



Mayor
John Gates

Councilmembers

Jonathan Smail
Ward I

Brett Payton
Ward II

Michael Fitzsimmons
Ward III

Dale Hall
Ward IV

Stacy Suniga
At-Large

Robb Casseday
At-Large

A City Achieving
Community Excellence

Greeley promotes a healthy, diverse economy and high quality of life responsive to all its residents and neighborhoods, thoughtfully managing its human and natural resources in a manner that creates and sustains a safe, unique, vibrant and rewarding community in which to live, work, and play.

City Council Worksession Agenda

October 08, 2019 at 5:00 PM

1001 11th Avenue, City Center South, Greeley, CO 80631

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Greeley Image Campaign Overview and Pivot (5:00 – 5:30 p.m.)

Becky Safarik, Assistant City Manager

Kelli Johnson, Communication & Engagement Director
5. Triannual Sanitary Survey Debrief and Public Notice (5:30 – 5:45 p.m.)

Sean Chambers, Water & Sewer Director
6. City of Greeley Cybersecurity Update (5:45 – 6:15 p.m.)

Scott Magerfleisch, IT Director
7. Scheduling of Meetings, Other Events

Roy Otto, City Manager
8. Adjournment
9. Executive Session concerning Status of Litigation in Greeley Gymnastics Center, Inc., et al. v. City of Greeley

Doug Marek, City Attorney

Worksession Agenda Summary

October 8, 2019

Agenda Item Number 1

Title:

Call to Order

Worksession Agenda Summary

October 8, 2019

Agenda Item Number 2

Title:

Pledge of Allegiance

Worksession Agenda Summary

October 8, 2019

Agenda Item Number 3

Title:

Roll Call:

1. Mayor Gates
2. Councilmember Smail
3. Councilmember Payton
4. Councilmember Casseday
5. Councilmember Fitzsimmons
6. Councilmember Suniga
7. Councilmember Hall

Worksession Agenda Summary

October 8, 2019 (5:00 – 5:30 p.m.)

Agenda Item Number 4

Becky Safarik, Assistant City Manager, 970-350-9785 and Kelli Johnson, Communications & Engagement Director

Title:

Greeley Image Campaign Overview and Pivot

Background:

In 2011, the City took stock of the way it was perceived and portrayed by its residents and those outside community. Surveys and focus groups reflected an image that was incorrect, discouraging, or void of any focal point at all. Knowing the critical impact such a perception influences on virtually every aspect of the community's identity and well-being, the City committed to its responsibility to correct, inform, and improve the City's image both to its residents and those outside the area with an authentic message.

Staff identified a funding source to support the initiative and tapped local focus group of community leaders, who formed a Partnership Team to help craft the message and medium for a community identity theme. Within two years, the Greeley Unexpected image campaign was launched. A professional survey instrument was incorporated into the effort to measure the impact of the campaign and to identify areas of particular community interest that might inform future areas to include in the community messaging. That survey has been conducted every two years, starting in the Fall of 2013; the survey will be issued later this year as well.

The survey results have shown steady and favorable reactions to the campaign, improvement of the community's image both internally and to those outside the area, and greater awareness of local resources, events, and destinations that distinguish Greeley in a positive and genuine way.

In the most recent survey, the rate of positive campaign impact shows signs of leveling off. To test the notion that it may be time to refresh the campaign with a pivot to its next generation, staff convened an updated Partnership Team of community professionals and leaders to evaluate the merits of such a shift.

Based upon research and survey information, anecdotal experience, and professional input, the staff and Team concluded the time is ideal to take the image campaign to a new level.

The staff worked with the Team and its image consultant to formulate a new focus, with discreet themes over a three-year period. The themes are based upon areas that community surveys and the Team expressed as top priorities, and for which an image shift can offer the greatest improvement.

The attached presentation outlines the background, evaluation, and new direction underway for the Greeley Image campaign, which will emerge early next year, and with an adjusted launch strategy.

Decision Options:

Informational item only

Attachments:

PowerPoint



Background

- **2011:** community and regional surveys reflect discouraging feedback about the community's image and reputation - much of it based on old stereotypes and misperceptions
- **Strategy: CHANGE THE IMAGE OF GREELEY** – give residents and others positive and different ways to think and talk about Greeley
 - *Funds dedicated from Lodgers' Tax to support community promotion*
 - *Consultant team hired to frame an image campaign*
 - *Community Partnership Team convened to test ideas, concepts, feedback)*

2013: Greeley selects theme, launches its image campaign

Greeley Unexpected

Evolution of Campaign



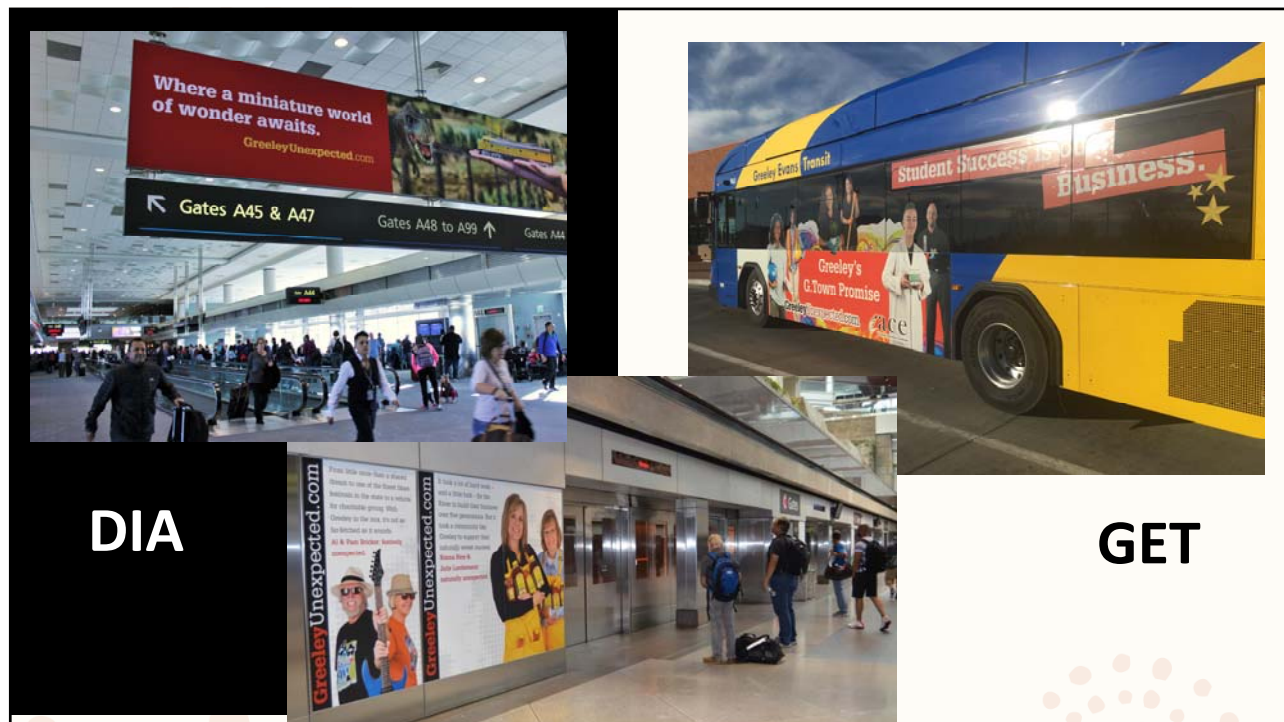
- Selected community quality of life themes to highlight in campaign:
 - Economy, Education, Entertainment, Diversity, Experience
- Years 1 – 2:
 - Chose local individuals with unique attributes/contributions to represent themes

