

Staff Report

TO: The Mayor and Members of the City Council

DATE: March 27, 2013

SUBJECT: Study Session Agenda for April 1, 2013

PREPARED BY: J. Brent McFall, City Manager

Please Note: Study Sessions and Post City Council meetings are open to the public, and individuals are welcome to attend and observe. However, these meetings are not intended to be interactive with the audience, as this time is set aside for City Council to receive information, make inquiries, and provide Staff with policy direction.

Looking ahead to next Monday night's Study Session, the following schedule has been prepared:

A light dinner will be served in the Council Family Room

6:00 P.M.

CITY COUNCIL REPORTS

- 1. Report from Mayor (5 minutes)
- 2. Reports from City Councillors (10 minutes)

PRESENTATIONS 6:30 P.M.

- 1. Discussion re: 2013 We're All Ears Event Dates
- 2. Electronic Reader Board Discussion

EXECUTIVE SESSION

1. Obtain direction from City Council regarding a proposed Economic Development Agreement with Continuum Partners pursuant to W.M.C. 1-11-3(C)(4), W.M.C. 1-11-3(C)(7) and CRS 24-6-402

INFORMATION ONLY ITEMS

- 1. Employee Teams in Action Update
- 2. Denver Regional Council of Governments, Metro Vision 2035 Plan Cycle I, 2013 Urban Center Amendment Applications

Additional items may come up between now and Monday night. City Council will be apprised of any changes to the Study Session meeting schedule.

Respectfully submitted,

J. Brent McFall City Manager



Staff Report



Post City Council Meeting April 1, 2013

SUBJECT: Discussion re: 2013 We're All Ears Event Dates

PREPARED BY: Mary Joy Barajas, Executive Secretary

Joe Reid, Public Information Officer

Summary Statement

Select dates to hold We're All Ears events in conjunction with the 2013 Concert and Movies in the Park scheduled. Please bring your calendars to help select the best dates.

Background Information

Parks, Recreation and Libraries has finalized the Summer Concert and Movies in the Park schedule. Staff would like to have Council review the 2013 schedule and choose dates to host We're All Ears events. Based on previous Council Outreach schedules, Council typically schedules We're All Ears events at four of these community events.

PR&L has the following dates and events scheduled for 2013:

Summer Solstice Celebration and Bike Ride Friday, June 21, Westfield Village Park

Concerts in the Park Thursday, July 4, City Park

Thursday, July 18, City Park

Movies in the Park Thursday, June 28 – City Park

Thursday, July 12 – City Park Thursday, August 16 – City Park

Westminster Faire, Saturday, August 10 – City Park

The Summer Solstice Celebration and Bike Ride is replacing the Summer Celebration that kicked off the summer concert series and was held at the Irving Street Park. This new event will include a fun and easy ride along Big Dry Creek Trail. Bikers of all ages will meet at City Park or Big Dry Creek Park at 6 pm. The ride will stop at Westfield Village Park where riders will enjoy a free concert by The Nacho Men, food vendors, a bounce house, Touch-A-Truck, and free activities. Staff will lead bikers back to their starting location when the concert ends at 9 pm. The theme is Hawaiian so decorate your bike and dress in your favorite Hawaiian attire.

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Staff Report – Discussion re 2013 We're All Ears Event Dates
April 1, 2013
Page 2
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This change was made to avoid a conflict with the Westminster's Historic Jazz and Art Festival which is in its second year, allowing the Historic Art district businesses to develop this event and its attendance.

In 2012 City Council hosted a We're All Ears events at the following PR&L events:

Summer Celebration – June 14 Concert in the Park – July 12 Moving in the Park – July 20 Westminster Faire, August 11

Staff will be in attendance at Monday's post-meeting session to receive direction from City Council. The Community Outreach Program supports the Strategic Plan goal of "Vibrant Neighborhoods in One Livable Community," focusing on the objective "Strong community events and active civic engagement."

Respectfully submitted,

J. Brent McFall City Manager



City Council Study Session Meeting April 1, 2013





SUBJECT: Electronic Reader Board Discussion

Prepared By: Walter Patrick, Planner II

Recommended City Council Action

Provide input to Staff on potential changes to the Sign Code regarding Electronic Reader Board Signage.

Summary Statement

As directed by the City Council in this year's Strategic Plan, Planning Staff has been researching electronic reader board signage and has compiled some information to be discussed with the City Council. Staff is now seeking direction from the City Council on how (or if) to proceed with the potential sign code changes.

Expenditure Required: \$0

Source of Funds: N/A

Policy Issue

Should the City Council direct Staff to prepare revisions to the Sign Code that would modify the current regulations on electronic reader boards?

Alternative

Do not direct Staff to prepare sign code revisions regarding electronic reader boards.

