Administration Building
West Hearing Room
5334 S. Prince St.
Littleton, CO 80120
303-795-4630
Relay Colorado 711
303-795-4630 Audio Agenda Line

Nancy A. Doty, Chair, District 1
Nancy Sharpe, District 2
Rod Bockenfeld, District 3
Nancy Jackson, Chair Pro-Tem, District 4
Bill Holen, District 5

Study Session

October 17, 2016

The Arapahoe County Board of County Commissioners typically holds weekly Study Sessions on Monday and Tuesday. Study Sessions (except for Executive Sessions) are open to the public and items for discussion are included on this agenda. Agendas (except for Executive Sessions agendas) are available through the Commissioners' Office or through the County's web site at www.arapahoegov.com. Please note that the Board may discuss any topic relevant to County business, whether or not the topic has been specifically noticed on this agenda. In particular, the Board typically schedules time each Monday under "Committee Updates" to discuss a wide range of topics. In addition, the Board may alter the times of the meetings throughout the day, or cancel or reschedule noticed meetings. Questions about this agenda? Contact the Commissioners' Office at 303-795-4630 or by e-mail at commissioners@arapahoegov.com

Study Session Topics

9:00 A.M. Calendar Updates (WHR)
Diana Maes
BoCC Administration Manager

9:30 A.M. BOCC Updates (WHR)
Board of County Commissioners

10:30 A.M. *Arapahoe County Bicycle And Pedestrian Master Plan Update And Direction On Vision Statement And Goals (WHR)

Discussion of the vision statement and goals for the Arapahoe County Bicycle and Pedestrian Master Plan (BPMP) along with input for goal language and direction from the Commissioners regarding the vision statement and goals developed in Phase One that will influence the rest of the planning process and plan development

Request: Information/Direction

Raymond Winn, Planner, Open Spaces
Shannon Carter, Director, Intergovernmental Relations and Open Spaces
David Schmit, Director, Public Works and Development
Todd Weaver, Budget Manager, Finance
Tiffanie Bleau, Senior Assistant County Attorney

Documents:

C15-004 BOCC SS BIKE PED PLAN VISION AND GOALS FINAL.PDF
PUBLIC INVOLVEMENT SUMMARY PHASE 1-FINAL.PDF

Break

1:00 P.M. *Align Arapahoe - Service First (WHR)
Align Arapahoe - Service First Quarterly Update

Request: Information/Direction

Matthew Nii, Strategy and Performance Analyst, Department of Strategy & Performance
Manisha Singh, Director, Department of Strategy & Performance
Elected Officials and Department Directors

2:00 P.M. *2016 Arapahoe County Fair Summary (WHR)
Discussion and review of the 2016 Arapahoe County Fair

Request: Information/Direction

Glen Poole, Operations Manager, Open Spaces
Shannon Carter, Director, Intergovernmental Relations and Open Spaces
Andrea Rasizer, Director, Communication Services
Don Klemme, Director, Community Resources
Janet Kennedy, Director, Finance
Tiffanie Bleau, Senior Assistant County Attorney

Documents:

BSR_2016_AC_FAIR_SUMMARY.PDF
2016 FAIR DEBRIEF_BOCC.PDF

3:00 P.M. * Drop In (WHR)
Board of County Commissioners

1. Fairgrounds Stage Equipment, Purchasing Waiver
Discussion of a request from Open Spaces Fairgrounds Operations staff for a waiver of the Arapahoe County Purchasing Policies to purchase new stage equipment for the Fairgrounds Event Center

Request: Information/Direction

Ashley Clement, Fairgrounds Event Coordinator, Open Spaces
Matt Bixenman, Fairgrounds Operations Supervisor, Open Spaces
Glen Poole, Operations Manager, Open Spaces
Shannon Carter, Director, Open Spaces and Intergovernmental Relations

Documents:

DROP-IN_BSR_FAIRGROUNDS_STAGE_WAIVER.PDF
FAIRGROUNDS_STAGE_WAIVER.PDF

3:20 P.M. * Executive Session (WHR)
Executive Study Session and County Attorney Administrative Meeting [Section 24-6-402 (4)C.R.S.](As required by law, specific agenda topics will be announced in open meeting prior to the commencement of the closed and confidential portion of this session) (WHR)

Ron Carl, County Attorney

*** To Be Recorded As Required By Law**

WHR - West Hearing Room

Arapahoe County is committed to making its public meetings accessible to persons with disabilities. Assisted listening devices are available. Ask any staff member and we will provide one for you. If you need special accommodations, contact the Commissioners' Office at 303-795-4630 or Relay Colorado 711.

Please contact our office at least 3 days in advance to make arrangements.

ARAPAHOE COUNTY
PROTECT. CONNECT. ENJOY.

Board Summary Report

Date: October 17, 2016

To: Board of County Commissioners

Through: Shannon Carter, Director of Open Spaces and David M. Schmit, Director Public Works

From: Raymond Winn, Open Spaces Planner: Open Spaces Division

Subject: **C15-004; ARAPAHOE COUNTY BICYCLE AND PEDESTRIAN MASTER PLAN, STUDY SESSION TO UPDATE BOCC ON PROJECT AND PROVIDE DIRECTION REGARDING PROJECT VISION STATEMENT AND GOALS**

Request and Recommendation
The purpose of this Study Session is to update the BOCC regarding the project and to gain Commissioner's concurrence on the vision statement and goals for the Arapahoe County Bicycle and Pedestrian Master Plan (BPMP). Staff requests input for goal language and direction from the Commissioners regarding the vision statement and goals developed in Phase One that will influence the rest of the planning process and plan development.

