

**AGENDA**  
**PERFORMANCE AND ENGAGEMENT COMMITTEE**  
**WEDNESDAY, June 2, 2021**  
**→ 4:00 p.m. ←**  
**VIDEO/WEB CONFERENCE**  
**Denver, CO**

1. Call to Order

**CONSENT AGENDA**

2. Move to Adopt the Consent Agenda
  - May 5, 2021 meeting summary  
(Attachment A)

**INFORMATIONAL BRIEFINGS**

3. Discussion of the 2021 Board Workshop Agenda  
(Attachment B) Douglas W. Rex, Executive Director
4. Discussion of P&E Committee scheduled activities  
(Attachment C) Douglas W. Rex, Executive Director
5. 2021 Awards Celebration debrief  
(Attachment D) Steve Erickson, Communications and Marketing Director

**ADMINISTRATIVE ITEMS**

6. Report of the Chair
7. Report of the Executive Director
8. Other Matters by Members
9. **Next Meeting – July 7, 2021**
10. Adjourn

Persons in need of auxiliary aids or services, such as interpretation services or assisted listening devices, are asked to contact DRCOG at least 48 hours in advance of the meeting by calling (303) 480-6701.



**ATTACH A**

SUMMARY  
PERFORMANCE AND ENGAGEMENT COMMITTEE  
Wednesday, May 5, 2021

Members Present:

Steve Conklin, Chair	Denver
Steve O'Dorisio	Adams County
Aaron Brockett	Boulder
William Lindstedt	Broomfield
Jason Gray	Castle Rock
Randy Weil	Cherry Hills Village
Kevin Flynn	Denver
Ashley Stolzmann	Louisville
John Diak	Parker
Bud Starker	Wheat Ridge

Others present: Doug Rex, Executive Director; and DRCOG staff.

Chair Conklin called the meeting to order at 5:40 p.m. with a quorum present.

Move to adopt the consent agenda

Director Starker **moved** to adopt the consent agenda. The motion was **seconded** and **passed** unanimously.

Items on the consent agenda included:

- Summary of the March 3, 2021 Performance and Engagement Committee meeting.

Election of Vice Chair

Director Flynn **moved** to elect Aaron Brockett as Vice Chair of the Performance and Engagement Committee. The motion was **seconded** and **passed** unanimously.

Discussion of the 2021 Board Workshop

Doug Rex provided a brief background on the workshop to the committee. The 2021 Board Workshop is currently scheduled for August 27-28. The committee discussed possible workshop topics and organizing the timeline for that Friday and Saturday. The following were suggested topics to be discussed on each day:

- Friday Afternoon Sessions: Topics related to DRCOG's three core areas: transportation, growth and development, and aging services.
  - TIP refresher
  - Innovations in microtransit
  - Preliminary findings from the Accountable Health Communities
  - Mobility management for older adults
  - Mitigation strategies for greenhouse gas emission targets
  - Peer learning opportunities around diversity, equity and inclusion efforts
  - Solutions for affordable housing and homelessness

## Performance and Engagement Committee Meeting Summary

May 5, 2021

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Members suggested there be a focus on TIP refresher, solutions for affordable housing and homelessness, mobility management for older adults, and a newly suggested topic of Jayla Sanchez-Warren providing a complete overview of the Area Agency on Aging (AAA) at DRCOG. Executive Director Rex summarized the committees focus to include orientation type topics: as a refresher for existing members and an introduction to the newer generation of Board members.

- Saturday Sessions: “the main event” and potentially a couple larger regional topics.
  - Transition from RTP to TIP: Discussion of focus areas for 2024-2027 TIP to occur in 2022
  - Development of a 5-year strategic plan: Discussion of regionalism and opportunities for DRCOG exploration.
  - COVID-19 recovery

There was a suggested topic to be discussed around vehicle miles travelled fees or roadway user charges that are more traditional. There was also a suggestion of asking Pete Buttigieg to come and address the Board in person as a speaker.

### Discussion of DRCOG Board of Directors meetings post-COVID

Doug Rex began the discussion of returning to in person meetings with the committee. DRCOG Board meetings have been conducted virtually since the spring of 2020 due to complications associated with COVID. Members suggested a hybrid option to begin with where there is a highly encouraged in-person option but adding the option of attending virtually for those who can not attend or who do not feel comfortable attending in-person. There was also a suggestion to continue virtual only Performance & Engagement and Finance & Budget committee meetings when a full Board meeting is canceled.

### Report of the Chair

There was no report from the chair.

### Report of the Executive Director

There was no report from the executive director.

### Other Matters by Members

There were no matters from members.

### Next Meeting – June 2, 2021

The meeting adjourned at 6:33 p.m.

