



TO: Members of Council
FROM: Danielle Sears, City Clerk's Office
DATE: July 28, 2015
SUBJECT: Information Packet

1. CALL UPS

None.

2. INFORMATION ITEMS

- A.** 2014 Neighborhood Permit Parking Program Annual Update
- B.** Boulder Convention and Visitors' Bureau Updates (External)
- C.** Boulder County Age Well Plan Update
- D.** Mid-Year Update to 2015 Council Work Plan and Council Action Guide

3. BOARDS AND COMMISSIONS

- A.** Boulder Design Advisory Board—April 8, 2015
- B.** Boulder Design Advisory Board— April 15, 2015
- C.** Boulder Design Advisory Board—May 6, 2015
- D.** Boulder Design Advisory Board—June 10, 2015
- E.** Environmental Advisory Board—May 6, 2015
- F.** Environmental Advisory Board—June 3, 2015
- G.** Human Relations Commission—June 15, 2015
- H.** Open Space Board of Trustees—June 15, 2015
- I.** Open Space Board of Trustees—July 8, 2015
- J.** Transportation Advisory Board—May 11, 2015
- K.** Water Resource Advisory Board—May 18, 2015

4. DECLARATIONS

- A.** 2015 Americans with Disabilities Awareness Day
- B.** Boulder Cares for Nepal Day
- C.** Modern Slavery and Climate Change



INFORMATION PACKET MEMORANDUM

To: Mayor and Members of Council

From: Jane S. Brautigam, City Manager
Molly Winter, Director, Downtown and University Hill Management
Division/Parking Services

Date: July 28, 2015

Subject: Information Item: 2014 Neighborhood Permit Parking Program Annual Update

EXECUTIVE SUMMARY

The purpose of this information packet is to provide the 2014 Annual Update of the Neighborhood Permit Parking (NPP).

The NPP program goals include improving the balance between preserving neighborhood character and providing public access to community facilities.

Expansions to the Mapleton Hill, Whittier and East Ridge NPP were initiated in early 2013. Specific to the Mapleton Hill NPP was the remodel of the Mapleton Early Childhood Center, which impacted the parking in the adjoining neighborhood. Acknowledging the needs of the community and the Boulder Valley School District, it was vital to get a true sense of the parking impact during construction and again, once the school was open. The Mapleton Hill and Whittier expansions were approved in 2014.

In the Fairview NPP, a request to remove three block faces caused the neighborhood members to re-evaluate the purpose and the need of the NPP. After several months, those who initiated the petition requested that the Fairview NPP remain as it was established in 2002.

FINANCIAL

Since 2006, the Resident Permits have remained at \$17 annually. Each resident within a NPP may receive two free visitor permits with the purchase of a resident permit; along with guest permits, which are also free and available upon request. The cost of commuter permits rose to \$82 quarterly or \$328 per year in 2014, while the cost of business permits remains \$75 annually.

In 2014, residential permits made up 28% of total NPP revenue and 88% of the total number of permits sold; business permits made up two percent of the total NPP revenue and one percent of total number of permits sold; commuter permits account for 70% of the total NPP revenue and 11% of the total number of permits sold.

Revenue from the sale of NPP permits is expected to cover the program costs with the goal of being revenue neutral. Expenses vary year to year based on whether there are citizen requests for new zones or expansions requiring surveys and start up costs.

2014 Revenue from Resident/Business/Visitor permits sales	\$ 43,472
2014 Revenue from Commuter permit sales	\$103,079
	\$146,551

2014 NPP Program Direct Expenses*	\$ 73,740
2014 Administrative Program Expenses	\$ 23,726
	\$ 97,466

*The NPP revenue and expenses do not include enforcement.

2014 Annual Permit Revenue by Zone				
<u>Location</u>	<u>Resident</u>	<u>Business</u>	<u>Commuter</u>	<u>Total</u>
Columbine	\$ 3,570	\$ -	\$ 286	\$ 3,856
Fairview	\$ 629	\$ -	\$ -	\$ 629
Goss/Grove	\$ 5,780	\$ 975	\$ 10,771	\$ 17,526
High/Sunset	\$ 1,003	\$ -	\$ 3,852	\$ 4,855
Mapleton Hill	\$ 7,276	\$ -	\$ 25,732	\$ 33,008
University Hill	\$ 11,645	\$ 225	\$ 16,706	\$ 28,576
Whittier	\$ 7,905	\$ 900	\$ 32,925	\$ 41,730
West Pearl	\$ 1,836	\$ 300	\$ 12,691	\$ 14,827
East Ridge	\$ 952	\$ -	\$ 115	\$ 1,067
University Heights	\$ 476	\$ -	\$ -	\$ 476
Totals:	\$ 41,072	\$ 2,400	\$ 103,079	\$146,551

Commuter permits averaged about 155 commuters per year from 2003-2012. Commuter permits rose 43% (276 commuters) in 2013 and an additional 14% (314 commuters) in 2014. This increase in demand can also be seen in the growth of the garage and lot wait lists.

Commuter Permit Sales by Year				
Year	Fee	Revenue	Permits Sold	Per Quarter
2004	\$ 78	\$ 47,637	611	152
2005	\$ 78	\$ 43,418	557	139
2006	\$ 78	\$ 44,053	565	141
2007	\$ 78	\$ 48,413	621	155
2008	\$ 78	\$ 49,186	631	158
2009	\$ 78	\$ 46,592	597	149
2010	\$ 78	\$ 47,174	605	151
2011	\$ 78	\$ 48,689	624	156
2012	\$ 78	\$ 60,427	775	194
2013	\$ 78	\$86,112	1,104	276
2014	\$ 82	\$103,079	1,257	314

EXPANSIONS

There were two NPP expansions that began in 2013 and were finalized in 2014, these include:

- Mapleton Hill NPP
 East & West sides of the 2300 block of 7th St.
 North & South sides of the 600 block of Mapleton St.
 North & South sides of the 700 block of Mapleton St.
 North & South sides of the 600 block of Highland St.
- Whittier NPP
 East side of the 2000 block of 18th St.

There was one NPP expansion that was not approved:

- East Ridge NPP
 North side of the 2800 block of Pennsylvania Ave.

There was one NPP expansion that was withdrawn:

- Fairview NPP
 A petition was submitted to remove the South side of 3600 to the 3700 block of Longwood Ave. but the residents of this NPP reconsidered and this proposed removal was withdrawn.

UTILIZATION

In the ten NPP zones operated in 2014, there were approximately 775 commuter spaces available, of which 314 annual (1,267 quarterly) commuter permits were sold.

Relationship between NPP Program & Adjacent Parking Supply/Demand				
Location	Inventory	Sold	Cost Per Year	Wait List
CAGID Structures	2209	2154**	\$ 1,140	715
CAGID Surface Lots	203	253	\$ 700	137
UHGID Surface Lot	54	65	\$ 660	23
Total NPP Commuter	777	314	\$ 328	N/A
Columbine	260	1		
Fairview	20	0		
Goss/Grove	34	33		
High/Sunset	43	12		
Mapleton Hill	78	78		
University Hill	147	51		
Whittier	157	100		
West Pearl	38	39		
East Ridge	0	0		
University Heights	0	0		
NPP Residential	N/A	2416	\$ 17	N/A
* Data as of Feb 2014				
** Balance maintained for short-term parking.				

THE STATUS OF ALTERNATIVE MODE STRATEGIES

Overall, 2014 local ridership was unchanged compared to 2013 local ridership totals. According to RTD's fare box data, average weekday passengers served on the CTN for 2014 was as follows:

<u>2014 Average Daily Passengers Served CTN</u>		
SKIP	5,158	1% increase from 2013
JUMP	1,830	1% increase from 2013
BOUND	1,515	5% increase from 2013
DASH	2,307	1% decline from 2013
HOP	2,758	4% decline from 2013
STAMPEDE	1,161	2% decline from 2013
BOLT	1,688	0% increase from 2013
TOTAL	16,417	

NPP ENFORCEMENT

Revenues from NPP tickets make up approximately 15% of the City's total ticket revenues, while accounting for 50%-60% of the total enforcement resources. The remaining 86% of ticket revenues comes from all other types of enforcement using the remaining 40%-50% of the enforcement resources.

Citations Issued in NPP Zones for Time Restriction		
Year	Days of Enforcement	Number of Citation Issued
2004	620	10,462
2005	635	11,629
2006	587	9,819
2007	588	8,613
2008	599	11,529
2009	485	9,125
2010	477	11,913
2011	688	12,810
2012	740	15,296
2013	793	12,723
2014	398	11,975

There was a 6% decrease in the number of citations issued from 2013 to 2014.

2014 Enforcement by Zone			
Locations	# of Days	Citations	Daily Average
University Hill/Uni Heights	109	5,148	47
Mapleton/West Pearl	74	1,730	23
Whittier/High Sunset	72	2,125	29
Columbine/Fairview/East Ridge *	57	588	10
Whittier Nights	22	1,027	47
Goss/Grove*	64	1,357	21
Total	398	11,975	29.5
* Enforcement varies depending on staffing levels			

In 2014, Parking Services wrote 78,531 revenue tickets of which 11,975 (15%) were issued for NPP violations. A total of \$1,763,959 in parking violations revenue was collected in 2014. If all tickets for NPP violations were collected at the ticket rate of \$20, the total revenue would be \$239,540. In addition, 955 tickets were voided or warnings were issued in an attempt to educate customers about the rules of the NPP zones. All ticket revenue and enforcement costs are allocated to the General Fund and are not reflected in the NPP program revenue or expenses.

<u>Fine:</u>	<u>Violation:</u>
\$15.00	Expired Meter, Parking where sign prohibits
\$20.00	Parking beyond the posted time restriction without a permit (NPP)
\$25.00	Parking in a Loading Zone or alley
\$112.00	Parking in a Handicap Space

2015 WORK PLAN

The NPP 2015 Work Plan includes:

- Maintain the current NPP Program service levels in 2014.
- 2015 Annual Update
- As part of the Access and Parking Management Strategy (AMPS), the cost of permits will be reviewed as well as the process for zone expansions
- Review additional requests were received to expand existing NPP's:
Mapleton: 500 block of Highland, 500 block of Pine; 2200 block of 6th; 2400 block 7th; 2400 block of 8th; 2300 block of 9th; and West Pearl: 300 block of Pearl.
- The homeowners' association of the Steelyards neighborhood has expressed interest in creating an NPP within their neighborhood. Staff is in discussion with representatives regarding the zone design and process.

The 2015 NPP Program allocated \$15,000 for implementation of the possible expansion of existing zones and for the establishment of new zones.

Cc: Transportation Advisory Board



INFORMATION PACKET MEMORANDUM

To: Mayor and Members of Council

From: Jane S. Brautigam, City Manager
David Driskell, Executive Director, Community Planning and Sustainability
Molly Winter, Director, Downtown and University Hill Management
Division/Parking Services

Date: July 28, 2015

Subject: Information Item: Boulder Convention and Visitors' Bureau Updates

EXECUTIVE SUMMARY

Please find attached two reports from the Boulder Convention and Visitors' Bureau (BCVB): 2014 annual report and the 2015 1st Quarter report for your review.

If you would like more information please contact Molly Winter at winterm@bouldercolorado.gov or Mary Ann Mahoney, Executive Director, BCVB, maryann@bouldercvb.com.

Thank you.

April 30, 2015

To: Mayor Matt Appelbaum
Boulder City Council members
City Manager, Jane Brautigam
City Liaison, Molly Winter

From: Mary Ann Mahoney, Executive Director Boulder Convention and Visitors Bureau

RE: Boulder Convention and Visitors Bureau 2015 First Quarter Report

Once again it is our pleasure to submit the Boulder Convention and Visitors Bureau (CVB) 2015 First Quarter Report. As you will read, there are some anomalies and the CVB is continuing to review the data.

The CVB is studying the monthly lodging reports for the first quarter. Boulder had fewer rooms available (closed hotels January and March of 2014) and sold fewer rooms compared to the first quarter of 2014. Other communities along the Front Range are similarly selling fewer rooms, despite the fact that there are an increased number of hotel rooms along US 36, selling more rooms. This makes the Boulder hotel business climate very competitive.

Highlights of current programs:

Group Sales Department:

- Meetings and Sports and Events group nights increased by 13%.
- Tradeshows and contacts at shows are down slightly in the first quarter. The upcoming tradeshows are expected to be highly productive as appointments are key components. In a format provides one on one appointments which are very productive.
- Requests for Proposals: The meetings segment is up while the Sports/Events segment is down. This is one of the anomalies. Typically, during a strong economy, meetings are more difficult to book into hotels due to the lack of availability.
- Meeting Planner visits on the website decreased slightly. The Meeting Planners electronic newsletter engagement is doing well, reflected in a high newsletter open-rate, and is a good indicator that meeting planners' interest in Boulder remains strong.

Visitor and Conference Services Department:

- Conference Services: In 2014, the CVB launched an enhanced conference services program. It provides hotel sales managers and meeting planners more services to ease the planning process. The CVB is a 'go to source' for the hotel sales managers and referrals have increased. The CVB's goal is to save the planner's time, match specific needs with services and ultimately increase the number of meeting attendees.
- The visitor kiosk at the scenic overlook at Davidson Mesa will be open before Memorial Day Weekend and the BoulderBoulder. The CVB worked with the Colorado Department of Transportation and Boulder County to obtain all necessary permits to rebuild the visitor kiosk.

- Website and mobile visits showed a decline of 16% during the 2014 first quarter. The analytic report shows that last year’s website numbers were especially high due to a special event (2014 National Cyclo-cross) not having its own website. Participants and spectators of the event visited the CVB’s website in the absence of the event’s own website; there was a great deal of traffic on the Cyclo-cross webpage. The analytic report also shows that the number of mailed Vacation Guide requests is down but the number of virtual guides is up.

Communications Department:

- Digital Advertising Campaigns: Geo-targeted ads ran on TripAdvisor, the number one travel website, in January, February and March. Through a partnership with the Colorado Tourism Office, the CVB purchased ads in national travel newsletters. The data from these two marketing programs will be reported in the mid-year report.
- The CVB e-newsletter subscribers continue to increase month over month by 250-300 per week. During one specific week there was a spike of 1,000 new subscribers. Marketing research shows that email subscribers are the most engaged audience to speak to.
- ThePartner e-newsletter has now been distributed for a full year. The list is growing and the information provided is helpful to the business operators. The content intends to inform the partners on what events effect their business operations as well as recent travel trends. The open-rate of these e-newsletters is higher than the national trend.
- The CVB created five new one-minute videos and are now our home page. These are quick glimpses of Boulder including Pearl Street, hiking and Celestial Seasonings to inspire people to visit Boulder. Video content continues to be an important web tool for visitor engagement.
- All of the CVB printed Boulder brochures have been revised and will be delivered by mid-May ready for the influx of summer and fall visitors.

Community Programs:

- Boulder Ski Escape partnership with Eldora Mountain Resort finished its 10th year. A new strategy was created by Eldora and we will report the final outcome in the mid-year report.
- The partnership with B-cycle continues for another year. The increased bike stations and bikes make the system more accessible for out of town visitors.
- For the second year, the CVB was a major sponsor of Boulder Arts Week. The CVB was pleased to see more marketing and events during Arts Week. The CVB event committee will review the final report from Boulder Arts Week in the upcoming weeks.
- Once again the Tourism Collaborative Partnership forum had great attendance from many cultural arts organizations. With 60 attendees, many relationships were formed and enhanced and consumer package ideas were launched. Because of this forum, six more organizations are being marketed through the CVB ‘s Attractions Booking engine. This engine gives travelers a way to book hotel rooms, ticketed events and restaurant reservations from the CVB’s website.

There are many more programs not covered here and you will read more about those in the mid-year report.

March year to date	Average Hotel Occupancy		Average Room Rate	
Denver (includes Boulder and Hwy 36)	70%	Flat	\$122.86	up 8 %
Highway 36 Corridor	62.9%	down 1.3%	\$111.70	up 5.5%
*Boulder	65.8%	up 5%	\$135.66	up 12.9%
Source Rocky Mountain Lodging Report				
Boulder City Accommodations Tax February, Year to Date:			\$717,010	Up 6.32%

As always, if you have any questions or suggestions regarding the programs for the Boulder Convention and Visitors Bureau, please feel free to contact me at 303-442-2911.

Encl: Exhibit C, 2015 First Quarter Matrix

Boulder Convention and Visitors Bureau
2440 Pearl Street • Boulder, CO 80302

EXHIBIT C

BOULDER CONVENTION AND VISITORS BUREAU
PERFORMANCE INDICATORS

Reporting Period:

	2015 1st Quarter	Increase / Decrease over last year's quarter	2015 Total
Meetings and Conferences			
Tradeshows attended / Personal contacts	2 / 143	-33% / -17%	2 / 143
Prospecting communications	662	2%	662
Site visits	5	0%	5
Request for Proposals / Groups booked	77 / 15	28% / -12%	77 / 15
Meeting web page unique visitors	2,481	-6%	2,481
Group room nights booked	2,331	14%	2,331
Sports and Events			
Prospecting communications	92	-5%	92
Request for Proposals / Groups booked	6 / 4	-45% / -33%	6 / 4
Group room nights booked	715	7%	715
Total Group Sales room nights booked	3,046	13%	3,046
Visitors Services			
Number of Visitor Guides Mailed - 3rd Party Leads	*2612	-31%	2,612
Number of Visitor Guides Mailed - Website Requests	**1758	-9%	1,758
Virtual Guide Views	**820	118%	820
Main + Mobile Website Sessions	122,367	-14%	122,367
Main + Mobile Website Page views	346,008	-16%	346,008
Main + Mobile Average Time on Site	0:01:94	-3%	0:01:94

*Print Co. Vacation Guide leads are down 14%, Travel Guides are up 4%

**Mailed and virtual guide went up by (38%)

Other anomalies outlined in the written document.

	Through Feb 2015	Change over 2014
Accommodation tax collection figures	\$ 717,010	up 6.32%
Hotel / Motel Association Occupancy	65.8%	*up 5%
Restaurant tax collection figures	\$ 94,700	up 6.75%
Downtown Boulder tax collection figures	\$ 1,651,806	up 33.7%
Twenty Ninth Street tax collection figures	\$ 1,222,176	down 9.78%

*Fewer rooms available and sold in the first quarter. The written report reflects the anomalies.

Services/programs provided to the cultural arts in Boulder:

Boulder Arts Week one of the major cash sponsors

TripAdvisor Boulder destination page features 25 events

Tourism Collaborative Partnership forum for organizations to develop consumer packages

Attractions added more cultural events to the Booking Engine

February 26, 2015

To: Mayor Matt Appelbaum
Boulder City Council members
City Manager, Jane Brautigam
City Liaison, Molly Winter

From: Mary Ann Mahoney, Executive Director Boulder Convention and Visitors Bureau

RE: Boulder Convention and Visitors Bureau 2014 Year End Report

Once again it is our pleasure to submit the Boulder Convention and Visitors Bureau (CVB) Year End Report. By evaluating each of our programs, we are able to review the successes, discover how our efforts match national trends and adjust areas that need improvement.

Highlights of current programs:

Group Sales Department:

- Group Sales Department booked the highest volume of hotel rooms in the history of the CVB (a 4.25% increase) generating \$6,917,083 to businesses and \$314,059 in taxes.
- Group Meetings room nights booked reflected in the reports are now all under sports as a few tournaments were under the meetings division in 2012-13.
- Prospecting calls decreased during the third and fourth quarter due to staff turnover. We are now on track with a full time Sales Coordinator.
- Groups website unique visits increased 24% as reader content has been the focus this year.
- Group Housing was used for the 2014 IRONMAN Boulder and initiating hotel contracts for 2015. The 2015 Independence Day Softball tournament hotel partnerships continued during the fourth quarter. As this is a new program, we will evaluate the staff time involved to manage the tournament bookings.
- A community sports facility audit was initiated and completed. The findings were presented to the CVB Board and facility stakeholders. Staff will develop the first stage of recommendations in the 2015 work plan.
- The USA Pro Challenge Boulder stage 7 took place in late August. Due to a technical problem there was no national television coverage of the race start. The Boulder CVB 30 second commercial spot was reworked and aired a total of four times on NBC & NBCSN during October and November 2014.

Visitor Services Department:

- Website + mobile visits increased 11.3% year over year, with significant increases in mobile usage.
 - A website content audit was conducted and, because of that, new content was added to drive search traffic.
 - Research is showing mobile users are continuing to plan and book travel on their devices.
- Leads from third-party sources continue to be very strong especially from the Colorado Tourism Office's site, Colorado.com. This site is usually one of the top five referring websites to the CVB.

- The hotel room booking engine on the CVB site had a decline in lodging referrals due to lower priced hotels closing. However the dollars generated is higher, there were 5,144 estimated room nights booked at \$564,756 in hotel room revenue. The hotel conversion rate was higher year over year on fewer referrals referenced from a tracking tool. This may be an anomaly.

Communications Department:

- The CVB continues to reach the leisure visitor via an electronic newsletter reaching 43,000 subscribers with a strong 24% open rate. The message is more inspirational about Boulder’s lifestyle, attractions, arts and cultural offerings. Now we are measuring the intent to travel indicators.
- Electronic ads were created for both the groups’ market and leisure visitors. These ads are on meeting planner websites and on Colorado.com. The team has started the creative for the summer messaging for various print and electronic ads. The CVB measures relevant data from the electronic ads to be flexible to change if they are not performing as expected.
- The Colorado Vacation Guide is produced by the Colorado Tourism Office and distributed to 550,000 potential visitors annually. The 2015 Boulder three page spread was created and delivered. Also, there are two seasonal subscription magazines the Colorado Tourism Office produces in which the CVB produces a full page ad in each.

Community Support:

- The CVB continued the B-Cycle program with basket advertising as well as support with the print map identifying the bike stations for visitors.
- Launched the 10th year of the Boulder Ski Escape with Eldora Mountain Resort.
- The ‘Boulder Arts & Culture Guide’ program continued to add various components to build awareness as an arts destination.

One of the indicators of Boulder’s strong economy continues to be reflected in the hotel room occupancies, Accommodations and Food Services taxes. This increase is due to the commercial traveler, the families on vacation as well as group business. Boulder is not alone in reaping the benefits of a strong economy, the Metro Denver area is benefitting from this climate.

December Year End 2014	Average Hotel Occupancy		Average Room Rate	
Denver (includes Boulder and Hwy 36)	70.8%	up 7.0%	\$124.37	up 8.0%
Highway 36 Corridor	74.5%	up 5.25%	\$114.86	up 2.5%
*Boulder	73.1%	up 4.5%	\$146.36	up 13.7%
<i>Sold fewer rooms Sep-Dec 2014 over 2013</i>				
US – STR total USA	64.4%	up 3.6%	\$115.32	up 4.6%
YTD 2014 December Tax Collections				
City of Boulder Accommodations Tax		up 20.21%		
City of Boulder Food Service		up 13.34%		

*Does not include the St Julien Hotel, which would understate average room rate but not the average occupancy. Source: Rocky Mountain Lodging Report and Smith Travel Research STR articles.

As always, if you have any questions or suggestions regarding the programs for the Boulder Convention and Visitors Bureau, please feel free to contact me at MaryAnn.Mahoney@BoulderCVB.com, or 303-442-2911.

Boulder Convention and Visitors Bureau
2440 Pearl Street • Boulder, CO 80302

EXHIBIT C

BOULDER CONVENTION AND VISITORS BUREAU Mid Year Report

2014 PERFORMANCE INDICATORS

Reporting Period: 2014 Fourth Quarter	2014 Fourth Quarter	Increase / Decrease over last year's Quarter	2014 Total
Meetings and Conferences			
Tradeshows attended / Personal contacts	4 / 164	33% / 18%	14 / 606
Prospecting Communications	502	-14%	2,473
Site Visits	4	33%	15
Request for Proposals generated / Groups booked	38 / 16	-3% / -16%	225 / 69
Meeting web page Unique Visitors	2,126	15%	10,138
Meeting emails distributed / Open rate	NA	NA	5 / 25%
Group room nights booked	2,532	-5%	*9004
Sports and Events			
New client prospecting	42	-9%	262
Request for Proposals generated / Groups booked	12 / 3	100% / 50%	32 / 14
Group room nights booked	916	-6%	5,175
Total Group Sales room nights booked	3,448	-5%	14,179
Visitor Services			
Number of responses mailed to inquiries	2,670	27%	19,827
Number of responses to phone and email inquiries**	705	-12%	6,054
Number of unique website users sessions**	77,553	1%	391,206
Web page view visits**	224,870	-8%	1,293,792
Average time: minutes on bouldercoloradousa.com**	0:02:22	-5%	0:03:01
CVB Mobile, Tablet, or iPad Site Visits	27,591	12%	133,654
Total Main + Mobile Visits	105,144	3%	524,860

*In previous years a large tournament was in the Meeting category now reported under Sports

**Average time on our website is down due to the significant increase in traffic to our mobile site. Visitors are accessing the website through tablets and mobile devices. This is an increase of 28.5% over 2013.

	Through Dec-14	Change over 2013
Accommodation tax collection figures	\$5,897,602	up 20.21%
Hotel / Motel Association Occupancy	73.1%	up 4.5%
Restaurant tax collection figures	\$631,701	up 13.34%
Downtown Boulder tax collection figures	\$1,656,962	up 15.2%
Twenty Ninth Street tax collection figures	\$8,274,732	down 0.01%

Services/programs provided to the cultural arts in Boulder:

The CVB features cultural events on TripAdvisor on the Boulder destination page, which had 80,439 page views

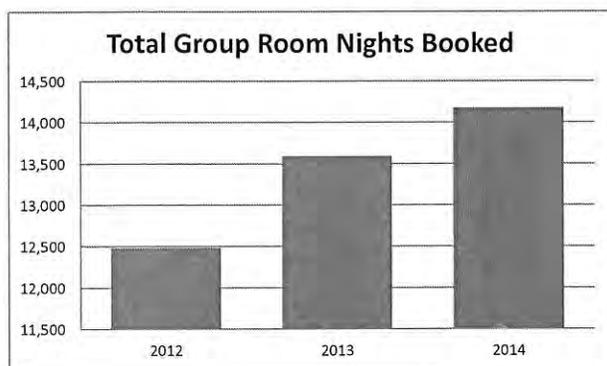
The CVB Board granted the 2015 Boulder Arts Week \$20,000

The CVB matches all of the arts groups ad dollars for a larger Boulder presents in the Art Scapes publication of 50,000 guide books distributed through out the Denver Metro region.

Boulder Arts and Culture Guide was produced featuring 100 organizations, attraction and events. A virtual guide was reproduced for the website.

