

Q3 2019 Monitoring Report

TO: District Plan Commission

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

DATE: October 24, 2019

SUBJECT: Q3 2019 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

The following report documents activities and deliverables completed in the third quarter of 2019 (Q3), and a preview of activities and deliverables that will be completed in the fourth quarter of 2019 (Q4). The information is summarized below and detailed in the tables on the following pages.

Report Summary:

Table 1. Deliverable completed in Q3: This table represents the one (1) deliverable that completed and published in Q3:

- Marketing & Public Relations Plan – staff presented drafts of the Marketing & Public Relations Plan at the 6/27 and 7/25 District Plan Commission meetings; and will be presenting an adoption draft at the 10/24/19 meeting.

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

Table 2. Deliverables for Commission Review in Q4: At this time, there is not a plan to bring any deliverables to the Commission this quarter. However items related to tactics being worked on might be added at a later date.

Table 3. Tactics Underway: This table provides updates on the twelve (12) tactics that will be worked on in Q4, summarized below:

- **Tactic #9: Zoning overlay or design guidelines** – in Q3, staff provided comments on Brighton’s Land Use Development Code draft and a public draft was released on 8/15/19; research on urban agriculture, specifically the keeping of goats in residential zones, was provided for the City of Brighton. In Q4, the Land Use Development Code will go through the City’s public process to be adopted.
- **Tactic #10: TDR and/or Cluster Standards** – in Q3, Brighton and Adams County staff met to discuss possible budget for a TDR study. In Q4, a meeting is scheduled with City procurement to discuss a TDR study in 2020.
- **Tactic #12: Conservation easements** – no updates in Q3. In Q4, staff will continue to identify opportunities to share the toolkit and gather feedback.
- **Tactic #13: School nutrition programming** – in Q3, 27J school nutrition staff joined the Local Foods Workshop steering committee (see #2 for more information). In Q4, 27J school nutrition staff will be engaged in the workshop planning process.
- **Tactic #14: On-site school gardens** – see #13 above for updates and next steps.
- **Tactic #6: Public relations** – in Q3, staff was interviewed by Ken Meter from Crossroads Resource Center, who conducted the market study for the District Plan 7/19/19, to help inform a book he is writing; Historic Splendid Valley and the District Plan Commission had a presence at the 2019 Adams County Fair 7/31-8/4, sharing a table with the Adams County Open Space grant program; the Historic Splendid Valley brand was presented to a group of Colorado Tourism Office staff and members of the media during an event organized by Discover Brighton on

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8/8/19; Brighton Shares The Harvest visited local farm stands during National Farmers Market week and posted information about them on Facebook and their website; information about Colorado Proud Month and National Farmers Market week were shared on Adams County and the City of Brighton social media; staff attended meetings of the Discover Brighton Agritourism Committee on 8/14, 9/4, and 10/2/19; a meeting was held with staff and stakeholders to review the Historic Splendid Valley Marketing & Public Relations Plan on 8/16/19; Discover Brighton organized a tour with the Executive Director of the Colorado Tourism Office on 8/30/19; staff spoke at the Adams County Historical Society's Cultural Heritage Day event on a panel about challenges in local agriculture 9/14/19; a University of Michigan professor interviewed staff regarding the District Plan to contribute to a study 9/25/19; staff participated in tour of Petrocco Farms with Rocky Mountain Farmers Union and the Colorado Commissioner of Agriculture 10/1/19; staff presented updates about the District Plan to the Denver Regional Council of Governments (DRCOG) 10/8/19; staff met with the Adams County Economic Development Administrator regarding possible connections to the Marketing & Public Relations Plan 10/9/19; Discover Brighton flyer about October agritourism activities was shared on Brighton social media; staff submitted a question about the District Plan and Splendid Valley for a City Council candidate forum on 10/14/19; staff will present the adoption draft of the Historic Splendid Valley Marketing & Public Relations Plan to the District Plan Commission at the October meeting. This tactic will be considered complete with the adoption of the Marketing & Public Relations Plan. Implementation will be incorporated into tactics 3, 7, 15, 16, 17, 18.

