



CITY AND COUNTY OF BROOMFIELD

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Broomfield **COMPREHENSIVE PLAN**

Task Force Meeting Packet
13 August 2015

Task Force Meeting #1

Agenda

1. BACKGROUND

Welcome + Introductions
Comprehensive Plan Introduction
Task Force's Role + Responsibilities
Overall Process + Project Schedule

2. EXERCISE

Task Force Goals for the Comprehensive Plan
Love/ Change Exercise

3. NEXT STEPS

Outreach
Stakeholder Interviews
Broomfield Days

13 August 2015, 6:00 pm - 8:00 pm
Bal Swan/Zang Spur Conference Rooms
City and County of Broomfield

Task Force, Staff + Consultant *Team*

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What is a

Comprehensive Plan?

A MAJOR FOCUS OF THE COMPREHENSIVE PLAN PROCESS IS TO EDUCATE THE COMMUNITY ABOUT THE PROCESS, WHY INDIVIDUALS SHOULD PARTICIPATE, HOW THE PLAN AFFECTS THEM, AND HOW THE CITY WILL USE THE PLAN TO GUIDE ITS FUTURE.

A Comprehensive Plan is:

- the primary policy document for the community. It will be a long-term strategic plan with guiding vision and strategies; and
- will shape decisions related to new development, redevelopment, city programs, and services.

Why Does it Matter?

- Residents: Identifies locations for future parks, trails, or community facilities
- Business + Property Owners: Includes land use recommendations or development policies for their property
- Decision-Makers: Gives guidance on budget, timing for capital improvements, and in review of development proposals

The role of the

Task Force

**THIS IS ABOUT WHAT
YOU WANT FOR YOUR
COMMUNITY**

**CITY STAFF AND
CONSULTANTS ARE
HERE TO LISTEN**

**THE VISION SHOULD BE
ABOUT THE FUTURE**

**FOCUS ON BEING
PROACTIVE, NOT
REACTIVE**

**THERE ARE SOME
'GIVENS' THAT WE MUST
WORK WITHIN**

**WE MUST SHOW
RESPECT FOR
PRIVATE PROPERTY,
PRESENT AND FUTURE
NEIGHBORS AND THE
COMMUNITY AS A WHOLE**

The Task Force should serve as:

- the “public face” of the project;
- advocates for the future and the Comprehensive Plan;
- a sounding board and recommending body to the Council;
- representatives for the community; and
- proponents for additional outreach.

We will ask you to:

- be leaders of and active participants in each Task Force meeting
- draw from each of your individual backgrounds, but serve as part of a larger team working toward one cohesive goal;
- weigh in on and make the big decisions;
- assist us in getting the word out;
- identify those additional opportunities to reach out to the community;
- listen to your neighbors, family, friends, and report back what you have heard;
- be creative and think big; and
- have fun!

Plan Themes

Introduction

The Broomfield City and County Comprehensive Plan (CP) and Transportation Plan (TP) Updates offers an extraordinary platform for Planning, Community Development, Engineering, and City Communications departments, key staff across City and County departments and agencies, Planning and Zoning Commission, City Council, civic leaders, stakeholders, and residents to join in a planning dialogue focused on enhancing the long-term vitality of the Broomfield. This comprehensive plan will represent these values both in graphic quality and content. A comprehensive plan should be legally-defensible, forward-thinking, interdisciplinary, and community-driven; an effective plan should move beyond the current challenges facing the City to identify opportunities and action strategies that will ensure a thriving and resilient future. There are many plans that simply meet basic requirements, while others are designed to move a community forward and keep the conversation open as the City experiences growth and change. This update is essential to fulfilling the future vision for Broomfield. It should take advantage of timely opportunities to provide the best quality of life for its citizens, visitors, and businesses in the years to come.

ADDRESSING PLAN THEMES

1. SUPPORTING BROOMFIELD'S CHANGING DEMOGRAPHICS

Capitalizing on Demographic Trends

It is understood that Broomfield is home to a wide-range of residents, from and aging population in places, to families and a younger demographic in some of the new developments along US 36. Addressing the needs of such a diverse population will be a

critical part of the comprehensive and transportation plan. Steve Fisher will assist in forecasting the region's future trends and what it means to the community. For instance, addressing seniors' desires to age in place will be important in Broomfield, and that the ability to capture millennials will be key to retaining and expanding industry. Millennials are also likely to dominate your future markets, and show a preference of lifestyle communities that emphasize a focus on walkability and a true sense of place.

New Forms of Housing

The demand for new types of housing, including multi-family housing, continues in Broomfield, as evidenced by new developments at Harvest Station and Interlocken. It will be important to understand housing needs, and find the correct mix of housing types. Balancing this mix is critical to support our existing industries, and in some cases, replace under-performing retail areas. Housing will need to keep up with demographic trends, and will be necessary for the growing millennial population, future families, and seniors who have spent much of their adult lives in the City and County and wish to age in place. FHU brings specialized expertise in the area of specialized human services transportation, and is currently working with Broomfield's Local Coordinating Council to facilitate coordination and improve the effectiveness of human services transportation in Broomfield and the north metro region. In many cases, economic development and business expansion come down to a sense of place.

2. LOOKING FORWARD WHILE MAINTAINING THE NEIGHBORHOODS WE LOVE

Your Existing Neighborhoods

A community thrives when it is based on an active citizenry who are passionate about their neighborhoods. Ensuring the health and reinvestment in our existing neighborhoods is part of that. This also includes preserving key areas of your community that have historical integrity. Some of Broomfield's neighborhoods date back to the 1920s mining boom, and physical reminders still remain. Closer to City Hall, 1950s architecture and amenities are still present, while many newer neighborhoods are highly active, such as Arista and Anthem Ranch. Through this process, we will reevaluate these areas as well as your existing subarea, neighborhood, and urban renewal plans. We will evaluate neighborhood areas to ensure that they meet the factors representing a complete neighborhood, including a neighborhood center and pedestrian and bicycle amenities.

Planning for the Future

In order to address areas of change, we must first acknowledge the thought and planning of key vacant areas remaining in Broomfield, including a number of PUDs, North Park, North Gate Tech Hub, Arista, and the redevelopment of the former Nordstrom and Bed Bath and Beyond sites. We will work with the community to determine other focus areas where they see change as a positive, including smaller redevelopments.

3. ENHANCING MULTIMODAL TRANSPORTATION THROUGHOUT THE CITY AND COUNTY

A Progressive Transportation Plan

Transportation is a basic human need that affects quality of life every day. Broomfield residents require transportation to get to work, school, medical facilities, recreational amenities, shopping, and other community and social activities. A well connected and efficient transportation network allows for access to higher paying and varying job types, a wider selection of housing options, and more convenient health and human services. An integrated multimodal transportation system allows residents, employees and visitors of Broomfield the freedom of personal mobility and choice of how to travel – whether it's walking, biking, driving, carpooling, or riding public transportation. Increasingly, cities that thrive economically have an extensive and expanding transportation network that includes integrated transit, biking, and walking facilities in addition to efficiently operated and maintained roads.