Group Sales

Year-End Measurements	2014	2013	2012
Meetings and Conferences			
Group Room Nights Booked	9,004	10,791	11,861
Estimated Group Revenue Generated	\$4,392,511	\$5,217,664	\$5,665,288
Estimated Tax Revenue Generated	\$199,435	\$235,521	\$253,643
Request for Proposals	225	222	215
Booked Groups	69	76	81
Lost Groups	95	84	103
Number of Tradeshow Attended	14	13	14
Prospecting Communications	2,473	2,882	2,117
Site Visits	15	13	7
Meeting Web Page Unique Visitors	10,138	7,724	7,214
Meeting E-Newsletter Average Open Rate	25%	32%	15%
Sports and Events			
Group Room Nights Booked	5,175	2,805	624
Request for Proposals	32	11	8
Estimated Group Revenue Generated	\$2,524,572	\$1,356,274	\$298,047
Estimated Tax Revenue Generated	\$114,624	\$61,221	\$13,344
Total Group Sales Department			
Total Group Room Nights Booked	14,179	13,596	12,485
Estimated Group Revenue Generated	\$6,917,083	\$6,573,938	\$5,963,335
Estimated Tax Revenue Generated	\$314,059	\$296,742	\$266,987



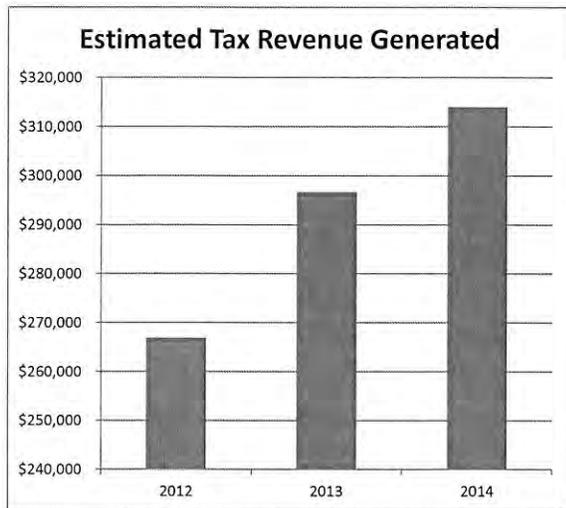
2014 Year-end Group Sales Highlights

Total Group Sales Department room nights in 2014 for meetings, conferences, sports and events were the highest ever recorded by the CVB at 14,179.

Total estimated tax revenue also resulted in the highest return ever seen to date at \$314,059.

Completed a professional sports venue facility audit by an industry consultant, resulting in suggested action steps to grow the lucrative sports market for Boulder.

Group Sales



2014 Year-end Group Sales Highlights (cont.)

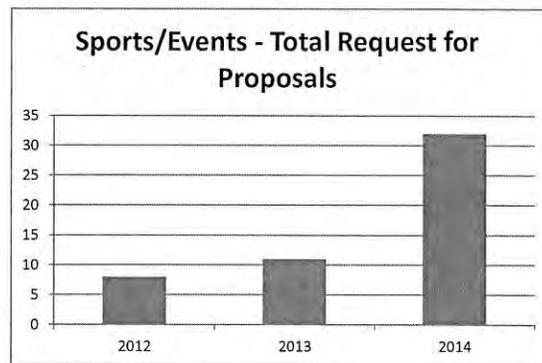
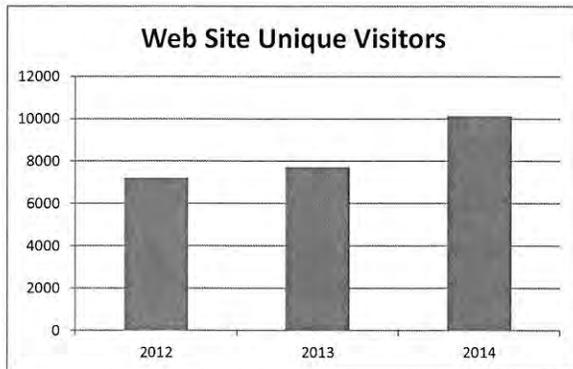
Conversion rate from RFP to a definite booking is currently 31%, a positive sign with the health of occupancy and rates among our lodging partners.

Unique Visitors to our group specific web pages were up 31%. **Prospecting and communication** efforts to potential customers increased by 36%.

Staff worked in conjunction with a consultant to prepare the new comprehensive **CVB Event Partnership Program** for request of CVB event funds.

CVB secured the **lodging management for the Independence Day Softball tournament**, a long standing successful Boulder event. This allowed the CVB to eliminate third party fees that some lodging partners had to pay previously.

Staff worked closely with the Race Director on the inaugural **Boulder IRONMAN** event, which attracted over 2,000 competitors.



Visitor & Conference Services

Mid-Year Measurements:	2014	2013	2012
Downtown Boulder Visitor Center Traffic	12,533	12,113	13,797
Website Unique Visits	391,206	379,236	406,182
Website Pageviews	1,293,792	1,409,612	1,613,445
Website Average Pageviews per Visit	3 pages	3 pages	3 pages
Website Average Time per Visit	0:03:01	0:03:35	0:03:12
Mobile Website Unique Visits	133,654	92,159	14,309
Mobile Website Pageviews	419,191	360,543	79,681
BookDirect Website Referrals	23,226	30,027	NA
BookDirect Estimated Room Night Total	5,144	3,903	NA
BookDirect Estimated Hotel Room Revenue	\$564,756	\$424,982	NA
BookDirect Referrals by Activites/Events	224	NA	NA
BookDirect Referrals by Restaurant	358	NA	NA
Information Requests (Website)	6,054	6,607	7,937
Information Requests (Leads)	19,827	17,070	18,890
Total Conferences Serviced	14	28	34
Brochures Provided to Conferences	1,625	6,675	9,072

Year-End Visitor & Conference Services Highlights

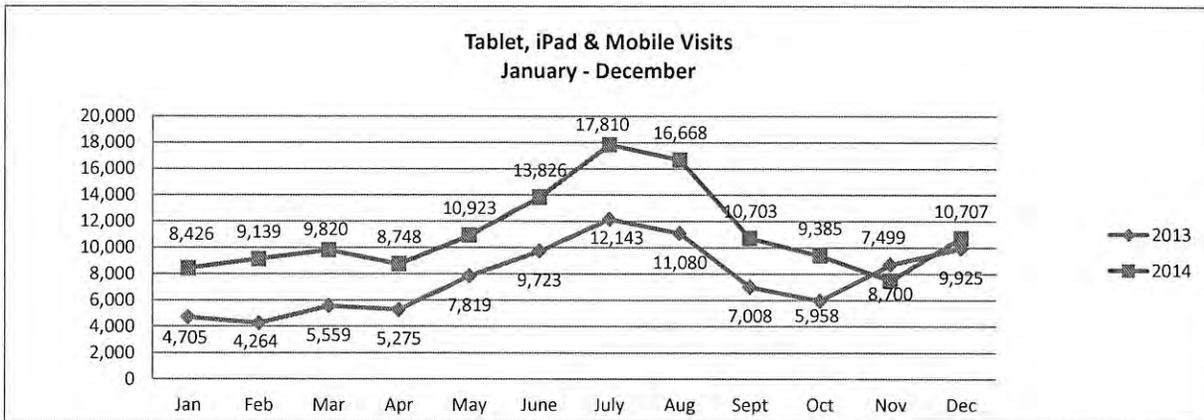
Organic sessions to the mobile site have increased 26% year over year. The large increase indicates that visitors are using multi-device platforms (iPad, tablet, smart phone) to search for information.

In February, the CVB hosted the Boulder Packaging Forum. This annual forum brings together tourism partners to collaborate and create destination packaged for visitors. Due to the popularity of this event, the CVB plans to host two in 2015.

In June, the CVB hosted the annual Boulder Familiarization Tour for new front-line and guest-service employees. This provides a first hand experience for these employees.

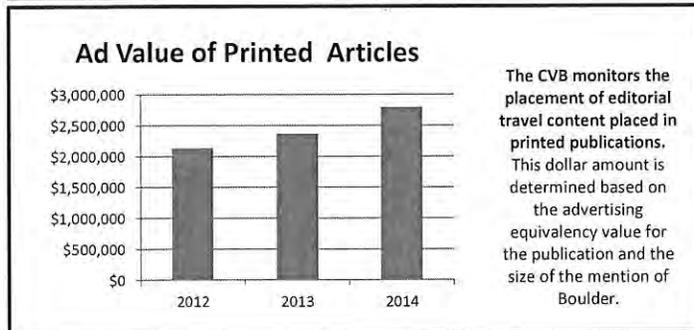
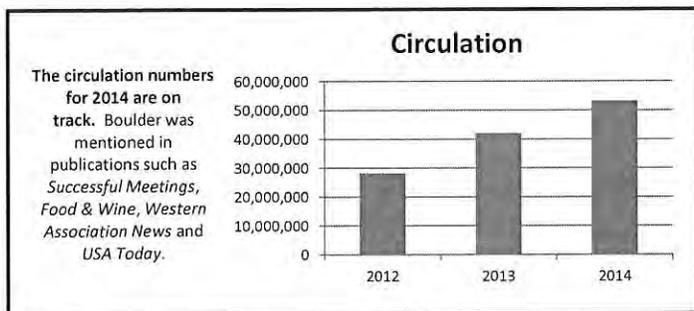
In September, the CVB hosted the Dinosaur Welcome Center as part of ther Welcome Center Efforts. This provides the volunteers who work at the Welcome Center to visit

Visitor & Conference Services



Communications

Year-End Measurements:	2014	2013	2012
Number of Published Articles	240	121	140
Ad Value	\$2,799,814	\$2,369,177	\$2,136,471
Circulation	53,273,779	42,178,596	28,247,213
Press Visits - In Boulder	47	29	31
Press Visits - Outside of Boulder	25	12	13
Photography Requests	45	34	47
Newsletter Subscribers	43,281	36,826	42,779
Newsletter Open Rate - Average (Tourism Industry Avg=16.38%)	24%	23.7%	21.6%
Newsletter Open Rate - New Subscriptions	33%	31.4%	37.6%
Newsletter Open Rate - Old Subscriptions	14.63%	15.5%	37.6%



2014 YEAR END HIGHLIGHTS

The Boulder Arts & Culture Guide was created. It is a 24-page guide that highlights more than 100 arts organizations, attractions and festivals. It was integrated into the website with a landing page and a virtual guide. In addition to appealing to travelers, the brochure aids with Boulder residents' desire of positioning Boulder as an arts town.

A two-minute video was created to inspire travelers to visit Boulder. It significantly increased traffic on the website and helped the effectiveness of the website's search engine optimization.

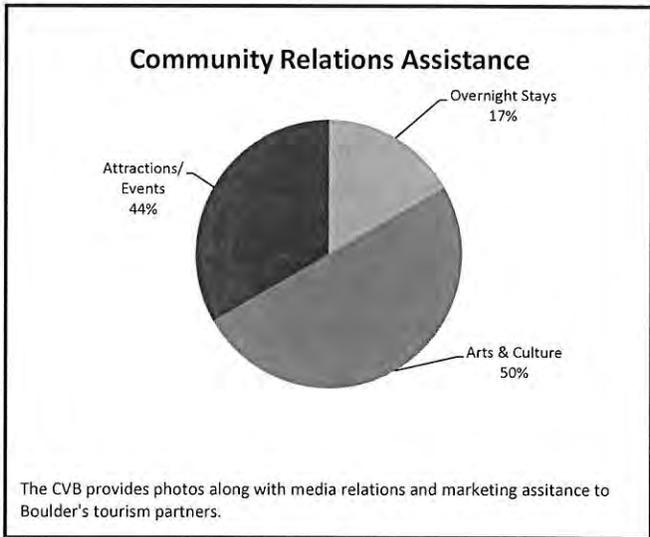
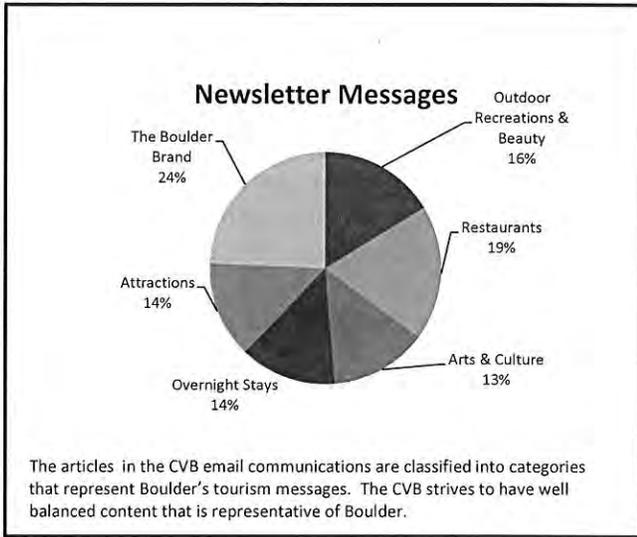
Hosted 47 travel writers (up from 31 last year) and worked with an AP writer who named Boulder as one of the best bike-friendly cities – the article was picked up by 31 newspapers and was worth \$87,000.

The e-newsletter is very effective. Subscriptions grow by 250 every week and the Open Rate is double the industry standard.

A marketing program, for both leisure and meetings markets, was deployed in 2014. More than 30 ads and 20 landing pages were created.

Our social media efforts remain successful with an addition of an Instagram account in 2014. Instagram visually inspires travel and allows us to "play along" with our partner instagram accounts.

Communications



2014 Year End Social Media Measurements:	2014	2013	2012
Facebook Fans:	4,911	4,316	3,400
Twitter Followers	5,434	4,297	2,626
Pinterest Followers	908	637	326
Instagram Followers	814	n/a	n/a
YouTube Views	2,336	3,590	6,437
Boulder Ski Escape/Eldora Podcast	593	698	1,839
Boulder Video	20,043	2,456	4,188

BOULDER CONVENTION AND VISITORS BUREAU
Mission and Program of Work
2014 Year-End Report

The mission of the Boulder Convention and Visitors Bureau (CVB) is to advocate and provide leadership to develop and promote the natural environment, art/culture, historic, and visitor potential for the express purpose of aiding the Boulder economy.

GROUP SALES DEPARTMENT

The Group Sales department developed and executed a strategic sales and marketing plan based on in-house data, hotel feedback and market research. Based on this known data within the meetings and conference market, the CVB sales team is able to target specific geographic regions, market segments and industry sectors with the highest potential for group business for Boulder. The CVB staff is implementing newly developed action steps to develop sales and marketing activities to attract the sports and special events market.

Booking Report and Economic Impact: The CVB develops relationships with meeting planners to educate them on the value of bringing meetings to Boulder. The CVB tracks the results of Request for Proposals (RFPs) provided by meeting planners, which in turn are sent directly to Boulder lodging partners.

Year-End RFP Results: Meetings, Sports and Events	2014	2013	2012
Total Room Nights Booked:	14,179	13,596	12,485
Total Estimated Economic Impact:	\$6,917,083	\$6,573,938	\$5,963,335
Total Estimated Tax: Combined Accommodations, Restaurant and Retail Revenues	\$314,059	\$296,742	\$266,742
Total Request for Proposals:	225	222	215

Trade Shows: The CVB regularly promotes Boulder as a vibrant meeting and event destination at regional and national industry trade shows. In 2014 the CVB exhibited in Washington DC, Texas, Chicago, New York, Florida, Las Vegas and multiple Colorado locations. The CVB focused on more appointment-based shows where more time was spent talking with planners who have the potential to meet in Boulder.

Year-End Trade Show Results: Meetings, Sports and Events	2014	2013	2012
Number of Trade Shows:	17	15	14
Contacts made at Shows:	691	641	536

Prospecting Communications / Lead Generation: Phone calls, emails, LinkedIn communication and e-marketing efforts focus on reaching specific and qualified meeting, sports and event planners to generate quality Request for Proposals for Boulder.

Year-End Prospecting Results: Meetings, Sports and Events	2014	2013	2012
Prospecting Communication Efforts:	2,735	3,029	2,117

Individual Meeting Planner Familiarization Trips: These trips allow planners to experience Boulder first-hand and learn how their program might work in one or more Boulder properties, venues and restaurants.

Year-End Site Visit Results: Meetings, Sports and Events	2014	2013	2012
Planner Visits:	15	13	7

Sales Missions: CVB Group Sales staff completed two sales missions in 2014. In the meetings and conference market, the CVB executed sales calls and client lunch events in Washington DC and Arlington, Virginia. Accompanied by a lodging partner, the team met with over 65 qualified meeting planners in this top feeder market. Within the sports market, the CVB visited several National Governing Bodies in Colorado Springs, home to many of these organizations with potential sporting events for Boulder.

Sports Facility Audit: In 2014, the CVB worked closely with a professional sports marketing consultant to conduct a comprehensive facility audit in and around Boulder. The study provided the CVB with suggested action steps to engage the community and move forward with the sports sales and marketing program. The ultimate goal is to continue to attract lucrative events for the city and tourism stakeholders.

Meeting, Sports and Events Incentive Program: The CVB allocated specific incentive funds to attract and support conferences, sporting events and special events. Meetings and conferences are evaluated based on total lodging room nights, which helps to project the estimated visitor spend and tax dollars generated. Within the sports and events incentives, the CVB worked with a consultant to complete a formal process to evaluate appropriate funding for each applicant.

2014 Incentive Funding examples:

- **Covidien Global Legal Conference** – March 2014 program which produced 652 room nights within Boulder.
- **Chefs Collaborative National Summit** – September 2014 event which produced over 300 room nights within Boulder .
- **USA Pro Challenge Boulder start, Stage 7:** Television Coverage - Boulder was the start of Stage 7 of the USA Pro Cycling Challenge. Due to a number of circumstances, Boulder did not receive television coverage during the race. But, thanks to the persistence of the Local Organizing Committee, the Boulder CVB’s 30 second TV ad aired a total of four times on NBC & NBCSN during October and November 2014.
- **USA Track and Field Cross Country Nationals:** The event took place in February 2014 at Flatirons Golf Course. The event hosted approximately 590 athletes with roughly 2000 spectators.
- **Boulder Arts Week:** Boulder’s first ever weeklong celebration of the robust arts scene in the community took place in March/April 2014. The event had approximately 115 presenters/arts organizations and an estimated 750 artist participation.
- **Boulder IRONMAN:** This inaugural event took place in August 2014 utilizing The Boulder Reservoir along with many city venues. The event hosted approximately 2300 athletes, considered the largest in North America.
- **ROI Study:** Due to the potential multi-year agreement to host the Boulder IRONMAN each August, the CVB conducted a survey of the participants. The purpose of the study was to verify data provided to the CVB and City as to the impact of the event. Beyond the average group stay and travel party, the CVB verified the additional incremental training trips before the August event. Although, these trips were during the high-travel season, the study provided great information which will lead to building more training nights in the upcoming years.

VISITOR & CONFERENCE SERVICES

Visitor Information Centers: The CVB is responsible for stocking materials and maintaining kiosks at Davidson Mesa, Boulder Chamber Center, Gateway Fun Park, Pearl Street Mall and the Downtown Boulder Visitor Center. Downtown Boulder, Inc. manages and staffs the Visitor Information Center and is the only

location that tracks visitor numbers. Due to a car accident in May of 2013 and construction on US 36 in 2014, the kiosk at Davidson Mesa was closed for all of 2014. The Kiosk will reopen in spring 2015.

Downtown Boulder Visitor Center Traffic	2014	2013	2012
Total:	12,533	12,112	13,797

Website: Total organic traffic across main & mobile sites has increased 11.3% over 2013. Organic sessions to the mobile and main sites have increased 28.5%. New visitors comprise 82% of site traffic.

Year-End Website Measurements – Main	2014	2013	2012
Requests for Information – Mailed:	6,054*	6,607	7,937
Web Unique Visits:	391,206	379,236	406,182
Web Pageviews:	1,293,792	1,409,612	1,613,445
Web Average Pageviews per Visit:	3 pages	3 pages	3 pages
Web Average Time per Visit:	0:03:01	0:03:35	0:03:12
Year-End Website Measurements – Mobile			
Mobile Unique Visits:	133,654	92,159	14,309
Mobile Site Pageviews:	419,191	360,543	79,681
Mobile Time on Site:	0:02:00	0:02:03	0:02:40
Total Main + Mobile Visits	524,860	471,395	420,491

*Mailed visitor requests are declining. The CVB will check in with our peer cities for point of reference.

Website Booking Engine: A website booking engine, BookDirect, is a transactional tool that gives visitors a way to book hotels, attractions and restaurants directly from the CVB website. In 2014, it was updated to make navigation more user-friendly and additional attractions and restaurants were added. This resource offers a convenient option for visitors during their trip planning process to review the availability of hotels without leaving the CVB website. Visitors may use this resource, but typically the consumer goes to a more traditional booking engine such as, Travelocity or Expedia, to book their reservation. In late 2013, OpenTable, a restaurant reservation system, was added to our site. There is no charge to the consumer or the Boulder tourism business partners for this program.

Website Hotel Booking Engine	2014	2013	2012
BookDirect Lodging Referrals:	23,226*	30,027	NA
BookDirect Estimated Room Night Total:	5,144**	3,903	NA
BookDirect Estimated Hotel Room Revenue:	\$564,756	\$424,982	NA
Attractions and OpenTable Booking Engine:			
Activities & Attractions Referrals:	224	NA	NA
Restaurant Referrals:	358	NA	NA

*Decrease is partially due to the closure of America’s Best Value Inn (March 2014) & Best Western Golden Buff (October 2013).** The booking room conversion rate was higher year over year due to a tracking tool.

Brochure Requests/Conferences: The CVB provides brochures to groups staying in the Boulder area. The following list is a sample of some of the organizations requesting brochures. The CVB offers professional tour-guides to staff information tables at conferences who provide suggestions for restaurants, shopping and activities to fit their free time. The CVB monitors these requests to ensure the use is to increase visibility to visit Boulder. The CVB offered Visitor Information Tables onsite as part of the Conference Services program which has helped to reduce the number of brochures wasted.

Year-Year Conference Services	2014	2013	2012
Groups Serviced:	14*	28	34
Total Attendees:	1,625*	2,587	3,195

Year-End Brochure Distribution Results	2014	2013	2012
University of Colorado:	5,100	5,035	6,498
Federal Labs:	410	1,490	1,430
Corporations:	2,945	3,500	4,428
Welcome and Visitor Centers (AAA):	18,400	39,075	25,495
Weddings, Reunions and Leisure:	3,163	1,625	5,943
Misc. organizations:	9,816	12,480	16,691
Total Brochures	39,834*	63,205	60,485

*The decrease is due to staff turnover and requests were not recorded for several months. We typically distribute around 60,000 brochures and service 25-35 conferences each year. We have staff in place recording all of these requests moving forward.

Visitor Information Leads: The CVB mails specific Boulder information to leads generated by listings in magazines with reader service cards and specific websites. Also included in the mailings is a flyer promoting vacation packages created by Boulder hotels and tourism partners. From the CVB Visitors Survey, data shows that 65% of people requesting information actually visit Boulder. This study assists us in measuring the return on investment.

Year-End Visitor Information Requests	2014	2013	2012
Travel Guides Free: 24/7:	9,080	9,026	7,805
Colorado Vacation Guide:	3,271	1,527	1,493

Regional Efforts: Boulder is one of the nine cities representing the Front Range Region (FRR) that received a matching grant from the Colorado Tourism Office. The goal of this cooperative group is to attract and maintain visitors to our area in Colorado.

Year-End FRR Information Requests	2014	2013	2012
FRR Visitor Information Requests:	7,476	6,517	9,592

Community Familiarization Tour: The CVB and the Boulder Hotel & Motel Association (BHMA) hosted the annual three-hour Boulder Familiarization Tour for new front-line and guest-services employees in June. The CVB continues its partnership with Banjo Billy Bus Tours who provides transportation. The attendance was sold out with 25 people. This provides new employees a first-hand experience of what Boulder has to offer to share with visitors.

Welcome Center Efforts: Each year the CVB hosts an overnight stay for one of the Colorado Welcome Center's staff. This year, the Dinosaur Welcome Center visited in September. The 2 day tour of Boulder included visits to Celestial Seasonings, Leanin' Tree Museum of Western Art, Banjo Billy's Bus Tours, Chautauqua Dining Hall, Dushanbe Teahouse and Redstone Meadery.

COMMUNICATIONS

The Communications department integrates marketing, social media and media relations to monitor and shape Boulder's brand and reputation thereby achieving the CVB's economic objectives.

Marketing: The marketing program, for both the leisure and meetings segments, is integrated with print, online, social and email, and developed in concert with dedicated content on the CVB's website.

2014 MEETINGS AUDIENCE

PUBLICATION:	Recipients	Click Thru Rate
Colorado Meetings + Events		
Website Banner Ads	8,442	1.67%
Print Ads – 4 per year	40,000	N/A

Enewsletter Ads - monthly	38,605	0.039%
Mountain Meetings		
Print Ads – 2 per year	100,000	N/A
Enewsletter Ads – 4 months/year	53,571	0.01%
Plan Your Meetings		
Weekly Web Ads – 4 months/year	157,096	0.22%
Splash Ad	293	9.21%
Leaderboard Ad	82,084	0.47%
Business Directory Page	106,918	0.08%
MPI		
Colorado Meeting Guide - Print Ad	50,000	N/A
Website Bottom Banner Ad – March	N/A	0.179%
CVENT		
Enewsletter - August	18,284	14.13%
Website Banner Ad	*	*
Display Ad	*	*
Visit Denver Group Destination Guide		
Print Ad	25,000	N/A
CU Alumni		
Homepage Rotator Ad	*	2 clicks
Enewsletter (Forever Buffs Insider)	22,104	0.28%
E-blast	77,719	0.58%
Successful Meetings		
Colorado Supplement – Print Ad	50,015	N/A
Colorado Society of Association Executives		
CSAE Directory – Print Ad	2,000	N/A

*Information from publishers is not available.

2014 LEISURE AUDIENCE

PUBLICATION:	Recipients	Clicks	Click Thru Rate	Industry Average
Colorado Official State Vacation Guide (CTO)				
3 Page Print Ad	550,000	n/a	n/a	n/a
ALIVE (CTO)				
Print Ad– Summer	50,000	n/a	n/a	n/a
Print Ad - Winter	50,000	n/a	n/a	n/a
TripAdvisor				
Geo Targeted Ads – Jan-March	660,569	884	.13%	.10%
Colorado.com				
Formatted Ads – April-Dec	1,720,416	4,396	.26%	.33%
Custom Eblasts (3)	116,177	6,041	7.03%	9.28%
Top Travel Newsletters (co-op with Colorado Tourism Office)				
Co-op Newsletter (Sherman’s Travel)	250,000	192	.077%	*
Co-op Newsletter (Dunhill)	1,400,000	324	.023%	*
Google Ad Network				
Web Ads – Dec	2,083,116	9,948	.48%	.07%
ArtScape				

Print Ad	50,000	n/a	n/a	n/a
Radio Kansas (NPR station)				
Sponsorship	1,000,000	n/a	n/a	n/a

*Information from publishers is not available.

Video: Five 30-second videos were created to give the visitor information about Boulder through the voices of locals. Topics included the Pearl Street Mall, Celestial Seasonings tours, hiking, history, and top must sees. Besides being viewed on YouTube, the videos can be found on the CVB’s website on the corresponding webpages, for instance, the history video is on the history webpage. The videos were launched in January 2015.

Brochure updates: Print pieces still remain relevant and the Boulder CVB continuously updates brochures. In 2014, the Boulder Visitor’s Guide and the Front Range Region Brewery brochures were updated. From recent reports, printed brochures are not obsolete, as they are the third highest influencer behind the Internet and word of mouth recommendations. Also, a recent study showed seven out of 10 visitors pick up at least one brochure while on a trip. Of these, 42% plan on purchasing goods or services as a result of picking up the brochure. This study indicated a print brochure is still in the top three pieces of research a consumer uses when planning a trip.

Boulder Partner E-Newsletter: An E-Newsletter is sent monthly to local tourism businesses. It aims to let partners know how their businesses can be served by the CVB, offers educational articles, and information about how upcoming special events may impact their businesses. The open rate is more than double the industry average.

