



Block Parties

- Block party equipment was rented out 48 times
 - Block Party Trailer had 31 rentals
 - Outdoor Movie Equipment had 17 rentals between June 2 to October 31, 2022.
- Rentals were limited to one rental per item per neighborhood group.



Credit: Bradley MacLeod, Flower Street Folks Neighborhood Group in Alta Vista

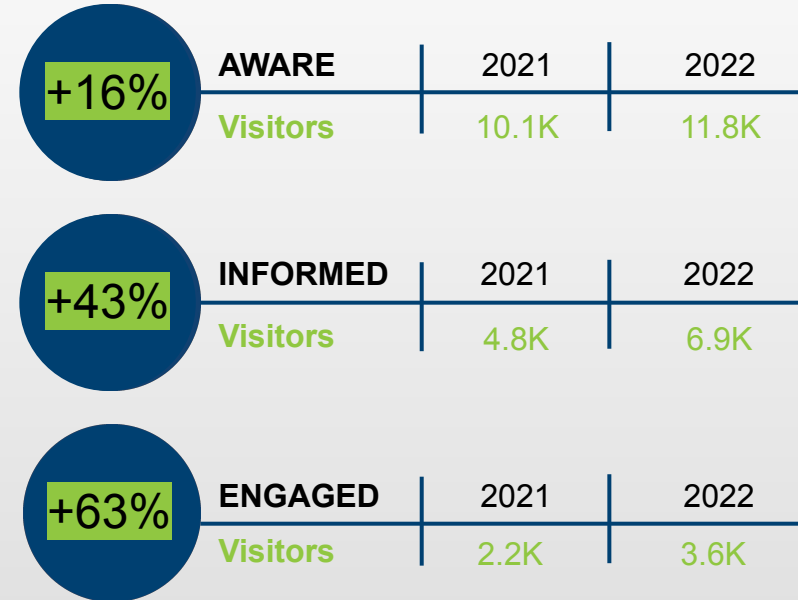
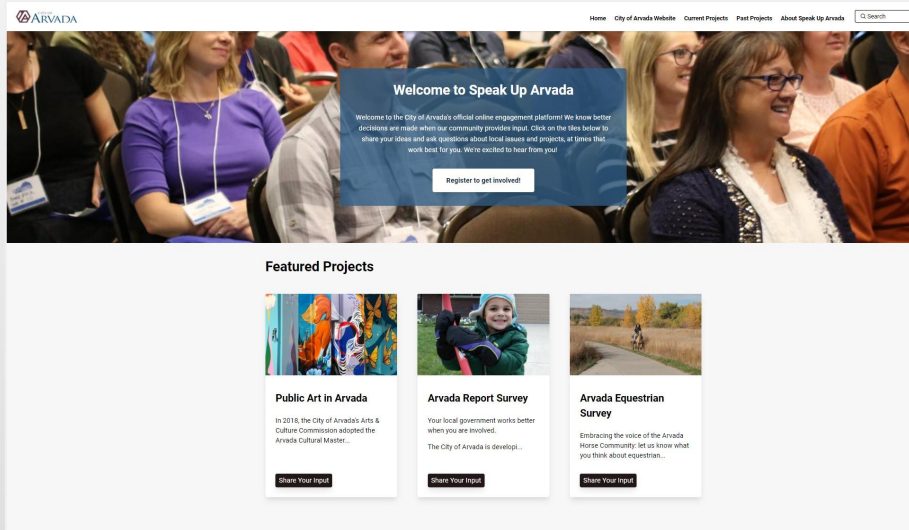