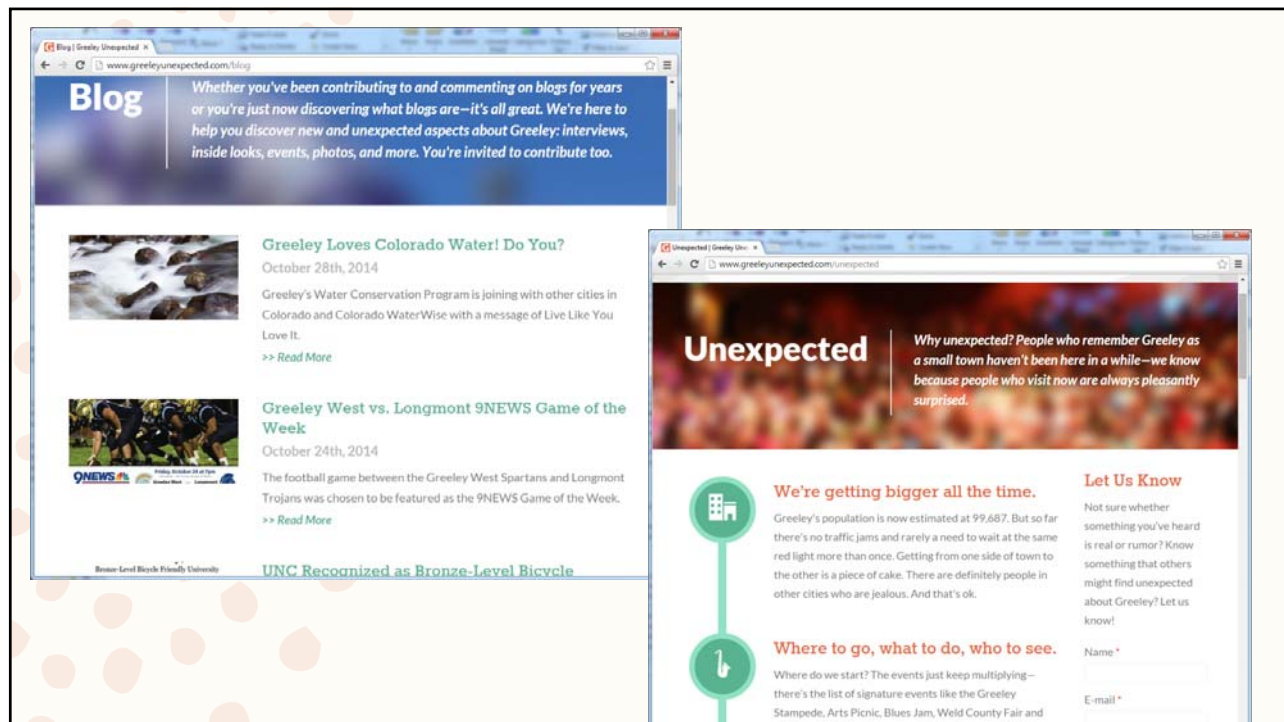
Image Platforms & Strategies



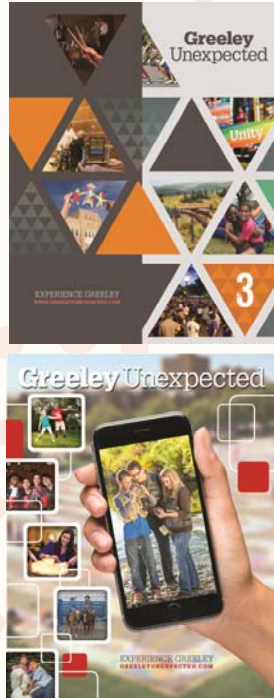
- VIP pre-launch event reveal
- Campaign launch/underwrite season's first DDA Friday Fest
- GU Magazine
- Billboards/outdoor advertising
- DIA Banners
- Newspaper wraps
- Direct mailing
- SWAG
- Sponsorship of theme-related community events and booth presence
- Social media (Web page, Facebook, Twitter, Instagram, Flickr, Newsletter, etc.)
- Community presentations







Campaign . . . continued



- **Years 3 – 4:**
 - Shift from people to programs, events, destinations
 - *broaden exposure of community assets*
- **Year 5:**
 - Based upon survey feedback, experimented with impact marketing: elected to save creative costs by 'recycling/freshening' past popular themes and devote more funding to event marketing in Northern Colorado market



Campaign . . . *continued*



– Year 6:

- Developed new theme areas leveraging in-house resources; modified regional marketing effort with additional and focused attention added for community event promotion

Measuring Progress

– Campaign Survey

- Surveys initiated in 2013, 2015, & 2017 to evaluate impact of campaign (*also local opinions about Council & community priorities*)
- Measurements included:
 - *Awareness of campaign*
 - *Local residential shift in positive opinion about Greeley*
 - *Local advocacy for Greeley*
 - *Understand where/how residents get their information*
 - *Tested outside Greeley Markets (Denver, Colorado Springs, Larimer County) for impressions of Greeley and shifts*

– Results/Indicators

Change in Opinions

How would you say your opinion of Greeley has changed since seeing or hearing Greeley Unexpected advertisements or announcements?
(percent improved a lot/slightly)

2013	2015	2017
38%	63%	51%

Learned Something New

As a result of Greeley Unexpected

55% learned
something
new via the
campaign

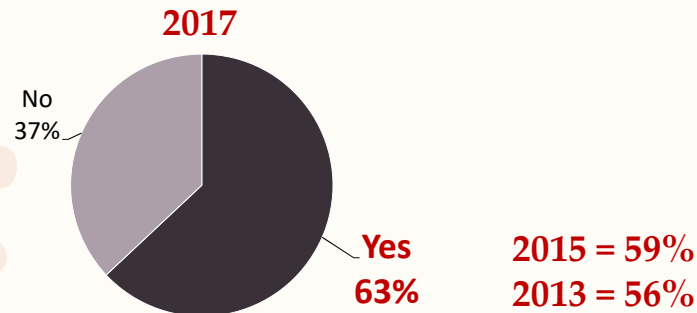
2017

2015 = 52%

2013 = 35%

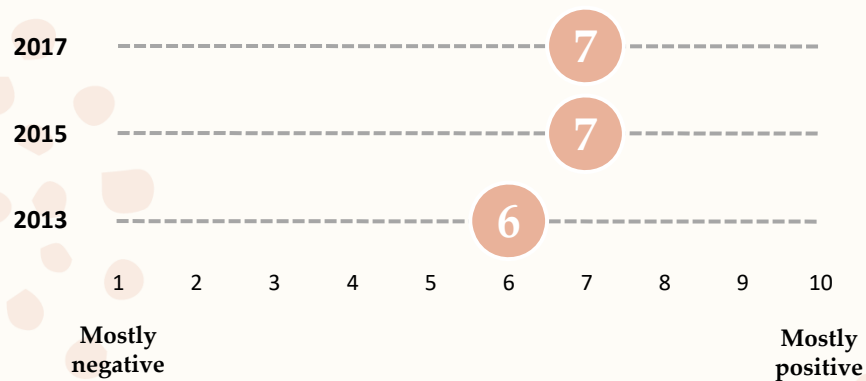
Greeley Unexpected Campaign Awareness

In the last 6 months, have you seen or heard any advertisements or announcements about the Greeley Unexpected image campaign?



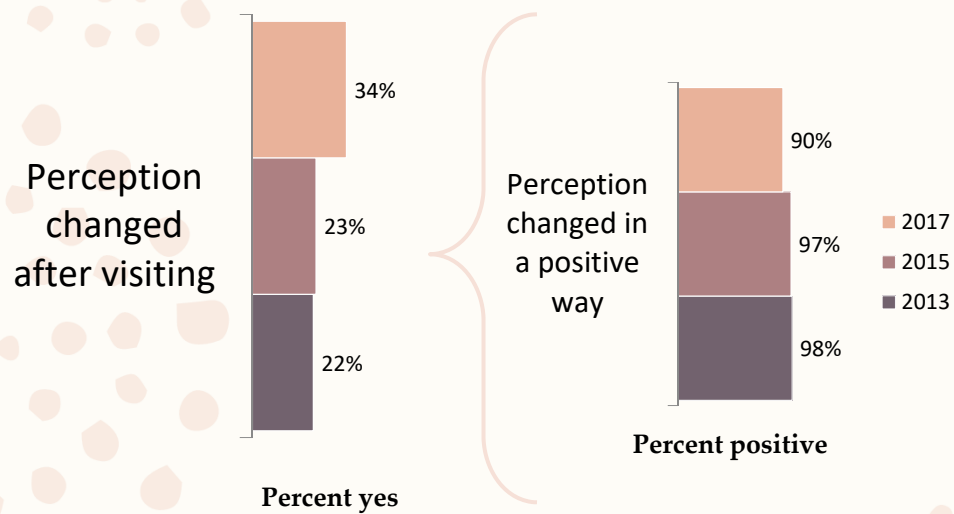
Overall Perception

Would you say your perception of Greeley is mostly positive or mostly negative?



