



City of Arvada City Council Agenda APRIL 22, 2025

Councilmembers:

Lauren Simpson, Mayor
Randy Moorman, Mayor Pro-Tem
Shawna Ambrose, District 2
Sharon Davis, At large
Bob Fifer, District 4
John Marriott, District 3
Brad Rupert, At large

Staff Members Usually Present:

Linda Haley, Acting City Manager
Don Wick, Deputy City Manager
Rachel Morris, City Attorney
Jacqueline Rhoades, Director of Public Works
Jessica Morales, Interim Director of Utilities
Jessica Garner, Director of Community & Econ. Dev.
Bryan Archer, Director of Finance
Gabriella Bommer, Director of Human Resources
Ryan Stevenson, Director of Vibrant Community & Neighborhoods
Rachael Kuroiwa, Director of Communications & Engagement
Ed Brady, Chief of Police
Kristen Rush, City Clerk

Info: 720-898-7550

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

Personnel Matters, Pursuant to CRS 24-6-402(4)(f) and Instructions to Negotiators, Pursuant to CRS 24-6-402(4)(e) relating to the City Manager recruitment

BUSINESS MEETING/WORKSHOPS CITY COUNCIL CHAMBERS 6:00 P.M.

1. Call to Order - 6:00 PM
2. Moment of Reflection and Pledge of Allegiance - Mayor Pro Tem Moorman
3. Roll Call of Councilmembers
4. Public Comment
5. New Business
 - A. Discussion and/or Action re City Manager Candidate Finalist
6. Workshops
 - A. Waste Hauling Program Workshop
 - B. Paid Parking Discussion
 - C. Staff Updates
7. Adjournment



REPORT TO CITY COUNCIL WORKSHOP

AGENDA ITEM
6.A.

TO: THE HONORABLE CITY COUNCIL

DATE: April 22, 2025

SUBJECT: Waste Hauling Program Workshop

Report in Brief

The City team will return to City Council to provide responses to questions posed at the March 4, 2025 workshop. A presentation of scenarios will be given regarding the increases to the Waste Hauling Program fees and the terms of the contract.

Background

At the March 4, 2025 City Council Workshop, the City team presented an overview of the City's Waste Hauling Enterprise Program.

This workshop will focus on the options regarding the rates and contract details that go into a customer's waste hauling bill. The Waste Hauling Program is an Enterprise Fund, which is defined as a government-owned business that receives revenue in return for providing a good or service.

The City's Recycling and Trash Services are provided by Republic Services, Inc. (Republic), that charges a fee for these services. Per the contract, Republic has the ability to request a maximum price increase of 3.50% for their services, provided that they can demonstrate that the National Water/Sewer/Trash Index increased by that amount (or more) during the previous 12 months. Republic has provided that documentation. Therefore, the fee for their services will increase by 3.50%, effective July 1, 2025.

Republic Services is willing to amend the contract regarding the opt-out fee increase if one or both of the two-year renewals are extended. The City team will present the details of this information, along with other possible rate scenarios during the workshop.

Strategic Alignment

The recommended action aligns with the Infrastructure Work System Services within the City Council Strategic Plan. The recommended action is consistent with the work system service INF1: Provides the community with a safe, resilient, high-quality water supply, drainage system, wastewater disposal and solid waste management services for full city build-out, as defined by the Comprehensive Plan. This includes maintaining utility rates at lowest practical levels with accurate billing that supports robust and reliable infrastructure.

Next Steps

The City team will return to City Council to discuss the following workshops and actions:

- May 13: Workshop #3 - Final discussion on proposed fee scenarios and direction for which fee scenario to bring back to Council in June for resolution adoption.
- June 3: Adoption of fee resolution ahead of July 1, 2025 implementation.

