

# Q3 Monitoring Report

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TO: District Plan Commission

FROM: Anneli Berube, Ag Innovation Specialist, for District Plan Staff

DATE: November 8, 2018

SUBJECT: Q3 District Plan Monitoring Report

ATTACHMENTS: Table 1. Deliverables completed in Q3, Table 2. Deliverables for Commission Review in Q4, Table 3. Tactics Underway, Table 4. Tactics Ongoing

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*The following report documents activities and deliverables completed in the third quarter of 2018 (Q3), and a preview of activities and deliverables that will be completed in the fourth quarter of 2018 (Q4). The information is summarized below and detailed in the tables on the following pages.*

*(Q1 is Jan-Mar, Q2 is Apr-Jun, Q3 is Jul-Sept, and Q4 is Oct-Dec.)*

## **Report Summary:**

**Table 1. Deliverables completed in Q3:** This table represents the two (2) deliverables that were completed and published in Q3:

- [Conservation Easements SWOT Analysis Summary](#)
- [2018 Potential Public Outreach Events](#)

These documents can be found at [adcogov.org/district-plan-resources-page](http://adcogov.org/district-plan-resources-page).

**Table 2. Deliverables for Commission Review in Q4:** This table represents the deliverable that will require the Commission's feedback in Q4. The one (1) deliverable that will be completed this quarter is:

- Conservation Easements Toolkit

**Table 3. Tactics Underway:** This table provides updates on the nine (9) tactics that will be worked on in Q4, summarized below:

- **Tactic #9: Zoning overlay or design guidelines** –The City of Brighton was in the process of reviewing their land use code in Q3 and will be continuing that process in Q4.
- **Tactic #12: Exploring incentives for conservation easements** – City and County staff completed a summary of the Conservation Easements SWOT Analysis in August of Q3, and will complete a Conservation Easements toolkit in Q4.
- **Tactic #13: School nutrition programming** – Staff will be communicating with nutrition services departments of 27J and Adams 12 in Q4 about strategies to increase farm to school activities.
- **Tactic #14: On-site school gardens** – see update for Tactic #13 above.
- **Tactic #15: Marketing campaign** – In Q3, City and County staff developed a request for proposals (RFP) to hire a marketing firm to develop a brand, logo, and wayfinding signs for the District Plan area. Staff also applied for two (2) grants to fund the District Plan Branding & Wayfinding Project: the Colorado Tourism Office Project & Technical Assistance Grant (awarded \$15,000 in October 2018) and the Brighton Lodging Tax Grant (requested \$10,000, interviewed

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October 3, decision will be made in Dec 2018). The plan is for a marketing firm to be chosen before the end of the year.

- **Tactic #18: Wayfinding signage** – City and County staff drafted a plan for District Plan area wayfinding signage in Q3. Staff will also begin coordinating with County and City Public Works departments in Q4.
- **Tactic #21: Senior Meal Programs** – Staff will conduct initial outreach to determine what is already happening, what opportunities exist.
- **Tactic #22: Food safety** – Staff will conduct initial outreach to determine what is already happening, what opportunities exist.
- **Tactic #28: Seek grant funds** – Information about grant opportunities is continually being collected and reviewed for use for Ag Innovation Specialist position and District Plan activities.

**Table 4. Tactics Ongoing:** This table provides updates on activities for Ongoing tactics. There are two (2) tactics with updates for Q3, summarized here:

- **Tactic #1: Acquisitions** – District Plan Staff assisted Adams County Parks & Open Space staff in applying for an Adams County Open Space Grant for the Murata Brothers Farm Property, which was recommended for approval by the Adams County Open Space Advisory Board on September 26, 2018. The Board of County Commissioners is expected to vote on approval at the November 13, 2018 public hearing. The Conservation Fund has been working with the landowner to finalize the deal.
- **Tactic #6: Public relations** – Staff and District Plan Commission members held two (2) tabling events in Q3, and four (4) outreach events at the Bromley Farm Festival in Q4.

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**Table 1. Deliverables completed in Q3**

#	Tactic Summary	Deliverable	Tactic Complete? If not, next steps?
6	Create a <b>public relations plan</b> to promote the efforts of the District Plan	2018 Potential Public Outreach Events list	This tactic is Ongoing. District Plan Staff and Commission members will continue to identify and attend events to build recognition about the District Plan and its implementation.
12	Create incentives for landowners to implement <b>conservation easements</b>	Conservation Easements SWOT Analysis Summary	Not yet. The next step is to develop a Conservation Easements Toolkit to encourage the use of conservation easements by area landowners.

**Table 2. Deliverables for Commission Review in Q4**

#	Tactic Summary	Who is Involved	Timeline	Deliverable
12	Create incentives for landowners to implement <b>conservation easements</b>	<b>Lead: Adams County Parks &amp; Open Space (P&amp;OS) (Shannon), Brighton Parks &amp; Recreation (P&amp;R) (Travis) with Anneli's support</b>  Stakeholders: The Conservation Fund, land trusts, farm and ranch lands protection program, Open Space mentor program with another county	Oct 2018	Conservation Easements Toolkit

