



2015 CITY COUNCIL PRIORITIES

Each year the Greeley City Council reviews the vision statement and current realities and establishes priorities that they believe will maintain and improve the community. These are the 2015 priorities and objectives.

Image

1. Community promotion & marketing
2. Healthy neighborhoods
3. Appealing community entryways & corridors
4. Youth success
5. Quality of life

Safety

1. Crime prevention & suppression
2. Emergency readiness & response
3. Traffic safety

Economic Health & Development

1. Engaged business and industry relationships
2. Active support of business development
3. Economic initiatives

Infrastructure & Growth

1. Public facilities & equipment
2. Environmental infrastructure
3. Human infrastructure
4. Civic Infrastructure

Objectives for City Council Priorities

Summary Descriptions

The goal for each priority is listed along with a description of the objectives.

IMAGE PRIORITY

GOAL: Reinforce Greeley's vision as an attractive and vibrant community in which to live, learn, work, and play

OBJECTIVES

I. COMMUNITY PROMOTION & MARKETING:

Deliberate efforts to positively affirm Greeley's character and attributes

II. HEALTHY NEIGHBORHOODS:

Develop and sustain neighborhoods that reflect a safe, attractive, and appealing place to live

III. APPEALING COMMUNITY ENTRYWAYS & CORRIDORS:

Present a pleasant, positive, and welcoming impression of Greeley to residents and visitors

IV. YOUTH SUCCESS:

Help create a community environment that supports youth success

V. QUALITY OF LIFE:

Devote public resources to help create an exceptional community experience

SAFETY PRIORITY

Goal: manage the health, safety & welfare in a way that promotes a sense of security and well-being for residents, businesses and visitors

OBJECTIVES

- I. CRIME PREVENTION & SUPPRESSION:**
Foster a safe environment for Greeley residents and businesses
- II. EMERGENCY READINESS & RESPONSE:**
Minimize loss of life and property through risk prevention and preparation, capability & effectiveness of response
- III. TRAFFIC SAFETY**
Create an environment that promotes the safe movement of people, goods and services

ECONOMIC HEALTH & DEVELOPMENT

GOAL: Foster and maintain public and private investment in business development

OBJECTIVES

- I. ENGAGED BUSINESS AND INDUSTRY RELATIONSHIPS**
Foster and sustain active and productive relationships with key employers and businesses to secure and expand their local success
- II. ACTIVE SUPPORT OF BUSINESS DEVELOPMENT**
Promote a business-friendly environment and system of municipal services that support commercial enterprise
- III. ECONOMIC INITIATIVES:**
Develop opportunities to target public investment toward specific, high value economic development projects and markets

INFRASTRUCTURE & GROWTH

Goal: Establish the capital & human infrastructure to support & maintain a safe, competitive, appealing, and dynamic community

OBJECTIVES

I. PUBLIC FACILITIES & EQUIPMENT:

Provide a framework of public services, facilities and equipment that support a safe, pleasing and successful community

II. ENVIRONMENTAL INFRASTRUCTURE:

Improve and maintain the City's natural resources for the benefit of the community

III. HUMAN INFRASTRUCTURE:

Invest in employee development

IV. CIVIC INFRASTRUCTURE:

Engage community members to support civic development and services



City of Greeley, Colorado

City Manager's Work Program

2015

(Those highlighted in yellow are continued from 2014.)

		Image	Safety	Economic Health & Development	Infrastructure & Growth										
		Community Promotion & Marketing	Healthy Neighborhoods	Appealing Community	Youth Success	Quality of Life	Crime Prevention & Corridors	Emergency Readiness & Response	Traffic Safety	Engaged Business & Industry Relationships	Economic Support of Business Development	Public Facilities & Equipment	Environmental Infrastructure	Human Infrastructure	Civic Infrastructure
1	Andy	Island Grove Master Plan Update and Indoor Arena Feasibility Study													
2	Andy														
3	Andy														
4	Roy														
5	Becky														
6	Becky														
7	Becky														
8	Becky														
9	Becky														
10	Becky														
11	Becky														
12	Brad														
13	Brad														
14	Brad														
15	Brad														
16	Brad														
17	Burt														
18	Burt														
19	Burt														
20	Duane														
21	Jerry														
22	Joel														
23	Joel														
24	Joel														
25	Joel														



