

Greeley City Council Agenda

Work Session
Tuesday, July 23, 2024 at 6:00 PM

City Council Chambers at City Center South, 1001 11th Avenue, Greeley, CO 80631
via Zoom at: <https://greeleygov.zoom.us/j/89450992350>

NOTICE:

City Council Work Sessions are held on the 2nd and 4th Tuesdays of each month in the City Council Chambers. Meetings are conducted in a hybrid format, with a Zoom webinar in addition to the in-person meeting in Council Chambers.

City Council members may participate in this meeting via electronic means pursuant to their adopted policies and protocol.

Members of the public are also invited to view Council work sessions in person or remotely. **Work sessions do not include public input in any format. Public comment is only permitted at regular Council meetings on the 1st and 3rd Tuesdays of each month.**

Watch Meetings:



Meetings are open to the public and can be attended in person by anyone.



Meetings are livestreamed on YouTube at [youtube.com/CityofGreeley](https://www.youtube.com/CityofGreeley) as well as over the Zoom webinar. Public participation in the Zoom webinar only allows viewing the meeting.

For more information about this meeting or to request reasonable accommodations, contact the City Clerk's Office at 970-350-9740 or by email at cityclerk@greeleygov.com. Meeting agendas, minutes, and archived videos are available on the City's meeting portal at <https://greeleyco.portal.civicclerk.com/>

If you need the following documents in an alternative format for accessibility purposes, please contact the City Clerks Office at cityclerks@greeleygov.com or 970-350-9740.



Mayor

John Gates

Councilmembers

Tommy Butler - Ward I

Deb DeBoutez - Ward II

Johnny Olson - Ward III

Dale Hall - Ward IV

Brett Payton - At-Large

Melissa McDonald - At-Large



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City Council Chambers at City Center South, 1001 11th Avenue, Greeley, CO 80631

via Zoom at: <https://greeleygov.zoom.us/j/89450992350>

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Reports from Mayor and Councilmembers
5. GXY Airport Strategic Vision
6. Summer Poll Results and Ballot Decisions
7. Scheduling of Meetings, Other Events
8. A motion to go into Executive Session related to negotiations for economic development incentives and real property acquisitions
9. Adjournment



Work Session Agenda Summary

Title:

Reports from Mayor and Councilmembers

Background:

Board/Committee	Meeting Day/Time	Assignment
Airport Authority	3 rd Thu, 3:30 p.m.	Payton/Gates
Board/Commission Interviews (Team of 2)	monthly as needed	Council Rotation
CML Executive Board Opportunity	as needed	Hall
CML Other Opportunities	as available/desired	
CML Policy Committee (Council or Staff)	as needed	Hall/Lee Gates alternate
Downtown Development Authority	3 rd Thu, 7:30 a.m.	Butler/DeBoutez
Employee Health Board	as needed	DeBoutez
Highway 34 Coalition	as needed	Olson
Highway 85 Coalition	as needed	Gates
Historic Preservation Loan Committee	as needed	DeBoutez
Human Relations Commission	2 nd Monday, 5 p.m.	DeBoutez
Interstate 25 Coalition	as needed	Olson
Island Grove Advisory Board	1 st Thu, 3:30 p.m.	Butler
National League of Cities Transportation and Infrastructure Services Committee	as needed	Olson
Parks & Recreation Board	1 st Friday, 7 a.m.	DeBoutez
Police Pension Board	quarterly	McDonald
Poudre River Trail	1 st Thu, 7 a.m.	Hall
Regional Opioid Council	as needed	Gates
Transportation/Air Quality MPO	1 st Thu, 6 p.m.	Olson/Payton
Upstate Colorado Economic Development	last Wed, 7 a.m.	Gates
Water & Sewer Board	3 rd Wed, 2 p.m.	Gates
Weld Project Connect Committee (United Way)	as needed	Olson
Youth Commission Liaison	4 th Mon, 6 p.m.	McDonald



Work Session Agenda Summary

July 23, 2024

Key Staff Contact: Paul Trombino, Public Works Director

Title:

GXY Airport Strategic Vision

Background:

Staff will present an overview of the Greeley-Weld County Airport (GXY) including a new 20-year Strategic Business Plan and seek Council feedback on the plan.

Strategic Focus Area:



Business Growth



Community Vitality



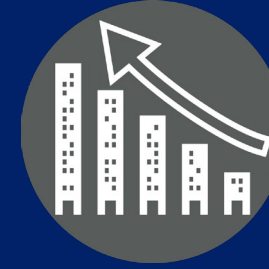
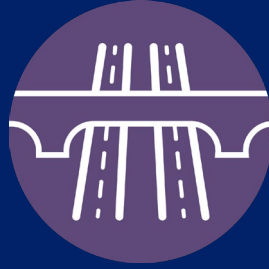
Infrastructure and Mobility



Quality of Life

Attachments:

1. Item 5 - GXY Airport Strategic Vision Presentation



GXY Airport Strategic Vision



Paul Trombino III, P.E.
Director, Public Works Department
City Council Work Session – July 23, 2024

Agenda

- GXY History
- Current Operations
- Future Vision: Federal Aviation Administration Meetings (FAA)
- Proposed Next Steps
- Purpose: Council Feedback



GXY

AIRPORT HISTORY



- **1943**: City of Greeley voters approve \$100,000 Bond for construction of the Airport
- **1944**: GXY Airport opened and was originally dedicated as Crosier Field named for resident Clarence F. "Red" Crosier
 - Mr. Crosier was instrumental in the establishment of the airport
 - Mr. Crosier was killed in action flying a B-26 Marauder over France during D-Day Raid
- **1963**: Weld County joined City in a joint venture ownership and operation of the airport
- **1978**: City and County create Greeley-Weld County Airport Authority
- **1996**: Airport takes most comprehensive expansion of the airport since establishment
 - Construction of a new 10,000 ft runway and taxiway system
 - Construction of a new terminal and administration building
 - Landside infrastructure improvements to improve accessibility to the airport and its commercial businesses
- **2000**: The new runway and terminal building open

GXY Current Operations

Greeley-Weld County Airport (GXY) – “Northern Colorado Region (2)”

General Information: General Aviation Regional Airport

Frequent Activities: Recreational Visitors, Corporate/Business Activities, Flight Training, Aerial Inspections, Flight Testing

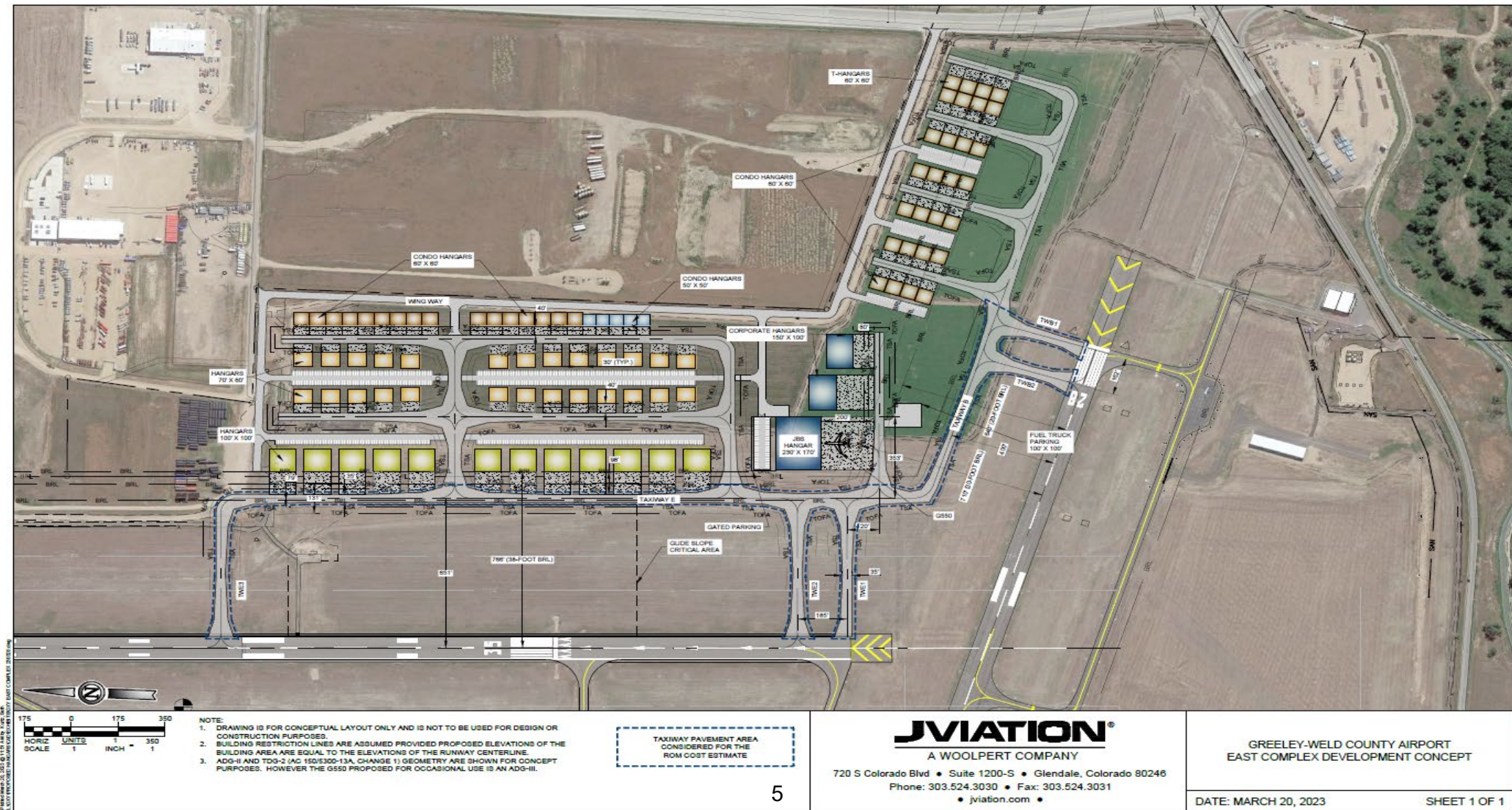
Current Economic Impact Conditions (CEIS):

(Based upon Internal sources, Business Revenue from Visitors and Users of the Airport)

- Jobs – 926
- Payroll - \$42,392,000
- Value Added to Community - \$67,373,000
- Business Revenue - \$125,132,000



GXY 2023 East Complex Development Concept



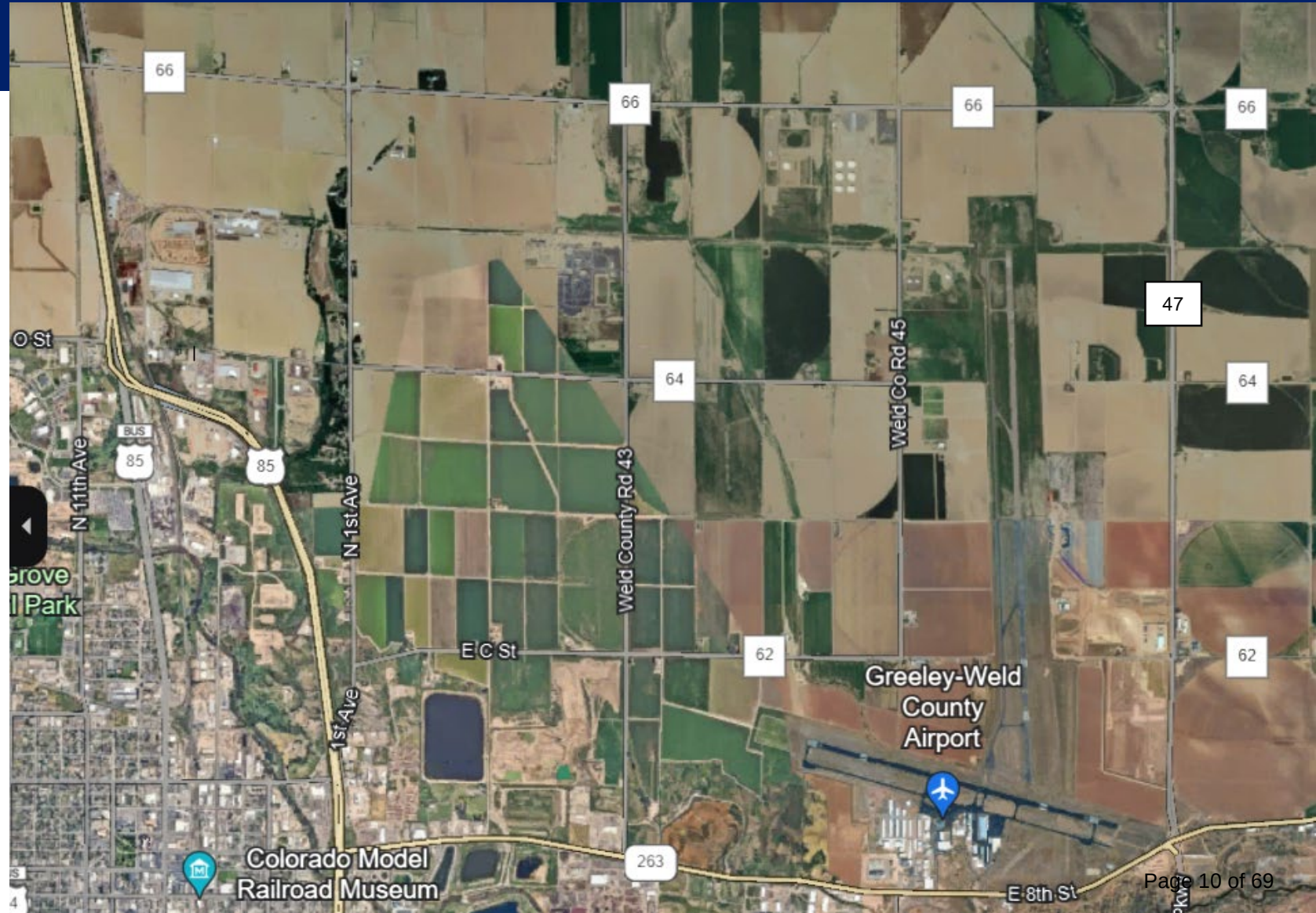
GXY Future Vision

Future Vision:

- To become a Part 139 Airport, General Aviation National Airport, Commercial Airport
- As Greeley/Weld County grow – Airport Services need to grow in parallel

Key Advantages:

- 10,000 ft runway
- Airport Operates outside of Denver International Airport (DIA) Air Space
- Ample opportunity for growth