# ATTACH B

To: Members of the Performance and Engagement Committee

From: Douglas W. Rex, Executive Director  
(303) 480-6701 or [drex@drcog.org](mailto:drex@drcog.org)

Meeting Date	Agenda Category	Agenda Item #
June 2, 2021	Discussion	3

**SUBJECT**

Draft 2021 Board Workshop Agenda

**PROPOSED ACTION/RECOMMENDATIONS**

N/A

**ACTION BY OTHERS**

N/A

**SUMMARY**

The 2021 Board Workshop is currently scheduled for August 27-28 at DRCOG offices. Staff has prepared a draft agenda for the Committee's consideration based on conversations that occurred at the May P&E Committee meeting.

**PREVIOUS DISCUSSIONS/ACTIONS**

N/A

**PROPOSED MOTION**

N/A

**ATTACHMENT**

Draft 2021 Board Workshop Agenda

**ADDITIONAL INFORMATION**

If you need additional information, please contact Douglas W. Rex, Executive Director, at [drex@drcog.org](mailto:drex@drcog.org) or (303) 480-6701.



## 2021 BOARD

# AGENDA

Aug. 27-28, 2021  
DRCOG Offices  
1001 17<sup>th</sup> Street  
Denver, CO 80202

### Friday Afternoon

**12 – 1:45 p.m.**

#### **DRCOG Board/Advisory Council on Aging (ACA) Joint Meeting**

*Come for lunch and learn how DRCOG's AAA is positioning itself to strategically diversify its funding to better serve older adults.*

### Mini Sessions

(Participants can attend at least two sessions.)

**2 – 3:15 p.m.**

#### **Session 1**

*Track 1: Transportation Improvement Program (TIP) 101*

*Track 2: Area Agency on Aging (AAA) Services*

*Track 3: Greenhouse Gas (GHG) Emissions: GHG laws, rules and DRCOG*

**3:30 – 4:45 p.m.**

#### **Session 2**

*Track 1: Transportation Improvement Program (TIP) 101*

*Track 2: Area Agency on Aging (AAA) Services*

*Track 3: Greenhouse Gas (GHG) Emissions: GHG laws, rules and DRCOG*

### Friday Evening

**5:00 – 7:30 p.m.**

#### **Social Time**

*Get to know your fellow Board members in a less-formal setting. Heavy hors d'oeuvres and cash bar will be available*

***DRCOG Board Chair Remarks (5:30 p.m.)***



## Saturday

**7:30 a.m.**

### **Breakfast**

**8:30 – 10:00 a.m.**

### **Greenhouse Gas Mitigation: A Peer Review**

*House Bill 19-1261 was signed into law on May 30, 2019. The law sets statewide goals to reduce greenhouse gas emissions from 2005 levels by at least 26% by 2025, at least 50% by 2030, and at least 90% by 2050.*

*On January 14, 2021, Colorado released its Greenhouse Gas Pollution Reduction Roadmap, which establishes a pathway to meet the state's HB19-1261 climate targets. The Roadmap shows Colorado's largest sources of GHG emissions are **transportation**, electricity generation, oil and gas development and fuel use in homes, business, and industrial applications.*

*Representatives from XXX and XXX will share the critical role their regional councils play in mitigating GHG and reveal strategies for reducing emissions.*

**10:15 - 12 p.m.**

### **5-Year Strategic Plan for DRCOG**

*Building on its Balanced Scorecard approach to strategic planning, DRCOG staff would like to have a conversation with the Board about initiating the development of a five-year strategic plan to ensure the agency has the necessary structure and related systems in place to fulfill its mission. During this session, staff will begin a discussion with the Board about tactical direction and possible new areas of investigation for the agency to maximize value for its members.*

**11:30 a.m. – 1 p.m. Lunch (Speaker?)**

**1p.m. – 3:30 p.m. From RTP to TIP**

*At its April 2020 meeting, the DRCOG Board approved the 2050 Metro Vision Regional Transportation Plan (MVRTP). Now that the long-range transportation vision has been established, the next step for the Board is to identify the projects that will implement that vision through the Transportation Improvement Plan (TIP). In this session, the Board will get an update on the TIP policy document and will be asked to finalize focus areas so that overarching project/program scoring criteria can be developed ahead of the call for projects in 2022.*



**ATTACH C**

To: Chair and Members of the Performance & Engagement Committee

From: Douglas W. Rex, Executive Director  
303-480-6747 or [drex@drcog.org](mailto:drex@drcog.org)

Meeting Date	Agenda Category	Agenda Item #
June 2, 2021	Information	4

**SUBJECT**

This item is related to the P&E Committee calendar of activities

**PROPOSED ACTION/RECOMMENDATIONS**

N/A

**ACTION BY OTHERS**

N/A

**SUMMARY**

At the request Chair Conklin, staff has prepared a Performance & Engagement Committee calendar of activities to inform members of upcoming agenda items.