- **Tactic #15: Marketing campaign** – see #6 above for Q3 updates. In Q4, elements of the Marketing & PR Plan will be undertaken, including trademark registration and contributing content about Historic Splendid Valley for the Chamber's annual visitor's guide; the Marketing & PR Plan will be disseminated to potential stakeholders.
- **Tactic #16: Marketing capacity** – in Q3, staff attended the Colorado Proud Next Generation of Ag Symposium 10/16/19. In Q4, as part of the dissemination of the Marketing & Public Relations Plan, opportunities will be explored to expand capacity for Splendid Valley-grown products.
- **Tactic #18: Wayfinding signage** – in Q3, staff met to discuss the plan for wayfinding signage in Historic Splendid Valley 8/23/19; a Brighton Lodging Tax Grant application for signage was submitted 9/3/19; staff connected with the Adams County Arts & Culture Liaison about future creative projects for gateway signage; the wayfinding signage plan was presented to farmers involved in agritourism at the Discover Brighton Agritourism subcommittee meeting 10/2/19 and feedback was gathered. In Q4, a plan will be finalized for wayfinding signs, including the map, fees, and a maintenance plan.
- **Tactic #2: Local foods workshop** – in Q3, staff met with Brighton Shares The Harvest (BSTH) and Platte Valley Medical Center on 9/4, 9/19, and 10/9/19 to define objectives, possible attendees, and possible steering committee members for the workshop; Tri-County Health was consulted about the plans for the workshop and possible financial support; staff attended the Food in Communities regional meeting for Adams, Denver, and Jefferson counties 9/16/19; to date, a venue has been secured (Platte Valley Medical Center), as well as a date (February 13, 2020), a food supplier (Platte Valley Medical Center), and two additional steering committee members (27J Nutrition Services Assistant Director and Director of Calvary Chapel Food Pantry). In Q4, the steering committee will be finalized, a budget will be developed and funding will be secured, the program and logistics like food, childcare, and translation will be planned, and key attendees will be confirmed.
- **Tactic #21: Senior Meal Programs** – in Q3, staff shopped for local produce for the Brighton Shares The Harvest Meals on Wheels fresh produce delivery program on 7/26/19. No work is planned for Q4.
- **Tactic #23: Encourage farm markets to accept Supplemental Nutrition Assistance Program (SNAP)** – in Q3, Brighton Shares The Harvest sent out information to farmers about accepting SNAP. See #2 for updates for Q4 since this tactic could be discussed during the Local Foods Workshop.

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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** – in Q3, Brighton P&R staff applied for an Adams County Open Space Grant and worked with The Conservation Fund to apply for a Great Outdoors Colorado (GOCO) grant to help fund the Morimitsu Farm acquisition; a tour was given to GOCO staff 9/6/19. In Q4, a 2-pager will be developed about Historic Splendid Valley to share with potential funders.
- **Tactic #7: Contemplate RFP** – in Q3, staff met with Front Line Farming about their process of leasing property from the City of Arvada 7/24/19; staff spoke on a panel on 9/6/19 about land procurement for beginning and prospective farmers organized by Denver Botanic Gardens; staff met with a representative from Denver Botanic Gardens and Veterans to Farmers 9/18/19; staff met with a representative from Rocky Mountain Farmers Union, formerly from Colorado Land Link, to discuss possible needs and opportunities for connecting farmers with land; staff attended a UC Denver design charrette exploring integrating agriculture into an affordable housing development in Splendid Valley 9/26/19; staff had a call with National Western Center to discuss possible partnerships 9/30/19.

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

DPC = District Plan Commission

HSV = Historic Splendid Valley

LRP = Long Range Planning

P&OS = Parks & Open Space

P&R = Parks & Recreation

PVMC = Platte Valley Medical Center

REAP = I-70 Regional Economic Advancement Partnership

RFP = Request for Proposals

RMFU = Rocky Mountain Farmers Union

SNAP = Supplemental Nutrition Assistance Program

TCF = The Conservation Fund

TCH = Tri-County Health Department

TDR = Transfer of Development Rights

VTF = Veterans to Farmers

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Table 1. Deliverable completed in Q3

| # | Tactic Summary | Deliverable | Tactic Complete? If not, next steps? |
|---|-----------------------------------------------------------------------------------|-----------------------------------|---------------------------------------------------------------|
| 6 | Create a public relations plan to promote the efforts of the District Plan | Marketing & Public Relations Plan | Yes. This deliverable also advances tactics #3,7,15,16,17,18. |

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 | - comments on City's draft code - public draft released 8/15/19 - research urban ag (goats in residential zones) for Brighton | - Land Use Development Code will go through City public process to be adopted |
| 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 | - staff mtg to discuss next steps - Brighton and AdCo staff met to discuss possible budget allocation | - meeting is scheduled with City procurement to discuss TDR 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 | - no updates | - staff will continue to identify opportunities to share the toolkit and gather feedback |
| 13 | Increase school nutrition programming within existing school system | Lead: Anneli w/ City & County staff support Stakeholders: Adams 12 & 27J, TCH, DUG, Slow Food Denver, CO FTS, BSTH | Jan 2018- Dec 2019 | - 27J school nutrition staff joined the Local Foods Workshop steering committee (see #2) | - 27J school nutrition staff will be engaged in the workshop planning process |
| 14 | Implement on site school gardens within 27J | Lead: Anneli w/ City & County staff support Stakeholders: 27J, school garden nonprofits, TCHD, DUG, Slow Food Denver, CO FTS, Big Green, Bromley LFC, BSTH | Jan 2018- Dec 2019 | (see update for #13) | (see update for #13) |