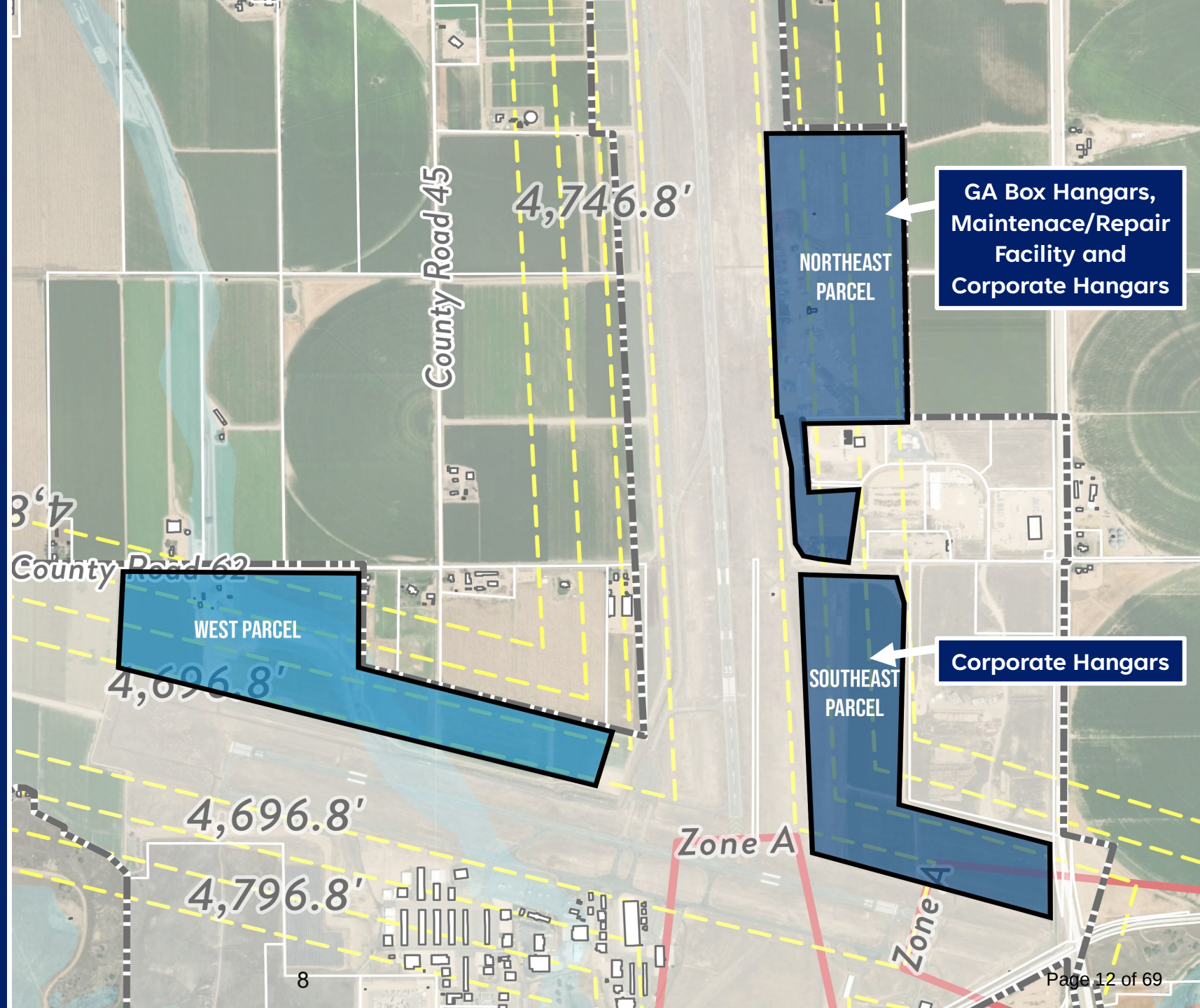


Greeley 20-year Strategic Airport Business Plan

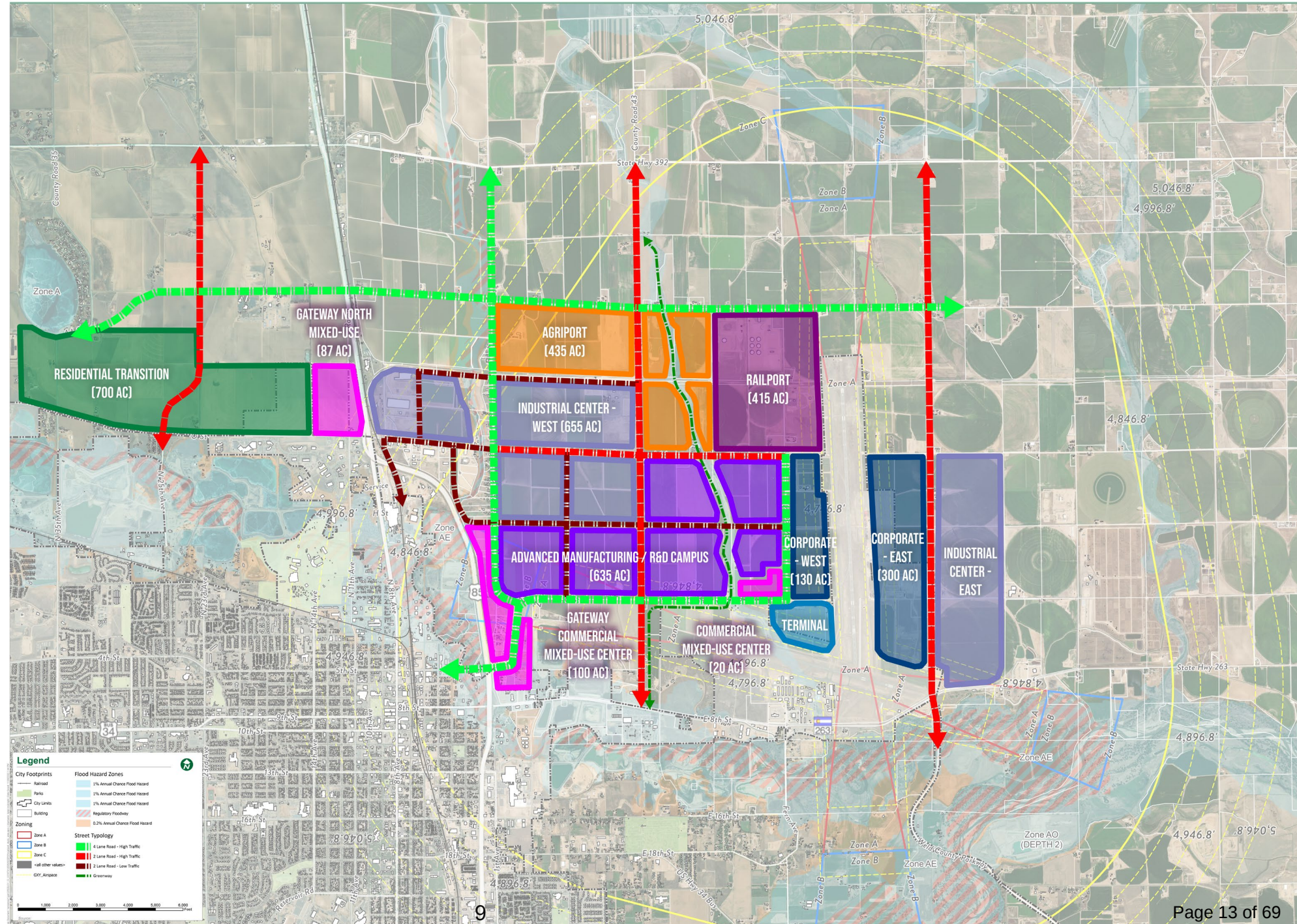
Priorities

- Corporate hangar development & maintenance and repair facilities
 - Almost 200 acres of developable land equates to \$2,962,080 in today's rent
 - Escalates by approximately 2.5% annually-- \$3,791,700 in 2035 and \$4,853,700 in 2045
- Provide planning-level estimates for reconstruction and upgrade of runways and taxiways and connectors*
- Comprehensive lease rate review*
- Request FAA to upgrade runway to minimum 65k-lb capacity
 - Allows for business jets and Part 135 airlines to operate (i.e., JSX)
 - Entitlement goes from \$150,000 annually to \$1,000,000 annually or prorated portion (improvement funds based on passenger volume)
- Request FAA fund and build an Air Traffic Control Tower
 - Allows Part 121 airlines to operate (U.S.-based airlines such as American Airlines, Delta Air Airlines, regional air carriers, and all cargo operators)
 - Vehicle parking adds \$400,000 - \$600,000 annually
 - Concessions and Passenger Facility Charge (PFC) adds \$150,000 - \$200,000
 - Remote Tower candidate at 1/10th the cost of a traditional tower

Airport Area Projects



Airport Study Concept Area



North Side of Study Area

Agriport

Buildings and Greenhouses could encompass 20% of total acreage

Agricultural Land for Research and Development could encompass 80% of total acreage

Railport

Includes transload type facilities with research and development occurring around the railport

Industrial Center – West

Industrial Center land on the west side of the airport encompasses 60% of the total Industrial Center classification in the study area



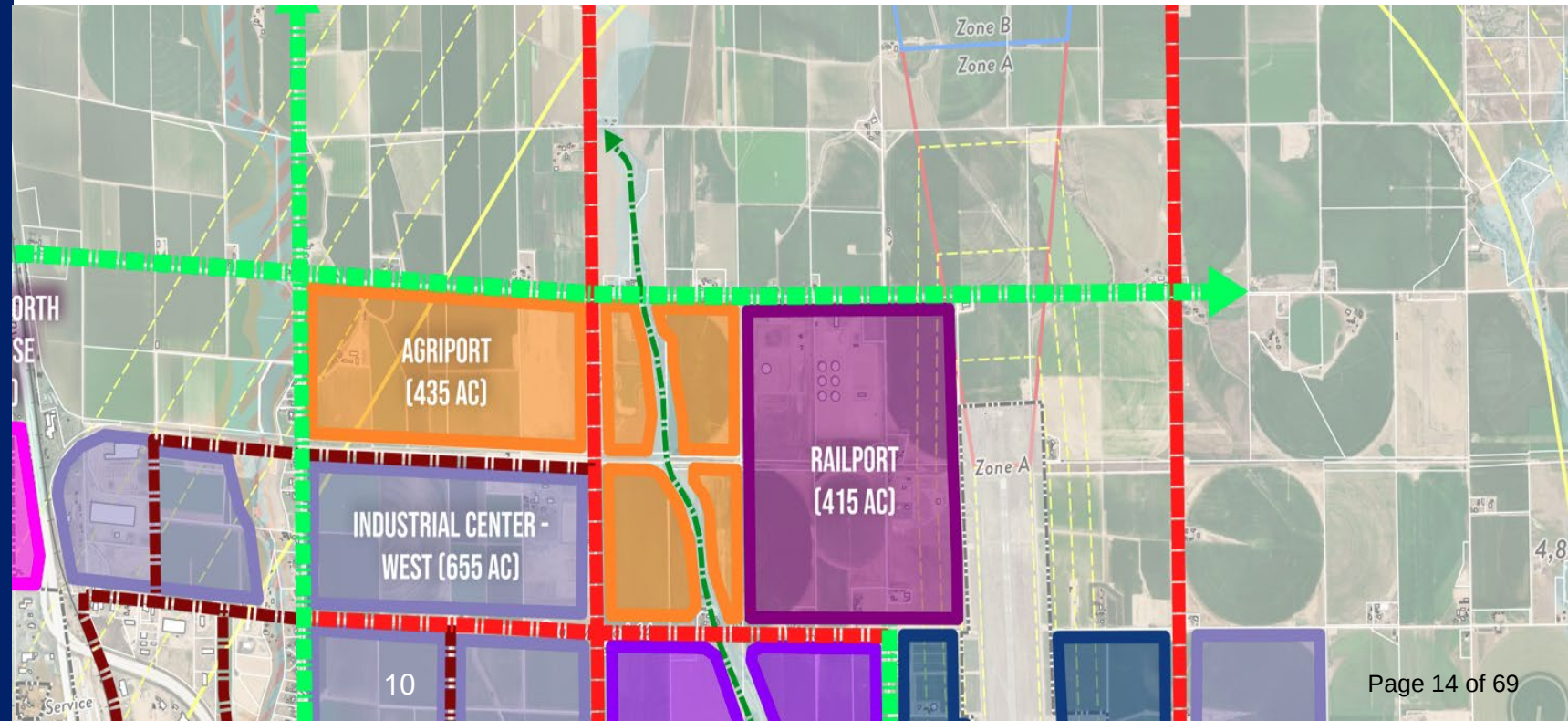
Agriport (Greenhouses/Buildings have 1,200,00 Sf Yield Per Acre)



Railport (4,900,000 Sf Yield Per Acre)



Industrial Center - West (6,550,000 Sf Yield Per Acre)



Center Area of Study Area

Advanced Manufacturing / R&D Campus

The buildings expected to be in a Manufacturing/R&D area are smaller buildings of around 35,000 to 45,000 square feet

Includes parking, circulation, etc.

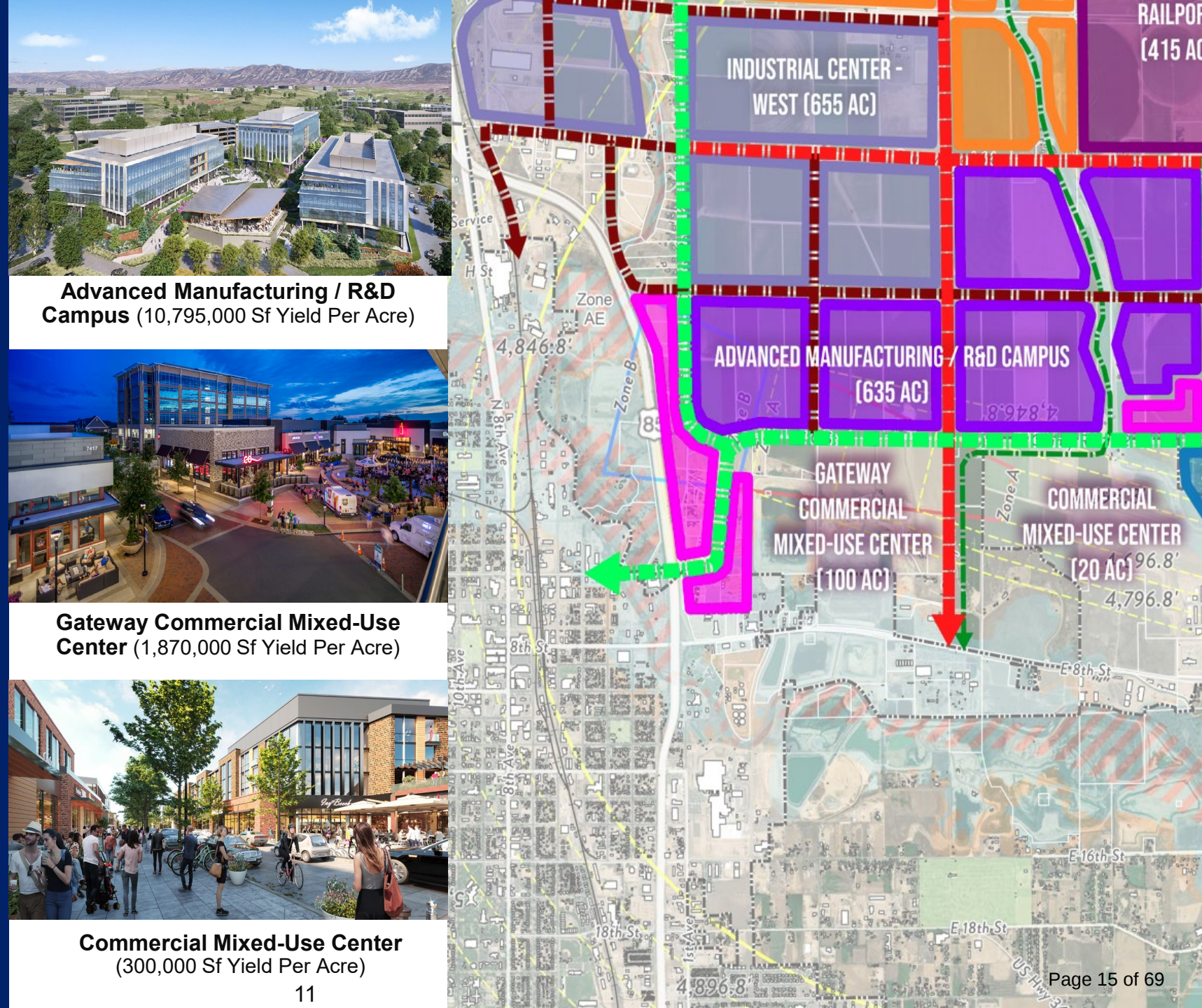
Gateway Commercial Mixed-Use Center

Typical yield sf/ac is 10,000

Commercial Mixed-Use Center

This commercial area will be positioned across from the terminal

Will likely not have any residential units on site



Advanced Manufacturing / R&D Campus
(10,795,000 Sf Yield Per Acre)



Gateway Commercial Mixed-Use Center
(1,870,000 Sf Yield Per Acre)



Commercial Mixed-Use Center
(300,000 Sf Yield Per Acre)

East Side of Study Area

Terminal

Currently do not have any yield or cost measurements for the terminal

Corporate (West and East)

Includes parking, circulation, etc.

