

STUDY SESSION AGENDA
CITY COUNCIL
CITY OF WHEAT RIDGE, COLORADO
August 17, 2020
6:30 p.m.

**This meeting will be conducted as a VIRTUAL MEETING.
No members of the Council or City staff will be physically present at the Municipal building for this meeting; the public may not attend in person. The public may participate in these ways:**

1. Provide comment in advance at www.wheatridgespeaks.org (comment by noon on August 17, 2020)
2. Virtually attend and participate in the meeting through a device or phone:
 - [Click here to join and provide public comment](#)
 - Or call +1-669-900-6833 with Access Code: 974 9198 0937
3. View the meeting live or later at www.wheatridgespeaks.org, Channel 8, or YouTube Live at <https://www.ci.wheatridge.co.us/view>
4. Individuals who, due to technology limitations, are unable to participate in the meeting virtually (via the Zoom platform) or by calling in on the telephone may contact Danitza Sosa, Assistant to the Mayor and City Council, at 303-235-2977 by noon on the day of the meeting. Arrangements will be made for those individuals to access City Hall during the meeting to view the meeting and provide public comment if desired. These comments will be heard and seen in real time by members of Council and City staff. Individuals accessing City Hall must practice social distancing, wear a mask or other facial covering and be free of COVID-19 symptoms.

Individuals with disabilities are encouraged to participate in all public meetings sponsored by the City of Wheat Ridge. Contact the Public Information Officer at 303-235-2877 or wrpio@ci.wheatridge.co.us with as much notice as possible if you are interested in participating in a meeting and need inclusion assistance.


Citizen Comment on Agenda Items

1. City Treasurer Investment Update (verbal update - no backup materials included in this agenda packet)
2. 2021 Budget Requests – Localworks, Wheat Ridge Business District, Carnation Festival and Sustainable Wheat Ridge
3. Homeless Navigator Intergovernmental Agreement
4. Staff Report(s)
5. Elected Officials' Report(s)

ADJOURNMENT

Memorandum

TO: Mayor and City Council

THROUGH: Patrick Goff, City Manager 

FROM: Allison Scheck, Administrative Services Director

DATE: August 17, 2020

SUBJECT: 2021 Budget Requests – Localworks, Wheat Ridge Business District, Carnation Festival and Sustainable Wheat Ridge

ISSUE:

Representatives from Localworks, Wheat Ridge Business District, Carnation Festival and Sustainable Wheat Ridge will present each organization's 2021 budget request to City Council for consideration.

PRIOR ACTION:

Representatives from each organization presented to City Council on August 24, 2019 for the 2020 budget. Council's consensus moved each organization's contribution into the 2020 proposed budget.

FINANCIAL IMPACT:

The 2021 budget request per organization is as follows:

Localworks - \$486,000
Wheat Ridge Business District - \$90,000
Carnation Festival - \$75,000
Sustainable Wheat Ridge - \$25,500

MEMO PREPARED/REVIEWED BY:

Allison Scheck – Administrative Services Director
Patrick Goff - City Manager

ATTACHMENTS:

1. Localworks Budget Request
2. Wheat Ridge Business District Budget Request
3. Carnation Festival Budget Request
4. Sustainable Wheat Ridge Budget Request



To: Mayor and City Council

From: Kate Cooke, Executive Director, Localworks

Date: Monday August 17, 2020

RE: Localworks: 2020 Accomplishments and 2021 Budget Proposal

History and Background

Localworks and the City of Wheat Ridge share a long-standing partnership in the revitalization, beautification, and engagement of the Wheat Ridge community. Through this partnership, Localworks has implemented business loan programs, home loan programs, community engagement events, educational events, and community clean up and beautification projects. In the last three years, this investment has resulted in 3 business improvement loans, 12 clean up days, 25 dumpster grants, 62 community events, 8 regionally significant events to promote Wheat Ridge as an economically vital destination, and 12 events to train and empower residents and future leaders. Localworks brings together over 200 active community volunteers and over 2,400 members to leverage resources to create a vibrant and sustainable community that positions and promotes all the things that make Wheat Ridge a great place to live, work, and play.

2020 Accomplishments

As COVID-19 started to impact our community, we quickly re-framed our 2020 work plan to focus on ways to support our businesses and connect our community safely through virtual and in-person events. Partnerships have been key in these efforts and we have partnered closely with the City, our business groups, and local and regional partners all with the goal of supporting and promoting our community. The following is a brief snapshot of these accomplishments:

- In late March, Localworks launched the Business Adapt-ABILITY loan program. This loan program assisted eleven businesses in quickly adapting their business models to meet the impacts of COVID19. This loan program was funded from the Localworks investment account.
- Applied for and received a Payroll Protection Program (PPP) loan that resulted in a cost savings of 18% of our 2020 budget related to staff and rent.
- Assisted the City of Wheat Ridge with the Business Stabilization Grant Program and the Business Re-Opening Assistance Program.

ATTACHMENT 1

- Implemented virtual community engagement events which included the Community Coffee Break, Home on the Ridge, Wheat Ridge Bingo, and Wheat Ridge Scavenger Hunt.
- Safely managed in-person community engagement efforts including TLC Clean Up Days and Movies on the Ridge.
- While the Criterium and Brewfest was cancelled due to public health orders, Localworks promoted our local business sponsors within the community.
- Developed new programs – Chalk of the Town, Community Walking/Audio Tour using a mobile app (underway), and a volunteer database (underway).
- Beautified the Wheat Ridge community through the TLC program which includes three Clean Up Days and ongoing dumpster grants.
- Celebrated the Wheat Ridge community with Ridgefest De-Constructed.

2021 Budget Proposal

The 2021 budget proposal for Localworks is based on continuing and expanding our efforts related to promoting and positioning Wheat Ridge as a great place to live, work and play. Our programs are specifically designed to engage the community in a meaningful and productive manner, connect our residents with each other, connect our businesses with our residents, and celebrate the uniqueness of Wheat Ridge.

This budget proposal represents a 6% decrease from Localworks' approved 2020 budget and a decrease from the approved 2019 budget. This decrease is the result of a reduction in staff costs, reductions in operating costs, an upcoming relocation of our offices to co-house at the Senior Resource Center, and a plan to increase fundraising and sponsorships going forward. We are also working on several grant applications related to our 2021 programs.

Relocating our offices to co-house with the Senior Resource Center represents a terrific opportunity for Localworks to enhance our programs related to seniors and assist in efforts that allow our seniors to age in place in their homes here in Wheat Ridge. Additionally, co-housing our offices at the Senior Resource Center will allow us to assist the Senior Resource Center in programming the Historic Firehouse for community events and art related events. We are very excited about this opportunity.

Following is an overview of the budget consideration and proposal. Our programming for 2021 will promote and position Wheat Ridge as a community of choice for living, working, shopping and playing. Our focus will continue to be on making connections – connecting residents to our local businesses to grow economic vitality here in our community and connecting residents to one another with the goal of enhancing the sense of community here in Wheat Ridge.

The proposed budget for 2021 is \$486,000 which includes \$50,000 specifically dedicated to business and home improvement loans (BUBL and HIP loan programs) which results in an allocation of \$436,000 for programs to promote and support the Wheat Ridge community. The following is a summary of the budget categories and relationship to adopted goals outlined in the City Council Strategic Plan.

1. Core Localworks Programs – \$214,000

Localworks' core programs represent the bulk of our work and focus on connecting residents to one another and connecting residents to our local businesses, positioning and promoting the City of Wheat Ridge, empowering businesses, and beautifying our neighborhoods. Creating the connection between businesses and residents is where Localworks truly excels. Core Localworks Programs include:

- 1a. Live Local Wheat Ridge
- 1b. Communications, Education, and Outreach
- 1c. Positioning and Promotion of Wheat Ridge
- 1d. Business (BUBL) and Home Improvement (HIP) Loans
- 1e. Block Improvement Program – TLC Wheat Ridge, known as Traffic Safety, Life Quality, and Crime Reduction in Wheat Ridge

1a. Live Local Wheat Ridge - \$50,000

Strategic Plan Connection:

- *City Vision Topic 3: Wheat Ridge has great neighborhoods.*
 - *Goal 2: Facilitate neighbor-to-neighbor relations.*
- *Wheat Ridge has a choice of economically viable commercial areas.*
 - *Goal 2: Provide support to existing commercial areas.*
 - *Goal 3: Proactively identify emerging redevelopment areas.*
- *City Vision Topic 8: Wheat Ridge residents enjoy an active, healthy lifestyle*

Live Local Wheat Ridge provides regularly scheduled community building events which connect residents to one another and connect residents with our local businesses to build a stronger community. Events focus on active living, arts, culture and urban agriculture and provide unique opportunities for local businesses to reach new and existing customers. These events are extremely popular with residents and result in a substantial reach on social media channels. Our Live Local messaging has reached Facebook and Instagram users 3,667 times this year. This reach amplifies the in-person connection with those throughout the community and also establishes connections with visitors outside of Wheat Ridge. The events promote the unique character of the businesses in Wheat Ridge and build identity for the community.