Background Information

Last year at the City Council annual strategic planning retreat, Council asked Staff to look into possibly changing the Sign Code to allow electronic reader board signs. Historically, the City has taken a position that these types of signs do not fit the community's aesthetic values, and has prohibited them. About 6-8 years ago, the City decided to allow these types of signs, but only for "institutional" uses, such as churches, schools and hospitals. As a response to Council's request, Staff has researched over 20 Colorado counties and cities to determine how other Colorado local governments are regulating electronic signage.

The results of this research are attached and include some general information about electronic signage, a spreadsheet comparing the regulations of the researched local governments, and a few photos showing existing electronic signage in Westminster and other local communities.

The information in the attached table shows that the degree of electronic sign regulation varies widely across the different local governments. Although electronic signage can be considered an asset to businesses by providing eye-catching advertising there are many factors such as aesthetics, community values, and other technical components that need to be considered in an electronic signage discussion. These include size, brightness, location, rate of message change, and allowable 'special effects.' Consideration should also be given to light pollution, driver distraction, and disrupted ecosystems. In the attached chart, many of the higher quality more 'image conscious' local governments in the Metro area significantly restrict this kind of signage, and some prohibit it altogether.

In determining to what degree the City might consider modifying the regulation on electronic signage, some thought should be given to several important issues as listed below.

- What is the overall priority of this effort given the other important projects currently underway in Community Development, i.e. WURP, CLUP update, Westminster Station TOD/Little Dry Creek, and significantly increased development activity?
- If Council believes that modifying the regulation of electronic signage is a priority, Staff would like some initial direction on the following issues.
- What deficiencies in the existing sign code are we are attempting to resolve by allowing additional electronic signage? If these signs are meant to benefit local businesses should the signs be limited to only the largest shopping centers (Walnut Creek, Orchard, etc.) or should they also be allowed for smaller businesses such as restaurants, car washes, and gas stations?
- To what extent should the City go in the enforcement of these signs? For example, will light intensity measurement equipment need to be purchased for enforcement use?
- Should Staff consult with businesses and citizens regarding their receptivity to these signs?

Staff Report – Electronic Reader Board Discussion April 1, 2013 Page 3

Staff will pose these questions to Council at the Study Session discussion.

Respectfully submitted,

J. Brent McFall City Manager

Attachment 1 – Electronic Signs: An Exploration into the World of Digital Signage

Attachment 2 – Electronic Reader Boards – Jurisdiction Comparison

Attachment 3 –Institutional Electronic Reader Boards in Westminster

ELECTRONIC SIGNS: An exploration into the world of digital signage

The business signage industry is transforming. We have all noticed it in the right-of-way along major highways, on the face of buildings, incorporated into moving vehicles, and on gas station copy signs.

What exactly is an electronic sign?

Electronic signs are signs that use solid state, electronic technology to produce bright displays that typically involve moving copy, animations, or other graphics.

How bright can an electric sign be?

Electronic signs are measured by luminance, or intensity of visible light known as NITS. Some electronic signs can be as bright as 11,000 NITS. To put that into perspective, the sun measures at a luminance of 6,500 NITS.

Some negative impacts may arise from increased light intensity are light pollution, driver distraction, disrupted ecosystems, and potential health impacts on humans. These negative impacts would likely need to be regulated if electronic signs are permitted in the community.

What factors need to be considered in relation to regulation?

Size
Location
Rate of Change
Brightness/Intensity
Tenant Signage vs. Advertising
Special 'Effects'
Enforcement
Safety

Please see the attached jurisdictional comparison table to see how Westminster relates to other cities in the greater Denver metro area.

Nit—term used to describe a metric unit of luminance. It is defined as candela per square meter (cd/m2). The unit is based on the candela, the modern metric unit of luminous intensity; and the square meter.

Footcandle – Unit of light density incident on a plane (assumed to be horizontal unless otherwise specified), and measurable with an illuminance meter, a.k.a. light meter.