Prepared by:
Christine Gray, Utilities Business Manager

Reviewed by:

Approved by:

Jessica Morales, Assistant City Attorney	3/25/2025
Jacqueline Rhoades, Director of Infrastructure	4/1/2025
Bryan Archer, Director of Finance	4/1/2025
Tammy Hedlund, Legal Specialist	4/2/2025
Don Wick, Deputy City Manager	4/2/2025
Rachel Morris, City Attorney	4/4/2025
Linda Haley, Acting City Manager	4/9/2025

Enclosure, exhibits & attachments required to support the report



Solid Waste Program Fees

City Council Workshop
April 22, 2025

Tonight's Agenda

- Timeline
- What we heard at the March 4th Workshop
- Comparisons with other utilities
- Republic proposal for Minimum Service (Opt-Out) Fee
- City Program Fee increase
- Fund Balance/Fund Reserve policy
- Next steps

Solid Waste/Recycling Program - Fee Timeline:

Date	Content
April 22 - tonight	Review of questions/comments from March 4th, initial presentation of fee options and fee comparisons
May 13	Responses to Council feedback and direction, direction about what to present for authorization
June 3	Request adoption of Resolution, including contract amendments and fees
July 1	Effective date for updated rate

What We Heard from City Council on March 4th

- Maintain the existing contract (including the additional two one-year amendments) unless new information around HB22-1355 producer responsibility requires a change
 - Teams will begin work on the new contract solicitation in Q12027 (estimated to take 14-18 months of work by a to-be-determined dedicated team) for seamless customer transition by July 1, 2028
- We received direction to keep the existing Minimum Service (Opt Out) fee the same or pass the increase to trash service customers
 - Republic has provided the City with two options to review that satisfy both of these

What We Heard from City Council on March 4th, cont.

- What do we know about the Producer Responsibility Program implementation timeline and vendor impacts? **Continuing to closely monitor information from the State, be prepared to incorporate**
- How to ensure only City residents are using the bulky-item and leaf recycling events **Checking IDs at Events**
- Can program participants also receive discounts on curbside pickups, Republic composting and rollofs? **No**

What We Heard from City Council on March 4th, cont.

- Can seasonal yard waste curbside pickup and composting be provided as part of the existing contract? **Waste Diversion Action Plan Key Recommendations**
- Program adoption rates - how to increase them? **Waste Diversion Action Plan Key Recommendations**
- Please provide comparison charts for public and private service and opt-out fees. **Will review in tonight's presentation**

Waste Diversion Plan Key Recommendations

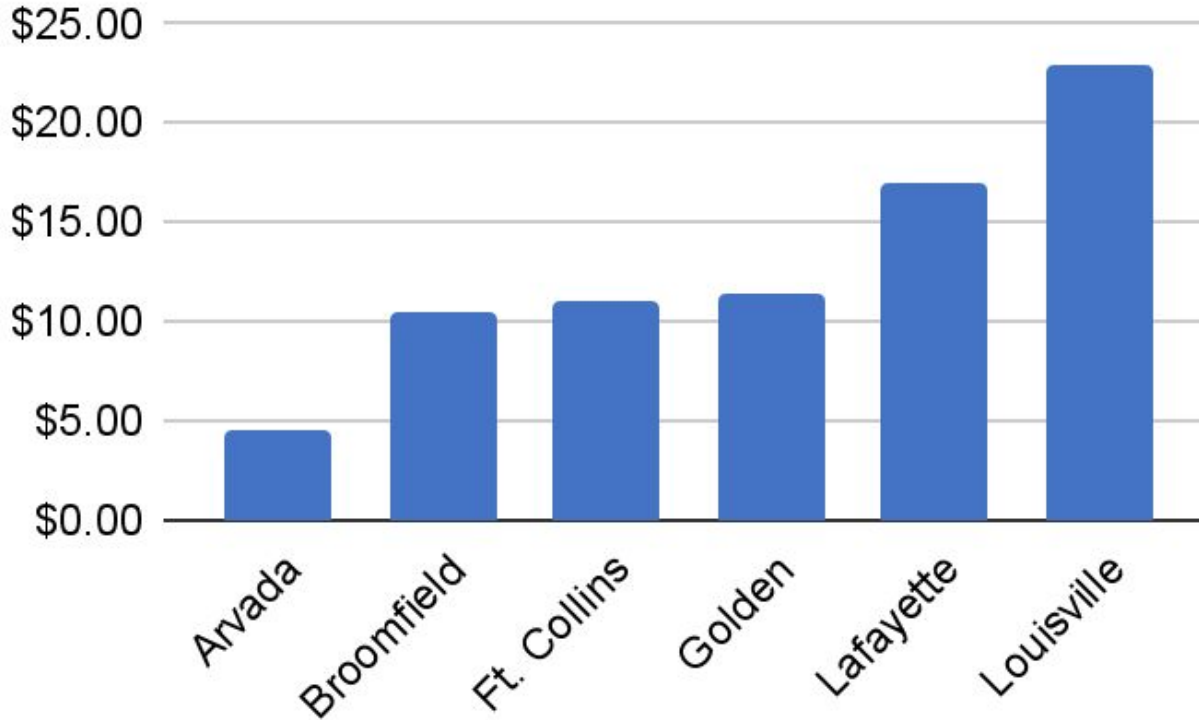
- Increase Single Hauler Participation
- Require Pay As You Throw (PAYT) for All Haulers
- Add Curbside Seasonal Yard Waste Collection
- Support Multifamily and Commercial Recycling

