



Eva J. Henry - District #1
Charles "Chaz" Tedesco - District #2
Emma Pinter - District #3
Steve O'Dorisio - District #4
Mary Hodge - District #5

**STUDY SESSION AGENDA
TUESDAY
April 30, 2019**

ALL TIMES LISTED ON THIS AGENDA ARE SUBJECT TO CHANGE

11:00 A.M.	ATTENDEE(S):	Adam Burg / Eliza Schultz / Elisabeth Rosen
	ITEM:	State Lobbyists Update
11:30 A.M.	ATTENDEE(S):	Ron Sigman
	ITEM:	Emergency Response Overview / Plan Update
12:00 P.M.	ATTENDEE(S):	Nancy Duncan / Kristin Sullivan / Mark Kluth / Rene Valdez
	ITEM:	Traffic Impact Fee Utilization
12:30 P.M.	ATTENDEE(S):	Nancy Duncan
	ITEM:	Road and Bridge Fund Balance Policy
1:00 P.M.	ATTENDEE(S):	Jen Rutter / Anneli Berube
	ITEM:	District Plan Area Brand and Logo
1:30 P.M.	ATTENDEE(S):	Raymond Gonzales
	ITEM:	Administrative Item Review / Commissioners Communication

(AND SUCH OTHER MATTERS OF PUBLIC BUSINESS WHICH MAY ARISE)

AGENDA IS SUBJECT TO CHANGE



STUDY SESSION AGENDA ITEM

DATE: April 30, 2019
SUBJECT: Overview Presentation of Emergency Operations, New Emergency Plans, BoCC's/Leadership Responsibilities in Emergency, and Planned Training
FROM: Ron Sigman
AGENCY/DEPARTMENT: Office of Emergency Managemet
ATTENDEES: Ron Sigman
PURPOSE OF ITEM: Overview Presentation of Emergency Operations, New Emergency Plans, BoCC's/Leadership Responsibilities in Emergency, and Planned Training
STAFF RECOMMENDATION: Informational

BACKGROUND:

This presentation will include an orientation to the Office of Emergency Management to include senior leadership roles and responsibilities during disaster incidents and planned direction of the program.

AGENCIES, DEPARTMENTS OR OTHER OFFICES INVOLVED:

Disaster incident management and coordination will directly involve all County agencies, departments, and offices as well as Federal, State, and local emergency management partners. County agencies and departments are an integral part of the County Emergency Operations Center and Recovery teams and play an important role in disaster planning and mitigation.

ATTACHED DOCUMENTS:

- Elected Officials Briefing Adams County – power point presentation
- Elected Officials/ Senior Executives Quick Reference Guide

FISCAL IMPACT:

Please check if there is no fiscal impact ☒. If there is fiscal impact, please fully complete the section below.

Fund:**Cost Center:**

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Current Budgeted Revenue:			
Additional Revenue not included in Current Budget:			
Total Revenues:			

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Current Budgeted Operating Expenditure:			
Add'l Operating Expenditure not included in Current Budget:			
Current Budgeted Capital Expenditure:			
Add'l Capital Expenditure not included in Current Budget:			
Total Expenditures:			

New FTEs requested: ☐ YES ☒ NO

Future Amendment Needed: ☐ YES ☒ NO

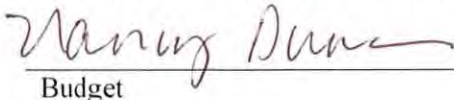
Additional Note:**APPROVAL SIGNATURES:**

Raymond H. Gonzales, County Manager

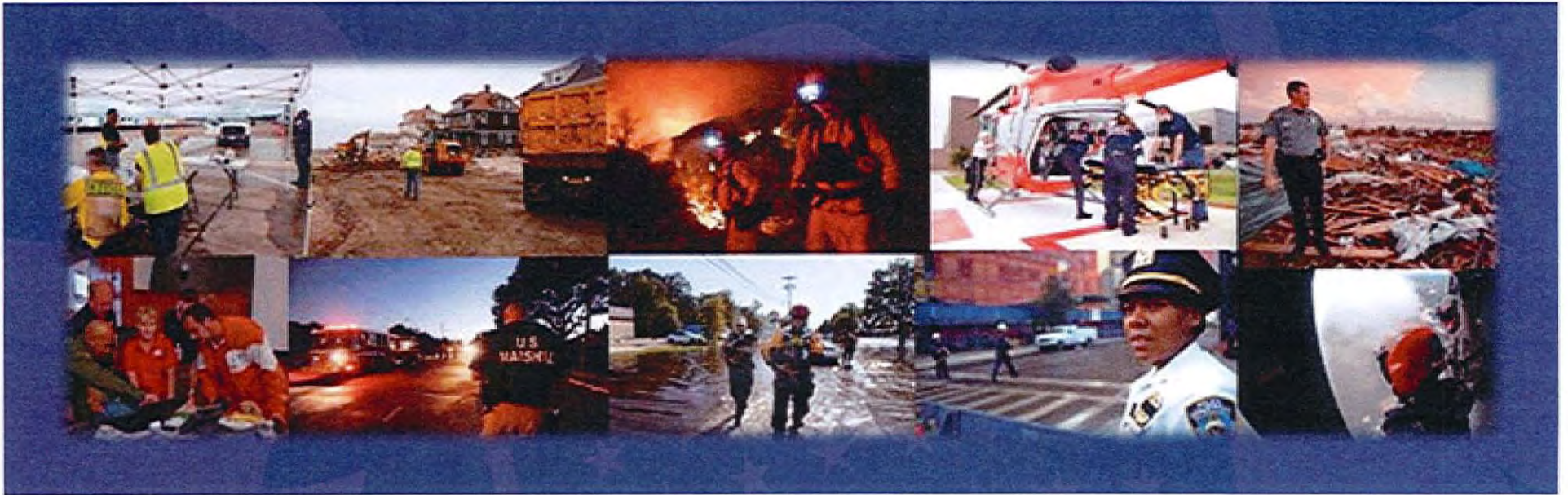
Alisha Reis, Deputy County Manager

Bryan Ostler, Deputy County Manager

Chris Kline, Deputy County Manager

APPROVAL OF FISCAL IMPACT:

