

Q2 2019 Monitoring Report

TO: District Plan Commission

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

DATE: July 25, 2019

SUBJECT: Q2 2019 District Plan Monitoring Report

ATTACHMENTS: Table 1. Deliverables completed in Q2, Table 2. Deliverables for Commission Review Q3, Table 3. Tactics Underway, Table 4. Tactics Ongoing

The following report documents activities and deliverables completed in the second quarter of 2019 (Q2), and a preview of activities and deliverables that will be completed in the third quarter of 2019 (Q3). The information is summarized below and detailed in the tables on the following pages.

Report Summary:

Table 1. Deliverable completed in Q2: This table represents one (1) deliverable that was completed and published in Q2:

- Historic Splendid Valley name and brand

Documents related to completed deliverables can typically be found at brightonco.gov/1356/Plan-Implementation.

Table 2. Deliverable for Commission Review in Q3: This table represents the deliverable that will require the Commission's feedback in Q3. The one (1) deliverable that will be completed this quarter is:

- Marketing & Public Relations Plan

Table 3. Tactics Underway: This table provides updates on the twelve (12) tactics that will be worked on in Q3, summarized below:

- **Tactic #9: Zoning overlay or design guidelines** – in Q2, staff reviewed and provided comments on the City's draft updated land use code; in Q3, review of the draft code will continue
- **Tactic #10: TDR and/or Cluster Standards** – in Q2, the staff report and scope of work were completed and a presentation was developed and delivered to the District Plan Commission at the June meeting; in Q3, the possibility of budget allocation for a study in 2020 will be explored
- **Tactic #12: Conservation easements** – in Q2, the toolkit was shared with County planning staff; in Q3, dissemination of the toolkit will continue to farmers, landowners, and others
- **Tactic #13: School nutrition programming** – in Q2, staff responded to a request for farm tour information from a 27J teacher and sent the Farm to School toolkit; in Q3, the 27J Health & Wellness Advisory Committee will be engaged at the appropriate time to encourage the adoption of additional nutrition program(s)
- **Tactic #14: On-site school gardens** – in Q2, Brighton Shares the Harvest worked with a 27J teacher to set up a school garden at Ortho Stuart Middle School, also 27J announced that they are providing garden beds to families free of charge at their admin building; see update for #13 for what's next in Q3
- **Tactic #6: Public relations** – in Q2, the District Plan website was transferred to the City of Brighton; a meeting was held with Brighton Chamber, Brighton Economic Development Corporation, City and County Communications, and staff to begin developing the Marketing & Public Relations Plan; presentations about HSV

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were given to the Brighton Historic Preservation Commission, Brighton Shares the Harvest, and the Brighton Kiwanis Club; joint press releases were issued for the Historic Splendid Valley brand and Murata Brothers Farm acquisition which were picked up by the Daily Post, La Voz, and the Brighton Blade; front page articles were featured in the Denver Post (6/10/19) and the Brighton Blade (7/3/19) about Historic Splendid Valley; staff met with a Brighton Blade reporter about a series of articles highlighting Historic Splendid Valley; a nomination was submitted by staff for a Colorado APA (American Planning Association) Great Places award for Historic Splendid Valley; in Q3, the Marketing and Public Relations Plan will be finalized for Historic Splendid Valley; a 2-pager will be developed about Historic Splendid Valley to share with potential funders; information about Historic Splendid Valley will be shared as part of a media event organized by the Brighton Chamber and Colorado Tourism Office

- **Tactic #15: Marketing campaign** – in Q2, the Historic Splendid Valley brand and logo were presented to the Adams County Board of Commissioners; a closeout meeting was held with brand consultant Domoto Brands; see update for #6 for Marketing & Public Relations Plan
- **Tactic #16: Marketing capacity** – see #6 and #15 for work completed in Q2; in Q3, as part of developing the Marketing & Public Relations Plan (#6), possibilities will be explored to help market locally-grown products
- **Tactic #18: Wayfinding signage** – brand consultant Domoto Brands developed sign designs for Historic Splendid Valley; in Q3, a plan will be finalized for wayfinding signs, including map and design options and coordinating with County and City Public Works departments; a Brighton Lodging Tax grant application will be submitted
- **Tactic #2: Local foods workshop** – in Q2, staff attended The Peoples Gathering and a systems thinking workshop organized by TCH and gathered results and best practices to begin planning a Splendid Valley-specific local foods workshop; in Q3, a meeting will be held with possible partners to plan the local foods workshop event
- **Tactic #21: Senior Meal Programs** – in Q2, Brighton Shares the Harvest received \$500 in funding from the Eagle View Adult Center Senior Advisory Board, funding ~10 deliveries, or about 250 fruit and vegetable bags; in Q3, the Ag Innovation Specialist will do a delivery on 7/26/19 incorporating local products; the pilot project results will be assessed and next steps will be determined
- **Tactic #23: Encourage farm markets to accept Supplemental Nutrition Assistance Program (SNAP)** – in Q2, Brighton Shares the Harvest sent out information about accepting SNAP; in Q3, Brighton Shares the Harvest and Tri-County Health will continue to be engaged to identify resources and an approach to implementation