Strategy	Increase Participation in Contracted Hauling	Require All Haulers to Provide PAYT	Seasonal Curbside Yard Debris collection	Multifamily and Commercial Recycling
Diversion	Medium	High	High	Low
Cost to the City	Medium	Low	Medium	Low
Timeline for Implementation	Mid-term	Short-term	Mid-term	Short-term
GHG Reduction (MTCO₂E)	Medium	High	Low	Medium

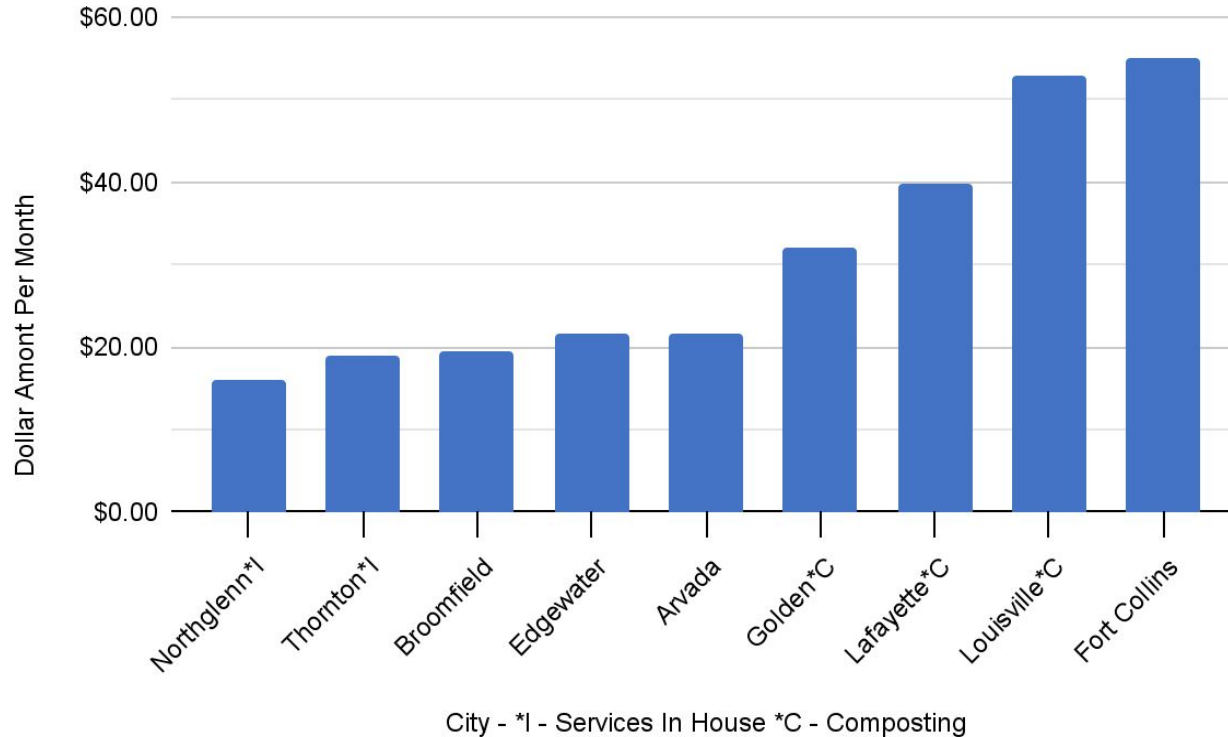
Example Monthly Bills by Customer Type - Current Fees