Non-resident Survey

Perception after Visiting



Familiarity with Events

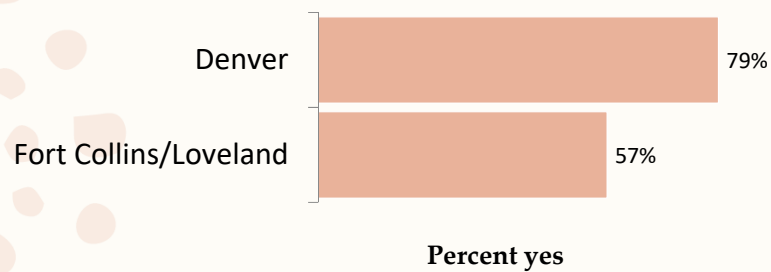
Percent who have attended or know what/when it is

FC/Loveland	2017	2015
Arts Picnic	17%	8%
Farmers Market	20%	11%
Dog Shows	11%	5%
Potato Day	10%	4%

Denver	2017	2015
Friday Fests	11%	4%
Oktobrewfest	20%	11%
Dog Shows	10%	4%
Greeley Blues Jam	13%	7%
Greeley Lights the Nights Parade	18%	10%
UNC Arts/ Cultural Events	16%	10%
Poudre Trail events	10%	4%

Learned Something New by Location

As a result of the Greeley Unexpected campaign,
did you learn something new about Greeley?



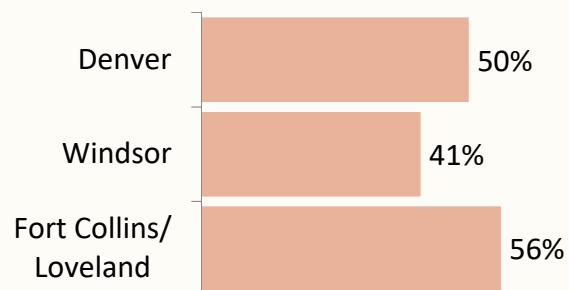
Likely to Visit

How likely would you be to visit Greeley again?
(percent very/somewhat likely)

2013	2015	2017
70%	75%	83%

Change in Opinions by Location

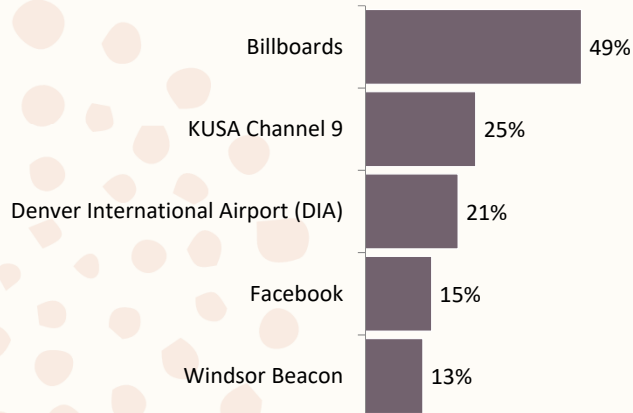
How would you say your opinion of Greeley has changed since seeing or hearing Greeley Unexpected advertisements or announcements?



Percent improved a lot/improved slightly

Greeley Unexpected

Where did you see advertisements or announcements?



Findings Summary

- **Council Priorities** (Community Image, Safety, Economic Health & Development, Infrastructure & Growth): *Validated*
- **Top Community Priorities:** *Student Success, Housing, Public Safety (2017)*
- **Preferred Communication:** *Direct Mail for residents and Internet for non-residents*
- **Greeley Unexpected Campaign Momentum:**
 - *Positive impact continues - opinions improved*
 - *Residents very likely to say positive things & set people straight*
 - *Residents & non-residents learned something new*
 - *Non-residents more likely to visit*



PIVOT



Time to refresh image campaign ...

- While market may not be fully saturated with GU message, survey results suggest rate of growth in positive opinion is leveling off
- Other communities are imitating parts of GU message – need to have unique marketing
- Important to stay ahead of and take advantage of change curve
- Incorporated into City Manager's Work Program; assembled **Community Partnership Team*** to help assess and develop next generation of image campaign. (**25-member group representing the School District, UNC, Aims, Visit Greeley, Weld County, Banner Health, Library District, business & community residents*)

Community Partners' Role

- Evaluate/help select new Campaign Title
- Uncover and affirm the broad Greeley Quality of Life indicators/areas of greatest image impact
- Prioritize the focus with the top 3-5 indicators to promote as part of multi-year campaign
- Focus on one topic for each campaign year (vs. variety of top themes each year), 3-5 headlines/subjects around that theme
- Community Partners weigh in on consultant's promotional approach

2019 ➡ Campaign Name & Objectives

- **Image Campaign Identification: "myGreeley"**
- **Focus:**
 - Topics that support residents to be "brand ambassadors"
 - Influence perceptions and representing Greeley positively inside and outside the community
- **Campaign would:**
 - Create/expand a photo library for social media platforms
 - Employ a social media strategy that promotes these campaign assets, with eye toward community engagement
 - Commit to develop, and sustain, strategy over time

Image Concept & Focus

- **QUALITY OF LIFE**

- Reviewed community surveys and resident perceptions as well as rankings of Greeley as compared to other comparable cities for themes offering greatest community image impact

- **KEY THEMES for next three years** (*myGreeley is a place of..._*):

- **Learning**
- **Innovation**
- **Destination**

Target Audiences

- **Primary:**

- Greeley residents

- **Secondary**

- Those within concentric circles radiating outward from Greeley (Northern Colorado and beyond by geography)

STREET PHOTOGRAPHY USED TO EVOKE THEMES; GUERILLA MARKETING SPREADS MESSAGE



Partnership Team Feedback

- **Key influencers**
 - Students/faculty
 - Business/Workplace
- **Collaborator messaging**
 - Leverage with others promoting similar messages
- **Regional association**
 - Positive connection as part of Northern Colorado
- **Sum of messaging important**