The overall goal of the Countywide Bicycle and Pedestrian Master Plan (BPMP) is to establish a safe, connected regional trail network from, to, and throughout Arapahoe County; a system of wide, paved, multi-purpose regional trails that will form the "backbone" of the County's bike/pedestrian network. This plan will be a data source for decision making within the County and the municipalities and will be a tool to guide development, the Open Spaces Grant Program, transportation decision making, provide data for funding opportunities, and will **not** shift current policy or responsibility.

Staff and the BPMP Fee Consultant (Fellsburg, Holt, and Ullevig), will focus the discussion on the vision statement and goals for the plan, process and results from extensive public outreach, and how the vision statement and goals will influence the next phases of the planning process. Phase One of the plan included data collection and analysis as well as, extensive community engagement to understand the vision and values of the Arapahoe County residents. Staff and the BPMP Fee Consultant have taken this data generated in Phase One to draft a vision statement and goals for the plan.

Phase Two of the planning process will use the vision statement and plan goals to develop alternatives, standards, and design guidelines for future bicycle and pedestrian facilities throughout the County and create the master plan.

Key Points:

1. BOCC vision for biking and walking unique to Arapahoe County
2. DRAFT vision statement and goals developed using extensive public input and best practices identified by industry experts.
3. A high level of interest for the plan has been demonstrated by the public.
4. Staff seeks BOCC direction for all vision statement and goal language as well as a specific goal to **"*increase*"** biking and walking in Arapahoe County using existing data to provide an opportunity to track plan effectiveness, guide decision making for the County and municipalities, and increase Arapahoe County's competitive advantage for future funding opportunities.

Links to Align Arapahoe

Service First –
The BPMP will guide the development of a comprehensive system of off-road and on-road pathways, bike lanes, trails and other facilities that will safely connect users to key destinations throughout the County, provide connections to all adjacent communities, provide opportunities for a wide variety of recreational activities and encourage safe alternative modes of transportation.

Quality of Life –
Walking and biking have very positive impacts on community health while simultaneously accomplishing the tasks of day-to-day life like commuting and running errands. Adults who bicycle enjoy lower weight, lower blood pressure, and are less likely to become diabetic. Children who bicycle are 48% less likely to be overweight as adults. Physical activity from walking and biking are linked to higher cognitive functioning, greater emotional wellbeing, and can help prevent mental health disorders. Mental health has been identified by Tri-County Health Department as a top priority. Alternate modes of travel are a key metric considered and reported on at the County Level Scorecard under Quality of Life.

Fiscal Responsibility–
Research indicates that walking and biking have positive economic impacts for small businesses and increases residential property values. Investing in a comprehensive bicycle and pedestrian network has the potential to take driving trips off of the streets and reduce congestion. Reducing congestion can decrease transportation infrastructure demand and reduce transportation maintenance costs.

Background
The BPMP is a joint collaboration of the Public Works Transportation Division and Open Spaces. The BPMP further elaborates on walking and biking concepts identified in the Arapahoe County Master Plan and the Arapahoe County 2035 Transportation Plan. Arapahoe County is interested in improving upon the Countywide network of existing facilities and to develop new facilities to provide for improved and safer bicycle and pedestrian commuting and recreational opportunities. The proposed master plan shall show a comprehensive transportation network that could utilize a variety of facilities such as pathways, trails, bike lanes, shared lanes, multi-use pathways, integration with storm water maintenance paths, and other facilities.

Drafted in 2010, the Arapahoe County Open Space Master Plan detailed that the open space facilities owned and managed by Arapahoe County and its partners are linked together through "hubs and spokes" that connect open space, parks and trails to landscapes where County

residents live and work.

The Arapahoe County 2035 Transportation Plan was adopted by the Board of County Commissioners on December 7, 2010. This Plan is multi-modal in nature and considers bike and pedestrian facilities at a "high level" with strategies, roadway cross-sections, interaction with the Open Space Master Plan, and policies for implementation of bike and pedestrian facilities to improve accessibility to transit facilities and recreation opportunities.

Project Status
Phase One of the BPMP focused on data collection and utilizing extensive community engagement to understand Arapahoe County resident's vision and values for walking and biking.

Public Involvement:
Phase One of the public outreach process for the BPMP was focused on information gathering and talking to the public about existing conditions, gaps and needs, and to inform community values and desired elements of a future network of bicycle and pedestrian facilities. A thorough and wide-ranging outreach approach for this phase was critical, as the findings will support the draft network development in Phase Two.

Public Involvement Results:
An online survey for Phase One of the BPMP was developed that could be taken online and hard copies were also distributed at public outreach events. The survey was completed a total of 863 times. The results highlight the current state of active transportation in Arapahoe County and suggest potential avenues for improvements in the future. The top three results from why people walk and bike were the same and are ranked below:

1. Exercise/health
2. Recreation
3. Better for the environment

In addition to the public survey, input was gathered during Phase One of the public outreach process via comments from a number of other platforms. Throughout Phase One, a total of 651 comments were gathered. Overall, the most prevalent themes were:

1. Better connectivity
2. Desire for new bicycle facilities, either at specific locations or in general.

Discussion
The following DRAFT vision statement and goals were developed from public input and data collection from Phase One and best practices from industry experts. The vision and goals were carefully crafted to reflect the unique character, opportunities, strengths, and challenges observed in Arapahoe County. The vision and goals will be the backbone of the plan with each goal having objectives and strategies to achieve the goals developed in Phase Two. These objectives and strategies will be vetted with municipalities in Arapahoe County, surrounding counties, the BOCC, and the residents of Arapahoe County. The vision and goals are dynamic and can be added or modified.