Fee Schedule	Level 1 35 gallon carts	Level 2 65 gallon carts	Level 3 95 gallon carts	Opt-out (non-HOA)	HOA (not in program)
<u>City Program Fee</u>	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50
<u>City Enterprise Fee</u>	\$1.06	\$1.06	\$1.06	n/a	n/a
<u>City Trash Cart Fee</u>	\$0.60	\$0.60	\$0.60	n/a	n/a
<u>City Recycle Cart Fee</u>	\$0.60	\$0.60	\$0.60	n/a	n/a
<u>Republic Service + State Fees</u>	\$8.94	\$13.36	\$17.79	n/a	n/a
<u>Minimum Service Fee (Opt Out)</u>	n/a	n/a	n/a	\$4.55	n/a
<u>Total per Month</u>	\$12.70	\$17.12	\$21.55	\$6.05	\$1.50

Minimum Service (Opt-out) Current Fee Comparisons



95-Gallon Cart Service Customer Current Fee Comparisons



Republic Proposal

The current contract defaults to a July 1, 2026 expiration, with two additional one-year extensions (City's choice).

The current contract applies the 3.5% increase to all Republic fees, including the Minimum Service (Opt-Out) Fee

Republic has proposed to hold the Minimum Service (Opt Out) Fee at the existing \$4.55/month if the City extends the current contract to July 1, 2027 or July 1, 2028.

1. The City extends the current contract to July 1, 2027 and increases the City Program fee to cover program expenses
2. The The City extends the current contract to July 1, 2028 and increases City Program fee to cover program expenses