| Locality | Allowed ? | Size | Brightness / Intensity | Rate of Message Change | Restrictions | Allowed Zoning Uses | Color | Allowable Effects | Tenant vs Advertising * | Sound |
|-----------------|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Adams County | Yes | Shall not exceed 300 sq. ft. for off- premise sign and 100-160 sq. ft. in specific zones. | Control measures to monitor brightness and adjust to outside conditions. Shall not exceed a max. of 150 foot-candles during nighttime hours from sunset to sunrise. Foot-candles shall be measured 200 feet from sign. | Each message displayed shall remain static for a min. of 4 seconds, with 10 seconds optimal. Must have default mode in event of malfunction. | No animated images or graphics, scrolling messages, video, moving images, or includes motion picture projection. | C-3, C-4, C-5, A-1,A-2,A-3, C-0, C-1,C-2, I-1, I-2, I-3 | No specifications on color provided that they do not conflict with public safety issues such as traffic signals. | Message shall transition to the next message instantaneously . | Tenant and advertising are both allowed, provided that the advertising is for on-site businesses. | Prohibited |
| Arapahoe County | Yes | Max height, area, size, number of signs, etc., is determined using regular sign code found in Section 12-300 of the Arapahoe County Code (UDC). | Maximum nit levels are based on intensity color: Red (Day: 3150 / Night:1125); Green (Day: 6300 / Night: 2250); Amber (Day: 4690 / Night: 1675) (No gun is used for enforcement; applicant must provide numbers if complaint received.) | Not more often than once every five minutes. | Only complete messages shown at once - (rather than on multiple screens). | Must be compatible with area (similar to our negotiated PUD design standards process). | х | None. Sign must go dark during transition from one image to the next. | No limits or standards specified. | х |
| Arvada | Yes | For signs using more than 25 millimeters pixel spacing, 33% of allowable sq.ft. For signs using more than 20 millimeters and up and including 25 mm pixel spacing, 66% allowable sq.ft. For signs using 20 mm pixel spacing, or less, 100% of allowable sq. ft. | Shall not exceed 600 nits (candelas per square meter) between sunset and sunrise. Shall not exceed (5000) nits between sunrise and sunset. | Shall not change more frequently than once per (8) seconds. | No signage located in Old Town Arvada. | P-1, B-1,B-2,B-3, B-4 | No specifications on color provided that they do not conflict with public safety issues such as traffic signals. | Static messages only, changed only through dissolve or fade transitions. Transitions may not be less then 1 minute long. | Tenant and advertising are both allowed, provided that the advertising is for on-site businesses. | Prohibited |
| Aurora | Yes | Not allowed to exceed 50% of the monument sign face. | Shall not exceed the brightness of .3 foot candles above ambient light as measured using a footcandle (lux) meter at a preset distance from the face of the sign to the light meter depending on sign area. Must have automatic dimming software or solar sensors to control brightness for nighttime viewing and varying daytime lighting conditions. | Shall not change more frequently than once per (8) seconds. Message change must occur instantaneously, without use of scrolling, flashing, fading, blinking, or other simular transitions. | Limited to monument signs only. All existing electronic signs that do not comply with the brightness and animation provisions/restrictions shall conform to code in 180 days after its adoption. | Commercial,Industrial, Instutional Uses table 16.3 | x | Static messages only with dissolving of fading transitions not exceeding 1 second of time between each message on the board. | Tenant and advertising are both allowed, provided that the advertising is for on-site businesses. Community emergency alerts such as inclement weather, or amber alerts, are exempt. | Prohibited |
| City of Boulder | Yes, considered a change copy sign "marquee sign". ** | Same as change copy sign regulations. | Measured by footcandles and lumen ratings that are required in their outdoor standards for lighting. | Message shall not change more than once per minute. | Conditions are placed on permit approval that they must meet all signage regulations. | transitional, business, commercial, light industrial | х | х | Sign content is not regulated. | Prohibited |

| Locality | Allowed ? | Size | Brightness / Intensity | Rate of Message Change | Restrictions | Allowed Zoning Uses | Color | Allowable Effects | Tenant vs Advertising * | Sound |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| Brighton | Yes, but ONLY on monument signs (not on walls, window signs, etc.). | No more than 50% of the overall face of the sign may be an electronic reader board. | Maximum 600 nit measured at sign face (Sunset to Sunrise); between Sunrise and Sunset max is 5000 nit, or 0.3 foot candles over ambient light, whichever is lower. (Ordinance was just adopted in Sept. of 2012; Brighton plans to buy the intensity measurement gun for enforcement use, as needed.) | x | Only one allowed per property, restricted for only properties with 200+ lineal feet of street frontage may have electronic reader boards signs. | Must be compatible with site design and building architecture. | May not imitate public traffic control or safety signage. | x | No commercial offsite electronic reader boards are permitted. | Prohibited |
| Broomfield | Yes - Can be case by case for approval ex: Event Center, Walgreens sign 287 & Midway. | х | х | Cannot change more then once a day. | If electronic reader board is requested as a variation then, it is reviewed on a case by case basis. | Public Schools and uses where site development plan is in place. | No specifications on color provided that they do not conflict with public safety issues such as traffic signals. | х | Determined during the site development plan process. | Prohibited |
| Cherry Hills Village | The City has a small commercial district and has not yet been approached with the ERB concept by sign contractors | х | х | х | x | х | х | х | х | х |
| Commerce City | Yes | No more than 33% of the total sign face area, or 30 square feet, whichever is <u>less</u> . The Commerce City Code has been interpreted such that only one such sign may be used per property, unless multiple electronic reader boards are permitted by variance. | No limits or standards specified, except that signs may not cause glare on public rights of way or on neighboring properties. | May not change more frequently than one time per 30 seconds. | May not imitate public traffic control or safety signage; May not cause glare on public rights of way or on neighboring properties; May not violate any provision of the Prohibited Signs Text (Section 21-8600) of the Commerce City Development Code. | Allowed Areas are same as for other types of signage found in the Commerce City Development Code Sign Schedule. | x | May not violate any provision of the Prohibited Signs Text (Section 21- 8600) of the Commerce City Development Code. | No offsite EM Signage is permitted. | (Not addressed by Commerce City Code, but likely would not be permited if it was ever applied for.) |
| Denver | Yes, only in the Theatre District and the 16th Street Mall. Anywhere else is not allowed. | Regulated standard sign code. | Based on the character and uses of the face block, existing uses within the building and the surrounding vicinity, and the protection of public safety. | Once an hour | Limited to those properties which are contiguous to the 16th street pedestrian mall and transit mall. All such signs must be readable from the 16th St. Mall. | D-C, D-TD, D-LD, D-AS Limited to entertainment uses to the time the business is open | No specifications on color provided that they do not conflict with public safety issues such as traffic signals. | | Tenant and advertising are both allowed, provided that the advertising is for on-site businesses. | Prohibited |
| Douglas County | No | х | x | x | x | х | x | x | x | х |
| Erie | Yes | Max height, area, size, number of signs, etc., is determined using regular sign code found in the Erie Unified Development Code (UDC). | × | By Planning Director determination; approximately 5 minutes required between changes. | × | Allowed Areas are same as for other types of signage found in the Erie Unified Development Code. | x | No fades, transitions, or effects allowed. No moving pictures or video. Image must completely change all at once, and then remain constant until next image change. | × | Prohibited |
| Greenwood Village | Generally, No - except as a component of another type of sign allowed through the comprehensive sign program (wall sign standards apply). Two signs have been allowed so far. | х | х | x | × | х | х | х | х | х |