Draft BPMP Vision and Goals

VISION

Arapahoe County's bicycle and pedestrian network will be a comprehensive system of on-street and trail facilities that safely connects neighborhoods and destinations and encourages walking and bicycling for travel and recreation.

GOALS

Education and Outreach
A public that is educated about laws and safe operating behaviors for bicyclists, pedestrians, trail users and motorists resulting in considerate behavior among all users of the transportation network.

Safety
A bicycle and pedestrian network that safely and comfortably accommodates all users.

Access and Connectivity
A high quality, connected, accessible, and intuitive bicycle and pedestrian network.

Multimodal Integration
An integrated transportation network that encourages biking, walking, public transit and shared use mobility and provides mobility options for all.

Land Use Context
A bicycle and pedestrian network that is compatible with surrounding areas and is sensitive to the suburban or rural environment.

Maintenance
A bicycle and pedestrian network that is efficiently well-maintained.

Economic Vitality and Community Health
An active transportation network that encourages and supports economic vitality, community prosperity and personal health and wellbeing.

Coordination and Partnerships
A comprehensive network that connects biking and walking facilities across agency boundaries and leverages both public and private partnerships.

Environmental
A bicycle and pedestrian network that enhances natural, cultural, and historic resources and supports environmental stewardship with a compatible multimodal system.

Community Support
A system of bicycle and pedestrian facilities planned and developed through consensus building and engaged citizenry.

Biking, Walking, and Transit Activity
A bicycle and pedestrian network that increases biking, walking, and transit for transportation to help relieve congestion in the County.

Key Findings

We are interested in determining Commissioner's support for the vision statement and all of the goals. Perhaps the most polarizing goal that has implications for future planning and data collection is Biking, Walking, and Transit Activity; A bicycle and pedestrian network that increases biking, walking, and transit for transportation to help relieve congestion in the County. Specifically the word "***increases"*** has implications for the planning process and data collection to set a baseline of walking and biking trips in the County and set goals to increase these walking and biking trips. This will allow the plan to identify data-driven efforts to track effectiveness of implementing the plan. This data can be collected in many different ways including ways the County is already utilizing like trail counts, user surveys, and others. The data generated will be a great resource for future funding and make Arapahoe County much more competitive when applying for funding.

Comparisons
Nationally, creating goals to increase bicycling have risen since 2007 at different levels of government. In 2010, 64% of the largest cities in the United States had formal goals to increase bicycling; by 2012 the percentage had jumped to 90%. In 2007, 16 states had established explicit goals to increase bicycling and by 2012 the number jumped to 35 states, almost doubling in five years.

Alternatives
The BPMP project team would like Commissioner feedback on the vision and goal language and will revise the vision and goals accordingly. Specific alternatives to all of the goals can be discussed. For the goal of Biking, Walking and Transit, using the word encourage over increase is one alternative to restate: *Biking, Walking, and Transit Activity; A bicycle and pedestrian network that* ***~~increases~~ "encourages"*** *biking, walking, and transit for transportation to help relieve congestion in the County.* This change would severely limit the ability to track effectiveness of implementing the plan without a data-driven process. Furthermore, funding opportunities for bicycle and pedestrian infrastructure could be reduced without the data to determine effectiveness or deficiencies of the system and make Arapahoe County less competitive.

Fiscal Impact
Fiscal impacts of walking and biking effect economic development, transportation infrastructure demand, and funding decisions.

Evidence-based research indicates that people who arrive to a business on foot or by bike spend more money at that business. Research also indicates that residential property values increase when they are located in close proximity to bike and walking trails.

Investing in a comprehensive bicycle and pedestrian network has the potential to take driving trips off of the streets and reduce congestion. National studies show that 28% of all car trips are one mile or less, and 40% are two miles or under. Moreover, nationally 40% of commuters travel five miles or less to work. Reducing congestion can decrease transportation infrastructure demand and reduce transportation maintenance costs. However, little data exists that is specific to Arapahoe County to determine if congestion and maintenance costs can be reduced. Committing to increasing walking and biking in the County using data-driven analysis can provide an opportunity to put numbers to congestion reduction, set a baseline assessment, create target goals for the future, and make Arapahoe County more competitive for future opportunities.

The BPMP will produce data and analysis to support decision making for internal and external funding sources. The Open Spaces Grants program will utilize the BPMP recommendations and data for grant evaluation. Municipalities will be able to use the BPMP to support grant applications and influence internal decisions. The County will use the BPMP when applying for grants like Great Outdoors Colorado, Safe Routes to School, federal transportation grants, DRCOG TIP projects, and other funding opportunities.

Concurrence

If the BOCC is supportive of the vision statement and goals of the BPMP, or as modified, the next steps would be as follows:

1. Refine the vision statement and goals, as necessary, based on BOCC direction per this Study Session.
2. Finalize the vision and goals and create objectives and strategies to achieve the goals.
3. Use data collection as part of the project to analyze accidents, public input, land use, and others along with other demographic data to start developing alternatives to address demands.
4. Use the vision and goals to drive the creation of standards, alternatives, and design guidelines to make recommendations and develop the BPMP.
5. Present DRAFT standards, alternatives, and design guidelines to the BOCC for input at the end of Phase Two in January, 2017.
6. Public Meeting(s) on the proposed bicycle and pedestrian system alternatives and priorities with all County municipalities, neighboring counties, and the general public.
7. Finalize Adoption Resolution for BOCC and County municipalities.
8. Finalize amendment for Arapahoe County Comprehensive Plan to be adopted by the Planning Commission.
9. Schedule and hold Public Hearing for Adoption.