Year-End Partner Newsletter Subscribers	2014	2013 (Dec only)
Subscribers:	521	446
Open Rate-Avg (Tourism Industry Avg = 16.38%):	35.33%	40.00%

Agritourism Program Launched: Agritourism (tourism with an agricultural component) is a hot topic in visitor experiences for meeting planners, travel writers and leisure travelers. Because of Boulder’s farm-to-table strength, a nationally recognized farmers’ market, and its surrounding agricultural land, Boulder is one of Colorado’s top destinations for agritourism. Working with the Colorado Tourism Office, the Boulder CVB has developed an inventory, survey and landing page and will ultimately create a map-based brochure.

Social Network Channels: The CVB has seen continued growth in its social media numbers. This year, the CVB initiated a “Visit Boulder” Instagram account gaining more than 800 followers in just one year. This channel is important not only for the people now viewing the images, but for engagement with the Colorado Tourism Office Instagram and partner Instagrams. Images are so important for inspiration to visit a destination and the image database being creating is invaluable. The CVB continues to work with the Colorado Tourism Office by providing Boulder specific content to be used across their social media platforms.

Year-End Social Media Measurements	2014	2013	2012
Facebook Fans:	4,911	4,316	3,400
Twitter Followers:	5,434	4,297	2,626
Pinterest Followers	908	637	326
Instagram Followers:	814	n/a	n/a
YouTube Views:	2,336	3,590	6,437
Boulder Video (Vimeo):	20,043	n/a	n/a
Boulder Ski Escape/Eldora Video:	593	698	1,839

Electronic Communications: The CVB distributes electronic newsletters weekly to new subscribers and monthly to established subscribers. The CVB receives qualified subscribers from Colorado.com as well as those subscribing directly from the CVB's website. Messages tend to be inspirational, rather than transactional, and highlight outdoor recreation, attractions, arts & culture, restaurants and over night stays.

The open rate for the "old" subscribers continues to fall as expected; the average life span of an email is 3 years and there are subscribers going back to 2009. The older emails are dramatically dropping off as they become invalid.

Year-End Electronic Newsletter Subscribers	2014	2013	2012
Boulder Newsletter Subscribers:	43,281	36,826	42,779
Open Rate-Avg Tourism Industry =16.38%	24%	23.7%	21.67%
Open Rate – New Subscriptions:	33%	31.37%	37.59%
Open Rate – Old Subscriptions:	14.63%	15.54%	13.7%

Year End Welcome Leads	2014	2013	2012
Colorado.com Welcome Leads – Boulder:	12,232*	17,738	11,007
Colorado.com Welcome Leads – Front Range Region:	12,237*	16,602	11,714

*There were a few months early in 2014 when leads were not captured

Every quarter, the CVB distributes electronic newsletters to meeting and event planners as well. The messages are brief and educational with large photos.

Year End Electronic Meeting Sales Newsletter Subscribers	2014	2013	2012 (June-Dec)
Meeting Newsletter Subscribers:	8,995	7,613	5,903
Open Rate-Avg: (Tourism Industry Avg = 16.38%)	25%	21%	16%

Landing Pages

Landing pages support an ad campaign, e-newsletter, or brochure. They also allow for fresh content on the website and increase search engine optimization. Measuring the number of readers shows the effectiveness of the campaign, popularity of the topic, and most importantly, provides information as to the consumers' intent to travel. Examples of the 'intent to travel' indicators can be ordering a Visitor Guides or reviewing the 'Things To Do' or Hotel pages.

Year-End Landing Page Performance	Entrances to site
The Boulder Video	10,544
Boulder's Foodie Checklist	7,072
Must See Vacation Checklist	6,617
Fall Things to Do in Boulder	4,154
Must Shop Checklist	749
Boulder Arts & Culture	535
5 Top Picnic Spots	293
Explore More Boulder – 4 Ways to Tour	263
Toast the Season	213
Celebrate Spring	183
Kids Arts Classes & Workshops	132
Summer Fun	123
Bike to Breweries Sample Tour	115

Free Factory Tours	114
Free Things to Do	78
Tea Tasting	69
CU Homecoming Hotel Deals	582
Bring Your Meeting to Boulder - CU	471
5 Tips for Unboring Meetings	41

Media Relations: The Boulder CVB hosted more travel writers in 2014 than any year in its history. Media relations efforts focus on reaching out to the media as well as responding to media requests. This includes story ideas, interview suggestions, background information, fact checking and photography.

Year End Media Relations	2014	2013	2012
Photography Requests:	45	34	47
Published Article Results:	240	121	140
Published Article Circulation:	53,273,779	42,178,596	28,247,213
Published Article Ad Value:	\$2,799,814	\$2,369,177	\$2,136,471
Unsolicited Pitches "Cold Calls":	4	5	10
Press Visits in Boulder:	47	29	31
Press Visits Outside of Boulder:	25	12	13

Media-Community Relations: The CVB has solid relationships with local tourism partners and assists with their media efforts. Expertise is offered on media relations and marketing strategies as well as connections to travel writers. During the year, assistance was given to The Adventure Film Fest, IRONMAN, Three Leaf Farm, and Firefly Market.

INTERNATIONAL PROGRAMS

Media Relations: More than half of the media trips in 2014 were for publications outside the US. The Boulder CVB hosted journalists from France, Germany, Brazil and Japan. Brazil is an especially valuable tourism market because of the new direct flights in and out of Panama to DIA. Topics for the media trips ranged from craft breweries to bouldering to Boulder's healthy, active lifestyle.

Website: Continuous updates are made to pages on the CVB website that are written for visitors from Germany, France, UK, Canada, Japan and Mexico.

Brand USA: Brand USA, the national marketing agency for the US, is a marketing opportunity made possible through the Colorado Tourism Office's contribution to buy down the cost of the program. The CVB chose to produce all content in Japanese to correlate with other Japanese market efforts. The program includes a Boulder video with a voice-over in Japanese, a full length feature article written in Japanese (and 6 other languages) and 20 photographs that can be used for any CVB purpose. The Boulder page on the Brand USA website was deployed in March 2014.

Year End Brand USA Website Measurements – Boulder Pages	2014
Web Page Views:	168
Average Time per Visit:	2.22
Japanese Video Views:	685

Additionally, Boulder was included in a very successful media trip coordinated by Brand USA. Markets reached were Germany, Brazil, UK, Mexico, Canada, Australia, and Japan.

COMMUNITY/CULTURAL RELATIONS:

Community Relations:

B-Cycle: The CVB is a community partner in the B-Cycle program, as 50% of the trips are taken from riders outside Boulder County and outside Colorado. The CVB sponsorship includes CVB branded baskets and an ad in the printed maps.

BolderBoulder: The CVB provides professional staff at the visitor information table to distribute maps, give directions, restaurant recommendations, etc. to the participants of the BolderBoulder. The information table is setup during the BolderBoulder Sports Expo on the Pearl Street Mall.

Boulder Ski Escape: The Boulder Ski Escape package is a cooperative marketing program with Eldora Mountain Resort. The program's objective is to increase tourism, room nights and lift ticket sales during the winter months. This year the program changed in December and requires that hotels pre-pay for lift tickets. The CVB assists in promoting the program by sending out flyers (847 in December) in every visitor information packet throughout the winter season and by running a promotion with a Kansas NPR station.

Year-End Ski Escape Results	2014/2015	2013/2014	2012/2013
Ski Tickets Redeemed:	189 YTD	1,857	1,887
Estimated hotel rooms sold:	TBD	1,003	943
Hotels Participating:	13	18	19
Estimated Revenue to Hotels, Restaurants and Retail spending:	TBD	\$389,665	\$271,584

*2014/215 stats will be reported in the 2015 mid-year report.

Welcome/ Visitors' flyers: The CVB prints and distributes Welcome Flyers to downtown and 29th Street businesses as well as restaurants and hotel partners. A total of 750 flyers are distributed for each of the seven CU home football games, the July softball tournament, and IRONMAN. The intent of the Welcome Flyers, especially the flyers for the CU football games is to encourage locals to be mindful of a positive fan experience.

Cultural Programs and Marketing:

ArtScope: For the second year, Boulder's visual arts were significantly more represented in this publication. In past years, the Boulder CVB has matched the community's advertising dollars. In 2104, the CVB increased its advertising spend significantly to ensure more coverage – editorial and advertising – on Boulder's visual arts scene. The annual, full color, free-guide is distributed along the Front Range to approximately 50,000 art aficionados. It features art district profiles, maps, an art locator index, artist directory, calendar of events, web sites and hundreds of full-color images. There are 50,000 brochures distributed in the metro Denver region.

Art Brochure: Boulder's creative culture is highlighted in the 24-page "Boulder Arts & Culture Guide." More than 100 arts organizations, galleries and events are included in the guide that aims to inspire a potential visitor to discover the town's creative side. It was distributed in April in advance of Boulder Arts Week 2014. It was integrated into the website with a landing page and a virtual guide; both of these increased the CVB's search engine optimization. In addition to appealing to travelers, the brochure aids with Boulder residents' desire of positioning Boulder as an arts destination.

TripAdvisor Sponsored Page: The CVB has a destination sponsored page on TripAdvisor. Having direct access to change and update content on this page allows us to highlight the visitor experience in Boulder through events, photos and videos. The CVB tracks the performance of the content on the page as well as monitor traffic to the CVB website. This site is one of the top five referring websites to the CVB. Events are the most popular and effective links on the page and the CVB updates them monthly.

Year-End TripAdvisor Sponsorship Page	2014	2013	2012 (June-Dec)
Page Views:	80,439	55,552	22,695
Photo Views:	2,003	2,290	374
Event Clicks:	*544	2,031	449
Click Thru Rate:	*2.26%	5.49%	2.96%

TripAdvisor changed this program in May and the performance dropped, however, the Boulder page performance is on par to other destinations. TripAdvisor is working to rectify it.

*During staff turnover it was discovered our event exposure no longer existing and got back on track in August.

Film Commission: Having the Boulder County Film Commission (BCFC) office in the CVB offices integrates tourism and film and gives production companies a streamlined application process plus a broader view of Boulder. Economic benefits are generated for restaurants, hotels, retailers, government agencies, and residents through the film commission’s success in assisting magazine, film and video companies with the production of commercials, documentaries and television programming.

Despite the number of inquiries being lower than projected, the number of hours of assistance remained the same, due to larger film projects demanding more assistance than smaller projects. Additionally, the number of leads from the state film office has significantly decreased (for example, in the fall and early winter the BCFC assisted the film crew to shoot a feature length film *Christmastime*, about Boulder. The crew shot for a full week in Boulder on the Pearl Street Mall, and in storefronts and a restaurant. The film will air in during the holiday season in 2015, which should shine a very positive image of Boulder.

Furthermore, the number of inquiries is not representative of the number of film projects. Typically the Film Commission is assisting production companies that are new to the county; returning companies will often bypass the Film Commission to work directly with the permitting agencies.

Year-End Film Project Results	2014	2013	2012
Total Number of Film Inquiries:	49	79	93

SUPPLEMENTAL FUNDS PROGRAMS

The CVB has applied for Supplemental Funds in 2012 and 2013. These funds were available due to the over performance of the two taxes related to the CVB funding, the Accommodations Tax and the Food Service Tax.

2012 Requests:

Video (completed) – A two-minute video was created to inspire leisure and business travelers to visit Boulder. The CVB staff wrote the script and worked closely with a Boulder County videographer to find the unique inspirational tone. It was completed in February and has received more than 20,000 views on the website. At the same time, a 30 second spot was edited in for shorter promotions or in the event that the CVB purchases television air time.

This video has been featured on Channel 8, during presentations to out-of-state meeting planners, and at the July 4th Ralphie’s Independence Day Blast.

Touch Screen Kiosk – The Kiosk went live in late January, however, the first few months were spent trouble-shooting problems with the server, as well as system shutdowns. In late June, the Kiosk was up and running and data is being collected.

The results of the touch screen kiosk have been very disappointing; the CVB has contacted the vendor and software provider to review solutions.

Touch Screen Kiosk – Pearl Street	City of Boulder	Downtown Boulder	CVB
Total Clicks July – December	357	361	1,529

2013 Supplemental Requests in progress:

Additional Touch Screen Kiosks – Funds were used to trouble-shoot the operations as well as to purchase an extended warranty.

Portable Visitor Center – The CVB purchased a 10'X10' pop-up tent, branded with Boulder photo images and logos. The Tent made its debut in June at the 2014 Louisville Slugger Independence Day Softball Tournament, with 160 softball teams and coaches checking in.

The visitor tent was great for the two day athletes' check-in at the 2014 IRONMAN sports expo, with over 2,300 athletes and families visiting.

Because of the popularity of the pop-up tent, side-walls and a propane heater were purchased as it will be used during the winter months.

There were no Supplemental Funds available in 2014.

In conclusion, in the fast paced electronic messaging world, the consumer has many opportunities to research and book travel, find reliable information sources as well as listening to friends and family about where to visit. The attractiveness of Boulder as a destination is very strong. The CVB must remain diligent with our messaging as well as learn from our experts as to how to get in front of as many people, remain fiscally responsible and continue to measure everything.

January 16, 2015
November December Financials 2014

*Revenue: The City of Boulder's third installment was received. The contracted third installment was reduced by \$32,221.66. This was due to the City of Boulder's 2013 Food Service Taxes estimate being higher than collected.

*Salaries and Benefits: Salaries ran under budget as contracted services were budgeted verses being in Admin Expense.

Administrative Expense:

1. Staff Professional Development is running slightly under budget and by year end there will be a savings. Due to staff turnover, funds were not necessary.
 2. Office Expense: Business mailing envelopes were ordered for the busy season. This line item ran over budget.
 3. Computer, Software: CVB replaced computers with Windows XP machines are vulnerable and unsupported.
 4. Auto Expense: A budgeted item was shifted into Admin Benefits early in 2014.
 5. Dues and Subscriptions: This was under budgeted for and ran over.
 6. Professional Services: There are fees anticipated and the timing and cost was unknown.
 7. Contract Labor: The contractor time is split between specific programs and general Marketing Services under PR & Media which is running over budget. We will monitor both spending areas.
- Depreciation: BBA's note as to the Audit completed the 2013 external audit this month: During the review of fixed assets it was noted by Neal that many assets are no longer at the Chamber and they were removed from the fixed asset schedule. We also recorded actual depreciation expense as calculated by the auditors. Consequently, all CVB fixed assets are fully depreciated. You will not see estimated charges for depreciation any longer.

Program Expenses:

Meetings Function:

8. Lead Generation: Expenses came in slightly under budget.
9. Tradeshows: Expenses were monitored closely.
10. Individual Meeting Planners Fam: This fund is contingency to host planners while in town.
11. Destination Planning and Sports Facility Guides: The sports guide was planned however it was an oversight that funds did not make the budget. A portion of the guide has stard in 2014 with only staff time. Some funds reflected under #29 Photo will be transferred to this line item as they were purchased for the Sports Facility Guide.
12. Sales Mission: The Washington DC Sales Mission took place. Another trade show was added to continue to build qualified contacts for other destination Sales Missions.
13. Trade Show Booth: A few anticipated expenses for the Sports banner did not come in and will be expensed in 2015. This did run under budget.
14. Meetings-New Program: The CVB contracted the Huddle Up Group to conduct a sports facilities audit. This has been completed and will assist with the ongoing work plan.

15. Website: Improvements to the website loading the Destination Planning Guide and Event Partnership Application took place and additional hours were not needed.
16. Incentive Sports-Events: Funds are still being committed for this year and next. A few invoices are yet to be received and will be paid in 2015.
17. Incentive Meetings: There are a few meeting groups in 2014 that will receive incentive funds. There will be carryover funds for more groups in 2015.
18. Promotional items: This ran over budget as items are transferred within to another program line item.
19. ROI Analysis and New Programing: These two items should show a savings for 2015 as both came in under budget.

Visitor Services:

20. Information Centers: The rebuilding of the Davidson Mesa Visitor Center will be scheduled in 2015.
21. Merchandise: Funds were not reflected in the 2014 annual budget as intended. There are adequate funds available to cover these costs.
22. Internet/Web: There are ongoing projects that are taking place. During the September Board meeting there was a decision to start the web redesign with 2014 unspent funds. This item will run over budget as this process was started in October and will be complete mid-2015.
23. Visitor Research: One expected research project we anticipated did not happen.
24. Donations: \$1500 was a miscoded expense and belongs to Digital Advertising.
25. Hotel – Restaurant Booking Engine: There was an anticipated invoice that was not received.

PR & Media:

26. Public Relations: This is being monitored as expenses are coming in higher due to the new clipping service.
27. Press Trips: This ran over budget due to an extraordinary opportunities for 2015.
28. Advertising: The partners on the 2014 coop page in the Colorado Vacation Guide were paid in Jan 2014 which reflected as under budgeted funds.
29. Photography/Video: Some funds were miscoded and will be coded to #13 Destination Planning Guide
6. Mktg. Contract Services: Is running over budget as the Administrative: Contract Services is running under budget. We will monitor both spending areas.

International & New Markets:

30. International Assistance: During the March Board meeting there was a decision to contribute \$10,000 per year to the fund to host the 2018 Pow Wow International Trade Show. Denver needs to raise \$2-3m to be the host city. These funds were taken out of the 2013 carry over funds.
Also, in the fall the CVB Board agreed to participate in the Colorado Tourism Office Brand USA – Japanese coop program (\$4500). The total of \$14,500 was to be allocated from the 2013 carryover funds.

Community/Cultural function:

31. Supplemental Funds: These funds were initial expenses for the portable Visitor Information Center from the 2013. Supplemental Fund request. Funds spend earlier in the year were for the Promotional Video, initial expenses for the portable Visitor Center, and extended warranty for the touch screen Kiosk.

At the end of 2013 the CVB appears to have significant funds of \$410,961 however there is only \$175,663 available for additional programming or develop a stronger cash reserve. With \$162,661 Restricted funds (current Reserve, Supplemental Funds Programs and the Insurance check to replace the Davidson Mesa Kiosk)

2013 Year End Cash		\$410,961
Restricted funds:		
Reserve Fund	\$ 40,000	
Supplemental Funds Programs	\$100,361	
Insurance check to replace kiosk	\$ 22,300	
Restricted Total		\$162,661
<u>2013 invoices outstanding</u>		<u>\$ 72,617</u>
Balance for 2013 Programs		\$175,663

*Specific programs granted from the City of Boulder General Fund, Accommodations and Food Service Taxes came in over estimated amount in annual contract.

Convention & Visitors Bureau
Statement of Assets, Liabilities & Equity - Modified
Cash Basis
As of December 31, 2014

ASSETS

Current Assets

Checking/Savings

10030 · CVB Checking Wells Fargo (1895)	\$ 55,357
10031 · CVB Savings Wells Fargo (6762)	195,716

Total Checking/Savings	251,072
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Total Current Assets	251,072
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Fixed Assets

18000 · Fixed Assets (>\$1,000)	
18200 · Furniture, Fixtures, Computers	16,026

Total 18000 · Fixed Assets (>\$1,000)	16,026
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18900 · Less-Accum. Depr.	(16,026)
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TOTAL ASSETS	251,072
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LIABILITIES & EQUITY

Liabilities

Current Liabilities

Credit Cards

22060 · CVB Wells Fargo - Andrew (5229)	431
22070 · CVB AmEx - Parent (71003)	3,654
22110 · CVB Wells Fargo - Margee (2905)	256
22120 · CVB Wells Fargo - Kim (5203)	524
22140 · CVB Wells Fargo - MaryAnn (5195)	7
22150 · CVB Wells Fargo - Abbie (2121)	690

Total Credit Cards	5,562
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22400 · CVB Due To/(From)	
22410 · BCC	11,163

Total 22400 · CVB Due To/(From)	11,163
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Total Other Current Liabilities	11,163
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Total Current Liabilities	16,725
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Total Liabilities	16,725
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Equity

30000 · Unrestricted Net Assets	358,192
31000 · Temporarily Restricted Assets	1,719

Net Income	(125,564)
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Total Equity	234,347
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TOTAL LIABILITIES & EQUITY	\$ 251,072
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Convention & Visitors Bureau Statement of Revenues & Expenses-Budget vs. Actual January through December 2014

	December			December YTD					
	Actual	Budget	\$ Over Budget	% Of Budget	Actual	Budget	\$ Over Budget	% Of Budget	Annual Budget
Income									
42000 · Government Grant Revenue	0	0	0	100%	1,526,778	1,559,000	(32,222)	97.9%	1,559,000
43000 · Other Revenue	0	0	280	100.0%	1,038	450	380	184.5%	450
43300 · Misc. Revenue	52	0	0	0.0%	195	1,000	(857)	14.3%	1,000
43500 · Merchandise	5	100	5	100.0%	59	100	49	100.0%	100
43800 · Interest	57	100	285	100.0%	1,292	1,550	(428)	70.5%	1,550
Total 43000 · Other Revenue									
Total Income	57	100	285	57.0%	1,528,070	1,560,550	(32,650)	97.9%	1,560,550
Gross Profit	57	100	(43)	57.0%	1,528,070	1,560,550	(32,480)	97.9%	1,560,550
Expense									
60000 · Program Expense	141,209	113,770	27,438	124.1%	788,372	920,951	(132,579)	85.6%	920,951
61000 · Personnel	36,698	51,330	(14,632)	71.5%	471,917	509,115	(37,198)	92.7%	509,115
61050 · Salaries	9,459	7,738	1,721	122.2%	103,341	102,900	441	100.4%	102,900
61200 · Payroll Taxes & Benefits	46,156	59,068	(12,912)	78.1%	575,258	612,015	(36,757)	94.0%	612,015
Total 61000 · Personnel									
62000 · Administration	6	2,104	(2,098)	0.3%	23,077	36,500	(13,423)	63.2%	36,500
62005 · Staff Professional Dev	1,967	1,154	813	170.4%	22,520	15,000	7,520	150.1%	15,000
62010 · Office Expense	2,312	2,900	(588)	79.7%	30,860	41,000	(10,140)	75.3%	41,000
62040 · Computer, Database & IT	308	40	268	770.5%	1,607	3,000	(1,393)	53.6%	3,000
62080 · Auto Expenses	0	0	0	100%	310	48	262	645.8%	48
62090 · Bank & Credit Card Fees	994	600	394	165.7%	17,564	15,000	2,564	117.1%	15,000
62200 · Subscriptions & Dues	545	701	(156)	77.7%	6,090	6,416	(326)	94.9%	6,416
62300 · Utilities	3,640	0	3,640	100%	13,961	1,500	12,461	930.7%	1,500
62350 · Professional Services	62	0	62	100%	61	0	61	100%	0
62400 · Printing	2,223	1,972	251	112.7%	35,592	35,000	592	101.7%	35,000
62440 · Postage & Delivery	2,728	800	1,928	340.9%	12,224	6,000	6,224	203.7%	6,000
62450 · Contract Labor	1,507	1,100	407	137.0%	7,084	9,000	(1,916)	78.7%	9,000
62460 · Meetings	0	0	0	100%	196	0	196	100%	0
62500 · Travel	0	0	0	100%	0	0	0	100%	0
62600 · Web & Communications	0	0	0	100%	235	1,000	(765)	23.5%	1,000
62610 · Advertising, Mktg, Promotion	0	0	0	100%	103,154	99,995	3,159	103.2%	99,995
62630 · Overhead Allocation-CVB	10,952	9,120	1,832	120.1%	8	0	8	100%	0
62700 · Food & Catering	8	0	8	100%	8	0	8	100%	0
Total 62000 · Administration	27,251	20,491	6,760	133.0%	274,543	269,459	5,084	101.9%	269,459
63000 · Occupancy	60	60	0	100.0%	720	300	420	240.0%	300
63050 · Building Maintenance & Services	1,185	1,414	(230)	83.8%	14,214	14,814	(600)	95.9%	14,814
63200 · Office Lease	0	0	0	100%	32	0	32	100%	0
63600 · Depreciation	1,245	1,474	(230)	84.4%	14,966	15,114	(148)	99.0%	15,114
Total 63000 · Occupancy									

NO ASSURANCE IS PROVIDED ON THESE FINANCIAL STATEMENTS

Convention & Visitors Bureau Program Revenue & Expense Budget vs. Actual - Modified Cash Basis January through December 2014

	December			December YTD			Annual Budget		
	Actual	Budget	\$ Over Budget	% Of Budget	Actual	Budget		\$ Over Budget	% Of Budget
1-Meetings Market Function									
CVB 3101 Lead Gen	\$ 5,663	\$ 2,000	\$ 3,663	283.1%	\$ 74,438	\$ 78,500	\$ (4,062)	94.8%	\$ 78,500
CVB 3103 Tradeshow	2,096	2,121	(25)	98.8%	61,321	60,500	821	101.4%	60,500
CVB 3106 Ind Meeting Plan Fam	531	900	(369)	59.0%	4,036	11,000	(6,964)	36.7%	11,000
CVB 3108 Dest Plan/Sports Guide	448	0	448	100%	14,035	0	4,035	100%	0
CVB 3107 Sales Missions	2,115	4,000	(1,885)	52.9%	8,787	16,000	(7,213)	54.9%	16,000
CVB 3109 Tradeshow Booth	158	167	(9)	94.8%	283	2,000	(1,717)	14.1%	2,000
CVB 3113 Migs New Prog/Other	0	0	0	100%	14,695	12,000	2,695	122.5%	12,000
CVB 3114 Website	(1,094)	900	(1,994)	-121.5%	2,306	20,000	(17,695)	11.5%	20,000
CVB 3117 Incentive-Sports	20,000	12,700	7,300	157.5%	145,518	175,500	(29,982)	82.9%	175,500
CVB 3118 Incentive-Meetings	225	4,000	(3,775)	5.6%	5,808	20,000	(14,192)	29.0%	20,000
CVB 3120 DOS Meetings	0	50	(50)	0.0%	279	500	(221)	55.9%	500
CVB 3121 Promotion Items	1,331	0	1,331	100%	10,418	4,500	5,918	231.5%	4,500
CVB 3122 ROI Analysis	3,750	0	3,750	100%	4,051	20,000	(5,949)	70.3%	20,000
Total 1-Meetings Market Function	35,224	26,838	8,386	131.2%	345,974	420,500	(74,526)	82.3%	420,500
2-Visitor Services Function									
CVB 3105 Conference Services	81	0	81	100%	2,785	3,500	(715)	79.6%	3,500
CVB 3201 Information Centers	950	30,000	(29,050)	3.2%	12,471	53,900	(41,429)	23.1%	53,900
CVB 3202 Collateral Materials	0	0	0	100%	0	0	0	100%	0
CVB 3203 Merchandise	712	0	712	100%	2,037	0	2,037	100%	0
CVB 3205 Welcome Centers	392	0	392	100%	3,287	5,000	(1,713)	65.7%	5,000
CVB 3206 Internet/Web	2,989	3,879	(890)	77.1%	82,998	62,858	20,140	132.0%	62,858
CVB 3207 Community Fam Trip	0	0	0	100%	1,444	1,500	(56)	96.3%	1,500
CVB 3208 Regional Efforts	0	0	0	100%	3,000	3,000	0	100.0%	3,000
CVB 3210 Visitor Research	25,000	0	25,000	100%	37,625	59,350	(21,725)	63.4%	59,350
CVB 3214 Donations	1,500	0	1,500	100%	1,600	0	1,600	100%	0
CVB 3212 Hotels/Restaurants	0	15,950	(15,950)	0.0%	4,100	15,950	(11,850)	25.7%	15,950
CVB 3215 Digital Adv Messaging	14,353	2,000	12,353	717.6%	52,865	52,021	844	101.6%	52,021
Total 2-Visitor Services Function	45,977	51,829	(5,852)	88.7%	204,212	257,079	(52,867)	79.4%	257,079
3-PR & Media Relations									
CVB 3301 Public Relations	576	0	576	100%	12,180	9,500	2,680	128.2%	9,500
CVB 3304 Press Trips	1,116	823	293	135.6%	16,651	11,000	5,651	151.4%	11,000
CVB 3307 Brochures	65	0	65	100%	43,269	42,359	910	102.1%	42,359

NO ASSURANCE IS PROVIDED ON THESE FINANCIAL STATEMENTS

Convention & Visitors Bureau
Program Revenue & Expense Budget vs. Actual - Modified Cash Basis
 January through December 2014

	December		% Of		\$ Over		December YTD		Annual Budget
	Actual	Budget	Budget	Budget	Budget	Budget	Budget	Budget	
CVB 3308 Adv-CO Vac Guide	30,617	22,406	8,211	136.6%	20	36,319	42,000	(5,682)	42,000
CVB 3309 Photography/Video	20,392	8,500	11,892	239.9%	27	28,037	19,500	8,537	19,500
CVB 3314 Film Commission	3,000	0	3,000	100%	783	783	0	783	0
CVB 3315 Mktg Contract Services	1,622	375	1,247	432.5%	6	12,392	4,500	7,892	4,500
Total 3-PR & Media Relations	57,388	32,104	25,284	178.8%	149	629	128,859	20,770	128,859
4-International & New Markets									
CVB 3401 International Assist.	0	0	0	100%	30	14,563	4,500	10,063	4,500
CVB 3405 Int'l Rep	0	0	0	100%	0	0	0	0	0
CVB 3404 New Programming	0	0	0	100%	0	0	2,000	(2,000)	2,000
CVB 3406 Tour OP Fam Trip	1,007	0	1,007	100%	4,214	4,214	1,000	3,214	1,000
Total 4-International & New Markets	1,007	0	1,007	100%	18,776	18,776	7,500	11,276	7,500
5-Comm. Cultural Marketing									
CVB 3501 Community Spo	0	0	0	100%	16,266	16,266	17,000	(734)	17,000
CVB 3502 Cultural Programming	2,108	3,000	(892)	70.3%	17,172	17,172	19,000	(1,828)	19,000
CVB 3506 Packaging Forum	0	0	0	100%	410	410	600	(190)	600
CVB 3508 Supplemental Prog	0	0	0	100%	36,427	36,427	70,413	(33,986)	70,413
Total 5-Comm. Cultural Marketing	2,108	3,000	(892)	70.3%	70,275	70,275	107,013	(36,738)	107,013
TOTAL	\$ 141,704	\$ 113,770	\$ 27,933	124.6%	\$ 788,867	\$ 788,867	\$ 920,951	\$ (132,084)	\$ 920,951



**INFORMATION PACKET
MEMORANDUM**

To: Members of City Council

From: Jane S. Brautigam, City Manager
Karen Rahn, Director of Human Services
Betty Kilsdonk, Deputy Director of Human Services/Acting Senior Services Mgr.