Budget



Adams County Office of Emergency Management

Executives/Senior Officials Briefing

OEM Program and Senior Officials Roles & Responsibilities in
Disaster

Winter 2019



Risk Assessment and Historical Hazards

Table 1. Adams County Hazard Ranking Criteria

Ranking	Geographic Extent	Previous Occurrence	Future Probability	Magnitude/Severity
High	>25% of County	>5 Events in the Last 50 years	<1/100 or 1% annual chance	>10% of people or Property impacted
Medium	5 to 25% of County	1 to 4 events in Last 50 years	1 in 1,000 to 1/100 or 0.1% to 1% annual chance	1 to 10% of people or Property impacted
Low	< 5% of County	< 1 Event in the Last 50 years	< 1/1000 or 0.1% annual chance	<1% of people or property impacted

Table 2. Adams County Hazard Ranking

Hazard	Geographic Extent	Previous Occurrence	Future Probability	Magnitude / Severity	2018 Ranking
Thunderstorms	High	High	High	High	High
Winter Weather	Medium	High	High	Medium	High
Tornadoes	Medium	High	High	Medium	High
Flood	Medium	High	Medium	Medium	Medium
Hazmat	Medium	High	High	Medium	Medium
Cyber incident	Low	High	High	Medium	Medium



Senior Leader/Executive Essential Responsibilities

- Ensuring the continuity of government
- Activating specific legal authorities (disaster declarations, evacuations, state of emergency, or other protective actions)
- Coordinating with the PIO to keep the media and public informed
- Requesting assistance from State agencies through the EOC / Emergency Manager
- Resolving any resource allocation conflicts
- Coordinating with other senior officials and whole community partners
- Participating in a Multiagency Coordination Group (MAC), if required



Senior Leader/Executive Decisions

- Specific decisions the senior leadership would be responsible for:
 - Evacuation Orders
 - Disaster Declarations
 - Lines of Succession
 - Mutual Aid Agreements or Compacts
 - Issuing “Delegation of Authority” –Incident Management Team
 - Price Controls
 - Emergency Spending Limits/Authorizations
 - Emergency Ordinances and Resolutions



Multiagency Coordination Group (MAC Group)

- The MAC Group/Policy Group:
 - Serves as a policy-level body during incidents,
 - Supports resource prioritization and allocation, and
 - Enables decision making among elected and appointed officials.
- During incidents, the MAC Group/Policy Group meets in coordination with the established incident meeting schedule and locations established for the incident typically by the Incident Management Team (IMT) or EOC.
- Membership includes:
 - BoCC
 - Executive Leadership Team
 - Elected Officials
 - Special Districts
 - Private industry partners



Emergency Authorities

- Homeland Security Presidential Directive – 5 (NIMS)
- Presidential Policy Directive – 8 (National Preparedness Goal)
- Robert T. Stafford Disaster Relief and Emergency Assistance Act (Federal assistance to states)
- Colorado Disaster Emergency Act C.R.S. 24-33.5-701 (local authority and procedures for managing local & state disasters)
- C.R.S. 30-10-512 Sheriff's statutory responsibility as Designated Emergency Response Authority (DERA) and Fire Warden
- Resolutions, MOU's, IGA's



Incident Management and Coordination

The Essential Emergency Manager Video



Emergency Management Program

- Role of the Emergency Management Program is to provide situational awareness and coordination of resources for all-hazards prevention, protection, mitigation, response, and recovery to disaster.
- Adams County Plans:
 - Emergency Operations Plan (EOP) & Annexes
 - Continuity of Operations and/or Continuity of Government Plan
 - Hazard Mitigation Plan
 - Annual Operating Plan
 - I70 Shelter Plan
- Training and exercising the plans



Coalitions and Committees

- Existing jurisdiction workgroups, committees, coalitions that focus on emergency preparedness and response:
 - DHSEM
 - North Central All-Hazard Region (committees) (NCR)
 - Denver Urban Area Security Initiative (UASI)
 - Health Care Coalition (HCC)
 - Colorado Emergency Management Association (CEMA)
 - Local Emergency Planning Committee (LEPC)
 - Regional EMS/Trauma Advisory Council (RETAC)



Emergency Operations Center

- Central Coordination Center for Resources and Awareness
- County Manager is the EOC Director; Emergency Manager is the EOC Manager
- 36 staff positions; functional based
- Ability to expand or shrink based upon incident complexity
- Incorporates Adams County Department staff by Department function
- Also includes emergency services, public health, volunteer groups, and non-governmental organizations.



Purpose of an Emergency Operation Center (EOC)

- Collect, analyze, and share information at all levels
- Support resource needs and requests
 - Includes allocation and tracking
 - Financial tracking
- Coordinate plans and determine current and future needs
- Establish objectives and priorities for disaster management
- Provide stakeholder coordination and policy direction



ADAMS COUNTY EOC

Adams County Emergency Operations Center Layout and Contact Information											
Projector		Projector				Projector					
<div>EOC Director/ Public Information</div>		Community Services Section				Podium					
		Command									
		EOC Manager 720-523-6610				EOC Admin					
Infrastructure Section		Emergency Services Section				Situational Awareness					
Damage Assessment 720-523-6619		Debris Management 720-523-6612		Public Works 720-523-6615		Fire 720-523-6611		Fire 720-523-6627		Law Enforcement 720-523-6613	
		Resource Mobilization/Finance Section									
Utilities 720-523-6620		Facilities 720-523-6621		Resource Mobilization 720-523-6618		Resource Mobilization 720-523-6625		Resource/ Finance Lead 720-523-6622		Resource Mobilization 720-523-6626	
Unassigned		Volunteer and Donations Mgt.		Workspace		Workspace		Finance		Finance	
				Unassigned 720-523-6631		Office Supplies and Forms		Unassigned 720-523-6630		Copier	

Next Steps

- Upcoming exercises, trainings
 - EOC quarterly training and functional exercise 4th Q
 - Preparing Full-Scale exercise for Salud Family Health Center, Commerce City
- Any pending leadership actions
 - Review/approval of the Annual Operating Plan-Wildland fire
 - Review/approval of revised Emergency Operations Plan
 - Review/approval of Hazard Mitigation Plan
 - Engaging partners to participate in planning, training, & exercise process



Questions?



Thank You!

Ron Sigman, Emergency Manager
Adams County Office of Emergency
Management

720.523.6601

rsigman@adcogov.org



Reference Guide

Elected Officials / Senior Executives Quick Reference Guide

Purpose

The purpose of this quick reference guide is to support elected officials and other senior executives understand their responsibilities in the initial response to an incident.

These key decision makers work cooperatively and in conjunction with emergency management officials according to the respective responsibilities described in the National Incident Management System (NIMS).