Reviewed by

Bryan Weimer
Ray Winn
Roger Harvey
Shannon Carter
David Schmit

Board of County Commissioners
David M. Schmit, Director
Jenny Young, FHU
Cady Dawson, FHU
Bryan Weimer, Transportation Director
Shannon Carter, Open Spaces Director
Roger Harvey, Open Spaces Planning Administrator
Jason Reynolds, Planning
Todd Weaver, Finance Department
Robert Hill, Senior Assistant County Attorney
Tiffanie Bleau, Senior Assistant County Attorney
File (C15-004)
File (Study Session Agenda)
Reader

PHASE 1

PUBLIC INVOLVEMENT SUMMARY

ARAPAHOE COUNTY

BICYCLE & PEDESTRIAN MASTER PLAN

Felsburg Holt & Ullevig

TABLE OF CONTENTS

Page

1. PHASE 1 PUBLIC INVOLVEMENT APPROACH 3
2. PUBLIC INVOLVEMENT TOOLS 3
3. COMMUNITY OUTREACH EVENTS AND MEETINGS 7
4. ONLINE SURVEY 9
5. SUMMARY OF FINDINGS 13

LIST OF FIGURES AND TABLES

Figures

Page

Figure 1: Survey Question 3 Results 9
Figure 2: Survey Question 6 Results 10
Figure 3: Survey Question 9 Results 11
Figure 4: Question 12 Survey Results 12
Figure 5: Public Commenting Map 16

Tables

Page

Table 1: Phase 1 Public Input Key Themes 14

1. PHASE 1 PUBLIC INVOLVEMENT APPROACH

Phase 1 of the public outreach process for the Arapahoe County Bicycle and Pedestrian Master Plan (BPMP) was focused on information gathering and talking to the public about existing conditions, gaps and needs, and to inform community values and desired elements of a future network of bicycle and pedestrian facilities. A thorough and wide-ranging outreach approach for this phase was critical, as the findings will support the draft network development. Another component of Phase 1 was simply to establish an awareness throughout the community that the BPMP is under development by the County and that interested members of the public will have ample opportunities throughout the planning process to actively participate and have their voices heard.

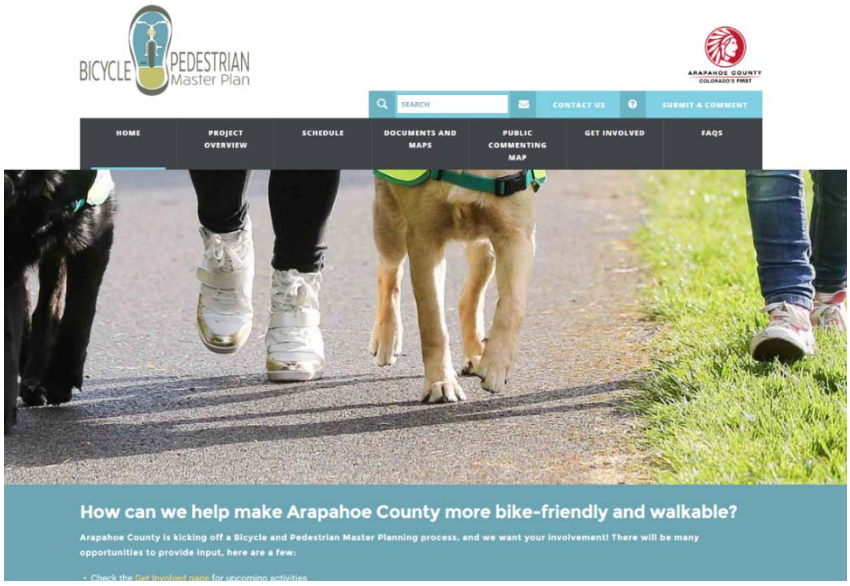
2. PUBLIC INVOLVEMENT TOOLS

A variety of tools, some online and others tangible, were used to conduct Phase 1 of the public outreach process. They were chosen to maximize the degree of public exposure for the project and give as large and diverse a portion of the public as possible the opportunity to get involved and provide their input.

Project Website

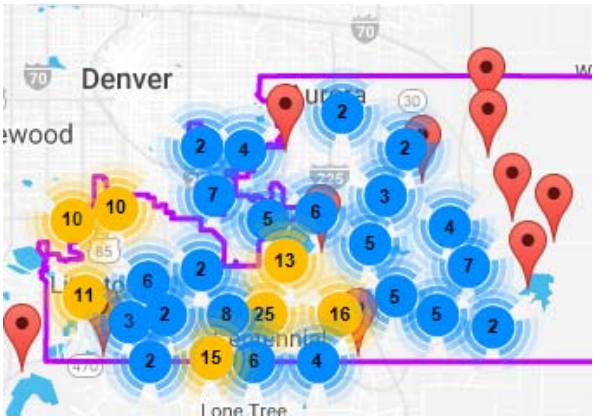
The project website, www.arapahoebikeped.com, is the primary portal of information for members of the public looking to learn more about the BPMP and to stay informed. Information provided includes an overview of the project and the anticipated schedule for completion, relevant documents and maps and contact information.