Date: July 28, 2015

Subject: Information Item: Boulder County Age Well Plan Update

EXECUTIVE SUMMARY

The purpose of this memo is to update council on the completed Age Well Boulder County Plan plan and how the city is moving forward to address goals and strategies in partnership with Boulder County and other entities and within the context of the Human Services Strategy update.

The nation, the county and the city are undergoing an unprecedented shift in the number of older adults. By 2029, it is anticipated that more than 20 percent of the total U.S. population will be over the age of 65. By 2040, the population age 60 and over is expected to account for about 26 percent of Boulder County's population, and is forecasted to increase by from 13.6 percent in 2013 to 24 percent. In planning for service needs, this demographic shift presents new challenges and opportunities for creating and sustaining vibrant, healthy communities committed to the well-being of older people.

Age Well Boulder County is a coordinated strategic plan representing all communities in the county. The plan's purpose is to chart a course for viewing aging in a new and positive way, and to identify needs and strengths in the aging community. First published in 2006, there have been periodic progress reports and updates to reflect changing community needs and conditions.

Rather than simply a reaction to change, Age Well Boulder County is an attempt to plan strategically and to anticipate the opportunities and challenges which engage active older adults while supporting those who are more frail, vulnerable or isolated. It is intended to be a blueprint for a shared, interactive, community-driven process. The approach is multi-pronged,

collaborative and strengths-based in which older adults are active participants in making decisions about their own goals and services.

Age Well Boulder County was developed by the Boulder County Area Agency on Aging (BCAAA) in partnership with the Age Well Committee, a leadership team consisting of municipal senior services managers from Boulder, Longmont, Louisville, Erie and Lafayette. The current update (2015) is based on qualitative and quantitative data using research and public engagement throughout the county. The research instruments included a Community Assessment Survey for Older Adults (CASOA™) survey, Community Conversations, Quadrant Work Group meetings, an online survey of service providers and other tools. The plan represents input from over 200 older adults, community members, service providers, organizations and leaders.

Council was briefed on Jan. 13, 2015, on the Age Well Boulder County plan development and provided feedback and questions for further inquiry. The plan has since been completed and was presented on May 1, 2015 to the Boulder County Commissioners and the BCAA Aging Advisory Council.

FISCAL IMPACT

Age Well Boulder County does not mandate a budgetary impact to the city organization, and there is no specific Human Services funding allocation for its implementation. Funding for specific City of Boulder Age Well-related initiatives will be addressed through the Human Services Strategy update.

COMMUNITY SUSTAINABILITY ASSESSMENTS AND IMPACTS

- **Economic:** Age Well Boulder County promotes a diverse and sustainable economy that supports needs of all older adult segments of the community and their caregivers and identifies the strengths of older adults, including economic contributions to the community.
- **Environmental:** The plan supports the creation of communities, neighborhoods and public places with age-friendly design principles in mind, including walkable communities and public transportation options, reducing environmental impacts.
- **Social:** The plan provides a blueprint for supporting healthy aging into the future, contributing to the social and health well-being and vibrancy of the community. It also identifies strategies for addressing the needs of more vulnerable and under-represented communities.

BACKGROUND

The first countywide strategic plan for aging well was published in 2006. With the 2008 economic downturn, shifting priorities and community resources, the plan was updated to reflect what older adults were experiencing. In addition to getting feedback from older adults and other community members, the BCAA contracted with the National Research Center to conduct a CASOA™ survey to provide statistically valid data based on a random sample of the county's 60+ population. the 2010 effort.

The BCAA is responsible for conducting regional research and leading long-range planning efforts to address the needs of the county's aging population. The data gathered to inform Age Well Boulder County, in addition to the information used to create the BCAA's required four-year area

plan for aging (“[Region 3B Area Plan Title III and Title VII, July 2015-June 2019](#)”) is used to identify current strengths and needs of our aging population, in order to better prepare for the future.

Boulder Senior Services Overview

The mission of Boulder Senior Services is to foster the engagement and well-being of older adults and promote a positive image of aging through community collaboration and services which advance the health and well-being of the older community. Service delivery is provided through five programmatic areas:

- Operation of two senior centers: Centers provide social and educational programs, classes and events and houses Meals on Wheels of Boulder congregate and home-delivered meals and offices at the West Senior Center;
- Senior Resources: Personal consultations, information and referrals; caregiver education and support; and volunteer referrals such as for paying bills and organizing paperwork;
- Senior Health and Wellness: SilverSneakers fitness program and other health and mind/body classes; brain fitness, falls prevention and other clinics; lectures on wellness topics;
- Senior Enrichment/Social Activity: Lecture series, trips, social activities such as bridge and mah jongg, clubs and organization meetings, support groups, AARP Tax-Aide, etc.; and
- Food Tax Rebate Program for low-income families, seniors and disabled.

Demographic Profile

Boulder County

- In 2012 there were 45,194 older adults (age 60+) living in Boulder County, or about 19 percent of the total county population.

City of Boulder

- In 2013, about 13.6 percent of the population was age 60+.

Selected 2013 City of Boulder Socioeconomic Data

	Boulder
Total Population	100,363
60+ Percent of Total Population	13.6%
60+ Population	13,649
65+ Population with Disability	2,769
65+ Population Below Poverty	570
65+ Population Below Poverty (Latino)	56
65+ Male Living Alone	782
65+ Female Living Alone	2,161
Households Receiving SNAP (food stamps) with at least one person 60+ in Household	349
Source: 2013 US Census American Community Survey	

ANALYSIS

Overall, the CASOA™ survey indicated a number of strengths for Boulder, for example:

- 96 percent of respondents gave high ratings to the community as a place to live.
- 76 percent consider the services offered to older adults to be “excellent” or “good.”

- 81 percent reported they would recommend the community to others.
- 89 percent rated the overall feeling of safety in the community as “excellent” or “good.”
- 27 percent reported using a senior center in the past 12 months.
- 41 percent participated in some kind of volunteer work.

Challenges included:

- 22 percent reported having enough money to meet daily expenses was at least a minor problem.
- 27 percent indicated that having adequate information or dealing with public programs such as Social Security, Medicare and Medicaid was at least a minor problem.
- 33 percent indicated that maintaining their home was at least a minor problem.
- 57 percent reported that their physical health had presented at least a minor problem in the past year.
- 34 percent reported feeling depressed was at least a minor problem.
- 16 percent reported getting needed oral health care was at least a minor problem.
- 59 percent indicated that feeling like their voice is heard in the community is at least a minor problem.
- 17 percent indicated that having safe and affordable transportation was at least a minor problem.
- 47 percent indicated that not knowing what services are available to older adults in the community was at least a minor problem.

In addition to the Boulder-specific quantitative data obtained through the survey, four of the focus groups were held in Boulder, resulting in qualitative data. From these conversations we learned that older adults in Boulder want more transportation and parking options, better parking at the West Senior Center, and more information about available community resources. In addition, rather than stand-alone senior centers, we found that most people prefer a combination center, in which they could get a variety of services, but which also contained a separate space for older adult services.

NEXT STEPS

- Facilities assessment including West Senior Center, in conjunction with Parks and Recreation (Summer 2015)
- Human Services Strategy update public engagement process (Summer/Fall 2015)
- Human Services Strategy and Homelessness Strategy updates Study Session – Oct. 27, 2015
- Human Services Strategy update approval – first quarter, 2016

ATTACHMENT

Attachment A: Boulder County Age Well Plan Update Briefing Jan. 13, 2015 Follow Up

BOULDER COUNTY AGE WELL PLAN UPDATE BRIEFING JAN. 23, 2015 FOLLOW-UP

The following are responses to City Council questions and requests for further information from the Jan. 13, 2015 Boulder County Age Well Plan update briefing. Responses are grouped by topic.

I. TRANSPORTATION

- What are the needs and gaps in older adult transportation?
- Are older adults addressed in the City of Boulder Transportation Master Plan (TMP)?
- How are transportation needs for the elderly disabled addressed?
- How can we improve accommodations at bus shelters, RTD stops, etc.?

Older adult transportation needs and gaps

During the Age Well Boulder County community engagement process, transportation emerged as a linchpin issue that impacts the older adult population's ability to take advantage of the programs and services offered to them. It also has significant bearing on the ability to remain in one's own home as one ages. Yet, the Community Assessment Survey for Older Adults (CASOA™) report indicated that 51 percent of Boulder County older adults rated the ease in arranging transportation in Boulder County as "fair" to "poor." Participants in the Community Conversations across the county indicated that improved transportation, including more options, more accommodating schedules, and greater affordability is key to accessing essential services. One of the Age Well Plan's priorities is to ensure that older adult voices are part of regional transportation strategy efforts.

The Boulder County Area Agency on Aging (BCAAA) Area Plan outlines three strategies to ensure older adults have transportation available to access health care, maintain social interaction, and reach community and social services:

1. Initiating/expanding volunteer transportation services (in conjunction with Medical Mobility, Via, and others);
2. Continuing to provide rides to consumers beyond nutrition and medical; and
3. Requiring providers receiving transportation funds to be active in regional transportation coordinating councils such as the Boulder County Local Coordinating Council (BCLCC).

The BCAA and the Age Well Committee will work closely with the BCLCC, an alliance of community organizations, individuals and interest groups, to address transportation issues as they relate to older adults. BCLCC will conduct a needs assessment this year and prepare a mobility action plan for Boulder County for implementation beginning in 2016. The project will focus on older adults, persons with disabilities, and low-income individuals and families.

City of Boulder Transportation Master Plan (TMP)

One of the goals of the TMP is to "expand fiscally viable transportation options for all Boulder residents and employees, including older adults and people with disabilities." The Human Services' Senior Community Advisory Committee (SCAC) participated in the plan's community engagement process.

The plan calls for maintaining and supporting the current Community Transit Network and incrementally expanding the bus system. The bus system will be supported by strategic investment

in mobility options for older adults and those with disabilities; the targeted expansion of transit pass programs; land use changes and pedestrian oriented design; seamless connections to other forms of travel; and high-quality transit stops and stations.

Transportation needs for the elderly disabled

The TMP supports Via's efforts to provide needed transportation services for the growing population of older adults and persons with disabilities, and to increase efficiencies and service enhancements. The city has supported numerous grant applications for buses, facilities and travel training by Via. Via provides this service directly and through the Medical Mobility program with Boulder County CareConnect. Via has been a partner in TMP updates since 2003, and the TMP specifically addresses expanding service to their target populations.

Profile of 2014 Boulder Paratransit Users

- 1,159: Boulder residents served in paratransit, travel training and mobility options programs. This group represents 38 percent of all people Via served in 2014 and is a 12.5 percent increase over 2013.
- 73 percent : Age 60+ and reported a disability or chronic disease (822 individuals)
- 38 percent: Over age 80
- 80 percent Over age 60
- 89 percent: Of all Via users, including those under 60, lived with a disability or chronic disease
- 34 percent: Lived on annual incomes at or below \$11,750

Bus shelter and stops accommodations

The city, in partnership with RTD, continues to maintain and improve transit passenger facilities throughout the community. The TMP set forth a "Renewed Vision for Transit," calling for an integrated approach of service, capital and policies and programs to increase transit ridership. It includes a hierarchy of transit facilities and amenities levels, as well as the concept of mobility hubs. The TMP action plan calls for developing transit stop and facility standards and design guidelines in the near term and for stop and station improvements throughout the life of the plan. City staff is currently inventorying the existing passenger facilities and passenger improvements needed to support the US 36 Bus Rapid Transit (BRT) service starting in January 2016.

II. PLANNING

- The current younger generation will have different aging needs than the current older generation. How are we planning for and gathering information related to those needs rather than planning for the future using feedback from current older generations?
- How will we disseminate information about the Strategy?

As the Baby Boom generation enters older adulthood, they are anticipated to have a transformative impact on retirement, health, housing, transportation, education, community and family life. Trends include expanded life spans due to medical advances and healthier lifestyles; longer time in the workforce; more racial and ethnic diversity in the older adult population; wealthier and better educated older adults than in past generations; a shift in the epicenter of economic and political power from the young to the old; and a desire by Baby Boom retirees to make contributions beyond traditional retirement. As a group they embrace social media and user-generated content, and tend to be more receptive to narrative-styled presentations of information over traditional lecture style.

Boomers could be starting a new family, caring for elderly parents, working or retired, going back to school, or paying for kids to go to college.

Anticipating their habits and preferences will help Human Services develop specific communications efforts that speak to these generations. The Human Services Strategy update engagement process, set to occur in the third quarter of 2015, will include information dissemination for a number of issue areas, including seniors and aging, and will draw from the Age Well plan for some of its data. Tools to be used for dissemination and engagement include: surveys, community focus groups, informational meetings, on-line tools such as Mind Mixer, social media, and web-based communication. Outreach strategies will include a variety of times and locations during day and evening hours, along with interpreters and child care.

III. HOUSING

- What is the housing gap for seniors? What is the need?
- There is a universal housing design for seniors. Is anything being done in the county with that?

Housing gap and need

Per the City of Boulder's 2014 Housing Choice Survey and Analysis:

- There are currently about 550 Boulder seniors (4 percent of all seniors) receiving rental assistance through Boulder Housing Partners, and over 100 more on waitlists for assistance. Assuming 4 percent of seniors continue to require public rental assistance, the demand for assistance will increase to 1,045 (excluding waitlists) over the next ten years.
- About one-quarter of Boulder homeowners over the age of 65 are cost-burdened, meaning they pay more than 30 percent of their household income for housing. That figure includes seniors who own their homes outright but are cost-burdened by property taxes, HOA fees and/or insurance costs, as well as those with a mortgage obligation that exceeds 30 percent of their total income. In the housing survey, 7 percent of homeowners said they had to reduce/go without basic needs to afford housing costs in the past year. There is not a one-size-fits-all assistance program to address the wide-ranging needs of these homeowners but property tax alleviation programs as well as foreclosure prevention programs help meet the needs of struggling homeowners.
- Overall, there are 4,435 (about 32 percent) low-income senior households (income less than 50 percent Area Median Income or AMI) in Boulder. Assuming senior households increase at the same rate as the senior population, that figure could be 9,508 by 2028. Those households—both renters and owners—are the most likely to require public assistance in future years.
- Of senior survey respondents, 4 percent said they have applied for public assistance in the past year to help with housing costs.

Additional information

About one-third of seniors surveyed had either major or minor damage to their home as a result of the 2013 flood, and 3 percent of those who had experienced damage had to move out of their homes permanently. Among seniors who still need to complete repairs to their home, 18 percent said they cannot afford it and 13 percent said they cannot find a contractor to make repairs.

Nearly one in five seniors said they plan to move in the next five to 15 years in order to find a home with different features.

Participants in Age Well Community Conversations expressed the need for two levels of housing assistance: systemic community support through the provision of a variety of housing options for the aging population and personal assistance with specific housing needs.

Universal housing design

As people get older, they want to stay living in their own homes and as part of the community they know for as long as possible. Universal housing design refers to homes that are practical and flexible, and which meet the needs of people of different ages and abilities over time. Universal housing is designed to be useable by most people over their lifetime without the need for major adaptation or specialized design.

The BCAAA's Aging Advisory Committee has an active Housing Committee which has devoted time to issues of accessibility, including universal design. The committee works with local housing authorities and advocates in the community for older adult housing issues.

The Boulder Valley Comprehensive Plan Housing Policy 7.09 Housing for a Full Range of Households states that the city and county will encourage preservation and development of housing attractive to persons at all stages of life; singles, couples, families with children and other dependents, extended families, non-traditional households and seniors.

The City's *Housing Boulder: Enable Aging in Place* workgroup is currently addressing how the city might advance the goal of providing housing options for seniors of all abilities and incomes to remain in the community.

IV. SPECIFIC POPULATIONS

- What are the LGBT elder issues?
- What are the neighborhood/community issues?
- Need for yard assistance: opportunity for younger people to assist; opportunities for gardens.

LGBT elder issues

The BCAAA currently provides LGBT outreach, Project Visibility training and the Rainbow Elders program. Rainbow Elders conducted a survey in mid-2013 to people who have self-identified as LGBT. Nearly all respondents were 55 years or older at the time of the survey. The top challenge was "financial concerns" and a top concern was lack of needed health care coverage.

When asked what the BCAAA could do to help them be less concerned about aging, respondents listed information and education on aging, health, services and affordable senior housing. Maintaining independence was rated as "extremely important" by 73 percent of respondents. Social engagement, LGBT groups, and sensitive service providers were cited as either extremely or somewhat important by 70 percent or more respondents.

National data identifies top issues as social support and community engagement disparities, legal barriers to taking care of loved ones, physical and mental health disparities, reduced access to health care, and safety net disparities for LGBT older adults.

In addition:

- Although 80 percent of long-term care in the US is provided by family members, LGBT elders are twice as likely to be single and three to four times more likely to be without children than their heterosexual counterparts.
- Nationally, poverty rates for senior lesbian couples (9.1 percent) are much higher than senior heterosexual couples (4.6 percent) or senior gay male couples (4.9 percent).
- Despite paying into Social Security in the same manner as their heterosexual peers, LGBT elders are not equally eligible for Social Security benefits. The biggest difference in treatment: committed same-sex couples are denied the substantial spousal and survivor benefits provided to married couples.

Neighborhood/community-related issues

Age Well research suggests that the two most important influences in one's ability to age well are support from others, and involvement with others. Therefore, one goal of the Age Well Plan is for everyone in the community to feel connected to others. However, 59 percent of CASOA™ respondents reported that feeling like their voice is heard in the community is at least a minor problem, and 31 percent listed this as a moderate or major problem.

One Age Well objective to address this disparity is to identify individuals who have either voiced or experienced a lack of connection (such as veterans, people who are homeless, people with disabilities, Latinos, LGBTs, and nursing home and assisted living residents), and develop comprehensive outreach and engagement plans which reflect their unique strengths and needs.

Age Well Boulder County addresses this issue in its emphasis on aging in community. Specifically, this aspect of the plan highlights the important role of the built environment in allowing older adults to remain in their communities. One of the plan's goals for aging in community is for neighborhoods and communities to have an age-friendly design. This includes public infrastructure and transportation options.

Need for yard work assistance; opportunities for younger people to assist; opportunities for gardens

The CASOA™ survey revealed that 41 percent of older adults in Boulder County consider maintaining their yard to be at least a minor problem, and participants in the Community Conversations repeatedly cited the need for yard work, snow removal and other home maintenance assistance. Access to these services is essential for adults to be able to age in place.

Boulder County CareConnect provides a Safety Net Services program partially funded by the City of Boulder Human Services Fund and by BCAAA. The program provides volunteer-escorted medical rides, grocery shopping and delivery, minor home repairs, yard maintenance (Yard Busters) and snow removal (Ice Busters) and resources and referrals to vulnerable seniors and older adults with disabilities in the City of Boulder.

During 2014-15, 78 Boulder senior residents were served through the Yard Busters program by 87 volunteers contributing 954 hours. There are currently 58 Boulder County senior clients on the wait list needing yard assistance. The program's main objective is to help seniors avoid falls and fines; some minor gardening is also provided. The BCAA will be increasing funding for chore services aimed at year-round yard maintenance: Yard Busters and Ice Busters. The Human Services Department is currently exploring intergenerational volunteer programs which could include youth/senior gardening.

V. HEALTH CARE SERVICES

- How can medical access for low-income clients be improved? (Example: Clinica Campensina has a three-month wait list for appointments to assign a Primary Care Physician for Medicaid clients)

Neither BCAA nor Boulder Senior Services work in the area of direct health care services. BCAA offers a series of evidence-based wellness classes that help consumers take control of their health, including classes in Boulder. BCAA also provides Medicare counseling with special outreach to people who have both Medicare and Medicaid, to ensure that older adults have access to the plans and prescription benefits that best meet their needs. Boulder Senior Services partners with the county on these efforts by providing senior center space for programs. There are a number of collaborative efforts across the community, as part of the Affordable Care Act, that promote easier access to medical services.

VI. AGE WELL PLAN FINANCING

- What are the financing strategies and shortfalls for the Age Well Plan?

As reported in the April 28, 2015 Human Services Strategy update, the department will be evaluating financing approaches to advance the city's strategies, engagement and implementation for older adults in conjunction with its efforts to support the well-being and quality of life for all residents. The Human Services Department is currently assessing partnership roles and programs with Boulder County related to aging services. Central to the finance strategy will be decision-making around the current West Senior Center or other facility which would be a co-location of the city's human services to provide one-stop access to a variety of family and community programs and services. The models and themes driving the Human Services Strategy update—Collective Impact; Pathways; Coordinated Funding; Data-driven Planning; Cross-sector and Regional Partnerships; and Service Integration—will drive the Age Well Plan's financing strategies as they apply to the City of Boulder Human Services.

For Boulder County, core services of the Older Americans Act (transportation, information and assistance, benefits counseling, legal services, in-home services, mental health counseling, congregate and home-delivered meals, nutrition counseling, evidence-based health promotion, caregiver support, elder rights, and long-term care ombudsman) will remain funding priorities.

In addition, concerns heard in the conversations and surveys will be addressed through coordinated follow up discussion and planning efforts between the county, the City of Boulder, other

municipalities, and other partners. The county will be looking at new methods of service delivery that will foster consumer choice and be more responsive to the needs of the population. These include:

- Pilot projects using vouchers; and
- Discussion and planning efforts around more flexible transportation options, availability and affordability of housing, raising awareness about where to access information, and the use of technology - especially in communication.

The county will also respond to state and federal network initiatives to be more effective in reaching the target audience and preparing for long-term sustainability in terms of outreach to un-served and underserved clients. Another county priority is building business acumen; that is, identifying alternative funding sources and strategies in order to better serve the growing population of older adults.



INFORMATION PACKET MEMORANDUM

To: Members of City Council

From: Jane S. Brautigam, City Manager
Mary Ann Weideman, Assistant City Manager
Casey Earp, Assistant City Manager

Date: July 28, 2015

Subject: Information Item: 2015 Council Action Guide Mid-year Update

EXECUTIVE SUMMARY

Through the first half of 2015, city council and staff have made significant progress on the work plan outlined in the 2015 Council Action Guide (CAG). The CAG can be found on the City of Boulder's website: <https://bouldercolorado.gov/city-council/2015-council-action-guide>. This information packet is intended to update Council on the progress of the major projects that supported the 2014-2015 Council Vision (Attachment A).

Projects completed in the first two quarters of 2015 include:

- Complete initial Boulder Junction redevelopment projects,
- University Hill Moratorium,
- Expansion of Boulder's Smoke-free Area,
- Launch of free Wi-Fi service in the Civic Area, and
- Substantial completion of all Capital Bond projects.

In addition to work plan items completed in the first two quarters, Council addressed several pressing issues including:

- Housing Boulder work groups, process team and draft strategy,
- Cottage Foods ordinance,
- Height Moratorium,
- Interim commercial linkage fee,
- Ordinance to address landlord tenant issues in mobile home communities,
- Adopted a non-neonicotinoid resolution,
- Began negotiations on Boulder Community Hospital, and
- Created a neighborhood partnership grant program

Below are highlights from work plan projects in progress:

- **Boulder Valley Comprehensive Plan - 2015 Major Update**
 - Completed foundations work, including trends and projections.
- **Capital Project Activity**
 - Initiated work on several projects funded by 2A including Boulder Creek Path improvements and lighting on University Hill.
- **Climate Commitment**
 - Achieved compliance with SmartRegs standards for approximately 7,000 rental units, including 1,650 affordable units.
- **Community Broadband**
 - Created community working group to explore broadband options.
- **Community Cultural Plan**
 - Completed work on the research and community engagement phase.
- **Comprehensive Housing Strategy**
 - Identified tools to develop strategic direction to reach identified housing goals.
- **Energy Future**
 - Application filed with the Public Utilities Commission to transfer the electric system assets necessary to operate a municipal electric utility.
- **Flood Recovery & Mitigation** in 2015
 - Recovered \$1.8M from FEMA and other sources to support on-going flood recovery work.
- **Homeless Strategy and Human Services Strategy**
 - Issued 2014 food tax rebates to low-income families, seniors and persons with disabilities.
 - Continued to expand regional partnerships for addressing homelessness (regional coordinated entry and assessment; Metro Mayors Caucus IBM Smart Cities project; landlord engagement project; High Utilizer Project with Municipal Court; Consortium of Cities Permanent Supportive Housing Study)
 - Property acquired for Bridge House transitional bed program.
- **Resilience**
 - Identified focus areas for the resilience initiatives as follows:
 - Develop community preparedness program,
 - Conduct economic risk assessment,
 - Develop post disaster recovery strategy for community and businesses,
 - Synchronize the City's climate change projection model, and
 - Integrate resilience framework with BVCP and organizational sustainability framework.
- **Short Term Rentals**
 - Initiated development of short term rental regulations.