This year, we connected with 2 businesses to facilitate 2 in-person Live Local events which resulted in 41 community member engagements. When the pandemic caused shut-downs, we shifted our programming to a virtual platform and began the Home on the Ridge program. This unique program highlighted our Wheat Ridge businesses and community members and offered them the opportunity to connect with residents virtually and continue to tell their story to the community. Home on the Ridge ran for nine weeks with each week having a specific topic. In all, fourteen Wheat Ridge businesses and community members were showcased and promoted. Our Home on the Ridge business participants included Wheat Ridge Poultry and Meats, the Craft Box, Cosmos Dog Bakery, Southwest Gardens and more. Our Home on the Ridge messaging reached social media users 23,701 times.

In 2021, the Live Local program will continue to connect our local businesses and residents.

1b. Communications, Education, Outreach – \$52,000

Strategic Plan Connection:

- *City Vision Topic 1: Wheat Ridge is an attractive and inviting city*
- *City Vision Topic 2: Wheat Ridge is a community for Families.*
 - *Goal 2: Provide Options for Seniors to age in place*
- *City Vision Topic 3: Wheat Ridge has great neighborhoods.*
 - *Goal 2: Facilitate neighbor-to-neighbor relations*
- *City Vision Topic 7: Wheat Ridge residents are proud of their hometown.*
 - *Goal2: Create additional opportunities for meaningful citizen engagement.*
 - *Goal 3: Increase public participation in city-wide meetings.*

Communication, education and outreach are our primary tools used to engage residents, increase participation in the community, and enhance the sense of community connection here in Wheat Ridge.

In 2020, Localworks worked closely with the City of Wheat Ridge to launch a new civics academy which will build on the successes of the Wheaties Academy. This program will allow for significant education related to how the City of Wheat Ridge operates, how to engage with neighbors in an effective and respectful manner, and empower participants to share this knowledge with their neighbors. The first academy will commence this fall and the program is anticipated to be an annual event. Localworks is a full partner in this program and will assist with programming and discussion sessions.

In early 2020, we hosted our Community Open House utilizing a new format. This updated event took place at Seyfer Specialties and brought in 68 attendees. The evening's program included a lively presentation from Troy Seyfer that provided history and information about Seyfer Specialties. Attendees also received important local updates including information about economic development projects from Steve Art and information about Wheat Ridge Speaks from Sara Spaulding. Moving forward into 2021, this program will continue and will be offered as a way to increase opportunities to educate and inform the community about issues, programs, and opportunities in Wheat Ridge

Developing a more civically engaged community is a core goal for Localworks. To that end, Localworks collaborates with members of the community through our standing committees, community-based groups, and Wheat Ridge Staff. These groups include Localworks' Partners in Progress Committee, ArtSpace/Arts in Wheat Ridge Committee, Wheat Ridge Cultural Commission, and Sustainable Wheat Ridge. These partnerships allow for the leveraging community expertise to achieve programs that enhance Wheat Ridge and meet City Council's identified Strategic Planning goals. In 2021, these collaboration efforts will continue and additional opportunities to connect will be identified.

Exciting new programs and partnerships have resulted from the ArtSpace preliminary analysis project. The ArtSpace Committee will continue and additional members will be added to broaden the reach in the community. New programs are coming out related to these collaborations. The new Chalk of the Town program is one of these programs and resulted from a collaboration with Wheat Ridge Cultural Commission and Localworks. Another new program coming in 2021 will be a series of self-guided audio tours which will utilize a mobile app to showcase Wheat Ridge assets such as art, gardens, parks, historical sites, and more.

At the beginning of 2020, we started to track and monitor our community connections to gain a sense of how many touchpoints we make in the community. These community connections include participating in local partner meetings, participating in community meetings, and meeting with residents and

business owners. Initial findings show that the Localworks team makes over 150 community connections on a monthly basis. This tracking will continue into 2021.

1c. Positioning and Promotion of Wheat Ridge - \$25,000

Strategic Plan Connection:

- *City Vision Topic 3: Wheat Ridge has great neighborhoods.*
- *City Vision Topic 4: Wheat Ridge has a choice of economically viable commercial areas.*
- *City Vision Topic 7: Wheat Ridge residents are proud of their hometown.*

In 2020, Localworks responded to limitations in in-person gatherings, by creating three new programs to promote the Wheat Ridge community.

- The Community Coffee Break is a weekly, virtual program that brings community members together and provides a forum to discuss issues, ideas, and fun things as well. To date, over 100 community members have participated. Discussions have centered on how COVID-19 has affected them and their community, what they have learned about themselves and their families during the lock-down, projects they have taken on, and how they are continuing to connect with their neighbors.
- Wheat Ridge Bingo and the Wheat Ridge Scavenger Hunt are community programs that encourage participants to celebrate Wheat Ridge and our local businesses.
 - In July, 45 households registered to participate in Wheat Ridge Bingo. Wheat Ridge Bingo asked participants to complete a Bingo card with actions such as purchasing food from a local restaurant, watching a City Council meeting, visiting a local park, purchasing fresh produce from a Wheat Ridge retailer, and learning more about Wheat Ridge from the Historical Society. Bingo winners will be awarded a gift card to a local Wheat Ridge business.
 - The Wheat Ridge Scavenger Hunt will run in the month of August. This program varies from the Wheat Ridge Bingo in that participants choose a number of activities to complete over the month. The qualified activities include finding a business with a mural, visiting a historical site in Wheat Ridge, and taking a physically distant selfie with a neighbor. At the end of August, winners will be selected and awarded a gift card to a local Wheat Ridge business.

In addition to these successful programs, Localworks has started the groundwork to develop self-guided audio tours of Wheat Ridge utilizing a mobile app. These tours are being developed through partnerships with the Cultural Commission and other groups in Wheat Ridge. The goal is to develop a series of self-guided audio tours that celebrate the unique assets of the Wheat Ridge community including art, history, gardens, parks, and other community assets. This tool can also be used for programs such as scavenger hunts and more. More information on this exciting program will be forthcoming.

In 2021, Localworks will continue Wheat Ridge Bingo and the Wheat Ridge Scavenger Hunt programs as a way to celebrate Wheat Ridge and connect residents with our local businesses. These virtual events complement the provision of in-person events and provide residents with additional ways to interact in the community that best fit their time availability.

In 2021, Localworks will host the seventh Mid Century and Modern Home Tour. This popular event showcases the unique housing stock of Wheat Ridge and traditionally sells out with 400 attendees taking part of the tour. The tour attracts participants from the Denver Metro area and from across the State of Colorado. The event is a successful strategy to promote and position Wheat Ridge and connect the community's unique architecture with our local businesses who support this architecture style and trend.

In 2021, Localworks will expand our current farm tour program which has been offered as a Live Local event in the past. Building on Wheat Ridge's leadership in the urban agriculture movement, we believe a larger scale event will have the ability to showcase the innovative agricultural activities in the Wheat Ridge community and also highlight industry leading strategies taking place here in Wheat Ridge.

1d. Localworks Business and Home Improvement Loan Programs - \$50,000

Strategic Plan Connection:

- *City Vision Topic 3: Wheat Ridge has great neighborhoods*
- *City Vision Topic 4: Wheat Ridge has a choice of economically viable commercial areas.*
 - *Goal 2: Provide support to existing commercial areas.*
 - *Goal 3: Proactively identify emerging redevelopment areas.*

In late March, Localworks launched the Business Adapt-ABILITY loan program which assisted eleven businesses in quickly adapting their business models to meet the impacts of COVID-19. This loan program was designed to provide resources to assist our businesses in their efforts to adapt and grow through the impacts of the pandemic. These loans were offered with zero-percent interest rates, do not require repayment for one year and have a three-year repayment period. Eleven businesses received a total of \$43,500. In addition to assisting with their business efforts, we were able to connect these businesses with our residents, tell their business story, and share their adaptations to the pandemic. One loan recipient shifted their operations so effectively they had to add a new staff position. We were able to share and celebrate this success on our social media channels.