The typical yield is 40,000 to 45,000 square feet per acre

Industrial Center – East

Includes parking, circulation, etc.

The buildings expected to be in an Industrial Center are 100,000 square feet or greater



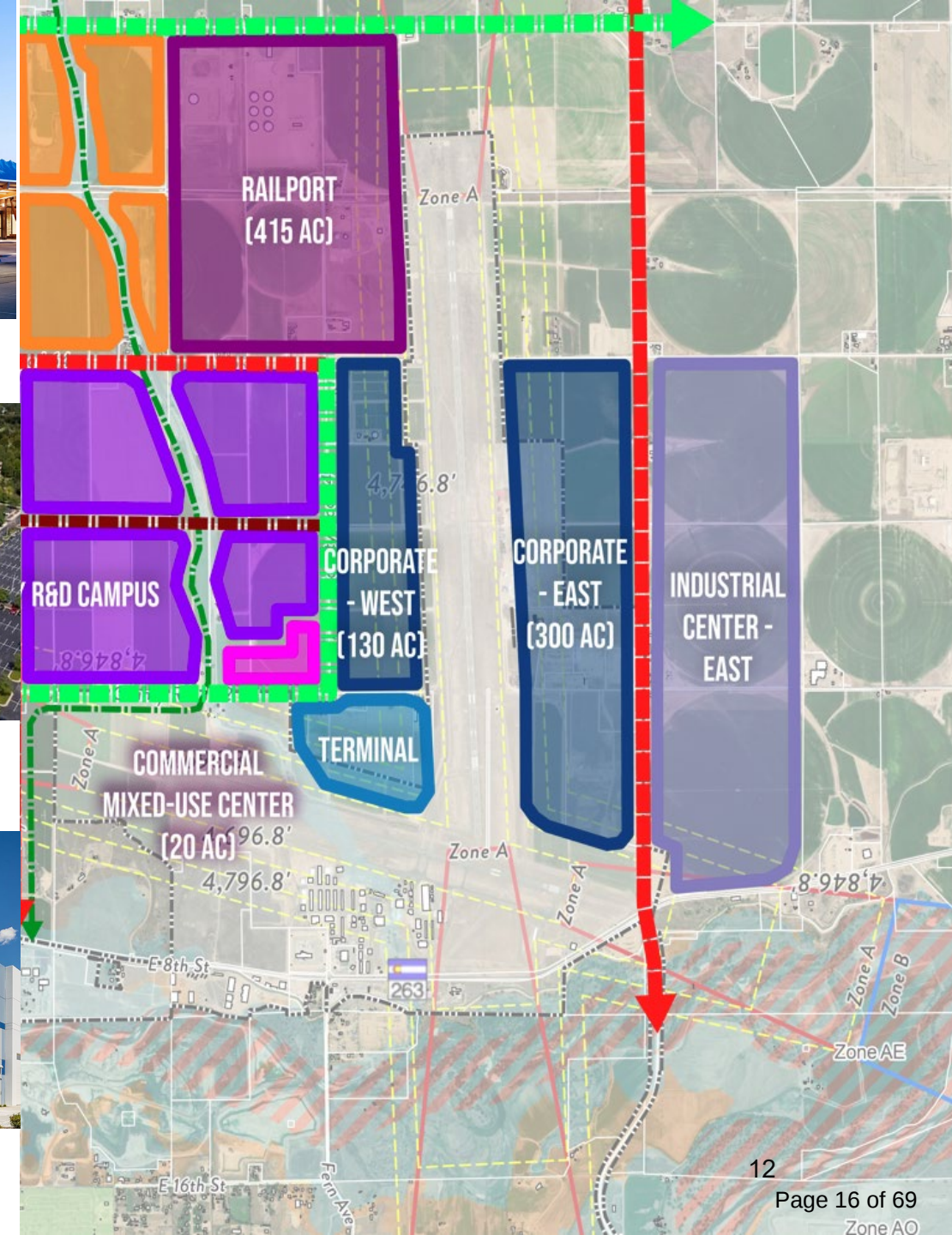
Terminal (Proposed to be located NW corner of the runways)



Corporate (18,060,000 Sf Yield Per Acre)



Industrial Center - East (4,300,000 Sf Yield Per Acre)



Long-Term Economic Impact Analysis

Projected / Estimated Values

- **10-Year**
 - **Jobs – 2,300**
 - **Payroll - \$102,293,000**
 - **Value Added to Community - \$201,341,000**
 - **Business Revenue - \$360,803,000**
 - **Operations / Business Revenue - \$663,000,000***
- **20-Year**
 - **Jobs – 4,600**
 - **Payroll - \$210,587,000**
 - **Value Added to Community - \$393,682,000**
 - **Business Revenue - \$689,606,000**
 - **Operations / Business Revenue - \$1,326,000,000***

*This revenue happens as On-Airport Spending/Re-Spending and Off-Airport Spending/Re-Spending for the community

This considers the visitors, visitor spending, and tax revenue of the airport when determining the economic impact of the airport. ***What we're looking for is with future development as is seen by the GXY becoming a Part 139 airport, how much economic development will occur.***

Direct Impacts:

Airport Administration, Airport Tenants, Capital Improvements, Operations/Visitor Spending (On-Airport Impact and Off, Airport Impact) (\$442 per visitor on average for GA airports in Colorado, 5 passengers per GA Operation in Colorado), Accommodation (Hotels, Motels, etc.), Car Rental, Entertainment, Food & Beverage, Ground Transportation (Other than Car Rental), Retail, Corporate Business, Supplier Sales (On-Airport), Income Re-Spending (On/Off Airport Impact of Salaries spent in Colorado)

FAA Meetings and Feedback

March 7, 2024 – FAA HQ in Washington DC

FAA HQ – Reviewed 2-page Flyer

Reviewed initial Conceptual Process and Scope for 20-year Strategic Airport Business Plan

May 10, 2024 – Meeting held at GXY

Attendees: FAA Northwest Mountain Region, GXY, City of Greeley

Key take aways:

- (1) The FAA was very supportive of the vision and felt this was envisioned by the FAA over 20 years ago with the expansion of the main runway to 10,000 ft in length
- (2) FAA encouraged the City of Greeley and Weld County to focus their local funding towards construction of new taxiways and connectors to support new Airport Hangars for improved jet service
- (3) This would have an immediate impact on improving operations and would be the best pathway for support from FAA for needed future runway infrastructure improvements.

GXY Proposed Next Steps

- 1) Present information at an upcoming Weld County Commissioners Meeting
- 2) Implement Scope of Services for the following:

Comprehensive Lease Rate review will provide

- a. Comprehensive report of local and state markets lease rates
- b. Comprehensive report and Opportunity Analysis review of current rates at GXY
- c. Recommendations for rates at GXY ground lease and hangar lease rate changes to increase revenue for the airport and position the airport to be able to entice future hangar development in both the Corporate and General Aviation hangar markets
- d. Recommended new Lease Template

Provide planning-level estimates for reconstruction and upgrade of runways and taxiways and connectors

Recommended construction phasing plan for improvements of taxiways and connectors

Thank you



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DEVELOPMENT YIELD ESTIMATES

Greeley Airport Land Use Study

Development and Infrastructure Yield and Cost Estimates

Development								Assumptions	Source
Typology	Available Acreage	Typical Yield (Sf/Ac)	Yield (per Sf; Unit)	Average Sale Value (per Sf; Unit)	Average Sale Value	Mill Rate	Average Tax Revenue		
Agriport (Ag-based R&D)	435	-	4,872,000	-	-	-	-	- Is usually a mix of built upon land and open agricultural land for R&D purposes, depending on program and types of research. - The Sf of buildings and greenhouses usually are between 40,000-60,000 - Could be more or less need for greenhouse space (e.g., potted plant research space) as opposed to open land for research (e.g., livestock, orchards) - Assuming average sale value/Sf between Industrial and Manufacturing/R&D is \$143.00 - Assuming 80% of total acreage toward greenhouses and buildings and 20% toward agricultural land for R&D - Transload Type Facility that has research and development around a rail service - Buildings are usually +100,000 Sf; Average industrial sales \$115 per SF - Assuming an average sale value of \$171, similar to office sales - Assuming an average sale value of \$171, similar to office sales - Single family median sale price = \$400,000 - Average price per unit Multi-Family (includes townhomes) \$186000 - Townhomes: 10-20 Units per Acre. Assuming 30% of overall acreage. - Single-Family: 0.25 acre lots. Assuming 70% of overall acreage. - Includes parking, circulation, etc. Typical yield is 40-45,000 - Smaller 35,000-45,000 sf buildings; Includes parking, circulation, etc.	- Average office sales \$171 per SF - Source Greeley City Website - Average industrial sales \$115 per SF - Source Greeley City Website - No current source for the Manufacturing/R&D Average Sales Price; assumed average between Office and Industrial average sale value/SF
<i>Buildings & Greenhouses</i>	348	14,000	4,872,000	\$ 143.00	\$ 696,696,000.00	0.08087	\$ 16,339,123.60		
<i>Ag land for R&D</i>	87	-	-	-	-	-	-		
Railport	415	12,000	4,980,000	\$ 115.00	\$ 572,700,000.00	0.08087	\$ 13,431,132.21		
Industrial Center	1,085	10,000	10,850,000	\$ 115.00	\$ 1,247,750,000.00	0.08087	\$ 29,262,607.33		
Commercial Mixed-Use	20	15,000	300,000	\$ 171.00	\$ 51,300,000.00	0.08087	\$ 1,203,102.99		
Gateway Mixed-Use (Horizontal)	187	10,000	1,870,000	\$ 171.00	\$ 319,770,000.00	0.08087	\$ 7,499,341.97		
Residential	700	-	5,110	-	-	-	-		
<i>Townhomes (units)</i>	210	15	3,150	\$ 186,000.00	\$ 585,900,000.00	0.08087	\$ 13,740,702.57		
<i>Single-Family (units)</i>	490	4	1,960	\$ 400,000.00	\$ 784,000,000.00	0.08087	\$ 18,386,603.20		
Corporate	430	42,000	18,060,000	\$ 171.00	\$ 3,088,260,000.00	0.08087	\$ 72,426,800.00		
Manufacturing/R&D	635	17,000	10,795,000	\$ 143.00	\$ 1,543,685,000.00	0.08087	\$ 36,202,963.73		
Total Residential:	700	-	8,260	\$ 586,000.00	\$ 1,369,900,000.00	-	\$ 32,127,305.77		
Total Non-Residential:	3207	-	56,599,000	\$ 1,029.00	\$ 7,520,161,000.00	-	\$ 176,365,071.82		

INFRASTRUCTURE COST ESTIMATES

Greeley Airport Land Use Study

Development and Infrastructure Yield and Cost Estimates

Infrastructure					
Road Segment	Number of Lanes	Linear Feet	ical Cost (Lf) Per	Est. Facility Cost	Notes
E C St 62 (From 5th St - Weld Co Rd)	4	15,000	9,000,000	\$ 25,568,181.82	*The colors correspond to the road colors on the map*
Weld Co Rd 45 (From E C St 62 - Co Rd 64)	4	5,500	9,000,000	\$ 9,375,000.00	
1st Ave (From E C St 62 - St Hwy 392)	4	16,000	9,000,000	\$ 27,272,727.27	
Co Rd 66 (US Hwy 85 - Co Rd 47)	4	21,000	9,000,000	\$ 35,795,454.55	
AA St (N 35th Ave - US Hwy 85)	4	10,000	9,000,000	\$ 17,045,454.55	
Weld Co Rd 43 (From E 8th St - St Hwy 392)	2	19,500	6,000,000	\$ 33,238,636.36	
Weld Co Pkwy (From E 8th St - St Hwy 392)	2	19,500	6,000,000	\$ 33,238,636.36	
Weld Co Rd 37 (From 0 St - St Hwy 392)	2	11,000	6,000,000	\$ 18,750,000.00	
Co Rd 64 (From 1st Ave - Weld Co Rd 45)	2	10,500	6,000,000	\$ 17,897,727.27	
N Balsam Ave (From Co Rd 64 - E C St)	2	5,000	6,000,000	\$ 8,522,727.27	
New Road (From 1st Ave - Weld Co Rd 45)	2	10,500	6,000,000	\$ 17,897,727.27	
The Weld Co Pkwy (From 1st Ave - 0 St)	2	10,500	6,000,000	\$ 17,897,727.27	
0 St (From N 6th Ave - 1st Ave)	2	4,000	6,000,000	\$ 6,818,181.82	
N 6th Ave (0 St - N 7th Ave)	2	2,000	6,000,000	\$ 3,409,090.91	
Co Rd 39 1/2 (From 0 St - New Road)	2	2,500	6,000,000	\$ 4,261,363.64	
New Road (Co Rd 39 1/2 - Weld Co Rd 43)	2	8,000	6,000,000	\$ 13,636,363.64	
Total Cost:				\$ 290,625,000.00	



Work Session Agenda Summary

July 23, 2024

Key Staff Contact: Kalen Myers, Deputy Budget & Policy Director

Title:

Summer Poll Results and Ballot Decisions

Background:

The purpose of the item is twofold - 1) to present the City Council with the results of the public poll conducted in June and 2) to seek consensus on which measures to place on the November 5, 2024, ballot.

Public opinion research firm Aspect Strategic, polled 500 Greeley residents to gauge their support of three potential ballot measures: the food tax renewal with permanent extension, a transportation debt issuance, and a 0.25% sales and use tax increase for public safety. Residents were contacted via live interviews on cell and landline, and web links sent to mobile phones.

Those interviewed comprise a representative, scientifically-valid sample of the city's population and the end results have a +/- 4.4% margin of error. Consultant Alex Dunn will present details of the poll results, which at a high-level show support for the food tax at 53% (down significantly from previous years' polling) and the debt measure polling stronger than previous indications at 59%. While research to-date, including the December poll and April focus groups show the Greeley community has strong support for their public safety teams, a tax increase does not appear to be viable at this time, as evidenced by the public safety measure results of 46%.

In addition to reviewing the poll results, staff seeks consensus from Council on which of the three measures to move forward to first reading at the regular Council meeting on August 6th.

Attachments include presentation slides and a recommendation on the ballot measures from the Citizen Budget Advisory Committee (CBAC).

Strategic Focus Area:



High-Performance Government



Infrastructure and Mobility



Safe and Secure Communities

Attachments:

1. Additional Citizen Budget Advisory Committee Recommendations for the 2024 Ballot Agenda Memo
2. Item 6 - Summer 2024 Poll Analysis and Ballot Decisions



MEMORANDUM

To: Mayor John Gates, City Council and City Manager Raymond C. Lee III

From: Barry Eastman, on behalf of the Citizen Budget Advisory Committee (CBAC)

Date: July 15, 2024

Subject: Additional CBAC Recommendations for the 2024 Ballot Agenda

Background: In April, members of the Citizen Budget Advisory Committee made recommendations to the Mayor, City Council and City Management to table the Open Space ballot initiative from the November public vote. Upon receiving further information regarding the performance of the remaining items via June polling, (Public Safety, Debt Issuance and the Food Tax), the committee voted again to recommend reduction of the items further by tabling the public safety tax increase.

Committee Discussion: Polling results have determined that Food Tax and Debt Issuance are viewed favorably by the public, however, when testing the likelihood of approving either of these items while all three initiatives are on the ballot, the results signal the failure of both measures.

Food Tax remains a top priority for this committee and the concern of the group is that something vital to the community will not be given fair consideration so long as all three ballot initiatives remain. The CBAC agrees permanent renewal of the Food Tax is an opportunity the city cannot jeopardize. The belief is that tabling the public safety tax increase will help both the food tax and debt measures by allowing tax neutral messaging in advance of the November vote.

CBAC continues to support the transportation debt issuance and believes it belongs on the fall ballot. It is the understanding of the group that the suggested education campaign for the issue is being executed by the City and has been made clear through the ballot verbiage.

CBAC has reviewed what types of new expenditures the Public Safety Tax could fund during multiple meetings in 2024. CBAC agrees that public safety is a top priority for the City and the community. CBAC advocates that public safety expenditures should continue to be prioritized from the City's existing resources.