informal logo A



informal logo B



launch teasers

facebook

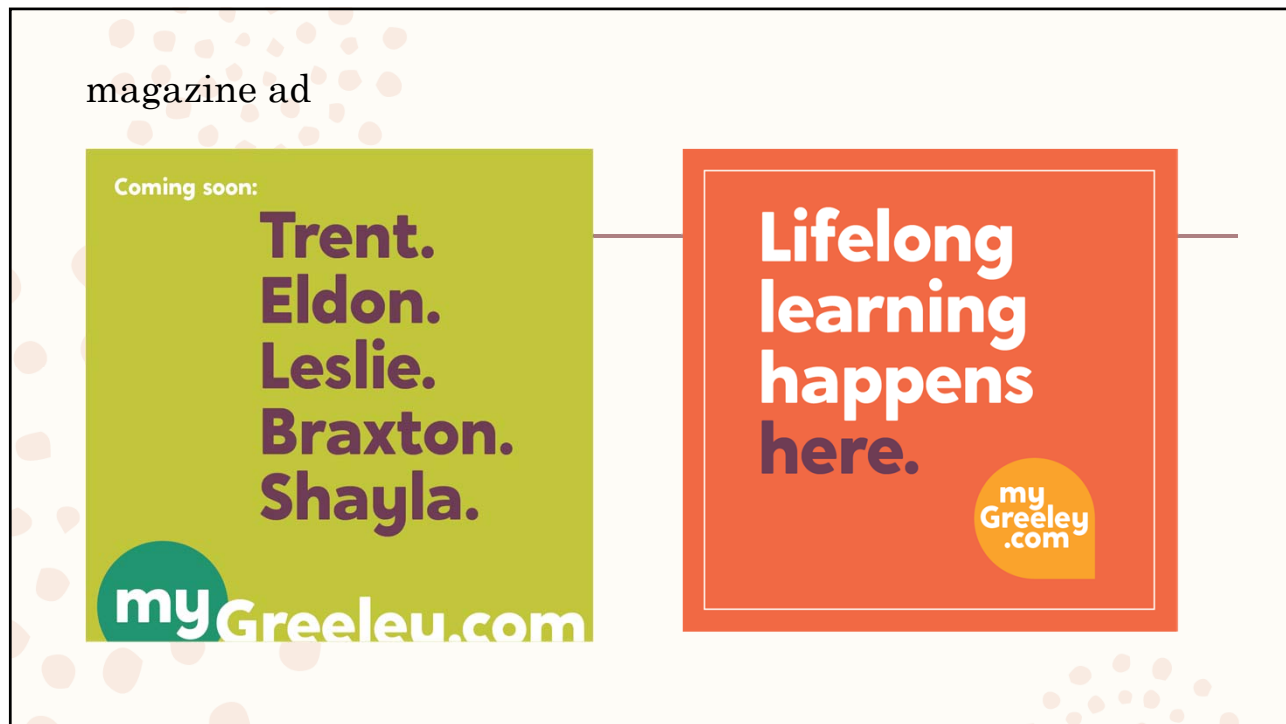
billboard

The image shows a smartphone on the left and a billboard on the right. The smartphone screen displays a Facebook post from 'Greeley Uninspected' with a blue background and white text that reads 'Lifelong learning happens here. See how at myGreeley.com'. The billboard has a purple top section with the text 'Coming to a billboard near you.' in orange, and a dark teal bottom section with the text 'Coming soon: Trent. Eldon. Leslie. Braxton. Shayla.' in yellow. The 'myGreeley.com' logo is prominently displayed in the center of the billboard, and a smaller version of the logo is in the bottom right corner.

myGreeley.com

Coming soon:
Trent. Eldon. Leslie. Braxton. Shayla.

myGreeley.com



magazine ad / layout versatility and color combo options



billboard

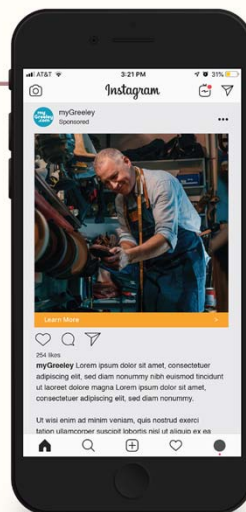


sponsored Instagram ads

single graphic
(with campaign design elements)

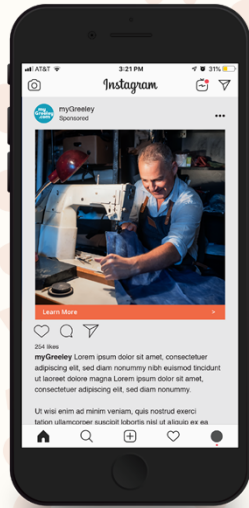


single photo



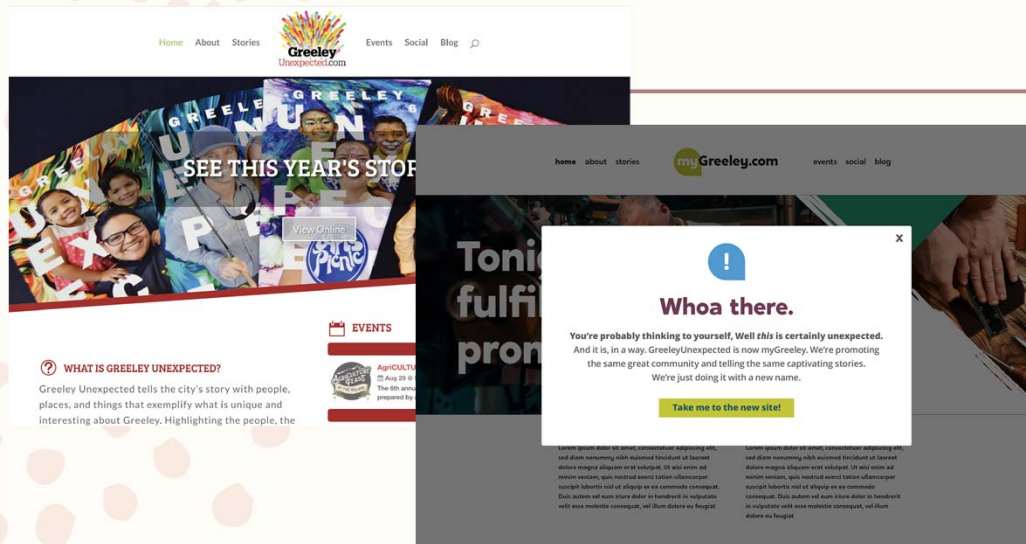
carousel

(three to five images allowed)