Table 4. Tactics Ongoing: This table provides updates on activities for Ongoing tactics. There is one (1) tactic with an update for Q2, summarized here:

- **Tactic #1: Acquisitions** – in Q2, AdCo and Brighton issued a joint press release announcing the acquisition of Murata Brothers Farm; in Q3, the City of Brighton Parks & Recreation Department will apply for an Adams County Open Space Grant to purchase another farmland property in Historic Splendid Valley

Abbreviations:

27J = 27J School District

ACED = Adams County Economic Development

Adams 12 = Adams 12 School District

AdCo = Adams County

BEDC = Brighton Economic Development Corporation

BOCC = Adams County Board of County Commissioners

Brighton Chamber = Greater Brighton Chamber of Commerce

Bromley LFC = Bromley Local Foods Campus

BSTH = Brighton Shares the Harvest

Comms = Communications Department

CTO = Colorado Tourism Office

HSV = Historic Splendid Valley

LRP = Long Range Planning

P&OS = Parks & Open Space

P&R = Parks & Recreation

REAP = I-70 Regional Economic Advancement Partnership

SNAP = Supplemental Nutrition Assistance Program

TCF = The Conservation Fund

TCH = Tri-County Health Department

TDR = Transfer of Development Rights

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Table 1. Deliverable completed in Q2

#	Tactic Summary	Deliverable	Tactic Complete? If not, next steps?
15	Create marketing campaign for District Plan area	Final District Plan area brand and logo	Not yet. The next step is to develop a Marketing & Public Relations Plan using the new brand and logo. This deliverable also advances tactics #6,16,18.

Table 2. Deliverable for Commission Review in Q3

#	Tactic Summary	Who is Involved	Timeline	Deliverable
10	Evaluate the County and City's Land Development codes to further explore TDR and/or improve Cluster Standards	Lead: Adams County Long Range Planning (LRP) & City of Brighton LRP (Aja) w/ Anneli's support Stakeholders: TDR Consultant	Apr 2018-Jun 2019	- Staff Report and Scope of Work for TDR exploration
15	Create marketing campaign for District Plan area	Lead: Anneli, Adams County & Brighton Comms Stakeholders: BEDC, BCoC, ACED, REAP	Apr 2018-Sep 2019	- Final Brand & Logo for "District Plan Area"

Table 3. Tactics Underway

#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
9	Develop City and County zoning overlay or design guidelines to address performance criteria	Lead: City of Brighton LRP (Aja) w/ Anneli & County staff support	Jan 2018- Dec 2019, 2020	- <i>Jul 2019: provided comments on City's draft code</i>	- continue to review drafts of new City land use code
10	Evaluate the County and City Land Development codes to further explore TDR and/or improve cluster standards	Lead: Adams County LRP and City of Brighton LRP (Aja) w/ Anneli's support Stakeholders: TDR Consultant	Apr 2018- Dec 2019, 2020- 2021	- held meeting with staff to discuss next steps - <i>Jul 2019: presented to DPC about TDR on 6/27/19; completed staff report and draft scope of work for consultant services</i>	- explore possible budget allocation for study in 2020
12	Create incentives for landowners to implement conservation easements	Lead: Adams County P&OS (Shannon), Brighton P&R (Travis) w/ Anneli's support Stakeholders: TCF, land trusts, farm and ranch lands protection program, Open Space mentor program with another county	Mar 2018- Dec 2019, 2020	- presented the District Plan to AdCo Development Services division	- continue disseminating toolkit to farmers, landowners

