



2014 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 2014 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 Manager's Work Program Items

Council priorities and objectives 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 2014 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) Middle School Sports Program Organization

Purpose: Middle School interscholastic athletics are an essential element of the education of students as these activities foster the development of character, life skills, sportsmanship and teamwork. In addition, our athletic programs strive to develop a positive self-image and encourage physical activity as a part of a healthy lifestyle. Educational athletics serve as a source of school pride and maintain positive relationships between schools and communities. While schools recognize the pride in winning, it does not supersede the educational goals of middle school athletics.

(2) 8th Avenue: Uptown Tree Program

Purpose: An 8th Avenue Public Sculpture project to add ten permanent 'tree' sculptures along 8th Ave between 16th Street and 10th Street. Staff will collaborate with the Downtown Development Authority to gain assistance with the cost/installation of pedestals for artwork.

(3) Youth Needs Assessment

Purpose: Staff from the Culture, Parks, and Recreation Department are working with the University of Northern Colorado- Sociology Research Lab – to develop and conduct a community Needs Assessment to best ascertain youth programs and services for future planning. A qualitative analysis of needs has not been done for quite some time and the data collected will be beneficial in regards to planning recreation programs, Youth Enrichment activities, Parks amenities and facilities, and miscellaneous explorations of unmet needs through the Department.

(4) Island Grove Master Plan Update and Indoor Arena Feasibility Study

Purpose: Originally completed in 1992, a new/revise Master Plan for Island Regional Park is needed to create a future vision for Island Grove Regional 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).

(5) Quality of Life Projects – Continue Implementation

Purpose: (A) To acquire land for one of several Neighborhood and Community Park parcels identified within the 2002 Parks Master Plan. The intent for 2014 is to focus on a property South of Hwy 34, W. of 101st Ave. as identified in the Quality of Life plan for a Community Park. Neighborhood Park properties to be reviewed at 71st Ave, S. of 10th Street and E/ of Hwy 85 (2 parcels). (B) To continue final design and begin construction of Sheep Draw Trail west of 71 Ave. (note - connection under 71st Ave bridge will not be completed until widening of 71st Ave is planned. A temporary connection is feasible until that time) (C) To continue design and begin construction a section of the Sheep Draw Trail within the Triple Creek Open Space area. (D) To provide the connection between the Sheep Draw Trail and the Poudre River Trail with planning assistance and grant funding through CDoT. (E) To review the need for outdoor athletic facilities (turf fields, ball fields, etc) in the community, including potential partnerships with District 6.

(6) University District Initiative

Purpose: In conjunction with the standing City/Community Strategic Task Force, provide and expand on-

going support related to the implementation of the University District Initiative, which includes a set of nine core elements focused on enhancing the “live, learn, work, play” characteristics of this area of the community, supporting its redevelopment and renaissance, economic and social health, and expanding its interface as part of the Greeley Creative District and G.Town Tour Programs.

(7) Creative District Initiative

Purpose: Assist in guiding Greeley’s Creative District to full status as a recognized and supported economic sector of Greeley that positively promotes Greeley’s image, attracts investment to the area and Greeley, achieves economic success for District businesses and Creatives, and is well-known and regarded throughout and at State and National levels.

(8) Enhanced Work Flow (Business, Events, Permits and Agreements)

Purpose: Examine the City Code and administrative process associated with select business and event use and types to improve customer understanding, access, use and efficiency of the administration of and tracking of these City permits and agreements. Initial review will concentrate on those uses/agreements that are without adequate administrative and regulatory framework (e.g. food trucks, special events, universal business license form, agreement tracking).

(9) Board and Commission Leadership Support

Purpose: Enhance the capacity of our citizen boards, commissions, and related community committees and associations through expanded leadership training, mentorship and support.

(10) 8th Avenue: 22nd Street Entryway

Purpose: Enhance the appearance and function of a key community entryway and travel corridors at 8th Avenue at 22nd Street to improve the image of the City to the traveling public, and stimulate greater community and neighborhood pride and investment.

(11) G. Town Community Tours

Purpose: Expand the knowledge about and appreciation of Greeley by offering community and topic-specific bus tours to local residents, target audiences, and visitors to provide a unique perspective of community assets, build civic appreciation, and foster advocacy of the city.

(12) 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 Convention Center, with attendant relocation of the on-site Transit hub and Council Chambers, as well as a concept analysis of the adjacent Sr. Center block to support its potential redevelopment for a structured parking facility to supply additional area parking.

(13) City Administrative Space Analysis, Phase II

Purpose: Complete Phase II of the City’s Downtown Administrative Space Study Project to offer up o two alternatives for the consolidation of City Administrative space into one or two sites from the present multiple buildings.