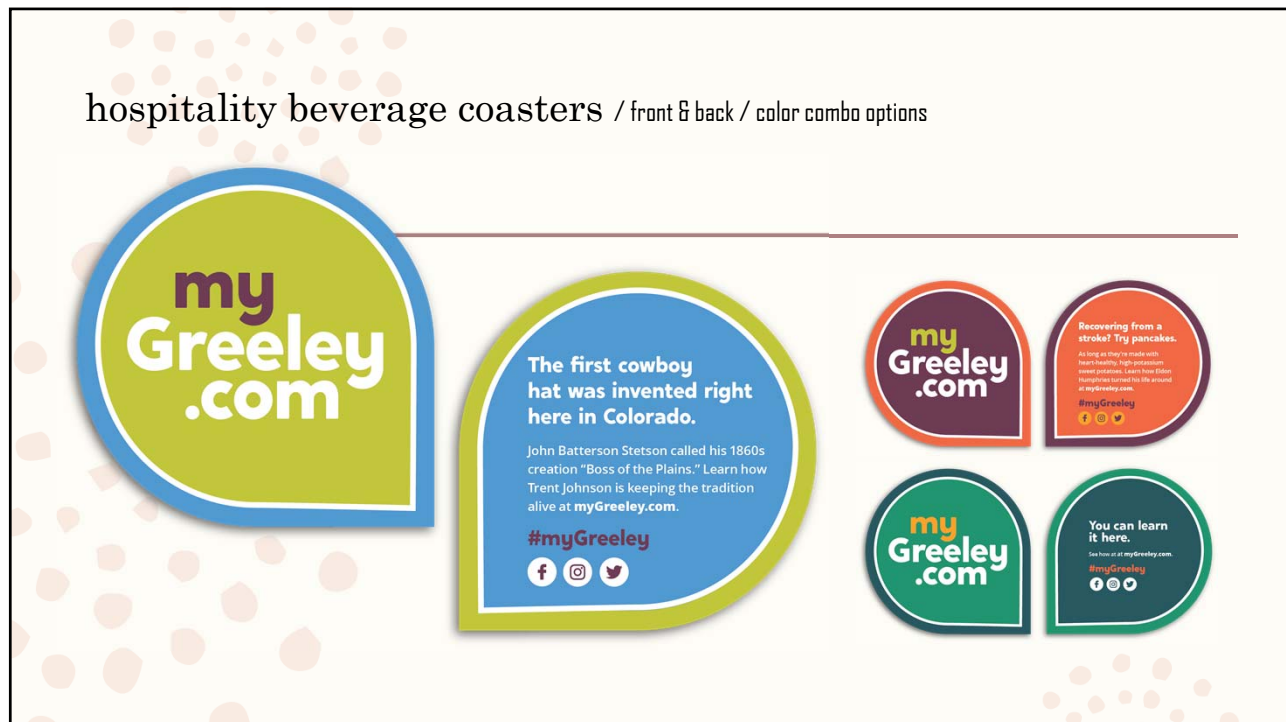
website transition

website pop-up / GreeleyUnexpected.com redirect



community engagement

hospitality beverage coasters / front & back / color combo options



education bookmarks / front & back / color combo options

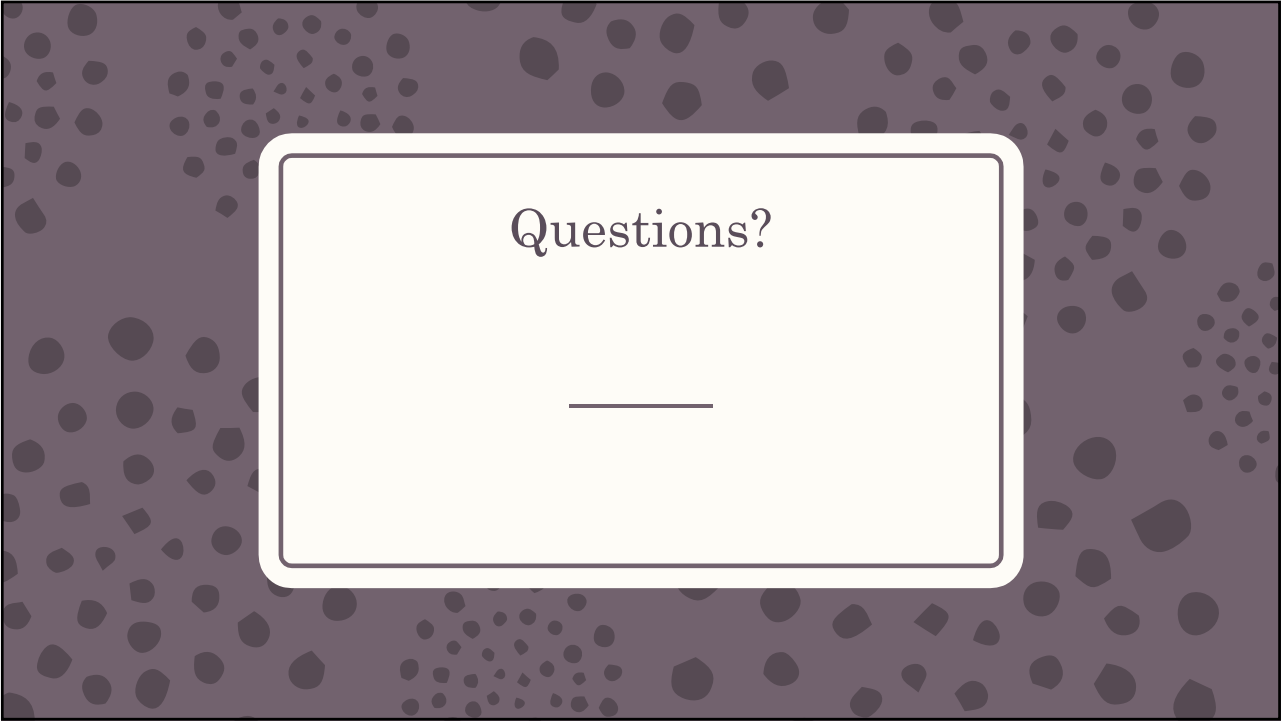


retail tags / front & back / color combo options



Next Steps

- **Year 1 (2020) ... myGreeley: learning happens here.** Local, compelling “Learning” subjects suggested by Partnership Committee have been interviewed; 5 stories have been selected and framed for campaign
- Complete photography
- Identify and secure key media buys (e.g. billboards, DIA, etc.)
- Design layout/refinement for media format
- Secure and prepare social media, related communication platforms
- Develop launch strategy and introduction of campaign message shift to community
 - Rather than a single launch event with all stories, images will be introduced every 2-3 months to correspond with seasonal events and collateral messaging with other community partners. “Time release” keeps campaign fresh and interesting throughout the year.



Questions?

Worksession Agenda Summary

October 8, 2019 (5:30 – 5:45 p.m.)

Agenda Item Number 5

Sean Chambers, Water & Sewer Director, 970-350-9815

Title:

Triannual Sanitary Survey Debrief and Public Notice

Background:

Greeley's water system recorded and underwent a field audit in September of 2019, as required every three years for all public water systems. The purpose of the debriefing on the Sanitary Survey audit of a public water system as required by the Colorado Department of Public Health and Environment is to share a summary overview of the sanitary survey process, findings and public notice requirement. Final report remains pending compilation by CDPHE field services staff, but there are findings that the Water & Sewer Department needs to share and highlight for Greeley City Council.

The majority of the findings in the survey were a positive reinforcement of the strong well operated system that we all take pride in owning. The survey process however seeks to identify weaknesses and opportunities for improvement, and there are some places we need to focus and improve. The areas for improvement were documented in the field audit and one such area is a violation. Greeley staff will undertake actions to administer a strict compliance backflow device inspection and testing program for commercial backflow prevention. Staff will be required to undertake work on re-routing a small number of potable water lines that currently run through the upper zone of deep sewer man holes. And, and staff will implement a work order system to meticulously track all required facility and tank inspections to ensure future compliance where we missed a 2017 tank inspection. This last item, the failure to document all required tank inspections, creates cause for sending a public notice to Greeley Water & Sewer Customers (CDPHE Regulation 11.28(4)). The required public notice is attached for Council Review.

Decision Options:

Advisory

Attachments:

Memo Letter to Greeley Water & Sewer Customers
Front Range Water Council Letter to CDPHE on Inspection Violations
Public Drinking Water Systems Sanitary Surveys
PowerPoint



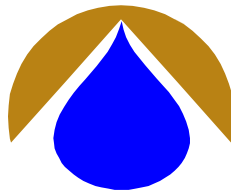
To: City of Greeley Drinking Water Customers & Consecutive Community Water Systems
From: City of Greeley Water & Sewer Department, Water Operations Division, PWS ID# CO-0162321
Subject: *Colorado Primary Drinking Water Regulations* (Regulation No. 11) Violation
Date: September 23, 2019

During a recent review of the City of Greeley's Water Operations Division regulatory records for our finished water storage tank inspections, it was discovered that we missed one storage tank inspection for our Gold Hill 15 million gallon reservoir. The inspection was required to be conducted during the second quarter of 2017. That storage tank was out of service from May 2nd through May 29th, 2017. The next storage tank inspection was conducted on August 9th, 2017, one quarter later than required by the *Colorado Primary Drinking Water Regulations* (Regulation No. 11). The missed storage tank inspection was due to staff oversight and their focus on construction of operational infrastructure of the Gold Hill 5 million gallon drinking water reservoir and meeting the associated construction deadlines.

The corrective action for this violation occurred with the May 29th, 2017 inspection, which returned the Greeley Public Water System to compliance with Regulation No. 11; and did not reveal any water contamination issues nor any other regulatory violations or potential adverse health effects discovered resulting from the violation/situation. Greeley continues to conduct timely finished water storage tank inspections for all storage tanks within their public water system.

It is not necessary for the public to seek an alternate drinking water source, nor seek medical help at this time since the August 9th, 2017 and subsequent storage tank inspections have not indicated any water contamination or other non-compliant issue with the storage tank system. Greeley is required by the *Colorado Primary Drinking Water Regulations* to provide a public notice to our customers of this 2017 violation. For additional information, please contact Colleen Young, Regulatory Compliance Coordinator for the Greeley Water & Sewer Department, phone number (970) 350-9846; or by e-mail at colleen.young@greeleygov.com.

Please share this information with all the other people who are drinking this water, especially those who may not have received this notice directly (for example, people in apartments, nursing homes, schools, and businesses). You can do this by posting this notice in public places or by distributing copies by hand.