City of Greeley, Colorado

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26	Joel	8th Avenue/22nd Street Entryway
27	Joel	27th Avenue Storm Drain Improvements
28	Joel	Downtown Stormwater Master Plan
29	John	Greeley Image Initiative - Year Three
30	Patty	Computer Security Improvements
31	Sharon	Police and Fire Labor Union Negotiations
32	Victoria	Sales and Use Tax Audit Program Implementation
33	Victoria	Infrastructure Maintenance and Capital Construction Financing

	Image				Safety			Economic Health & Development			Infrastructure & Growth				
	Community Promotion & Marketing	Healthy Neighborhoods	Appealing Community Entryways & Corridors	Youth Success	Quality of Life	Crime Prevention & Suppression	Emergency Readiness & Response	Traffic Safety	Engaged Business & Industry Relationships	Active Support of Business Development	Economic Initiatives	Public Facilities & Equipment	Environmental Infrastructure	Human Infrastructure	Civic Infrastructure
26															
27															
28															
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31															
32															
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City Manager's Work Program Items

Council priorities are translated by the City Manager into the annual Work Program. Work Program action items help the staff implement strategies that will achieve the Council's vision and address current priorities. This is a list of the 2015 Work Program items and additional detail about why each is considered important. These items are in addition to the usual and on-going services provided by the City organization.

(1) Island Grove Master Plan Update Indoor Arena Feasibility Study

Purpose: Originally completed in 1992, a new/revise Master Plan for Island Grove Regional Park is needed to create a future vision for the Park to help decision-makers prioritize park improvements and then pursue funding. The plan would document existing conditions, analyze the events and activities that occur in the park, describe opportunities and constraints for development, and recommend additional, or modified, amenities, landscaping, and facilities to meet current and future needs and planned locations for those facilities. In addition, the Plan would address adjustments to park traffic (both vehicular and pedestrian), parking, relational circulation between buildings and other amenities, and infrastructure (utilities, irrigation, site lighting, etc.). In 2014, shared funding was not established with Weld County. The decision was made to re-approach Weld County following the 2014 elections.

(2) Ace/School District Joint Use Outdoor Field Development

Purpose: The City of Greeley has authorized Quality of Life Funds to be utilized in the redevelopment from the natural grass turf at the Greeley-Evans School District (District 6) Football and Soccer Stadiums to synthetic turf. As a result of the turf improvements, the City of Greeley will have public access to these facilities on a scheduled basis for youth programs.

(3) Parks, Trails and Open Lands Master Plan

Purpose: Last completed in 2002 as the Greeley Parks and Recreation Master Plan, a new Comprehensive Parks, Trails, and Open Lands Master Plan is needed to create a future vision for the Greeley community to help prioritize capital improvements, management criteria, and funding opportunities. The plan would incorporate documenting existing conditions, a community Needs Assessment, analyzing data and current plans, policy guidance, and recommendations for objectives and action steps. In addition, the plan will incorporate recommendations for natural areas/open space and trails management as well as review of current, as well as recommendations for new Performance Measures. The master plan that will be created from this work effort will be heavily used as a resource for future development and redevelopment of the City's parks, trails, natural areas, and recreation system over the next five to ten years.

(4) G. Town Promise

Purpose: In 2014, City Council supported a trip by 25 Greeley area leaders to Kalamazoo, Michigan as a part of the Achieving Community Excellence (ACE) program. This group of leaders returned and decided to create the G. Town Promise which is a continuum of services to provide resources and assistance to youth living in Greeley and Evans who attend Greeley Evans District 6, charter and private schools assistance necessary to help them make productive decisions about their post-secondary school and career aspirations.

(5) University District Initiative: Home Purchase Program

Purpose: Strengthen, stabilize, and foster re-investment in the neighborhoods within the University and Redevelopment Districts and increase Greeley residency of the workers represented by that area's four major employers through a single family home ownership program geared to those employees who purchase homes in these districts.

(6) University District Initiative: Canal Shops Redevelopment

Purpose: Engage with landowners on the 16th Street Canal Shops District to develop an area strategy for the redevelopment of the corridor adjacent to 16th St. between 8th and 10th Avenues to improve the visual appeal, economic vitality, and function of this link between the campus and the 8th Ave. corridor.

(7) Establish Economic Development Department

Purpose: Develop the functional framework of a City Economic Development Department from which to organize and facilitate business support, development and growth in line with community priorities.

(8) Downtown Hotel and Conference Center

Purpose: Complete project analysis, financing and formalize agreements to support the redevelopment of the south half of the Lincoln Park Annex block as a Hotel and Conference Center, with attendant relocation of the on-site Transit hub and Council Chambers, as well as an analysis of the adjacent properties to support a structured parking facility.