Recommendation: CBAC recommends removing the Public Safety Tax from consideration for the November ballot, leaving the Food Tax renewal with the addendum that the sunset date be removed and transportation debt issuance to proceed in this year's ballot planning process. This recommendation was adopted at the July 10th, 2024, meeting with a unanimous vote.



Summer Poll Results and Ballot Decisions

Winna MacLaren, Director of Communications and Engagement

Kalen Myers, Deputy Budget and Policy Director

City Council Work Session – July 23, 2024



Agenda

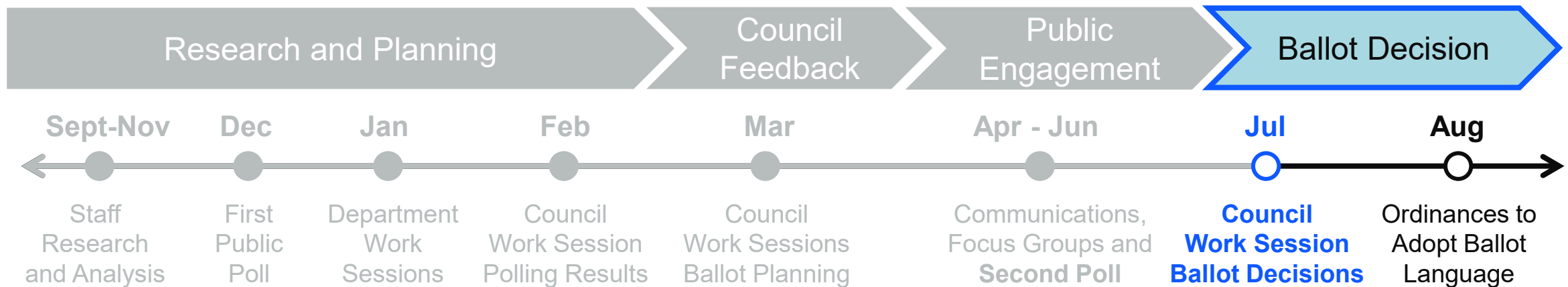


- Project Review and Timeline
- June 2024 Poll Results
- Council Polling Discussion
- Ballot Decisions
- Purpose: Seeking consensus on which measures to advance to the ballot

Project Review

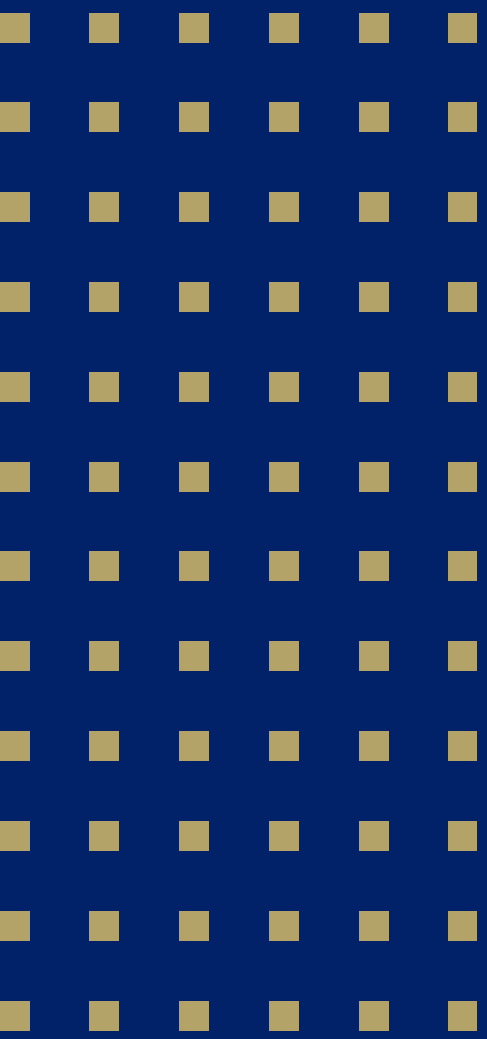


Timeline



Important Upcoming Dates:

- July 31 | City Staff cease advocating for measures
- August 6 | First Reading of Ballot Ordinance(s)
- August 20 | Second Reading of Ballot Ordinance(s)

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June 2024 Poll Results

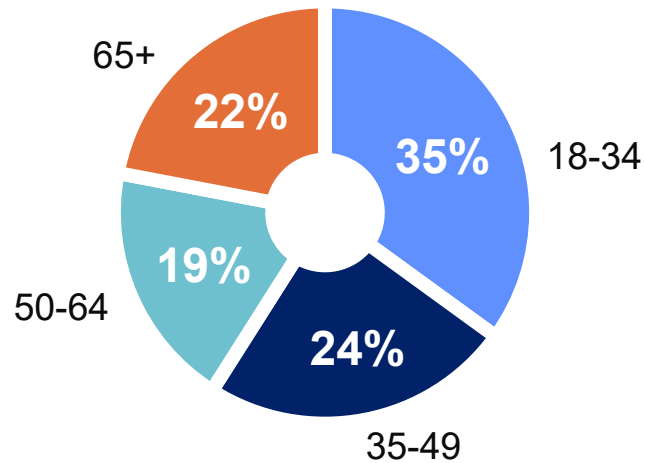
Alex Dunn, Vice President, Aspect Strategic

Poll Methodology

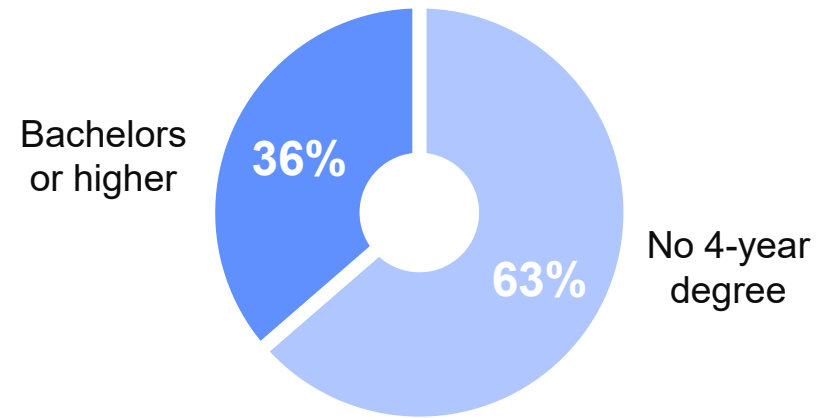
- Scientific survey among 500 randomly selected Greeley residents
- Conducted via live telephone interviews and SMS responses online
- Conducted June 6-12, 2024
- Overall margin of error: +/- 4.4%
- Based on Census and voter file data, poll results are representative by gender, age, educational attainment, ZIP, council ward, race, party registration, etc.

A profile of respondents

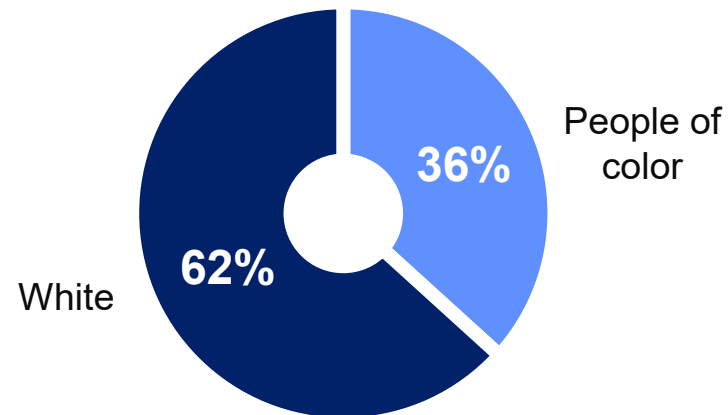
Age



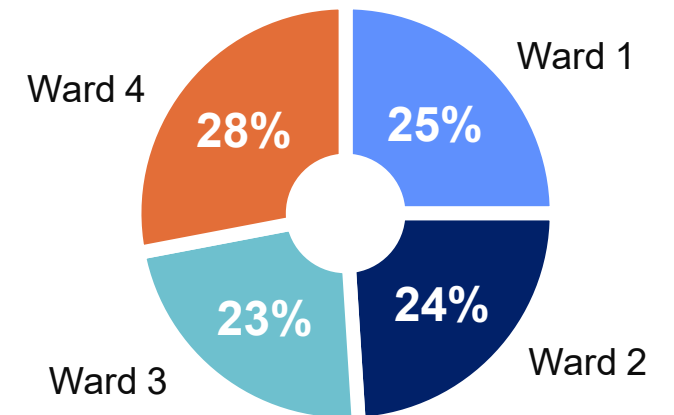
Education



Race

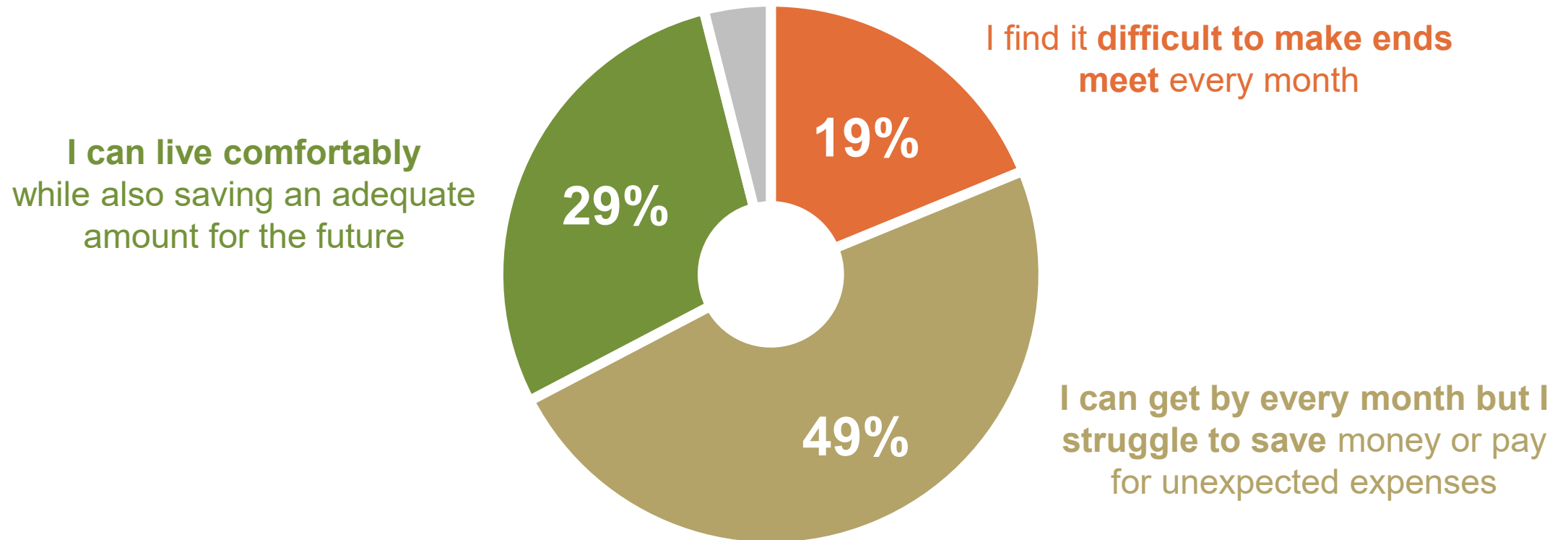


Ward



A profile of respondents (cont.)

Personal economic circumstances



Food Tax: what did we test?

Food Tax: 3% Sales Tax Renewal

WITHOUT RAISING TAXES, SHALL THE EXISTING VOTER-APPROVED GENERAL SALES TAX ON FOOD CURRENTLY IN EFFECT AT 3.00% BE PERMANENTLY EXTENDED UNTIL SUCH AUTHORIZATION IS ALTERED OR REPEALED BY GREELEY VOTERS OR GREELEY CITY COUNCIL FOR THE PURPOSE OF FUNDING THE FINANCING OR REFINANCING OF CITY CAPITAL IMPROVEMENT PROJECTS, INCLUDING WITHOUT LIMITATION THE ACQUISITION, CONSTRUCTION, IMPROVEMENT, MAINTENANCE, AND REPAIR OF:

- STREETS,
- PARKS,
- RECREATIONAL FACILITIES, AND
- PUBLIC BUILDINGS

WITH SUCH EXPENDITURES TO BE SUBJECT TO INDEPENDENT REVIEW BY A CITIZENS COMMITTEE AND SHALL THE PROCEEDS OF SUCH TAX AND THE INCOME FROM THEIR INVESTMENT BE COLLECTED, KEPT, AND SPENT AS A VOTER-APPROVED REVENUE CHANGE AND AN EXCEPTION TO ANY REVENUE OR EXPENDITURE LIMITS THAT WOULD OTHERWISE APPLY?

Debt issuance: what did we test?

Debt Issuance: \$65 Million Bond (Tax Neutral)

SHALL CITY OF GREELEY DEBT BE INCREASED BY \$65 MILLION WITH A REPAYMENT COST OF \$109 MILLION, TO BE REPAID WITH EXISTING VOTER-APPROVED CITY TAXES AND WITHOUT RAISING TAXES OR IMPOSING ANY NEW TAX, BY SECURING LOW-INTEREST FEDERAL FINANCING(S) AND FOR THE PURPOSE OF FINANCING OR REFINANCING TRANSPORTATION PROJECTS, INCLUDING WITHOUT LIMITATION THE ACQUISITION, CONSTRUCTION, IMPROVEMENT, MAINTENANCE, AND REPAIR OF:

- NEW HIGHWAY 34 INTERCHANGES AT 35TH AND 47TH AVENUES TO IMPROVE SAFETY, REDUCE CRASHES, AND MINIMIZE CONGESTION;
- UPGRADE MAJOR TRANSPORTATION CORRIDORS FOR IMPROVED SAFETY, ACCESSIBILITY, AND TRAVEL EASE; AND
- EXPAND GREELEY'S REGIONAL BUS AND MOBILITY OPTIONS TO CENTERRA, DENVER, AND THE AIRPORT

WITH SUCH EXPENDITURES TO BE SUBJECT TO INDEPENDENT REVIEW BY A CITIZENS COMMITTEE AND WITH SUCH DEBT TO CONSIST OF THE ISSUANCE AND PAYMENT OF BONDS, NOTES, OR OTHER INSTRUMENTS AND BE ISSUED AT SUCH TIMES AND PRICES (AT, ABOVE OR BELOW PAR) AND IN SUCH MANNER AND CONTAINING SUCH TERMS, NOT INCONSISTENT HERewith, AS THE GREELEY CITY COUNCIL MAY DETERMINE?

Public safety: what did we test?