COLORADO WATER UTILITY COUNCIL
Rocky Mountain Section of the American Water Works Association

July 19, 2019

Ron Falco, PE
Safe Drinking Water Program Manager
Colorado Department of Public Health and Environment
4300 Cherry Creek Drive South

RE: Storage Tank Rule Tier Violations

Dear Mr. Falco,

The Colorado Water Utility Council (the CWUC) is an alliance of drinking water providers from throughout the state of Colorado. Our membership currently serves treated water to over 80 percent of Colorado's population. Organized under the auspices of the Rocky Mountain Section of the American Water Works Association, the Council's purpose is to track regulatory and legislative matters that impact water utilities in Colorado and provide comment as necessary. The Water Utility Council (Council) understands and supports the importance of the Storage Tank Rule (Rule) in providing increased public health protection through detailed routine inspections, and the correction of significant deficiencies in a timely manner. Since implementation of the Rule in April 2016, several utilities have incurred Treatment Technique violations requiring Tier 2 Public Notice (PN). Although these notices are used to describe situations with the potential to have serious adverse effects on human health, there is no standard health effects language to support this level of concern. Public Notice's which do not identify a specific threat and associated action may create unnecessary concerns about the water supply and erode public confidence. In contrast, a Tier 3 PN included in the annual Consumer Confidence Report may be more appropriate for most of the Treatment Technique violations identified in the Rule. A communication to the public at this level provides transparency, while allowing the utility to implement corrective actions.

The significance of the Tier 2 PN and the public's subsequent interpretation, have prompted concerns as to whether the Treatment Technique requirements and associated violations have been properly applied to the Rule. For example, Tier 2 notices are required for the following violations which are significantly different in nature:

- Failure to *document* or failure to *perform* a single periodic (quarterly) inspection
- Failure to *document* or failure to *perform* a comprehensive (5-year) tank inspection
- Failure to *document* a corrective action
- Failure to *complete* a corrective action

It is the Council's opinion that these violations do not all have the same potential to have serious adverse effects on human health, yet they are all given the same weight with respect to the need to issue public notice. In some instances, it would seem a softer response (Tier 3 PN) from the utility would be appropriate, with further provisions to conduct follow-up actions and to escalate to Tier 2 PN if additional violations are incurred.

In conclusion, the Colorado Water Utility Council believes these concerns warrant further evaluation of Treatment Technique violations related to the Storage Tank Rule and would like to open a discussion with the Division.

We appreciate your consideration of this request and welcome the opportunity to participate in a stakeholder process.

Respectfully,

Evelyn Rhodes

Chair, Colorado Water Utility Council

DRAFT



Public Drinking Water Systems Sanitary Surveys

Per Colorado Primary Drinking Water Regulations, Section 11.38(2), a sanitary survey is a required, on-site review of a public water system to assess their capability to supply safe drinking water to the public for the eight survey elements listed below. State agencies tasked with administration and enforcement of the federal Safe Drinking Water Act (SDWA) by the Environmental Protection Agency (EPA) are responsible for completing sanitary surveys. The Colorado Department of Public Health & Environment's Water Quality Control Division (WQCD) conducts triennial sanitary surveys of all community drinking water systems within Colorado, which provide an opportunity for the WQCD to visit the water system and educate the certified water treatment plant and distribution system operators about proper monitoring and sampling procedures and to provide technical assistance. Sanitary surveys are a proactive public health measure and an important component of the SDWA public water system supervision program.

Eight Elements of a Sanitary Survey.

Element	Description
Source	Reviews a raw water source's features for the purposes of preventing potential contamination or water quality degradation.
Treatment	Identifies existing or potential sanitary risks by evaluating the design, operation, maintenance and management of water treatment plants.
Distribution System	Reviews the design, operation, maintenance and management of distribution systems to prevent contamination of the drinking water as it is delivered to customers.
Finished Water Storage	Reviews the design and major components of finished water storage facilities in order to prevent water quality problems from arising during storage.

Element	Description
Pumps	Reviews the design and use of water supply pumping facilities in order to determine overall reliability and identify potential sanitary risks.
Monitoring & Reporting	Determines water system conformance with regulatory requirements through the review of water quality monitoring plans and system records; verifies data reported to the regulatory agency are consistent with system records.
Management & Operation	Evaluates water system performance in terms of management and operation, including its long-term viability in meeting water quality goals.
Operator Compliance	Ensures water systems have qualified professionals that meet all applicable operator certification requirements.

Corrective Action by a Public Water System to Address Deficiencies/Violations.

Approximately 30 days after the sanitary survey is conducted, the WQCD drafts a written final sanitary survey report, detailing the inspector's findings, including any recommendations, significant deficiencies, and/or violations. If a deficiency or violation is found to occur, the water system has up to 45 days from receipt of the sanitary survey letter to respond to the WQCD regarding any deficiencies or violations in writing; and has 120 days from receipt of the letter to address any deficiencies or violations, unless the State has approved (in writing) the water system's corrective action plan to address the deficiency or violation. If a violation continues uncorrected, the water system could then receive a written Notice of Violation which must be cured in a timely manner or the State can issue a cease operation order to the water system and they are not allowed to make or sell drinking water until the violation is corrected to the State's satisfaction.

Triannual Sanitary Survey Debrief

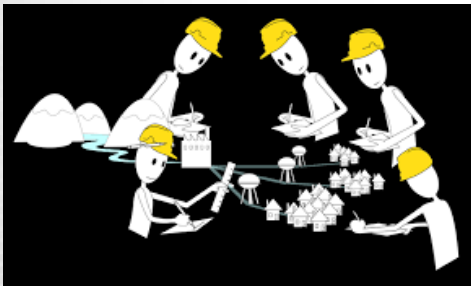


October 8, 2019

W&S Dept. Work Session Presentation to Greeley City Council

1

Sanitary Survey



A sanitary survey is an on-site regulatory review of a public water system

- The sanitary survey is required by Section 11.38 of Regulation No. 11 Colorado Primary Drinking Water Regulations - CDPHE
- Survey takes place every 3 years for public water system like Greeley
- Aim for excellence and continuous improvement

Triannual Sanitary Survey Debrief: 10.08.19

CITY OF GREELEY

Process & Goals

Sanitary Survey is an audit of water system records, water sources, facilities, equipment, operations and maintenance of the public water system for the purpose of evaluating the adequacy of the facilities

CDPH&E Goals for the field portion of sanitary survey:

- Provide assistance where needed
- Identify and address significant deficiencies and violations
- Produce consistent, reliable reports which correctly identify the compliance and technical issues at a public water systems
- Facilitate continuous improvement
- Accurately capture system inventory
- Identify system strengths
- Provide resources to the systems
- Establish working relationships between the water systems and CDPH&E field services section

Triannual Sanitary Survey Debrief: 10.08.19

CITY OF GREELEY

2019 Survey of Greeley Water System



Findings by CDPH&E Field Services Audit Team (Pending Compilation in a Final Report from the CDPHE Water Quality Control Division):

- Strong System Records and Operations Procedures
- Diverse and Resilient Source Water and Water Treatment Facilities
- Missed Water Tank Inspection (2017) – a Tier 2 Sanitary Survey Violation requiring public notice letter to customers
- Several locations where water lines cross through sewer man holes, will require lining and ultimately re-routing of water infrastructure

Triannual Sanitary Survey Debrief: 10.08.19

CITY OF GREELEY

Reporting the Violation of Storage Tank Rule

Greeley's water quality and public health have been consistently maintained, however; Failure to perform or document all periodic inspections is a violation of Reg. 11 - 11.28(4), and therefore requires public notice

Regulatory Requirements

- Approximately 30 days after the sanitary survey is conducted, the WQCD drafts a written final sanitary survey report, detailing the inspector's findings, including any recommendations, significant deficiencies, and/or violations.
- If a deficiency or violation is found to occur, the water system has up to 45 days from receipt of the sanitary survey letter to respond to the WQCD regarding any deficiencies or violations in writing;
 - And, has 120 days from receipt of the letter to address any deficiencies or violations

Triannual Sanitary Survey Debrief: 10.08.19

CITY OF GREELEY

Questions

Triannual Sanitary Survey Debrief: 10.08.19

6

CITY OF GREELEY

Worksession Agenda Summary

October 8, 2019 (5:45 – 6:15 p.m.)