The Building Up Business Loan program, or BUBL, is a low-interest loan program for Wheat Ridge businesses that supports commercial property improvements. These investments revitalize Wheat Ridge's business areas including the main corridors and retail areas. Since 2008, 13 BUBL loans have been approved which resulted in an investment of approximately \$574,000 in the Wheat Ridge economy. We currently have one loan on the books and two new loans in process. As loans have reached maturity, these funds have been cycled back into the program for future applicants. This program will continue in 2021. In addition to the \$50,000 requested in this budget proposal, Localworks commits to match funds for this program with an additional \$50,000. Localworks partners with the City and the Wheat Ridge Business District to leverage these funds to benefit as many businesses as possible each year.

The Home Improvement Program loan, or HIP, proactively assists residents as they begin rehabilitating their homes which is key to improving the City's housing stock and beautifying our neighborhoods. Since 2007, 19 HIP loans have been approved which has resulted in an investment of over \$407,000 in the Wheat Ridge community. In 2021, this program will continue with support from the Localworks investment account.

In addition to the administration of our loan programs, Localworks partnered with the City of Wheat Ridge to review applications for both rounds of the City of Wheat Ridge’s Business Stabilization Grant program which provided grants to businesses impacted by COVID-19.

This year, Localworks administered the Business Re-Opening Assistance Program on behalf of the City of Wheat Ridge. This program reimburses businesses for expenses incurred in opening and re-opening their businesses to meet social distancing requirements associated with public health orders as a result of COVID-19. Eighteen Wheat Ridge businesses received assistance in creating and expanding outdoor patio areas, enhancing online ordering services, and other strategies to ensure the vitality of their business and the Wheat Ridge community. As a result of this program, Localworks is working with two businesses and the Wheat Ridge Business District on permanent outdoor changes to these businesses that will enhance the streetscape and sense of place in Wheat Ridge.

1e. Block Improvement Program - TLC Wheat Ridge - \$37,000

Strategic Plan Connection:

- *City Vision Topic 1: Wheat Ridge is an attractive and inviting City.*
 - *Goal 4: Expand proactive code enforcement.*
- *City Vision Topic 2: Wheat Ridge is a community for families.*
 - *Goal 2: Provide options for seniors to age in place.*
 - *Goal 3: Support residents in taking an active role in community policing.*
- *City Vision Topic 3: Wheat Ridge has great neighborhoods.*
 - *Goal 2: Facilitate neighbor-to-neighbor relations.*
- *City Vision Topic 6: Wheat Ridge is committed to environmental stewardship.*

In partnership with the Wheat Ridge Police Department, Localworks implements grant programs for block improvements and clean-ups days in targeted areas across the City. TLC – Wheat Ridge stands for Traffic Safety, Life Quality, and Crime Reduction in Wheat Ridge. The program includes a number of ways to address these issues in the Wheat Ridge community including Clean Up Day, dumpster grants, and block party grants.

In 2020, the dumpster grant program has had a significant impact on the appearance and cleanliness of the community. As of the end July, nine dumpster grants have been made to Wheat Ridge residents. At the first TLC Clean Up Day, 19 dumpsters were filled and over 100 residents participated in the program. Dumpsters are categorized by general waste, recycling (paper, metal and glass) and yard waste. There are two more Clean Up Days on the schedule, 8/29 and 9/12. Historically, the Clean Up Days result in the filling of around 60 dumpsters and the removal of around 1,800 yards of waste annually.

In 2021, we will continue our partnership with the Wheat Ridge Police Department and grow our partnership with Wheat Ridge Sustainability Committee to provide the TLC Clean Up Days. We will also explore ways to expand this program and incorporate community volunteers. We are working on new programming designed to connect our volunteers with residents in need and our senior population to assist with property maintenance and clean ups.

2. Strategic Plan Program Investments and City Priority Support – \$60,000

Localworks programming supports the City’s Strategic Plan and City priorities through programmatic efforts related to HEAL – “Healthy Eating and Active Living” and volunteer engagement. These programs focus on creating healthy opportunities for residents, improving our active transportation network and

options, and enhancing opportunities to volunteer in our community. These programs directly benefit the well-being of our community. Strategic Plan Program Investments and City Priority Support programs include:

- 2a. HEAL and Active Living Coalition and Plan Support
- 2b. Volunteer Engagement and Communications

2a. HEAL/Active Living - \$18,000

Strategic Plan Connection:

- *City Vision Topic 2: Wheat Ridge is a community for families.*
- *City Vision Topic 3: Wheat Ridge has great neighborhoods.*
 - *Goal 2: Facilitate neighbor-to-neighbor relations.*
- *City Vision Topic 5: Wheat Ridge has diverse transportation*
 - *Goal 2: Implement priorities of the bike/pedestrian plan.*
 - *Goal 3: Increase connectivity to surrounding communities and local gathering centers.*
- *City Vision Topic 8: Wheat Ridge residents enjoy an active, healthy lifestyle.*

The three-year Activate 38 - Active Living Neighborhood grant from Kaiser Permanente concluded in 2020. The grant provided resources for the development of a plan to improve bicycle and pedestrian infrastructure west of Kipling on 38th Avenue and reduce barriers to walking, biking and wheelchair rolling as forms of commuting and transportation. As a result of this planning effort, the following improvements have been made in the 38th Avenue corridor:

- Two high intensity pedestrian activated beacon flashers for road crossings.
- Two speed check signs.
- Increased lighting near intersections and bus stops.
- Moving/repositioning one bus stop to facilitate safer connections.
- Two training classes to improve bicycle safety.
- Two training classes to be scheduled post COVID-19
- Sidewalk connections at two bus stops.

The findings from this planning effort have the ability to be implemented throughout the City. Many of the improvements are low cost and are frequently easy to implement. In 2021, Localworks will work closely with City staff, members of the Active Transportation Advisory Team, neighborhood groups, and adjacent property owners to continue to implement these types of improvements to enhance active transportation and reduce barriers to active transportation.

Localworks is a partner in supporting the ongoing work of the Wheat Ridge HEAL (Healthy Eating, Active Living) Program. The purpose of HEALthy Wheat Ridge is to inform the community on matters pertaining to healthy eating and active living, and to promote and create healthy eating and active living opportunities.

In 2021, Localworks will continue to be a partner of HEALthy Wheat Ridge and will work with local agencies and fitness providers to bring free, fun, and healthy offerings to the community. These

opportunities will include fitness classes, health education programming, and cruiser rides in partnership with the Wheat Ridge Active Transportation Advisory Team (ATATs).

2b. Volunteer Engagement and Communications - \$42,000

Strategic Plan Connection:

- *City Vision Topic 1: Wheat Ridge is an attractive and inviting city.*
- *City Vision Topic 2: Wheat Ridge is a community for families.*
- *City Vision Topic 3: Wheat Ridge has great neighborhoods.*
 - *Goal 2: Facilitate neighbor-to-neighbor relations.*
- *Vision Topic 7: Wheat Ridge residents are proud of their hometown.*

Effectively engaging community volunteers is central to the mission of Localworks. Over 200 volunteers and over 2,400 members of Localworks have provided their time and expertise for events and programs designed to build community in Wheat Ridge.

In 2020, we formalized the development of a Wheat Ridge Volunteer Database. Once completed, this database will become a resource for those interested in volunteering in our community and will allow residents to identify ways to volunteer and topics that interest them, such as aging in place, community clean ups, civic leadership and more. In 2021, we will launch this new program and help match residents with volunteer opportunities throughout the community.

Our community postcards, which are produced in both English and Spanish, reach every household in Wheat Ridge. These postcards share information about community events, ways to become involved in the community, and information about how to support our community. In 2021, we will continue to provide this resource to the Wheat Ridge community.

Localworks utilizes a number of volunteer committees to develop and deliver programming to support, position and promote the Wheat Ridge community. The committees include: Live Local, Communications Advisors Committee, Community Engagement Committee, specific event committees and Partners in Progress Committee. In all, over 50 committee members give their time and expertise to the Wheat Ridge community. Each of these committees provides guidance and feedback on programming and strategic communications. These committees will continue to offer their expertise in 2021.