Additionally, the "Get Involved" page highlights past and upcoming opportunities for public involvement, and the "Submit a Comment" feature allows site visitors to leave direct feedback and have their names added to a project contact list.



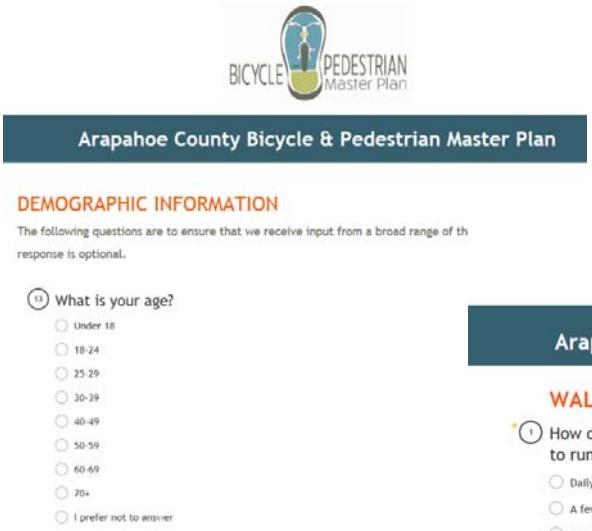
Public Commenting Map

The public commenting map is hosted on the project website and provides an opportunity for the public to submit geocoded comments about bicycle and pedestrian improvements. This mapping tool provides an easy way for the public to provide location-specific input and results in a visual representation of hot spots and areas of concern. Once submitted and approved, all comments are visible to everyone that visits the commenting map on the project website.



Survey

A project survey was developed in order to discern and analyze the major trends and issues related to walking and bicycling in Arapahoe County, to identify key community values and priorities and provide initial guidance towards establishing a vision and ultimate development of a countywide bicycle and pedestrian network. The survey, which was made available both online and in hard copy form at events and County offices, included six questions specific to bicycling and walking, as well as a few demographic questions and an open-ended question seeking any additional input. The survey questions focused primarily on users' current bicycling and walking habits and what influences them. A summary of survey results can be found in Section 4 of this document.



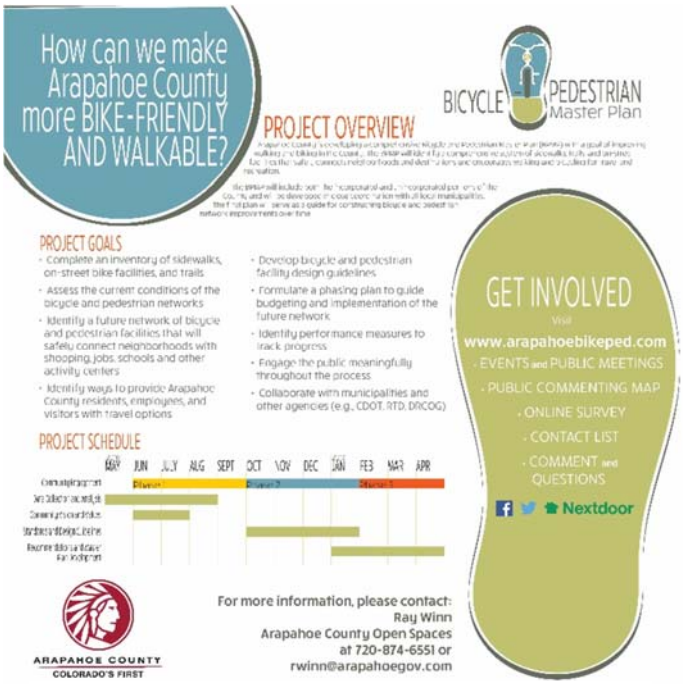
Collateral Materials

A number of tangible project materials - posters, flyers/literature displays, project business cards - were created to further develop the project brand, to assist with the dissemination of information and to provide additional publicity for other public involvement activities and tools (e.g., online survey and public commenting map).

Project business cards with a brief project overview and links to the project website and survey were developed for distribution at various events throughout the County. These cards were also left at key locations such as bicycle shops and County offices. Larger project flyers containing more information than the business cards were also created and distributed as appropriate.

Project Business Card

Literature Display Flyer



Project Overview Board

Social Media and Press Releases

Social media platforms including Facebook, Twitter, and NextDoor were utilized as a means for connecting quickly to large audiences. Through the County's existing social media accounts, information was pushed out relating to the kick-off of the project, the online survey, and upcoming events where information would be available about the BPMP. Additionally, the project team drafted a press release that was distributed by the County to the local and regional news outlets. The press release included information and background about the project and provided details about the BPMP Telephone Town Hall and Bike to Work Day stations where the public could provide input. The press release can be found at http://www.arapahoegov.com/ArchiveCenter/ViewFile/Item/1631 and is included below.

For release: July 14, 2016

Media Contact:
CAITLIN WILSON
Communication Services Specialist II
Direct: 720-874-6507
Mobile: 303-263-1617
Email: cwilson@arapahoegov.com

For more information:
RAY WINN
Arapahoe County Open Spaces
Direct: 720-874-6551
Email: rwinn@arapahoegov.com

Arapahoe County Kicks-off Development of Bicycle and Pedestrian Master Plan

Project Team Seeks Public Input to Inform Vision

***LITTLETON, CO** – Arapahoe County recently kicked off the process to develop a comprehensive Bicycle and Pedestrian Master Plan (BPMP) with a goal of improving walking and biking in the County. The BPMP will identify a comprehensive system of on-street and trail facilities that safely connect neighborhoods and destinations and encourages walking and bicycling for travel and recreation. The BPMP will include both the incorporated and unincorporated portions of the County and will be developed in close coordination with all local municipalities. The final plan will serve as a guide for constructing bicycle and pedestrian network improvements over time.*

The planning process kicked off in May 2016 and the Plan will be developed over a one-year period with anticipated adoption by the Arapahoe County Commissioners in April 2017. During this time, the project team will inventory and analyze existing bicycle and walking facilities; develop a future network of bicycle and pedestrian facilities that will safely connect neighborhoods and activity centers; develop design guidelines; and identify performance measures to track progress.