Agenda Item Number 6

Scott Magerfleisch, IT Director, 350-9305

Title:

City of Greeley Cybersecurity Update

Background:

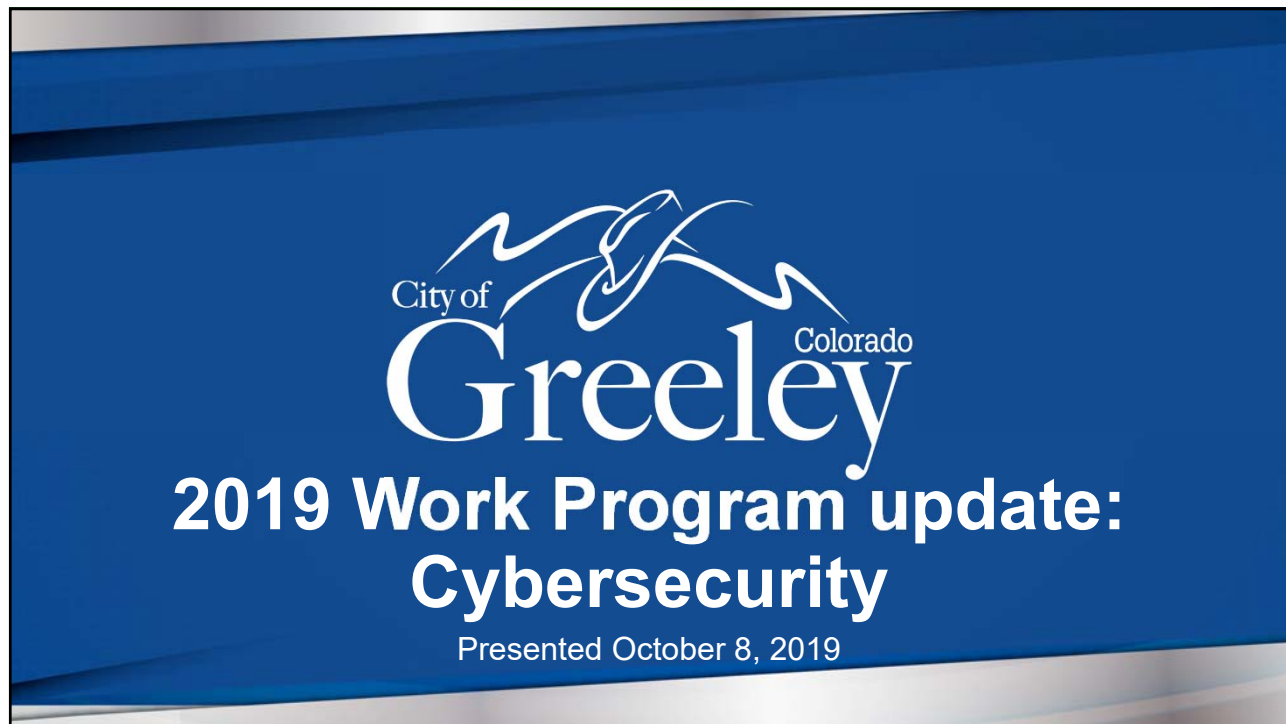
With the addition of a new Cybersecurity Analyst, the IT Department has taken several steps forward to increase our cybersecurity posture. As October is Cybersecurity month, it is important to provide updates to our department work plan efforts.

Decision Options:

No decision required; informational update only.

Attachments:

PowerPoint



2019 Work Program language Cybersecurity Program

Purpose: Hacking threats is a significant concern. Over the past several years, IT implemented a training program that, among other things, requires an annual test for every employee accessing the internet. In order to address the increased threats in today's internet world, it is becoming apparent that an even more comprehensive program is necessary to manage all systems for security. Our Security Analyst will work with employees and vendors to develop and audit security policies, standards and procedures to ensure confidentiality, integrity, and availability of the City's technology resources as well as compliance with regulatory requirements.

1

CITY OF GREELEY :: IT

Tasks to date

- Hired the City's first Security Analyst (focused on Cybersecurity) in 2018
- Developed a set of outcomes for the Cybersecurity Division
 - Annual cybersecurity testing
 - Ongoing Cybersecurity analysis
 - Quarterly phishing campaigns directed at staff to raise awareness
 - Harden the technology perimeter and interior
 - Educate City staff on more secure ways to work with technology
 - Partner with other IT Divisions to make security a part of everything we develop, recommend and implement

2

CITY OF GREELEY :: IT

2020 Budget supplemental requests

- Enhanced Endpoint Protection
- Vendor Remote Management
- Enhanced Email Security
- Network Security Administrator
- Systems Administrator (with a security focus)

3

CITY OF GREELEY :: IT

October is Cybersecurity Month

- Focus on annual training (must be completed by 10/31)
- Bring cybersecurity to the front of everyone's mind when using technology
- Provide information that helps City staff at work and at home
- Develop security measures that help the residents know we are keeping City assets, information, and services secure

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Examples of WHY this is important

- In a recent report put out by Barracuda Networks:
 - “The team’s recent analysis of hundreds of attacks across a broad set of targets revealed that government organizations are the intended victims of nearly two-thirds of all ransomware attacks,” Barracuda wrote in the report. “Local, county, and state governments have all been targets, including schools, libraries, courts, and other entities.”
 - This did NOT include the 22 Texas Municipalities that were hit in late August.
- Usually, “malicious software, delivered as an email attachment or link,” is the entry vector used.

Source: <https://thehill.com/policy/cybersecurity/459049-report-finds-majority-of-2019-ransomware-attacks-have-targeted-state-and>

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CITY OF GREELEY :: IT

City examples since 2018

- CDOT - \$1.5 million costs to recover
- Atlanta, GA - \$7.2 million
- Albany, NY - undisclosed
- Baltimore, MA - \$10 million
- Riviera Beach, FL - \$600,000
- Lake City, FL - \$460,000
- Texas municipalities – unknown

Over 40 municipalities (known) in the US have been attacked this year

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CITY OF GREELEY :: IT

Best practices

- Departments participate in tabletop exercises with IT
- Support the principal of least permission
- Practice good “digital hygiene”
- Know your data
- Be wary of “unusual urgent” requests

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CITY OF GREELEY :: IT

Future state

- Multi-factor authentication for all City users
- Behavior-based analytics on the network and endpoints
- Recurring vulnerability scanning of the network (inside and out)
- Application based security
- A city cybersecurity scorecard (based on national metrics)

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CITY OF GREELEY :: IT

Questions?

9

CITY OF GREELEY :: IT

Worksession Agenda Summary

October 8, 2019

Agenda Item Number 7

Roy Otto, City Manager, 970-350-9750

Title:

Scheduling of Meetings, Other Events

Summary:

During this portion of the meeting the City Manager or City Council may review the attached Council Calendar or Meeting Schedule regarding any upcoming meetings or events.

