

Q2 Monitoring Report

TO: District Plan Commission
FROM: Anneli Berube, Ag Innovation Specialist, for District Plan Staff
DATE: June 28, 2018
SUBJECT: Q2 District Plan Monitoring Report

The following report documents activities and deliverables completed in the second quarter of 2018 (Q2), and a preview of activities and deliverables that will be completed in the third quarter of 2018 (Q3). The information is summarized below and detailed in the tables on the following pages.

(Q1 is Jan-Mar, Q2 is Apr-Jun, Q3 is Jul-Sept, and Q4 is Oct-Dec.)

Report Summary:

Table 1. Deliverables completed in Q2: This table represents the two (2) deliverables that have been completed and published in Q2:

- Farmland Preservation Toolkit
- Farm-to-School Toolkit

These documents can be found at adcogov.org/districtplan.

Table 2. Deliverables for Commission Review in Q3: This table represents the deliverables that will require the Commission's feedback in Q3. The two (2) deliverables that will be completed this quarter are:

- List of summer and fall public engagement opportunities.
- Summary of the SWOT analysis of conservation easements.

Table 3. Tactics Underway: This table provides updates on the eleven (11) tactics that will be worked on in Q3, summarized below:

- **Tactic #9: Zoning overlay or design guidelines** – In Q2 the City of Brighton began reviewing their land use code and will be continuing that process in Q3.
- **Tactic #10: Exploring TDR** – City and County staff began exploring the feasibility of investigating a TDR program for the City in Q2 and will be developing a scope of work to explore budget needs in Q3.
- **Tactic #12: Exploring incentives for conservation easements** – City and County staff performed a SWOT analysis on conservation easements as a tool for the District Plan area in Q2 and will be presenting a summary of that analysis in July of Q3.
- **Tactic #13: School nutrition programming** – the Farm to School toolkit was developed in Q2 and staff will be communicating with nutrition services departments of 27J and Adams 12 in Q3 about strategies to increase farm to school activities.
- **Tactic #14: On-site school gardens** – see update for Tactic #13 above.

- **Tactic #15: Marketing campaign** – City and County staff met to discuss the need for a brand to market the District Plan area in Q2 and will be developing a request for proposals (RFP) to hire a marketing firm to fulfill this need in Q3. Additionally, Tactics #16 (marketing capacity for local products) and #17 (more community events) will be informed by the deliverables of this tactic.
- **Tactic #18: Wayfinding signage** – City and County staff are developing a plan for wayfinding signage in Q2, including a draft map and design, and will be coordinating with various departments in order to confirm code compliance. Work on Tactic #15 will also inform the completion of this tactic.
- **Tactic #19: Explore potential incubator program** – City and County staff began exploring what farmer incubator programs exist and what might be needed in Q2. It was determined that this tactic will be informed by Tactic #15, and this tactic will be revisited in 2019.
- **Tactic #28: Seek grant funds** – Grant opportunities are continually being collected and reviewed for use for Ag Innovation Specialist position and District Plan activities.

Table 4. Tactics Ongoing: This table provides updates on activities for Ongoing tactics. There are one (1) tactic with updates for Q2, summarized here:

- **Tactic #6: Public relations** – Staff published a video update about the District Plan, and staff and District Plan Commission members held one tabling event in Q2. In Q3, more public outreach activities are planned, as well as a social media post series.

Table 1. Deliverables completed in Q2

#	Tactic Summary	Deliverable	Tactic Complete? If not, next steps?
11	Develop matrix to guide agricultural preservation efforts	Farmland Preservation Toolkit	Yes
13	Increase school nutrition programming within existing school system	Farm-to-School Toolkit	In progress. Next Steps could include: focusing on Colorado Proud Day 2018, coordinating with school districts.
14	Implement on site school gardens within 27J School District	(see above)	(see above)

Table 2. Deliverables for Commission Review in Q3

#	Tactic Summary	Who is Involved	Timeline	Deliverable
6	Create a public relations plan to promote the efforts of the District Plan	Lead: Anneli, Adams County & Brighton Comms	Jul 2018	List of summer/fall events public outreach opportunities
12	Create incentives for landowners to implement conservation easements	Lead: Adams County Parks & Open Space (P&OS) (Shannon), Brighton Parks & Recreation (P&R) (Travis) with Anneli's support Stakeholders: The Conservation Fund, land trusts, farm and ranch lands protection program, Open Space mentor program with another county	Jul 2018	SWOT analysis summary