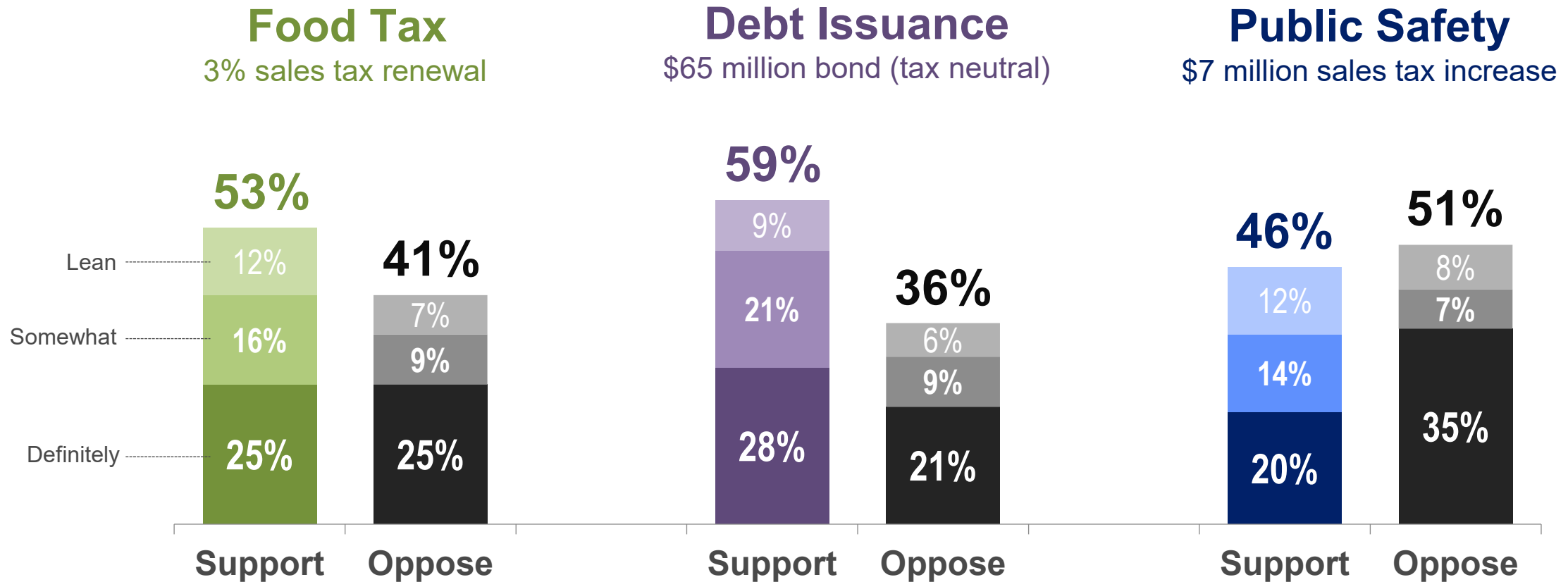
Public Safety: \$7 Million Sales Tax Increase

SHALL GREELEY TAXES BE INCREASED BY \$7 MILLION IN 2025 AND BY WHATEVER ADDITIONAL AMOUNTS ARE RECEIVED EACH YEAR THEREAFTER BEGINNING JANUARY 1, 2025, AND EXPIRING ON DECEMBER 31, 2044 UNLESS REAUTHORIZED BY GREELEY VOTERS, BY INCREASING THE EXISTING SALES TAX AND USE TAX RATE BY 0.25% (EXCLUDING THE CITY SALES TAX ON FOOD) FOR THE PURPOSE OF SUPPORTING AND IMPROVING PUBLIC SAFETY SERVICES, INCLUDING BUT NOT LIMITED TO:

- PAYING MARKET-VALUE WAGES TO RECRUIT AND RETAIN HIGH-QUALITY FIREFIGHTERS, POLICE OFFICERS, AND OTHER PUBLIC SAFETY STAFF;
- ENSURING ADEQUATE STAFFING LEVELS FOR FIRST RESPONDERS; AND
- PROTECTING PUBLIC SAFETY STAFF AND PERSONNEL BY ENSURING ACCESS TO UPDATED EQUIPMENT, TECHNOLOGY, AND FACILITIES

WITH SUCH EXPENDITURES TO BE SUBJECT TO INDEPENDENT REVIEW BY A CITIZENS COMMITTEE AND SHALL THE PROCEEDS OF SUCH TAX AND THE INCOME FROM THEIR INVESTMENT BE COLLECTED, KEPT, AND SPENT AS A VOTER- APPROVED REVENUE CHANGE AND AN EXCEPTION TO ANY REVENUE OR EXPENDITURE LIMITS THAT WOULD OTHERWISE APPLY?

Reactions to potential tax measures

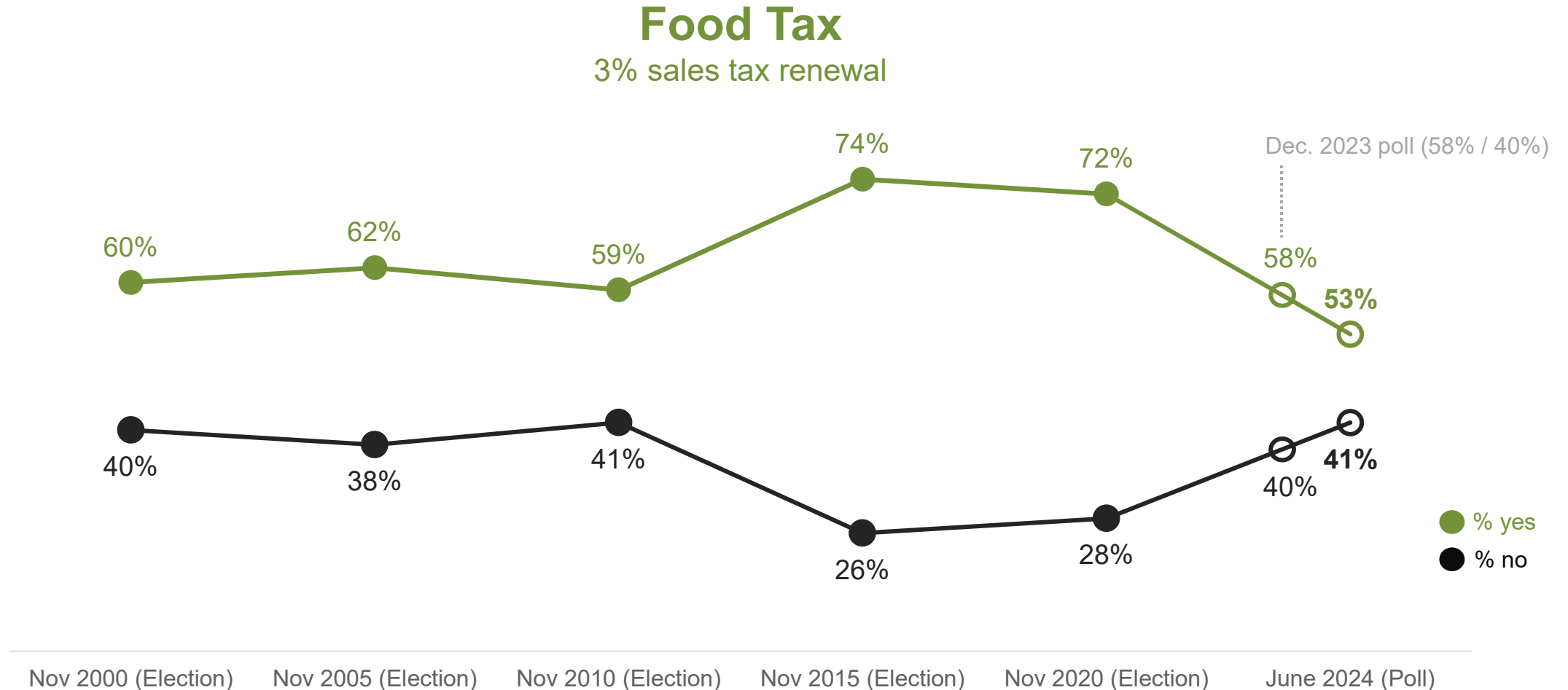


Dec. 2023:	58%	40%	49%**	47%**	55%**	41%**
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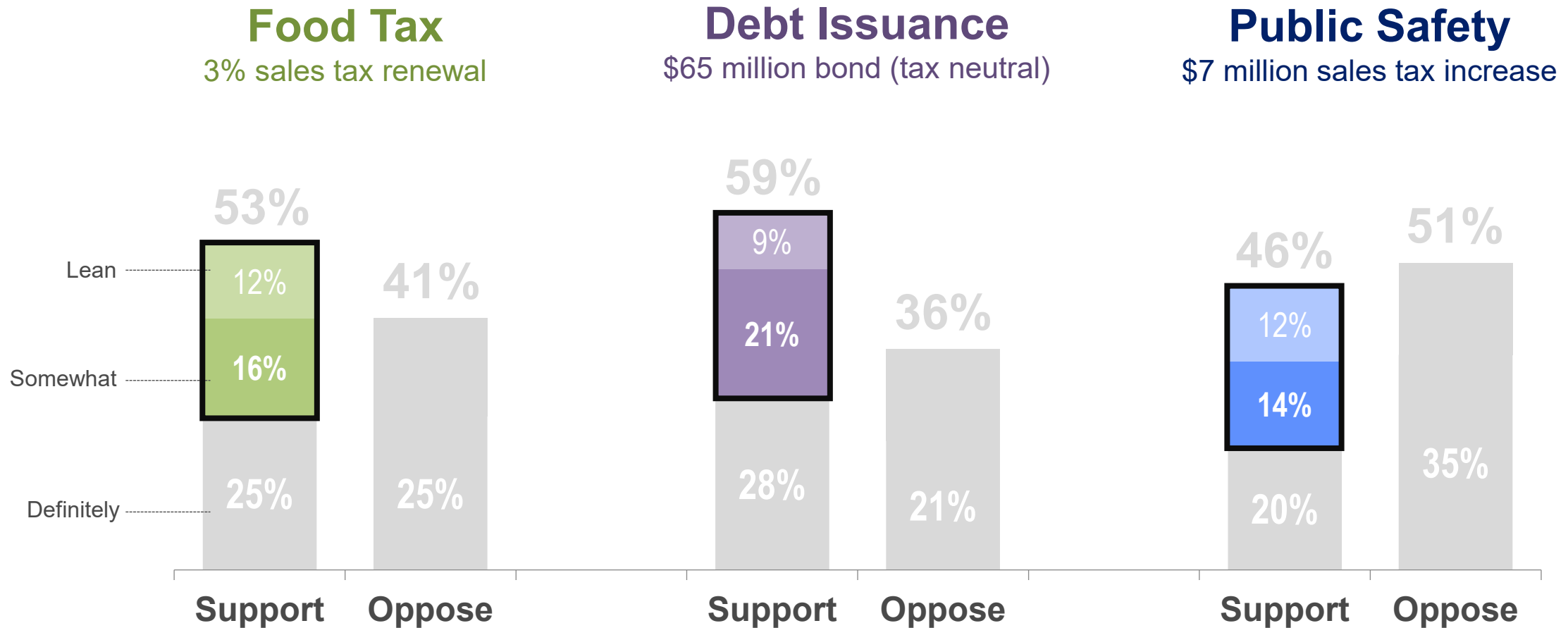
"If you had to decide today, would you support or oppose this proposal?"

