

Q1 2019 Monitoring Report

TO: District Plan Commission

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

DATE: April 25, 2019

SUBJECT: Q1 2019 District Plan Monitoring Report

ATTACHMENTS: Table 1. Deliverables completed in Q1, Table 2. Deliverables for Commission Review Q2, Table 3. Tactics Underway, Table 4. Tactics Ongoing

The following report documents activities and deliverables completed in the first quarter of 2019 (Q1), and a preview of activities and deliverables that will be completed in the second quarter of 2019 (Q2). 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. Deliverables completed in Q1: This table represents the two (2) deliverables that were completed and published in Q1:

- [Conservation Easements Toolkit](#)
- District Plan area brand and logo options for March District Plan Commission meeting

These documents can typically be found at adcogov.org/district-plan-resources-page.

Table 2. Deliverables for Commission Review in Q2: This table represents the deliverables that will require the Commission's feedback in Q2. The two (2) deliverables that will be completed this quarter are:

- Staff Report and Scope of Work for Transfer of Development Rights (TDR) exploration
- Final Brand & Logo for District Plan Area

Table 3. Tactics Underway: This table provides updates on the thirteen (13) tactics that will be worked on in Q2, summarized below:

- **Tactic #9: Zoning overlay or design guidelines** – in Q1, the City of Brighton site design articles 6-8 were reviewed, and Adams County updated its standards for agricultural uses and to allow the keeping of chickens and bees in residential zones; in Q2, staff will continue to review Brighton's land use code update
- **Tactic #10: TDR and/or Cluster Standards** – in Q1, a staff report and scope of work were drafted to explore hiring a Transfer of Development Rights (TDR) consultant; in Q2, the staff report and scope of work will be completed
- **Tactic #12: Exploring incentives for conservation easements** – in Q1, the Conservation Easement Toolkit was finalized and shared with The Conservation Fund (TCF) and City planning staff; in Q2, the toolkit will be shared with County planning staff, farmers, and landowners
- **Tactic #13: School nutrition programming** – in Q2, 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** – see update for #13

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- **Tactic #6: Public relations** – in Q1, the City of Brighton issued a proclamation on 3/5/19 for National Ag Day, followed by two Facebook posts (3/5 and 3/14) and letters to local farmers from Brighton Shares the Harvest and the District Plan Commission, along with a copy of the proclamation; in Q2, the District Plan website will be transferred to the City of Brighton, a public relations plan will be developed utilizing the new brand and logo, and public outreach will be ramped up after completion of the District Plan Branding & Wayfinding Project (#15)
- **Tactic #15: Marketing campaign** – in Q1, stakeholder outreach, background research, surveys, and focus groups were conducted by the branding consultant, name and logo options were presented to the District Plan Commission, a final design was chosen at the 3/28/19 meeting, and the final design was presented to the Brighton City Council (4/9/19) and Brighton Lodging Tax Advisory Committee (4/11/19); in Q2, the final design will be presented to the Adams County Board of Commissioners (4/23/19) and stakeholders will be engaged to help develop a marketing campaign plan for the renamed “District Plan Area”
- **Tactic #16: Marketing capacity** – see #15 for work completed in Q1; in Q2, as part of developing a marketing campaign (#15), possibilities will be explored for utilizing the new brand and logo to help market locally-grown products
- **Tactic #18: Wayfinding signage** – see #15 for work completed in Q1; in Q2, a wayfinding signage plan will be finalized and coordinated with the County and City Public Works departments
- **Tactic #2: Local foods workshop** – in Q1, staff attended a meeting organized by Tri-County Health (TCH) regarding a regional food systems convening; in Q2, staff will attend The Peoples Gathering (5/25/19) and gather results and best practices from that event to begin planning a Brighton-specific event
- **Tactic #21: Senior Meal Programs** – in Q1, staff attended a meeting with Eagle View Adult Center, Brighton Shares the Harvest (BSTH), and Meals on Wheels to discuss a fresh produce pilot program; BSTH launched the program on 4/15/19 to include fresh fruits and vegetables in Meals on Wheels meals and will be delivering on 4/26/19 and mid-May as well; in Q2, the results of the pilot project will be assessed in order to determine next steps
- **Tactic #23: Encouraging farm markets to accept Supplemental Nutrition Assistance Program (SNAP)** – in Q1, Brighton Shares the Harvest (BSTH) reached out to local farms and heard from one that they would be interested in participating, information was sent; in Q2, Brighton Shares the Harvest (BSTH) and Tri-County Health (TCH) will 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 Q1, summarized here:

- **Tactic #1: Acquisitions** – in Q1, Adams County closed on the Murata Brothers Farm Property (2/27/19), preserving about 37 acres of farmland; in Q2, opportunities for preservation will be reviewed as necessary