Expenses Related to City Program Fee

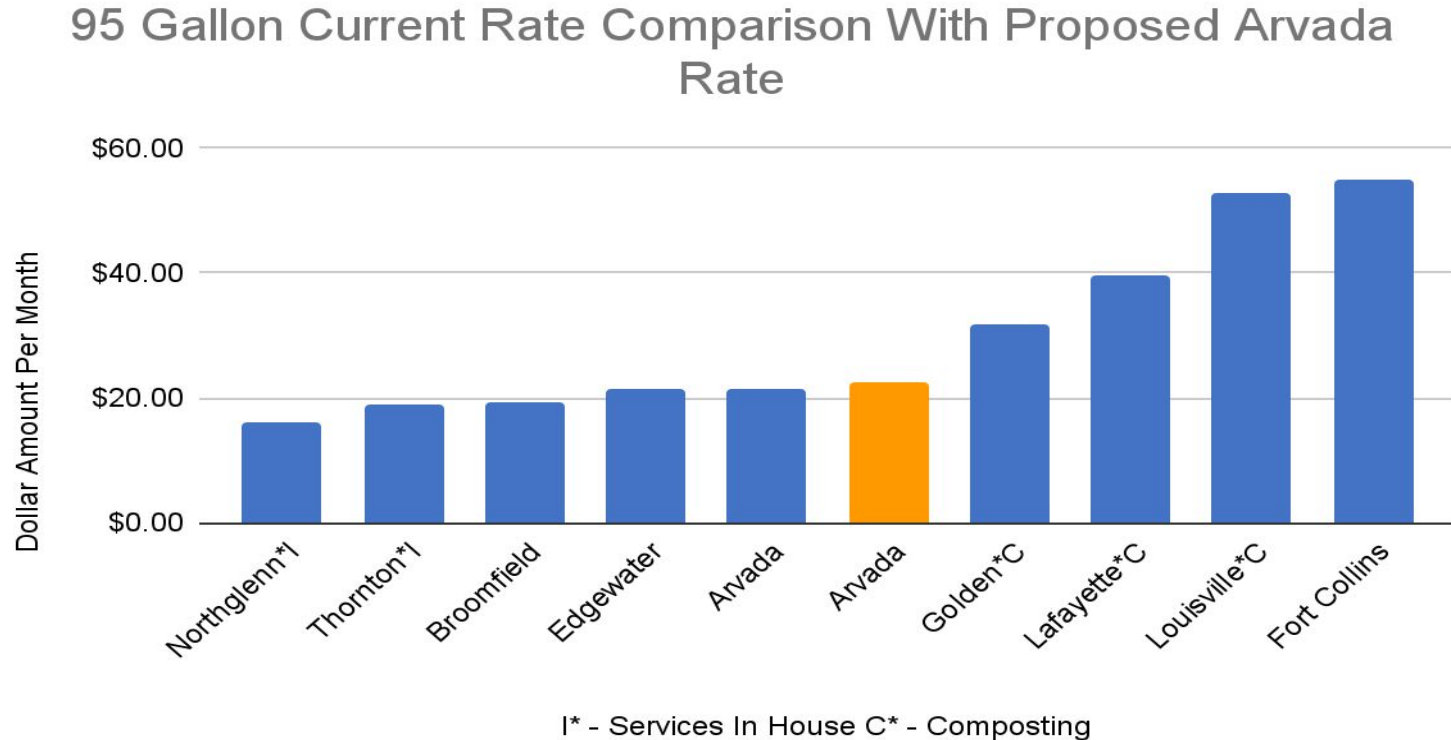
Current and Proposed

<u>2024 Category - Expenses</u>	<u>2024 Actual</u>	<u>2025 Estimate</u>
Salaries/Benefits for 2.20 FTE	\$356,703 (2.2 FTE)	\$429,413 (2.86 FTE)
Normal program expenses:printing/supplies/postage/computers/equipment/etc.	\$114,765	\$88,242
Large Item Drop-Off Events, Leaf Event, Mattress Recycling	\$194,801	\$224,530
Internal transfers to General Fund, Water Fund, Internal Service Funds	\$53,023	\$80,341
TOTAL EXPENSES	\$719,292	\$822,526
City Program Fee/Month (Total Cost/Total Customers/12 Months)	\$1.50/month	\$1.69/month (+12.67%)

Example Monthly Bills by Customer Type - Proposed Fees

Fee Schedule	Level 1 35 gallon carts	Level 2 65 gallon carts	Level 3 95 gallon carts	Opt-out (non-HOA)	HOA (not in program)
<u>City Program Fee</u>	\$1.69 1.50	\$1.69 1.50	\$1.69 1.50	\$1.69 1.50	\$1.69 1.50
<u>City Enterprise Fee</u>	\$1.06	\$1.06	\$1.06	n/a	n/a
<u>City Trash Cart Fee</u>	\$0.60	\$0.60	\$0.60	n/a	n/a
<u>City Recycle Cart Fee</u>	\$0.60	\$0.60	\$0.60	n/a	n/a
<u>Republic Service + State Fees</u>	\$9.34 8.94	\$13.92 13.36	\$18.50 17.79	n/a	n/a
<u>Minimum Service Fee (Opt Out)</u>	n/a	n/a	n/a	\$4.55	n/a
<u>Total per Month</u>	\$13.29 (+4.6%) 12.70	\$17.87 (+4.4%) 17.12	\$22.45 (+4.2%) 21.55	\$6.24 (3.1%) 6.05	\$1.69 (12.7%) 1.50

95-Gallon Cart Service Customer Current and Proposed Fee Comparisons



Solid Waste and Recycling Program

Fund Balance/Working Capital Goal

- Fund Balance is used across all City programs and funds to help manage reactions/changes to the economy and provide funding for emergency and/or unplanned needs.
- This Fund does not currently have a working capital/reserve balance/fund balance goal in the citywide fiscal policy.
- The City team is working on a citywide fiscal policy update and is currently planning for 25% of expenditures, consistent with the other enterprise funds.
- A fiscal policy for this Fund will be included in that overall effort.

City Council Direction

Which fee options to return with on May 13th

- Republic contract amendment through 2026, 2027 or 2028
- Proposed City Program Fee

Next Steps

Date	Content
May 13	Finalize the 2025/2026 fees
June 3	Return to City Council to request adoption of contract amendment and fees
July 1	Updated fee effective date
Summer 2025	Waste Diversion Action Plan & Climate Action Sustainability Plan presentation and direction for residential composting services.

**End of slides.
Thank you for your time.**

City Council Workshop
April 22, 2025



REPORT TO CITY COUNCIL WORKSHOP

AGENDA ITEM
6.B.

TO: THE HONORABLE CITY COUNCIL

DATE: April 22, 2025

SUBJECT: Paid Parking Discussion

Report in Brief

This workshop will be focused on addressing feedback provided by Council at the October 28, 2024 Workshop on Paid Parking. Additional data and historical background will be presented, along with specific neighboring municipalities' information on their paid parking programs and feedback obtained from the local business community.

The Arvada team recommends that City Council approve next steps in the process of implementing a paid parking program in Olde Town to address the parking demand issue within the Olde Town District.