(14) Neighborhood Building Blocks (NB2) Program

Purpose: Provide support for Greeley’s neighborhoods by facilitating coordinated services between City departments, pro-actively and responsively addressing emerging concerns, and fostering partnerships and citizen engagement to enhance the livability of each of Greeley’s neighborhoods. The NB2 Team will continue to oversee the Neighborhood Improvement Grant program and City-wide neighborhood support, as well as concentrated attention on four neighborhood focus areas: Sunrise, John Evans, University District, and 10th Street as part of a multi-year commitment of funds and programs. In addition, efforts will include a review of code modifications and establishment of a Restorative Justice program that promote more effective response and neighborhood satisfaction related to nuisance and

chronic property and behavior issues.

(15) Poudre River Corridor Initiative

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 and leverage support for its development and connectivity with community trail systems.

(16) LaserFiche Rio (Enterprise Content & Process Management)

Purpose: Enterprise Content Management integrates existing technologies to manage information. Business Process Management is about optimizing business processes with technology. The purpose of this project is to assist departments in utilizing the integrated technology to improve processes.

(17) Staff Review of Home Rule Charter

Purpose: A periodic review of the City's legislative framework helps keep Greeley's 'constitution' current. Any changes require a vote of the people. As City Council has instructed staff to place a ballot measure on the 2015 ballot for the removal of the City Manager Retention vote, staff believes this provides an opportunity for other potential charter modifications. City staff will review the Charter's provisions and formulate any recommendations to City Council for changes. Significant changes proposed may merit further review by a citizens' group in 2015 prior to the November, 2015 election.

(18) Develop Robust Oil and Gas Resource Website Page

Purpose: Provide a comprehensive and user-friendly website resource page that provides real-time and background information concerning the oil and gas development process and current activity within City limits.

(19) Code Compliance Outreach Program

Purpose: Through a series of events and print/electronic materials, reach out to groups within the community to provide targeted information about applicable zoning code regulations; follow up with code enforcement efforts to ensure consistency and a high standard of compliance in key city sectors.

(20) Landscape Policy for Water Conservation

Purpose: Reduce water demand for development and re-development while preserving the City's special character; determine the community's values regarding water use and cost, developed through a public input process, drafting of a policy plan, and creation of Code changes for Council consideration; this is a complement to the larger Water Mater Plan Update initiated by the Water & Sewer Department for 2014.

(21) Convene a Community Dialogue Regarding Oil and Gas Land Use

Purpose: Review oil and gas knowledge base, administrative practices, public outreach and land use processing of oil and gas facilities within City limits, based on City Council policy direction and a public participation dialogue.

(22) Enterprise Zone Recertification

Purpose: The Colorado Enterprise Zone (EZ) boundaries must be recertified in 2014. Upstate Colorado is the Enterprise Zone administrator for the State designated Weld County Enterprise Zone. Under the direction of the State, Upstate will establish new boundaries based on recent US Census data. Upon completion of the EZ boundary adjustments, Upstate will seek review comments from local jurisdictions. The City's economic development office will review the proposed boundary adjustments to make sure that they pose no harm to the current and future economic development interests of the community.

(23) Build Public Safety Training Facility – Phase I

Purpose: Training in real-life environments improves safety of first responders in life threatening situations, improves 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.

(24) Review of Liquor Regulations and Procedures

Purpose: This program seeks to update relevant ordinances and procedures, if indicated, in order to reduce the number of incidents in which alcohol is provided to minors and intoxicated persons at alcohol sales and service establishments.

(25) Operation Safe Stay Program

Purpose: Continue to increase the training and support of managers of hospitality, land lease, and multi-family establishments to become community partners to operate their properties in a manner that promotes resident and guest safety through best practices and pro-active attention

(26) Workplace Safety Initiative

Purpose: Establish a program to enhance the relationships between the City, with emphasis on the Police Department, and key employers with an annual outreach and communication support program geared toward building relationships with business leaders and supporting crime prevention strategies with employee groups, as requested.

(27) Downtown Transit Transfer Center Relocation

Purpose: To relocate the existing Downtown Transit Transfer Center currently located in front of the Lincoln Park Annex building and move it to property owned by the City in front of the Transit office at 11th Ave & 1st St along with associated route planning based off the new location. This relocation will move the transfer center to a location that is closer to the Transit office allowing customers to more easily access, and interact with the office for bus passes and questions, and County services that are offered in the area.

(28) 8th Avenue: 14th & 15th Street Improvements

Purpose: This project will continue to enhance the entryway/connectivity between the University and Downtown along 8th Avenue from 16th Street to 10th Street. In 2014 the next section of the corridor improvements are planned from 15th Street to 14th Street. This will include pedestrian lighting and street trees along the sidewalk areas in addition to a partial landscaped median near intersections. Approximately 10 Urban art trees will also be installed throughout the entire corridor. No improvements such as bump outs will be done to the actual intersections of 15th St or 14th St.

(29) 10th Street Access and Streetscape Improvements: 25th to 29th Avenue

Purpose: Implement construction of the corridor access and landscape improvements between 25th Ave and 29th Ave. This first phase will begin improvements that will ultimately be part of a larger corridor improvement project to improve safety by reducing access points between 23rd Ave & 35th Ave and improving the corridor lighting and landscaping. Improvements will include sidewalks, pedestrian lighting, median improvements, and street furniture. A second component of the project will be to design the triangle area at 23rd Ave to improve its appearance and safety of traffic turning geometry. Additionally, design and construction of an art fence in front of the Xcel substation will be done with this phase.