Our team's approach to updating Broomfield's Transportation Plan will move away from an incremental approach to improvements to one that focuses on a holistic view of mobility and accessibility. There are a number of emerging trends and technologies that are beginning to affect transportation in Broomfield and the Denver metropolitan area. These trends can influence the demand for travel, travel patterns, mode choice, and route selection. Our transportation planning approach will focus on understanding these trends and staying abreast of how Broomfield's transportation decisions and investments can adapt. Colorado's vehicle miles

traveled (VMT) per capita decreased by over 11 percent between 2005 and 2012. Similarly, VMT per capita in the United States has been consistently dropping since its peak in 2004 at just over 10,000 miles (Source: FHWA Office of Highway Policy Information). These decreases have been, in part, attributed to the lower auto ownership rates by the Millennial generation and the increase in their preferred travel modes of walking, biking, and riding transit. Across the United States, older adults (65+) are putting more emphasis on how and where they choose to age. While many older adults want to “age in place,” many are also now making purposeful decisions about where they want to spend their retirement years based on the availability of public transportation and access to goods and services. When older adults are able to easily and safely access public transportation, they are able to continue to meet their basic needs such as medical appointments, shopping, and recreation without having to drive or rely on others. Mobile technology continues to evolve at a rapid pace and has changed the way that people live, work, travel, and socialize. Since the first iPhone came out in 2008, the iTunes app store has grown from a mere 800 apps to a staggering 1.3 million apps. Many of these apps allow tasks to be completed remotely, such as making bank deposits, ordering groceries, etc., which can reduce trip making. Many apps also focus on the way that people move and travel such as when the next bus/train will arrive, the ability to schedule a ride share on Uber or Lyft, or to reserve a bike through a bike share program. Broomfield’s Transportation Plan will consider the impacts of our ever-mobile society. Another technology that is likely to greatly influence transportation infrastructure needs in the future is Vehicle to Vehicle (V2V) communication which

allows vehicles to “talk” to one another and uses data such as speed and location from nearby vehicles to assess risk potential and uses warning signals to avoid common crashes. This technology has the potential to improve the safety and capacity of our roadway system vastly in years to come. FHU will lead the transportation plan effort that incorporates a holistic approach to multimodal transportation and considers the social and technological trends that could greatly affect the way people travel in and around Broomfield in the future. The transportation plan will build upon and leverage the imminent regional transportation projects including the US 36 Bus Rapid Transit (BRT) and bikeway, recommendations of the Northwest Area Mobility Study and future commuter rail. The plan will identify opportunities to connect travel modes and to provide residents of all Broomfield neighborhoods (old and new) with safe and convenient travel options by foot, by bike, by car or by transit.

EMBRACING TECHNOLOGY IN HOW WE LIVE, WORK, AND MOVE

A Quality of Life Center for Technology and Employment

Broomfield will continue to be a center for creative industry. Business retention must focus on creating a quality of life environment that is supportive not of large industry, but new, small businesses and creative industries. Providing necessary infrastructure, such as transportation options, fiber optics, and amenities are necessary for this retention. Creative industries and those looking to open new high tech businesses often choose areas that cater to quality life factors. Broomfield

already a number of amenities, like high quality open spaces and access to medical and health services.

Creating a Community Heart

A community heart-those special places where friends, family, and neighbors gather to eat, relax, and recreate- are some of the most crucial elements of a successful community. We are able to work with your chosen private/public development team to make a community city center happen.

Task 1.

foundation

Task 1 will include an inventory of needs and issues, collection of the data necessary for both Comprehensive Plan and Transportation Plan Updates, and review of the City's existing plans, policies, and goals in close coordination with the Planning and Engineering Departments. Our team will assist Staff in the identification of a logical distribution of responsibilities that best capitalizes on both consultant team's and City's strengths to create a cohesive and efficient team. Our data collection and analysis has already begun, and will be continued at the inception of the project. We feel that all data should have a purpose in the plan development process, and should be contextualized in a way that relates directly to implementation. Demographic and population projections, economic and housing analyses, and land use and transportation evaluations will be integrated with the community vision to tell the story of Broomfield, both at present and looking forward. Stakeholder interviews and focus groups will be held at this early stage of the project to gauge issues, needs, and vision for the future. Concurrently, we will analyze how the both plans can integrate with existing plans, including plans and data for:

- Growth, population and change;
- Land use;
- Multimodal transportation;
- Community form and identity;
- Historic preservation;
- Open space, parks, recreation, and trails;
- Economic development;
- Community services and facilities;
- Sustainability;
- Housing; and
- Utilities, resiliency and hazards preparation and

response.

Community kickoff activities will feature interactive workshops on shared values, big ideas, and choices facing the City. Following the initial public activities and events, we will begin to synthesize a preliminary vision for the community. This vision will be more than simply words – we will seek to illustrate the community's vision by visually representing what we've heard from the public, stakeholders, and staff to date.

1.1 ONGOING PROJECT MANAGEMENT

Ongoing project management activities include in-person progress meetings, and bi-weekly phone calls ensuring that the project scope, schedule, deliverable quality, and budget are effectively managed to the City's and CPUTF (Comprehensive Plan Update Task Force) s expectations throughout the project. Our team has worked in the Broomfield area and plans to be there regularly, so the City can be assured that we understand the community and that we will be highly responsive. Project Managers Megan Moore and Jenny Young are both available to fully commit to this important project. Megan and Jenny will participate in biweekly phone calls and attend regular progress meetings during the course of the project. Monthly, Bruce Meighen, the project principal, Megan, and project accountant will review the project management plan, costs, deliverables, milestones, and accomplishments for the preceding month, along with the status of each major task, updating the critical path schedule and monthly workload projections as needed. Public involvement efforts will build on and complement efforts from previous and on-going planning projects and we will ensure that the projects are coordinated and public involvement

activities are complementary in order to avoid confusion and public involvement fatigue.

1.2 STAFF & CITIZENS' TASK FORCE KICKOFF WORKSHOP

An in-person meeting will occur between staff and consultant team members to review project schedule, communication protocols, and tasks; review the community engagement strategy and techniques; identify key issues; and prepare a list of individuals and groups to contact for stakeholder interviews. The CPUTF will be responsible for providing input on the community vision, discussing key issues and opportunities, and serving as liaisons to their social networks and other community members. Logan Simpson will prepare meeting materials and facilitate the meetings. The CPUTF is expected to meet up to 9 times, monthly to bi-monthly, and generally on the 3rd Thursday of every month.

1.3 COMMUNITY ENGAGEMENT PLAN

Logan Simpson and CDR will prepare an outline of the public outreach goals, activities, venues, and City/consultant team responsibilities that seek to keep citizens informed throughout the planning process, gather feedback at critical points, and create local champions. This living document will serve as the one-stop repository for meetings and activities throughout the plan. The plan will recommend the means of involvement in the study by the public and outline participation methods and objectives. The Community Engagement Plan will form the basis of the first website update. Specific focus will be placed on seeking regular, broad, representative community participation using highly interactive techniques and a variety of venues and means. If desired, the Logan Simpson team can

offer innovation approaches to public involvement, including keypad polling at public events; sMAP, an online geographically referenced comment collecting tool; and PhotoVoice exercises. Further details about community engagement opportunities are presented in the tasks below, and will be further refined within the Public Outreach Plan. Logan Simpson will work with the City to create initial content and updates for a project website to be hosted by the City and County. Project updates and meeting notifications will also be shared through Broomfield's existing social media platforms (Facebook, Twitter, YouTube, Granicus, etc.), and the Broomfield Enterprise. Logan Simpson will provide details and content for media updates, but will utilize the City and County's current accounts, coordinated through the Director of Communications. We can also use our comment tracking tools to compare our methods and adjust when necessary. In many cases, we find small group meetings in the square, coffee shop, school or park result in more participation than regular meetings. We can use the system to track if we are reaching underrepresented populations or hearing just from the vocal minority.