For the BPMP to be successful, it is critical that the County hear from the community about your vision for biking and walking in the county and to understand the gaps and needs in the existing bicycle and pedestrian network. There will be a number of ways for the public to engage in the process including several near-term opportunities.

The project team conducted a Telephone Town Hall on June 21, hosted Bike to Work Day stations on June 22, and has distributed materials to area bike shops to promote the project and to garner initial public input. The project team will also be at a variety of upcoming events such as the County Fair July 28-31 and Pop-Up Trail Days to collect input. After the initial public outreach, additional public meetings will be held to identify community values and to solicit input on the draft bicycle and pedestrian network developed throughout the process.

Visit www.arapahoebikeped.com to learn more about the project, complete an online survey, join the project mailing list and provide your input. The website includes an interactive map-based commenting tool so that you can tell us exactly what you think and pinpoint specific issues and ideas for key locations.

Whether you visit with the project team at community events or engage online, we hope that you will participate in the process so that your opinions and ideas can help inform the future of these amazing amenities in Arapahoe County.

For more information about the Arapahoe County Bicycle and Pedestrian Master Plan, please contact the County's Project Manager, Ray Winn, Arapahoe County Open Spaces, at rwinn@arapahoegov.com or 720-874-6551.

3. COMMUNITY OUTREACH EVENTS AND MEETINGS

To obtain a broad cross section of input from across the County, the team participated in a number of community events and meetings. The approach of "going to the people" is being used more and more as way to increase awareness and participation in community projects. The following provides a summary of the events, meetings and outreach that took place in June, July and August of 2016.

Telephone Town Hall

On June 21, from 7:00 – 8:00 pm, the project team conducted a Telephone Town Hall that was focused specifically on biking and walking in Arapahoe County. Arapahoe County Commissioners, county staff and city representatives were on hand to answer questions, with Commissioner Nancy Doty serving as the host of the call. Participants could also participate via web. During the call, the team provided an overview of the Bicycle and Pedestrian Master Plan, fielded live questions, and polled participants about personal bicycling and walking habits

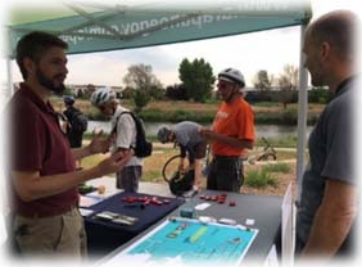
Telephone Town Hall

and desired improvements. Over 4,500 residents answered the call, with nearly 1,500 of those residents participating in the call for five or more minutes. The average participant stayed on the line for 13.2 minutes. Thirty-four residents participated via web. Sixteen questions were answered live during the Telephone Town Hall, and all other questions were directed to voicemail for County staff to respond to.

Bike to Work Day

Arapahoe County hosted two Bike to Work Day stations on June 22, providing a great opportunity to inform the public about the BPMP and to begin to solicit input. The stations were located at:

- Wabash Trailhead – Mile Marker 9.2 on the Cherry Creek Trail
- Riverside Downs on the Mary Carter Greenway Trail



The County also partnered with the Denver South Transportation Management Association to have BPMP materials at two additional Bike to Work Day stations. The stations were located at the Arapahoe and Dry Creek Light Rail Stations. Project boards were displayed along with project business cards and hard-copy surveys.

Arapahoe County Fair

Project overview boards, hard copy surveys, project business cards, flyers and bike lights were distributed at the Arapahoe County Fair, July 28-31. More than 25,000 people attended the fair.

Project Information Displays

A combination of project overview boards, hard copy surveys, project business cards and flyers were distributed at the following locations in Phase I of the project.

- I-25/Dry Creek Road Interchange and Corridor Study Public Meeting (July 28)
- Arapahoe County Public Works events (Aug. 2 and Aug. 9)
- Arapahoe County Land Use Code Open Houses (Aug. 2 and Aug. 9)
- Division of Motor Vehicles branches across County
- Bike shops (12 locations)
- Open Spaces Office
- County Administration Building
- Public Works Office
- A/D Works! Workforce Center