Background

Following the direction of Council at the October 28, 2024 Workshop, Travel Demand Management and Parking Coordinator, Derek Fern, obtained information on Arvada's neighboring municipalities' paid parking programs and began tracking off-peak parking data between the two weekday peak times between the hours of 2 and 4pm. Arvada's neighbors show the same trend as the communities that were shared in October: the implementation of their paid parking program did not negatively affect sales tax revenue, and the amount collected rose after implementation. The off-peak data will be presented to show that although the overall demand decreases during off-peak hours, utilization of these assets remains high.

Following the October 28, 2024, Council Workshop, members of the Transportation Planning Team met with the Business Improvement District Board on November 11, 2024 and presented the same information that was presented to Council. Some concerns were expressed and addressed. The overall takeaway from the meeting was that the Board was interested in remaining in the loop on the progress of the discussion, and did not express opposition to the potential of implementing paid parking.

On March 19, 2025 members of the Arvada team hosted an Open House with the Olde Town business owners to present historical information on parking in Olde Town, the occupancy data shared with Council and the Board, the latest reviews of neighboring communities with paid parking, and provided an opportunity for stakeholders to answer survey questions regarding parking management within the district. The feedback from this meeting and survey responses will be presented to Council for consideration.

Strategic Alignment

This proposal aligns with all the implementation principles of the direction for Council's Strategic Plan: Customer Focused, Data-Driven, DEIA, Safety and Adaptive core competencies. It aligns with the Infrastructure Work System Services INF6: Develops, advances, and implements systems of asset management to support levels of service commitments by ensuring the limited parking assets in Olde Town are used more efficiently for the benefit of the community.

Next Steps

The Arvada team will incorporate the council direction into a future parking management strategy in Olde Town to support the local community.

Prepared by:

Derek Fern, Parking and Travel Demand Management Coordinator

Reviewed by:

Approved by:

Claudia Vaughan, City Engineer	3/28/2025
Jacqueline Rhoades, Director of Infrastructure	3/31/2025
Bryan Archer, Director of Finance	3/31/2025
Tammy Hedlund, Legal Specialist	3/31/2025
Kelsy Sargent, Assistant City Attorney	4/1/2025
Don Wick, Deputy City Manager	4/1/2025
Rachel Morris, City Attorney	4/1/2025
Linda Haley, Acting City Manager	4/1/2025

Enclosure, exhibits & attachments required to support the report

Paid Parking Workshop

A follow up discussion on paid parking in Olde Town Arvada

Agenda

- Purpose and Background
 - Past Consultant Recommendations
 - Previous Workshop Direction
- Parking Demand
 - Current Weekday Peak Demand
 - Weekday Off-peak Demand
- Morrison Paid Parking Program
- Business Engagement
- Council Direction



Past Consultant Recommendations

2010 - Comprehensive Parking Study for long term parking planning

- **Time limitations with active enforcement** recommended to encourage turnover
- **Long term recommendation to implement paid parking** when (1) 85% of supply is surpassed during peak periods over an extended timeframe and (2) time limitations are frequently not being complied with

2016 - Parking Operations and Enforcement Strategy with Transit Hub construction

- **Expansion of time limited zones** recommended (Upham, Grant, Yukon and Olde Wads)
- If active enforcement of time limits does not alleviate long-term parkers using these spaces, time-limitation violations frequently being issued, and supply regularly exceeds 85% occupancy, paid parking was recommended

2016 - BID requested Parking and Mobility Evaluation and Recommendation Study

- 150 parking space reduction since 2010
- On- and off-street public **parking significantly increased** during observed times **since 2010**
- Due to high occupancy, **paid parking was recommended** within the core of Olde Town at that time

2023 - Olde Town Strategic Reinvestment Plan

- Short-term projects (2024-2026) #S-12 **recommended paid parking on-street** within Olde Town to align with TDM strategies and encourage turnover and expand availability of the limited parking spaces

Customer Experience

- Parking unavailable close to destination
- Low turnover rate - inefficiencies
- Circling the block
 - Unnecessary traffic congestion
 - Additional vehicle emissions
- Illegal parking seen as only option
 - Contributing to safety concerns from visitors and residents
- Parking Citations for overtime and illegal parking
- Free parking is subsidized by General Fund