**PREVIOUS DISCUSSIONS/ACTIONS**

N/A

**PROPOSED MOTION**

N/A

**ATTACHMENTS**

P&E Committee calendar of activities

**ADDITIONAL INFORMATION**

If you have questions about the Executive Director Annual Evaluation, please contact Steve Conklin, Chair of the Performance and Engagement Committee at [sconklin@edgewaterco.com](mailto:sconklin@edgewaterco.com); or Randy Arnold at [rarnold@drcog.org](mailto:rarnold@drcog.org) or 303-480-6709.

## Performance and Engagement Committee: Calendar of Activities

	Committee Agenda Items		
January			
February	Awards Celebration: Selection of award recipients		
March	New Committee Chair	Election of Vice Chair	Awards Celebration Update
April			
May	Board Workshop Agenda Discussion		
June	Board Workshop Agenda Discussion		
July	Final Board Workshop Agenda	Collaboration Assessment (finalize survey instrument)	
August	Review Executive Director Evaluation materials and process		
September	Collaboration Assessment (review results)		
October	Executive Director Evaluation	Selection of rep. to serve on Nominating Committee	
November	Executive Director Performance Objectives	Awards Celebration Theme	
December			

**ATTACH D**

To: Chair and Members of the Performance and Engagement Committee

From: Doug Rex, Executive Director  
303-480-6701 or [drex@drcog.org](mailto:drex@drcog.org)

Meeting Date	Agenda Category	Agenda Item #
June 2, 2021	Informational	5

**SUBJECT**

Annual awards celebration virtual event recap

**PROPOSED ACTION/RECOMMENDATIONS**

N/A

**ACTION BY OTHERS**

N/A

**SUMMARY**

The Communications and Marketing division conducted a virtual awards event on April 28, 2021. The event honored award recipients nominated in late 2019, and was postponed from April 2020 until April 2021. Communications and Marketing staff prepared video and multimedia program content, and contracted with a livestreaming vendor to broadcast the one-hour event live to registered guests. Live presenters included DRCOG's Board chair and two previous chairs, as well as DRCOG's executive director and an emcee. Staff will review program components, successes and challenges. Staff invites Performance and Engagement Committee feedback on the event.

**PREVIOUS DISCUSSIONS/ACTIONS**

After numerous discussions related to the pandemic response, at the Jan. 6, 2021, Performance and Engagement committee meeting, staff presented a proposal for a one-hour virtual event that would allow winners to be appropriately recognized, appeal to potential sponsors and maximize emerging virtual gathering technologies. At the March 3, 2021, Performance and Engagement committee meeting, staff reviewed the program, livestreaming considerations and planning efforts. The committee provided guidance on shifting the event time from evening to midday.

**PROPOSED MOTION**

N/A

**ATTACHMENT**

Staff Presentation

**ADDITIONAL INFORMATION**

Should you have any questions regarding this item, please contact Doug Rex, Executive Director, at 303-480-6701 or [drex@drcog.org](mailto:drex@drcog.org); Steve Erickson, Director Communications and Marketing at 303-480-6716 or [serickson@drcog.org](mailto:serickson@drcog.org).

# AWARDS CELEBRATION

Virtual event in review

**Amber Leberman,  
Communications Manager**



# VIRTUAL AWARDS CELEBRATION: SUMMARY



- **One-hour** virtual event with **live** and **recorded** components.
- Recognized **Metro Vision** and **Distinguished Service** award winners with videos highlighting their achievements.
- Incorporated a recorded, socially distanced recognition of **John V. Christensen Memorial Award** winner Ron Rakowsky.



**REUNION**

DRCOG AWARDS CELEBRATION

# VIRTUAL AWARDS CELEBRATION: BY THE NUMBERS



- Secured **21 sponsors**.
- Raised **\$25,000** in sponsorships.
- Individuals paid **\$0** to attend.
- Spent **\$14,000** on virtual event production.
- **366 people registered** to attend.
- The celebration has been watched **460 times**.



# VIRTUAL AWARDS CELEBRATION: IN IMAGES



# VIRTUAL AWARDS CELEBRATION: CHALLENGES



- Technical difficulties led to a six-minute **delayed start**.
- Two-factor **verification code was flagged as spam** for some registrants.
- Participants who tried to **share login credentials** were not successful.
- People with **duplicate registrations** didn't receive a verification code.

# VIRTUAL AWARDS CELEBRATION: SUCCESSES



- **High-energy, fast-paced** program.
- **Emcee** and **live speakers** were well-prepared and flexible.
- High **production values** of prerecorded content.
- **“DRCOG has really figured something out here.”**

# CONSIDERATIONS FOR NEXT YEAR'S CELEBRATION



- Continue to leverage **video highlights** to honor winners.
- Retain the **regional quiz** based on positive feedback and high participation.
- Keep the program **fast-paced** and **lively**.





## DISCUSSION

Amber Leberman

Communications Manager, Communications and Marketing

303-480-6706

[aleberman@drcog.org](mailto:aleberman@drcog.org)