



SCI Gold Corridor Working Group – Meeting #7
Arvada City Hall, 8101 Ralston Avenue, Anne Campbell Room
December 3, 2013, 1:30 pm – 4:00 pm

Meeting Summary (As of 12/13/13)

Attendees

CWG Members

- Adams County Housing Authority: Don May
- Adams County: Jeanne Shreve and Joelle Greenland
- Arvada Urban Renewal Authority: Clark Walker
- City of Arvada: Jessica Prosser, Kevin Nichols
- City and County of Denver – Public Works: Jenn Hillhouse
- City of Wheat Ridge: Steve Art, Ken Johnstone
- Regional Transportation District: Patrick McLaughlin

Others

- CDR Associates (Facilitator): Laura Sneeringer
- Denver Regional Council of Governments (DRCOG): Paul Aldretti
- Jefferson County Public Health: Molly Hanson
- Reconnecting America: Bill Sadler and Mike Madrid

Action Items

- Subgroups will develop draft SOWs for the 1) corridor-wide technical assistance and 2) catalytic site by Dec 13th.
- All CWG members will provide feedback on the draft SOWs.

Agenda

- Welcome, Introductions and Agenda Overview
- Discuss and Decide How Corridor-wide Technical Assistance and Catalytic Site Resources will be Use
- Outline Next Steps for Developing the Statements of Work



Meeting Materials (available on the Website or FTP Site)

- Agenda (Website)
- Matrix of corridor-wide implementation strategies, with priorities for technical assistance highlighted based on CWG feedback (FTP site)
- Arvada and Wheat Ridge catalytic site proposals discussed at the November meeting (FTP site)
- Eligibility criteria for the catalytic site and corridor-wide technical assistance (FTP site)

Discussion and Decision on How Corridor-wide Technical Assistance and Catalytic Site Resources will be Used

Bill Sadler, Reconnecting America, reviewed the Gold Line Recommendations for Implementation list. He described that the priorities for technical assistance were based on votes that were tallied based on feedback from the CWG members before the meeting. In order to narrow the list of recommendations, each jurisdiction was given 5 votes that and they could put up to 2 on any single recommendation. The list of priorities and associated pre-meeting votes included the following. More detailed descriptions are provided in the Gold Line Recommendations for Implementation list on the FTP site.

- Prepare an Affordable Housing Creation and Preservation Strategy (6 votes).
- Prepare a Multimodal Transportation Enhancement Study and Last Mile Connections Strategy (5 votes).
- Conduct a Market Study to Establish Market Readiness along the Gold Line Corridor (4 votes).
- Prepare a plan for making each station area into a 20-Minute Neighborhood (3 votes).
- Conduct a Grocery Store Feasibility Study to improve access to healthy food along the Gold Line Corridor (3 votes).
- Conduct an Employment Study (2 votes).
- Promote collaboration in decision-making along the Gold Line Corridor by forming a permanent Gold Line collaborative (2 votes).
- Create a Marketing and Branding Plan (2 votes).
- Conduct a Services Assessment (1 vote).
- Conduct a Corridor-wide Health Impact Assessment (1 vote).
- Prepare a typology framework for implementing TOD along the Gold Line Corridor (1 vote).
- Conduct an Infrastructure Needs and Assessment (1 vote).
- Convene real estate and planning professionals in a conversation about TOD along the Gold Line Corridor (1 vote).

The group agreed that they do not anticipate needing more than \$150K for the catalytic site, leaving a maximum of \$300K for corridor-wide technical assistance. Recommendations can be combined into one Statement of Work (SOW).

In order to further narrow the recommendations, the group discussed each of the priority recommendations in more depth. They discussed why it was a meaningful recommendation, what the final outcome/deliverables would be and they provided an initial estimate on costs. In some cases, they discussed how to combine recommendations.



Through this exercise, three corridor-wide technical assistance recommendations rose to the top of the list. Adams County, Arvada, Denver and Wheat Ridge each had 2 sticky dots that they could put on their top recommendations, and they could put both on one recommendation.

- Affordable Housing Creation and Preservation Strategy (est. cost: \$150K) – (5 votes)
- Market Study to Establish Market Readiness (est. cost: \$100K to \$200K) – (3 votes)
- Prepare a multimodal Enhancement Study and Last Mile Connections Strategies (est. cost: \$100K) – (0 votes)

Decision on the Corridor-wide Technical Assistance

This prioritization activity resulted in two recommendations being prioritized – the Affordable Housing Creation and Preservation Strategy and Market Readiness Study. The group decided to combine them into one SOW. The following members agreed to help develop the SOW:

- Kevin Nichols, Arvada – Community Development – Lead Coordinator
- Steve Art, Wheat Ridge Economic Development and Urban Renewal Authority
- Michelle Claymore, Jefferson County EDC (was not in attendance – others suggested she would be a helpful addition.
- Jeanne Shreve, Adams County
- Don May, Adams County Housing Authority

Decision on the Catalytic Site

The group decided to proceed with the Wheat Ridge proposal (supported by Arvada) which involves bicycle/pedestrian infrastructure improvements along Ridge Road, which provides key connections to both the Ward Road and Arvada Ridge stations. Arvada's initial proposal to identify food access options at the Olde Town Station will be incorporated into the corridor-wide Market Readiness Study. The following people were identified to develop the SOW:

- Ken Johnstone, City of Wheat Ridge – Lead Coordinator
- Bill Honer
- Mark Westburg
- Scott Brink
- Bob Manwaring.