In 2020, the Partners in Progress Committee will become part of the Wheat Ridge 101 a new civics academy that builds on the successes of the Wheaties program. Localworks worked closely with the City of Wheat Ridge to develop a comprehensive program that will allow for significant education related to how the City of Wheat Ridge operates, how to engage with neighbors in an effective and respectful manner, and empower participants to share this knowledge with their neighbors. The first academy will commence this fall and the program is anticipated to be an annual event. Localworks is a full partner in this program and will assist with programming and discussion sessions.

3. Commercial Corridors – \$77,000

Localworks supports and implements planning efforts for Wheat Ridge's commercial corridors through physical improvements and the promotion of local businesses. Wheat Ridge businesses located in the commercial corridors express the unique identity of Wheat Ridge, contribute to the economic well-being of the City and provide places where our community gathers and celebrates. Localworks' programs

focus on improving the sense of place and identity in our commercial corridors, promoting businesses, connecting businesses and residents, and effectively positioning Wheat Ridge through digital and print media. Commercial Corridor programs include:

- 3a. Banners and Lights
- 3b. Business Outreach/Connection/Promotion
- 3c. Marketing/Social Media/Digital/Print

3a. Banners and Lights - \$10,000

Strategic Plan Connection:

- *City Vision Topic 1: Wheat Ridge is an attractive and inviting city.*
- *City Vision Topic 4: Wheat Ridge has a choice of economically viable commercial areas.*
 - *Goal 2: Provide support to existing commercial areas.*
 - *Goal 3: Proactively identify emerging redevelopment areas.*

Effective placemaking efforts include signage and lighting. This program works to implement the City's adopted vision and plans related to creating a unique sense of place in Wheat Ridge. To maximize program effectiveness, Localworks seeks opportunities for partnerships, leveraging, and sponsorships. This program relies on a mix of professional services and support from City staff in developing and implementing adopted City signage guidelines.

In 2021, this program will continue as a means to enhance place making efforts and community connections to our local businesses.

3b. Business Outreach/Connection/Promotion - \$30,000

Strategic Plan Connection:

- *City Vision Topic 1: Wheat Ridge is an attractive and inviting city.*
- *City Vision Topic 4: Wheat Ridge has a choice of economically viable commercial areas.*
 - *Goal 2: Provide support to existing commercial areas.*
 - *Goal 3: Proactively identify emerging redevelopment areas.*

At the onset of COVID-19, Localworks increased our focus on supporting local businesses through social media promotion. As of July 2020, Localworks has promoted Wheat Ridge businesses over 240 times on our social media. Those posts have reached Facebook and Instagram users in the Denver Metro area over 65,000 times.

To help small businesses draw customers in during the pandemic, Localworks began Chalk of the Town. This three-month program matched professional artists and volunteer teams with businesses to produce vibrant chalk art installations. Over the months of June, July and August, 21 businesses, 6 professional artists, and 26 volunteers participated. The Wheat Ridge Cultural Commission hosted the six professional artists. In June and July, our Chalk of the Town social media posts reached Facebook and Instagram users 19,675 times, giving participating businesses exposure and driving potential customers to their door. This program will continue and expand in 2021.

We have solid partnerships with the Wheat Ridge Business District, the Wheat Ridge Business Association, the Wheat Ridge Chamber of Commerce, the Active Transportation Advisory Team and Downtown Colorado, Inc. Through collaborative efforts with these groups, we have celebrated the opening of five new businesses in Wheat Ridge, shared resources to assist businesses in re-opening, and

shared innovative ideas to support business efforts and increase connections with residents. These efforts will continue in 2021.

In 2020, Localworks reached out to the business community to assess their interest in adding their events to a community calendar as an element of our monthly eNews. The response by local businesses was positive. As we implement this program, the community calendar will highlight events being hosted and sponsored by businesses in Wheat Ridge. We will continue to grow this program through 2021.

In 2020, Localworks partnered with our businesses to host bands on location in local businesses. This effort resulted from the cancellation of the Criterium. Contracts for bands had been signed and payments had been made. Rather than losing this investment, Localworks quickly opted to share these resources with our local businesses. The reception by businesses has been positive and Localworks is looking to expand the program in 2021 and create an entertainment partnership program with our businesses that will include art and music in our commercial corridors throughout the year as a way to increase opportunities for residents to connect with local businesses.

3c. Marketing/Social Media/Digital/Print - \$37,000

Strategic Plan Connection:

- *City Vision Topic 1: Wheat Ridge is an attractive and inviting City.*
- *City Vision Topic 2: Wheat Ridge is a community for families.*
- *City Vision Topic 3: Wheat Ridge has great neighborhoods.*
 - *Goal 2: Facilitate neighbor-to-neighbor relations.*
- *City Vision Topic 4: Wheat Ridge has a choice of economically viable commercial areas.*
 - *Goal 2: Provide support to existing commercial areas.*
 - *Goal 3: Proactively identify emerging redevelopment areas.*
- *City Vision Topic 7: Wheat Ridge residents are proud of their hometown.*
- *City Vision Topic 8: Wheat Ridge residents enjoy an active, healthy lifestyle.*

The use of marketing tools, social media and print media allow Localworks to effectively promote Wheat Ridge businesses, the Wheat Ridge community, community events, and community conversations. Localworks leverages these tools to maximize our return on investment. Tracking of social and digital media metrics allows us to target messaging, modify messaging to increase community reach, and identify ways to reach a broader community audience.

In 2020, our Facebook presence continued to grow. Currently, we have over 1,800 followers. As of August 1, our messaging has reached Facebook users over 98,000 times this year. We have an engagement rate of 6.8%, and 50.3% of users who click on our content “like” that post. Our Instagram presence has grown to 310 followers this year. As of August 1, our messaging has reached Instagram users 4,427 times, and 13.4% of reached users “like” our content. Overall, our social media messaging has reached users in the Denver Metro area over 100,000 times this year.

Beginning in 2021, we will expand our use of LinkedIn as a way to connect with our business partners and share information across this group to enhance business operations and strategies to connect with residents and customers.

To extend and maximize these marketing and outreach efforts, the City and Localworks partner to ensure that digital and print media efforts are shared across social media channels, in the City’s economic development advertising with the West Metro Chamber and Applewood Business Association,

and included in the City's Channel 8 videography and programming. Additionally, city staff has assisted with the creation of maps for Localworks' programs.

4. Wheat Ridge Special Events – \$135,000

Strategic Plan Connection:

- *City Vision Topic 1: Wheat Ridge is an attractive and inviting city.*
- *City Vision Topic 2: Wheat Ridge is a community for families.*
- *City Vision Topic 3: Wheat Ridge has great neighborhoods.*
 - *Goal 2: Facilitate neighbor-to-neighbor relations.*
- *City Vision Topic 4: Wheat Ridge has a choice of economically viable commercial areas.*
 - *Goal 2: Provide support to existing commercial areas.*
 - *Goal 3: Proactively identify emerging redevelopment areas.*
- *City Vision Topic 7: Wheat Ridge Residents are proud of their hometown.*
- *City Vision Topic 8: Wheat Ridge residents enjoy an active, healthy lifestyle.*
 - *Goal 2: Develop an active relationship with Lutheran Medical Center.*

Localworks implements two major community events and several smaller community events which are designed to meet the City's economic development goals related to positioning and promoting Wheat Ridge as a desirable place to work, shop, and play. These events celebrate the unique character of Wheat Ridge.

- The Criterium has been a regionally significant event for 6 years. It routinely draws approximately 7,000 visitors to Wheat Ridge offering many opportunities to showcase our terrific businesses.
- Ridgefest is a local celebration of all things that make Wheat Ridge unique and special. This unique community event has been for 8 years.
- Smaller scale community events include Movies on the Ridge – formerly Friday Night Live, Trunk or Treat, and Holiday Celebration. These events offer the community opportunities to come together and celebrate.

Due to the COVID-19 pandemic and a priority to keep our community safe and healthy, we made the decision to cancel the Criterium for 2020. Since planning for large scale events starts approximately a year before the event, many of our sponsors were in place prior to the cancellation of the event. We quickly made the decision to spotlight our sponsors on social media promoting these Wheat Ridge businesses, sharing their stories and successes with the community. Creating this connection between businesses and residents is where Localworks truly excels.

In 2020, Localworks responded to public health requirements and a goal to provide community connections with our residents, and shifted the Movies on the Ridge program to a drive-in movie format. This shift was possible through a partnership with SCL Lutheran Hospital. To ensure compliance with public health orders, event ticketing and waivers were implemented. This strategy served as a local and regional model for connecting residents.