**Tested as concept only (potential ballot titles not available at that time); thus, comparisons have limited value.

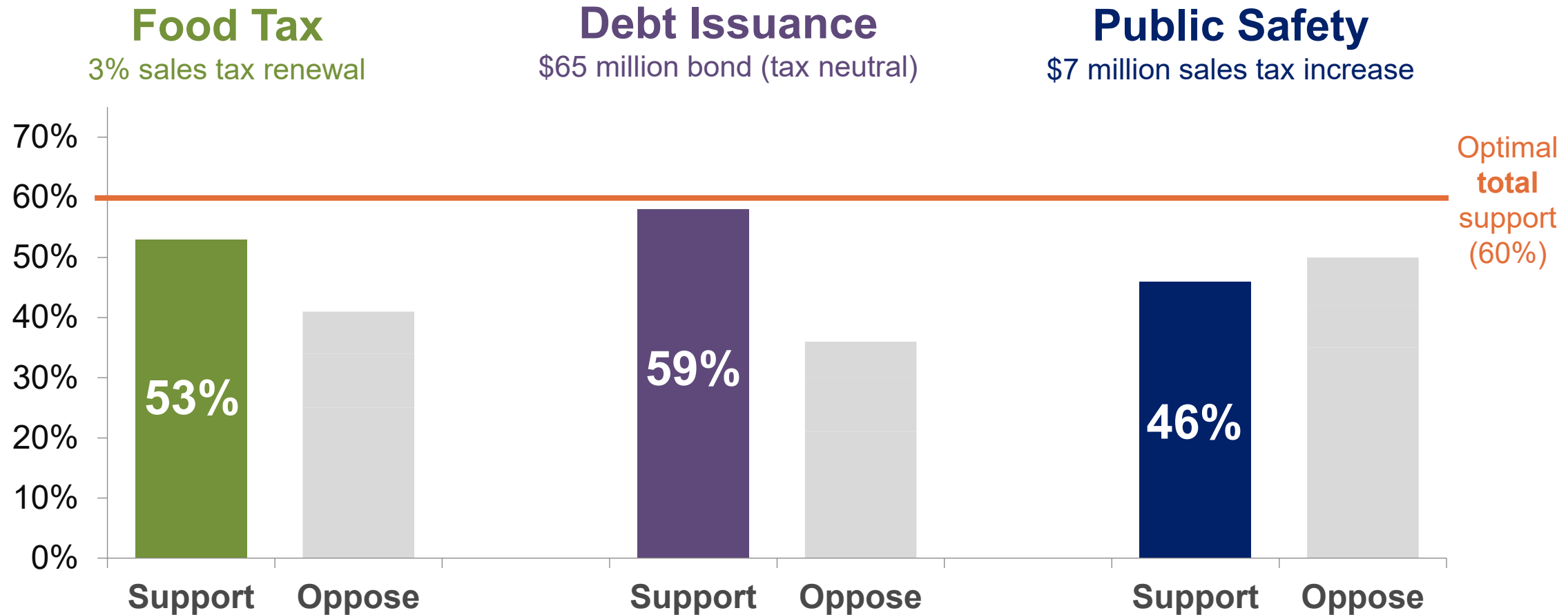
Food Tax trajectory over the years



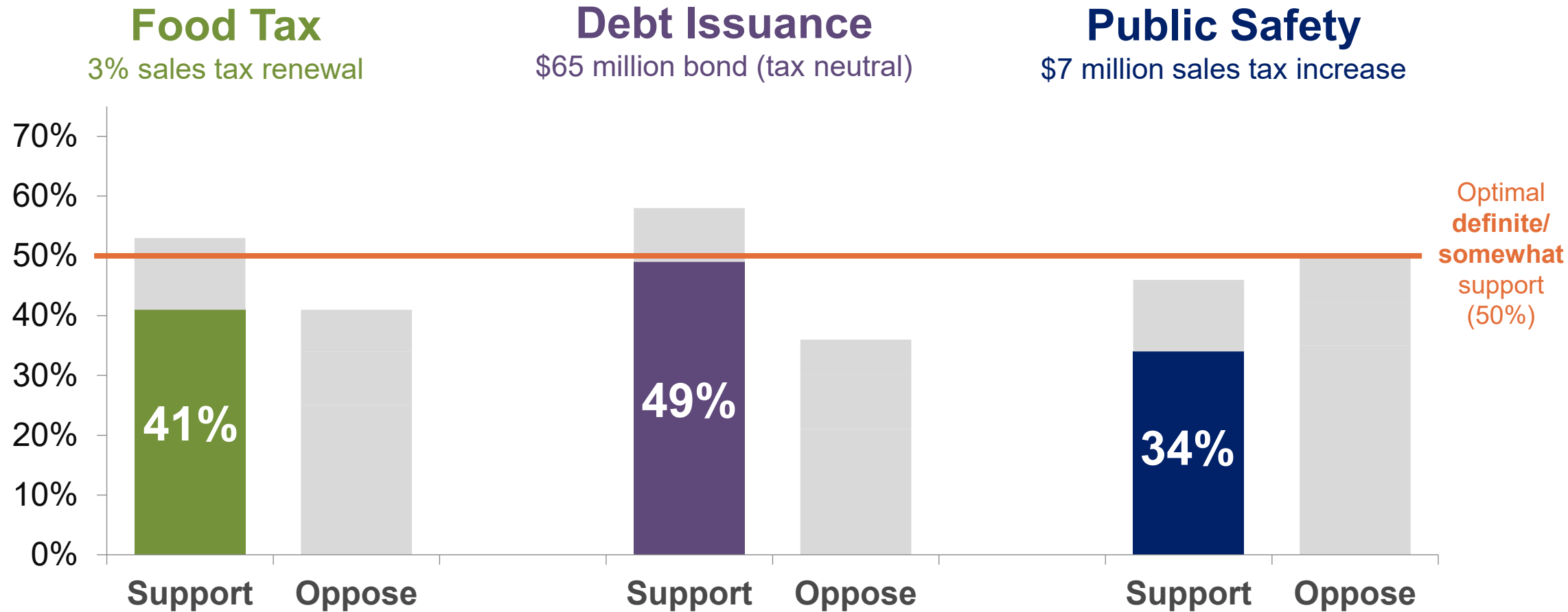
Most supporters hesitant to commit



Total support falls short of optimal



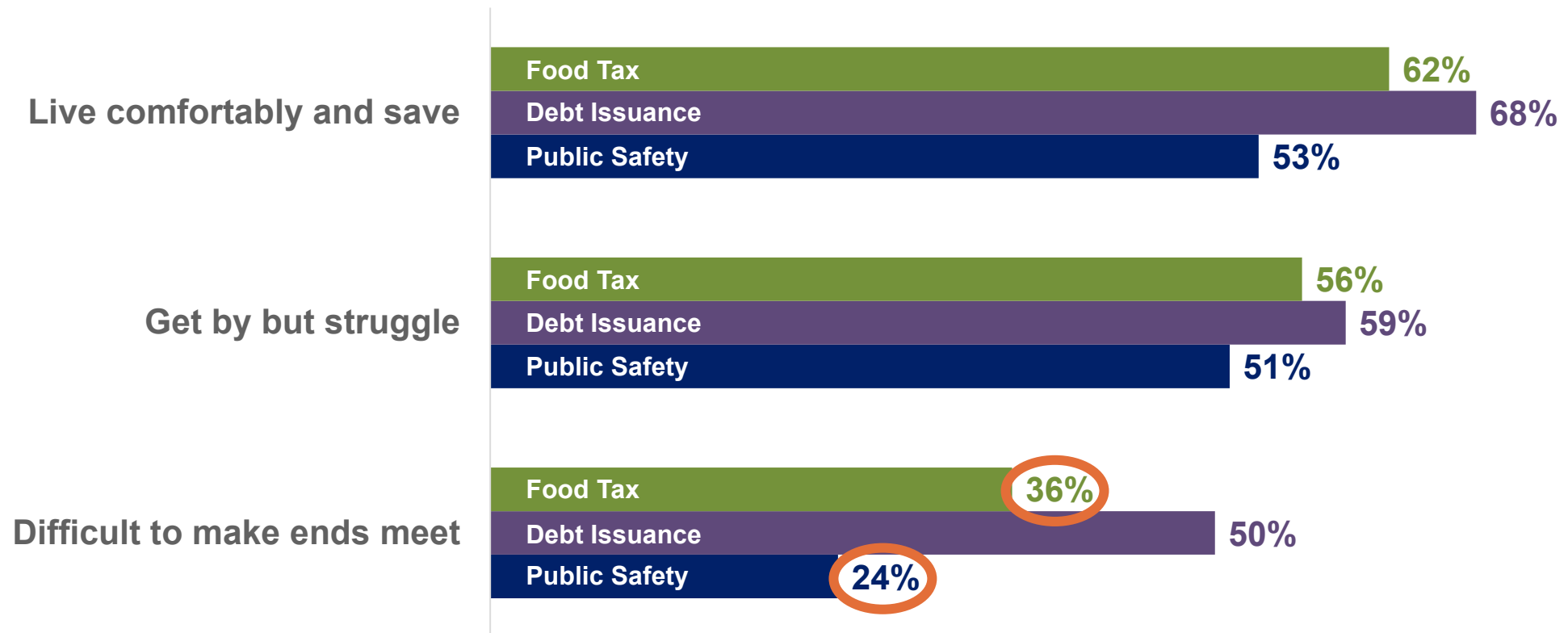
Un-leaned support low



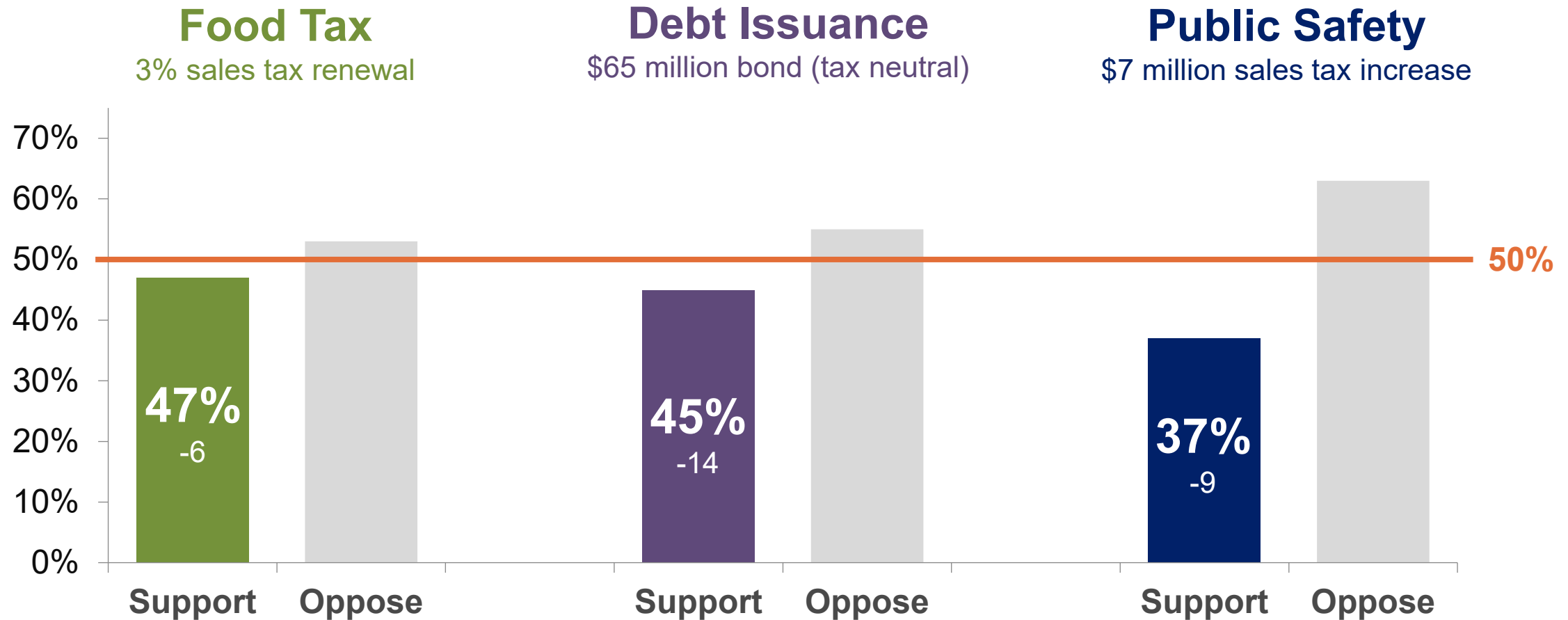
Support depends on financial circumstances

Support for each proposal

based on personal economic circumstances



Advancing all three proposals together substantially increases risk to each individually



“For this question only, let’s assume that all three measures we just discussed were on your ballot at the same time. If that were the case, please choose each one you would support from the following list. You can choose as many or as few as you’d like.”

Food Tax: pro/con statements

Past Record

This critical funding source has supported services and facilities for kids, seniors, and people with disabilities. Greeley voters have renewed it five times over the past 30 years.

Future Needs

This funding helps the city cover key infrastructure needs like structural building repairs and HVAC upgrades at fire and police stations, critical transportation projects, and pedestrian safety investments.

Wrong Approach

Infrastructure is important, but taxing essential items like food and groceries raises costs for the very families who need help the most. We need to find a funding source that doesn't make it harder for parents to feed their children now that inflation has driven the cost of food and groceries through the roof.

Debt issuance: pro/con statements

Highway 34

This proposal would improve and streamline Highway 34 interchanges at 35th Avenue and 47th Avenue to improve safety and travel times for vehicles, pedestrians, and bicyclists. It would also improve safety for local K-12 students by connecting neighborhoods through a new safe sidewalk and underpass beneath Highway 34.

Funding

This proposal would allow Greeley to take advantage of low-interest, federal financing and subsidies designed to fund key transportation projects at well below the market rate. The city would pay off this low-cost loan using existing revenue and without any tax increase for Greeley residents.

Transit

This funding would help create a regional transit and mobility hub near Centerplace that will improve connections to local and regional transit routes, connecting Greeley to Centerra, Denver, and the airport—and improving traffic for the rest of us.

Competitiveness

This proposal would help take Greeley into a new generation, making sure our transportation system can keep up with our dynamic residents and keep Greeley competitive with other Front Range communities in the years ahead.

Bad Deal

With costs and interest rates higher than ever, this is the wrong time for the city to be taking on new debt. All that money will have to be paid back eventually, and it will either have to come from somewhere else in the city budget or taxpayers will have to foot the bill.

Public safety: pro/con statements

Overstretched

With Greeley's heightened demand for emergency services, both the fire department and the police department are facing mandatory overtime and high staff turnover, putting our first responders in danger of being overworked and stretched too thin.

Response Times

On average, Greeley's first responders log emergency response times under 5 minutes for the vast majority of emergency calls. But as Greeley has grown, emergency fire calls have increased by more than 30% in the past five years, and response times for high-priority police calls are roughly 25% higher than five years ago due to a strain on resources.

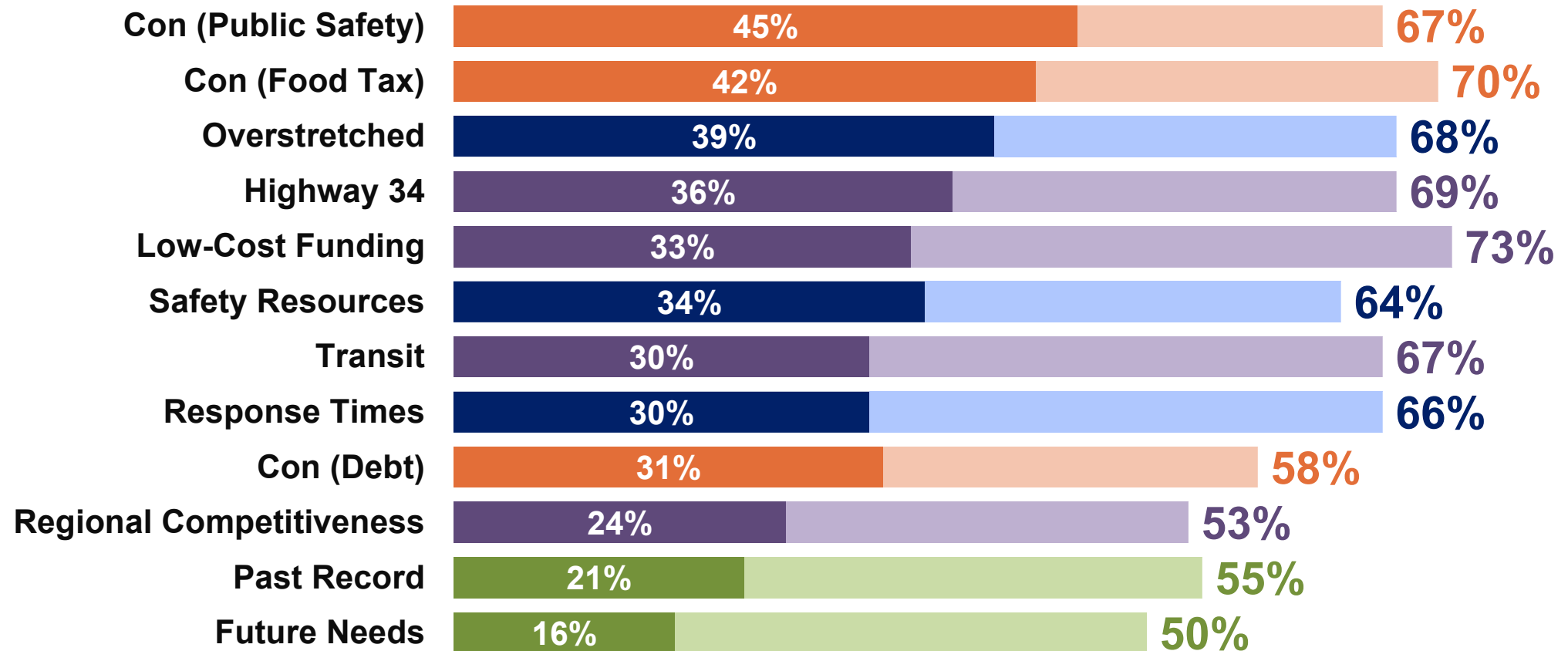
Resources

This proposal would update police and fire facilities, as well as equipment, and protect firefighters and police officers by making sure they have adequate personnel to respond to emergencies—including specialized response teams trained in mental health, behavioral health, and medical emergencies.

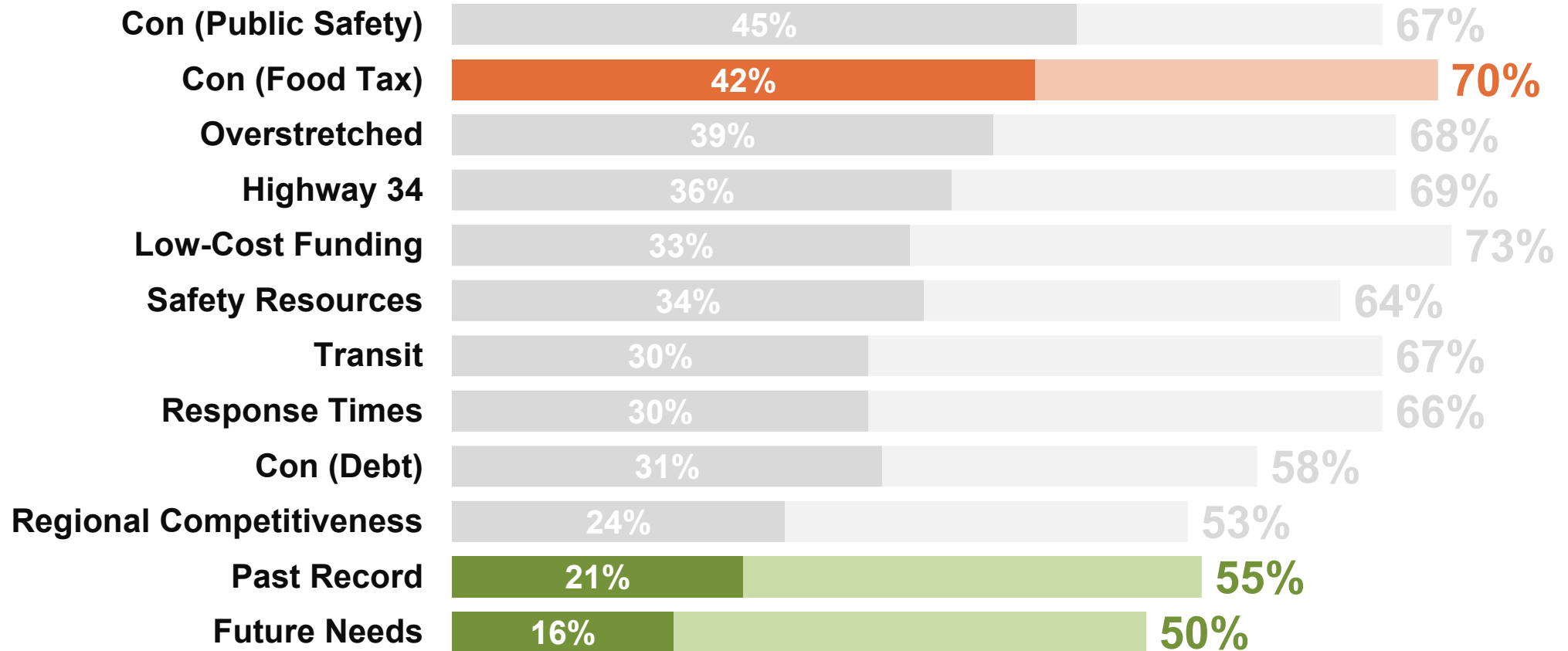
Wrong Time

Strengthening public safety programs is a good idea, but the timing isn't right to raise taxes while people are grappling with unprecedented housing costs, property taxes, and inflation. It's been a tough couple of years and we need to let families get back on their feet before we ask them to pay even more in taxes.