The reference guide is organized into overarching priorities that are applicable to every incident, followed by essential responsibilities, what to expect, and public messaging examples. The guide is intentionally broad to apply to diverse organizations across the Nation. FEMA recommends that emergency managers customize this reference guide according to their Emergency Operation Plan (EOP), include organizational points of contact, relevant operational details (such as how often the Emergency Operations Center will provide situation reports), and review it with their leadership prior to an incident.

Reference Guide

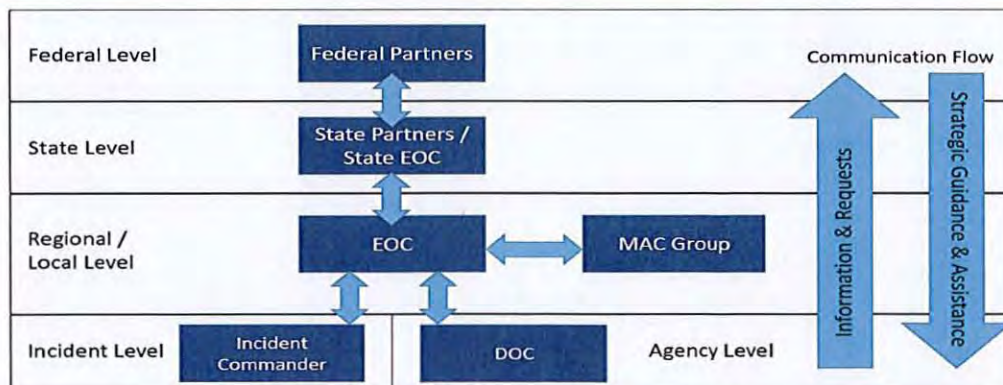
Elected Officials/ Senior Executives Quick Reference Guide

Incident Management Overview

As a senior leader, your primary responsibilities are to support the senior executive in establishing overall incident policy, providing guidance on incident priorities, and ensuring that your organization's resources are appropriately engaged in incident management. The overall incident management structure includes the following levels: the **Policy Group/Multiagency Coordination (MAC) Group** which is comprised of your fellow department heads and senior leaders in your organization; the **Emergency Operation Center (EOC) Director**, who oversees resource and planning support to the on-scene personnel and ancillary activities such as sheltering and donations management; the **Department Emergency Operation Centers (DOC) Manager**, who coordinates closely with the EOC and manages and coordinates incident activities specific to a single functional area; the **Public Information Officer (PIO)**, who ensures that the public receives accurate, timely and consistent information about the incident; and the **Incident Commander**, who directs on-scene incident personnel responsible for saving lives, stabilizing the incident, and protecting property and the environment.

Incident Management and Coordination Examples

NIMS Command and Coordination Structures



Reference Guide

Elected Officials/ Senior Executives Quick Reference Guide

Overarching Priorities

- **Unity of Effort:** Unity of effort and coordination across all organizations involved in the response.
- **Life Safety:** Safety and security of the first responders, support personnel, and the general population.
- **Incident Stabilization:** Leadership is established to stabilize the incident and reduce any future impact.
- **Protect Property and Environment:** Protection of infrastructure assets, systems, and networks, whether physical or virtual.
- **Recovery:** Reestablishing services and assisting the community to return to a new normal.

Senior Executive Essential Responsibilities

- Ensuring the continuity of government.
- Activating specific legal authorities (disaster declarations, evacuations, states of emergency or other protective actions).
- Coordinating with the PIO to keep the media and public informed.
- Requesting assistance through the Emergency Operations Center Director.
- Resolving any resource allocation conflicts.
- Coordinating with other elected officials / senior executives, including state and federal offices, legislative delegations and other dignitaries to implement protective actions and ensure the safety and welfare of constituents.
- Participating in a MAC Group, if required.

What to Expect

- The Emergency Operations Center will gather and analyze incident information.

- The Emergency Operations Center Director provide situational updates to you during an incident.
- Concerns and questions should be directed to the Emergency Operations Center Director.

Example Public Messaging

- We are aware that an incident (provide details) occurred (at time / location).
- At this time, (list agencies that are responding) and (the status). We are gathering additional information and will share it as it becomes available.
- At this time, we are asking that the public (what actions should be taken i.e. sheltering in place, evacuate).
- People, including schools and daycares that are impacted by the lock down will be released once the area is safe.
- Public transit is currently (provide status).
- Up-to-date information will be provided (list all outlets that the public could access i.e. local media outlets, Facebook, Twitter).

- Emergency Operations Center Director: Ray Gonzales 720.556.4086
- EOC Manager: Ron Sigman 720.988.4148
- EOC: 720.523.6610
- Public Information Officer: Jim Siedlecki 720.523.6793



STUDY SESSION AGENDA ITEM

DATE: April 30, 2019
SUBJECT: Traffic Impact Fee Utilization
FROM: Nancy Duncan, Budget & Performance Measurement Director & Kristin Sullivan, Public Works Director
AGENCY/DEPARTMENT: Budget & Performance Measurement, Public Works
ATTENDEES: Nancy Duncan, Budget & Performance Measurement Director Kristin Sullivan, Public Works Director Mark Kluth, Senior Budget Analyst Rene Valdez, Capital Improvements Program Manager
PURPOSE OF ITEM: Authorizing use of Regional Traffic Impact Fee Trust Fund to pay for qualifying projects.
STAFF RECOMMENDATION: That the Board of County Commissioners Approves the use of the Regional Traffic Impact Fee Trust Fund to pay for York Street Phase I, York Street Phase II, York Street Phase III, East 58th Avenue, Lowell Boulevard, and Pecos Street widening and safety improvement project expenditures.

BACKGROUND:

The Adams County Development Standards and Regulations (ACDSR), adopted by the Board of County Commissioners of Adams County (BoCC), states that the imposition of a road impact fee is one of the preferred methods of regulating new growth and development in the County in order to ensure new growth and development bears a proportionate share of the costs of the road capital facilities necessary to accommodate new development, and provide for the public health, safety, and welfare.

The ACDSR states that proceeds collected for the road impact fee shall be placed in the Regional Traffic Impact Fee Trust Fund (Trust Fund). Each year, the Impact Fee Administrator must propose appropriations to be spent from the Trust Fund to the BoCC, and after review of the recommended appropriations approve or modify the recommended expenditures of trust fund monies. Any amounts not appropriated from the trust fund together with any interest earnings must be carried over in the specific trust account to the following fiscal period.

The Public Works and Budget & Performance Measurement Departments are recommending using the Trust Fund to pay for the York Street Phase I, York Street Phase II, York Street Phase III, East 58th Avenue, Lowell Boulevard, and Pecos Street widening and safety improvement project expenditures. The total cost of these projects is greater than the balance in the Trust Fund. When the Trust Fund balance is exhausted, expenditures will be paid for by the Road & Bridge Fund fund balance.