Neighborhood Engagement Priorities 2023

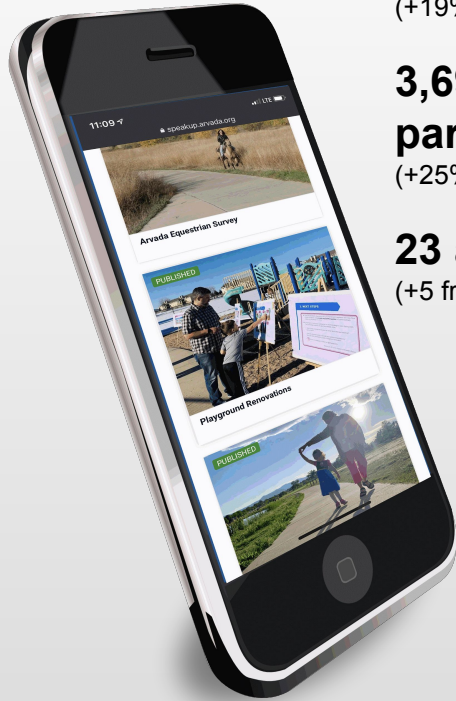
- Welcome Brady Porterfield-Finn!
- Engage with neighborhoods that are not currently participating in Neighbors Connected
- Create Neighborhood Engagement Plan



Community Engagement Update



Speak Up Arvada



16,300 visits

(+19% from previous year)

3,690 registered participants

(+25% from previous year)

23 active projects

(+5 from previous year)

TOP PROJECTS

	Participants (%)
Olde Town Arvada Visioning	2,988 (61.0%)
Movie Poll	1,225 (75.4%)
Shared Micromobility - Scooters	798 (65.7%)
Snow Removal and Ice Control	500 (62.7%)
Community Check-in	462 (70.2%)
Playground Renovations	411 (55.2%)
Standley Lake Library Trailhead	377 (41.6%)
Trees in Our Community	316 (54.6%)