Goals and Benefits of Paid Parking

1. **Incentivizes parking compliance:** ensure parking assets allocated adequately and as intended (customer convenience and off-street, long-term parking)
2. **Balances parking demand:** more distribution across time and locations; provides more choice
3. **Provides dedicated revenue stream:** fund infrastructure improvements and/or additional staffing resources to elevate the customer experience
4. **Reduces perceptions of “unfair” or punitive enforcement:** clear rules and violations with parking fees and rates
5. **Increased availability:** when priced appropriately, paid parking ensures spaces closest to destinations turn over frequently during peak times
6. **Reduce “circling”:** improving safety and traffic congestion
7. **Shorter dwell times:** increases availability of parking, and customer throughput

October 28 Council Workshop Feedback

- Wayfinding signage to the Transit Hub
- Collect more data - off-peak on-street occupancy counts
- Review Morrison paid parking program outcomes and present information
- Reach out to the BID and local businesses
- Create a strategic communications and engagement plan

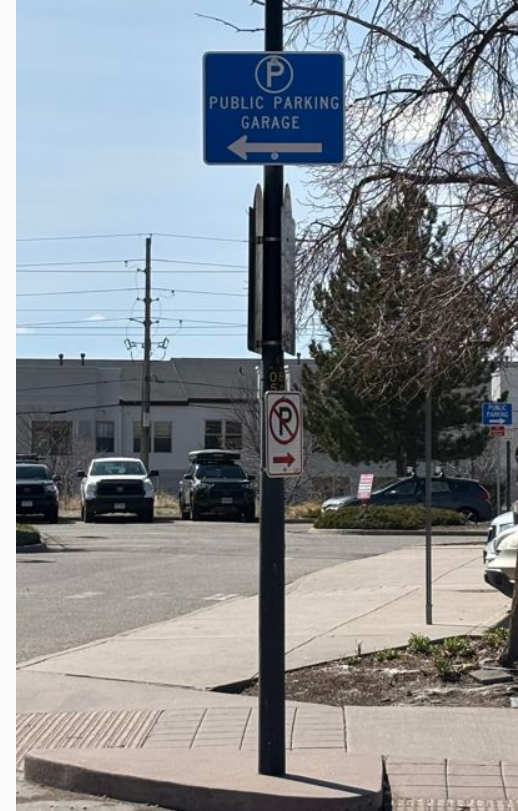


Hub Wayfinding Signage

Webster Lot



On-Street



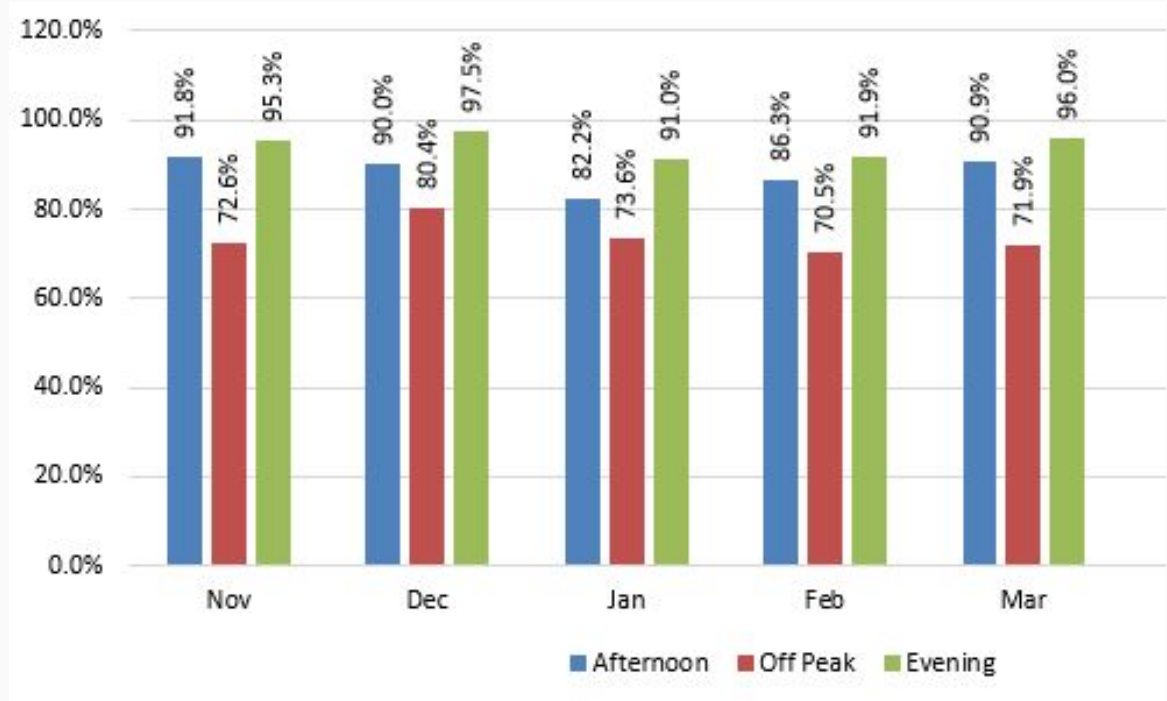
Hub Wayfinding Signage

Exterior signage updates to inform the public of the purpose of the Transit Hub



Weekday Avg. Parking Demand in Olde Town

- Afternoon Peak
 - 12pm - 2pm
- Off-Peak
 - 3pm - 4pm
- Evening Peak
 - 5pm - 7pm



Morrison Paid Parking Program

- Paid parking trial program for summer of 2021
- Extended for 2 years in 2021, then again in 2023
- Currently in talks with business owners to adjust enforcement hours, citation cost, paid parking cost, seasonal charging, and improvements to employee parking areas (flexible program implementation)

Sales Tax Revenue

Year					
2018	2019	2020	2021	2022	2023
\$917,655	\$1,446,793	\$1,526,473	\$1,625,211	\$1,729,993	\$2,372,886