| Locality | Allowed ? | Size | Brightness / Intensity | Rate of Message Change | Restrictions | Allowed Zoning Uses | Color | Allowable Effects | Tenant vs Advertising * | Sound |
|------------------|-----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------|
| Jefferson County | Yes. Ex: Bandimere Speedway (went through public hearing) | Depends on specific zoning district sign regulations. | x | Cannot change more than once an hour. | No blinking, flashing, scrolling, or fading images. Sign must stay static for one hour. | Allowable in all districts besides residential. | No specifications on color provided that they do not conflict with public safety issues such as traffic signals. | Static messages only, changed only through dissolve or fade transitions. | Tenant and advertising are both allowed, provided that the advertising is for on-site businesses. | Prohibited |
| Lafayette | Yes | Maximum height shall be 7 feet and shall not exceed 25 sq.ft. of electronic message board. | Must have automatic dimmer software or solar sensors to control brightness for nighttime viewing. Lighting is not to exceed 500 nits or candelas per square meter between dusk to dawn measured by the equivalent "percentage of maximum brightness-nighttime" setting on sign software. | Shall not change more frequently than once per (8) seconds. | Only one sign permitted per lot. Required letter from property owner stating that they will not exceed nit requirement. Only monument signs are allowed, no wall signs. | C-1 | | Static messages only. No movement, appearance of optical illusion, movement of sign structure, or pictorial segment of the sign. The message may be changed only through dissolve or fade transitions not exceeding more then 1 second between each message displayed on the sign. | | x |
| Lakewood | Yes | Shall not constitute more than 50% of sign size. | х | Shall not change more then once per 8 seconds. Message change must occur instantaneously. | х | х | х | Prohibited from scrolling, flashing or otherwise animating messages. | х | х |
| Littleton | Yes | The message must be limited in area to less than sixty (60) square feet, 32 sq.ft. per side. | Such sign shall maintain a constant light intensity and color during the entire copy display. | Message must be stationary with a change sequence of not more than one change each 2 seconds. | The sign is located in such a manner that it does not interfere with traffic or pedestrian safety. Setback from the front property line shall be twenty feet (20'). At a signalized intersection the minimum setback shall be twenty five feet (25'). | Business, Transitional, CA | | The graphic symbols do not change position or travel on the face of the sign; or the graphic symbols shall be used in conjunction with a lettered message. Mode changes such as reverse, flashing and inverse flashing are prohibited. | Tenant and advertising are both allowed, provided that the advertising is for on-site businesses. | x |
| Lone Tree | No | х | х | Х | Х | х | х | х | х | Prohibited |
| Longmont | Yes | 6' in height in CBD and SE-O zoning districts 8' in other zoning districts. Max area of 32 sq.ft. | 600 max. candels/square meter when adjacent to residential districts, scenic entryway corridors, and sensitive wildlife/natural areas. 800 max. candels/square meter in all other areas. | Once a day | 600 max. candels/square meter when adjacent to residential districts, scenic entryway corridores, and sensitive wildlife/natural areas. | Allowed in all nonresidential portions of a PUD District | x | x | x | х |
| Louisville | No | x | х | x | x | х | х | х | х | х |