1.4 STAKEHOLDER INTERVIEWS

Stakeholder interviews, focus groups, and the CPUTF discussions will be held at this early stage of the project to gauge issues, needs, and vision for the future. Concurrent with the stakeholder interviews and community kick-off will be an analysis of existing conditions for all major plan elements. The consultant team (3 – 4 attendees) will conduct two days of interviews with stakeholders or small groups to gather feedback on issues and opportunities, generate initial visioning ideas, and stimulate interest in the comprehensive plan. Staff will schedule

meetings with relevant agencies, elected officials, residents, businesses, and other organizations or jurisdictions to gain an understanding of issues related to land use, modes of transportation, economic development, housing, and other community trends. Logan Simpson will prepare materials, facilitate all interviews, and prepare a stakeholder summary. The general public will be encouraged to participate, as well. If necessary, Logan Simpson will follow up with conference calls, for interested stakeholders who were not able to participate over the 2 days. Example groups such as the following may be interviewed: City and County Manager

- City Boards & Commissions
- Broomfield Chamber of Commerce
- DRCOG
- RTD
- North Area Transportation Alliance (NATA)
- Neighboring Municipalities (Adams, Boulder, Jefferson, and Weld counties, Boulder, Louisville, Lafayette, Thornton, Westminster, Erie, etc.)
- School Districts (Adams 12, Boulder Valley, Brighton, Fort Lupton, Jefferson County and St. Vrain Valley school districts)
- Neighborhood Representatives
- Major, Local Employers
- Local Business Owners
- Rocky Mountain Metropolitan Airport
- Broomfield Teen Council
- Large Developers (i.e. Anthem, Arista, North Park, Palisade Park, Highlands, etc.)
- Senior Resources of Broomfield/ Senior Center
- Other Local Leaders

1.5 COMMUNITY TOUR

On Day 3 of the Stakeholder Interviews, staff will join the consultant team on a half-day bike and van tour through Broomfield to visit those key opportunities identified by interviewees.

1.6 DATA COLLECTION AND EXISTING CONDITIONS SNAPSHOTS

Using existing plans and the best available data from the City and County of Broomfield, DRCOG, and other sources, the consultant team will research and synthesize information for each planning topic into a series of “Existing Conditions Snapshots” that will provide not only an overview of baseline conditions, but also define how those trends and conditions influence the development of policies, actions, and focus areas for the Comprehensive and Transportation

Plans. Each Snapshot will include a summary of relevant, adopted plans and policy direction. These snapshots will aid the public in updating Broomfield’s vision in Task 2, identifying major opportunities in Task 3, and developing strategic, forward-thinking Comprehensive and Transportation plans in Task 6. Growth, Population & Change. Logan Simpson and Steve Fisher will work with the City to gain a thorough understanding of the population and demographics of Broomfield now and in the future. Much like the rest of the region, Broomfield is undergoing demographic changes with potential new demand for goods and services previously unseen in the area. With the economy rebounding, the pressure for both single-family residential development, along with smaller-format and senior housing have returned. Broomfield is located within a very creative high tech region and the facilitation and growth of primary jobs with the creation of an overall environment conducive to this growth is important, as the City continues to grow and change. Land Use. Logan Simpson will complete a detailed analysis of land use and development that will identify the strengths, weaknesses, opportunities, and constraints related to the character of existing development, vacant land, redevelopment, and zoning. Our team will focus on remaining development areas, integrate existing site plans, and identify areas that are underutilized or could benefit from reinvestment and/ or redevelopment within the City. Transportation. FHU will compile a GIS-based inventory of Broomfield’s current transportation system and operations to serve as a baseline for identifying deficiencies and opportunities. The inventory will include all surface transportation modes:

- Pedestrian: Identify areas of Broomfield that are likely to generate or attract substantial pedestrian activity (e.g., schools, transit stations, and major commercial centers) and assess sidewalk conditions/availability in those areas. Sub-standard sidewalk conditions, for example in some of Broomfield’s older neighborhoods, will be identified. The City’s walkability will be assessed by evaluating the connectivity index within defined subareas. This simple measure is based on dividing the total number of road segments (links) by the total number of intersections (nodes) – a well-connected street network with a higher connectivity index emphasizes accessibility by providing for direct

pedestrian connections. Major barriers to pedestrian movement will also be identified (e.g., major roadway corridors like Wadsworth and 120th Avenue).

- **Bicycle:** Broomfield's GIS database will be used as a starting point in documenting the existing bicycle infrastructure and amenities and will be supplemented with a field verification to assess citywide bicycle conditions. The inventory will include locations of existing and proposed bicycle facilities (on-street and shared use trails), available bike parking in major activity centers, roadway geometry (travel lanes, widths), traffic characteristics (volume, speed) and intersection traffic control. The quality of Broomfield's existing bicycle accommodation will be evaluated on all streets with a functional classification of major collector and higher – regardless of whether or not the street is a designated bike route or facility. We will apply the concept of Level of Traffic Stress to assess the current quality of the system. This technique addresses an individual's tolerance for traffic-related stress (traffic volumes, speeds, proximity) and classifies segments and intersections based on the Level of Traffic Stress.
- **Transit:** Maps will be prepared depicting existing and programmed Regional Transportation District (RTD) transit routes and facilities. The transit inventory will be overlaid with the bicycle and pedestrian inventories to identify gaps in intermodal connections.
- **Roadway:** Available GIS data sources will be used to develop an inventory of the major roadway system in Broomfield, including physical characteristics such as functional classification, laneage, posted speeds, and general right-of-way width. Traffic volume information on the major street system will be compiled from City, CDOT, and DRCOG data sources. Current traffic volumes and roadway characteristics will be paired to assess the current operational conditions at a planning level using volume to capacity ratios.
- **Safety:** Obtain available crash data from the City and CDOT and identify high crash locations on the transportation system. This evaluation will include analysis of the overall crash rates at intersections and road segments and identification of significant crash patterns

(i.e., type of crash and severity), and a focused evaluation of pedestrian- and bicycle-involved crashes.

Community Form & Identity. A detailed analysis of land use and development will identify the strengths, weaknesses, opportunities, and constraints related to the character of existing development, vacant land, redevelopment, and zoning. Logan Simpson will focus any available growth areas and identify areas that are underutilized or could benefit from reinvestment or redevelopment within the City. Reviewing existing neighborhood and sub-area plans, as well as the work accomplished as part of the Arts and Culture Master Plan Update, will provide insight into the subtleties of Broomfield's community identity.

Historic Preservation. The plan update will review the Historic Preservation ordinance, goals and policies to insure they reflect the direction of the City and to identify future opportunities.

Open Space, Parks, Recreation & Trails. Broomfield's parks, recreation facilities, and open space are essential quality-of-life amenities for its residents and a source of pride for the community. Logan Simpson will build on the OSPRT Master Plan (and as schedule allows, incorporating any recommendations identified in the upcoming update) and identify ways to enhance the system even further, including opportunities for diversification between facilities and park types, and quality of experience within open space areas.