- **Sustainable Agriculture & Local Foods**
 - Identified data on local food trends.
 - Began the conversion of the north library garden into an edible educational demonstration garden complete with berries, veggies and plants for pollinators.

- **Transportation Master Plan Implementation**
 - Implementation of Complete Streets Living Lab corridors.

Additional updated information on all of the major projects as well as the work plan for the remainder of 2015 is located at: <https://bouldercolorado.gov/city-council/2015-council-action-guide>.

The Channel 8 team has also put together a short video highlighting much of the work that has taken place this year. This video is located on the City's Vimeo page: <https://vimeo.com/132752676>.

Staff hopes that this mid-year update is a useful tool for Council. We welcome any feedback on how to improve this information in the future. As progress continues in the 3rd and 4th quarter of 2015 the work-plan webpage will be updated.

Attachment A – Vision and Tasks and Outcomes Graphics

2-YEAR DESIRED Outcomes & Tasks

Climate Change

- Develop clear expectations & timelines for energy efficiency in commercial/industrial buildings within 2 years.
- Zero Waste Management Update
 - Ways to significantly increase comm'l
 - Explore anaerobic digester, C&D, higher landfill tipping fees.
- Clarify what a mini utility can do (goals, regs)
 - Investigate efficient streetlights
- Ordinance: allow only electric vehicles to park at charging stations.
- Climate Action Plan
 - Improve climate metrics so they're relative to results with other alternatives & region
 - Set timeline for achieving milestones for 80% reduction in emissions by 2050
- Greater leadership role in effecting Statewide & National Change (Staff & Council)

Open Space

- Resolve charter interpretations - e.g. passive/active recreation, vis-a-vis Flagstaff, e-bikes on multi-use paths.
- Building regional trails
- Overarching policy issues: Carrying capacity; night time use; on/off road trail use; temporal restrictions
- Enforcement: homeless camping; user-group conflicts?



Local Food

- Develop local Food Policy
- Establish cross-department team
- Appoint staff person to address:
 - Locations
 - Scale
 - Charter implications + Partnerships
 - City procurement + Infrastructure required
 - Farmers' markets, incl. + food justice/access initiatives
 - Housing farmers on + Edible landscapes land
 - Keep doing the good things we're doing

Economy & Budget

- Economic Vitality
 - Explore ways to partner w/ Chamber
 - Innovation Blueprint
 - Consider repriming Chamber if non-political & appropriate
- Budget
 - Consider capital bond for flood & civic center projects
 - Consider how to close funding gap, to include new TAX revenue sources
 - Council role in budget process
 - Better understand funding of ext. groups
 - Availability of discretionary funding

Livability

- Code enforcement
 - Increase enforcement immediately, to address
 - Trash on Hill (bear issue)
 - Transient issue on municipal campus
 - Study session w/ Staff about other areas of code enforcement & how to better support - e.g. over-occupancy on Hill
- Other
 - Smoking ban
 - Chauffauqua lease - Council input on competing demands
 - Make it easier to hold block parties/events in parks

Transportation

- Proceed with Transportation Master Plan, with deadlines
 - Finish feasibility study for community-wide Ecopass (or similar)
- Continue Parking Management Study
 - Include parking as tool to achieve multi-modal and other transportation goals while maintaining economic vitality
- Continue to be regional leaders in identifying State & regional transportation funding, especially regarding equitable funding for Hwy 95 corridor & I-76 Region
- Continue to be creative in pilot projects to increase bike safety (e.g., more dedicated bike lanes)

Housing / Land Use Planning

- As part of Comp Plan Update, map potential job & residential development, get data on trends for commercial/industrial SP, take broader look at past updates
- Broad-minded opportunity-site inventory aimed at housing - evaluate suitability of current zoning
- Better direct residential & commercial development to relate to transportation & climate goals
 - Partner books, "Area Plan Lite"
 - Anticipate redevelopment in key areas
 - Integrate housing into everything we do
 - Permanent affordability at all levels
 - Goal: Boulder workers can afford to live in Boulder
 - Lots of public engagement at Civic Center Plan
 - Look at smaller units to increase density, w/o bulk
 - Engage University early on in process
- Revise ordinances for OAH/ADU/increased occupancy limitations/condos & consider pilot programs in specific neighborhoods, as needed. Include VRBOs.
- Annexations in targeted areas of city
- Residential tree replacement
- Engage DPAB in revising land use guidelines

University Hill

- Consider short-term professional leader w/ experience in economic development, to coordinate approach
- Explore:
 - Tech City has to promote innovative businesses on Hill
 - Appropriate mix of parking and alternative modes
 - Encouraging arts & beautification, including programming 19th St.
 - Ensuring we have appropriate transition & gateway zones to the Hill
 - Included economic vitality assessment, if needed
- Emphasize code enforcement:
 - Beginning year of enforcement
 - Bears & trash; litter
 - Expanding licensing to capture pet rents
 - Rentals & licensing

Homelessness/Human Services



- Human Services
 - Review/refine how we fund programs - review redundancy, effectiveness, types of services, what incentives our services create
 - Review how Shelter is operated, get more transitional housing
 - Consider additional support for Ready to Work
- Get an agenda for Consortium of Cities
- Transients
 - Focus on enforcement to address bad behaviors in municipal campus
 - Get an agenda for Consortium of Cities

Arts

- Develop options to invest 1% in art
- Support for & designation of viable arts districts (NoBo, Ute Hill, 16th St)
- Support & encourage new leadership of department; completion of Cultural Arts Plan
- Library: Meet w/ new Director, support overhaul in Library remodel & trouble-shooting, as well as how system is evolving

General

- Make sure public process on flood recovery occurs as part of Resiliency effort
- Make better use of Boards & Commissions



CITY OF BOULDER
BOULDER DESIGN ADVISORY BOARD MINUTES
April 8, 2015
West Conference Room, 1777 Broadway

A permanent set of these minutes and a tape recording (maintained for a period of seven years) are retained in Central Records (telephone: 303-441-3043). Minutes and streaming audio are also available on the web at: <http://www.bouldercolorado.gov/>

BDAB MEMBERS PRESENT:

Jamison Brown, Chair
Jeff Dawson
David McInerney
Jim Baily
Michelle Lee

PLANNING BOARD EX-OFFICIO MEMBER PRESENT:

Bryan Bowen

STAFF PRESENT:

Sam Assefa, Senior Urban Designer
Elaine McLaughlin, Senior Planner for Planning & Development Services

1. Board Matters:

James Baily and **David McInerney** took their Oaths of Office as new BDAB members.

The board elected **Jamison Brown** as the new board Chair and **Jeff Dawson** as the Vice Chair.

2. S'PARK Project Review

BOARD COMMENTS:

Overall Plan

J. Brown noted that symmetrical streets are important for creating an attractive public space and that the streetscape treatment and ground floor program/use should be similar on both sides of a street.

- The sidewalk layout varies from block to block and often does not align at intersections. He encouraged the applicant to consider revising to create better uniformity and connection.
- He recommended expanding the woonerf to include the cul-de-sac and the service drive to better link to the plaza at Market Building.
- The use of the arcade on several buildings seems forced and unnecessary especially on the North/East oriented facades.
- All of the buildings use CMU block as a primary building material. It may not meet the guideline of using "pedestrian scale" materials.

J. Baily was less concerned about the CMU. If done with some warm colors and variation in texture he thought it could work.

J. Dawson had one major concern with the architectural approach where a lot of the materials are held up from the ground with pilasters. He asked the applicant to look for opportunities to bring materials down to the ground in some locations.

J. Baily had some concerns with the building materials and thought that the pallet could be simplified. He shared the concern with other board members regarding the durability of the materials such as the untreated wood.

D. McInerney, with reference to the General Guidelines compliance matrix, noted that the "Useable Open Space" subtopic calls for incorporating access to sunlight. He thought that access to sunlight will be particularly important at the S'PARK Place woonerf and requested that the applicant expand the shade analysis to include diagrams for 8 AM, noon, and 4 PM for the summer solstice, winter solstice, and an equinox.

- He also inquired about the life expectancy of the Maarket and the Timber buildings. Based on the applicant's response that the estimated life cycle of the buildings is 30 years, he expressed concern about the durability of the wood included in the design of the building exteriors.

M. Lee thought that the community benefit S'PARK can bring is to create safe, easy, green connections for bikes and pedestrians, with particular attention to the multi-use path on the east side. Pedestrians and cyclists will probably cut through between the Maarket and Railyards to get to 34th Street if they see activity happening, even though it is planned as a loading dock. The drawings should show the train, multi-use path with cyclists and pedestrians in their drawing sections so there is also a reference to scale and proximity.

- She noted that the 2 PM solar analysis does not show any shadows cast from Ciclo which does not seem accurate. It brings up a concern about how much of the day the plaza will be in shadow. If there is no sun getting to the plaza, it will be dead zone with no activity.
- She also suggested including a community pool similar to the Spruce Pool rather than an exclusive amenity.

Maarket Building

J. Brown - Although the building is essentially still in concept design, he liked the direction very much and supported the idea of a signature building on that corner. There is great programming for this space and it could be a common place for this and surrounding developments.

- He had concerns that the applicant stated the lifespan of the building was only 20 years.
- The applicant should consider the use of sliding or overhead doors to increase the connectivity between the large plaza and the food court type use on the first floor.

J. Dawson commented that detailing is very important on this building given the thin and somewhat temporary nature of the proposed materials.

M. Lee - As currently shown, she noticed that the rendering looks dark under the arcade and not particularly inviting. The wood looks really thin and is not convincing as a durable material for our climate for shedding moisture. With a little more detail at the cap at top, soffit below, transition of materials, and window placement, it might help gain confidence that the design details and their feasibility/execution are being considered at an early stage, particularly since the style is not traditional or predictable.

- She also noted that the main entrance faces 34th Street and that the Maarket does a good job of not turning its back on Valmont by providing a lot of transparency and a raised outdoor seating deck at the corner.
- Despite intending to be simple, this building is very complicated. There is a lot going on at the roof level and she believed that there should be more emphasis at the street level. This project needs to attract restaurant and retail tenants at the ground level. These tenants tend to need bigger mechanical units so the roof may need to be simpler to accommodate these future uses.
- She thought that the rendering might be more convincing, in terms of building quality, if the perspective were zoomed in closer at a pedestrian eye level. Without having to detail the entire building, perhaps the applicant can zoom in and crop to a portion of the building (the Meredith Building had a good example of the level of detail desired)

Timber Lofts

J. Brown recommended the applicant consider a live/work program for the townhouses that front the woonerf.

- Simplify the façade of the flats buildings by using less materials.
- Wrap the facade of the townhouses to hold the corner better and to more harmoniously relate to the building across the street. Avoid large blank side elevations that don't address the street.
- Consider moving the transformer so that the façade along Junction Place is less choppy.
- As designed, the elevated interior park is not inviting to pedestrians on the street and is unlikely to be used as a "cut through" or "short cut."

M. Lee recommended that more attention be given to how materials wrap corners and how materials transition from one to another. She specifically noticed the townhouse on the northwest corner where a little rhythm was lost and she hoped that the applicant simplifies the elevation.

The Meredith

J. Brown thought that the ground floor of the central “building” should be programmed space that is open to the street. Strengthen the connection between the parklet and the community room. **J. Baily** agreed.

There will be a continuation of this project review on Wednesday, April 15, from 4 – 6 PM.

Attached: April 8, 2015 notes from Kevin Knapp of Element Properties (included due to the failed recording)

APPROVED BY


Board Chair

6-10-15
DATE



April 8, 2015

Boulder Design Advisory Board (BDAB) Notes

4:00-6:00

5:15 – Bryan Bowen (Planning Board rep on BDAB) had to leave early for the PB Retreat and offered general comments before the applicant presentation was completed.

- Overall the design is great so I'm not going to pick that apart.
- Having the brewpub on the north side of the Markt building is great for activation. Make it as permeable as possible.
- Ciclo is great and working so no further comments there.
- Make sure ground floor timber residential units have access to the street. Will help activate and make the place.
- Bowen encouraged the project to open up the courtyard space at Timber Lofts to the public.

Jim Bailey - Units west of 34th St., where's the parking? Adrian answered.

5:40 Jamison Brown(chair) – Let's start with the Board's general comments.

Jeff Dawson – Asked Adrian to discuss transit parking comments from staff.
Elaine discusses the image of the pearl street section included in the staff comments.

Jeff Dawson – Asked if the applicant is willing to make ground floor space residential units.

Jamison – From a massing and scale standpoint you have been sensitive to the streetscapes. Nervous about the front of some townhomes looking to the sides of others. Loves the Woonerf and would like to see it expand. Recommended that Roundabout become part of the Woonerf. Has an overall recommendation to look at the pedestrian circulation throughout. Make sure it works.

Jeff Dawson – Recommends that there's no commercial space on the ground floor of Meredith Lofts.

Jamison – Or pull the office of Timber around to the north elevation.

5:53 Dawson - Gets a feeling that all the commercial buildings on the east side are afraid of the ground. Rarely does the building come down to embrace the ground.



Dawson suggests that all of the Railyards building be brick. He's struggling with the inter-lacing of materials.

Jamison - Has the exact same comment as Dawson. Worries about arcades and CMU. He likes the pattern language among the buildings and the use of different architects.

Jamison - Like the Community Cycles Indoor/outdoor workspace.

Dawson - There's a first floor and then a dramatic change everything above first floor.

Jamison - Big fan of the Markt Building. That architecture works in contrast to Simplicity of Meredith House that he really likes for setting the tone of the background. Timber veering away from background and is exciting which isn't necessarily bad. Timber could be a little quieter and have Markt be the marquee building.

Dawson - All of the building are very nice and exciting individually. Can there be a common theme among the buildings like University Hill, Mapleton Hill, CU.

Michelle Lee - All first floors set back which is a common theme. The good sunny areas of the plaza is after 2:00 pm. She lives in Steelyards and it's dead and quiet at night and so encourages as many restaurants as possible. Activate the uses down below.

Michelle - On the Ciclo buildings the ends need more work. She saw angular roof forms and immediately thought of Solana. SE corner there's a lot of different roof forms diving in.

6:06 Michelle - Meredith House did a great job with simplicity. Bring excitement of the buildings down to the street level. Build a people place with the deck on Railyards. Wouldn't it be great if Spruce pool were in S'PARK.

Michelle would love to see the bike path streetscape developed. It's not in any of the renderings. Bike path is a great aspect of the plan.

Jim Bailey - Building to the south is similar to the proposed building to the south. Don't turn your back to the path.



The project is FULL of creativity. SO nice to see compared to what else we've seen in this area. Concerned materials become so diverse that they become arbitrary. Look at material palate and keep the excitement but avoid the arbitrary part (?).

David McNerny – Are we willing to expand the shade analysis so they can have an idea of what's happening to sun and shade throughout the year?

Jim Bailey – Turnaround at the end of Bluff Street. Doesn't appear like there's much excitement there. Could there be a public sculpture or art piece. An activity area would be nice. Diagrammatically it's not there.

Scott – mentioned emergency vehicle access and not wanting to attract kids. Solution is the urban forest.

Adrian – we intentionally left out landscaping.

6:15 Dawson – Time check.

Sam – Board could hold a special meeting or the other option is two special meetings to allow 4 hours for comments.

Dawson - if we do a special meeting it should be done within a week.

Jamison – We could be efficient in a follow-up meeting now that we're introduced to the project.

Decision made to continue meeting.

6:38 – Jamison begins the continuance and wants to start with a discussion of Markt.

Jamison – How does the brewery space wrap to address Valmont. Matt responds.

Jamison – Is the Valmont side all glass? Matt responds.

Elaine clarifies that it's a brewpub and not a brewery.

Jeff D – Points to upper right image of the Markt page of the packet that's disconcerting. (picture taken from the west bound lane of Valmont just east of the tracks)

Jamison – Has similar concerns about eastern gateway to project. Maybe the back is a smarter place to include the lime green. It's a modern building and the modern materials are consistent and well done.



Jim Bailey – How is service handled on Markt? Matt responds.

Michelle – What’s the transition from the bike path to the brew plaza? Windows are too close to the roof. Provide more warmth.

Jamison – It would be a shame if you couldn’t cut your bike over to the plaza.

Jim Baily – Will the BNSF fencing remain?

Adrian responds that the rail issues will be left to the city and Elaine agrees.

Jeff Dawson – I think the Markt building will be spectacular, but the windows aren’t considered pedestrian scale. So important for the storefront system to work. Can’t be a regular storefront system, needs to have something else there. Matt highlights some other elements of the plaza, including the lighting and programming of the space. Jeff responds that Matt is talking about all the right things. Encourages team to think about how the entry will work, as there’s a large element hanging over the entrance.

Jamison wanted to clarify the raised platform in the brewpub plaza. Was relieved that it was only for the patio and that there’s steps/ramp down.

Jim Bailey – I like the building!

Jeff – The plaza can frame the view of the Flatirons.

Sam Assefa – Reminds the Board to comment on the materials. He says that buildings that look great in renderings hardly ever result in great buildings.

Jamison – This is the most complete materials boards that we’ve seen since I’ve been on the Board.

Sam – We received the same for 3100 Pearl.

7:00-7:25 – Sidetracked conversation on what makes a good contemporary building based on Sam’s comments to focus on the detailing.

Jeff Dawson – The Markt building will be a lightning rod. You have to nail it with the materials and the detailing. Needs fantastic detailing to be successful and need the team to take that seriously if they want the Planning Board to support it.



Jim Bailey – This is coming to us at a conceptual SD phase so he sides with Matt’s point. Can’t have all the details at this point.

Jamison - can we see the building again at the DD level to give additional design guidance at that point?

7:30 – Let’s Continue with the Timber Lofts building.

Jeff Dawson – I really like this building a lot. On the Woonerf side can we bring the materials down to the street more? North elevation is very compelling to Jeff, really likes it and wouldn’t change much there.

Jamison – Very skillfully done building and like the definition of the townhomes and other structures. He adds that it’s a big misstep to have 4 residential units on the Woonerf. Very vibrant pedestrian experience and then 4 people have to live on that space and he can’t envision it. Possibly add a live/work component for a better transition. He wants to go to the Woonerf but doesn’t want to live in this unit.

Scott responds with the Planning Board comments about people spilling out onto woonerf and agrees with Jamison about the live/work solution.

Board supports the location of the parking entrance.

Michelle – Don’t keep separate materials that mesh on a flat surface.

8:00 Discussion by all members and Leslie Ewy(civil engineer) regarding transformer placement.

Discussion by Jamison and others about the use of the CMU around the site. It could be pulled off or look bad if not done well.

Dawson cautions about the use of metal panel. If not detailed and constructed well it will look shed-like.

David McNerny - How long do you expect this building to last? How does the use of wood relate to the life expectancy?

Jeff – There’s a misconception here that the only durable material is stone or masonry.

8:20 – Move on to Meredith House



Jeff D – Would like to see a residential use/units brought down to the ground floor. Does not want to see the ground floor go dark, needs to be active. Live/work?

Michelle – Could you include operable windows facing the park? Community room looks closed off and shaded.

Jim – Remember that the roll-up door is facing west and will be very hot in the summer months.

Jamison - Loves the combination of the natural wood and blue.

Jamison – Consider attached sidewalk leading to Meredith Park. Grass not needed.

Jeff – This is an impressive amount of material you've provided for us. You've set the bar high for other projects coming after you.

8:50 – Meeting adjourned. Continuance will occur next Wednesday the 15th.

CITY OF BOULDER
BOULDER DESIGN ADVISORY BOARD MINUTES
April 15, 2015
1720 13th Street Conference Room
(Continuation meeting from the April 8, 2015 BDAB meeting)

A permanent set of these minutes and a tape recording (maintained for a period of seven years) are retained in Central Records (telephone: 303-441-3043). Minutes and streaming audio are also available on the web at: <http://www.bouldercolorado.gov/>

BDAB MEMBERS PRESENT:

Jamison Brown, Chair
Jeff Dawson
David McInerney
Jim Baily
Michelle Lee

PLANNING BOARD EX-OFFICIO MEMBER PRESENT:

Bryan Bowen

STAFF PRESENT:

Sam Assefa, Senior Urban Designer
Elaine McLaughlin, Senior Planner for Planning & Development Services

BOARD DISCUSSION:

1. Summarize notes from April 8, 2015 BDAB meeting

Board members shared their notes from the previous BDAB meeting due to the failed audio recording.

2. Continuation of S'PARK Project Review

BOARD COMMENTS:

Rail Yards building

J. Brown noted that all of the board's comments are with the Design Guidelines in mind even if they do not agree with them. He stated that the applicant not be required to have some sort of graffiti art or other intervention at the back of the building. It is not fair to ask this project to create more of a streetscape presence along the bike path when two other new buildings have blank walls along the railway. The backside of the Railyards building is a good compromise and has an attractive façade including the service corridor. This rendering satisfies the Design Guidelines.

- **J. Dawson** agreed. He also suggested bringing the glass further around on the South side just up to the first bay. This could provide a future opportunity to wrap the Plaza around the building to connect to the platform. It would set the applicant up for success if that space is ever a restaurant or retail space.
- **J. Baily** recalled that the overall master plan for this area calls for a plaza at the south end of the building. He suggested wrapping the glass around the South side, even to the

service core. A different location for the transformer would be smart. This is a great solar elevation.

M. Lee liked the service quarter on the east elevation. She recommended that the applicant not bother with removable panels, but create interest with little moves, like creating a dimensional pattern with the CMU (Ideal Market CMU pattern example). The long blank walls are a great way to leave placeholders for functional art.

- **D. McInerney** pointed out that in the TVAP guidelines there is a specific reference to providing art. He encouraged the applicants to explore the idea of making space available for community art. There is also a statement that the plaza should be a third of an acre but the proposed plaza looks smaller on the plans.

J. Dawson had a concern with the proposed angles in the plaza area. One is not quite north/south the other is not quite east/west. He thought it may be more effective to relate them to the geometry of Bluff St. A modification that recognizes the change in geometry could be a way of announcing the plaza and making that corner special.

J. Brown: As it is in the plan now, the cul-de-sac terminus is a lost opportunity. You could embrace the town square and create something other than a curbed asphalt roundabout. Set yourself up to have a gracious connection to the future rail plaza or to the south by taking the woonerf concept and bring it all the way down.

Landscaping

J. Brown recommended bringing the material change further down Bluff Street with a pedestrian quality to the paving. There is a lot of potential with the roundabout space that is not being taken advantage of. The trees in the hard plaza look conservative. Be really bold with that aspect and perhaps plant faster growing trees.

D. McInerney was intrigued by the contrast between ginkgos planted in formal rows near Valmont and in a cluster at the plaza. He is in favor of ginkgos on the site because they survive under difficult conditions.

The board and staff had a discussion about the roundabout space.

- **S. Assefa:** Staff has had concerns about the roundabout disrupting the public space. The space should be a continuation of the material that is on the woonerf. If this area is closed off it is only going to be used at certain times of the day.
- **B. Bowen** informed the applicant and the board that Planning Board had a lot of discussion about pulling the kiss-and-ride back to the west rather than pulling it in further.
- The applicant will adjust the way it is graphically displayed and resubmit.

The applicant asked **J. Brown** and **S. Assefa** if they would recommend removing the five trees within the roundabout.

- **J. Brown** answered that if they think about the space as a complete plaza contiguous with the woonerf that will direct them where to plant. They will need to have the circulation path open within this new multi-use space.

The board unanimously supported the extension of the woonerf concept.

J. Brown pointed out an opportunity at the top of the woonerf at the bend in the road to still allow traffic to go through that space, but perhaps put in a raised table intersection at that corner. The sidewalk could be an expression of the extension of the woonerf.

Eastern end of Bluff Street

J. Dawson: The pelote and arcade make the most sense on this building but am concerned with its pervasive use throughout the project.

- The elevation with the lighter materials could be simpler with less cross hatch pattern and a simpler background. He liked the window patterns but wondered if a more consistent color would be more dramatic in its simplicity. In general he recommended bringing more materials and building forms down to the ground on the S'PARK buildings rather than having them terminate and hover above the first floor.
- **J. Brown** voiced a concern about the storefront treatment being exactly the same for every retailer which moves away from the precedent images that were shown. He encouraged that applicant to choose a unique system with the façade being taken on by the tenant with material changes with each store. He used Twenty Ninth Street Mall as an example. The architecture team should have a system that is flexible enough to change if needed.

E. McLaughlin directed a question to **B. Bowen** regarding a Planning Board comment: Planning Board was concerned about the length of the building of the commons and questioned the permeability of the building and possibly breaking it up.

- **M. Lee** responded: Because of the 1:1 ratio people will only be looking at the first 14 feet of the building. She agreed that that building can be that long. She agreed with the thought of encouraging trendy variety on the lower level that could potentially attract more retail tenants. She recommended that the CMU become the demising, regular architecture between the opportunities for retailers to express their storefronts so there is not a need to rely so heavily on signage. Signage guidelines are still important to have.
- In relating to the materiality and the wood, the upper level feels good but the wood located below the steel window on the second and third levels seems awkward and too light of a material in these locations. The weathered wood, in the locations below the windows, looks like a décor decision, whereas metal or trespa below steel windows seems more appropriate.
- **J. Brown** agreed and suggested losing the wood in that section and carrying one of the other materials around.
- **J. Dawson** pointed out that the materials are very similar in tone. Having them be closer to the same color value makes more sense and the wood or one of the other materials can be removed. He recommended that the windows stay the same but that they simplify the materials around the windows in the horizontal element.
- **J. Brown** recommended removing the ghost wood portion and bringing the red metal underneath the windows which would bring it in line with the parti.

The applicant asked **B. Bowen** and the board about the Planning Board comments regarding the concept plan review for the commons.

- **B. Bowen** responded that there will most likely not be an interest from Planning Board in creating a pedestrian penetration through this building in this area.
- **J. Dawson** agreed and suggested encouraging people to stay within the woonerf. He supports a long, simple, and well-composed building that has plenty of energy at the ground floor. Continue to wrap pedestrian-oriented uses around the ends as far as possible.
- **J. Baily** supports a long building with a service corridor and loading dock on one end.
- **D. McInerney** noted that the long, continuous building also serves as a noise barrier and encouraged the applicants to keep the materials as simple as possible.

Ciclo/Valmont & 34th

J. Dawson struggled with the square combinations and proportions of the windows and suggested letting this building be influenced by the Railyard building. He questioned whether or not the portions of the buildings that are floating above the sidewalk would dilute the power of the arcade and make 34th Street feel overwhelming. The use of wood does not feel like a permanent material and the structure needs work in materiality and the rhythm of the façade. He liked the Meredith and 44th Street corner in terms of the composition and recommended reproducing that corner onto the Valmont corner. The east corner of 34th Street should be an extension of the space with more public architecture to draw you in.