| Locality | Allowed ? | Size | Brightness / Intensity | Rate of Message Change | Restrictions | Allowed Zoning Uses | Color | Allowable Effects | Tenant vs Advertising * | Sound |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|------------|
| Northglenn | Yes - Ex: 104th & I-25 electronic reader boards are classified as an individual detached sign. Other electronic reader boards are classified in a master sign program as electronic message centers. | Same as copy change sign regulations. For church uses, an electronic bulletin board shall consist of no more than two-thirds of the sign area. | Shall not exceed 500 nits between dusk and dawn as measured by the equivalent 'percentage of maximum brightness-nighttime' setting on the sign software. | Each message shall remain static for a minimum of 8 seconds. A minimum of one (unrelated advertiser) message hold time period is required between single advertiser messaging. | A reader board with changeable copy may be included in the sign provided that the area of the reader board shall count toward the maximum size allowed for the sign. | Commercial, Retail and Church uses | x | Static messages only. No movement, appearance of optical illusion, movement of sign structure, or pictorial segment of the sign. Transition duration shall be instantaneous. | Tenant and advertising are both allowed, provided that the advertising is for on-site businesses. | Prohibited |
| Superior | No | х | х | х | х | х | х | х | х | х |
| Thornton | Yes | Monument: Max Size of 200 sq.ft. for signs adjacent to I-25 and E-470. All other areas where electronic reader boards are permitted max size is 40 sq.ft., Changeable Copy: Max Size of 30 sq.ft, Electronic Message Centers: 50% of total allowable area for wall or monument sign. *** | Shall have automatic dimmer software or solar sensors to control brightness for nighttime viewing. Shall not produce glare, the effect of which constitutes a traffic hazard or is otherwise detrimental to the public health, safety or welfare. Lighting from the message module shall not exceed 300 nits (candelas per square meter) between dusk and dawn as measured from the sign's face. Applications for sign permits containing an electronic display shall include the manufacturer's specifications and nit (candela per square meter) rating. | The sign shall contain static messages only, changed only through dissolve or fade transitions, but which shall otherwise not have movement, or the appearance or optical illusion of movement or varying light intensity, of any part of the sign structure, design or pictorial segment of the sign. May not change more then once per 5 seconds. | Only words, numbers, and images. Not allowed in East Lake Historic District | Community Retail, Regional Commercial, Business Park, City Center, Office/Institutional, Employment Center, Mixed Use, Industrial | x | Static messages only with dissolve or fade transitions. | Tenant and advertising are both allowed, provided that the advertising is for on-site businesses. | Prohibited |
| Westminster | | Max. size = 100 sq. ft. Min. size = 32 sq. ft. Max. height = 25ft Min. height = 6ft | x | Rate of message change shall be no more than once every 30 mins. | Component shall be no more than 1/3rd of total sign size or 30 sq. ft. (whichever is less). | Includes church, public or private school, college or university, fraternal or civic association, municipal building, hospital, or convention center. | x | х | x | × |

(x = Not mentioned within Code)

^{* (}Product and Company Promotion)

^{** (}Marquee Sign is a sign with the optical illusion of motion or changing of copy)

^{*** (}Electronic Message Center Sign is an electronic sign that may display words, symbols, figures, images, or moving images)



Staff Report

Information Only Staff Report April 1, 2013



SUBJECT: Employee Appreciation Teams in Action Update

PREPARED BY: Lisa Chrisman, Employee Development & Benefits Manager

Debbie Mitchell, General Services Director

Summary Statement

This report is for City Council information only and requires no action by City Council.

The first 2013 Teams in Action luncheon was held on Wednesday, March 20, 2013 at City Park Recreation Center. The Employee Recognition Program is an integral part of the organization's efforts to provide a quality work environment by recognizing effective employees delivering quality service to citizens. This report is a summary of all March Teams in Action department submittals.

Background Information

A basic tenet of modern personnel management strategy is to consistently, diligently and honestly recognize the valuable contributions of employees. Recognition can take many forms and it is the City's intent to utilize various awards systems to acknowledge the valuable contributions made by City employees. One form of recognition that occurs twice a year is the awarding of Teams in Action. The Teams in Action award is designed to allow each City department the ability to recognize efforts and accomplishments of various teams, task forces, or work groups that may operate intra or interdepartmentally. The goal of the award is to encourage teamwork and recognize team accomplishments in the areas of quality service delivery, enhanced productivity, systems and procedures improvement and quality of work life enhancements.