In 2020, Localworks will host a Ridgefest “deconstructed” over the weekend of September 11 - 13. Traditionally held as a one-day, one-site event, the 2020 Ridgefest “deconstructed” we be offered as a multi-day, multi-site event in order to meet current requirements of public health orders related to the COVID-19 pandemic. Deconstructing the event means that the event will take place over the course of

three days and events will be offered in locations throughout the City of Wheat Ridge. The event is being planned in a way to shift to a virtual format if public health requirements dictate. Held over three days, Ridgefest “deconstructed” will showcase nine local businesses hosting activities that include music performances, a car show, classes, games, and chalk art. By creatively deconstructing this event, the Wheat Ridge community can come together and celebrate all that makes Wheat Ridge unique.

In 2021 Localworks will host Criterium, Ridgefest, Trunk or Treat and Holiday Celebration. We will continue to obtain sponsorships and donations to support the delivery of these events.


To maximize the cost efficiency of special events, the City and Localworks partner to reduce the cost of the events by waiving Ridge at 38 banner fees, waiving event fees, placing and removing Ridge at 38 banners, and repairing banner arms as needed. Localworks staff and City staff work together to set up and tear down for events which includes Localworks ensuring that all trash is picked up, the City removing collected trash, and the City providing and removing picnic tables and trash barrels. Localworks staff and the Wheat Ridge Police Department work closely to ensure a safe environment for all attendees of these special events through the provision of police presence at Criterium, Ridgefest and Holiday Celebration. The partnership between Localworks and the City has resulted in the consistent delivery of safe and economical events that position and promote the Wheat Ridge community.

Conclusion

In conclusion, this budget proposal represents a commitment by Localworks to partner with the City of Wheat Ridge, our local businesses, and the community to leverage resources to create a vibrant and sustainable community that positions and promotes all the things that make Wheat Ridge a great place to live, work, and play. This community-based partnership will result in the provision of support and promotion of our local businesses, beautification of our City through clean up days and dumpster grants, enhanced volunteer and community engagement, and events that celebrate the unique character of Wheat Ridge.



APPENDIX ONE
Localworks Budget Proposal and Historical Overview

Localworks Proposed Budget 2021						
Account	Detailed Explanation	2019 Adopted	2019 Actual	2020 Adopted	2020 Estimated	2021 Proposal
Wheat Ridge Special Events						
710	Special Events	160,000	157,500	180,000	146,393	135,000
	Subtotal	\$160,000	\$157,500	\$180,000	\$146,393	\$135,000
Core Localworks Programs						
721	Live Local	40,000	40,001	41,500	41,500	50,000
721	Communications, Education, Outreach	40,000	44,280	40,000	40,000	52,000
721	Positioning and Promotion of Wheat Ridge	22,500	22,499	22,500	22,500	25,000
721	Business (BUBL) and Home Improvement (HIP) Loans	53,000	53,005	50,000	0	50,000
721	Block Improvement Program - TLC WR	30,000	34,859	33,025	33,025	37,000
721	Rental City Facilities	5,000	4,741	n/a	n/a	n/a
	Subtotal	\$190,500	\$199,385	\$187,025	\$137,025	\$214,000
Strategic Plan Program Investments and City Priority Support						
721	HEAL/Active Living	30,000	30,355	25,000	25,000	18,000
721	Volunteer Engagement and Communications	27,000	25,550	40,000	40,000	42,000
704	Planning for 2019 50th Anniversary events/Gala	10,000	4,718	n/a	n/a	n/a
	Subtotal	\$67,000	\$60,623	\$65,000	\$65,000	\$60,000
Commercial Corridors						
721	Banners and Lights	25,000	24,969	20,000	1,968	10,000
721	Business Outreach/Connection/Promotion	8,000	7,989	10,000	10,787	30,000
721	Marketing/Social Media/Digital/Print	30,000	30,042	33,000	11,049	37,000
721	Digital Media Support	10,000	10,000	20,000	8,549	0
	Subtotal	\$73,000	\$73,000	\$83,000	\$32,353	\$77,000
OVERALL TOTALS:		\$490,500	\$490,508	\$515,025	\$380,771	\$486,000
Summary of funding from above:						
704	Contractual Services	\$10,000	\$4,718	n/a	n/a	n/a
710	Marketing and Sponsorships	\$160,000	\$157,500	\$180,000	\$146,393	\$135,000
721	Programmatic Implementation	\$320,500	\$328,289	\$335,025	\$234,378	\$351,000
	Total	\$490,500	\$490,507	\$515,025	\$380,771	\$486,000



APPENDIX TWO
Localworks Current Account Balances

The table below provides a summary of the accounts for Localworks as of August 6, 2020. The “Liquid Asset” account is the result of property sales and loan payoffs that have occurred since the inception of the organization. Localworks has an adopted investment policy for this account with the goal to maximize the use of the account for the benefit of the community and the organization.

Summary Account Information Report
 August 6, 2020/11:48 AM

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Deposit Accounts (as of 08/05/2020)

Account Name	Account Number	Current Balance	Available Balance
Operating Account 4850	[REDACTED]	\$103,655.75	\$101,213.11
Payroll Account 5695	[REDACTED]	\$21,662.40	\$21,663.20
Raffle Account 6049	[REDACTED]	\$350.00	\$350.00
WHEATRIDGE 2020 INC Liquid Asset	[REDACTED]	\$1,324,878.13	\$1,324,878.13



August 6, 2020

Patrick Goff
City of Wheat Ridge
7500 W. 29th Ave.
Wheat Ridge, CO 80033

Re: 2021 Funding Request for Wheat Ridge Business District

Dear Patrick,

On behalf of the Board of Directors of the Wheat Ridge Business District, I am writing you to request funding of \$90,000.00 total in 2021:

- \$45,000.00 for the matching grants programs
- \$45,000.00 for the Façade Plus program

To date in 2020, the Wheat Ridge Business District has awarded grants to three properties and has three properties pending final board approval, totaling over \$24,000 for sign, façade, architectural, landscape, paint, murals, accessibility and visual impact projects. Additionally, one property has been awarded a Façade Plus grant totaling \$20,000. These matching grants have leveraged over \$234,000 in private investment dollars to commercial properties in Wheat Ridge in 2020. The Wheat Ridge Business District intends to award the remaining funds throughout the second half of 2020, despite the current business climate due to COVID19. We are seeing that businesses are still looking to invest in Wheat Ridge and its commercial properties.

In 2021, the Wheat Ridge Business District will continue to promote these matching grant incentives and support property improvements to commercial properties throughout Wheat Ridge. We thank you for your past and continued support of the Wheat Ridge Business District.

Sincerely,

Joseph DeMott
Board President
Wheat Ridge Business District

www.WRBusinessDistrict.org



August 17,2020

City Council
City of Wheat Ridge
RE: 2021 Appropriation

Dear Wheat Ridge City Council,

The Carnation Festival Inc. is requesting an appropriation of \$75,000 to produce the 2021 Carnation Festival. The 2020 appropriation was \$100,000 and we requested \$50,000 be paid in late February 2020 to fund planning the 2020 Carnation Festival. At the time, the Carnation Festival was scheduled to occur in August 2020. However, as public health concerns over COVID-19 became increasingly serious we made the difficult decision to cancel the 2020 Carnation Festival in May 2020. At that point we had incurred approximately \$25,000 in expenses related to the 2020 Festival. We have the remaining \$25,000 from the 2020 payment in our bank account and that cash along with the \$75,000 we are requesting for 2021 will bring us to \$100,000 in city funding to produce the 2021 Carnation Festival.

The Carnation Festival Board is closely monitoring the public health recommendation from the Colorado Department of Public Health and Environment regarding outdoor events and restrictions on mass gatherings. If the effects of COVID-19 on public health continue into 2021, such that mass gatherings remain limited, we do not plan on producing a 2021 Carnation Festival and would not request payment from the city in 2021.

We sincerely thank City Council for your continued support of the Carnation Festival and what this festival means to our community. We are anxious to have the next Carnation Festival to bring the community together and celebrate what makes Wheat Ridge great!