(9) Poudre River Corridor Initiative: Two COGO Property Acquisitions

Purpose: Using Great Outdoors Colorado grant funds, complete the acquisition of two key parcels within the Poudre River Corridor for preservation of open space associated with the Poudre Trail and to anchor sites related to the objectives of the Poudre Greenway Corridor.

(10) Poudre River Corridor Initiative: Complete Poudre Greenway Master Plan

Purpose: Complete the Poudre River Corridor Strategic Plan to provide a working framework within which to foster preservation and support of the Greeley/Windsor reach of the river to complement this area amenity, address any flooding impacts and leverage support for its development and connectivity with community trail systems.

(11) Poudre River Corridor Initiative: Conservation Easement Application

Purpose: Make application to the State of Colorado for certification as a Conservation Easement holder to enable the oversight of such properties in the Poudre Corridor as may be obtained by the other public partners associated with the river project as well as other private natural areas in Greeley for which a formal Conservation Easement is required.

(12) East 8th Street Corridor Study

Purpose: Review East 8th Street conditions, east of the Highway 85, to evaluate evolving conditions associated with increased industrial activity and pending completion of the Weld County Road 47/49 connection.

(13) Oil and Gas Pipeline Gathering System

Purpose: Explore and promote all options for a network of oil/gas gathering lines that connect existing and planned well sites within the city, with the goal of minimizing the number of on-site storage tanks. Achieve this through aggressive dialogue with industry stakeholders, and through supportive rights-of-way policies.

(14) Landscape Policy Plan and Code Revision Study

Purpose: Develop a Policy Plan, as a sub-element of the 2060 Comprehensive Plan, and then propose supporting Development Code changes that support the goals and policies of that Plan. Created through a public input process, Plan goals will promote efficiency in new and existing land development through landscape design, installation, and maintenance, while preserving the city's special character.

(15) Enterprise Zone Recertification

Purpose: The Colorado Enterprise Zone boundaries are required to be recertified. Upstate Colorado is the Enterprise Zone administrator for the State-designated Weld County Enterprise Zone. Under direction from the State, Upstate will establish new boundaries based on recent US Census data. The City will review the proposed boundary adjustments in light of City economic goals and initiatives.

(16) Development Review Training

Purpose: The effectiveness and efficiency of the land use review process ("planning & zoning") depends on the tools and skills held by the land use planners and review engineering staff. This work item seeks to provide additional training, examine work flow processes, and standardize practices to increase the number of tools and skills they have. An emphasis will be on enhancing customer-driven problem-solving abilities.

(17) Milton Seaman Reservoir Expansion Permit

Purpose: The Milton Seaman reservoir expansion will develop an additional 6,600 acre-feet of potable water supplies. In 2015: define action alternatives and submit to United States Army Corps of Engineers (USACE) for review.

(18) Bellvue Pipeline Construction

Purpose: This multiyear project is designed to provide reliable water delivery for anticipated demands associated with projected growth, increase operational flexibility, and provide delivery system redundancy from the Bellvue Water Treatment Plant.

(19) Future Water Account II (Purchase of additional Water Supplies)

Purpose: This multi-year project will provide a reliable water supply for anticipated demands associated with projected growth, provide drought protection, firm existing supplies, increase operational flexibility, and optimize water rights management. The goal is to purchase a total of 10,000 acre feet.

(20) Build a Public Safety Training Facility

Purpose: This multi-year project will provide training in real-life environments, improves safety of first responders in life threatening situations, competence and job performance efficiency. A City training center will greatly increase the frequency of critical incident training for public safety officials and improve the protection of citizens and property.

(21) Traffic Safety Initiative

Purpose: There has been a significant increase in motor vehicle accidents, and the purpose of this traffic safety initiative is to improve traffic safety within the City through education and enforcement.

In 2013, total motor vehicle accidents increased by 18% from 2,177 to 2,563. Injury-involved accidents increased 8% over the same period rising from 88 to 95 and fatalities increased from 4 to 8. To reduce those numbers, traffic safety presentations on accident causation factors will be given to both school and general audience groups. Enforcement efforts will be focused on high-accident locations and accident-

causing violations.