AGENCIES, DEPARTMENTS OR OTHER OFFICES INVOLVED:

Budget & Performance Measurement
Public Works

ATTACHED DOCUMENTS:

Presentation

FISCAL IMPACT:

Please check if there is no fiscal impact ☒. If there is fiscal impact, please fully complete the section below.

Fund:**Cost Center:**

	Object Account	Subledger	Amount
Current Budgeted Revenue:			
Additional Revenue not included in Current Budget:			
Total Revenues:			

	Object Account	Subledger	Amount
Current Budgeted Operating Expenditure:			
Add'l Operating Expenditure not included in Current Budget:			
Current Budgeted Capital Expenditure:			
Add'l Capital Expenditure not included in Current Budget:			
Total Expenditures:			

New FTEs requested: ☐ YES ☐ NO

Future Amendment Needed: ☐ YES ☐ NO

Additional Note:**APPROVAL SIGNATURES:**

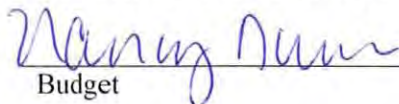
Raymond H. Gonzales, County Manager



Alisha Reis, Deputy County Manager

Bryan Ostler, Deputy County Manager

Chris Kline, Deputy County Manager

APPROVAL OF FISCAL IMPACT:
Budget

Purpose: Ask for BoCC approval to use the Regional Traffic Impact Fee Trust Fund to pay for qualifying projects.

2019 Beginning Trust Fund Balance: \$1.9 M

Qualifying Projects	Location	2019 Budget
York Street Phase I	State Highway 224 to East 78 th Avenue	\$7.6 M
York Street Phase II	East 78 th Avenue to East 88 th Avenue	\$2.3 M
York Street Phase III	East 58 th Avenue to State Highway 224	\$2.3 M
East 58 th Avenue	Washington Street to York Street	\$6.3 M
Lowell Boulevard	Clear Creek to West 62 nd Avenue	\$4.4 M
Pecos Street	West 52 nd Avenue to West 58 th Avenue	\$1.8 M
Total		\$24.7 M

As expenditures occur on these projects, the Trust Fund balance will be reduced. When the Trust Fund balance is exhausted, expenditures will be paid for with Road & Bridge Fund fund balance.

Outcome: BoCC approves use of Trust Fund to pay for above listed projects.



STUDY SESSION AGENDA ITEM

DATE:	April 30, 2019
SUBJECT:	Road & Bridge Fund Balance Policy Review
FROM:	Nancy Duncan, Budget Director & Kristin Sullivan, Public Works Director
AGENCY/DEPARTMENT:	Budget Department & Public Works Department
ATTENDEES:	Budget & Performance Measurement Department & Public Works Department
PURPOSE OF ITEM:	To provide information to the Board of County Commissioners regarding Road & Bridge Fund Balance Policy
STAFF RECOMMENDATION:	After review of the Road & Bridge Fund Balance Policy presentation, to adopt the Road & Bridge Fund Balance Policy at a future Public Hearing.

BACKGROUND:

The Budget Department will discuss Fund Balance Policy related to restricted, unrestricted, and committed Fund Balance in the Road & Bridge Fund. A recommendation will be made regarding Fund Balance in the Road & Bridge Fund to be adopted at a future Public Hearing.

AGENCIES, DEPARTMENTS OR OTHER OFFICES INVOLVED:

Budget & Performance Measurement Department and Public Works Department

ATTACHED DOCUMENTS:

PowerPoint Presentation

FISCAL IMPACT:

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Current Budgeted Operating Expenditure:			
Add'l Operating Expenditure not included in Current Budget:			
Current Budgeted Capital Expenditure:			
Add'l Capital Expenditure not included in Current Budget:			
Total Expenditures:			

New FTEs requested: ☐ YES ☐ NO

Future Amendment Needed: ☐ YES ☐ NO

Additional Note:

There is no fiscal impact. This presentation is to allow the BoCC to make a decision regarding the Road & Bridge Fund Reserves.

APPROVAL SIGNATURES:

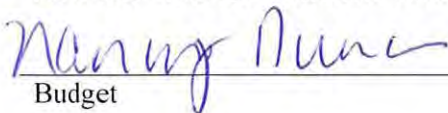
Raymond H. Gonzales, County Manager



Alisha Reis, Deputy County Manager

Bryan Ostler, Deputy County Manager

Chris Kline, Deputy County Manager

APPROVAL OF FISCAL IMPACT:
Budget

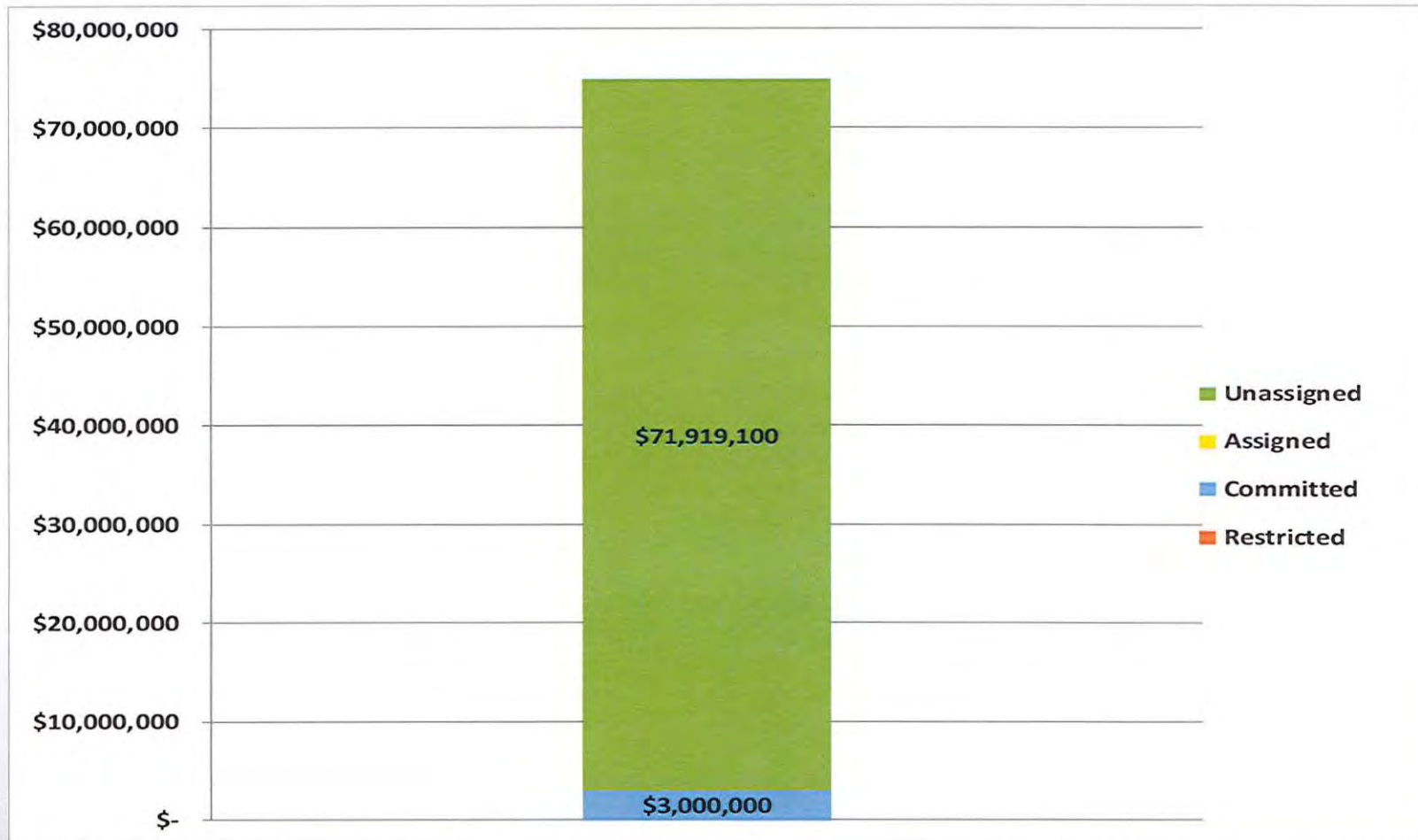
Road & Bridge Fund Balance Policy
Budget Department & Public Works Department
April 30, 2019



Fund Balance Terms:

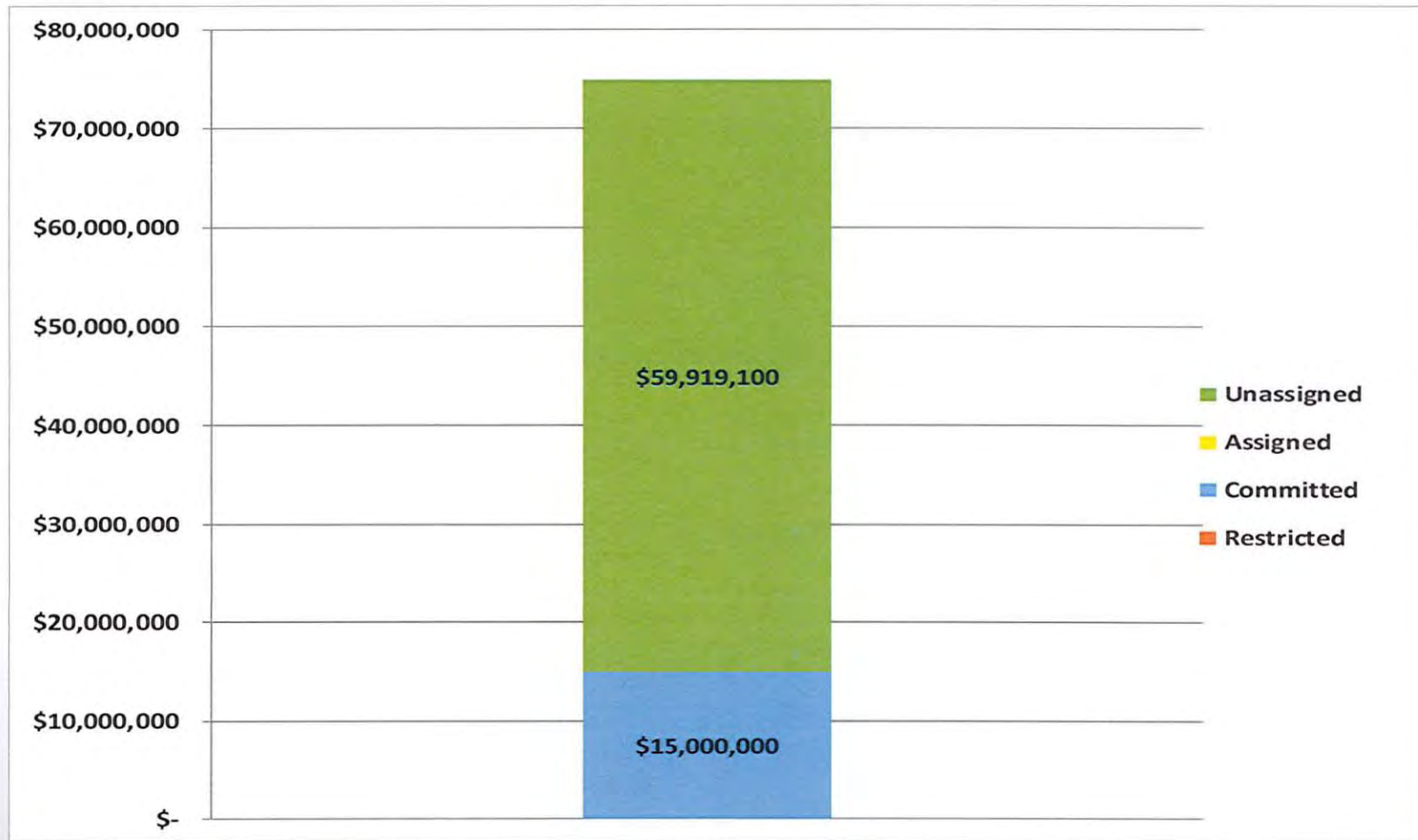
- **Restricted Fund Balance:** The portion of fund balance constrained for a specific purpose by external parties, constitutional provisions, or enabling legislation. Effectively, restrictions on fund balance may only be changed or lifted with the consent of resource providers.
- **Committed Fund Balance:** The portion of fund balance that can only be used for specific purposes according to limitations imposed by the Board of County Commissioners.
- **Assigned Fund Balance:** The portion of fund balance set aside for planned or intended actions. The intended use may be expressed by the Board of County Commissioners or other individuals authorized to assign fund to be used for a specific purpose.
- **Unassigned Fund Balance:** This is the residual portion of fund balance that does not meet any of the above criteria.