** Calculated as a percentage of total visits to the Project*

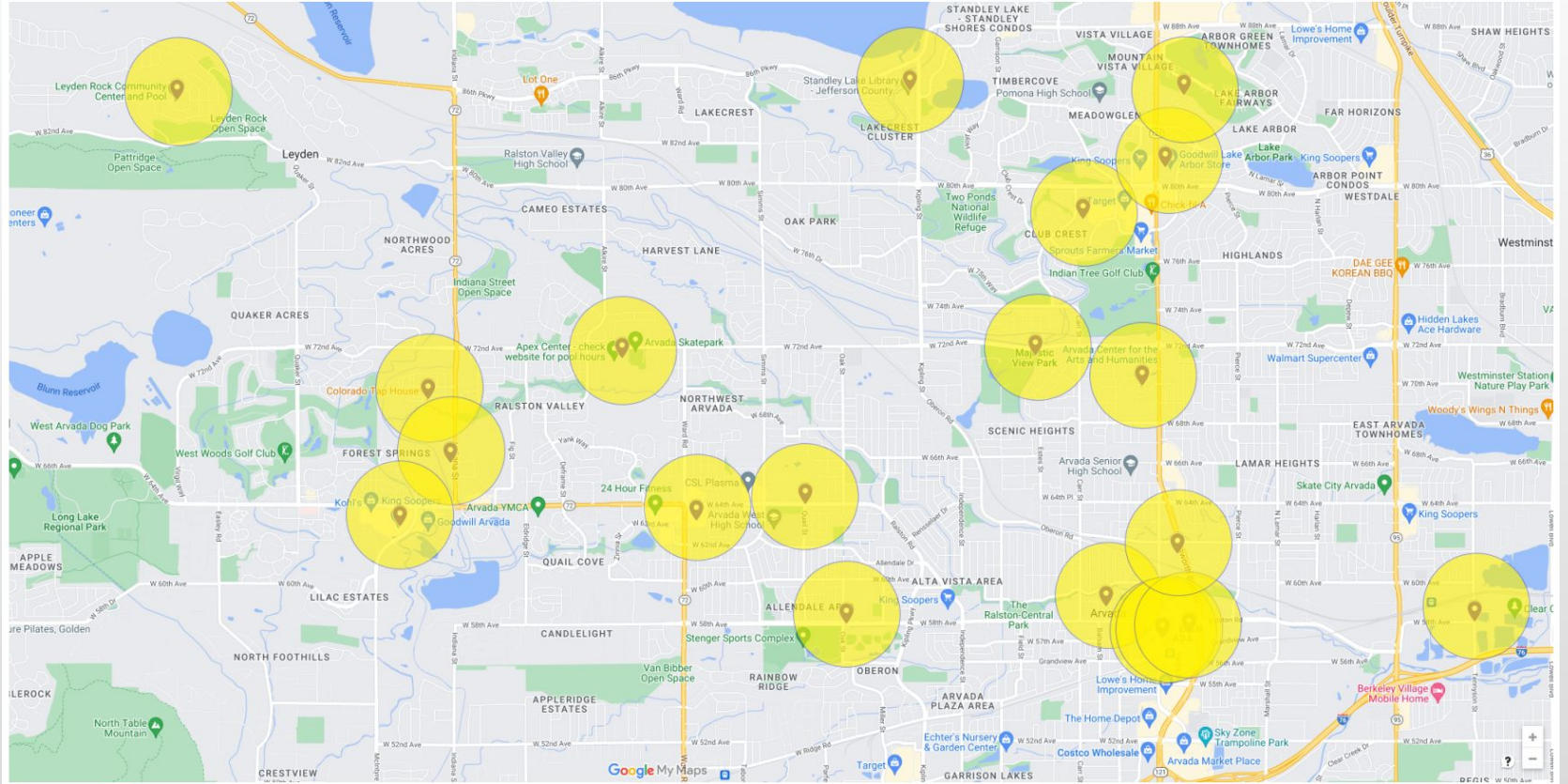


Pop Up Engagement Program

- Meet residents where they are
- Worked with many community partners to table at grocery stores, events, parks, etc
- Shared high-priority topics such as LookOut Alert, SpeakUp Arvada and open engagement opportunities



Pop Up Engagement Program



Engagement Priorities 2023

- Continue to build internal capacity to conduct high quality engagement
- Host engagement events in new neighborhoods
- Partner with worksystems to host community engagement events



2023 Strategic Priorities

Launch ArvadaCO.gov by June 1, 2023

Continue our support of accessibility and inclusion

Complete marketing plan

Engage with new community members

Continue building emergency communication competency

Thanks to the team!

Rachael Kuroiwa, Director of Communications and Engagement

Community Engagement

Emily Kolm, Community Engagement Coordinator

Brady Porterfield-Finn, Neighborhood Engagement Coordinator (Starts 3/22)

Candice (Giffin) Svoboda, Neighborhood Engagement Coordinator (11/21 to 12/22)

Melissa Ryder, Community Resilience Coordinator

Worksystem Communicators

Liz Johnson, Communications Manager - Community and Economic Development

Det. Dave Snelling, Police Public Information Officer

Sean Star, Communications Manager - Vibrant Community and Neighborhoods

Katie Patterson, Communications Manager - Infrastructure

Cindy Javelet, Communications Coordinator - OSE

Creative Services

Sherry Nalbach, Media Services Manager

Tomás Martinez, Digital Content Producer

James Long, Digital Content Producer

Bun Heng, Printing Technician

Steve Milke, Creative Services Designer

Partners

Wendy Brockman, Video Producer

Danielle Dascalos, Public Relations

Arvada Economic Development Association

Arvada Urban Renewal Authority

Arvada Chamber of Commerce

Arvada Visitors Center

Arvada Fire Protection District



Key Questions

- What feedback does Council have on the direction of the City's communications and engagement efforts?
- What strategies and activities would Council like to see the City team explore and integrate into the overarching strategy?





REPORT TO CITY COUNCIL

AGENDA ITEM
2.C.

TO: THE HONORABLE CITY COUNCIL

DATE: March 13, 2023

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:
Chris Koch, CCO Admin

Reviewed by:

Approved by:

Enclosure, exhibits & attachments required to support the report