(30) Sunrise Entryway Feature/Parking Lot

Purpose: Design and 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 entryway feature will complement the new curb, gutter and sidewalk along 10th Street and in the Sunrise neighborhood.

(31) Funplex Solar Array

Purpose: To build a 500kW solar array and reduce the Funplex's electrical costs by producing 40% of the Funplex's electrical consumption from the solar array. This is a continuing effort by the city to be more energy independent and environmentally friendly by reducing our carbon footprint.

(32) Bike Plan

Purpose: The city was awarded an \$85,000 grant from Kaiser Permanente to develop a city wide bike plan. Currently there are only a few pages in the 2035 Transportation Master Plan dedicated to biking. This new plan will better define the on street and off street biking needs and opportunities.

(33) Weld Project Connect

Purpose: Support local efforts to provide basic services to the underserved population in Greeley as part of a county-wide one-day event.

(34) Greeley Image Initiative – Year Two

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

(35) Future Water Account II (Purchase of Additional Water Supplies)

Purpose: 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.

(36) Milton Seaman Reservoir Expansion Permit

Purpose: The Milton Seaman reservoir expansion will develop an additional 6,600 acre-feet of potable water supplies. In 2014: define action alternatives and submit to Corps of Engineers. Reevaluate the required size for the project, develop an acceptable No Action Alternative and submit for Corps review.

(37) Water Budget Trial – Year Three

Purpose: To encourage water use efficiency, Greeley has begun a Water Budget Study.

The Water Budget Program's goal is to get users who far exceed their actual need to reduce their consumption by encouraging water use efficiency. This is accomplished by providing individual households a monthly forecast of their water requirements based on lot size, historic weather, and persons per household. In addition their previous month's water use is compared to their actual water need, based on household size and irrigation requirements.

The Water Budget Trial Study is a multi-year process to evaluate the effectiveness of empowering customers with information to improve their water efficiency.

- In 2011, the first year of the program, a small sample set of 250 volunteer customers were informed of their compliance with their water budget, based on irrigable area, estimated inside demand, and the previous month's actual irrigation requirements.*
- In 2012 a random sample of 1,000 residential customers were added to 2011 volunteers. The program was modified to inform users of their probable demand for the next month, based on historic weather data.*
- In 2013 the program will be expanded to all residential customers.*
- In 2014, the Informational Water Budget will be continued city-wide and prior year's results will be evaluated for effectiveness.*

(38) Water Master Plan Update

Purpose: Update the 2003 Water Master Plan. The 2014 Water Master Plan Update will be a policy and guidelines document that includes an evaluation of Key Policies, Driving Factors, Changes to Options to Meet Demands and a Review of Integrated Strategies.

(39) Bellvue Pipeline Construction

Purpose: Provide a reliable water delivery for anticipated demands associated with projected growth, increase operational flexibility, and provide delivery system redundancy. Add finished water delivery capacity and system redundancy from Bellvue filter plant.

(40) City Website Re-design/Development

Purpose: Create/maintain a web presence that is current and relevant to citizens' needs. Improve the overall citizen/employee web experience.

(41) Patient Protection and Affordable Care Act (PPACA)

Purpose: Implement employer responsibility provisions of Patient Protection and Affordable Care Act that impact the City of Greeley partially self-insured health plans.

(42) Employee Progression and Succession Planning

Purpose: Implement a process to develop a workforce for the future, provide for business continuity, ensure that institutional knowledge is not lost and plan in advance for transitions. This will involve a systematic effort and process of identifying and developing our employees through training and mentoring for key positions.

(43) Sales and Use Tax Audit Program Development

Purpose: Greeley is one of the few cities that does not have an active business license audit program. We are the only city without an audit program in cities of our size. While we join other cities in auditing large national companies, we have no program to even ensure all businesses are licensed with the City. The audit program needs to be both a "soft" approach – more help than audit; sometimes we need a person to be in constant contact with businesses to ensure their compliance with the law.

(44) 2015-2016 Budget and 2015-2019 Capital Improvements Plan

Purpose: To develop a biennial budget and Capital Improvements Plan that will connect expenditures with performance measures and outcomes.

(45) Business License Process Review

Purpose: To identify, analyze and improve the way the businesses receive various business licenses from the City.

(46) Update Development Impact Fees Program

Purpose: To update the city's development impact fees establishing fee values capable of providing the base level of funding needed to adequately fund essential transportation, storm drainage, police, fire, trails, parks, water, and sewer infrastructure systems.

(47) Drop-off Recycling Center Options

Purpose: Develop options and a recommendation to Council for city operation of a drop-off recycling center.



City of Greeley, Colorado

City Manager's Work Program

2014

City Council Priorities and Objectives

Image	Safety	Economic Health & Development	Infrastructure & Growth
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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
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