Economic Development. The economic element of the comprehensive plan update will provide the City the opportunity to reevaluate its land use mix and ensure that it is targeted toward encouraging employment growth, stimulating commercial development, and preserving fiscal sustainability. CLA will begin initial data collection using immediately available local, state, and national economic data sources and produce a current economic snapshot of the community. We will also review past studies, related development analyses, and regional trends. In recent years, Broomfield has pursued a number of redevelopment initiatives, urban renewal plans, and economic development strategies –and most recently with the new InvestBroomfield.com website. The economic development entities and the tools, partnerships, strategies, and opportunities already underway should be understood and considered in the analysis. We will also review recent City Council visioning and goal-setting efforts to incorporate current stated economic goals into

the analysis. The community input and data analysis will be placed into a strategic planning context that describes the strengths, weaknesses, opportunities, and threats related to economic health. Community Services, Facilities & Utilities. Logan Simpson and FHU, using the earlier demographic analysis, will conduct a general assessment of necessary civic services based upon growth changes and trends. The snapshot will focus on what has changed since adoption of the 2005 Plan and/or the key recommendations that are relevant to the Comprehensive Plan Update. With relevant city data, we will review and evaluate Broomfield's current conditions and needs related to other city infrastructure, and facilities such as, but not limited to, public safety, water, sewer, electric, civic facilities. Logan Simpson will coordinate this element with outside agency plans and studies, including healthcare providers, Adams 12, Boulder Valley, Brighton, Fort Lupton, Jefferson County and St. Vrain Valley school districts, the Senior Center, and the Cultural Council. Housing. An attractive and diverse housing stock is vital to ensuring the City of Broomfield preserves its position as an attractive place to live and attains its affordable housing, and economic development goals. The evolving baby boomer and millennial generation demographics are altering the dynamics of the local housing market, requiring an updated plan to target current and future housing needs. Logan Simpson and CLA will document a housing snapshot that will include a current depiction of the demographic and economic characteristics that impact housing affordability and preferences, as well as an understanding of how programming, policy, design, and public incentives can be used to meet housing needs now and in the future. In this task, we will review previous housing studies completed for the City and surrounding area. We will also use the 2010 Census, and the 2011 American Community Survey (ACS) to gather relevant housing data. Information collected as part of the stakeholder/focus group interviews from knowledgeable realtors, residential developers, and city officials, will help define the current state of Broomfield housing offerings and the implications of projected future demographic shifts on Broomfield's position as a choice residential community. This snapshot will include data of current housing and market characteristics including tenure, housing age, housing types, affordability (rental and owner), and vacancy. We will identify potential current

housing needs and address potential challenges in the City and County's housing programs. Resiliency and Hazards Preparation and Response. While the concept of resiliency is not new to engineering principles, infrastructure improvement planning is an emerging field. As evidenced by the 2013 floods, it is increasingly important to anticipate these events and reduce the costs and time invested for redevelopment. The resiliency and hazard preparation snapshot will assess the risk of infrastructure assets, and improvements to assets with a consideration of natural threats. Threats that can be evaluated include flooding and potential erosion from the flooding. The snapshots will include a review of floodplain data of Rock Creek and Big Dry Creek, along with their major tributaries. Logan Simpson will conduct a qualitative review of existing FEMA and Urban Drainage and Flood Control District documentation on these floodplains.

1.7 PLAN AUDIT AND INTEGRATION WITH OTHER PLANS

Logan Simpson will use the inventory of plans listed within the RFP, and create an inventory of relevant City policies, standards, and guidelines for each resource area. The existing plans, policies and processes prepared by the City, County, State of Colorado, or private entities will be assessed by the consultant team for relevance to land use, transportation, economic development, housing, etc. with the goal of understanding how Broomfield's policies operate today and what needs and conflicts exist under current regulatory guidance in relation to expected future demands. Existing conditions related to economic development, per capita vehicular travel and multimodal demand, housing, infrastructure, education, and other key topics will be carefully evaluated to identify issues, opportunities, and potential action strategies.

Existing Plans:

- Open Space, Parks, Recreation and Trails Master Plan
- Sheridan Vision Plan and Streetscape Design Guidelines
- Creative Broomfield – A Master Plan for Cultural Development
- Public Art Master Plan
- Transportation Master Plan
- Treated Water Utility Master Plan
- Wastewater Utility Master Plan
- Reuse Water Master Plan

- Broomfield Heights Neighborhood Plan
- Civic Center Master Plan
- Original Broomfield Neighborhood Plan
- Westlake Neighborhood Plan
- U.S. 36/Wadsworth Interchange Sub-Area Plan
- 96th Street/Northwest Parkway Sub-District Master Plan
- Interstate 25 Sub-Area Plan
- Broomfield Interchange Sub-Area Plan
- West 120th Avenue Corridor Sub-Area Plan
- 96th Street Gateway Urban Renewal Plan
- Broomfield Amended West 120th Avenue Urban Renewal Plan
- Broomfield Plaza-Civic Center Urban Renewal Plan
- Hoyt Street Urban Renewal Plan
- Lowell Gateway Urban Renewal Plan
- North Park Urban Renewal Plan
- North Park West Urban Renewal Plan
- Original Broomfield Urban Renewal Plan
- U.S. 36 West Corridor Urban Renewal Plan
- Villager Square Urban Renewal Plan
- Wadsworth Interchange Urban Renewal Plan
- DRCOG MetroVision 2040
- SH 7 Planning and Environmental Linkages (PEL) Study
- North I-25 Environmental Impact Statement (EIS)
- Northwest Area Mobility Study (NAMS)
- US 36 Bus Rapid Transit (BRT) and Bikeway Plans

Task 1 Anticipated Timeframe:

- 2 months, August - September

Task 1 Anticipated Deliverables:

- Draft and final Community Engagement Plan
- Initial content and continual updates for inclusion on the City and County website and social media platforms
- Available data/report inventory and gaps matrices
- Stakeholder interview/focus group agenda, questions, materials, facilitation and summary
- Existing Conditions Snapshots & Maps: Growth, Population & Change; Land Use; Transportation; Community Form & Identify; Open Space, Parks, Recreation & Trails; Economic Development; Community Services & Facilities; Sustainability; Housing; Utilities; Resiliency; other relevant topics
- Plan Audit including current comprehensive plan policies and goals relevance matrix, and areas of future concern
- Phase 1 summary packet and PowerPoint presentation by Logan Simpson to the CPUTF

Task 1 Meetings:

- Bi-weekly conference calls with Staff (every other week)
- Staff/ TAC (Technical Advisory Committee) Kickoff Meeting #1 agenda, materials, attendance, and summary (August)
- Staff/ TAC Meeting #2, agenda, materials, facilitation, and summary (September)
- CPUTF (Citizen Task Force) Meeting #1 agenda, materials, facilitation, and summary (August)
- CPUTF agenda, materials, facilitation, and summary (September)
- Stakeholder/focus group interviews, including agenda, materials, facilitation, and summaries (2 days, September)
- Community Tour materials, attendance, and summary with photo inventory (1/2 day, September)
- Possible City Council Study Session presentation, assistance with facilitation, and summary

Task 2.

visioning

Following the initial public activities and events, we will begin to synthesize a preliminary vision. This vision will be more than simply words – we will seek to illustrate the community’s vision by visually representing what we’ve heard from the public, stakeholders, and staff to date. To put it simply, we specialize in refining vision documents that translate words into what it means to those who live and visit the City.