The following are summaries of the Teams in Action award submittals made by departments:

City Manager's Office - Online Subscription Manager Team

This small team of individuals has been hard at work developing a new tool that will enhance digital communications for departments throughout the City by making it easier to create, deliver, and sign up for email newsletters. Their template system makes it simple to create attractive, professional newsletters, and a database-driven subscribers feature allows individuals to sign up online for various publications and manage those subscriptions, all without involving a staff person. A subscription manager interface allows staff to manage subscriber lists, and the mobile interface allows individuals to sign up using their mobile devises. This provides a free tool that others in the City can use to improve their communication efforts and connect directly with their customers. The City's weekly newsletter, now called The Weekly, received a complete redesign and is able to deliver a richer experience for subscribers. The team's commitment to working together in order to come up with an innovative solution is a great example of the City's SPIRIT values.

Community Development Department – Westminster Commons Ownership Transition Team

This team has been diligently working to consummate a complex transaction to rehabilitate and purchase the Westminster Housing Authority's (WHA) Westminster Commons Senior Housing Project at 3170 West 76th Avenue. The 130-unit Westminster Commons apartment complex was built in 1984 by the Westminster Housing Authority. Given the age of the buildings, the ever increasing maintenance and repair costs were becoming a drain on the Authority's resources. With an identified need for over \$6.0 million in improvements and limited WHA and City financial resources, the team was convened to evaluate options. The resulting decision was to offer the property for sale while ensuring the needed improvements would be made by the prospective buyer. The Volunteers of America (VOA) was selected as the prospective buyer. The sale to VOA netted the WHA about \$2.5 million in cash proceeds that can be reinvested in support of affordable housing. The final transaction will result in about \$6.5 million in immediate rehabilitation and improvements to the residential units. Thanks to the efforts of this team, the Westminster Commons will remain as a high quality, affordable senior housing project well into the future.

Finance Department - Payroll Team

Employees may not realize the behind the scene efforts to make sure payroll is completed and that each employee's paycheck is in the bank on payday. Much effort goes into making sure payroll runs smoothly – all within a small window of time. In addition to the regular payroll runs during the year, each new year brings about its own set of challenges. This past year posed several unique challenges. Typically the City's system will "auto-pay" employees who are not hourly or instructors based on their normal hours and hourly rate. During the January 2013 payroll process, the auto-pay did not work! Payroll staff considered different options and ultimately had to go into each employee's record and change the system generated auto-pay code to a manual code. This meant that all 1,165 employee records had to be manually looked at and approximately 910 adjusted to ensure payroll was correct. Suffice to say, payroll staff worked long hours to address the challenges posed and to make sure all of our employees were paid! We are so fortunate to have such dedicated staff that ensure we get paid properly each and every payday.

Fire Department - Carbon Dioxide Detector Team

In 2012, the City's recreation facilities upgraded their purification systems to include the use of Carbon Dioxide (CO2) as one of the chemicals used to maintain a neutral Ph balance. CO2 can be a dangerous gas - staff in Risk Management had recently forwarded information to the Fire Department concerning the hazards of CO2 tanks. As a result of this, the Fire Department contacted Recreation Services to determine the need for CO2 detection in City pool facilities. It was determined that a specific type of detector/alarm would best meet the needs of the facilities, as it would provide remote alarms at the staffed desks along with an alerting system available based on the needs of each pool. The completion of the project with the installation of the detectors/alarms makes our environment much safer for not only our customers but also our employees, and was truly a model of the SPIRIT values and a "Team in Action."

General Service Department – Blue Seal Certification Team

With ten staff members, the City's Fleet Division maintains a diverse fleet of approximately 550 vehicles and pieces of equipment that range from fire apparatus, police motorcycles, service trucks and tandem heavy duty trucks. The Fleet Maintenance Division achieved Blue Seal designation from the National Institute for Automotive Service Excellence (ASE) in 2011. A Blue Seal automotive

Staff Report – Employee Appreciation Teams in Action Update April 1, 2013 Page 3

shop assures customers that <u>75%</u> of the mechanics are proficient in every discipline offered for vehicle service. The ASE is the only national independent measure of excellence in vehicle maintenance. In 2012, <u>100%</u> of all shop mechanics were certified. ASE certifications assure our customers of both service quality and ethical conduct. Mechanics must pass a series of up to seven tests every five years to obtain competency certifications in the service areas of automotive and medium/heavy duty trucks. Mechanics wishing to become certified as a Master Mechanic must complete eight certifications and uphold the ethics and service quality standards. Currently, two fleet employees have maintained their Master Mechanic certification and one fleet employee has completed the ASE's Service Writer certification. In 2013, the Fleet Shop anticipates all mechanics will achieve Master Mechanic certification! This demonstrates a significant accomplishment and high level of commitment by fleet staff.