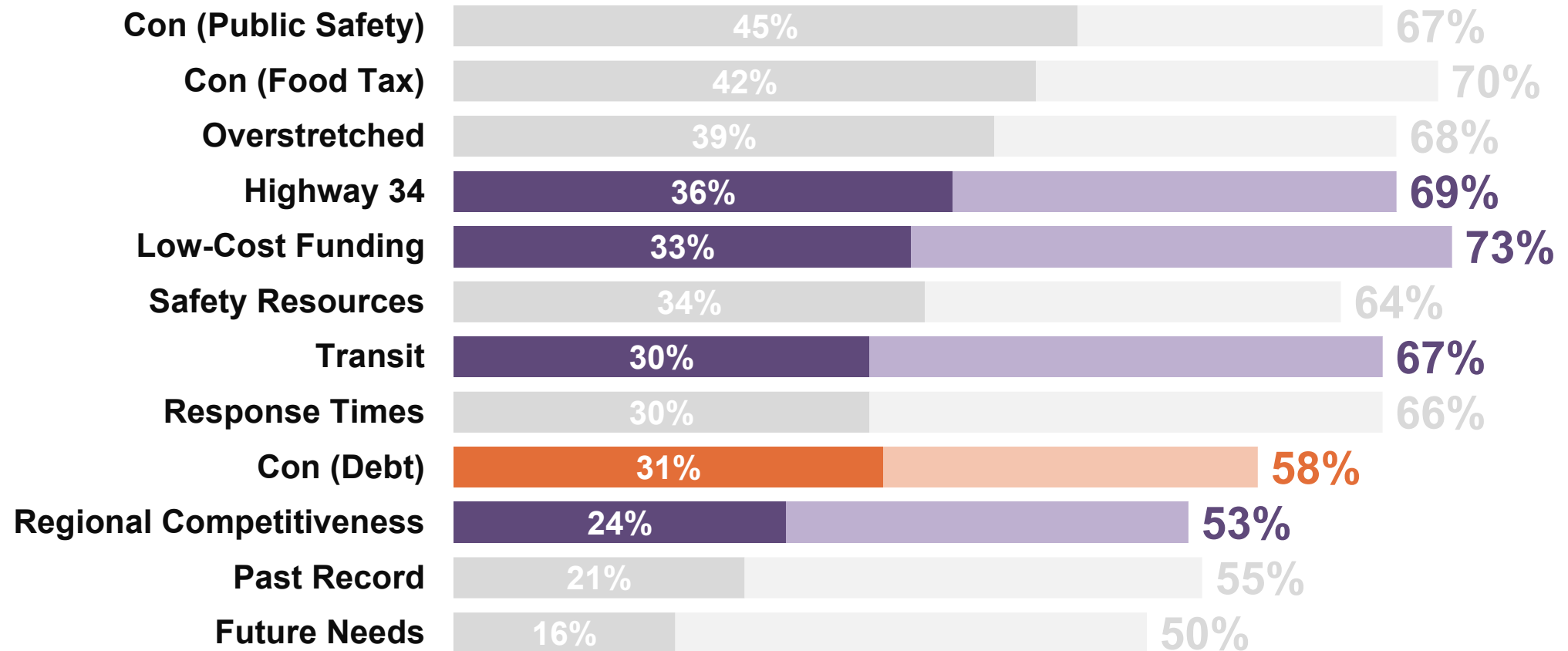
How did these statements resonate?



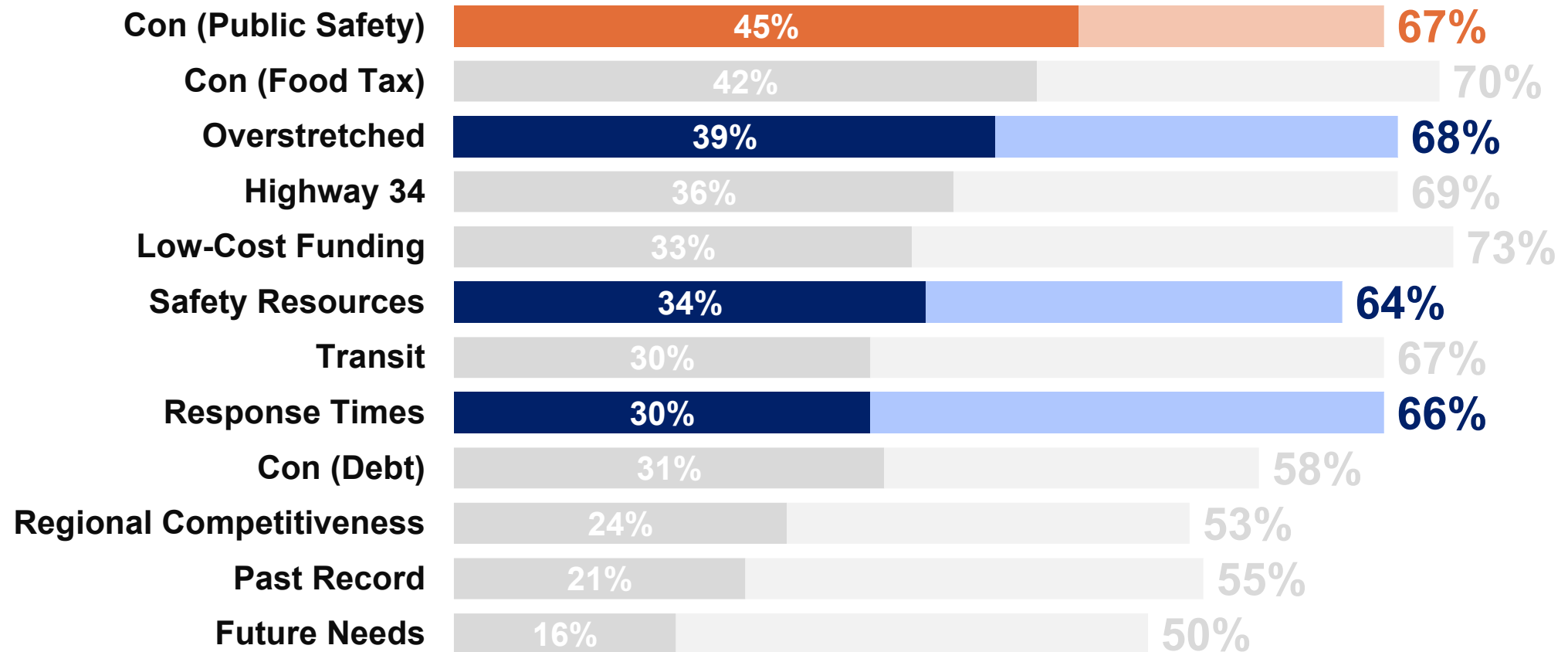
Food Tax needs dramatically overshadowed by ‘con’ statement



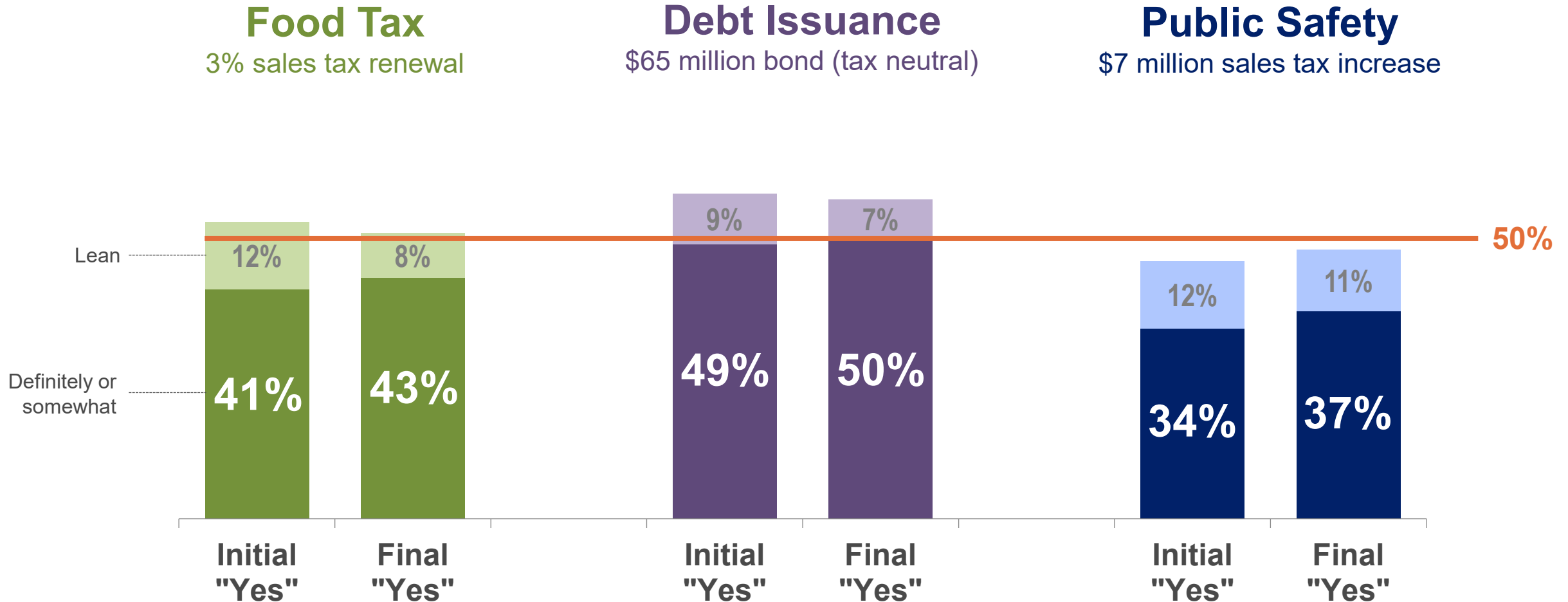
Highway 34 improvements, low-cost funding stand out for debt proposal



Residents sympathetic to strain on safety personnel and need for resources; highly skeptical of tax increase



After statements, only the debt proposal approaches majority support (assuming individual review)



Summary & recommendations

- Polling has shown clear support for public safety, but a tax increase appears to be a non-starter right now
- Public appetite for safety & traffic solutions is high, but the path for the debt proposal is not guaranteed
- Economically distressed residents have become more skeptical of the food tax putting renewal in real peril
- Given these dynamics, we believe the city's best opportunity lies in...
 - 1) **Decluttering the ballot**
 - 2) **Streamlining the city's ask to residents under a single, shared theme**
 - 3) **Demonstrating the city's commitment to meeting residents where they are by pursuing only tax-neutral proposals until circumstances improve**
- These are the toughest numbers we've seen since we began our partnership with the city in 2020
But it's important to put them in context:
 - ✓ **These economic trends are not unique to Greeley**
 - ✓ **This is a snapshot in time** *(not commentary on what the community would be willing to fund under different circumstances)*
 - ✓ **There is no evidence that this represents a “new normal” for Greeley**

Staff Recommendation

Staff Recommendation: table the public safety tax increase for the following reasons:

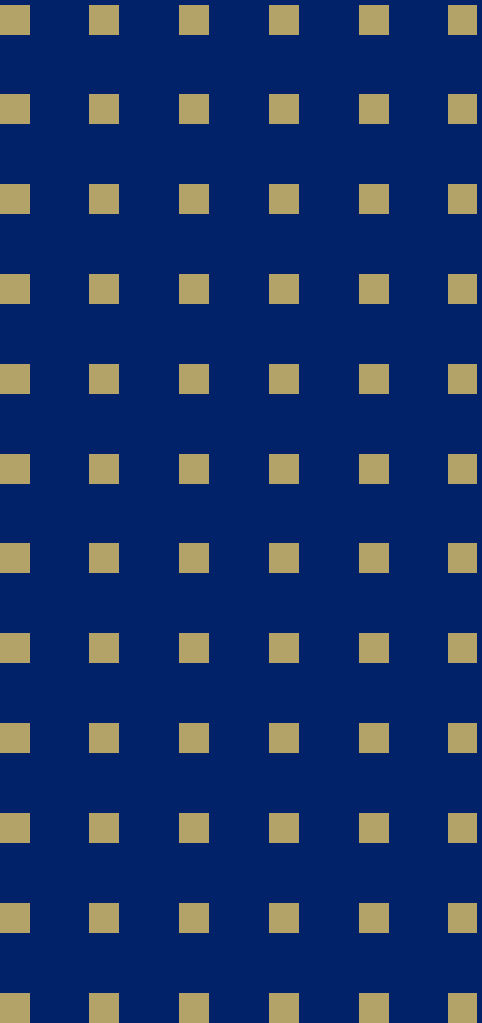
- 1) Three public opinion studies indicate a tax increase is likely not viable at this time
- 2) Polling suggests a crowded ballot puts the food tax renewal at risk
- 3) Removing the tax increase allows for concise tax neutral messaging, i.e. “No New Taxes”

This recommendation does not reflect any lack of staff or community support for public safety. All research has indicated just the opposite – Greeley is very supportive of their police and fire departments. Despite this, current polling results suggest little appetite for a tax increase at this time.

Staff’s primary focus is on the food tax renewal which, if permanently renewed would –

- Secure a critical capital revenue source for the city, ensuring perpetual funding to maintain Greeley’s assets and infrastructure including streets, parks and public buildings
- Eliminate a recurring item from future ballots, allowing leadership to focus efforts on other priorities
- Provide a stable repayment source for the proposed transportation loan (outside the general fund)

The Citizen Budget Advisory Committee provided the same recommendation at their 7/10 Meeting

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Council Discussion

Ballot Decisions

Food Tax Renewal

✓ Yes **X** No

If yes...

Sunset Options

- Keep 5-year sunset schedule
- Extend to life of loan (~40 years)
- Permanently extend
- Something else

Transportation Debt Issuance

✓ Yes **X** No

Public Safety Tax Increase

✓ Yes **X** No

If yes...

Sunset Options

- 5 – 10-year sunset
- Match 0.16 public safety timeline
- Perpetual increase
- Something else

Next Steps

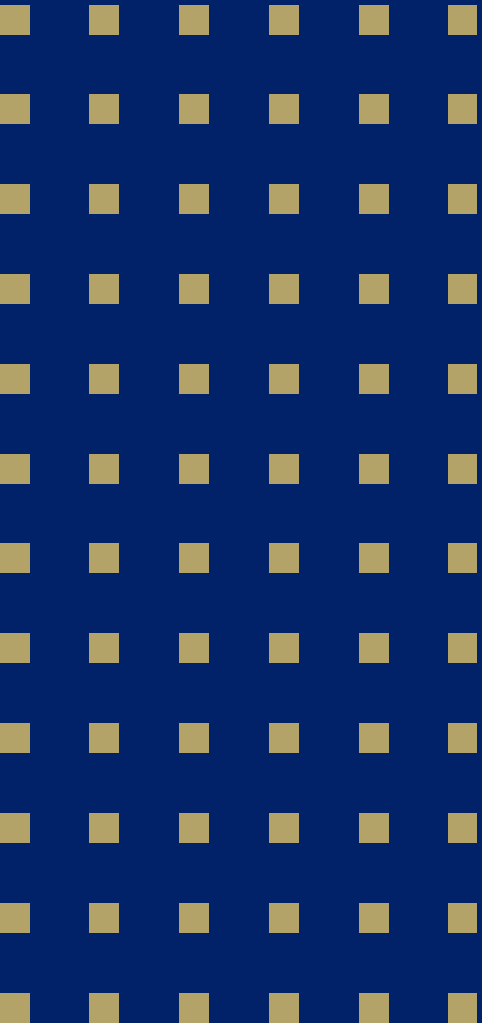
Citizen Committee Update

- Held three info sessions week of July 8
- Ask for commitment following July 23 work session
- Training and orientation July 24 – July 31

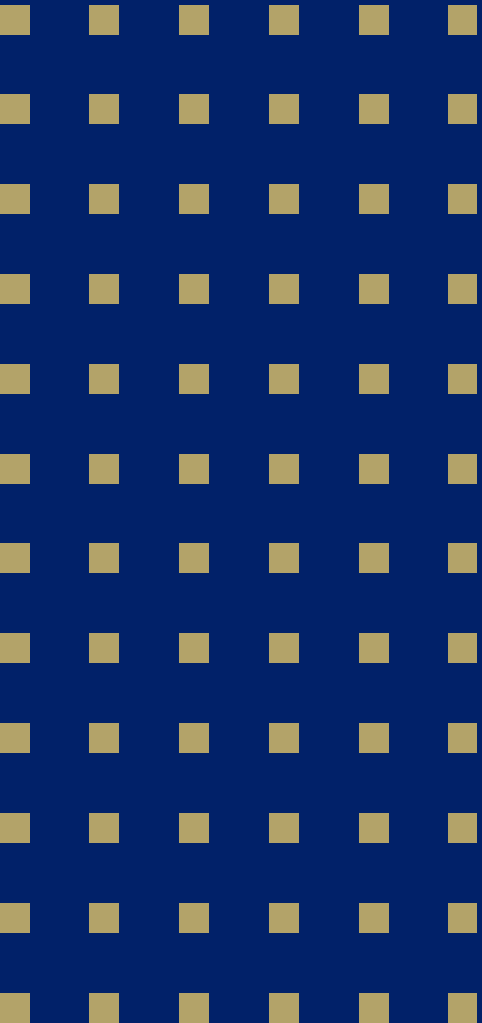
Important Upcoming Dates:

July 31		City staff cease advocating for measures
August 6		First Reading of Ballot Ordinance(s)
August 20		Second Reading of Ballot Ordinance(s)
November 5		Election Day



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Thank You

A decorative graphic on the left side of the slide, consisting of a grid of small gold squares arranged in 6 rows and 6 columns.