Attachments:

Council Meetings/Other Events Calendar

Council Meeting/Worksession Schedule

Status Report of Council Petitions and Related Information

October 7, 2019 - October 13, 2019

October 2019						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 2019						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Monday, October 7

Tuesday, October 8

5:00pm - 6:00pm City Council Worksession (1001 11th Avenue) 

Wednesday, October 9

Thursday, October 10

12:00pm - 1:00pm Government Agencies Meeting hosted by Aims Community College (Aims Community College (exact location TBD)) - Council Master Calendar

Friday, October 11

Saturday, October 12

Sunday, October 13

October 14, 2019 - October 20, 2019

October 2019						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 2019						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Monday, October 14

Tuesday, October 15

6:30pm - 7:30pm City Council Meeting (1001 11th Avenue)

Wednesday, October 16

7:30am - 8:30am Visit Greeley (Fitzsimmons)

2:00pm - 5:00pm Water & Sewer Board (Gates)

Thursday, October 17

7:30am - 8:30am DDA (Casseday/Smail)

3:30pm - 4:30pm Airport Authority (Casseday/Payton)

Friday, October 18

Saturday, October 19

10:00am - 11:00am City Chat with Councilmember Suniga (TBD)

Sunday, October 20

October 21, 2019 - October 27, 2019

October 2019						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 2019						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Monday, October 21

Tuesday, October 22

11:30am - 1:00pm RSVP Required: Community Foundation's Spread the Good Luncheon (Formerly known as the Profiles Luncheon) (Riverside Library and Cultural Center, 3700 Golden Street, Evans, CO) - Council Master Calendar

5:00pm - 6:00pm City Council Worksession (1001 11th Avenue) ↻

Wednesday, October 23

Thursday, October 24

Friday, October 25

Saturday, October 26

Sunday, October 27

October 28, 2019 - November 3, 2019

October 2019						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 2019						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Monday, October 28

- 11:30am - 12:30pm Greeley Chamber of Commerce (Gates) 
- 6:00pm - 7:00pm Youth Commission (Smail) 

Tuesday, October 29

Wednesday, October 30

- 7:00am - 8:00am Upstate Colorado Economic Development (Gates/Hall) (Upstate Colorado Conference Room) - Council Master Calendar 
- 6:00pm - 8:00pm RSVP Required: Town & County Dinner (1150 O Street, Weld County Administration Building, Events Center) - Council Master Calendar

Thursday, October 31

Friday, November 1

Saturday, November 2

Sunday, November 3

November 4, 2019 - November 10, 2019

November 2019						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 2019						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Monday, November 4

Tuesday, November 5

6:30pm - 7:30pm City Council Meeting (1001 11th Avenue) 

Wednesday, November 6

Thursday, November 7

7:00am - Poudre River Trail (Hall) 

3:30pm - IG Adv. Board (Smail) 

6:00pm - MPO (Gates/Casseday) 

Friday, November 8

Saturday, November 9

Sunday, November 10

City Council Meeting Schedule

Current as of 10/4/2019

<u>Date</u>	<u>Description</u>	<u>Staff Contact</u>	
October 15, 2019 Council Meeting	Proclamation - Nurse Practitioner Week	Betsy Holder	Regular
	Motion to cancel 10/22		
	Resolution - Great Outdoors Colorado Grant Support for Balsam Park	Andy McRoberts	Consent
	Resolution - 2019 City Tax Levy Certification	Renee Wheeler	Consent
	Resolution - Notice of Sale COP's	Renee Wheeler	Consent
	Ordinance - Intro - Shops at Sunset Rezone	Brad Mueller	Consent
	Ordinance - Intro - Acquisition of Property (Poudre Trunk Sewer Line Extension)	Sean Chambers	Consent
	Resolution - Adoption of Stormwater Fees for 2020	Joel Hemesath	Regular
	Ordinance - Final - 2020 Budget Adoption	Renee Wheeler	Regular
	Ordinance - Final - Pay Plan	Sharon McCabe	Regular
	Ordinance - Final - Repeal Code Section 11.01.089 (Pedestrians in Medians)	Mark Jones	Regular
	Ordinance - Final - Code amendments related to Misuse of Wireless Devices While Driving	Mark Jones	Regular
	Energy Master Plan & Resolution for Adoption	Brad Mueller	Regular
	Board & Commission Appointments	Betsy Holder	Regular
October 22, 2019 Worksession Meeting			
November 5, 2019 Council Meeting	Cancelled (at 09/17/2019 Council Meeting)		
November 12, 2019 Transition Meeting	Swearing in of new Council (Special Meeting)		
November 19, 2019 Council Meeting	Ordinance - Intro - Code Amendments related to Fireworks	Mark Jones	Consent
	Ordinance - Final - Acquisition of Property (Poudre Trunk Sewer Line Extension)	Sean Chambers	Regular
	Ordinance - Final - Shops at Sunset Rezone	Brad Mueller	Regular
	Board & Commission Appointments	Betsy Holder	Regular
November 26, 2019 Worksession Meeting			
December 3, 2019 Council Meeting	Resolution - 2020 Budget for the Greeley Downtown Development Authority	Renee Wheeler	Consent
	Resolution - Establishments of the Downtown Development Authority Tax Levy	Renee Wheeler	Consent
	Ordinance - Intro - Fifth Additional Appropriation	Renee Wheeler	Consent
	Ordinance - Intro - Triennial Review of Various Boards and Commissions	Betsy Holder	Consent
	Ordinance - Final - Bestway Rezone	Brad Mueller	Regular
	Ordinance - Final - Code Amendments related to Fireworks	Mark Jones	Regular
December 10, 2019 Worksession Meeting	Emerald Ash Borer Update	Andy McRoberts	0.50
December 17, 2019 Council Meeting	Ordinance - Final - Fifth Additional Appropriation	Renee Wheeler	Regular
	Ordinance - Final - Triennial Review of Various Boards and Commissions	Betsy Holder	Regular
	Board & Commission Appointments	Betsy Holder	Regular
December 24, 2019 Worksession Meeting	Cancelled (at 09/17/2019 Council Meeting)		
January 7, 2020 Council Meeting			
January 14, 2020 Worksession Meeting			
January 21, 2020 Council Meeting			
January 28, 2020 Worksession Meeting	Executive Session - Annual Review of the City Manager	Sharon McCabe	
February 4, 2020 Council Meeting	Resolution - IGA with High Plains Library District for Parking Expansion	Andy McRoberts	Consent
February 11, 2020 Worksession Meeting	Executive Session - Annual Review of the City Attorney	Sharon McCabe	

Greeley City Council

Status Report of Council Petitions

Council Request	Council Meeting, Worksession, or Committee Meeting Date Requested	Status or Disposition (After completion, item is shown one time as completed and then removed.)	Assigned to:
Mayor ProTem Casseday petitioned staff to look into both requests regarding contractor licensing and pop-up hail damage tents to see what other municipalities are doing.	Worksession (TBA)	There is currently a Worksession being planned to discuss Contractor Licensing Requirements. It has not been scheduled yet.	Brad Mueller

Worksession Agenda Summary

October 8, 2019

Agenda Item Number 8

Title:

Adjournment

Worksession Agenda Summary

October 8, 2019

Agenda Item Number 9

Doug Marek, City Attorney, 970-350-9755

Title:

Executive Session concerning Status of Litigation in Greeley Gymnastics Center, Inc., et al. v. City of Greeley

Background:

This litigation arises from a water main break that occurred in January of 2017. The claimants filed a Complaint for Damages in January of 2019, and the City Attorney's Office has been representing the City in that litigation. The parties recently concluded court-ordered mediation, the City Attorney's office now would like to provide legal advice to City Council and to receive instructions to negotiators regarding this law suit.

This agenda item is an information update only.

Recommended Motion for Executive Session:

1. A motion to go into executive session to receive legal advice from the City Attorney and to provide instructions to negotiators pursuant to C.R.S. Sections 24-6-402(4)(b) and 24-6-402(4)(e)(1) and Greeley Municipal Code Sections 2.04.020(2) 2.04.020(5).

Attachments:

Exhibit A – Motion for Executive Session

Exhibit A

October 8, 2019

MOTION FOR EXECUTIVE SESSION

I move that the City Council go into an Executive Session:

To receive legal advice from their attorney and to provide instructions to negotiators pursuant to C.R.S. §§24-6-402 (4)(b) and 24-6-402(4) Greeley Municipal Code §§2.04.020(2) and 2.04.020(5) regarding the status and potential settlement of *Greeley Gymnastics Center, Inc. et al. v. City of Greeley*, Weld County District Court Case No. 2019CV30071.

Is there a second?

All in favor say "aye";

All opposed say "nay".

NOTE: The vote count needs to be announced because an "aye" vote by 2/3rd of the quorum is required.