Information Technology Department - Disaster Recovery Construction and Relocation Team

In 2012, the City evaluated several potential sites for the City's planned Center for Healthy Living facility. After assessing the options, staff determined that the City Park Recreation Center was the most suitable location. However, a portion of the space required was being used by the Information Technology Department to house the City's Disaster Recovery datacenter and recovery operations site. Before the Center for Healthy Living site construction could begin, the City needed to find an alternate location for the disaster recovery data center. This team of individuals came together to work towards a solution that would benefit all involved. In the first phase of the project, members of the team scouted several possible relocation options. The Northwest Water Treatment facility was identified as the best location and met the needs of everyone involved. The second phase of the project involved site design and construction. This team worked carefully and efficiently to be sure that the data center was constructed with the proper layout, security, power and environmental controls. The third and final phase of the project included relocating and installing all servers, network hardware and backup disk storage from the previous site to the new site. Members of the team worked tirelessly to complete the relocation quickly so that construction on the new Center for Healthy Living could commence on schedule. The outstanding teamwork and collaboration on this project resulted in a very successful project and a new disaster recovery datacenter that will serve the City well in the future.

Parks Recreation & Libraries - Holiday Lighting Team

The Holiday Lighting team is involved with one of the most treasured and anticipated events the City hosts. The event is truly a team event - it takes coordination, planning, and hard work by everyone involved. City Hall is transformed into a winter wonderland. Hundreds of hours are spent hanging the lights throughout the City Hall complex - testing and retesting to make sure every bulb is brightly lit. Additional hours are spent setting up the train, all the toy soldiers and of course, the tree. There is much excitement as the switch is flipped and City Hall lights up. The much anticipated arrival of Santa puts a sparkle in everyone's eye and photos are available to capture the memories of the evening. Staff sings carols while riding in a "sleigh" around the complex. Add in the carefully tended fire pit, local chorus groups, hot chocolate, and cookies makes for a memorable night for the entire family. Each department plays a unique role in the execution of the Lighting Ceremony. This event could not take place without the teamwork demonstrated by the representatives from the Parks, Recreation and Libraries Department, Police Department, Fire Department, and the Youth Advisory Panel to ensure the hundreds of details (and thousands of lights) are in place. The night is definitely a community event that is cherished and remembered, and has become a long standing tradition with the Westminster community.

Staff Report – Employee Appreciation Teams in Action Update April 1, 2013 Page 4

Police Department - Crime Lab Unit Team

The Crime Lab Unit in the Police Department was extremely busy in 2012, handling 186 callouts and processing 1,178 fingerprint evaluations. The Unit shares the 24 hour "on call" duty 365 days a year and the Criminalists who work in the crime lab are trained in all aspects of crime scene investigations and strive for state-of-the-art accuracy. Their direct efforts are responsible for countless investigation cases being closed, resulting in criminal convictions. The Lab Unit is regularly dispatched to the most horrific and emotional scenes. They complete their tasks and duties under very difficult circumstances and their work product must be thorough and stand-up to the scrutiny of courtroom testimony. During October 2012, the Crime Lab Unit was called upon to assist in the Jessica Ridgeway abduction investigation. This case involved four separate crime scenes, requiring advanced skills, encompassing many aspects of crime scene investigation, and many long hours of processing. As difficult as this case was, our criminalists performed with the upmost character and competence. Members of the Crime Lab Unit are committed to excellence and are outstanding representatives of the City of Westminster. They understand the concept of SPIRIT and practice it in their assigned duties, which is why they are being recognized as a Team in Action.

Public Works and Utilities Department - Silo Pump Station Header Replacement Team

Outstanding efforts in the coordination, design and construction of the Silo Pump Station Header Replacement Project made this project a success and a team worth recognizing. This project impacted over 3,000 residents and businesses in the City who depend on Silo Pump Station for their water supply. The challenge of this project was to limit service interruptions to City customers while replacing the pump station piping systems. Detailed coordination between Utilities Engineering, Utilities Operations, Public Information Office, and Public Safety were essential to this project's success. This included four middle of the night rehearsals of project preparation and execution! Staff anticipated potential problem areas, took action to mitigate risks, and helped the contractor streamline their efforts and as a result, several special precautions and procedures were developed and implemented to maintain the safety of the City's drinking water during and following the pump station repairs. The detailed preparation for the project became especially beneficial when an unexpected pipe break in the distribution system occurred, requiring the project to be implemented ahead of schedule. The pump station is now poised to continue to provide high-level services for our water customers now and well into the future. This project was another great example of the City's SPIRIT values at work! This project was further recognized with the CMO Choice Award because of the excellent performance of this team.

Respectfully submitted,

J. Brent McFall City Manager



Information Only Staff Report April 1, 2013



SUBJECT: Denver Regional Council of Governments, Metro Vision 2035 Plan – Cycle I,

2013 Urban Center Amendment Applications

PREPARED BY: Patty McCartney, Planner III

Summary Statement

This report is for City Council information only and requires no action by City Council.