Table 3. Tactics Underway

#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
9	Develop City and County zoning overlay or design guidelines to address performance criteria; apply overlay to properties that could potentially apply for annexation	Lead: City of Brighton Long Range Planning (LRP) (Aja) with Anneli & County staff support Stakeholders: City Planning Commission	Jan 2018- Dec 2019	- City is going through process of reviewing code	- City will continue to review code, County will engage to ensure that there is synergy with County agricultural zones
10	Evaluate the County and City's Land Development codes to further explore Transfer of Development Rights (TDR) and/or improve Cluster Standards	Lead: Adams County LRP (Jennifer) and City of Brighton LRP (Aja) with Anneli's support Stakeholders: TDR Consultant	Apr 2018- Jun 2019	- Jennifer, Aja, Anneli met 6/5/18 to discuss next steps	- developing a scope of work to explore budget needs
12	Create incentives for landowners to implement conservation easements	Lead: Adams County Parks & Open Space (P&OS) (Shannon), Brighton Parks & Recreation (P&R) (Travis) with Anneli's support Stakeholders: The Conservation Fund, land trusts, farm and ranch lands protection program, Open Space mentor program with another county	Mar-Dec 2018	- Anneli, Shannon, Travis met to discuss tactic, how to best implement - collected feedback from Rocky Mountain Farmers Union, Guidestone Colorado about what farmers are seeking in land - Anneli, Travis, Shannon, Christine Quinlan met to develop a SWOT analysis of possible scenarios where conservation easements might be used	- DELIVERABLE: develop summary of SWOT analysis, to be presented at July 2018 DPC meeting - possible next steps include developing a conservation easement toolkit
13	Increase school nutrition programming within existing school system	Lead: Anneli with City & County staff support Stakeholders: Adams 12 & 27J Nutrition Coordinators, Tri-County Health Department (TCHD), Denver Urban Gardens (DUG), Slow Food Denver, Colorado Farm To School (CO FTS)	Jan 2018- Sep 2018	- created Farm to School toolkit, incorporating feedback from DPC, TCHD, nonprofits, 27J, Adams 12	- communicate with 27J and Adams 12 Nutrition Services staff about strategies - September 12, 2018 is Colorado Proud Day
14	Implement on site school gardens within 27J School District	Lead: Anneli with City & County staff support Stakeholders: 27J Nutrition Coordinator, non-profits specializing in garden setup, TCHD, DUG, Slow Food Denver, CO FTS, Big Green (fmly. The Kitchen Community), Bromley LFC	Jan 2018- Sep 2018	(see update for Tactic #13, above)	(see update for Tactic #13, above)

#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
15	Create marketing campaign for District Plan area	Lead: Anneli, Adams County & Brighton Communications (Comms) Stakeholders: Brighton Economic Development Corporation (BEDC), Brighton Chamber of Commerce (BCoC), Adams County Economic Development Corporation (ACED), I-70 Regional Economic Advancement Partnership (REAP)	Apr 2018- Sep 2019	- identified need to rename and brand District Plan area for agritourism purposes - explored initial possibilities for a name and brand for District Plan area	- develop Request For Proposals (RFP) to hire marketing firm to develop name and brand - apply for grants to help with costs of marketing firm - Tactic #15 is laying the groundwork for completion of Tactic #16 (expand marketing capacity for locally- and regionally- grown products) and #17 (create more community events around local foods), which will be revisited in Jan 2019
18	Once agritourism direction established, focus on highway and street signage	Lead: Anneli with City & County staff support Stakeholders: Colorado Office of Tourism, Colorado Department of Transportation, BCoC, ACED, Colorado Agritourism Association	Apr 2018- Dec 2019	- Anneli, Shannon, Gary, Jennifer discussed how to implement tactic - identified need to rename and brand District Plan area for agritourism purposes	- develop plan for wayfinding signs, including map and possible designs - apply for grants to help with costs of developing wayfinding program - coordinate with various departments to confirm code compliance
19	Incubator program cultivating new farmers through farmer, business education and land access	Lead: Anneli (Coordinator) with CSU Extension, City & County staff support Stakeholders: National Youth Farmers Coalition, Veterans to Farmers, Future Farmers of America, Farm Service Agency, Colorado Office of Tourism, CSU Extension, local producers, Innovation Pavilion/BEDC	Apr 2018- Jun 2019	- explored this with Thad; other counties are currently doing beginning farmer courses, isn't a huge demand at the moment, but Adams County could potentially host in the future	- It was determined that this tactic will be informed by Tactic #15, and will be revisited in Jan 2019.
28	Seek grant funds for Ag Innovation Specialist after first two years	Lead: Anneli with City & County staff support	Jan 2018- May 2019	<i>THROUGH 2019; WILL REPORT IN Q2 2019</i>	

Table 4. Tactics Ongoing

#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
6	Create a public relations plan to promote the efforts of the District Plan	Lead: Anneli, Adams County & Brighton Comms	ONGOING	- County District Plan staff published a video update about the District Plan, shown at Adams County Town Hall in Brighton in March	- summer-long public outreach activities to promote the District Plan, including City BBQ, Adams County Fair, and more - social media: "Ag Saturday" posts