2.1 VISIONING SURVEY

Once the Comprehensive Plan webpage has been developed, we will launch a web-based survey/ questionnaire to educate residents on the Comprehensive Plan Update, and gather input on residents’ values and vision for Broomfield. The survey will be distributed to the public at the community kickoff event (Task 2.2.), on the City and County website; and via existing social media platforms; contact lists; and through other networks in the community. Demographic questions could be included to ensure we are reaching out to a broad cross-section of the Broomfield community.

2.2 COMMUNITY KICKOFF EVENT

Community kickoff activities will feature interactive workshops on shared values, big ideas, and choices facing the City. Participatory exercises will be used to build the initial community vision, provide education, and increase awareness of why this process is so important to shaping the future quality of life in Broomfield. As part of Broomfield Days in September, the consultant team will staff a booth, with a number of activities for residents, and families to learn about the Comprehensive Plan process and offer initial feedback about their city, and encourage discussions to identify community values and priorities, which

will guide the development of the community vision. Materials will also include the themes and focus areas. Preparation will include a “to-go” workshop package that can be used throughout the community and posted online. It is assumed that the City and County will coordinate meeting logistics and notification. The Logan Simpson team will prepare all materials and facilitate the meetings. In addition to the community kickoff event, our team will provide content for presentations at community meetings; neighborhood block parties or HOA meetings; booths at popular events or farmers’ markets; and other major events that attract a broad spectrum of residents.

2.3 VISION DOCUMENT

Using the results of the visioning survey, the community kickoff event, and stakeholder interviews, the consultant team, building off the themes and focus areas, will generate a summary of community values, an overarching vision statement, and goals that provide direction for the Plan. We will also seek to illustrate the community’s vision by visually representing what we’ve heard from the public, stakeholders, and staff to date. We believe the vision should be strategically integrated, bringing land use and community development ideas into focus along with multimodal transportation strategies and taking into account Broomfield’s economic role within the region. The vision can be incorporated as a section of the both the final Comprehensive and Transportation Plans, to set the foundation for all subsequent policy language. An internal draft will be reviewed by staff and forwarded to CC for discussion at a Study Session. The demographic and population projections and existing conditions snapshots from Task 1 will be integrated with the community vision to tell the story

of Broomfield, both currently and looking forward. The final vision document will incorporate CPUTF and CC considerations and public comments, and will include a summary of public outreach activities and comments to date. The vision document could address all of the existing Comprehensive Plan elements, along with graphics. The vision document will be presented and discussed in a workshop with the CPUTF and brought to a CC study session. .

Task 2 Anticipated Timeframe:

- 2 months, September - November

Task 2 Deliverables:

- Web-based visioning survey/ questionnaire
- Kickoff/ Visioning event agenda, materials, facilitation, and summary
- Kickoff/ Visioning event “to go” materials
- Draft and final Vision Document
- Phase 2 summary packet and PowerPoint presentation by Logan Simpson to the CPUTF.

Task 2 Meetings:

- Bi-weekly conference calls with Staff (every other week)
- Staff/ TAC Meeting #3 agenda, materials, facilitation, and summary (October)
- CPUTF Meeting #3 agenda, materials, facilitation, and summary (October)
- Community Kickoff/ Visioning Event #1 (September 19th, Broomfield Days)
- City Council Study Session #1 presentation, assistance with facilitation, and summary (October)

Task 3.

opportunities

Once a vision is set, the consultant team will move forward to identify geographic, process, and policy opportunities that contribute to and reflect Broomfield's goals for the future. Opportunities will be grounded in character preservation, placemaking, and mobility - focusing on Broomfield's unique qualities and aspirations. Our values-based planning focuses on the concept of experiential design. In other words, each planning policy and action should help create character and a better place. Building on the analysis of existing conditions and the vision document, specific land use and zoning; housing; transportation; services; community form and historic preservation; and open space, parks, recreation, and trails will all be established. Themes of sustainability and resiliency will be woven throughout each element.

3.1 LAND USE OPPORTUNITIES

Logan Simpson will define commercial and neighborhood opportunity areas within the community, and identify opportunities and constraints for each. The team will develop a brief description for each distinct land use pattern, including a discussion of the current character, form, and urban design; economic, social, and environmental conditions; and potential direction for the future. Subtasks could include:

- Identification and description of opportunity areas;
- Exploration of methods to unify the district-wide character of Broomfield's multiple commercial districts, neighborhoods, and entrance corridors;
- Utilization of mapping and the results of other tasks, the identification of specific economic, social, and environmental opportunities and constraints for each opportunity areas; and
- Identification of integrated approaches to

multimodal transportation improvements and land use planning.

In addition, Logan Simpson will build a GIS model to illustrate areas of change and areas of stability. This four part spatial analysis will assess the collective patterns of growth with building permits, shifting demands for goods and services due to changing demographics, current redevelopment areas and land use densities, and vacant or underutilized lands. This model will not only help identify the location of various market demands, but help illuminate future transportation and housing development potential and help identify locations for successful redevelopment and infill projects. Community form and character opportunities will be investigated and further defined as part of the character district process. Historic preservation can be rolled into this analysis, identifying those areas that could benefit from further study or future designation of historic status. Service opportunities could focus on integrating new technologies to provide services faster and more efficiently. These improvements could be aligned and integrated with other infrastructure projects, and opportunities such as new SCL health facility.

3.2 TRANSPORTATION OPPORTUNITIES

The team will identify specific opportunities for each mode of transportation and identify those constraints posed by existing land use and infrastructure within each opportunity area, focusing on the contribution of multimodal infrastructure that can catalyze desired changes. A key theme in this work will be the value of partnerships – with the City and County, RTD, and with the private sector. The transportation opportunities will include identification of gaps

in low stress bike network, barriers to pedestrian movement in key activity areas, areas for improved intermodal connections and access to transit, deficiencies in the roadway network (capacity, connectivity, safety), challenges and opportunities associated with major regional roadway corridors like US 36, Northwest Parkway, I-25, SH 7 and US 287, identification of roads with excess capacity, and opportunities for partnerships related to implementation of transportation infrastructure and services. Specific focus will be paid to the West 120th Avenue corridor, and will build off its SubArea Plan.

3.3 HOUSING OPPORTUNITIES

The housing element will use current market conditions and identify regional competitiveness and diversification options to determine the city's competitive position in the regional housing market. The housing opportunities analysis will incorporate mapping and overlay data on housing values, housing types (single family/multifamily) and land values to identify areas of stability, and areas of change. Opportunities can capitalize on emerging transportation and economic opportunities to diversify the housing stock.

3.4 ECONOMIC DEVELOPMENT OPPORTUNITIES

The economic element will provide the City the opportunity to reevaluate its land use mix and ensure that it is targeted towards encouraging employment growth, stimulating commercial development, and preserving fiscal sustainability. Broomfield is poised to take advantage of a number of economic development opportunities, including the Northgate tech hub, implementing the Civic Center Master Plan, and a number of smaller commercial redevelopment sites. Logan Simpson and CLA

will identify key opportunities for diversifying and strengthening Broomfield's economy by capitalizing on current momentum and planning for employment and consumer trends in the coming decade.