Next Steps for Developing SOWs

The group outlined the following schedule. Paul Aldretti will serve as the overall coordinator and point of contact for questions (303-480-6752; paldretti@drcog.org).

- COB, Friday Dec 13th: The subgroups will develop draft SOWs. They will include 1) key tasks and 2) key outcomes and/or deliverables. The total estimated cost of all tasks cannot exceed \$300K for the corridor-wide technical assistance SOW and \$150K for the catalytic site SOW. All tasks must be completed by December 2014, and ideally before.
- Monday, Dec 16th: Draft SOWs will be sent to CWG members for review.
- COB, Friday Dec 20th: CWG members provide feedback on the draft SOWs.
- Thurs, Jan 2nd: DRCOG and/or subgroups incorporate initial feedback and send updated version to CWG members.
- Tues, Jan 7th: Finalize SOWs at the CWG meeting.



Discussion on Priority Recommendations

An overview of the discussion for each recommendation is described below.

Overall Comments

- The funding for these options are solely for planning purposes, not purchasing land or installing infrastructure.
- In terms of the Sustainable Communities Initiative, equity (i.e., access to services, grocery, day care) should be heavily considered in the decisions.
- Some of these recommendations rely on the policies of each jurisdiction's station area plans in order to implement.

Market Readiness Study (est. cost: \$100K to \$200K) – Selected for corridor-wide technical assistance

Why

- Ensure that the station-area plans are realistic, when combined with other stations (e.g., not trying to create too much new housing for the entire corridor)
- Information can be used to help attract developers

How

- Compile existing data
- Conduct a high-level overview on 1) current market's assets, needs and gaps and 2) future projections after the Gold Line opens components such as:
 - Job centers – employment study
 - Rents, vacancy rates
 - Services (e.g., food access)
 - Infrastructure needs/assets
 - Incorporate social/equity issues
 - NOTE: Ensure the level of depth is appropriate by having some quantitative results, but also not going into too much depth since the market will change, and developers will have to do their own site-specific market study anyway.
- Use analysis to recommend a general development strategy/typology for each station (e.g., residential, retail, employment or industrial focus OR transformational, intensification, neighborhood infill)
- Recommend strategy ideas to increase food access, including determining the market for non-traditional food retail (may need to add additional detail for Olde Town from the Catalytic Site proposal)

Additional components to potentially incorporate:

- Identify ways to incentivize planned uses
- Convene real estate and planning professionals in a conversation about TOD along the Gold Line Corridor



Affordable Housing Creation and Preservation Strategy (est. cost: \$150K) - Selected for corridor-wide technical assistance

Why

- Demonstrate that affordable housing is an important value for the Corridor; it's a way to educate the public that housing is needed and advocate to elected officials for more affordable housing
- Inform DRCOG's Metro Vision 2040 Plan – could be attached to Metro Vision housing strategy and Fair Housing and Equity Assessment
- Set the corridor to receive future funding
- Proactive

How

- Assemble data to understand the current housing situation
- Develop projections of how housing will change over time – e.g., after the Gold Line opens
- Define metrics to evaluate future efforts and develop targets
- Identify specific areas where housing could be sited
- Could include qualitative interviews

Prepare a Multi-Modal Enhancement Study and Last Mile Connections Strategies (est. cost: \$100K)

Why

- Need connections to drive ridership and future development
- People will be more likely to use transit if connections are easy
- Helps ensure safety

How

- Identify gaps in the system, such as challenges connecting from the bus to the rail and any needed amenities at stations
- Recommend strategies to fill the gaps
- Identify programs to encourage people to use public transportation
- Identify funding sources for components beyond bike and pedestrian infrastructure
- Identify health and air quality targets

Notes

- Needs and strategies could vary significantly by station. For example, car sharing or bike sharing can be utilized well at some stations, but not at others.
- The focus should be on stations with amenities within one mile
- Studies conducted by 36 Commuting Solutions and the Southeast Corridor may be examples to draw from

Prepare a plan for making each station area into a 20-Minute Neighborhood

Could be combined with the Multi-Modal Enhancement Study and Last Mile Connections Strategies

Conduct a Grocery Store Feasibility Study to improve access to healthy food along the Gold Line Corridor

Incorporated into the Market Readiness Study



Employment Study

- Incorporated into the Market Readiness Study
- Goal is to change the mindset from working downtown and taking the train to working along the line and taking the train from downtown.
- Develop strategies for each station, since each station varies in terms of existing employment and needs.

Promote collaboration in decision-making along the Gold Line Corridor by forming a permanent Gold Line Collaborative

Significant technical assistance may not be needed for this recommendation. The group will continue to discuss this at future meetings.

Create a Marketing and Branding Plan

This would come after the Market Readiness Study. The timing is not appropriate.

Conduct a Services Assessment

Incorporated into the Market Readiness Study.

Conduct a Corridor-wide Health Impact Assessment

Group decided other recommendations were a higher priority.

Prepare a typology framework for implementing TOD along the Gold Line Corridor

May be incorporated into the Market Readiness Study.

Infrastructure Needs Assessment

- Necessary, but very expensive
- Could be added to the Market Readiness Study

Convene real estate and planning professionals in a conversation about TOD along the Gold Line Corridor

May be incorporated into the Market Readiness Study.