Background Information

The Denver Regional Council of Governments (DRCOG) Metro Vision Plan (MVP) includes five Urban Centers within the City of Westminster that were designated in 2006. These designated Urban Centers are: 1) North I-25 Activity Center; 2) South Westminster Activity Center; 3) West 120th Avenue Activity Center; 4) Westminster Center Activity Center; and 5) Westminster Promenade Activity Center. Urban Centers may have potential future funding opportunities and transportation projects located within MVP Urban Centers receive extra points for the Transportation Improvement Fund (TIF) project allocation process.

DRCOG provides two opportunities during the year to amend the MVP. MVP Cycle 1 Amendment applications were due March 1, 2013 and Cycle II Amendment applications are due in August or September, 2013. The Cycle I Amendment process may consider minor type applications and the DRCOG Board will act on the Cycle I Amendments in August, 2013.

Staff prepared proposed boundary modifications for each of the existing City of Westminster Urban Centers to update the current conditions, planned opportunities and accommodate potential transportation projects within these Urban Centers. Staff consulted with DRCOG staff and determined that the proposed modifications are considered minor and eligible for the Cycle I Amendment application submittal process. Staff prepared and submitted MVP Cycle I Amendment applications for the attached proposed boundary modifications to the City of Westminster Urban Centers on March 1, 2013. The Cycle 1 Amendment applications will benefit the City by allowing increased scores and improving the competitiveness of transportation projects located within Urban Centers that receive Federal funding through the TIP process.

Strategic Plan Goals and Objectives

The MVP Cycle I Amendment applications for City designated Urban Centers meets the City Council goals of Financially Sustainable City Government Providing Exceptional Services, Vibrant

Staff Report – Denver Regional Council of Governments, Metro Vision 2035 Plan – Cycle I, 2013 Urban Center Amendment Applications
April 1, 2013
Page 2

Neighborhoods in One Livable Community, and Beautiful and Environmentally Sensitive City. This effort will enhance land use and transportation design decision making.

Respectfully submitted,

J. Brent McFall City Manager

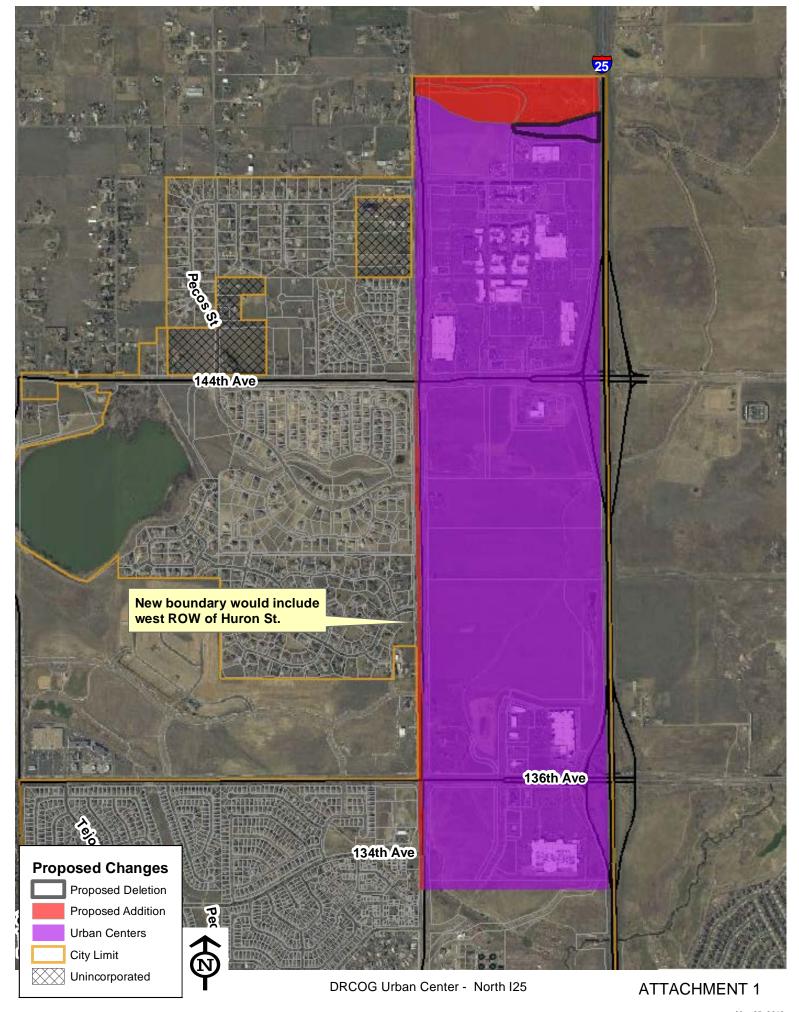
Attachment 1 – Proposed Map of North I-25 Activity Center

Attachment 2 – Proposed Map of South Westminster Activity Center

Attachment 3 – Proposed Map of West 120th Avenue Activity Center

Attachment 4 – Proposed Map of Westminster Center Activity Center

Attachment 5 – Proposed Map of Westminster Promenade Activity Center



F45, 27, 2013