3.5 OPEN SPACE, PARKS, RECREATION, & TRAILS OPPORTUNITIES

Logan Simpson will review existing goals, policies, and strategies for physical, natural resource area conservation and growth management opportunities and constraints. By integrating concepts from the OSPRT Master Plan, we can identify relevant issues and opportunities. Specific focus will be placed on land planning and management related to natural hazards, including flooding. While 2013's flood impacted the community, the many creeks and their trail systems serve as significant local focal points and well-used amenities. Our team will identify opportunities for updating recreation nodes within the City, providing access to nature, and bolstering connectivity. Resource opportunities will include the identification of opportunities for "greening" the city, providing access to nature, expanding access to regional trails, applying growth management policies, and bolstering sustainability efforts. Logan Simpson will review existing policies and strategies for physical, natural resource area conservation, and growth management opportunities and constraints.

3.6 OPPORTUNITY AREA AND POLICY CHOICES

Based on the analysis above, the key choices regarding city-wide goals, objectives, and implementation strategies will be articulated. Distinct corridors, neighborhoods, and commercial areas will be delineated to allow for tailored analysis and recommendations for those areas. The opportunities and key areas will be further refined in Task 5 (Strategies

and Plan Development) and will form the basis of the Future Land Use Plan in Task 6 (Draft and Final Plans). From the policy review for all plan elements, missing policies, gaps, or procedural inadequacies will be identified to be addressed by the public in the subsequent Community Choices task. Choices in updating the future land use map to meet character, economic development, and housing goals will also be identified, and opportunities will be displayed graphically using maps, photos, and other media.

Task 3 Timeframe:

- 3 ½ months, November - February

Task 3 Deliverables:

- Preliminary and final opportunity areas maps for five areas
- Opportunities and constraints analyses
- Phase 3 summary packet and PowerPoint presentation by Logan Simpson to the CPUTF

Task 3 Meetings:

- Bi-weekly conference calls with Staff (every other week)
- Staff/ TAC Meetings #4 and #5 agendas, materials, facilitation, and summaries (November, January)
- CPUTF Meeting #4 and #5 agendas, materials, facilitation, and summaries (November, January)

Task 4.

community choices

Task 4 begins with the strategic community choices for the public. With their input, our team will make recommendations for adjustments to key policies and new inclusions to modernize the plan. Concepts and options for the future will be presented to the public for rigorous testing and review. As part of our work across the nation for public agencies such as the Environmental Protection Agency (EPA) and local governments up and down the Front Range, our team members have researched and gathered best practices for sustainability, redevelopment, community design, placemaking and character preservation, integrated transportation systems, innovative bicycle and pedestrian facilities, new models for housing, targeted economic development, and healthy, active living. We have investigated the attributes that create great communities, and we will build on our experience and resources to appropriately apply best practices in Broomfield – based on the data analysis and vision developed in previous tasks.

4.1 DEFINING BETTER CHOICES

Geographic, process, or policy scenarios should be true choices, not “straw men,” and should include a description of not only what it means but also how it will be implemented to achieve different goals and choices, based on current research, and proven best practices. Key metrics on the provision of housing, infrastructure, health care, education, job creation, and economic development will be used to evaluate scenarios.

4.2 INTERNAL BRAINSTORMING WORKSHOP

The consultant team will conduct a brainstorming workshop(s) with staff, and the CPUTF to assist in analyzing Broomfield’s opportunities which are either covered by the existing plan or identified to be included in the updated plan.. We will begin the workshop with

a presentation of the existing conditions, preliminary opportunities to achieve the community’s vision, and best practices and lessons learned from previous case studies. The presentation will provide leaders with a menu of options that could be applied to areas of the City, and will educate leaders about the benefits of various choices. The team will then pose a series of “what if?” questions by opportunity area to explore the range of options and their potential consequences and benefits for Broomfield. The remainder of the meeting would include small workgroup sessions focused on development and/or refinements related to opportunities in the character districts and associated opportunity areas.

4.3 COMMUNITY CHOICES SURVEY

A second web-based survey/ questionnaire will be developed to collect community feedback on choices for policies and implementation strategies facing the City. The survey will be distributed to the public at the choices workshops (Task 4.4), on the City and County website; and via existing social media platforms; contact lists; and through other networks in the community.

4.4 COMMUNITY CHOICES WORKSHOPS

Logan Simpson will conduct up to five public workshops at key locations throughout the community using creative and interactive methods to solicit input on refinement of the opportunities by character district and opportunity area. In addition to providing information on city-wide plan modifications, educational information about each choice would be presented, allowing each participant to learn about the trade-offs and potential benefits that could result from each choice. The meeting locations and formats will be designed to target key populations

and stakeholders, including seniors, youth, and other underrepresented groups; county and state agency representatives; the Chamber of Commerce and major employers; developers, lenders and real estate agents; families; and other members of the community.

4.5 REFINEMENT OF COMMUNITY CHOICES

Retail opportunities and redevelopment, highway commercial areas, existing neighborhood enhancements, new high-quality neighborhoods, complete streets and multimodal improvements, community entryways, employment centers, and other opportunities will all be refined. For land use opportunities, special consideration will be given to protecting Broomfield's great neighborhoods. For transportation opportunities, special consideration will be given to integrating and connecting different modes of transportation and providing low stress transportation options for all users along identified key corridors.

Task 4 Timeframe:

- 2 ½ months, January – April

Task 4 Deliverables:

- Web-based opportunities and strategies survey/questionnaire
- Choices event "to go" materials
- Phase 4 summary packet and PowerPoint presentation by Logan Simpson to the CPUTF

Task 4 Meetings:

- Bi-weekly conference calls with Staff (every other week)
- Staff/ TAC Meetings #6 & #7 agendas, materials, facilitation, and summaries (February, March)
- CPUTF Meeting #6 agenda, materials, facilitation, and summary (March)
- Community Choices Workshops (3-days, at up to 5 locations) agenda, materials, facilitation, and summary (March/ April)

Task 5.

strategies + plan development

This crucial task is the bridge between vision and implementation, during which the project team will define various actions and strategies. We believe that planning must always take place with implementation in mind. Defining each community's inclination for regulation and the resources available can often predict the likelihood of successful implementation. To this end, our planning always identifies a range of possible implementation practices while the plan's goals and objectives are taking shape - prior to making final recommendations. We will explore options regarding the role of—and partnerships between—the City and County, neighboring municipalities and jurisdictions, other agencies, local landowners, residents, and businesses. Components that require funding and coordination will be identified. The team will identify and prioritize administrative actions for achieving implementation, which include regulatory reform, the formation of improvement districts, public/private partnerships, or other administrative entities. Our team will evaluate all implementation scenarios through the lens of environmental, social, economic, and fiscal sustainability. Additionally, we could use economic/financial predictive modeling to quantify potential market absorption for different land uses, potential job growth, and other economic and revenue growth measurements based on different development concepts. Our team will then identify the implementation strategies that will be most effective in achieving the community's vision, followed by the development of the Draft and Final Comprehensive and Transportation Plans.