Road & Bridge Fund Balance as of 01/01/2019



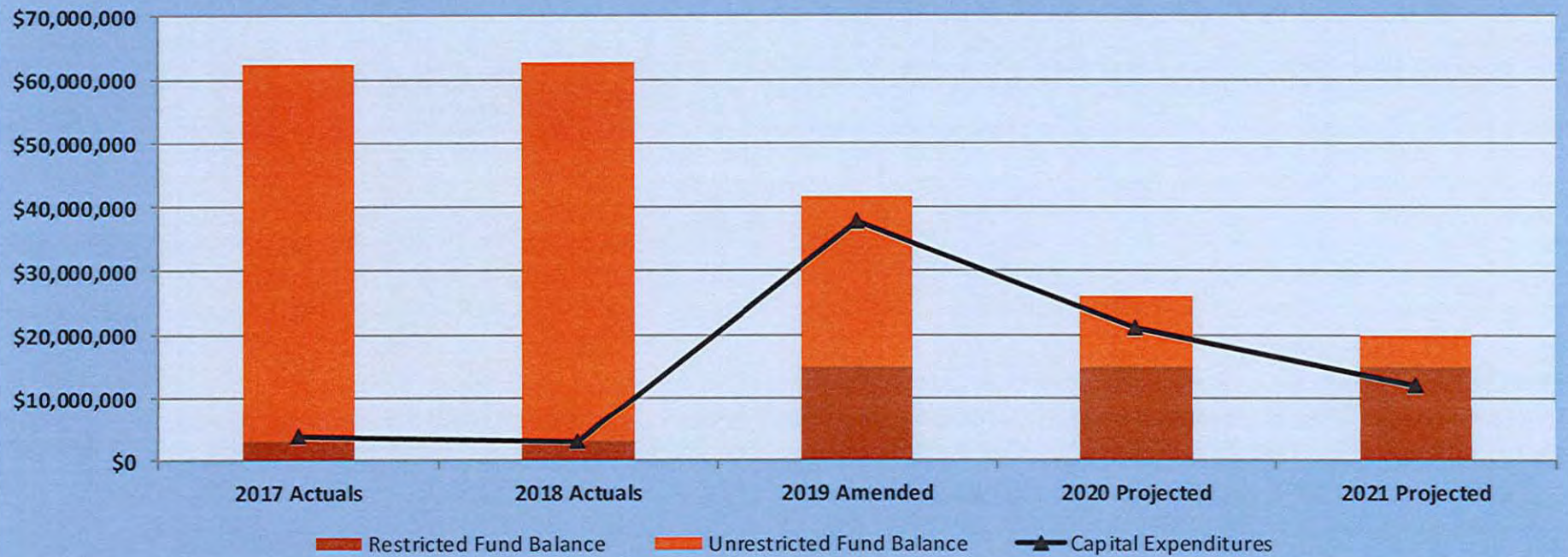
The Committed Fund Balance is a \$3M Strategic Reserve.

Proposed Road & Bridge Fund Balance



The Committed Fund Balance includes current Local Match Commitments and a Strategic Reserve of \$3M.

Road & Bridge Restricted / Unrestricted Fund Balance and Capital



Next Step is to adopt by Resolution in Public Hearing.

Questions?



STUDY SESSION AGENDA ITEM

DATE:	April 30, 2019
SUBJECT:	District Plan Area Brand & Logo
FROM:	Bryan Ostler, Interim Director of Community & Economic Development
AGENCY/DEPARTMENT:	Community & Economic Development Department
ATTENDEES:	Bryan Ostler, Jen Rutter, Anneli Berube, Layla Bajelan
PURPOSE OF ITEM:	Present the District Plan Commission's recommendation for a new brand and logo for the District Plan area.
STAFF RECOMMENDATION:	To accept the District Plan Commission's recommendation of the new District Plan area brand and logo.

BACKGROUND:

The District Plan includes a strategy to develop a public relations campaign for the District Plan area. The first product identified that was necessary to begin any public relations or marketing of the District Plan area was a distinct brand and logo to act as a placemaking tool that makes the District Plan area recognizable, but distinctly differentiated from other places in the area. In December of 2018 and through the Request for Proposals (RFP) process, a marketing firm was hired to develop a brand and logo for the District Plan area. The purpose of the new brand and logo is to increase awareness of the vision for the area and create a place that is recognizable, but distinctly differentiated from other nearby places. The process of developing the brand and logo included residents, local producers, focus groups, members of the District Plan Commission, and other market testing. On March 28, 2019 the final brand and logo was recommended by the District Plan Commission and is depicted in the associated presentation.

AGENCIES, DEPARTMENTS OR OTHER OFFICES INVOLVED:

While no other agencies or offices are directly impacted, the new brand and logo will have a cross-jurisdictional impact given the makeup of the District Plan area.

ATTACHED DOCUMENTS:

Presentation

FISCAL IMPACT:

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Current Budgeted Capital Expenditure:			
Add'l Capital Expenditure not included in Current Budget:			
Total Expenditures:			

New FTEs requested: ☐ YES ☒ NO

Future Amendment Needed: ☐ YES ☒ NO

Additional Note:

This project was funded by grants that are in the process of being completed, reported, and reimbursed. The cost center that the project was funded through is 1081.

APPROVAL SIGNATURES:

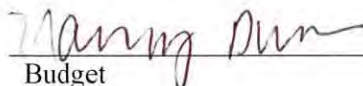
Raymond H. Gonzales, County Manager

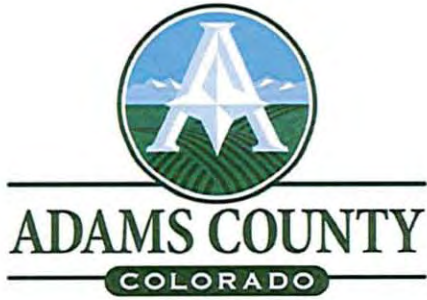
Alisha Reis, Deputy County Manager



Bryan Ostler, Deputy County Manager

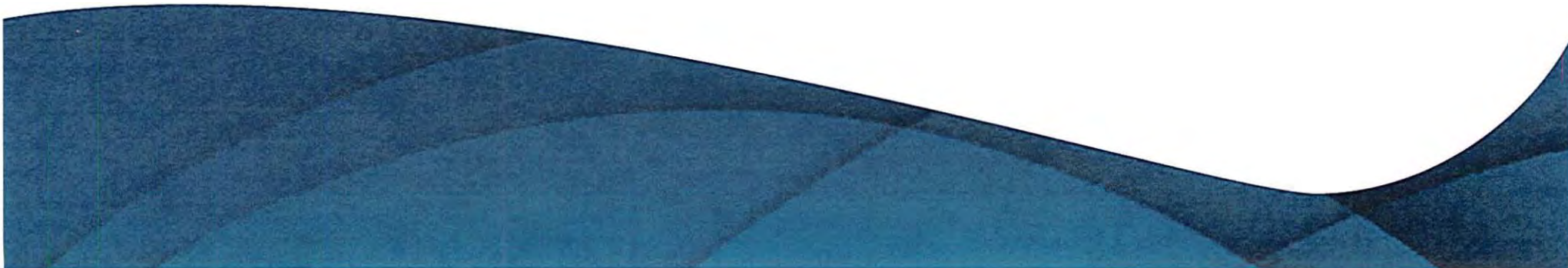
Chris Kline, Deputy County Manager

APPROVAL OF FISCAL IMPACT:
Budget



District Plan Area Brand & Logo

Board of County Commissioners
Study Session



Presentation Outline

- Relevant District Plan tactics
- Project funding
- Methodology
- New brand & logo
- Next steps

Relevant District Plan Tactics

- #6 Create a local and regional public relations plan to promote the efforts of the District Plan
- #15 Create a marketing campaign
- #16 Expand marketing capacity for locally- and regionally-grown products
- #18 Focus on highway and street signage promoting agritourism

Project funding

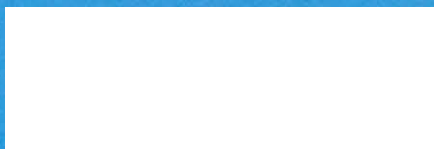
- Colorado Tourism Office
- Brighton Lodging Tax Grant
- Match funds from Adams County and City of Brighton



DOMOTO

Building
Brands
People
Love.

Adams County/City of Brighton District Plan Area Brand Development



Introductions



Drew Domoto
Principal, Founder

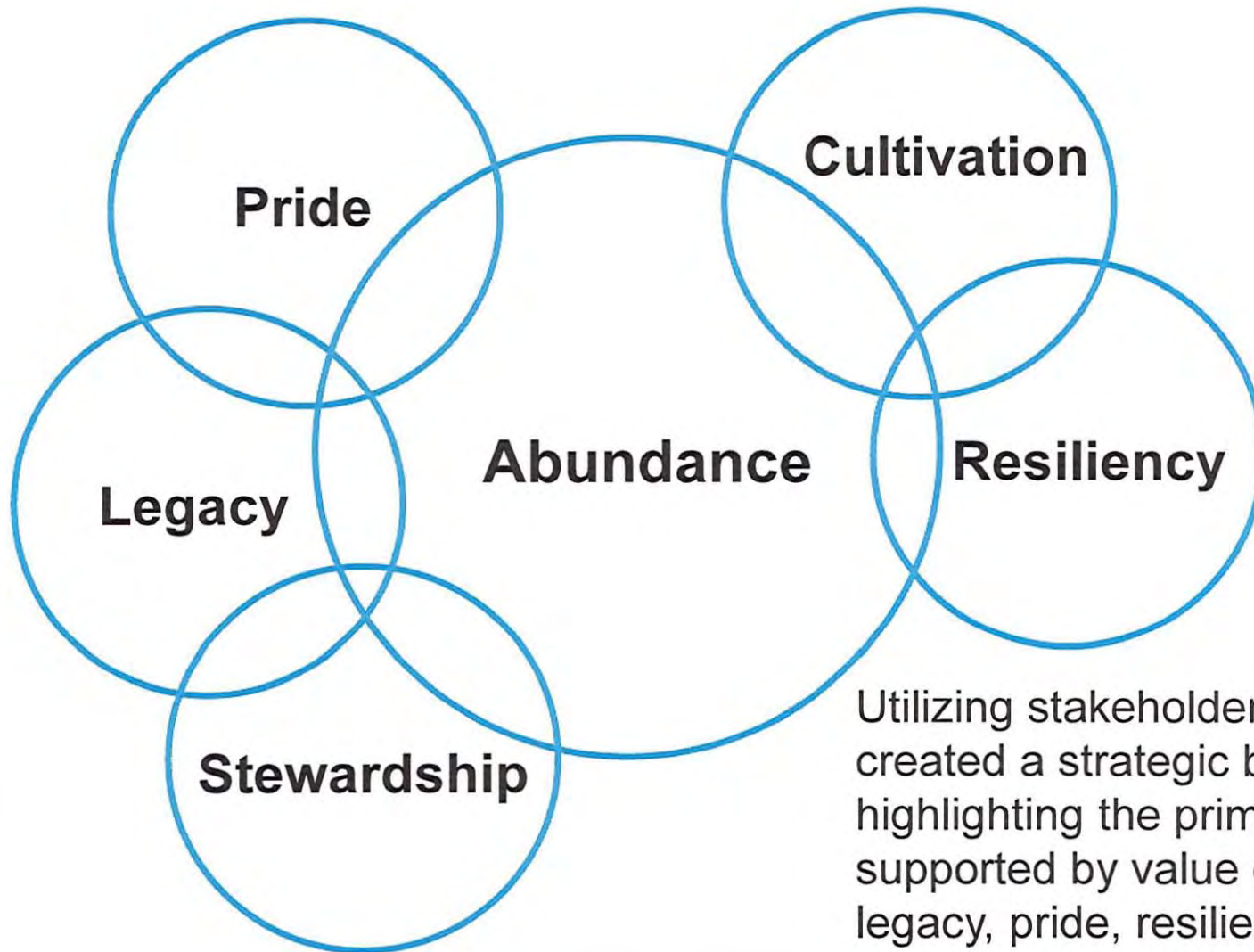


Marit Gilmore
Account Director

Stakeholder Outreach & Research

- Conducted over 23 in-person or phone interviews totaling 20+ hours of insights with a variety of stakeholders including farmers, business owners, the District Plan Commission, City/County staff, etc.
- Completed driving tour of the District Plan Area with City of Brighton staff
- Analyzed stakeholder feedback to uncover key findings and informational insights.
- Met five times with the District Plan Commission throughout the lifespan of the project to review findings, make decisions and maintain progress.

Brand Strategic Platform



Utilizing stakeholder insights, Domoto created a strategic brand platform highlighting the primary pillar of abundance, supported by value drivers – cultivation, legacy, pride, resiliency and stewardship.

Brand Naming Concept Development

- Developed approximately 120 naming concepts both internally and via at-large submissions from the District Plan Commission.
- Edited and utilized various filters to evaluate the ability to promote brand ownership, feasibility and potential risks.