- **M. Lee** agreed with the statements regarding Valmont and 34th Street and asked if there would be a way to tie that corner together with Meredith and 34th Street.

The board and applicants discussed ideas for the north side of the building such as outdoor space, a display case that establishes a theme for the project (more of a marquee), etc.

There needs to be some way to slow down traffic in this area on Valmont. Create a feeling of entering into a neighborhood and people will naturally slow down.

J. Baily agreed with the concerns on corner and had some other concerns with this building. He thought the context of the building was difficult with the mobile home park across the street on Valmont and the strip of service industrial 1-story buildings which will allow the north and west elevations to be very visible. The north elevation feels like a storefront and he would like to see the building materials wrap around more. It seems that the cheaper materials have been selected for the west side which will still be very visible. He also had a concern with the building height on north side which seemed to abrupt. He agreed with keeping the corner open and using more landscaping and less hardscaping. The eye should be drawn to the signature building on east side of 34th Street. The butterfly roof is also presents challenges especially with the mechanical equipment.

J. Brown inquired about where the retail component and front of house business of Community Cycles will happen. He encouraged the applicants to work with Community Cycles for how to organize the retail space.

- There is an opportunity on the 34th Street frontage or the corner of Valmont to have a retail component expressed more. The façade seems like the back of a building. Putting in larger windows in the bedrooms would help with this.
- He also noted that 34th Street, the main commercial area, is not being treated from a landscape standpoint. He suggested bringing some of the woonerf area over from the other side to the frontage of the building would help it look more commercial.

M. Lee thought the building was too abrupt on 30th and suggested adding a seatable planter at the base to help ground the building.

- She liked the height of the building but shared some concerns with the angle of the roof as it appears that it is draining back into another structure. She recommended they provide more space around the butterfly roof and making that central circulation be negative space.
- The corner of Meredith and 30th Street gets a little complicated with all of the different volumes coming together on that corner.
- She noted that there is nothing to capture the bottom of the wood material. There could be some weatherproofing material like a steel beam at the bottom and the slats should be powder-coated metal slats.
- She felt that the long, slender windows on the street face did not have a human quality to them. There is a lot going on with the variety of sizes and proportions of the windows.

J. Dawson liked the change in the wood and the warmer color pallet. He asked if it was possible to bring the wood down onto the colonnade.

The applicant asked board members to confirm feedback regarding the tree-lawn/sidewalk relationship. They confirmed that it should be an urban streetscape

Overall, the board felt hesitation with this building.

There was a brief discussion about parking in which on-street parking and removing the left turn lane were discussed. **B. Bowen** shared that Planning Board supported narrow streets and removing the left turn lane, making it more about people than cars.

J. Dawson suggested getting rid of the arcade and pulling the second and third floors back to the first floor.

D. McInerney inquired if the Community Cycle space includes any sound insulation between the residential and commercial spaces as well as an architectural barrier to protect residential areas from industrial odors from the parts cleaning solvent bath at Community Cycles. **J. Brown** and the applicant addressed this question.

S'PARK West

J. Brown brought up some urban design concerns with the townhomes whose fronts and backs face each other. That is going to create a very confusing defensible space that will not feel like a community space. There needs to be a comfortable barrier between your front porch and the

people walking on the sidewalk. He suggested moving the sidewalk further away from the stoops while still keeping the tree yard. He liked the simple pallet and materials of the townhomes.

M. Lee commented on a survey she read of families who are in need of housing. They asked for spaces to grow food and gardens. She challenged the applicant to question the programming and put in spaces for community gardens/garden space.

J. Brown noted that the north and west side of the affordable housing block had no street parking.

- **S. Assefa** noted that BDAB generally does not have purview around streets unless it is tied to the quality of the public place.

J. Dawson liked the doors along the street but there is a lot of movement in these elevations with different materials and volumes. He encouraged them to simplify this area as well as the window patterns.

- He brought up an opportunity to flip the western bank, create a street on the west side and a common alley down the middle. This may help in finding more open/park space or broader front yards on the site. He was concerned about how walls were terminating. There may be interesting ways to create interest at the top of these buildings which will be important.
- **J. Baily** agreed. He also thought that the market rate units work well and have a nice, simple pallet of materials and colors. The affordable housing could benefit from taking the color pallet from the market rate units and tie the two color pallets together between the two. This would simplify the whole neighborhood.
 - He encouraged the applicant to fight to keep the street trees and maintain the design quality from a landscape point of view.

M. Lee thought that the massing could be simpler which would lead to the selection and transition of materials. She agreed with **J. Dawson** in trying out a beefier roof line. The buildings need to have a visible roof. Currently the stucco is uncapped at the tops of the buildings. It makes them look cheap and unprotected from the elements. This is a major Design Excellence point.

- She noted that on the market rate units there are a lot of balconies and private spaces that are usually not both used. She recommended programming less private, multiple outdoor spaces to create a high quality public realm. She suggested simplifying the elevation on the ends of the buildings as they get a little busy in terms of massing and overhangs.

A discussion will take place at the next BDAB meeting about the board's purview on landscaping recommendations.

APPROVED BY

W.B.
Board Chair

6.10.15
DATE

CITY OF BOULDER
BOULDER DESIGN ADVISORY BOARD MINUTES
May 6, 2015
1777 Broadway, 1777 West Conference Room

A permanent set of these minutes and a tape recording (maintained for a period of seven years) are retained in Central Records (telephone: 303-441-3043). Minutes and streaming audio are also available on the web at: <http://www.bouldercolorado.gov/>

BDAB MEMBERS PRESENT:

Jamison Brown, Chair
Jeff Dawson
Michelle Lee
Jim Baily
David McInerney

BDAB MEMBERS ABSENT:

PLANNING BOARD EX-OFFICIO MEMBER PRESENT:

Bryan Bowen

STAFF PRESENT:

Sam Assefa, Senior Urban Designer
Chandler Van Schaack, Planner I

1. Board Matters

Meeting minutes and meeting efficiency:

The board discussed the efficiency of the BDAB minutes taking process and the structure of the meetings. They looked at examples of minutes from the Board of Zoning Adjustment, Environmental Advisory Board, Landmarks Board and Planning Board. **S. Assefa** gave a brief overview of how the minutes taking process has worked in the past for BDAB.

J. Brown suggested following some sort of standard operating procedures to help the board be more concise as well as having the board create a final summary of recommendations for each design guideline at the end of each meeting. He liked the idea of voting, in a format that follows the Design Guidelines, to make sure the board's view is clear. He also noted that projects have been coming to them at different stages of design and that consistency in this would help the board review at the appropriate level.

J. Dawson shared what BDAB has done in past meetings. He thought it would be helpful to inquire of past applicants as to when they felt they received a good review, how that review process worked and what stage of the process they were in at the time. He recommended polling a few people to find out what they found to be effective and also asking other local jurisdictions how they handle their design review process.

The board requested that Planning Board give direction to BDAB, if they review the projects before them, as to what aspects of the project they would like BDAB to focus.

B. Bowen suggested scheduling a matters item with Planning Board to discuss BDAB's role in conjunction with Planning Board.

S. Assefa stated that the BDAB retreat would be in mid-August and the agenda will be sent out closer to time.

2. Armory project review

C. Van Schaack gave a brief overview of the project followed by a presentation by the applicant.

BOARD COMMENTS:

Big picture

J. Dawson thought the south side of Zamia could be a little more sedate. Rather than breaking it into three pieces on the south side perhaps make it one building which would flow nicely into the intersection.

- In reference to the two ice cubes (the corner elements framing the entry to Zamia off Broadway), he thought the applicant did a good job at breaking down the blocks so that they do not feel like superblocks. He liked the SW corner of Block 1 but felt that it should only be done once and that the Block 2 ice cube should be different. Having that one subtle difference on the corner would help to break down the scale of the southern block. J. Brown agreed. There was also agreement among several board members on J. Dawson's comment that the Broadway frontage on Block 2 needs to be simplified, preferably by adding more brick in place of some of the lap siding.
- He was concerned about the pedestrian ways. He encouraged the applicant to focus on those spaces and make them more effective (he used the pedestrian walkway from Pearl to Walnut as a positive example). He felt that the elevation of the bridges was very important and would like to see them in more detail. In reference to the pedestrian connection, he recommended using materials that would help the look of the bridge structure rather than glass boxes. He emphasized the importance of the Block 1 alley entrance off Zamia.

J. Brown thought the applicant did a great job of separating the warehouse building from the townhouse development. The detached sidewalk made sense particularly on the retail component with the additional plaza space and he thought they did a good job at handling the grade separation. He encouraged that applicant to be as bold as possible with how they attract people into the common interior spaces and suggested they look at other recent developments as examples of what works and what does not (in particular, he suggested visiting the Twenty Ninth Street residences to see an example of what does not work). He liked the uses and layout of the community plaza but cautioned that the heavy use of steps, sitting walls and raised planters could give the space a sort of maze feel and suggested simplifying the design.

- He pointed out that the Design Guidelines call for narrow streets in the north area. He did not support the angled parking spaces on the 13th Street on block 1. He suggested leaving the street's center line and curb where it is and putting in fewer parallel parking spaces or reverse angle parking to be more pedestrian and bike friendly.

J. Bailly noted that the Broadway side of the southern block did not have much brick and thought that it needed a greater sense of permanence.

J. Dawson agreed and suggested they pull in the CMU that is used on the warehouse elevation and also look at a more permanent treatment of the two floors with the corrugated material on top.

M. Lee wondered if pools actually worked well as community building features since they can be dead space in the colder months. She recommended putting in flexible programming space here.

J. Brown recommended they make sure the patio spaces of the units directly on the pool deck are comfortable for the residents.

Arts market corner building (Building B)

J. Baily suggested the applicants think about how the glass works with the ground plane.

J. Brown suggested repeating the southern plaza elevation along the northern elevation on Lee Hill on the arts building, rather than the current elevation, for a more sophisticated, well-composed urban approach. Regarding the Broadway frontage of Building C, south of the Arts Building, he also recommended anchoring the brick element by bringing it down to the ground rather than floating above the glass. He struggled with the shed roof facing Lee Hill. He liked the gabled pitch on the residential building on the south block and suggested they pull that into this building to make the Broadway elevation more attractive. He also thought that the stairwell would not have the desired impact. This should be a prominent face for the building. He suggested having the retail embrace the whole corner.

J. Dawson noted that the geometries and materials on the corner did not meld well.

The ground floor experience for the pedestrian has to be done smartly.

The north façade could be a lot quieter, similar to the south façade.

J. Baily thought the applicant handled the grade very nicely on the site. He thought the stairs and accessible ramps would be a challenge on the different plazas and entries. He recommended mainstreaming the handicap and non-handicap access points to be more welcome to everyone. He also suggested putting in more seating in place of some of the planters.

The overall consensus of the board seemed to be that Building B should be simplified and should incorporate more wood and less stucco and lap siding.

Building C

J. Brown recommended bringing the 3rd floor forward on the Broadway façade as well as bringing the building down to the ground – similar to the warehouse building, but with brick. He thought the idea of a slender metal column in the open retail area worked well.

J. Dawson agreed that this elevation would benefit from simplifying and pulling the brick down.

There was discussion about the south elevation of Building C along Zamia. Several board members felt that the CMU should be continued all the way up the building. There was also unanimous consensus that the yellow blade wall should be removed.

M. Lee encouraged the applicant to think of a way to simplify the full glass entry and put more money into a higher quality material on the “cube” at the corner, such as metal panels rather than stucco. She encouraged the applicant to eliminate or simplify the reveals on the 3rd floor. She was hesitant towards fabric awnings being located on an upper level residential building.

J. Baily noted that there was a lot of glazing on the two top floors and he had a hard time picturing that being successful for a residential function. Regarding the ice cubes, he encouraged the applicant to pay attention to the tinting of the glass and the railing and balcony system. He envisioned the ice cube material as zinc or as a smooth material instead of stucco.

J. Brown thought that an opaque glass panel might be nice on the ice cubes and encouraged the applicant to make it special if it was only going to be done once in the development.

There was discussion regarding the materials used on the ice cubes, with general consensus that stucco was unacceptable and that the more symmetrical, cruciform fenestration pattern shown on the rendering was preferable to the design shown on the elevations. **J. Dawson** suggested using composite metal paneling and tinting the bottom bay of recessed glass.

Building D

J. Brown did not recommend using orange, red and yellow on this building. He recommended using more subtlety that would contribute to a clean façade. He also recommended pulling the greenhouse back from the parapet and having it go across from the metal roof to the greenhouse. He felt like they had not gone all the way with the move.

J. Dawson thought this building was elegantly done with the dutch gable, the simplicity of the brick up to the 2nd floor, and the metal material. He would like to see same simplicity on the north building. He noticed the greenhouse break but did not like where the brick breaks away from the balcony on the right side. He suggested continuing the glass through parapet.

Regarding the greenhouse, the consensus was that the applicant should make up their mind and stick with one design or the other (more glazing or less), as long as it is simplified.

There was also discussion about the blade wall, with several board members agreeing that it should be removed.

Building E

J. Dawson disagreed with changing the building material from brick to stucco. He thought the brick made it consistent with the rest of the block.

J. Brown encouraged the applicant to be thinking about the exterior treatment of the buildings around the pool area to ensure it does not make the space feel smaller.

The applicant inquired about the use of stucco as a primary material.

J. Brown stated that it depends on the type of stucco and how it is applied. he has no issue with hard coat stucco. The most important factor is that the building tie into Building D architecturally but also transition to the existing neighborhood to the south. If stucco were to be used there would have to be lots of details and assurances that it would be of the highest quality.

J. Baily thought the light colored CMU on the base of the east elevation drew too much attention to the parking garage. He also encouraged them to keep the elevations simple in terms of number of materials - especially on the residential buildings.

The applicant asked what to do if they were to eliminate the southern ice cube building.

J. Dawson suggested having a break in the glass where the stairwell is and having the building on the right wrap around to the left of the stairwell, but keeping the vertical glass break. He also encouraged the applicant not to fall into the trap of trying to break the buildings down into smaller pieces to create visual interest.

J. Brown noted that it is not as important to create a gateway into the neighborhood as it is to create a cohesive neighborhood. One idea for the ice cube is to leave it on the right hand side and allow the left building to come around.

3. Continuation of board matters

The BDAB 2015 Retreat was set for August 12. **B. Bowen** suggested holding it at the Wild Sage Common House.

APPROVED BY:


Board Chair

6.10.15
DATE

CITY OF BOULDER
BOULDER DESIGN ADVISORY BOARD MINUTES
June 10, 2015
1777 Broadway, 1777 West Conference Room

A permanent set of these minutes and a tape recording (maintained for a period of seven years) are retained in Central Records (telephone: 303-441-3043). Minutes and streaming audio are also available on the web at: <http://www.bouldercolorado.gov/>

BDAB MEMBERS PRESENT:

Jamison Brown, Chair
Jeff Dawson
Michelle Lee
Jim Baily
David McInerney

BDAB MEMBERS ABSENT:

PLANNING BOARD EX-OFFICIO MEMBER PRESENT:

Bryan Bowen

STAFF PRESENT:

Sam Assefa, Senior Urban Designer
Charles Ferro, Development Review Manager
Elaine McLaughlin, Senior Planner
Karl Guiler, Senior Planner

BOARD DISCUSSION:

1. Approval of Minutes

BDAB approved the April 8, April 15 and May 6, 2015 BDAB minutes.

2. Pearl Place Project Update

The applicant gave a brief update of the project.

BOARD COMMENTS:

J. Baily liked the canopy better in their previous plans which had a softening effect. He thought it stood out in a negative way in the updated plans.

M. Lee and **J. Brown** agreed.

J. Brown thought that the shadow line would soften the transition and help to improve the impact of the large stone wall.

J. Brown liked the brick change.

J. Dawson also liked it. He pointed out that in larger renderings the applicant shows differentiation between the pattern in between the windows versus the planned spaces. He liked the uniformity of the brick color but was concerned that it might be too monolithic with the continual horizontal pattern. He suggested thinking about breaking it

up.

D. McInerney thought that the additional shadowing would be very effective. He did not mind the linearity of it since it will mainly be viewed by people travelling along a linear path.

J. Dawson liked the previous brick pattern better, but supported the new pattern as well. He felt the previous pattern was more in keeping with the original design. He encouraged the applicant to keep exploring the detail in the brick masonry.

J. Brown noted that people will experience the building depending on where they are viewing it from. The brick would lose the raked shadow effect if seen from far away but nearby pedestrians would appreciate it.

J. Dawson thought that sandstone panels would have been nice on the block facing the loading dock and suggested using a larger panel of sandstone to express that there is a different function there.

M. Lee had no issue with it since it is such a deep corner that's not highly visible.

J. Brown discussed having the corner brick volume recede in a little bit to break that plane.

The board approved of the brick changes but with a minority opinion preferring the previous pattern.

3. The Reve Project Review

J. Dawson recused.

J. Brown left the meeting at 6:30 p.m.

E. McLaughlin gave a brief overview of the project followed by a presentation by the applicant.

J. Baily asked **E. McLaughlin** to provide clarity on what areas were included in the Boulder Valley Regional Center Design Guidelines (BVRC) versus the Transit Village Area Plan (TVAP). He thought the BVRC guidelines were critical to the corner of Pearl Street and 30th Street if it was identified as a gateway in BVRC.

E. McLaughlin responded that the TVAP was adopted after the BVRC so it supersedes it but, at the same time, these are guidelines and the board should draw from both of them in their review. She agreed with **J. Baily's** point that addressing gateway areas is critical and that there is a lot of overlap in the two guidelines.

BOARD COMMENTS:

J. Brown thought the 2nd option/view was much more in line with what BDAB has been asking for in terms of the simplicity. He liked how the metal panel and the grey came down and separated the corner piece. It allowed the brick to stand out and have some prominence.

S. Assefa noted that it is much better to have balconies integrated into the building as it is in the applicant's plans.

J. Brown, in reference to the courtyard, stated that in the Form-Based Code workshops there were discussions about corner treatments and special courtyard interjections along streetscapes. He noted that the courtyard needs to be thought of holistically within the whole neighborhood. Not every building has to have some sort of intervention and building to the street is not a bad thing. He doesn't think the courtyard is needed on the building at the corner of Pearl and 30th Street.

J. Brown inquired as to why there could not be one street instead of two half streets at the south end of the building.

A discussion followed and the applicant stated that they would prefer it be one shared street. They have tried to solve this but, since that has not been possible, their direction was to build their own road per the TVAP.

C. Ferro stated that a meeting between Solana & Reve will be convened to discuss what some options are and how it would impact both of their buildings.

J. Brown suggested strongly expressing the public component of the live/work units and making sure that they do not look too residential.

M. Lee thought the changes on the north corner of Pearl Street and 30th Street was huge improvement. She encouraged the applicant to keep pushing for this corner to be a signature corner of the development and to think about tying in more of the culture of that area (such as sports, tech, etc.).

J. Baily agreed with M. Lee's comment and also noted that this is a designated gateway corner in the BVRC so it is important to create something special on the corner. He thought the building was going in the right direction and showed a huge improvement from previous plans. He noted that the north facing courtyard was in permanent shadow and did not think it was as nice as the other spaces in the development. On the east elevation he suggested having the balconies partially inset as they are on the west elevation. It would improve the whole space to have that third dimension here.

M. Lee had an issue with the amount of glass used on the lower level office space of building 2. It is okay on the corner, but overall it does not provide the best pedestrian experience.

J. Brown felt that permeability was important on this building. He liked the natural feel of the chamfered corner and how it related to the current ditch opening. From an urban design standpoint he pointed out that there is a believable pedestrian promenade that happens along 30th to Walnut Street. He encouraged the applicant to not ignore this building as a pedestrian way and think about what the ground floor activity should be. Maybe it should be more about the programming on the interior (i.e. not just lines of cubicles).

M. Lee thought that the north corner in the first drawing was more dynamic and interesting than in the second drawing.

J. Baily agreed with **M. Lee's** comment. In the first drawing, he did not like the awkwardness between the punched windows portion to the south and the giant curtain wall. The punched windows on north portion were not inviting to the open space area to the south and he preferred the first drawing which better engaged with the open space.

S. Assefa liked the hybrid between the first and second drawings.

J. Brown liked the terra cotta material. It has the warmth of brick without being brick and it has variation in its tone which speaks to the things that Boulder has asked for without doing brick again.

The applicant inquired of the board if it would be better to have the lobby shifted more towards the center and have a setback entry courtyard into that permeability back to the mixed use courtyard.

M. Lee liked that idea for the second drawing. It does not need to be regular, rhythmic blocks but it needs to happen more organically where functionally appropriate.

J. Brown felt that if the applicant was going to create a recess or offset when the materials change that having the halo continue around may not be the right way. He also felt that the space between the two buildings could be an issue. He suggested having a tree canopy running down the center could help soften the interchange between the two uses.

D. McInerney noted to the applicant that in describing both the west and east facades they mentioned their distaste for floating panels of fake masonry. He asked if they had looked at bringing the terra cotta down to the ground and putting in smaller windows.

J. Brown thought that the residential buildings could use similar calming that the applicant treated the corner building with. There was more movement than needed. **D. McInerney** agreed.

J. Baily agreed that they should not get too busy with the materials. He also inquired as to why they changed the residential building from one over three to three over one. He noted that they had established some rhythm from 30th Street with the one over three and he did not see a compelling reason to change it.

The board members present agreed that simpler articulation would be better.

M. Lee liked the idea of getting more sun in between the buildings. There is a lot of shade going on with the height of the buildings. She thought perhaps that softening the buildings at the corners would help let more sun in.

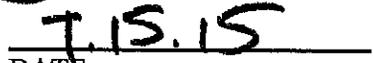
J. Baily brought up that in the overall housing surveys for Boulder, many people said that these types of developments are not providing a sizeable private open space. He told the applicant that they have the opportunity to create spaces for those people who want a significant outdoor terrace. It would work well here since it is looking into a shared open space. He also stressed the importance of keeping the street trees in place when dealing with such a dense environment.

The board concluded that the revised plans for the building north of the ditch were a significant improvement over the plans originally distributed to the board. The applicant presented some worthwhile ideas for the buildings south of the ditch, but additional work will be needed to resolve these ideas.

The applicant plans to check in with BDAB again after their second site review submittal this year.

APPROVED BY:


Board Chair


DATE

**CITY OF BOULDER, COLORADO
BOARDS AND COMMISSIONS MEETING SUMMARY**

NAME OF BOARD/COMMISSION: Environmental Advisory Board

DATE OF MEETING: May 6, 2015

NAME/TELEPHONE OF PERSON PREPARING SUMMARY: Susan Meissner,
303-441-4464

NAMES OF MEMBERS, STAFF AND INVITED GUESTS PRESENT:

Environmental Advisory Board Members Present: Steve Morgan, Tim Hillman, Brad Queen and Karen Crofton.

Staff Members Present: Brett KenCairn, Kara Mertz, Elyse Hottel and Susan Meissner

MEETING SUMMARY:

- The board made the following recommendations regarding the Greenhouse Gas Inventory:
 - The board cautioned against setting actionable city policies based on this data set due to the shift in basis. With different data sources, it is not possible to be completely confident in the accuracy of the findings.
 - Differences in weather from year to year can play a large role in data and findings. Consider tracking to other communities in the Denver metro area as a comparison.
 - Identify areas of the data set with the most impact; focus attention to firm those areas.
 - Use round numbers as much as possible and put numbers in terms that people understand i.e. translate kilowatt hours into dollars and explain what that means in terms of fossil fuels and renewable resources.
 - Implement an intensity target as opposed to an absolute emissions reduction. Absolute numbers are antithetical to a growing city.
 - Separate commercial from industrial sectors if possible; the building stock and actions that can be taken for each are quite different.
 - For the residential sector, consider calculating energy use at intensity per square foot as opposed to per home. This would highlight the impact difference between large and small homes.
 - Look at some of RMI's strategies for messaging and methods for engaging communities through competitions, etc...
 - Ensure solar is properly accounted for and that it is not doubly counted.
 - Be cognizant of significant digits and model accuracy.

- The board supported the proposed Zero Waste Ordinance and recommended that it be implemented within a two-year timeframe. They agreed to write a letter of endorsement to City Council to that effect.
 - Extending the timeframe to two years would be preferable because it would avoid bottlenecking issues and would garner more community support.
 - Include an educational component to provide clear guidance on the waste streams to residents and the tourism industry.
 - Encourage compliance as opposed to punishing landlords and business owners.

1. CALL TO ORDER

The Environmental Advisory Board Chair **S. Morgan** declared a quorum and the meeting was called to order at 6:11 p.m.

2. APPROVAL OF MINUTES

On a motion by **K. Crofton**, seconded by **B. Queen**, the Environmental Advisory Board approved (4-0, **M. Lommele** absent) the May 1, 2015 meeting minutes.

4. PUBLIC PARTICIPATION

Randy Moorman, Eco-Cycle’s Director of Community Campaigns, spoke about the Zero Waste Ordinance. Boulder would be the third city in the country to have full access to composting and recycling after Seattle and San Francisco. He asked that the board endorse Option A to require that the regulations go into effect immediately. He felt that it would be easier for everyone to go online at once.

5. PUBLIC HEARING ITEMS

6. DISCUSSION ITEMS

A. Greenhouse Gas Inventory Update (Elyse Hottel, Local Environmental Action Division)

E. Hottel provided an update to the board on the city’s Greenhouse Gas Inventory and asked for input. She explained how the data was derived and discussed some challenges with non-conforming data sets.

7. OLD BUSINESS/UPDATES

A. Proposed Zero Waste Ordinance Update and request for letter of support from the board (Kara Mertz, Local Environmental Action Division)

K. Mertz provided the board with an update on the Zero Waste Ordinance that will go to Council for a second reading at the end of May. She requested the board’s feedback on different timeline options and asked the board to provide a letter of endorsement for inclusion in the City Council packet.

B. Board Protocol for Responses to Public Emails

The board felt comfortable with the proposed protocol.

8. MATTERS FROM THE ENVIRONMENTAL ADVISORY BOARD, CITY MANAGER, AND CITY ATTORNEY

A. Information Item: 2016 – 2021 Greenways Capital Improvement Program

M. Lommele will represent the EAB on the Greenways Committee.

9. DEBRIEF MEETING/CALENDAR CHECK

10. ADJOURNMENT

Environmental Advisory Board adjourned at 8:43 p.m.

Approved:

 7/1/15
Chair Date

**CITY OF BOULDER, COLORADO
BOARDS AND COMMISSIONS MEETING SUMMARY**

NAME OF BOARD/COMMISSION: Environmental Advisory Board

DATE OF MEETING: June 3, 2015

NAME/TELEPHONE OF PERSON PREPARING SUMMARY: Sandy Briggs, 303-441-1931.

NAMES OF MEMBERS, STAFF AND INVITED GUESTS PRESENT:

Environmental Advisory Board Members Present: Tim Hillman (Acting Chair), Brad Queen, Karen Crofton and Morgan Lommele.

Environmental Advisory Board Members Absent: Steve Morgan

Staff Members Present: Brett KenCairn, Greg Guibert, Sarah Huntley, Colette Crouse and Sandy Briggs.