(22) Downtown Transit Center Relocation

Purpose: This multi-year project will relocate the existing Downtown Transit Transfer Center, currently located in front of the Lincoln Park Annex building, to property owned by the City in front of the Transit office at 11th Ave & 1st St. This relocation, and associated route redesign will move the transfer center to a location that is closer to the Transit office allowing improved customer access to the office to acquire passes and gain needed information, and connections throughout the City and regional efforts will be improved as well. The new transfer center will be 1,883 square feet and have seating for 30 people indoors out of the weather elements.

(23) 8th Avenue Entryway Corridor Improvements: 13th Street Intersection & 1300 Block

Purpose: This multi-year project will continue to enhance the entryway/connectivity between the University and Downtown along 8th Avenue from 16th Street to 10th Street. In 2015 the next section of the corridor improvements are planned and will include the intersection of 13th Street & the 1300 block. This will include pedestrian lighting and street trees along the sidewalk areas in addition to a landscaped median near intersections. Approximately 5 Uptown art trees will also be installed throughout this next block.

(24) 10th Street Access and Streetscape Improvements: 23rd to 25th Avenues

Purpose: This multi-year project intends to continue to improve safety by reducing access points, provide improved pedestrian accessibility and provide improved landscape improvements on 10th Street from 23rd to 35th Avenue. The future phases of this project have changed due to reduced grant funding as well as plans by Xcel to improve the substation site. The focus in 2015 will be the area between 23th and 25th Avenues.

(25) Sunrise Entryway Feature/Parking Lot

Purpose: Construct an entryway feature to be installed on 10th Street near the Union Pacific railroad crossing as well as build a parking lot on the south side of the railroad tracks east of the train museum on city owned property to accommodate overflow parking from the farmers market and the train museum and other downtown events. The parking lot will also provide parking for large buses that come into the downtown area. This project was designed and bid in 2014, but only contractor submitted a bid than was higher than estimated. The project will be rebid in the early part of the year with hopes this timing will be more appealing and result in a more competitive bidding environment.

(26) 8th Avenue and 22nd Street Entryway Enhancements

Purpose: This project will enhance the southern entryway into Greeley along Business 85 south of the 22nd Street intersection in the existing islands. A new "Greeley" sign will be built in the southern median along with landscape enhancements including an art piece.

(27) 27th Avenue Storm Drainage Improvements

Purpose: This multi-year project will improve the drainage facilities and reduce flooding in the 27th Avenue/28th Avenue corridor from 20th Street to the Poudre River by means of improving stormwater pipe sizes. In 2014 design work was done for phase 1 from 16th Street to 17th Street Road. Phase I will include construction along 28th Avenue and across 16th Street to the existing channel between 26th Avenue & 27th Avenue.

(28) Downtown Stormwater Master Plan

Purpose: A fresh look at the Downtown Drainage Basin Master Plan is needed to determine a more cost effective way to improve the drainage in the downtown area and reduce flooding long term. This study

will update the 2006 Downtown Master Plan. The current plan calls for \$60M worth of improvements that are difficult to fund, very disruptive, and will be time-consuming and difficult to construct due to complexities such as crossing the Union Pacific railroad tracks. The original plan also looked at 4 major lines to the river, whereas the new study, due to better modeling technology, will perform modeling to determine more precisely where flooding is anticipated and will propose solutions and new cost estimates that will help not only in prioritization, but help with future funding determination.

(29) Greeley Image Initiative – Year Three

Purpose: Enhance the community’s image and improve the City’s ability to communicate and engage with residents and others.

(30) Computer Security Improvements

Purpose: Enhance and manage the security and stability of the City’s technology infrastructure, which includes the ability to maintain the confidence and trust of our clients – City employees as well as the citizens of Greeley.

(31) Police and Fire Labor Union Negotiations

Purpose: Meet and confer in good faith with the bargaining representatives of the Police Officers’ Association and the Fire Fighter’s Union to negotiate the terms and conditions of the collective bargaining agreements that are set to expire on December 31, 2015.

(32) Sales Tax Audit Program Implementation

Purpose: To develop a sales tax audit program that ensures equity in payment of sales taxes.

(33) Infrastructure Maintenance and Capital Construction Financing

Purpose: Greeley like other local governments is responsible for the maintenance and capital expansion of important public infrastructure facilities such as roads, water, sewer and storm sewer assets, parks and public buildings. This work program item will address major infrastructure needs throughout the year via a citizens’ committee, bond issuances, develop for adoption long term plans for Greeley’s public infrastructure and have ballot questions proposed for the purpose of meeting the financial needs.