Brand Naming Filters

- Is there historic reference/inspiration that may contribute to the naming rationale or provide precedent for the name itself?
- Is there sensitivity or potential risk related to wording?
- Is the naming concept and corresponding rationale representative of internal and external stakeholder insights and concerns from both Brighton and Adams County?
- Is the naming concept equally relevant to both Brighton and Adams County, given that 2/3 of the land is in Adams County?
- Does the naming concept promote feasibility of future trademark registration through the U.S. Patent and Trademark Office?
- Is a brand name URL available? What is the landscape for similarly named places, businesses, farms, etc.
- Is there the basis for a story we can tell through marketing communication?

Focus Groups & Surveys

Adams County/ City of Brighton Focus Group:

- Four individuals
- Similar age range
- Similar industry
- Three male participants
- One female participant

Denver Area Focus Group:

- Four individuals
- Different age ranges
- Two participants from similar industries, two from different industries
- Four female participants
- 50% had children

Adams County/ City of Brighton Survey:

- Seven individuals
- Different age ranges
- Different industries
- Two male participants
- Five female participants
- One had children

Focus Groups & Survey Key Points

- Positive focus group sentiment primarily with the Denver focus group and younger local survey participants with regard to the name “Splendid Valley.”
- Strong positive response to subject matter by women especially.
- Older, locally-based focus group and survey participants were more critical of the words “Splendid” and “Valley.” Overall most local respondents did not think of the Brighton area as being in a valley.
- Overall, “historic” resonated positively with most focus group and survey participants, particularly the Denver focus group once they understood the context of the naming based on historical precedent.
- The choice of color palette and silhouette of the woman were generally regarded as the most successful elements of the logo.

Focus Groups & Survey Key Points

- Local focus group and survey participants voiced concern over “lofty” expectations for the area and the ability to fulfill those expectations once people are attracted to the area.
- Denver area focus group expressed interest in bringing out-of-town visitors to the area for an “authentic experience” where they could purchase products they could not find anywhere else.

Historical Context & Brand Story

CARMICHAEL,
DANIEL F.

F82

Brighton City Father

How do you go about starting a town? Daniel F. Carmichael must have asked himself this question many times.

When the former railroad man filed the first plat (or official plan) for the new townsite of Brighton at the county court house in Denver Feb. 16, 1881 it was a little more than a railroad depot, a wind mill, a water tower, and a station master's house situated at a railroad junction on the open prairie.

It was an unlikely time to launch such an enterprise. 1880 was an exceptionally dry year. No rain fell until September. The Platte River dried up, the grass burned up, cattle from the surrounding ranches had to be moved to Wyoming, and the ditch companies that irrigated the tiny farms along the river had to settle claims from the farmers for water the companies were unable to deliver.

But Carmichael had faith in the future of the area. According to his obituary in the Brighton Blade March 3, 1911 he "took a fancy to the place and determined there should be a town here that would be a credit to the splendid valley of the Platte."

At that time Fort Lupton, north of the new townsite was already an established community and Island Station (now Henderson) was the center for the farms along the Platte and could boast of having had a substantial business establishment, including a hotel built in 1878.

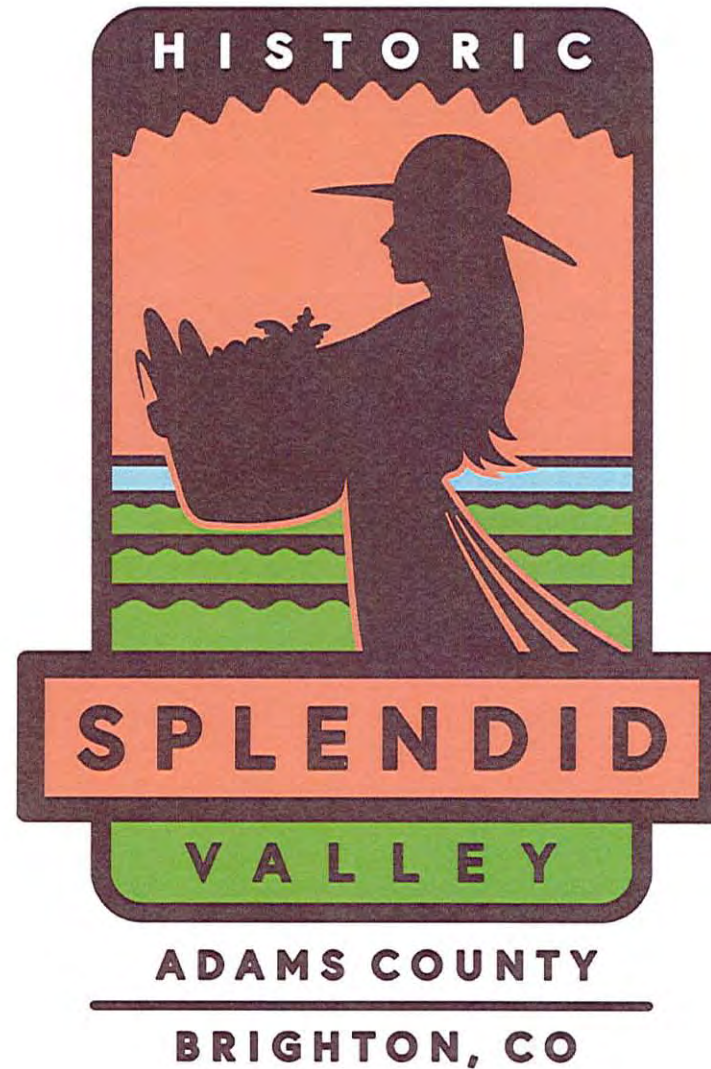
"...Carmichael had faith in the future of the area. According to his obituary in the Brighton Blade March 3, 1911 he 'took a fancy to the place and determined there should be a town here that would be a credit to the **splendid valley** of the Platte.'"

Source: Brighton, Colorado and Surrounding Area: 1887-1987" by the Brighton Genealogy Society, Copyright 2006, Brighton Historic Preservation Commission

Final Brand:
Full Color



Final Brand:
Full Color
With Location



Final Brand: One-Color Variations



Next Steps

- Public Relations plan
- Marketing campaign
- Wayfinding signage program

District Plan Brand & Logo

- Staff Recommendation:

Accept the District Plan Commission's recommendation for a new Brand & Logo for the District Plan area to increase awareness of the vision for the area and create a place that is recognizable, but distinctly differentiated, from other places.