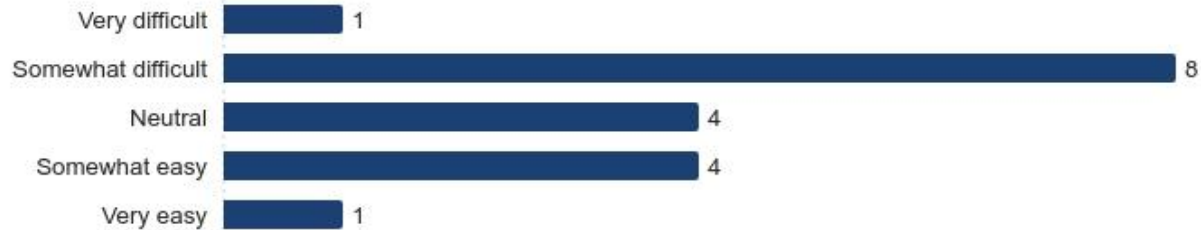
March 19 Business Community Meeting & Survey

- 10 attendees
- Presentation for shared understanding around challenges and needs
- Conversation and question themes:
 - Wayfinding signage
 - Shuttle circulator (idea)
 - Employee parking concerns
 - Customer & employee safety
 - Questions / ideation about structure of paid parking system (times of day, length of stay, cost, etc.)
- Survey available to Olde Town Business owners 3/19 to 4/6
 - Included a recorded version of presentation information
 - 18 participants

Business survey results

Q1 - In general, how would you rank access to parking in Olde Town?

18 Responses



Q2 - In general, what days of the week do you perceive it is hard for Olde Town customers and visitors to find parking? (select all)

18 Responses



Business survey results

Q3 - In general, what times of day do you perceive it is hard for Olde Town customers and visitors to find parking? (select all)

18 Responses



Q4 - How much do you think your customers would be willing to pay per hour to find a parking space close to their destination?

18 Responses



Business survey results

Q5: Role of parking management and / or paid parking in Olde Town

Q6: Challenges for staff to use the Hub

Q7: Suggestions for addressing parking challenges

Q8: Anything else

Common themes:

- Parking management / paid parking as tool for turnover, enforcement, easing parking frustrations, reinvesting in Olde Town
- Improving hub usage, wayfinding, safety, and accessibility
- Program structure: affordability concerns, flexible days / times / length of stay
- Concerns for business impacts
- Generally supportive or unsupportive

Options for Next Steps

Council direction on a path forward to address parking demand management in Olde Town.

Thank you

Questions and Discussion



REPORT TO CITY COUNCIL

AGENDA ITEM
6.C.

TO: THE HONORABLE CITY COUNCIL

DATE: April 22, 2025

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