MEETING SUMMARY:

- ❖ Resilient Boulder - Phase I summary and Phase II preliminary focus areas
 - The board discussed the early stages of the resilience program in terms of available resources, learning from history, building strategy, identifying focus areas and engaging the community.
 - **B. Queen** suggested that staff conduct an up-front cost-benefit analysis of spending on resilient infrastructure in the effort to reduce impacts of natural disasters and to allow the city to rebound more quickly. A quantitative approach to investing in the program would be useful for justifying the front-end expense. The example of the Creek Path underpasses was illustrative of his point that the money spent to build them likely reduced the amount needed to rebuild after the flooding in 2013.
 - The board discussed the benefits of “piggybacking” or otherwise leveraging work that staff is doing and has already done.
 - The board requested guidance as to how they could help and what would be the most effective and useful way to share information. Updates will be provided as necessary per the progress of the program to shed light on how the board can assist moving forward.
- ❖ Climate Commitment
 - **T. Hillman** commented that since each household can expect to spend \$60,000-80,000 to transition its energy assets, the capital expenditure would be greater than net property value increases.
 - **B. Queen** stressed the importance of delineating between capital costs and energy costs.
- ❖ Engagement Strategies regarding Municipalization and Climate
 - Some members articulated concerns that the level of detail offered in the informational municipalization flyer could lose the attention of the average Boulderite. Other members felt that the level of detail was appropriate.
 - There was general consensus that the flyer succeeded in its intent to inform, if not sway, the average person.
 - **K. Crofton** suggested a more targeted approach that would allow people to get the information they want in whatever quantity they want it. This could be accomplished as tailored messages from touch screen kiosks. She also suggested bus ads as a great way to get community attention.
 - **M. Lommele** expressed concerns that the objectives, goals and tactics of the communications plan make assumptions about what people already know and suggested more public education on

a personal level and FAQs. The board discussed costs and how people would engage on individual and personal levels.

- **T. Hillman** asked about the rebranding of Climate Commitment, which is planned for after the framework is rolled out. It might become part of the “Boulder Up” branding, but this is open for ideas and suggestions.

1. CALL TO ORDER

Environmental Advisory Board Acting Chair **T. Hillman** declared a quorum and the meeting was called to order at 6:08 p.m.

2. APPROVAL OF MINUTES

On a motion by **T. Hillman**, seconded by **K. Crofton**, the Environmental Advisory Board voted 3-0 (**M. Lommele** abstained and **S. Morgan** absent) to revise the May 6, 2015 meeting minutes as amended.

4. PUBLIC PARTICIPATION

None.

5. PUBLIC HEARING ITEMS

None.

6. DISCUSSION ITEMS

A. Resilient Boulder - Phase I summary and Phase II preliminary focus areas (Guibert)

G. Guibert provided an update and requested feedback regarding Phase I and Phase II of the 100 Resilient Cities program. He stressed the preliminary nature of the assessment thus far and spoke in terms of common themes, community perceptions, focus areas and actionable items within the next 6 months. He identified three areas that are seen as most manageable early in the process: creating a Safe Haven network, ensuring businesses have economic resilience and managing ecological concerns. He also reminded the board that the purpose of the Chief Resilience Officer is to champion the cause, act as a catalyst and marshal resources, and that existing frameworks would be utilized wherever & whenever logical to accomplish this. Further, time and the realignment of staff resources to include more focus on 100 Resilient Cities and Climate Commitment goals will become necessary going forward.

B. Climate Commitment (KenCairn)

B. KenCairn updated the board on an emerging approach for communicating climate commitment goals to City Council, to city staff internally and the community at large. He proposed a plan to write separate documents that are individually relevant to their respective audiences. He also stressed the need to engage the community to such a degree that people will transform their household energy systems voluntarily. He also pointed out that transitioning to a clean energy economy is now more of a financial than technological issue and that every home and business needs an energy assets transition plan. He further recognized that the city cannot lead or direct the movement by itself and engagement strategies and assistance from neighborhood liaisons will be crucial.

C. Engagement Strategies regarding Municipalization and Climate (Huntley)

S. Huntley detailed three main focus areas for both climate commitment and engagement strategy: assuring our clean energy future by changing our energy sources, using resources wisely and creating restorative ecosystems. Accomplishing broader engagement will include a two phase approach of vetting the engagement framework itself with the community then translating it into a “call for action” that will allow people to take ownership of the larger plan. She also stressed the importance of increasing community understanding about how the various climate commitment, zero waste, municipalization and other plans fit together towards one, larger goal.

Our community understands that climate change is a reality and we intend to leverage this motivation towards the vision of a fossil fuel-free future. The initial effort planned to accomplish this includes creating a video in which kids aged 6-16 tell the story of why climate matters to them and publishing a simplified version of **B. KenCairn's** climate commitment document. Regarding municipalization, the board was informed that many people don't know where we are in the process and many even think the effort is over. To inform and remind people of what the city is doing and why, an extensive and targeted digital marketing campaign and a bilingual mailer will be sent to all City of Boulder residents explaining municipalization at a high level.

7. OLD BUSINESS/UPDATES

None.

8. MATTERS FROM THE ENVIRONMENTAL ADVISORY BOARD, CITY MANAGER AND CITY ATTORNEY

K. Crofton requested guidance regarding board procedures pertaining to emailed communications requiring full board input.

B. Queen suggested she review her new board member packet and possibly attend training to clarify these procedures.

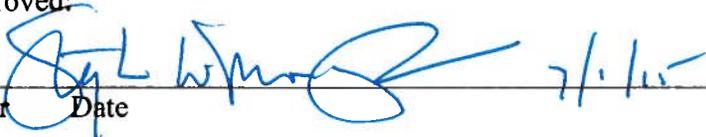
B. KenCairn suggested a more structured approach to discussion and comments during board meetings to better adhere to time constraints.

9. DEBRIEF MEETING/CALENDAR CHECK

10. ADJOURNMENT

Environmental Advisory Board adjourned at 8:19 p.m.

Approved:


Chair _____ Date 7/1/15

City of Boulder
BOARDS AND COMMISSIONS MEETING SUMMARY FORM

NAME OF BOARD/COMMISSION: Human Relations Commission
DATE OF MEETING: June 15, 2015
NAME/TELEPHONE OF PERSON PREPARING SUMMARY: Robin Pennington 303-441-1912
NAMES OF MEMBERS, STAFF AND INVITED GUESTS PRESENT: Commissioners – Amy Zuckerman, Shirly White, Nikhil Mankekar, Emilia Pollauf, José Beteta Staff – Carmen Atilano, Robin Pennington, Karen Rahn, Wendy Schwartz Commissioners absent – None
WHAT TYPE OF MEETING (CIRCLE ONE) [REGULAR] [SPECIAL] [QUASI-JUDICIAL]
AGENDA ITEM 1 – CALL TO ORDER – The June 15, 2015 HRC meeting was called to order at 6:06 p.m. by A. Zuckerman .
AGENDA ITEM 2 – AGENDA ADJUSTMENTS – Add 2016 Martin Luther King, Jr. Day RFP subcommittee selection as Discussion/Informational Item 6. C.
AGENDA ITEM 3 – APPROVAL OF MINUTES – E. Pollauf moved to approve the May 18, 2015 minutes with corrections. S. White seconded. Motion carries 4-0. J. Beteta abstained.
AGENDA ITEM 4 – COMMUNITY PARTICIPATION (non-agenda action items) – Community member Darren O’Connor addressed the commission regarding alternative avenues available for filing complaints against the police.
AGENDA ITEM 5 – ACTION ITEMS A. Election of Chair and Deputy Chair 1. Chair Nomination: Amy Zuckerman – Nominee A. Zuckerman was elected Chair by a vote of 4-0. A. Zuckerman abstained. 2. Deputy Chair Nominations: Shirly White and Nikhil Mankekar – J. Beteta moved to hear from each nominee. E. Pollauf seconded. Motion carries 5-0. Following nominee comments, S. White was elected Deputy Chair by a vote of 4-1. Nominee N. Mankekar received one vote in a vote of 1-4. B. Community Impact Fund – Out Boulder – S. White moved to approve the Out Boulder CIF application in the amount of \$1,575. J. Beteta seconded. Motion carries 5-0. C. Community Impact Fund – BMoCA – E. Pollauf moved to table the decision on the BMoCA CIF application to July, and have BMoCA provide additional information at that time. J. Beteta seconded. Motion carries 5-0.
AGENDA ITEM 6 – DISCUSSION/INFORMATIONAL ITEMS A. Update on Homelessness – K. Rahn and W. Schwartz provided the commissioners with an update on homelessness, including background, the 10-Year Plan, the City Homelessness Strategy and Homeless Action Plan (HAP), homelessness in Boulder and city support, successes in addressing homelessness and next steps. B. 2015 Celebration of Immigrant Heritage RFP – C. Atilano informed the commissioners that the 2015 CoIH RFP had been released. C. 2016 Martin Luther King, Jr. Day RFP – Commissioners E. Pollauf and J. Beteta agreed to be part of a subcommittee of HRC and YOAB members to review MLK RFPs before they are taken forward to YOAB and the HRC. D. Inclusive and Welcoming Community Work Plan – Staff and commissioners discussed the timing of the community survey and the HRC Work Plan item on this topic and agreed to discuss in more detail at the July HRC meeting. E. Remaining 2015 Community Event Fund Grantee Event Dates – C. Atilano reviewed upcoming

event dates and the commissioners agreed on representation at the events.

- F. Living Wage Update – C. Atilano gave an update on work of the city staff committee on Living Wage.
- G. Code Enforcement Report
 - 1. Human Rights Ordinance – C. Atilano reviewed the 2014 data for commissioners.
 - 2. Failure to Pay Wages – C. Atilano reviewed the 2014 data for commissioners.
- H. Event Reports – **N. Mankekar** and **A. Zuckerman** spoke at the Boulder Jewish Festival on June 7. **J. Beteta** gave an update on activities of the Boulder Latino Chamber.
- I. Follow Up Items – Revise the May minutes, open the CIF contract with Out Boulder, add BMoCA CIF application to the July agenda, advise YOP that **E. Pollauf** and **J. Beteta** will serve on the MLK subcommittee, include Inclusive and Welcoming Community Work Plan on the July agenda and update the City Manager’s office that the subcommittee for consultant selection for the Community Survey will consist of **S. White** and **E. Pollauf**.

AGENDA ITEM 7 – IMMEDIATE ACTION ITEMS – None.

AGENDA ITEM 8 – Adjournment – J. Beteta moved to adjourn the June 15, 2015 meeting. **E. Pollauf seconded. Motion carries 5-0.** The meeting was adjourned at 9:35 p.m.

TIME AND LOCATION OF ANY FUTURE MEETINGS, COMMITTEES OR SPECIAL HEARINGS: The next regular meeting of the HRC will be July 20, 2015 in City Council Chambers, Municipal Building, 1777 Broadway.



CITY OF BOULDER
Boards and Commissions Minutes

NAME OF COMMISSION: Open Space Board of Trustees			
DATE OF MEETING: June 15, 2015			
NAME/EXTENSION OF PERSON PREPARING SUMMARY: Alycia Knutson x2047			
NAMES OF MEMBERS, STAFF AND INVITED GUESTS PRESENT:			
MEMBERS: Shelley Dunbar, Frances Hartogh, Molly Davis, Kevin Bracy Knight, Tom Isaacson			
STAFF: Tracy Winfree, Steve Armstead, Mark Gershman, Kelly Wasserbach, Steve Armstead, Annie McFarland, Julie Johnson, Juanita Echeverri, Lisa Dierauf, Katy Waechter, Alyssa Frideres, Leah Case, Alycia Knutson, Megan Bowes, Deonne VanderWoude, Lynn Riedel, Cecil Fenio, Phil Yates			
TYPE OF MEETING:	<u>REGULAR</u>	CONTINUATION	SPECIAL
SUMMATION:			
AGENDA ITEM 1- Approval of the Minutes Tom Isaacson moved the Open Space Board of Trustees to approve the minutes from May 13, 2015 as amended. Kevin Bracy Knight seconded. This motion passed unanimously.			
AGENDA ITEM 2- Public Participation Several people spoke in regard to the staff update on the National Institute of Science and Technology (NIST) trail area changes. They expressed their concern that they have not been included enough in this process, and they wish to regain access to the trail as well as the foot bridge. One member of the public suggested that staff be consistent with their management of muddy trail closures.			
AGENDA ITEM 3- Matters from Staff Annie McFarland, Visitor Access Coordinator, gave an update on the NIST trail area changes. Juanita Echeverri, Education and Community Outreach Coordinator, gave an update on the Open Space and Mountain Parks (OSMP) Art Program. Julie Johnson, Cultural Resources Coordinator, and Katy Waechter, Cultural Resources Technician, presented on the various cultural resource projects. Megan Bowes, Restoration Plant Ecologist, gave an update on the undesignated trail closure effectiveness study.			

Kelly Wasserbach, Engineering Manager, presented on the safety concerns of the White Rocks bridge due to the weather.

AGENDA ITEM 4- Matters from the Board

Kevin requested that the Hogback Trail be closed due to poor/muddy conditions.

AGENDA ITEM 5- Consideration of a motion regarding North Trail Study Area Plan Sideboards

Steve Armstead, Environmental Planner, presented on North TSA Sideboards.

Frances Hartogh expressed her concern that she cannot vote confidently on this agenda item until she has read the North TSA Inventory Report.

This item spurred one motion:

Tom Isaacson moved the Open Space Board of Trustees approve the sideboards for the North Trail Study Area Plan as attached to the staff memorandum presented to the OSBT at its June 15, 2015 meeting. Kevin Bracy Knight seconded. This motion passed four to one; Frances Hartogh dissented.

AGENDA ITEM 6 – Review of and recommendation regarding the 2016 Open Space and Mountain Parks Department Capital Improvement Program Budget and a portion of the Lottery Fund Capital Improvement Program Budget.

Tracy Winfree, Director, presented the 2016 Open Space and Mountain Parks Department Capital Improvement Program Budget and a portion of the Lottery Fund Capital Improvement Program Budget.

This item spurred one motion:

Molly Davis moved the Open Space Board of Trustees approve, and recommend that Planning Board approve, an appropriation of \$11,490,300 in 2016 from the Open Space Fund CIP as outlined in this memorandum and related attachments; and recommend that \$355,300 be appropriated from the city's Lottery Fund CIP in 2016 as outlined in this memorandum and related attachments. Shelley Dunbar seconded. This motion passed unanimously.

ADJOURNMENT: The meeting adjourned at 8:27 p.m.

ATTACH BRIEF DETAILS OF ANY PUBLIC COMMENTS:

None.

TIME AND LOCATION OF ANY FUTURE MEETINGS, COMMITTEES OR SPECIAL HEARINGS:

The next OSBT meeting will be Wed. July 8th at 6 p.m. at 1777 Broadway in the Council Chambers



CITY OF BOULDER
Boards and Commissions Minutes

NAME OF COMMISSION: Open Space Board of Trustees			
DATE OF MEETING: July 8, 2015			
NAME/EXTENSION OF PERSON PREPARING SUMMARY: Alycia Knutson x2047			
NAMES OF MEMBERS, STAFF AND INVITED GUESTS PRESENT:			
MEMBERS: Shelley Dunbar, Frances Hartogh, Molly Davis, Tom Isaacson			
STAFF: Tracy Winfree, Jim Reeder, Steve Armstead, Mark Gershman, Kelly Wasserbach, Don D'Amico, Laurie Deiter, Eric Fairlee, Deryn Wagner, Juliet Bonnell, John D'Amico, Jim Schmidt, Bethany Collins, Brian Anacker, Alyssa Frideres, Alycia Knutson, Phil Yates, Cecil Fenio, Deonne VanderWoude			
TYPE OF MEETING:	<u>REGULAR</u>	CONTINUATION	SPECIAL
SUMMATION:			
AGENDA ITEM 1- Approval of the Minutes			
Tom Isaacson moved the Open Space Board of Trustees to approve the minutes from June 15, 2015 as amended. Frances Hartogh seconded. This motion passed four to zero; Kevin Bracy Knight was absent for this meeting.			
AGENDA ITEM 2- Public Participation			
Several people spoke in regard to the North Trail Study Area (TSA) inventory report that was released in June. They expressed their concern that due to the report being large, they need more time to get through it and would like the public input deadline extended.			
One member of the public expressed the issues that he had come across with the NTSA inventory report and how he would like staff to address those issues.			
AGENDA ITEM 3- Matters from Staff			
Kelly Wasserbach, Engineering Manager, gave an update on Open Space and Mountain Parks' Dog Waste Composting Pilot Program.			
Jim Reeder, Land and Visitor Services Division Manager, highlighted the ongoing staff projects.			
Laurie Deiter and Eric Fairlee, Natural Resource Specialists, gave a presentation on the IPM Annual Report.			
Deryn Wagner and Steve Armstead, Environmental Planners, gave a presentation reviewing the progress and next steps on the youth engagement strategy for the North TSA.			

Deonne VanderWoude, Human Dimensions Program Coordinator, gave an update on the baseline condition results from the dog regulation study conducted in 2014.

AGENDA ITEM 4- Matters from the Board

Frances said she would like to know about the status of Ranger staffing. Shelley asked about the press release on the bull that died and if the bull was there from the grazing project that had been occurring.

AGENDA ITEM 5- Consideration of a motion to approve the purchase of approximately 12.5 acres of land, mineral estate, two houses and associated outbuildings along with the disposal of approximately 2.28 acres or less of land including two houses and associated outbuildings located at 5678 Baseline Road from the Ernest J. Coleman Trust for Open Space and Mountain Parks purposes in the amount of \$950,000. An additional \$50,000 is being requested for site improvements. The disposal portion of this Agenda Item is pursuant to Section 177 of the Boulder City Charter.

John D'Amico, Property Agent, gave a presentation on a possible acquisition and disposal along Baseline Road.

This item spurred one motion:

Tom Isaacson moved the Open Space Board of Trustees approve a motion recommending that the Boulder City Council approve the purchase of approximately 12.5 acres of land, mineral estate, two houses and associated outbuildings from the Ernest J. Coleman Trust for \$950,000, along with \$50,000 for immediate property improvements, both for Open Space and Mountain Parks purposes and the disposal of approximately 2.28 acres or less of that land including the two houses and associated outbuildings located at 5678 and 5688 Baseline Road. The disposal will include negotiation of an acceptable purchase price and appropriate encumbrances on the disposed property to protect the open space values of the remaining parcel. The disposal portion of this Agenda Item is pursuant to Section 177 of the Boulder City Charter. Molly Davis seconded. This motion passed four to zero; Kevin Bracy Knight was absent for this meeting.

AGENDA ITEM 6 – Discussion of proposed revisions and update to the Open Space Board of Trustees Easement Request Policy.

Jim Schmidt, Property Agent, presented the current easement request policy and suggestions for possible changes.

This Agenda Item is a discussion item only. After obtaining the Board's input on the proposed update to the Easement Request Policy, this matter will be brought back to the Board as an action item at a future OSBT meeting.

ADJOURNMENT: The meeting adjourned at 9:28 p.m.

ATTACH BRIEF DETAILS OF ANY PUBLIC COMMENTS:

Karen Hollweg, Boulder, said it appears from the map of the Coleman property along Baseline Road that it is a hayfield and wants to know how staff will consider that with the acquisition and disposal of this area. She also commented on the proposed easement request application fee and said if her homeowners association ever needed an easement they could never afford the proposed fee.

TIME AND LOCATION OF ANY FUTURE MEETINGS, COMMITTEES OR SPECIAL HEARINGS:

The next OSBT meeting will be Wed. August 12 at 6 p.m. at 1777 Broadway in the Council Chambers

**CITY OF BOULDER
BOULDER, COLORADO
BOARDS AND COMMISSIONS MEETING
MINUTES**

Name of Board/ Commission: Transportation Advisory Board	
Date of Meeting: 11 May 2015	
Contact Information Preparing Summary: Kaaren Davis 303.441.3233	
Board Members Present: Zane Selvans, Daniel Stellar, Dom Nozzi, Bill Rigler Board Members Absent: Andria Bilich, (Bill Rigler departed at 7:53)	
Staff Present: Michael Gardner-Sweeney, Acting Director of Public Works for Transportation Marni Ratzel, Sr. Transportation Planner David "DK" Kemp, Sr. Transportation Planner Chris Hagelin, Sr. Transportation Planner Kaaren Davis, Board Secretary	
Type of Meeting: Advisory/ Regular	
Agenda Item 1: Call to Order	[6:01 p.m.]
The meeting was called to order at 6:01 p.m.	
Agenda Item 2: Approval of minutes from 13 April 2015	[6:02 p.m.]
Motion to approve the meeting minutes from 13 April 2015 TAB meeting as presented: Motion by: Selvans, Seconded by: Nozzi Vote: 4:0	
Agenda Item 3: Public Participation	[6:03 p.m.]
<ul style="list-style-type: none"> • None. Public participation closed. 	
Agenda Item 4: Staff briefing and TAB input regarding the Complete Streets Phase II Living Labs Project	[6:03 p.m.]
Marni Ratzel and DK Kemp presented the item to the board.	
Executive Summary from Packet Materials:	
<p>This item provides a status report, check in and opportunity for the Transportation Advisory Board (TAB) to provide input on the Complete Streets Living Laboratory Phase II program. Candidate corridors for the Phase II pilot projects include Iris, Folsom, 55th, and 63rd streets. The public engagement process launches in May to gather community feedback on the design options for street repurposing (rightsizing) pilot projects under consideration for each corridor. At the May 11 TAB meeting staff will brief the Board on design options and provide an update on the community engagement process and public feedback received to date. Public input along with the technical analysis and financial considerations will guide a staff recommendation regarding the installation of potential pilot projects along these corridors in summer 2015.</p>	
TAB ACTION REQUESTED	
Review and provide feedback on the Complete Streets Living Laboratory or "Living Lab" Phase II design options, the technical analysis, and community engagement opportunities for pilot projects along candidate corridors.	
Board discussion and comments included:	[6:15 p.m.]
<ul style="list-style-type: none"> • Suggestions to find better ways to articulate the benefits of right-sizing to all users, not just bicyclists. Suggestions to include more data regarding benefits such as: decreased accidents, increased bicycle safety, improved access to transit, fewer lanes for pedestrians to cross, reduced need for mid-block crossings (pedestrian actuated crossings). • Questions about how social media has been and will be used in the campaign to engage stakeholders on a larger scale. Suggestions to utilize reciprocal social media (post on the websites of partner entities such as those hosting the pop-up events). Observations that the City is not always astute or effective in its use of social media and should spend more effort on this method of communication and information dissemination. • Questions regarding whether analysis has been done to predict right-sizing's effects on the City's carbon footprint. • Request to see in the materials information regarding how little loss of car carrying capacity lane loss/right sizing produces. Interest in seeing data that reflects that slower speeds equals greater carrying volume because vehicles can travel closer together. 	

- Opinion that Peak volumes should not be a huge problem as it should be expected that trips will be more spread out throughout the day.
- Desire expressed that the modeling show that excessive capacity in the current system induces more car trips. Right-sizing should discourage more car trips.
- Suggestion that since there appears to be a plateau of VMT's on a national level for the first time, there should be less concern about negative reactions to right-sizing.
- Questions as to whether Folsom can be incrementally right-sized.
- Suggestion that peak volumes be addressed by persuading employers to allow employees to use flex time options to allow for off-peak travel times.
- Suggestion to include right-sizing success stories from around the country.
- Cannot make it better for everyone and also have tradeoffs. There will be tradeoffs. Important to clearly acknowledge exactly what the relative effects on the various mode types will be.
- Questions regarding how transit will interact with the new bike facilities.
- Questions about the reasoning behind each of the options presented for Folsom.
- Request for the before and after data of other communities set next to Boulder's "before" to help promote the program.
- Suggestion to use attractive pictures of treatments in other communities
- Concerns about the difficulties of addressing the many issues on Folsom in the experimental phase. But the other corridors may provide good data on many options that might be useful. Intersections must work for everyone. A long term view of what the proposed treatments may do in this regard would be very helpful.
- Questions regarding what can be done to smooth out the afternoon peaks.
- Suggestions to frontload the benefits in the materials to showcase the good things before people get to the potential tradeoffs.

Agenda Item 5: Staff briefing and TAB input regarding the May 26, 2015 City Council AMPS Study Session

[7:04 p.m.]

Executive Summary from Packet Materials:

The purpose of this item is to provide the Transportation Advisory Board (TAB) with an update on the city's Access Management and Parking Strategy in advance of the May 26 City Council Study Session, with a particular focus on:

1. Seek input on:
 - a. refined options and draft recommendations for Transportation Demand Management (TDM) policies for new development;
 - b. potential modifications to the existing 72-hour on-street parking restriction;
 - c. options for satellite parking;
 - d. a potential shared parking policy between districts and private development; and
 - e. considerations for parking related code changes.
2. Share ongoing community engagement and work plan items related to AMPS and next steps.

The purpose of AMPS is to review and update the current access and parking management policies and programs and develop a new, overarching citywide strategy in alignment with city goals. The project goal is to evolve and continuously improve Boulder's citywide access and parking management policies, strategies and programs tailored to address the unique character and needs of the different parts of the city.

Staff has gathered input from the community, boards and commissions to help identify priorities for further research and community discussion. Outreach to the city advisory boards and the public is essential, with the dual purpose of educating the community about the multimodal access system and seeking input and ideas about future opportunities for enhancements. The community and Board members attended a joint Civic Area and AMPS open house in January. Community and board input is summarized in the attached draft memo.

TAB ACTION REQUESTED

Review and provide feedback on the following questions:

1. What is TAB's input on the AMPS 2015 priority work program items, including the options and draft recommendations for Transportation Demand Management (TDM) policies for new development; modifications to the existing 72-hour on-street parking regulations; options for satellite parking; a potential shared parking policy between districts and private development; and considerations for parking related code changes?

Board discussion and comments included:

[7:25 p.m.]

- General agreement with the staff recommendation of leaving the ordinance as it is currently.

2. Does TAB have any feedback regarding the ongoing AMPS community engagement and related work plan items and next steps?

Board discussion and comments included:

[7:25 p.m.]

- Clarifications on the shared parking proposals for “Mandatory meeting (development review process), voluntary compliance”. Questions as to whether this approach is adequate and what the incentives are versus potential legal property taking issues.
- Clarifications regarding satellite parking and its proposed deployment.
- Suggestions that enforcement and disincentives be stronger and implemented sooner.
- Interest in knowing the current quantity of parking downtown, what it has been over time and what the occupancy rates have been over time.
- Questions about the feasibility and timing of a parking cash-out initiative.
- Suggestion to encourage employers discourage car trips by taxing parking spaces. Great revenue, effective disincentive for employee car commutes.
- Questions regarding whether occupancy rates drive pricing of parking.
- Questions regarding the feasibility of real-time parking pricing.
- Questions regarding the “elevator” (10 second) pitch for AMPS.
- Questions regarding anticipated public reaction to AMPS.
- Clarifications on how binding TDM plans and partnerships might tie into the strategy for mandatory trip reductions.
- Suggestion for a few simple standard contracts for TDM plans to make things easier for smaller developments.
- Questions as to whether there are ways to completely unbundle the parking transaction from the employment development or housing transaction.
- Suggestion that adding parking resources downtown will not help the traffic capacity issues downtown. Removal of those resources should be explored.

Agenda Item 6: Staff briefing and TAB input regarding the 2016-2021 Transportation Capital Improvements Program (CIP) – Part II of III

[7:52 p.m.]

Mike Sweeney presented item to the board.

Board member Rigler departs at 7:53 p.m.