5.1 PRELIMINARY LAND USE PLAN

Based on the previous tasks, Logan Simpson will prepare a preliminary land use plan. The plan will include required land use mixes, opportunity area schematics, implementation priorities and phases, and other features. Logan Simpson will develop graphics and maps to illustrate existing and desired future conditions, including the areas of change and areas of stability map, to be included in the Comprehensive Plan. Our team will refine the Plan's vision and articulate the goals, objectives, policies, and strategies, including process and regulatory implementation. This section could include:

- Future Land Use Map
- Land Use Principles, Goals, Policies, and Objectives
- Community Form and Identify Element
- Areas of Change/Stability
- Housing Element
- Sustainability
- Fiscal impact Considerations

5.2 PRELIMINARY TRANSPORTATION PLAN

Travel Demand Forecasts: The DRCOG 2040 regional travel demand model will be refined and updated for use as a travel demand forecasting tool for Broomfield transportation planning. Land use forecasts developed as part of the comprehensive planning process for Broomfield will be translated to 2040 household and employment forecasts. These forecasts will be compared with DRCOG land use forecasts within the City and County of Broomfield and adjustments will be made to develop a consolidated data set that best represents the 2040 regional planning horizon. The DRCOG model will be evaluated for its adequacy

as a tool to analyze and forecast travel demand in Broomfield. FHU will implement model refinements, such as additional roadway network detail and transportation analysis zone splits, to more reliably represent Broomfield's transportation demand. The refined model will be run using the DRCOG fiscally constrained transportation plan transit and roadway network. Model-produced forecasts will be adjusted using a standard methodology that compares base year model results with actual traffic volumes. Model results will be evaluated and displays will be prepared for discussion with the project team and stakeholders showing travel demand results including:

- Travel patterns between major subareas and adjacent communities
- Major activity center trip generation characteristics
- Traffic forecasts on major roadways
- Forecasted congestion locations
- Forecasted transit ridership

Transportation Alternatives Development and Evaluation: FHU will collaborate with Logan Simpson and with staff to identify the leading elements of a strategic approach to transportation system development that serves the integrated land use and transportation vision from Task 2. This strategic approach will take into account new directions in policy and approach at RTD and CDOT, emerging trends in Front Range travel behavior, and opportunities to position the City for competitive grants. The refined travel demand model will be used to assess the potential benefits of different transportation improvement options. For example, the Northwest Area Mobility Study (NAMS) identifies six arterial corridors for BRT consideration, four of which (US 287, 120th Avenue, SH 7, and SH 42) are go through Broomfield. The model will be used to test the potential ridership and associated mode shift that could be realized through enhanced transit service on these (and other) corridors in the context of Broomfield's transportation system. This analysis will allow the project team to understand how enhanced transit service might reduce the need (or defer the need) for roadway capacity expansions in the future.

Long Range Transportation Plan: FHU will provide transportation planning support to ensure that the essence of the goals and objectives and key strategies and recommendations related to community development and transportation are incorporated into the City's Comprehensive Plan. As

the comprehensive planning process progresses, there may be philosophical or policy changes that affect both land use and transportation. Any impacts that may influence the recommendations or priorities of the Transportation Plan will be considered in close coordination with the planning team. Thus, developing the Transportation Plan and Comprehensive Plan in conjunction will ultimately make each plan more successful. The results of the transit and roadway alternatives evaluation will be used to develop the long range roadway plan and transit plan. The transit plan will document Broomfield's vision for transit service and supporting infrastructure (e.g., transit only lanes, transit priority treatments, enhanced bus stops, etc.), which will be integrated with recent and ongoing regional transit planning efforts and will be coordinated with RTD. The transit plan will include human services transportation recommendations in coordination with FHU's ongoing efforts with Broomfield's Local Coordinating Council. The roadway plan will identify the traditional functional classifications (freeways, arterials, etc.), and consideration will be given to adding a contextual dimension to the classification to consider, for example, special designations for streets within transit oriented development and other urban/activity centers. Broomfield's typical street cross-sections will be refined in concert with the planned functional classification system and to integrate multimodal recommendations. Potential new roadway connections will be identified along with roadway improvement recommendations such as additional lanes, access/traffic control enhancements. Where excess capacity has been identified on Broomfield's wide streets, the plan will consider road diets to incorporated enhanced bike and pedestrian facilities. A right-of-way preservation plan will be developed to ensure that adequate right-of-way is preserved for potential needs beyond the 2040 planning horizon. Active transportation elements will be directly tied to the specific land uses discussed in the Comprehensive Plan. Understanding existing and planned land uses will have a direct impact on where multimodal facilities are most needed; likewise providing complete transportation networks will make areas of the City more amenable to a greater diversity of land uses. By looking at the major activity centers, where people live, work, play, and learn, the pedestrian improvements will focus on expanding

walkability and level of pedestrian comfort in major activity centers and overcoming barriers to pedestrian movements. Sidewalk and pedestrian crossing improvements will be identified in existing neighborhoods to bring pedestrian infrastructure up to current standards and to address documented and perceived safety concerns for pedestrians. Based on the existing conditions assessment, identified opportunities and public input, our team will identify recommended bike network and amenity improvements. The team will develop a list of physical improvements to corridors and intersections to expand the network of low stress bicycling. We'll look for opportunities to connect isolated areas to provide an interconnected network for all ages and abilities. Physical improvements may include new facilities such as protected bike lanes, buffered bike lanes, and bike boulevards. The on-street bike network will integrate with the recommendations in the Open Space, Parks, Recreation, and Trails Master Plan to provide a connected system of bike facilities. The network recommendations will adhere to current guidelines documented by AASHTO, FHWA, NACTO, ITE and CDOT. Implementation: The full vision transportation plan will be examined with consideration of fiscal constraints, phasing needs, sustainability, and maintenance factors. Multimodal transportation projects will be prioritized to develop a phasing plan, including identification of short-term needs for capital improvement plan consideration. FHU will contribute to the preliminary Comprehensive Plan by identifying and describing how elements of the Broomfield Transportation Plan can be assimilated into the targeted projects for each district to realize the community's vision. Key elements of the Transportation Plan, including implementation strategies and performance measures, developed by FHU, will be articulated in the Comprehensive Plan.

5.3 PRELIMINARY IMPLEMENTATION STRATEGIES

Our team will work to create a tailored implementation and monitoring program that meets the current needs of the community and responds to changing circumstances and needs in the future. Throughout this project, we will work closely with staff, PZC, and CC to identify ways to address gaps in current programs, policies, and services and recommend strategic initiatives, catalyst projects, and other plans for all elements of the City. We will ensure projects and actions tier and link with the Long-Range Financial Plan,

capital work programs, sustainability initiatives, and other plans. Our in-house land use attorney will focus on any resulting code changes that may be necessary.

5.4 MONITORING PROGRAM

The draft plan will focus on supporting business activity, maintaining, and enhancing quality of life amenities, shaping growth in a way that promotes economic vitality, and sustainability initiatives that will serve as economic generators and attractors. To this end, the plan will include an adaptive management framework that the City can use to track the follow-through and effectiveness of the plans' actions. The monitoring tool can be continually updated to illustrate Broomfield's progress toward achieving its goals and will allow long-term tracking of the quality of life indicators. This approach will also result in a range of transportation performance measures that reflect the expressed community values and allow Broomfield to track progress toward meeting transportation goals. They will be used as the foundation for prioritizing projects and to develop 2040 performance targets for the transportation system. Further actions can be implemented (e.g., changes in development regulations) to ensure that goals are met. This adaptive management approach avoids the mistakes of many plans that are overly general; plans where the community looks back 5 to 10 years later and asks, "What happened?" and "Are we really better off?" Logan Simpson will facilitate a CC and/or PZC work session on select proposed goals, policies, and implementation strategies.