Sincerely,

The Carnation Festival Board

Memorandum

TO: Mayor and City Council

THROUGH: Patrick Goff, City Manager
Marianne Schilling, Assistant to the City Manager

FROM: Kayla Betzold, Sustainability Coordinator

DATE: August 17, 2020

SUBJECT: Sustainable Wheat Ridge 2021 Budget Request

ISSUE:

The Sustainable Wheat Ridge (SWR) committee continued to expand its impact in 2020, through collaborations with community partners and strategic program implementation. SWR has been focused on making positive sustainable changes in Wheat Ridge by focusing on six main topic areas, outlined in the SWR Action plan, approved by Council in 2018. In 2020, the City hired a part-time Sustainability Coordinator to assist the committee in analyzing and expanding sustainability programs. The Sustainable Neighborhoods program began accepting applications in June and will result in two Wheat Ridge neighborhoods creating and managing sustainability projects by the end of 2020. The committee has also implemented various new programs this year, including residential compost drop off and electric lawn mower rebates, with a focus on engaging residents in sustainability. The team, in collaboration with the Sustainability Coordinator, is planning to continue the expansion of projects in 2021 and focus on broadening the impact through strategic initiatives. The focus in 2021 is to provide programs and resources to the Wheat Ridge business community.

Sustainable Wheat Ridge is requesting \$25,500 in 2021. This amount is the same as the 2020 Adopted Budget.

BACKGROUND:

Sustainable Wheat Ridge (SWR) is a resident-led committee of ten volunteer community members. The committee was formed in May 2017 by Mayor Joyce Jay with the primary goals of involving the community in recommending and prioritizing environmental sustainability goals for the City and to support other community-wide sustainability efforts. After the formation, the newly developed committee worked on creating an Action Plan, which was presented to City Council in June 2018, along with recommendations for City Council and the committee. The plan was designed to enhance the environmental sustainability of Wheat Ridge, provide strong financial returns, and bring substantial benefits to public health, community cohesion and livability.

Since June 2018, SWR has transitioned from the development of the Action Plan to the implementation of key action items. In January 2019, SWR welcomed new members to the team

and started the implementation phase. In the 2020 Adopted Budget, City Council approved a budget to expand the sustainability initiatives brought forth by the committee and to hire a part-time Sustainability Coordinator to assist in achieving sustainability efforts.

Below are the 2020 key accomplishments achieved so far and anticipated throughout the rest of the year:

2020 Accomplishments

- SWR Team
 - Added new volunteer committee members in January 2020
 - Hired a part-time Sustainability Coordinator in February 2020
- Communications
 - Developed and managed the Sustainable Neighborhoods program in Wheat Ridge; efforts include creating a Wheat Ridge page on the Sustainable Neighborhoods Network website, marketing the program through internal and external channels, hosting an informational Open House event, and providing guidance to interested neighborhoods
 - Developed and published a Sustainability page on the What's Up Wheat Ridge community engagement platform, launched on 50th Anniversary of Earth Day
 - Purchased SWR branded SWEDEdish cloths and distributed at community events
 - Shared regular SWR updates in Connections, Mayors Matters, website and social media
- Grant funding
 - Awarded \$11,608 through the Can'dAid Foundation for zero waste event supplies to transition the Carnation Festival to a zero waste event in 2021; supplies will also be used at internal and external Wheat Ridge events in 2020 and onward
 - Awarded grants from Xcel Energy for the infrastructure costs related to the installation of the electric vehicle charging station at both Wheat Ridge City Hall and the Wheat Ridge Recreation Center
- Community Collaboration
 - Collaborated with LocalWorks to coordinate zero waste initiatives at the Movies on the Ridge events; provided compostable materials to food vendors at events to increase waste diversion efforts
 - Partnered with the Regional Air Quality Council (RAQC) to provide electric lawn mower rebates to Wheat Ridge residents
 - Partnered with Scraps to offer compost drop off service at the Wheat Ridge Recreation Center and Wheat Ridge City Hall; subsidized the cost of 100 memberships for first two months
 - Distributed free rain barrel diverter kits to Wheat Ridge residents to encourage water conservation
- Partners in Energy (City partnership with Xcel Energy, expiring in September 2020)
 - Continued partnership in program to advertise residential, commercial, and municipal energy audits
 - Residential:
 - Offered fully subsidized audits for Home Energy Squad Regular (normally \$50) and Plus (normally \$150) for all Wheat Ridge residents in order to make homes operate more energy efficiently and help residents save money on utility bills

- Implemented a multifamily outreach plan to inform Wheat Ridge property managers about free energy audits
- Commercial:
 - Worked with local businesses to promote opportunities through Xcel Energy for free small business energy audits
 - Direct mailers to Wheat Ridge businesses to advertise the program
- Municipal:
 - Managed EnergyStar benchmarking data for city buildings

Upcoming 2020 Projects/Events

- Coordinate free municipal energy audits to inform energy-related enhancements and Energy Performance Contracting through CO Energy Office
- Attend LocalWorks TLC Clean Up Days to engage with residents about sustainability program offerings and distribute energy conservation kits from Xcel Energy
- Partner with Scraps to implement a fall yard waste drop off event for Wheat Ridge residents; continue to work towards residential pick up service
- Partner with Resource Central to start the Garden in a Box program in Wheat Ridge, resulting in \$25 discounts for xeric plant purchases to decrease residential water usage
- Manage a Small Business Bike Rack program to distribute bike racks and increase bicycle usage
- Accept two Wheat Ridge neighborhoods into the Sustainable Neighborhoods program and providing guidance to achieve sustainability goals
- Coordinate zero waste initiatives at Performances in the Park and other internal and external City events and provide compostable materials to food vendors and event coordinators
- Provide educational materials to teach residents how to conduct their own household waste audit
- Continue to promote Xcel Home Energy Squad audit discount
- Participate in the Fresh Food Connect app to allow residents to donate excess produce

As the committee continues to implement initiatives in the community that further sustainability goals through partnerships with local agencies and community engagement, SWR is focused on enhancing its impact in Wheat Ridge through strategic initiatives in 2021. The committee, along with the Sustainability Coordinator, intend to manage a city-wide greenhouse gas inventory to achieve an accurate calculation of carbon emissions and utilize this data to create baseline metrics and quantitative climate goals. These goals will be an important piece of the new Xcel Energy Futures Collaboration, a partnership in 2021 between the City of Wheat Ridge and Xcel Energy, which will replace the Partners in Energy program and result in a more direct relationship with Xcel Energy to accelerate the progress towards energy goals.

In 2021, the committee will focus on expanding sustainability programming to the Wheat Ridge business community. The committee intends to implement and manage a Sustainable Business Grant Program with the goal of awarding businesses funding to accomplish projects that advance sustainability goals.

In 2020, the City of Wheat Ridge joined the Sustainable Neighborhood Network. This program promotes resident-led neighborhood sustainability efforts in order to assist residents in taking ownership of their community's environmental actions. This program has a startup cost and a cost of about \$2,500 per neighborhood for signage and programming. SWR anticipates supporting the startup programming for two new neighborhoods each year. By spring 2021, the

program will consist of four Wheat Ridge neighborhoods.

Additionally, SWR will continue supporting the Green Business award and partnering on residential compost programming. The committee is also looking to continue the promotion of active transportation in Wheat Ridge in 2021. SWR sees a lot of opportunities for improved trail signage, promoting neighborhood-friendly streets, increasing bicycle ridership, and educational programs about rider safety.

In total, Sustainable Wheat Ridge is requesting \$25,500 for 2021 in order to implement the following projects:

Deliverable	Action Plan Focus Area	Cost
Sustainable Neighborhoods Program (two new neighborhoods and two ongoing neighborhoods)	All	\$7,500
Greenhouse Gas Inventory	All	\$5,000
Sustainable Business Grant Program	All	\$5,000
Promotion of bicycle use	Transportation	\$3,000
Compostable Event Supplies	Solid Waste & Recycling	\$1,200
Quarterly Community Engagement Events	Communications & Engagement	\$1,000
Green Business Program	Green Building & Energy Efficiency; Renewable Energy	\$1,000
Wheat Ridge Compost Drop Off	Solid Waste & Recycling	\$1,000
Local Governments for Sustainability (ICLEI) Membership	All	\$600
Earth Day Event	Communications & Engagement	\$200
	Total	\$25,500

City Council may recommend additional programming and/or projects for SWR in 2021. Staff is asking for consensus on the funding level of Sustainable Wheat Ridge in 2021.

FINANCIAL IMPACT:

\$25,500

RECOMMENDATION:


Staff recommends that City Council provide consensus to fund Sustainable Wheat Ridge in 2021 at \$25,500.