Executive Summary from Packet Materials:

Every year the city goes through a budget process that creates a six-year planning budget, this year for the time period of 2016 through 2021. Within this process, funds are appropriated for the first year, 2016. The Transportation Advisory Board’s (TAB) role in this process is defined in the Boulder Revised Code (BRC) TITLE 2 GOVERNMENT ORGANIZATION, Chapter 3 Boards and Commissions, Section 14 - Transportation Advisory Board; “. . . to review all city transportation environmental assessments and capital improvements.” It is within this context that the board is asked to hold a public hearing and provide a recommendation on the Capital Improvements Program (CIP) to Planning Board and City Council.

Fiscal Impacts: Fiscal impact to be determined through the budget development process.

Other Impacts: N/A

Board feedback: Staff asks that the TAB review the recommended draft 2016-2021 Transportation and Transportation Development Funds CIPs and provide feedback.

Board discussion and comments included:

[7:59 p.m.]

- General Board agreement that this process is difficult to interface with in a meaningful way. By the time it gets to TAB, the Board cannot discuss the merits of the various projects. Some assistance in understanding how the board should usefully interface with the CIP process would be helpful.
- Questions and clarifications on specific projects.

Agenda Item 7: Matters

[8:00 p.m.]

A.) Matters from the Board Included:

Board member Selvans brought up the below matter(s)

- Input to GAC on the Greenways CIP
- Zane would like to pass on his position as the Greenways Advisory Committee (GAC) representative to another member of the TAB. Daniel will take this on for the time being. Board Secretary will let the staff coordinator for the GAC know there is a new rep.

Board member Stellar brought up the below matter(s)

- A bit frustrated with how the CIP tour was re-scheduled. Would like to be able to take the tour.

Board member Nozzi brought up the below matter(s)

- The new bike corral outside the trident is not good. Unattractive and very difficult to use. Staff is following up. Inverted U is the clear best design out there.

B.) Matters from staff/Non Agenda:

[8:15 p.m.]

- Neighborhood Permit Parking (NPP) Annual Report (packet materials only)
- CU/City East side transit TIGER application update.
 - Working to create an East Boulder circulator. Have decided not to submit this year (proposal not really ready). But will continue to work on it for submission next year.
- Other Matters:
 - AMPS open house 29 April 5:30-7:30 at the main library.

Agenda Item 7: Future Schedule Discussion:

[8:19 p.m.]

Board members are attending a number of functions. GAC – form based code. Joint Board workshop on Form Based Codes. Two public meetings on same.

Agenda Item 8: Adjournment

[8:21 p.m.]

There being no further business to come before the board at this time, by motion regularly adopted, the meeting was adjourned at 8:21 p.m.

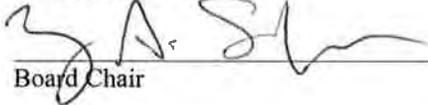
Motion: moved to adjourn; Stellar, seconded by: Nozzi

Motion passes 3:0

Date, Time, and Location of Next Meeting:

The next meeting will be a regular meeting on Monday, 8 June, 2015 in the Council Chambers, 2nd floor of the Municipal Building, at 6 p.m.; unless otherwise decided by staff and the Board.

APPROVED BY:

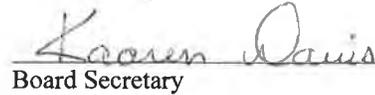

Board Chair

6/8/2015

Date

An audio recording of the full meeting for which these minutes are a summary is available on the Transportation Advisory Board web page.

ATTESTED:


Board Secretary

6/8/2015

Date

**CITY OF BOULDER, COLORADO
BOARDS AND COMMISSIONS MEETING MINUTES**

Name of Board / Commission: Water Resources Advisory Board	
Date of Meeting: 18 May 2015	
Contact Information of Person Preparing Minutes: Andrea Flanagan 303.413.7372	
Board Members Present: Vicki Scharnhorst, Dan Johnson, Lesley Smith Board Members Absent: Ed Clancy, Mark Squillace	
Staff Present: Jeff Arthur, Director of Public Works for Utilities Joe Taddeucci, Water Resources Manager Bob Harberg, Principal Engineer Douglas Sullivan, Acting Principal Engineer for Water, Wastewater and Stormwater Russ Sands, Watershed Sustainability & Outreach Supervisor Kurt Bauer, Engineering Project Manager Annie Noble, Flood and Greenways Engineering Program Coordinator Katie Knapp, Engineering Project Manager Kristin Dean, Utilities Planner Ken Baird, Utilities Financial Manager Andrea Flanagan, Board Secretary	
Cooperating Agencies Present: Craig Jacobson, Consultant with ICON Engineering, Inc. Alan Turner, Senior Project Manager, CH2M HILL Shea Thomas, Urban Drainage and Flood Control District	
Meeting Type: Regular	
Agenda Item 1 – Call to Order	[7:00 p.m.]
Agenda Item 2 – Approval of the 27 April 2015 Meeting Minutes Motion to approve minutes from April 27 as presented. Vote: Tabled until a quorum is met (Ed Clancy & Mark Squillace absent; Leslie Smith absent at April 27 meeting.)	[7:01 p.m.]
Agenda Item 3 – Public Participation and Comment Public Comment: None	[7:02 p.m.]
Agenda Item 4 –	[7:04 p.m.]
Public Hearing and Consideration of a Recommendation to City Council Regarding the Skunk Creek, Bluebell Canyon Creek and King’s Gulch Floodplain Mapping Update Katie Knapp and Utilities staff presented the item to the board.	
Executive Summary from the Packet Materials: Agenda Item 4 –	
	[7:04 p.m.]
Public Hearing and Consideration of a Recommendation to City Council Regarding the Skunk Creek, Bluebell Canyon Creek and King’s Gulch Floodplain Mapping Update Katie Knapp and Utilities staff presented the item to the board.	
Executive Summary from the Packet Materials: Floodplain mapping provides the basis for flood management by identifying the areas at the highest risk of flooding. This information is essential for determining areas where life safety is threatened and property damage is likely and is the basis for floodplain regulations and the National Flood Insurance Program (NFIP). The city’s floodplain maps need to be periodically updated to reflect changes in the floodplain resulting from land development, flood mitigation improvements, new topographic mapping information and new mapping study technologies.	
The Skunk Creek Floodplain Mapping Update includes the King’s Gulch, Skunk and Bluebell Canyon Creek floodplains between the city limits to east of Foothills Parkway where Skunk Creek confluences into Bear Canyon Creek.	

Engineering consultants provided hydraulic modeling to update the existing Federal Emergency Management Agency (FEMA) Flood Insurance Rate Map (FIRM) and City of Boulder floodplains, water surface elevations, conveyance and high hazard zones.

Engineering consultants provided hydraulic modeling to update the existing Federal Emergency Management Agency (FEMA) Flood Insurance Rate Map (FIRM) and City of Boulder floodplains, water surface elevations, conveyance and high hazard zones.

The proposed mapping of the Skunk Creek Floodplain would result in a net:

- Increase of 38 structures identified in the 100-year floodplain;
- Decrease of 22 structures identified in the conveyance zone and;
- Decrease of 19 structures identified in the high hazard zone.

WRAB Discussion Included:

- Question about ICON report. Stated there seems that there were a lot of comments about inconsistencies in the report.
- Request for further clarification regarding Anderson report, not quite understood what “approximate studies” means in the peer review summary of this report.
- Question regarding additional hydraulic modeling regarding software for culvert analysis program.
- Question regarding the difference in the number of structures that were in the floodplain.
- Question regarding adjustments done by ICON and if there were differences in the information after the peer review.
- Question about grade changes on Mariposa and how they didn’t quite fit with comments about how much the flood event actually moved.
- Question about whether the peer-reviewed comments made by ICON have been reviewed by Anderson in order to help answer questions proposed by community?

Public Comment:

Christina Jurgens

Concerned that too much of the water from Bluebell Canyon Creek is mapped that it flowed down Columbine, rather than where it was actually observed during flood. Concern that there are errors in proposed flood map that misrepresent the risk to her property and possibly other properties. Regarding item 53, which points out in the peer review that flood maps need to follow topography, question of syntheses of two kinds of mapping and worried about errors in representation of potential risk. Worried that proposed map represents inaccuracies that present risk. Residents have not heard of any structures that were flooded in this particular section. Asks why the proposed floods from Bluebell Canyon Creek to Mariposa, from 16th to 17th smaller than the northward flows at 18th and 19th? Seems by looking at it, they should be more similar to each other. Feels this is a mistake. What method was used to determine the split at 20th and Columbine?

Beth Robinson

Noticed big difference this time in the conveyance zone on her block. Several people are constructing drainage pipes from the back conveyance zones to the front of the street from the easement at the back of the property. This will impact at least one property owner on the block, who is not able to rebuild without extensive regrading.

Kris Miller

Home has been in 100-year flood zone since moved in 2006 and has contacted the city multiple times to state that they should not be. Was told by city that all studies were approximate at that time and no official mapping was done. Was told in 2012 that a “real study” would be conducted and in April 2013, was informed by city that they were going to be taken out of the flood zone with this study, but it is a long process. She and neighbor were not flooded during the 2013 event. Lives on the corner and the flood jumped the banks and flooded south on Mariposa instead and flood didn’t even go near her property. When she called again, she was told that she was still in the floodplain. Concerned about the study. The flood actually occurred south of her property. Would like to know what happened and why she is still in the flood zone when the flood didn’t affect her property?

R. Chris Roark

Asked whether it was taken into account that there is a bridge at lower McClintock that significantly diverted water during the flood event, which washed out and ended up on his property. Bridge is no longer there and is not going to be replaced. Will this be considered in the flood mapping?

Ali Yager

Lives at the corner of 20th and Mariposa. All the water at 15th came down Mariposa and wants to know what the city can or should do to deal with the water that jumps onto Mariposa? Maintenance of Bluebell Creek between Mariposa and Columbine, which theoretically is where the water should go. Question is about maintenance of the systems that should be carrying water, which are not working properly.

Motion by: Scharnhorst; **Seconded by:** Johnson

Vote: 3:0 (Ed Clancy, Mark Squillace absent)

Motion Passes as amended

Staff requests Water Resources Advisory Board consideration of this matter and action in the form of the following motion:

Based upon concurrence from Anderson regarding ICON’s responses to the peer review, we move to recommend that City Council adopt the Skunk Creek, Bluebell Canyon Creek and King’s Gulch floodplain mapping update.

Agenda Item 5 -

[7:42 p.m.]

Public Hearing and Consideration of a Recommendation to City Council Regarding the South Boulder Creek Floodplain Mitigation Plan

Kristin Dean, Kurt Bauer and Utilities staff presented the item to the board.

Executive Summary from the Packet Materials:

A Recommended Plan for flood mitigation along South Boulder Creek was presented to the public, Water Resources Advisory Board (WRAB), Open Space Board of Trustees (OSBT) and City Council at a Study Session in 2014. The Recommended Plan was comprised of three phases:

- Phase I: Regional detention facility at US 36;
- Phase II: West Valley improvements; and,
- Phase III: Arapahoe Avenue detention.

In 2014, the WRAB and City Council were generally supportive of the mitigation proposed under Phases II and III. The OSBT also indicated their support for Phases II and III as it was not seen to have effects on city open space properties. However, significant concern was voiced by both boards and by City Council regarding potential environmental impacts, including those to Open Space and Mountain Parks (OSMP) lands from the proposed US 36 regional stormwater detention facility (Phase I). As a result, staff was directed to evaluate other options, including potential use of a larger portion of the University of Colorado’s CU South property to shift impacts away from environmentally sensitive areas.

Since then, six additional options were developed for US 36 detention, all designed to prevent the overtopping of US 36 during a 100-year design storm and reduce flooding impacts downstream and each with fewer impacts to OSMP than the original proposal. This memorandum presents the US 36 regional detention options, a comparison of potential impacts to OSMP and CU lands and a summary of potential next steps. Staff is recommending that the Phases II and III concepts remain unchanged in the mitigation master plan and that Phase I be accomplished using Colorado Department of Transportation (CDOT) Right of Way (ROW) and CU Campus South (Option D) for construction of a regional stormwater detention facility at US 36. In this alternative, the berm would be located within the existing CDOT right of way, and, with the exception of potential temporary impacts from construction of the berm, OSMP lands would only be affected when stormwaters are retained. Each of the additional options have a greater impact on CU’s land than the plan that was presented in 2014. However, while CU prefers the 2014 plan, they have also indicated they are willing to discuss use of their land to facilitate the implementation of Option D for regional detention.

WRAB Discussion Included:

- Question about cost estimates of property acquisition and property access rights and if they are included in the study?
- Statement that this seems to be a lot of embankment, which probably makes for significant cost relative to storage.
- Questioned how many acre feet is the storage for the proposed alternative and what are differences between the options?
- Stated that most of the concerns were about open space and possibly may hit a brick wall. Stated that pleased with the many options that came forward and that the resources were protected.
- Questioned if counts were taken of population of prebble mice in open space?
- Questioned how option D compares to the flood event in 2013?
- Commented that pleased with the engagement between CU and the city to discuss this topic.
- Stated that option D will require working with CU and CDOT. Asks what next steps are after voting on this item.
- Asked about timeline for CEAP projects?
- Asked for more information about liability concerns presented by public comment.
- Questioned level of confidence by staff that option D can be successful in the environmental planning process.

Public Comment:**Pete Palmer**

Retired professor of geology and has lived in Boulder for almost 35 years. As an earth scientist, he recognizes global warming and the associated increase in the frequency of extreme weather events. As global temperatures rise, so does probability of these extreme weather events. Entering El Nino period, where warming is a known consequence. Likelihood of repeat of 2013 flood event is significantly higher than the 100-year to 500-year events anticipated in earlier planning. Supports South Boulder Creek Action Group and urges that we speed up Highway 36 flood mitigation efforts.

Karl Anuta

Map is disarming, appears that Cherryvale area is really bad, but what is really bad is Foothills Parkway. Represents Frasier Meadows residents and again asks that Board support some kind of flood retention system south of US 36. Option D appears to be really good. Lives must be considered. Very concerned about the process taking 5 years, which will worry residents for another 5 years. Urges that we move ahead as fast as possible and please ask City Council to do the same.

Dick Leupold

President of Resident Council for Frasier Meadows Retirement Community. Supports efforts to add berm to south side of US 36 to keep flood waters out of neighborhood. Wife was pushed through 2 feet of mud in her wheelchair during flood event. If it weren't for a series of miraculous events that night, there might not have been such positive outcome. People would have drowned in parking garage. Fortunate that no fatalities occurred. Encourages Board to approve the South Boulder Creek Action Group's motion to build a structure to prevent this from occurring in the future. Asks residents of Frasier Meadows to stand in support of his message (which they did).

Bob Ritzen

Director of Care at Frasier Meadows. Series of miraculous events happened that day. Flooding happened in the afternoon and staff stayed to assist. Evacuated skilled nursing area, which housed memory care residents, many of whom have low beds. Water rose quickly in this area and residents were evacuated very quickly. Staff and others pulled together to move residents to safety, without injuries. Residents move there thinking they are secure. Recent visitor from disaster relief visited and asked how many residents died after the event. Encourages as much haste as possible from the Board to make a decision for flood mitigation. Does not want to worry about the safety of residents every time it rains.

Peter Baston

Company runs programs for large insurance companies that insure projects like this. Spoke with CDOT and asked what mitigation upgrades are being proposed for US 36, without which Boulder cannot be a resilient city? Was told that it was going to be left up to the City of Boulder on the South Boulder Creek

Project, which means that CDOT has dumped liability on the city. If anything happens with any flood mitigation, the city will be held liable. Encourages as part of due diligence to understand the liabilities involved in what is being accepted and how this affects the city's resiliency.

Jeff McWhirter

President of Southeast Boulder Neighborhood Association. Ironic that his community did not get hit as badly as Frasier Meadows. Lucky in that respect. South Boulder Creek did not overtop, just many sewage back-up issues. Should be noted that this is not even the big 100-year flood. This was unique because there were 36 hours of notice. Also concerned with long-term impacts. Supports overall mitigation efforts. Continues to bring up questions about west valley improvements. What is going to happen with the piping of dry creek ditch and detention pond? Under impression that specific details of the plan will be considered during this EAP. Wants to make sure that everyone is on the same plan as we move into the future.

Tim Johnson

CEO at Frasier meadows. Can't speak to how many Prebble (mice) lives were lost. Can speak to lives that were not lost at Frasier. Speaks to importance of human life, which he would love for the Board to talk about, along with the mice and plant life. Appreciates the Board listening to this community. Makes an emotional plea that any consideration be made be done so on an expedited time frame. Residents are living in fear of a repeat flood. Residents are concerned with recent rain events. Staff have been checking around the clock and have begun planning for evacuation, should the need arise. The thought of doing this for the next five years is beyond comprehension. For the sake and safety of Frasier and nearby residents, please act with dispatch.

Rick Mahon

Represents South Boulder Creek Action Group. Thanks staff for responding to 99% of these issues. States that the berm height is a non-issue. Life-safety factor is beyond measurable. CU is interested in alternatives. Please speed this along.

Kathie Joyner

With South Boulder Creek Action Group. Weather makes everyone very, very nervous. Everyone is on edge and worried that a future rain events are going to overtop US 36. Needs to know that the city is responsible for providing relief. Encourages Board to recommend to Council that we move forward as quickly as possible to ensure safety of all residents in the South Boulder Creek floodplain. Asks for a show of hands from all people in audience who concur with this type of recommendation.

Steve Karakitsios

The plan has been studied for so long and asks that a recommendation be made. "Analysis paralysis" is over and need to just move forward with a recommendation. Option D looks like the best resolution with CU and CDOT. Encourages Board to expedite as much as possible.

David McGuire

Impact potential for construction, encourages staff to compare scope and duration of impacts with some of the other impacts on Open Space. Not a very big difference. No one bought into the area knowing they were going to be flooded when homes were bought 30 years ago. Home wasn't mapped in until 2012. Water goes over US 36 and we need to figure out how to stop it as quickly as possible.

Peter Ornstein

Everyone on street experienced sanitary sewer backups. System was overcharged, mostly from water that was building up because of so much rain. The new proposal does deal with stormwater overflow predictions and does address the floodplain issues, but does not know if it addresses sanitary sewer system back-up issues that residents actually experienced. All systems were overcharged. Recommends that we move forward and take a hard look at sanitary system.

Bob Matthias

Echoes all comments from tonight. Based on meeting attended four years ago, he understood that the reason for flooding is due to the overtopping of US 36, which is caused by the fact that the cross section of the bridge is too small to retain flood waters. In the process of rebuilding US 36, why was the cross section of that bridge not increased? If they had done this, a lot of the damages could have been avoided during

this event.

Kathleen Motylenski

Speaks on behalf of South Boulder Creek Action Group. Videos and photos are available to show the level of damages. On September 13th, it went from a lot of rain to about 4 feet of water in 20 minutes. Flood sirens couldn't even be heard. Absolutely miraculous that no lives were lost. We can't let this happen twice. Appreciates all the studies and alternatives, but timing is critical. This can happen again in the coming months. Residents are scared. Encourages Board to forge ahead as soon as possible.

Terri Walters

Thanks Board and staff for working really hard with all the competing issues. This situation is terrifying. Lives with family in a home that is dead in the way of the flood path. Lost everything in 2013. River of rock went through home and ruined antique furniture. This was a 50-year event. Could only afford to rebuild a structure about half the size. Please hurry.

Motion by: Smith; **Seconded by:** Scharnhorst

Vote: 3:0 (Ed Clancy, Mark Squillace absent)

Motion Passes as presented

Staff requests Water Resources Advisory Board consideration of this matter and recommends action in the form of the following motion:

Motion to recommend that City Council accept the South Boulder Creek Major Drainageway Flood Mitigation Plan including Option D (single berm using Colorado Department of Transportation (CDOT) Right of Way) for 'Regional Detention at US 36' along with the Downstream Improvements as the recommended comprehensive alternative to mitigate flood risks associated with South Boulder Creek.

Agenda Item 6 –

[9:00 p.m.]

Information Item – Preliminary Capital Improvements Program

Ken Baird, Joe Taddeucci, Douglas Sullivan and other Utilities staff presented the information item to the board.

As part of the city's annual budget process, Utilities develops a six-year planning budget, this year for the time period of 2016 through 2021. The Water Resources Advisory Board (WRAB) role in this process is defined in the Boulder Revised Code: “. . . to review all environmental assessments and capital improvements conducted or proposed by the utilities division.” Utilities staff has formulated initial revenue and expenditure projections for each of the three utility funds through the year 2021. Within the budget process, City Council approves and appropriates funds only for the first year, 2016.

WRAB will be asked to make a recommendation to City Council regarding the 2016-2021 CIP at its June meeting. The Planning Board will review the complete city CIP, including utilities, in July. City Council will discuss the CIP in August at a study session, and the overall budget is scheduled to be adopted by City Council in October.

WRAB Discussion Included:

- Requested that presentation slides be sent to Board for further review.
- Asked about areas that are underserved and if there is a way to add a storm drainage system there, which would require ripping up streets?
- Asked if feedback was provided from open houses regarding rate study increases?
- Asked about potential to save revenue based on the fact that we pay \$300 an acre foot whether it is used or not?
- Asked for clarification on outcome goal of the rate study and whether or not it would be revenue neutral, positive, or negative?
- Asked if there would be some benefit to having a revenue generating rate structure change?
- Requested additional information about financial reserves and how it is programmed.
- Asked if staff have received an increased volume of calls by residents since the rate increase

proposal?	
Agenda Item 8 – Matters from the Board: Board Member Smith brought up the below matter(s): <ul style="list-style-type: none"> • Acknowledges that residents are traumatized by the 2013 flood event. • Asks if there is anything further the city can do to reduce the level of anxiety that residents feel with future weather events? Board Member Scharnhorst brought up the below matter(s): <ul style="list-style-type: none"> • Asked if there are any plans for the next few days’ impending storms. Board Member Johnson brought up the below matter(s): <ul style="list-style-type: none"> • Asked what we are doing as of result of the 2013 flood event? Concerned with rising creeks during recent rain events. • Requested confirmation about length of interceptor pipe. 	[9:54 p.m.]
Agenda Item 8 – Matters from Staff: <ul style="list-style-type: none"> • Boulder Civic Area Update • Boulder Creek Mitigation Plan • GAC (Greenways) CIP • Bob Harberg presented a history book to the Board about Boulder’s Wastewater, written by Silvia Pettem. 	[10:00 p.m.]
Agenda Item 9 – Future Schedule <ul style="list-style-type: none"> • Recommendation on 2016 Capital Improvements Program (CIP) • Recommendation on Rate Study Guiding Principles 	[10:15 p.m.]
Adjournment There being no further business to come before the Board at this time, by motion regularly adopted, the meeting was adjourned at 10:16 p.m. Motion to adjourn by: Smith; Seconded by: Johnson Motion Passes 3:0 (Ed Clancy & Mark Squillace absent)	[10:16 p.m.]
Date, Time, and Location of Next Meeting: The next WRAB meeting will be Monday, 22 June 2015 at 7:00 p.m. , at the City's Municipal Services Center, 5050 Pearl St., Boulder, CO 80301	

APPROVED BY:

Board Chair

Date

ATTESTED BY:

Board Secretary

Date

An audio recording of the full meeting for which these minutes are a summary, is available on the Water Resources Advisory Board web page.

<https://bouldercolorado.gov/boards-commissions/water-resources-advisory-board-next-meeting-agenda-and-packet>

**Americans with Disabilities Act Awareness Day
July 26, 2015**

WHEREAS, the Americans with Disabilities Act (ADA) was passed on July 26, 1990 to ensure the civil rights of citizens with disabilities; and

WHEREAS, the City of Boulder affirms the principals of equality and inclusion for persons with disabilities as set forth for the State of Colorado and as embodied in the ADA, the laws of the State of Colorado and ordinances of the City of Boulder; and

WHEREAS, numerous organizations in the City of Boulder and Colorado work with constituents and communities to bring forth the promise of hope and freedom that is envisioned by the passage of the ADA; and

WHEREAS, July 26, 2014, celebrates the 25th Anniversary of the Americans with Disabilities Act;

NOW THEREFORE, BE IT DECLARED by the City Council of the City of Boulder, Colorado, do extend greetings and best wishes to all observing July 26, 2014 as

Americans with Disabilities Act Awareness Day



Matthew Appelbaum, Mayor



BOULDER CARES FOR NEPAL DAY
July 25, 2015

WHEREAS, the 2015 earthquakes in Nepal on April 25 and May 12 and all the persistent aftershocks have devastated the country; and

WHEREAS, the country and people of Nepal are faced with the enormous task of rebuilding, which will require years of work and millions of dollars of aid; and

WHEREAS, there has been a large and impactful community of Nepalese in Boulder for many years, representing the second largest minority population in Boulder County; and

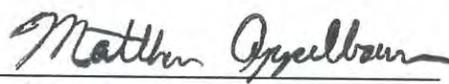
WHEREAS, there has been a substantial and vibrant cultural connection between Boulder and Nepal in the form of student and citizen exchanges, community service, tourism, commerce, and significant contributions of dollars, time, and energy into the building of hospitals and schools in Nepal; and

WHEREAS, Kathmandu has been a popular destination for Boulderites for many years as both the beginning point for treks through the country, as well as climbing expeditions to Mt. Everest; and

WHEREAS, “Boulder Cares for Nepal Day” is an opportunity for Boulder to show support for the Nepalese people and the country of Nepal.

NOW, THEREFORE, BE IT DECLARED by the City Council of the City of Boulder, Colorado, that the City of Boulder designated July 25 as

BOULDER CARES FOR NEPAL DAY


Matthew Appelbaum, Mayor



**Modern Slavery and Climate Change
The Commitment of the Cities
July 21, 2015 at Vatican City**

WHEREAS, the Vatican invited the Mayor of the City of Boulder to Rome in recognition of the city's efforts to reduce our greenhouse gas emissions; and

WHEREAS, Mayor Appelbaum was honored to attend the conference entitled "Modern Slavery and Climate Change - The Commitment of the Cities," on July 21, 2015 at Vatican City; and

WHEREAS, the Pontifical Academy of Science and Social Science recognizes that the active contribution of local governments is crucial in the fight against the two emergencies of modern slavery and climate change; and

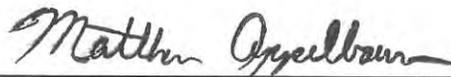
WHEREAS, the City of Boulder has long prioritized environmental stewardship and sustainability through partnerships with our federal labs, the University of Colorado, local businesses, non-profits, and our very supportive citizens; and

WHEREAS, Boulder continues to strive for effective policies and technical solutions to mitigate and adapt to climate change; and

WHEREAS, Mayors and local authorities were called upon to play their role in ending slave trades as a crime against humanity and taking measures to stop the environmental, social, and economic damage caused by climate change; and

WHEREAS, 50 Mayors of the most important cities of the world shared this commitment in the presence of Pope Francis; and

NOW, THEREFORE, BE IT DECLARED that the City Council of the City of Boulder, Colorado, urges the United Nations (UN) to ensure that the new Sustainable Development Goals (SDG) that will be approved by the UN in September 2015 and the international agreements on climate action that will be ratified at COP-21 in Paris in December 2015 have the measures and commitments necessary to address these two tragic emergencies of global and immediate importance.



Matthew Appelbaum, Mayor