**Table 3. Tactics Underway**

#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
9	Develop City and County <b>zoning overlay or design guidelines</b> to address performance criteria; apply overlay to properties that could potentially apply for annexation	<b>Lead: City of Brighton Long Range Planning (LRP) (Aja) with Anneli &amp; County staff support</b>  Stakeholders: City Planning Commission	Jan 2018- Dec 2019	- City is going through process of reviewing code	- City will continue to review code, County will engage to ensure that there is synergy with County agricultural zones
10	Evaluate the County and City's <b>Land Development codes</b> to further explore Transfer of Development Rights (TDR) and/or improve Cluster Standards	<b>Lead: Adams County LRP (Jennifer) and City of Brighton LRP (Aja) with Anneli's support</b>  Stakeholders: TDR Consultant	Apr 2018- Jun 2019	- Jennifer, Aja, Anneli met 6/5/18 to discuss next steps	- developing a scope of work to explore budget needs

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#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
12	Create incentives for landowners to implement <b>conservation easements</b>	<b>Lead: Adams County Parks &amp; Open Space (P&amp;OS) (Shannon), Brighton Parks &amp; Recreation (P&amp;R) (Travis) with Anneli's support</b>  Stakeholders: The Conservation Fund, land trusts, farm and ranch lands protection program, Open Space mentor program with another county	Mar-Dec 2018	- Conservation Easement SWOT Analysis Summary was completed in Aug 2018	- DELIVERABLE: Conservation Easement Toolkit to be presented at Oct 2018 meeting - Next steps will be determined following the publishing of the toolkit, depending on feedback received and opportunities that arise
13	Increase <b>school nutrition programming</b> within existing school system	<b>Lead: Anneli with City &amp; County staff support</b>  Stakeholders: Adams 12 & 27J Nutrition Coordinators, Tri-County Health Department (TCHD), Denver Urban Gardens (DUG), Slow Food Denver, Colorado Farm To School (CO FTS), Brighton Shares the Harvest (BSTH)	Jan 2018-Sep 2018	- created Farm to School toolkit, incorporating feedback from DPC, TCHD, nonprofits, 27J, Adams 12	- communicate with 27J and Adams 12 Nutrition Services staff about strategies
14	Implement <b>on site school gardens</b> within 27J School District	<b>Lead: Anneli with City &amp; County staff support</b>  Stakeholders: 27J Nutrition Coordinator, non-profits specializing in garden setup, TCHD, DUG, Slow Food Denver, CO FTS, Big Green (fmly. The Kitchen Community), Bromley LFC, BSTH	Jan 2018-Sep 2018	(see update for Tactic #13, above)	(see update for Tactic #13, above)
15	Create <b>marketing campaign</b> for District Plan area	<b>Lead: Anneli, Adams County &amp; Brighton Communications (Comms)</b>  Stakeholders: Brighton Economic Development Corporation (BEDC), Brighton Chamber of Commerce (BCoC), Adams County Economic Development Corporation (ACED), I-70 Regional Economic Advancement Partnership (REAP)	Apr 2018-Sep 2019	- applied for two grants to fund District Plan Branding & Wayfinding Project: Colorado Tourism Office Project & Technical Assistance (awarded \$15,000), and Brighton Lodging Tax Grant (requested \$10,000, decision will be made in Dec 2018)	- finalize and post Request For Proposals (RFP) to hire marketing firm to develop name and brand - the plan is for a marketing firm to be chosen before the end of Q4
18	Once agritourism direction established, focus on <b>highway and street signage</b>	<b>Lead: Anneli with City &amp; County staff support</b>  Stakeholders: Colorado Office of	Apr 2018-Dec 2019	- (see #15 above for grant info) - developed preliminary plan for wayfinding signs, including map and possible designs	- (see #15 above for RFP info) - finalize plan for wayfinding signs, including map and design options - coordinate with County and City

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#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
		Tourism, Colorado Department of Transportation, BCoC, ACED, Colorado Agritourism Association			Public Works departments
21	Create incentives to incorporate more local food within existing meal programs for seniors	<b>Lead: Anneli with City &amp; County staff support</b>  Stakeholders: Eagle View Adult Center, TCH, Adams County Human Services, Meals on Wheels, BSTH	Sep 2018- Feb 2019		- conduct initial outreach to determine what is already happening, what opportunities exist
22	Identify and implement programs to address food safety education needs in production and consumer markets	<b>Lead: Anneli with City &amp; County staff support</b>  Stakeholders: CFVGA, TCH, BSTH	Sep 2018- Dec 2018		- conduct initial outreach to determine what is already happening, what opportunities exist
28	Seek <b>grant funds</b> for Ag Innovation Specialist after first two years	<b>Lead: Anneli with City &amp; County staff support</b>	Jan 2018- May 2019	<i>THROUGH 2019; WILL REPORT IN Q2 2019</i>	

**Table 4. Tactics Ongoing**

#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
1	Seek funding to preserve agricultural lands within the District Plan area	<b>Lead: Brighton P&amp;R (Gary) with City &amp; County staff support</b>  Stakeholders: The Conservation Fund, Bird Conservancy of the Rockies?, Butterfly Pavilion?	ONGOING	- District Plan Staff assisted Adams County P&OS staff in applying for an Adams County Open Space Grant for the Murata Brothers Farm Property, which was recommended for approval by the Adams County Open Space Advisory Board on 9/26/18. The Conservation Fund has been working with the landowner to finalize the deal.	
6	Create a <b>public relations plan</b> to promote the efforts of the District Plan	<b>Lead: Anneli, Adams County &amp; Brighton Comms</b>	ONGOING	- District Plan Staff and Commission members participated in public outreach at Summerfest, Brighton City BBQ, and Adams County Fair	- October outreach at Bromley Farm Festival - social media: "Ag Saturday" posts