5.5 PRELIMINARY DRAFT PLANS

All of the above will be compiled into Preliminary Draft Plans with renderings, mapping, and other graphics, including, at a minimum, the following:

- Front matter: cover page, table of contents, acknowledgments
- Vision
- Opportunities
- Community Choices
- Goals & Policies by Plan Element
- Implementation Strategies
- Appendices

Our team is well-versed in a range of graphic communication techniques and styles. As appropriate, graphics for the plan will include maps, illustrations, visual simulations, 3D images, photos, diagrams, and other supporting graphics.

Task 5 Timeframe:

- 2 months, March - May

Task 5 Deliverables:

- Preliminary Comprehensive Plan
- Preliminary Transportation Plan
- Hand-drawn graphics or computer renderings/ simulations (up to 5)
- Policy recommendations and implementation strategies
- Recommendations and phasing matrix
- Phase 5 summary packet and PowerPoint presentation by Logan Simpson to the CPUTF

Task 5 Meetings:

- Bi-weekly conference calls (every other week)
- Staff/ TAC Meetings #8 & #9 agendas, materials, facilitation, and summaries (April, May)
- CPUTF Meetings #7 agenda, materials, facilitation, and summary (April/ May)
- CC Study Session #2 presentation, assistance with facilitation, and summary

Task 6.

draft + final plans

Based on all analysis, input, and work completed up to this point, our team will work with staff to prepare an innovative, streamlined, and graphically appealing document addressing how the goals and policies of the 2005 Comprehensive Plan have been refined and how they relate to the themes and focus areas identified by the City and County of Broomfield (CCOB).. Creating an integrated plan will require more than simply combining the existing topic areas in each plan. As we have done for other comprehensive planning efforts, we will identify a document framework with an intuitive hierarchy of plan elements that highlights interdependence among the elements, and is built based on the themes and focus areas. We anticipate placing technical analyses within appendices, so the document begins with an engaging vision. Logan Simpson will develop draft and final goals and policies, including associated maps, illustrations, simulations, 3-D images, photos, and supporting graphics. Logan Simpson will utilize staff and the CPUTF to help develop the goals and policies. Rather than creating a map or drawings that simply denote intentions for the future, the graphics in the draft plan will focus on targeted projects for each district that contribute to the community's vision.

6.1 PUBLIC DRAFT PLANS

The Preliminary Draft Plans will be revised per one round of comments and one or more CPUTF meetings, and will be converted to modern, graphic, and user-friendly formats as the Public Draft Plans.

6.2 PUBLIC REVIEW OF DRAFT PLANS & OPEN HOUSE

The public and stakeholders will be given an opportunity to review and provide feedback on the Draft Plans during a month-long review period. During the public review period, Logan Simpson will conduct

two public open houses to present the draft plans at two different locations with the City. Key policy changes and plan features will be highlighted and explained, and attendees will have the opportunity to discuss questions and concerns one-on-one with staff and consultant team. Comments on the plan will be reviewed and incorporated into the Final Comprehensive and Transportation Plans.

6.3 CPUTF & CC STUDY SESSION

Logan Simpson will assist staff in presenting and reviewing the Draft Comprehensive and Transportation Plans with the CPUTF and the CC in a study session, with a focus on input received during the public review period. Our team will identify and address any areas of confusion and concern through a facilitated process. It is assumed that staff will provide one set of redlines and new content for the plan.

6.4 FINAL COMPREHENSIVE & TRANSPORTATION PLANS

In this task, the Logan Simpson team's role shifts to a support role, with staff leading the majority of presentations and Logan Simpson providing content for the final plans. Logan Simpson will revise graphics and word documents based on feedback and input from the staff, the CPUTF, and the CC, on the Draft Plans, as well as prepare an Executive Summary describing highlights and the organization of the plans.

6.5 CPUTF PUBLIC HEARING

Consultant team and staff will present the Final Comprehensive and Final Transportation Plans to CPUTF. The Logan Simpson team will complete one round of minor revisions, as directed by CPUTF, and based on public hearing comment. It is assumed that staff will provide one consolidated set of redlines and new content for the CC Adoption Draft Plans.

6.6 CC PUBLIC HEARING & ADOPTION

Consultant team and staff will present the Comprehensive and Final Transportation Plans to CC for adoption. The Logan Simpson team will again complete one round of minor revisions, if any, as directed by CC, and based on public hearing comment. It is assumed that staff will provide one consolidated set of redlines and new content for both Final Comprehensive and Transportation Plans. Logan Simpson will provide final digital files of the plan documents, associated graphics, and consolidated GIS database.

Task 6 Timeframe:

- 4 months, May - August

Task 6 Deliverables:

- Public Draft Plans (digital plan files)
- Final Plans for CC Hearing (digital plan files)
- Final Comprehensive Plan (30 hard copies, 1 unbound)
- Final Transportation Plan (30 hard copies, 1 unbound)
- All associated digital plan files

Task 6 Meetings:

- Bi-weekly conference calls with Staff (every other week)
- Staff Meetings #10, #11, and #12 agendas, materials, facilitation, and summaries (June, July, August)
- CPUTF Meetings #8 and #9 agendas, materials, facilitation, and summaries (June, July)
- Public Open Houses (x2) agenda, materials, facilitation, and summaries
- CC Study Session #3 presentation, assistance with facilitation, and summary
- CPUTF public hearing materials and assistance with facilitation
- CC Public Hearing materials and assistance with facilitation

Optional tasks

LIVING PLAN WEBSITE:

The City and County could determine the need for a living plan website near the conclusion of the project. The final plan could be incorporated into a digital plan, hosted by the City and County of Broomfield, which would include links between the Comprehensive Plan document and an interactive mapping system, allowing ease of use, and ease of updates within a digital realm. Logan Simpson would provide the outline, organization, content, and final land use plan for City and County inclusion within the website. Logan Simpson would assist in the development, format, and hierarchy of the site, but the City and County would be responsible for the functionality and hosting of the plan with links and reverse links between the document and mapping system. Additional labor for this task would be billed at the hourly rates included within the proposal.

VISUAL SIMULATIONS & RENDERED PLAN

Through the process, the City and County could identify additional graphics needed to convey opportunities, catalysts, and/or redevelopment options. Logan Simpson could provide additional visual simulations of catalyst projects and/or focus areas, in addition to those graphics already included in the base scope. A visual or photo simulation would be based on an existing photograph, or existing 3-D model, and would illustrate future opportunities and/or options for specific sites. In addition, a rendered plan could be developed for specific neighborhood areas, or future development/ redevelopment sites. Additional labor for these graphics would be billed at the hourly rates included within the proposal.

EXTRA MEETINGS

The City and County anticipates additional outreach and meetings, which would be billed at the hourly rates included within the proposal.

2015

	August	September	October	November	December
TASK 1: Foundation	① Task Force Meeting #1	② Task Force Meeting #2			
TASK 2: Visioning		① Visioning Event: Broomfield Days	③ Task Force Meeting #3		
TASK 3: Opportunities				④ Task Force Meeting #4	
TASK 4: Community Choices					
TASK 5: Strategies + Plan Development					
PHASE 6: Draft + Final Plans					

What is the

Schedule?

2016							
January	February	March	April	May	June	July	August
5 Task Force Meeting #5							
		6 Task Force Meeting #6 2 Community Choices Workshops					
			7 Task Force Meeting #7				
					8 Task Force Meeting #8 3 Public Open Houses		
						9 Task Force Meeting #9 4 Public Hearings	