Abbreviations:

ACED = Adams County Economic Development
AdCo = Adams County
BEDC = Brighton Economic Development Corporation
Brighton Chamber = Greater Brighton Chamber of Commerce
Bromley LFC = Bromley Local Foods Campus
BSTH = Brighton Shares the Harvest
Comms = Communications Department
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. Deliverables completed in Q1

#	Tactic Summary	Deliverable	Tactic Complete? If not, next steps?
12	Create incentives for landowners to implement conservation easements	Conservation Easements Toolkit	Not yet. The next step is to disseminate the toolkit, gather feedback, and explore the possibility of incentives.
15	Create marketing campaign for District Plan area	District Plan area brand and logo options for March District Plan Commission meeting	Not yet. The next step is to develop a marketing campaign using the new brand and logo. This deliverable also advances tactics #6,16,18.

Table 2. Deliverables for Commission Review in Q2

#	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; apply overlay to properties that could potentially apply for annexation	Lead: City of Brighton LRP (Aja) w/ Anneli & County staff support Stakeholders: City Planning Commission	Jan 2018- Dec 2019, 2020	- comments for City of Brighton site design articles 6-8 - Adams County updated standards for agricultural uses and to allow keeping of chickens and bees in residential zones	- continue to review drafts of new City land use code
10	Evaluate the County and City's 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	- first draft of staff report and scope of work	- complete staff report and scope of work for consultant services

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#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
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	- Conservation Easement Toolkit finalized - shared toolkit with City planning staff	- disseminate toolkit to City and County planning departments, TCF, farmers, landowners
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	- toured Greeley School District with Adams 12 and 27J staff - met with 27J nutrition staff to discuss toolkit, farm-to-school implementation strategies - created Farm to School toolkit, incorporating feedback from DPC, TCHD, nonprofits, 27J, Adams 12	- 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 School District	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	(see update for #13)	(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	- City of Brighton proclamation on 3/5/19 for National Ag Day, followed by two Facebook posts (3/5 and 3/14); staff mailed letters to local farmers from BSTH and District Plan Commission, along with a copy of the proclamation	- transfer District Plan website to City of Brighton - develop public relations plan to execute using new brand and logo - continue public outreach about District Plan, ramp up after completion of District Plan Branding & Wayfinding Project (see #15)
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	- consultant conducted stakeholder outreach, background research, surveys, and focus groups - presented name and logo options to District Plan Commission, final design chosen at 3/28/19 meeting - presented final design to Brighton City Council and Brighton Lodging Tax Advisory Committee	- present final design to Adams County Board of Commissioners (4/23/19) - work with stakeholders to develop and execute marketing campaign plan for the "District Plan Area"

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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, BCoC, ACED, local producers, REAP	Apr 2018- Dec 2019, 2020	(see update for #15)	- as part of developing a marketing campaign (#15), explore possibilities for utilizing new brand and logo 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: Colorado Office of Tourism, Colorado Department of Transportation, Brighton Chamber, ACED, Colorado Agritourism Association	Apr 2018- Dec 2019, 2020	- identified need to rename and brand District Plan area for agritourism purposes (see #15) - developed preliminary plan for wayfinding signs, including map and possible designs	- (see #15 for branding project) - finalize plan for wayfinding signs, including map and design options - coordinate with County and City Public Works departments
2	Facilitate a local foods workshop with food system stakeholders	Lead: Anneli w/ City & County staff support Stakeholders: AdCo Human Services, 27J District, Adams 12 District, TCH, CSU Extension, LiveWell Colorado, Hunger Free Colorado, Bromley LFC, local producers	Jan 2018- Dec 2019, 2020	- attended meeting organized by TCH regarding a regional food systems convening	- attend The People's Gathering (5/25/19) - gather results and best practices from that event to begin planning a Brighton-specific 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	- attended meeting with Eagle View Adult Center, BSTH, Meals on Wheels to discuss fresh produce pilot program - BSTH launched program 4/15/19 to include fresh fruits and vegetables in Meals on Wheels meals, delivering again on 4/26/19 and in mid-May	- assess results of pilot project, determine next steps
23	Engage local entities to develop program focused on encouraging 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 and heard from one that they would be interested in participating, more information was sent	- engage 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 within the District Plan area	Lead: Brighton P&R (Gary) with City & County staff support Stakeholders: TCF, Bird Conservancy of the Rockies?, Butterfly Pavilion?	ONGOING	- Adams County closed on Murata Brothers Farm Property on 2/27/19, preserving about 37 acres of farmland	- continue to identify opportunities for preservation