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#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
13	Increase school nutrition programming within existing school system	Lead: Anneli w/ City & County staff support Stakeholders: Adams 12 & 27J Nutrition Coordinators, TCH, Denver Urban Gardens, Slow Food Denver, Colorado Farm To School, BSTH	Jan 2018- Dec 2019	- responded to 27J elementary teacher request for farm tour info with Farm to School toolkit and farm contact information	- engage 27J Health & Wellness Advisory Committee at appropriate time to encourage adoption of additional nutrition program(s)
14	Implement on site school gardens within 27J	Lead: Anneli w/ City & County staff support Stakeholders: 27J Nutrition Coordinator, non-profits specializing in garden setup, TCHD, DUG, Slow Food Denver, CO FTS, Big Green, Bromley LFC, BSTH	Jan 2018- Dec 2019	- BSTH is working with 27J teacher to set up a school garden at Stuart Elementary; 27J is providing 20 garden beds to families free of charge at their admin building	(see update for #13)
6	Create a public relations plan to promote the efforts of the District Plan	Lead: Anneli, Adams County & Brighton Comms	Jan 2018- Dec 2019	- transferred District Plan website to City, incorporated HSV brand - met with Brighton Chamber, BEDC, Comms, and staff to begin developing Marketing & Public Relations Plan - presented HSV to Brighton Historic Preservation Commission and BSTH - issued joint press releases for HSV brand and Murata acquisition, picked up by Daily Post, La Voz, and Brighton Blade - front page articles in Denver Post (6/10/19), Brighton Blade (7/3/19) - met with Brighton Blade reporter about article series on HSV activities - nominated HSV for CO APA Great Places award - <i>Jul 2019: presented HSV to Brighton Kiwanis Club</i>	- continue to work with stakeholders to finalize Marketing & Public Relations Plan for Historic Splendid Valley - develop 2-pager about HSV for potential funders - info about HSV will be shared as part of a media event organized by the Brighton Chamber and CTO
15	Create marketing campaign for District Plan area	Lead: Anneli, Adams County & Brighton Comms Stakeholders: BEDC, Brighton Chamber, ACED, REAP	Apr 2018- Dec 2019, 2020	- presented final design to BOCC - held closeout meeting with brand consultant Domoto Brands - see #6 update for Marketing & Public Relations Plan	- see #6 update for Marketing & Public Relations Plan

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#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
16	Expand marketing capacity for locally- and regionally-grown products	Lead: Anneli w/ City & County staff support Stakeholders: BEDC, Brighton Chamber, ACED, local producers, REAP	Apr 2018- Dec 2019, 2020		- as part of developing a Marketing & Public Relations Plan (#6), explore possibilities to help market locally-grown products
18	Once agritourism direction established, focus on highway and street signage	Lead: Anneli w/ City & County staff support Stakeholders: CTO, Colorado Department of Transportation, Brighton Chamber, ACED, Colorado Agritourism Association	Apr 2018- Dec 2019, 2020	- brand consultant Domoto Brands developed wayfinding sign designs for HSV	- finalize plan for wayfinding signs, including map and design options - coordinate with County and City Public Works departments - apply for Brighton Lodging Tax grant
2	Facilitate a local foods workshop with food system stakeholders	Lead: Anneli w/ City & County staff support Stakeholders: AdCo Human Services, 27J, Adams 12, TCH, CSU Extension, LiveWell Colorado, Hunger Free Colorado, Bromley LFC, local producers, BSTH	Jan 2018- Dec 2019, 2020	- attended The People's Gathering - attended systems thinking workshop organized by TCH - gathered results and best practices to begin planning a Brighton-specific event	- schedule a meeting to convene possible partners for a local foods workshop event
21	Create incentives to incorporate more local food within existing meal programs for seniors	Lead: Anneli w/ City & County staff support Stakeholders: Eagle View Adult Center, TCH, AdCo Human Services, Meals on Wheels, BSTH	Sep 2018- Nov 2019	- BSTH received \$500 in funding from Eagle View Adult Center Senior Advisory Board, funding ~10 deliveries, or about 250 fruit and vegetable bags. Ag Innovation Specialist will be doing a delivery on 7/26/19	- assess results of pilot project, determine next steps
23	Engage local entities to develop program to encourage farm markets to accept SNAP , additional WIC benefits	Lead: Anneli w/ City & County staff support Stakeholders: TCH, AdCo Human Services, BSTH, LiveWell Colorado, Hunger Free Colorado, farm markets	May- Dec 2019	- BSTH reached out to local farms about accepting SNAP and sent information	- continue engaging BSTH and TCH to identify resources and approach

Table 4. Tactics Ongoing

#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
1	Seek funding to preserve agricultural lands in District Plan area	Lead: Brighton P&R (Gary) with City & County staff support Stakeholders: TCF, Bird Conservancy of the Rockies?, Butterfly Pavilion?	ONGOING	- AdCo and Brighton issued a joint press release announcing the acquisition of Murata Brothers Farm	- Brighton P&R will apply for an AdCo Open Space Grant to purchase another farmland property in HSV