ATTACHMENTS:

N/A

Memorandum

TO: Mayor and City Council

THROUGH: Patrick Goff, City Manager 

FROM: Marianne Schilling, Assistant to the City Manager

DATE: August 17, 2020

SUBJECT: Homeless Navigator Intergovernmental Agreement

ISSUE:

The City of Wheat Ridge is committed to regional homeless navigation efforts to address the increasing number of individuals experiencing homelessness. In February 2020, Wheat Ridge established and executed an MOU between Jefferson County and the cities therein to best coordinate these efforts.

In order to meet a growing need in Wheat Ridge and the surrounding area, the city has now partnered with Golden and Edgewater to staff or contract for one full-time Homeless Navigator to share between the three cities. Wheat Ridge will hire or contract the role while Golden and Edgewater contribute financially.

PRIOR ACTIONS:

City Council approved a 0.5 FTE Homeless Navigator in the 2020 Adopted Budget. In February 2020, Council passed Resolution No. 13-2020, which approved a regional MOU concerning homeless navigation efforts.

FINANCIAL IMPACT:

The 2020 Adopted Budget approved a 0.5 FTE Homeless Navigator, which totaled \$42,037 including salary and benefits. The full-time cost of the same position would be approximately \$85,000, pending consensus between all three cities.

The Intergovernmental Agreement (IGA) divides the payment obligations by city population, with Wheat Ridge covering 56%, and Golden and Edgewater covering 35% and 9%, respectively. Wheat Ridge would pay the full cost of the position, and would invoice Golden and Edgewater for their corresponding costs (approximately \$37,400 in total).

BACKGROUND:

Last year, City Council approved a 0.5 FTE Homeless Navigator in the 2020 Adopted Budget. This position was part of a regional effort throughout Jefferson County to address the rise of individuals experiencing homelessness. Part of these efforts includes establishing a network of Homeless Navigator positions in individual jurisdictions that work in collaboration as regional partners. The Navigators deliver direct services to individuals and families in need, provide

program and stabilization-related support, and collect and distribute information and resources to assist those experiencing homelessness.

The City posted the position in December and interviewed candidates in January and March. The position was difficult to fill, in part because of the nature of the half-time role would require some inconsistent and on-call hours, which would make it difficult for candidates to maintain a second part-time job.

The Homeless Navigator hiring process was then frozen in March due to the COVID-19 pandemic. During this time, the City spoke with neighboring cities Golden and Edgewater. Golden was also having difficulty filling a 0.5 FTE role and Edgewater needed more homeless support than originally anticipated. The three cities are now working toward the hiring of one full-time Homeless Navigator to share and have developed an IGA.

Wheat Ridge will establish and fill a Homeless Navigator position, and both Golden and Edgewater will allocate financial and/or staff resources to facilitate the work of the Homeless Navigator. The burden of cost between each cities will be divided between the cities on a pro-rata basis based upon the respective populations of the cities. For 2020, the division will be: Wheat Ridge – 56%; Golden – 35%; Edgewater – 9%.

To move forward with the IGA, the budgeted 0.5 FTE Homeless Navigator position will become a full-time position, increasing the total FTE count for the City by 0.5. Additionally, the position will be taken out of the Crime Prevention Fund in the Police Department and placed into the City Manager's Office. This will allow the Homeless Navigator to access the County's Homeless Management Information System which is not accessible by the police department.

RECOMMENDATIONS:

Staff recommends consensus to bring forward the IGA between Wheat Ridge, Golden and Edgewater as a resolution to hire or contract for one full-time Homeless Navigator position.

ATTACHMENTS:

1. Homeless Navigator Draft IGA

**AN INTERGOVERNMENTAL AGREEMENT CONCERNING THE
ESTABLISHMENT OF A REGIONAL HOMELESS NAVIGATOR TO SUPPORT
AND ASSIST THOSE EXPERIENCING HOMELESSNESS**

1.0 PARTIES. This Intergovernmental Agreement Concerning the Establishment of a Regional Homeless Navigator to Support and Assist Those Experiencing Homelessness (this “Agreement”), effective as of _____, 2020 (“Effective Date”), is entered into by the following Parties (each, individually, a “Party”):

- 1.1. The City of Edgewater, a Colorado municipal corporation (“**Edgewater**”);
- 1.2. The City of Golden, a Colorado municipal corporation (“**Golden**”); and
- 1.3. The City of Wheat Ridge, a Colorado municipal corporation (“**Wheat Ridge**”).

2.0 RECITALS

- 2.1. The Parties are authorized by the provisions of Colo. Const. Art. XIV, §18(2)(a) and C.R.S. §§29-1-201, *et. seq.* to contract with one another to provide any function, service, or facility lawfully authorized to each.
- 2.2. The increasing number of individuals experiencing homelessness continues to be a regional issue that affects the health, safety, and welfare of each of the Parties’ communities.
- 2.3. The Parties have determined it would be in the best interest of all of the Parties to coordinate homelessness navigation efforts by cooperating in the establishment of a Homeless Navigator position to assist and support homeless individuals within the jurisdictional boundaries of the Parties.
- 2.4. In addition to assisting and supporting homeless individuals within the jurisdictional boundaries of the Parties, an essential part of the navigation efforts will be to establish and/or contribute resources to a network of Homeless Navigator positions within the region, in a collaborative approach to address the growing concerns related to homelessness.
- 2.5. Establishment of this Agreement will serve a public purpose and will promote the health, safety, and general welfare of inhabitants in and around the jurisdiction of the Parties.

3.0 TERM AND RENEWAL.

- 3.1. This Agreement will remain in effect through December 31, 2021 (“Initial Term”), subject to the provisions of section 9.6 of this Agreement and the Parties’ right to terminate under section 8.0 of this Agreement.
- 3.2. This Agreement will automatically renew for up to four consecutive one-year terms (each a “Renewal Term”), upon expiration of the Initial Term and any Renewal Term, subject to the provisions of section 9.6 of this Agreement and Parties’ right to terminate under section 8.0 of this Agreement.
- 3.3. The Initial Term and any Renewal Term shall be referred to individually and collectively as the “Term.”

4.0 OBLIGATIONS OF THE PARTIES. The Parties agree to work collaboratively to coordinate homeless navigation efforts among their jurisdictions. To achieve regional homeless navigation services, the Parties agree that:

- 4.1. **Wheat Ridge** will establish and fill a Homeless Navigator position, as either an employee or independent contractor of **Wheat Ridge**, and each of the Parties will allocate financial or staff resources to facilitate the work of the Homeless Navigator, which will include but not be limited to the following:
 - 4.1.1 Delivering direct services to homeless individuals and families in need of services and support;
 - 4.1.2 Providing business support for programs and projects related to providing services to individuals experiencing homelessness;
 - 4.1.3 Establishing and supporting the planning and development of written materials and presentations;
 - 4.1.4 Collecting and distributing information that may assist individuals experiencing homelessness and/or that would assist the Parties in developing strategic plans to combat homelessness;
 - 4.1.5 Compiling data for special projects or reports; and

- 4.1.6 Establishing and maintaining collaborative partnerships with internal and external partners and resources to successfully achieve goals and objectives related to homelessness.
- 4.2. **Edgewater** and **Golden** will, respectively, designate one staff person as a point of contact to respond to the Homeless Navigator, other jurisdictions, regional partners, and the community concerning issues surrounding homelessness. Each Party is responsible for updating the other jurisdictions if the designated staff person changes.
- 4.3. Each Party commits to allocating additional resources as it deems necessary to address the urgent needs of individuals experiencing homelessness in its community.
- 4.4. The Parties will support the coordination of efforts between the Homeless Navigator established pursuant to this Agreement, and Jefferson County's Homeless Navigator and/or Coordinator positions, and/or the Homeless Navigator or similar positions that exist or may be established within the region.
- 4.5. Each Party shall be solely responsible for the acts of its employees undertaken pursuant to this Agreement. **Wheat Ridge** shall perform its duties hereunder as an independent contractor, and not as an employee of **Edgewater** or **Golden**. Neither **Wheat Ridge** nor any agent or employee of **Wheat Ridge**, including but not limited to the individual employed or otherwise engaged by **Wheat Ridge** as the Homeless Navigator, shall be deemed to be an agent or employee of **Edgewater** or **Golden**, and nothing in this Agreement is intended to create a relationship, express or implied, or employer-employee or principal-agent between the individual employed or otherwise engaged by **Wheat Ridge** as the Homeless Navigator and **Edgewater** or **Golden**. **Edgewater** or **Golden** shall have no direction and control over the individual employed or otherwise engaged by **Wheat Ridge** as the Homeless Navigator in the course of executing his or her work duties, nor shall **Edgewater** or **Golden** have any right or authority to discipline or terminate the individual employed or otherwise engaged by **Wheat Ridge** as the Homeless Navigator. **Wheat Ridge** and its employees and agents are not entitled to unemployment insurance or workers compensation benefits through **Edgewater** or **Golden**. **Wheat Ridge** shall pay when due all applicable employment or other taxes, if any that may be incurred as a result of its employment or other engagement of a Homeless Navigator under this Agreement.