Appendix

When three proposals are in the mix, each one suffers from unique attrition

Largest Drop-offs on Combined Ballot

Food Tax

3% sales tax renewal

Non-college women	-12
Non-college under 50	-12
Seniors	-11
80631	-11

Debt Issuance

\$65 million bond (tax neutral)

High school or less	-22
Republicans	-21
Women under 50	-20
Hispanic / Latino	-19

Public Safety

\$7 million sales tax increase

Comfortable, can save	-16
Seniors	-15
Independent women	-15
Ward 4	-14

However, there is a theme...

Largest Drop-offs on Combined Ballot

Food Tax

3% sales tax renewal

Non-college women	-12
Non-college under 50	-12
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80631	-11

Debt Issuance

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Hispanic / Latino	-19

Public Safety

\$7 million sales tax increase

Comfortable, can save	-16
Seniors	-15
Independent women	-15
Ward 4	-14



Work Session Agenda Summary

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 Work Session Schedule regarding any upcoming meetings or events.

Attachments

Council Meetings and Other Events Calendar

Council Meeting and Work Session Schedule

Status Report of Council Initiatives and Related Information

Council Meetings and Other Events Calendars

July 22 - August 17, 2024

Monday, July 22, 2024

- Greeley Chamber of Commerce 11:30 a.m.

Tuesday, July 23, 2024

- City Council Work Session Meeting 6 p.m.

Thursday, July 25, 2024

- Poudre River Trail 7:30 a.m.
- Annual Naturalization Ceremony 8 a.m. 1475 A St (1475 A St, Greeley, Colorado 80631)
- Texas Trip and Tour

Friday, July 26, 2024

- Texas Trip and Tour 8 a.m.

Saturday, July 27, 2024

- 2024 Arts Picnic 9 a.m. Lincoln Park (800 10th Ave, Greeley, CO 80631)

Sunday, July 28, 2024

- 2024 Arts Picnic 10 a.m. Lincoln Park (800 10th Ave, Greeley, CO 80631)

Tuesday, July 30, 2024

- Lincoln Park Stakeholder Meeting 9 a.m. (Greeley Rec Center (Room 101 C), 651 10th Avenue, Greeley, CO 80631)

- CDOT Region 4 Support for MERGE Project Discussion 2 p.m. 1000 10th Street Greeley CO, 80631
- City Council Meeting Cancelled – 5th Tuesday

Wednesday, July 31, 2024

- Upstate Colorado Economic Development 7 a.m.
- Lincoln Park – Steering Committee optional wrap up meeting 3 p.m. (Recreation Center 2nd Floor, Room 201)

Thursday, August 1, 2024

- Poudre River Trail 7:30 a.m.
- Island Grove Advisory Board 3:30 p.m.
- North Front Range MPO Meeting 6 p.m.

Tuesday, August 6, 2024

- City Council Meeting 6 p.m.

Tuesday, August 13, 2024

- City Council Work Session Meeting 6 p.m.

Thursday, August 15, 2024

- Downtown Development Authority 7:30 a.m. 802 9th St #100, Greeley, CO 80631
- Airport Authority 3:30 p.m. Greeley-Weld Airport, 600 Airport Road

Saturday, August 17, 2024

- Glad Tidings Church Community Event 2:00 p.m. Bittersweet Park (3103 12th St Rd, Greeley, CO 80634)

City Council Meeting Scheduling 2024			
	7/16/2024		
	This schedule is subject to change		
July 23, 2024 Council Work Session	Greeley/Weld Airport Future Vision	Paul Trombino	WS
	June Polling Results & Ballot Measure Decisions	Kalen Myers	WS
	Executive Session - West Greeley	John Hall	
July 30, 2024 City Council Special Meeting	MOU regarding proprety development in City of Greeley	John Hall	Special Meeting
August 06, 2024 Council Meeting	Minutes July 2, 2024 CC: July 9 WS	Heidi Leatherwood	Consent
	Resolution - IGA coordinate election with the County	Heidi Leatherwood	Consent
	Resolution - Private Activity Bonds Retention	Ashley Weesner	Regular
	Resolution - Union Colony Donation	Diana Frick	Consent
	Intro & 1st Rdg Ord - Ballot Measure	Kalen Myers	Consent
	Intro & 1st Rdg Ord- Ballot Measure	Kalen Myers	Consent
	Intro & 1st Rdg Ord - Ballot Measure	Kalen Myers	Consent
	Intro & 1st Rdg Ord - Amending Article X of Chapter 5 of Title 2 Greeley Municipal Code Relating to Museums	Chris Bowles/Diana Frick	Consent
	Intro & 1st Rdg Ord - Water Development Code Revisions	Sean Chambers	Consent
	PH & 2nd Rdg Ord - Campaign Contributions Limits and Election Amendments	Heidi Leatherwood/Stacey Aurzada	Regular
	PH & 2nd Rdg Ord - Ballot Initiative Collective Bargaining for Police Sergeants	Stacey Aurzada	Regular
	PH & 2nd Rdg Ord - GPOA Agreement	Kimberly Souhtern-Weber	Regular
	PH & 2nd Rdg Ord - Request for Eminent Domain Authority for Poudre River Ranch Stormwater Drainage Improvement Project	Bhooshan Karnik/ Paul Trombino	Regular
August 13, 2024 Council Work Session	Planning Commission Interviews	Heidi Leatherwood	Work Session
	Image and Tourism Update	Jaqueline Villegas	Work Session
	1st and 2nd Quarter Finance Information	Tyra Litzau/Robert Miller	Work Session
	Purchasing Code Updates	Caleb Weitz	Work Session
	Executive Session - Potential Settlement of Litigation	Stacey Aurzada	Executive Session
August 20, 2024 Council Meeting	Proclamations - National Public Lands Day Proclamation	Mayor	Intro
	Minutes - July 16 CC; July 23 WS	Heidi Leatherwood	Consent
	Intro & 1st Rdg Ord - Code amendment to retention period -Administrative Hearing Officer Records	Tasha Reynolds/ Heidi Leatherwood	Consent
	Intro & 1st Rdg Ord - Purchasing Code Updates	Caleb Weitz	Consent
	Intro & 1st Rdg Ord - Prohibiting Lead Service Lines	Sean Chambers	Consent
	Intro & 1st Rdg Ord - Prohibiting Domestic Wells within the City of Greeley	Sean Chambers	Consent
	Intro & 1st Rdg Ord - Housing for All Advisory Board	Deb Callies	Consent
	PH & 2nd Rdg Ord - Ballot Measure	Kalen Myers	Regular
	PH & 2nd Rdg Ord - Ballot Measure	Kalen Myers	Regular

City Council Meeting Scheduling 2024			
	7/16/2024		
	This schedule is subject to change		
	PH & 2nd Rdg Ord - Ballot Measure	Kalen Myers	Regular
	PH & 2nd Rdg Ord - Amending Greeley Municipal Code Relating to Museums	Chris Bowles/Diana Frick	Regular
	PH & 2nd Rdg Ord- Ashcroft Local Improvement District	Sean Chambers	Regular
	PH & 2nd Rdg Ord - Authorize a loan through Colorado Water Resources and Power Development Authority	Sean Chambers	Regular
	Boards & Commissions Appointments	Heidi Leatherwood	Regular
August 27, 2024 Council Work Session	Open Space Naming and Updates	Diana Frick	WS
	Community Survey Results	Winna MacLaren	WS
	Poudre River Restoration Initiative Project Overview	Victoria McKennan/Paul Trombino	
	Council Policies and Protocol	Heidi Leatherwood	WS
September 03, 2024 Council Meeting	Proclamations - Constitution Week	Mayor	Intro
	Proclamations - 120th Chapter Anniversary Centennial State NSDAR	Mayor	Intro
	Minutes - August 6 CC; August 13 WS	Heidi Leatherwood	Consent
	Resolution - Council Policies and Protocol	Heidi Leatherwood	Consent
	Intro & 1st Rdg Ord - H-P Tract 3A Rezone (Tentative)	Michael Franke/Brian McBroom	Consent
	PH & 2nd Rdg Ord - Water Development Code Revisions	Sean Chambers	Regular
	PH & 2nd Rdg Ord - Code amendment to change the retention period for Administrative Hearing Records	Tasha Reynolds/ Heidi Leatherwood	Regular
	PH & 2nd Rdg Ord - Purchasing Code Updates	Caleb Weitz	Regular
	PH & 2nd Rdg Ord - Housing for All Advisory Board	Deb Callies	Regular
September 10, 2024 Council Work Session	Development Impact Fee Study Update	Allena Portis	Worksession
	CDBG Home 5 year Consolidated Plan	Deb Callies	Worksession
	Council Compensation Review	Heidi Leatherwood/CAO	Work Session

Greeley City Council

Status Report of Council Initiatives

Initiative No.	Council Member Initiating	Council Request	Council Meeting or Work Session Date Requested	Next Steps & Schedule	Anticipated Deliverable & Date (Report, Council Presentation, etc.)	Assigned to:
15-2021	Olson	Formation of a committee for implementation of a funding strategy for the 35th and 47th interchanges.	December 7, 2021 Council Meeting	•Next grant application expected May 2023	•The RAISE grant was submitted on February 28, 2024. Discussions continue with CDOT for next steps in the process	Paul Trombino
03-2023	Butler	Campaign Contribution Limits	February 7, 2023 Council Meeting	•Presented at Nov 28 Work Session	•Intro/1st Rdg Ordinance scheduled for July 16, 2024. Council Meeting; 2nd Rdg Ordinance scheduled for August 6, 2024.	Stacey Aurzada/ Heidi Leatherwood
04-2023	Hall	Pumpkin Ridge - Bridge	March 7, 2023 Council Meeting	•PW report provided to Council on March 24, 2023. Neighborhood meeting planned on June 29, 2023. •Included Raymond's 9/1/2023 Council Update	•Survey complete, will reach 60% design by end of May. Still on track for construction by end of year.	PW
11-2023	Clark/Butler	Artificial turf and landscape standards	August 1, 2023 Council Meeting	•Come back to Council with a draft ordinance	•Council consensus: Staff to bring back minor updates to the front yard landscaping regulations for consideration •Council work session late 3rd quarter or early 4th quarter	Brian McBroom
1-2020	Hall	Follow-up on the Poudre River Trail- Narrows Project	August 1, 2023 Council Meeting	•The grant application, which will be submitted in October, will complete baseline river modeling in addition to an alternative alignment analysis which will also look at the existing alignment, with high level cost estimates for each alternative. The scope will also include a 30% design of the preferred alignment. Working with existing consultants, we've established an estimated cost for the design process to get to a 30% of roughly \$150,000. •Unless a new alignment comes out of the design process, utilizing the existing alignment or an alternative on the north side of the river identified by past studies will likely exceed \$2 million to completed design/permitting and construction for this section.	Received a \$45,000 planning grant from the State Trails program in Colorado Parks and Wildlife, and PRTC is contributing \$25,000 toward the design process at this integral section of the trail. Natural Areas and Trails division of CPRD has contracted Otak to conduct geotechnical analysis for the Narrows section of the Poudre River Trail in west Greeley. Completed several test bores in the area in late March, the consultant is completing analysis of the testing and will be hosting a workshop with CPRD and Public Works staff, along with representatives from the Poudre River Trail Corridor, Inc. (PRTC) a non-profit board in May.	Diana Frick
14-2023	Butler	Charter Review	12/19/2023	Asked Staff to start process of Charter review	Received 2 quotes. Presenting information at the Budget Retreat on July 17 for direction on next steps.	CAO/CCO
2-2024	Butler	Ballot Language for the Police Sergeant initiative	January 16, 2024 City Council Meeting	Asked CAO staff to create more descriptive language for the police sergeant ballot question for 2024	1st Rdg July 16; 2nd Rdg PH Aug 6	CAO
3-2024	Butler	Requested a Budget Retreat for 2025 Budget	April 2, 2024 City Council Meeting	Requested a Budget Retreat for 2025 Budget	Budget Retreat -July 17, 2024	Caleb Weitz

4-2024	Butler	Requested Work Session for information on the Lincoln Park Redesign- to include status of project, timeline of project and overview of the coming outreach Work Session	April 2, 2024 City Council Meeting	Requested Work Session for information on the Lincoln Park Redesign- to include status of project, timeline of project and overview of the coming outreach Work Session	The City of Greeley has engaged Kimley Horn and Agora Partners for the Reimagine Lincoln Park project, aimed at creating a vibrant and innovative public space in the downtown. The vision for the project includes building a coalition around Lincoln Park, fostering an environment where people of all ages gather to recreate, thrive, and come together. Engagement is scheduled to begin at the end of July.	CPRD
5-2024	Hall	Impact Fee Study Structure	May 7, 2024 Council Meeting	Requested staff bring a report to a future work session explaining more in depth the Impact Fee Study Structure - how the ratio is calculated, review process, timeline of review, and development fees	Meeting with staff Work session tentatively scheduled for September	Allena Portis/Robert Miller
6-2024	Butler	Sidewalk Funding Projects	May 21, 2024 Council Meeting	Requested staff to come to a work session to report on sidewalk work and plans being done	Public Works is tentatively planning for a council work session presentation in September	Paul Trombino



Work Session Agenda Summary

July 23, 2024

Key Staff Contact: Stacey Aurzada, City Attorney, John Hall, Economic Development Director

Title:

A motion to go into Executive Session related to negotiations for economic development incentives and real property acquisitions

Background:

Staff will update the City Council about possible acquisition of real property for an economic development project. Additionally, staff will request instructions from Council related to negotiations for economic development incentives and real property acquisitions for this project.

Strategic Focus Area:



Business Growth

Council's Recommended Action:

A motion to go into executive session to discuss possible acquisition of real property, and to receive instructions regarding negotiations for real property acquisition, and negotiation of economic development incentives, as provided for in C.R.S. § 24-6-402(4)(a) and § 24-6-402(4)(e)(I) and Greeley Municipal Code § 2-151 (a)(1) and § 2-151 (a)(5); and if necessary to receive advice from the City Attorney related to these matters as provided for in C.R.S. § 24-6-402(4)(b) and Greeley Municipal Code § 2151(a)(2).

Attachments:

None



Work Session Agenda Summary

Title

Adjournment