

Q4 Monitoring Report

TO: District Plan Commission
FROM: Anneli Berube, Ag Innovation Specialist, for District Plan Staff
DATE: January 24, 2019
SUBJECT: Q4 District Plan Monitoring Report and 2018 in Review
ATTACHMENTS: Table 1. 2018 in Review, Table 2. Deliverables for Commission Review Q1 2019

The following report documents activities and deliverables completed in 2018, and a preview of activities and deliverables that will be completed in the first quarter of 2019 (Q1). 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. 2018 in Review: This table represents the deliverables completed and tactics worked on in 2018, as well as next steps for 2019.

- **Tactic #1: Acquisitions** – Open Space Grant award for Murata Brothers Farm Property 11/13/18; continue to identify opportunities for preservation in 2019
- **Tactic #6: Public relations** – Video update, developed list and executed public outreach events in 2018; continue public outreach in 2019, ramp up once new brand and logo are developed
- **Tactic #9: Zoning overlay or design guidelines** – City reviewed land use code, began drafted new code in 2018; new land use code will be reviewed and finalized in 2019
- **Tactic #10: (TDR) and/or Cluster Standards** – City and County staff discussed next steps in 2018; will produce staff report about TDR and the District Plan and draft RFP in 2019
- **Tactic #11: Agriculture preservation matrix** – Farmland Preservation Toolkit; Tactic Complete
- **Tactic #12: Exploring incentives for conservation easements** – Conservation Easements SWOT Analysis Summary in 2018; Conservation Easement Toolkit in 2019, explore options for outreach
- **Tactic #13: School nutrition programming** – Farm to School Toolkit in 2018
- **Tactic #14: On-site school gardens** – see update for Tactic #13 above
- **Tactic #15: Marketing campaign** – received 2 grants totaling \$17,500 for District Plan Branding & Wayfinding Project, hired consultant to begin in 2019; Project to be completed by May 2019
- **Tactic #18: Wayfinding signage** – preliminary sign plan in 2018; see tactic #15 for RFP details
- **Tactic #19: Incubator program** – briefly explored beginning farmer training with CSU Extension
- **Tactic #21: Senior Meal Programs** – conduct initial outreach in 2019
- **Tactic #22: Food safety** – conduct initial outreach in 2019
- **Tactic #28: Seek grant funds** – researched grants in 2018; continue in 2019

Table 2. Deliverables for Commission Review Q1 2019: 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 (3rd reading)
- District Plan area brand and logo options for March District Plan Commission meeting

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Table 1. 2018 in Review

| # | Tactic Summary | Timeline | Completed Deliverables | Other Activities Completed | What's Next for Q1 2019 |
|----|---|-----------------------|--|--|---|
| 1 | Seek funding to preserve agricultural lands within the District Plan area | 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 awarded 11/13/18. The Conservation Fund has been working with the landowner to finalize the deal. | - continue to identify opportunities for preservation |
| 6 | Create a public relations plan to promote the efforts of the District Plan | Ongoing | - 2018 Potential Public Outreach Events list | - County District Plan staff published a video update about the District Plan, shown at Adams County Town Hall in Brighton in March - 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 | - continue public outreach about District Plan, ramp up after District Plan Branding & Wayfinding Project (see #15) |
| 9 | Develop City and County zoning overlay or design guidelines to address performance criteria; apply overlay to properties that could potentially apply for annexation | Jan 2018- Dec 2019 | | - City reviewed land use code, began drafting new code | - review and finalize new land use code |
| 10 | Evaluate the County and City's Land Development codes to further explore Transfer of Development Rights (TDR) and/or improve Cluster Standards | Apr 2018- Jun 2019 | | - City and County staff met to discuss next steps | - produce staff report about TDR and the District Plan - draft RFP for consultant services |
| 11 | Develop matrix to guide agricultural preservation efforts | Jan-Mar (2018) | - Farmland Preservation Toolkit | | - TACTIC COMPLETE |
| 12 | Create incentives for landowners to implement conservation easements | Mar-Dec 2018 | - Conservation Easements SWOT Analysis Summary | - collected feedback from Rocky Mountain Farmers Union, Guidestone Colorado about what farmers are seeking in land - Anneli, Travis, Shannon, Christine Quinlan met to develop a SWOT analysis of possible scenarios where conservation easements might be used | - finalize Conservation Easement Toolkit - explore options for outreach |
| 13 | Increase school nutrition programming within existing school system | Jan 2018- Sep 2018 | - Farm to School Toolkit | - toured Greeley School District with Adams 12 and 27J staff - met with 27J Nutrition Services Staff to discuss toolkit, next steps | |

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|----|--|-----------------------|--|---|
| 14 | Implement on site school gardens within 27J School District | Jan 2018- Sep 2018 | - (see above) | - (see above) |
| 15 | Create marketing campaign for District Plan area | Apr 2018- Sep 2019 | - identified need to rename and brand District Plan area for agritourism purposes - explored initial possibilities for a name and brand for District Plan area - 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) - finalized and posted Request For Proposals (RFP) to hire marketing firm to develop name and brand - marketing firm was chosen in Dec 2018 | - District Plan Branding & Wayfinding Project, to be completed by May 2019 |
| 18 | Once agritourism direction established, focus on highway and street signage | Apr 2018- Dec 2019 | - Anneli, Shannon, Gary, Jennifer discussed how to implement tactic - identified need to rename and brand District Plan area for agritourism purposes - developed preliminary plan for wayfinding signs, including map and possible designs - (see above for RFP) | - (see above) |
| 19 | Incubator program cultivating new farmers through farmer, business education and land access | Apr 2018- Jun 2019 | - briefly explored with CSU Extension; other counties are currently doing beginning farmer courses, isn't a huge demand at the moment, but Adams County could potentially host in the future | |
| 21 | Create incentives to incorporate more local food within existing meal programs for seniors | Sep 2018- Feb 2019 | - no activity to date | - 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 | Sep 2018- Dec 2018 | - no activity to date | - conduct initial outreach to determine what is already happening, what opportunities exist |
| 28 | Seek grant funds for Ag Innovation Specialist after first two years | Jan 2018- May 2019 | - researched potential grant funds for Ag Innovation Specialist position, will continue to identify grants to fund projects | |

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Table 2. Deliverables for Commission Review Q1 2019

| # | Tactic Summary | Timeline | Who is Involved | Deliverable |
|----|---|-----------------------|--|---|
| 12 | Create incentives for landowners to implement conservation easements | Nov 2018- Jan 2019 | <p>Lead: Adams County Parks & Open Space (P&OS) (Shannon), Brighton Parks & Recreation (P&R) (Travis) with Anneli's support</p> <p>Stakeholders: The Conservation Fund, land trusts, farm and ranch lands protection program, Open Space mentor program with another county</p> | - Conservation Easements Toolkit (3 rd reading at Jan 2019 meeting) |
| 15 | Create marketing campaign for District Plan area | Mar 2019 | <p>Lead: Anneli, Adams County & Brighton Communications (Comms)</p> <p>Stakeholders: Brighton Economic Development Corporation (BEDC), Brighton Chamber of Commerce (BCoC), Adams County Economic Development Corporation (ACED), I-70 Regional Economic Advancement Partnership (REAP)</p> | - Final presentation of District Plan area brand and logo options at March District Plan Commission meeting |