- 4.6. Prior to **Wheat Ridge’s** employment or engagement of a Homeless Navigator pursuant to this Agreement, the Parties will collaborate in accordance with section 5 of this Agreement to create and maintain guiding documents that will act as an Operating Plan for the Homeless Navigator.

5.0 OPERATING PLAN

- 5.1. The initial Operating Plan must be approved in writing by the City Manager for each of the Parties prior to being adopted. Once the Operating Plan is created or amended, the most current version will be incorporated herein by reference. The Operating Plan shall contain provisions designed to ensure that each Party receives services of the Homeless Navigator within its jurisdiction that are commensurate with the participation of the Party in the costs of employing the Homeless Navigator.
- 5.2 The Operating Plan may be amended as needed, but all revised versions must be approved in writing by the City Manager for each of the Parties prior to the new version taking effect.

6.0 PAYMENT OBLIGATIONS

- 6.1 During the Term of this Agreement, the Parties agree that the total employment or engagement costs incurred by **Wheat Ridge** for its employment or engagement of the Homeless Navigator will be divided between the Parties on a pro-rata basis based upon the respective populations of the Parties, as set forth by the Colorado Department of Local Affairs (“DOLA”) as its “Population Totals for Colorado Municipalities” (or any similar compilation prepared annually by DOLA) as of January 1 of each year during which this Agreement remains in effect. As of the Effective Date of this Agreement, DOLA has set forth the populations of the Parties hereto as follows:

A.	Wheat Ridge:	30,205
B.	Golden:	18,929
C.	Edgewater	5,177

- 6.2 Accordingly, the Parties agree that for the period beginning from the Effective Date through December 31 2020, the total employment or engagement costs incurred by

Wheat Ridge for its employment or engagement of the Homeless Navigator shall be divided between the Parties as follows:

- A. **Wheat Ridge:** **56%**
- B. **Golden:** **35%**
- C. **Edgewater** **9%**

6.3 For the purposes of this section, the “total employment or engagement costs” of the Homeless Navigator shall be deemed to be an amount equal to the total compensation paid to the employee or independent contractor, plus twenty percent (20%) of such amount to account for taxes, insurance, benefits, overhead and other indirect costs of employment or engagement.

6.4 **Edgewater** and **Golden** shall, respectively, pay to **Wheat Ridge**, within thirty (30) days after monthly written invoice therefore, all sums due from each to **Wheat Ridge** pursuant to this Agreement.

7.0 AMENDMENTS

7.1 This AGREEMENT may be amended at any time by written Agreement signed by each of the Parties to this AGREEMENT.

8.0 TERMINATION OF AGREEMENT

8.1 **Wheat Ridge** may terminate this Agreement by providing sixty (60) days written notice to the other Parties. Upon such termination, **Edgewater** and **Golden** shall, respectively, pay to **Wheat Ridge** all employment or engagement costs of the Homeless Navigator incurred by **Wheat Ridge** on a pro-rata basis as determined by Section 6.1 through the date of termination. Any Party other than **Wheat Ridge** may withdraw from and terminate its participation in this AGREEMENT at any time and for any reason by providing 60 days written notice to the other Parties, and the withdrawing Party shall pay to **Wheat Ridge** the employment or engagement costs of the Homeless Navigator incurred by **Wheat Ridge** based upon the withdrawing Party’s pro-rata participation percentage, as

determined by Section 6.1, through the date of termination. Following any such termination by the withdrawing Party, **Wheat Ridge** and the remaining Party shall each divide all future employment or engagement costs of the Homeless Navigator incurred by **Wheat Ridge** during the Term of this Agreement on a pro-rata basis using the calculation method set forth in Section 6.1.

9.0 GENERAL PROVISIONS

9.1 SEVERABILITY. If any provision of this AGREEMENT or the application thereof to any Party is held invalid, such invalidity shall not affect other provisions or applications of the AGREEMENT which can be given effect without the invalid provision or application, and to this end, the provisions of the AGREEMENT are declared to be severable.

9.2 NON-ASSIGNMENT. This AGREEMENT shall not be assigned by any Party.

9.3 NO THIRD PARTY BENEFICIARIES. Except as otherwise stated herein, this AGREEMENT is intended to describe the rights and responsibilities of and between the Parties and is not intended to, and shall not be deemed to, confer rights upon any persons or entities not named as Parties, limit in any way governmental immunity as provided in § 24-10-101, *et seq.* C.R.S., and other limited liability statutes for the protection of the Parties, nor limit the powers and responsibilities of any other entity not a Party hereto. Nothing contained herein shall be deemed to create a partnership or joint venture between the Parties. The Parties shall be responsible for their own acts and the conduct of their respective employees without waiving any protections afforded by the Colorado Governmental Immunity Act.

9.4 BINDING EFFECT. This AGREEMENT shall inure to the benefit of, and be binding upon, the Parties, their respective legal representatives, successors, heirs, and assigns; provided, however, that nothing in this paragraph shall be construed to permit the assignment of this AGREEMENT.

9.5 NOTICES. Any notice or notification required or permitted by the AGREEMENT shall be in writing and shall be deemed to have been sufficiently given for all purposes

if sent by certified mail or registered mail, postage and fees prepaid, addressed to the notice person designated by each Party pursuant to Section 4.3 of the AGREEMENT. Such notice or notification shall be deemed to have been given when deposited in the United States mail.

9.6 TABOR COMPLIANCE; NO GENERAL OBLIGATION INDEBTEDNESS.

Because this AGREEMENT may extend beyond the current fiscal year, all of the Parties understand and intend that the obligation of the Parties for committing monetary funding hereunder constitutes a current expense of the Parties payable exclusively from the Parties' funds and appropriated each fiscal year and shall not in any way be construed to be a multi-fiscal year debt or other financial obligations within the meaning of Article X, Section 20 of the Colorado Constitution, a general obligation indebtedness of the Parties within the meaning of any provision of Article XI of the Colorado Constitution, or any other constitutional or statutory indebtedness.

9.7 GOVERNING LAW AND VENUE. This AGREEMENT shall be governed by the laws of the State of Colorado. Venue for any action arising under this AGREEMENT will be in the appropriate court for Jefferson County, Colorado.

9.8 BINDING AUTHORITY. The Parties represent and affirm that the signature page hereof accurately states the full legal name of the entity, contains all requisite signature(s) on behalf of the Party, has been properly acknowledged by attestation, notary acknowledgment, or both.

9.9 COUNTERPARTS. This AGREEMENT may be executed in any number of counterparts, each of which shall be deemed to be an original and all such counterparts taken together shall be deemed to constitute one and the same instrument. The Parties acknowledge and agree that the original of this AGREEMENT, including the signature page, may be scanned and stored in a computer database or similar device, and that any printout or other output readable by sight, the reproduction of which is shown to accurately reproduce the original of this AGREEMENT, may be used for any purpose as if it were the original, including proof of the content of the original writing.

9.10 GOVERNMENT IMMUNITY. No portion of this AGREEMENT shall be deemed to constitute a waiver of any immunities the Parties, or their officers or employees may possess, nor shall any portion of this AGREEMENT be deemed to have created a duty

of care which did not previously exist with respect to any person not a party to this AGREEMENT.

[SIGNATURE PAGES FOLLOW]

CITY OF WHEAT RIDGE a Colorado municipal corporation

By: _____

Name:

Title:

ATTEST:

City Clerk

APPROVED AS TO FORM:

City Attorney

CITY OF GOLDEN a Colorado municipal corporation

By: _____
Name:
Title:

ATTEST:

City Clerk

APPROVED AS TO FORM:

City Attorney

CITY OF EDGEWATER, a Colorado municipal corporation

Laura Keegan, Mayor

ATTEST:

Lenore Pedroza, CMC, City Clerk

APPROVED AS TO FORM:

Thad Renaud, City Attorney