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| # | Tactic Summary | Who is Involved | Timeline | What's been done | What's next |
|----|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6 | Create a public relations plan to promote the efforts of the District Plan | Lead: Anneli, Adams County & Brighton Comms | Jan 2018- Dec 2019 | <ul style="list-style-type: none"> - answered questions for Crossroads Resource Center book 7/19/19 - HSV at 2019 AdCo Fair 7/31-8/4/19 - HSV presented to CTO and media at Discover Brighton event 8/8/19 - BSTH posted info about local farms for National Farmers Market week - info about CO Proud Month, National Farmers Market week on AdCo and Brighton social media - Agritourism Subcommittee mtgs 8/14, 9/4, 10/2/19 - mtg to review HSV Marketing & Public Relations Plan 8/16/19 - Brighton Chamber tour with CTO Executive Director 8/30/19 - AdCo Historical Society ag challenges panel 9/14/19 - Petrocco Farms tour with RFMU and CO Ag Commissioner 10/1/19 - Discover Brighton flyer on October agritourism on Brighton social media - update for Denver Regional Council of Governments (DRCOG) 10/8/19 - mtg with AdCo Economic Development 10/9/19 - Discover Brighton flyer about agritourism on Brighton social media - question about District Plan for City Council candidate forum 10/14/19 - presenting HSV Marketing & PR Plan adoption draft to DPC 10/24/19 | - <u>This tactic will be considered complete with the adoption of the Marketing & Public Relations Plan. Implementation will be incorporated into tactics 3, 7, 15, 16, 17, 18.</u> |
| 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 | - see #6 update for Marketing & Public Relations Plan | - Marketing & PR Plan elements: trademark registration, developing copy for the Chamber's annual visitor's guide; Marketing & PR Plan will be disseminated to stakeholders |

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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 | - staff attended the CO Proud Next Generation of Ag Symposium 10/16/19 | - Marketing & PR Plan includes exploring ways to expand capacity for Splendid Valley-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 | - mtg to discuss plan for HSV wayfinding signage 8/23/19 - submitted Brighton Lodging Tax Grant application 9/3/19 - connected with the AdCo Arts & Culture Liaison about gateway signage - signage plan presented to farmers at Discover Brighton Agritourism subcommittee mtg 10/2/19 | - a plan will be finalized for wayfinding signs, including the map, fees, and maintenance plan |
| 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 | - mtgs with BSTH, PVMC 9/4, 9/19, 10/9/19 to define objectives, possible attendees, steering committee members - TCH consulted about workshop and possible financial support - Food in Communities regional meeting for Adams, Denver, and Jefferson counties 9/16/19 - secured a venue (PVMC), date (2/13/20), food supplier (PVMC), and two additional steering committee members (27J Nutrition Services and Calvary Chapel Food Pantry) | - steering committee will be finalized, budget will be developed and funding will be secured, the program and logistics like food, childcare, and translation will be planned, and key attendees will be confirmed |
| 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 | - staff shopped for local produce for BSTH Meals on Wheels fresh produce delivery 7/26/19 | - no work planned |
| 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 sent out information to farmers about accepting SNAP | - see #2 for updates, since this tactic could be discussed during the Local Foods Workshop |

Table 4. Tactics Ongoing

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| # | 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 | - Brighton P&R staff applied for AdCo Open Space Grant and worked with TCF to apply for GOCO grant to help fund Morimitsu Farm acquisition - tour for GOCO staff 9/6/19 | - 2-pager will be developed about HSV to share with potential funders |
| 7 | Contemplate the release of a request for proposals (RFP) to meet the objectives of the District Plan by the development community | Lead: Anneli w/ City & County staff support | ONGOING | - mtg with Front Line Farming about process for leasing property from City of Arvada 7/24/19 - staff spoke on a panel 9/6/19 about land procurement for beginning and prospective farmers organized by DBG - mtg with a representative from DBG and VTF 9/18/19 - mtg with a representative from RMFU, formerly from CO Land Link, to discuss needs and opportunities for connecting farmers with land - attended UC Denver design charrette exploring integrating agriculture into affordable housing development in HSV 9/26/19 - call with National Western Center to discuss possible partnerships 9/30/19 | |