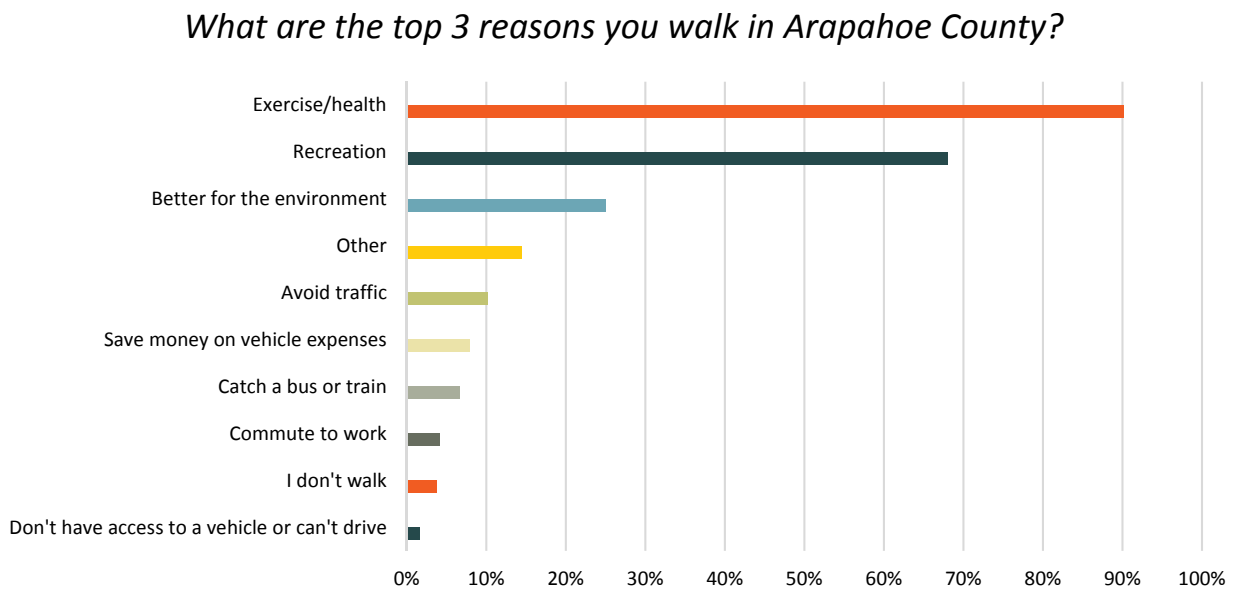
4. ONLINE SURVEY

An online survey for Phase 1 of the public outreach process was developed using the SurveyMonkey platform (www.surveymonkey.com/r/arapahoebikeped). Hard copies of the survey were also distributed at County offices and events. The survey included questions specific to bicycling and walking, as well as a few demographic questions and an open-ended question seeking additional input. The survey questions focused primarily on users' current bicycling and walking habits and what influences them, asking how often, how long, where and why people walk and bike in Arapahoe County. Survey respondents were also asked to rank the top five bicycle and pedestrian improvements that would encourage them to walk and bike more. The survey was completed a total of 863 times. The results highlight the current state of active transportation in Arapahoe County and suggest potential avenues for improvements in the future.

Pedestrian

The first half of the survey addressed the walking habits and preferences of the respondents. From the results, it is clear that walking for recreational purposes is much more common in Arapahoe County than walking for utilitarian purposes such as going to work or running errands. About 25% of respondents reported never walking for utilitarian purposes, while only 5% reported never walking for recreational purposes. Almost 80% of respondents reported walking for recreation or exercise multiple times per week, about twice as many as reported walking for utilitarian purposes multiple times per week. These trends are apparent in Figure 1, below, which depicts the percentage of respondents' response to the survey's third question, "What are the top 3 reasons you walk in Arapahoe County?".

Figure 1: Survey Question 3 Results



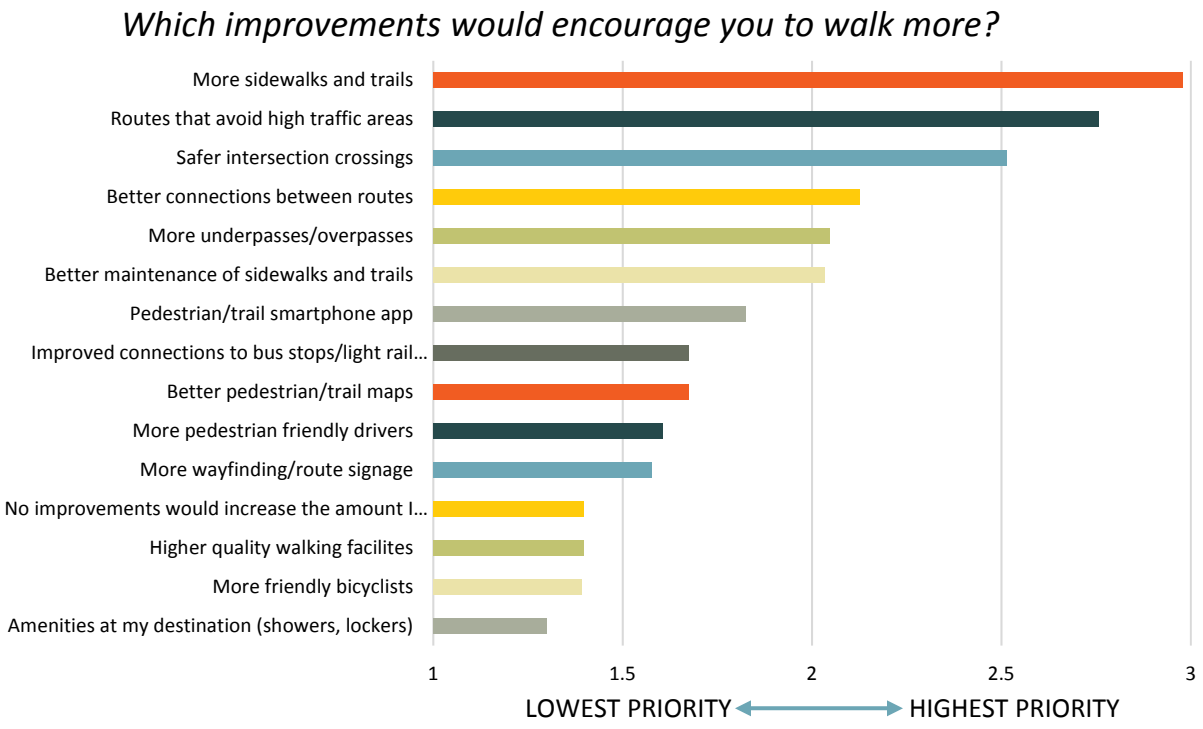
As shown, the most popular reasons were:

- Exercise/health
- Recreation
- Better for the environment

With 'Better for the environment" showing up third, it suggests that sustainability is a consideration that a significant portion of Arapahoe County residents make when choosing a mode of transportation. At the other end of the spectrum, a surprisingly small proportion of people are walking to access transit, and 'Commute to work' hardly registers at all as a reason for walking. The results for Question 4, "Where do you go most often when you walk in Arapahoe County", further support the conclusion that walking is primarily a recreational mode in the county, with nearly 75% of respondents choosing 'Parks/trails' and 'Around my neighborhood' but fewer than 10% choosing transit stations and work.

The sixth question of the survey asked respondents to rank the five improvements to the pedestrian network that would most encourage them to walk more. The results of this question provide valuable insight into which components of the network should be prioritized by the County for improvement in order to most effectively and efficiently enhance the pedestrian experience. **Figure 2**, below, presents the various improvements that could be selected in order from highest to lowest priority among all respondents.

Figure 2: Survey Question 6 Results

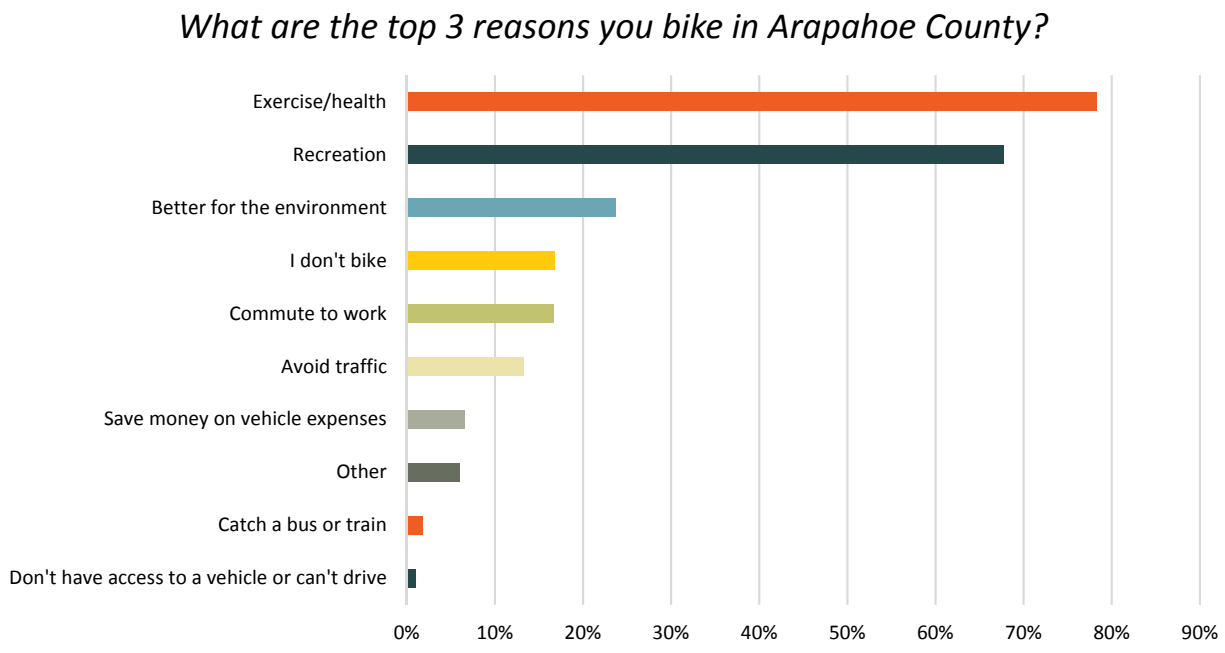


The most highly-prioritized improvement among all respondents was more sidewalks and trails. About 55% of all respondents chose this option as one of their five answers, the highest proportion of any choice. Other highly prioritized improvements to the pedestrian networks were safer crossings, routes that avoid high traffic areas, and more grade-separated crossings, indicating that safety is of primary concern to a lot of people within the County. The other improvement in the top five was better connectivity, suggesting that many residents feel there are still important missing links and gaps in the pedestrian network. Somewhat surprisingly, better pedestrian connections to transit was only the eighth most prioritized improvement, perhaps suggesting that there is a lot of untapped demand for walking to transit beyond the 7% of respondents who already do it frequently.

Bicycle

The second half of the survey addressed the biking habits and preferences of the respondents with a set of six questions identical to those focused on walking. The results from the cycling portion of the survey were similar to those from the walking portion, showing that biking for recreation and exercise is much more common in the county than biking for utilitarian purposes. Over one third of respondents reported never biking for utilitarian trips and another third reported only doing so on a weekly basis or less. The proportion of respondents who reported never biking for recreation and exercise was only 18%, while over half of respondents reported doing so multiple times per week. The results from Question 9 of the survey, "What are the top 3 reasons that you bike in Arapahoe County?", presented in **Figure 3** below, are very similar to those from Question 3.

Figure 3: Survey Question 9 Results



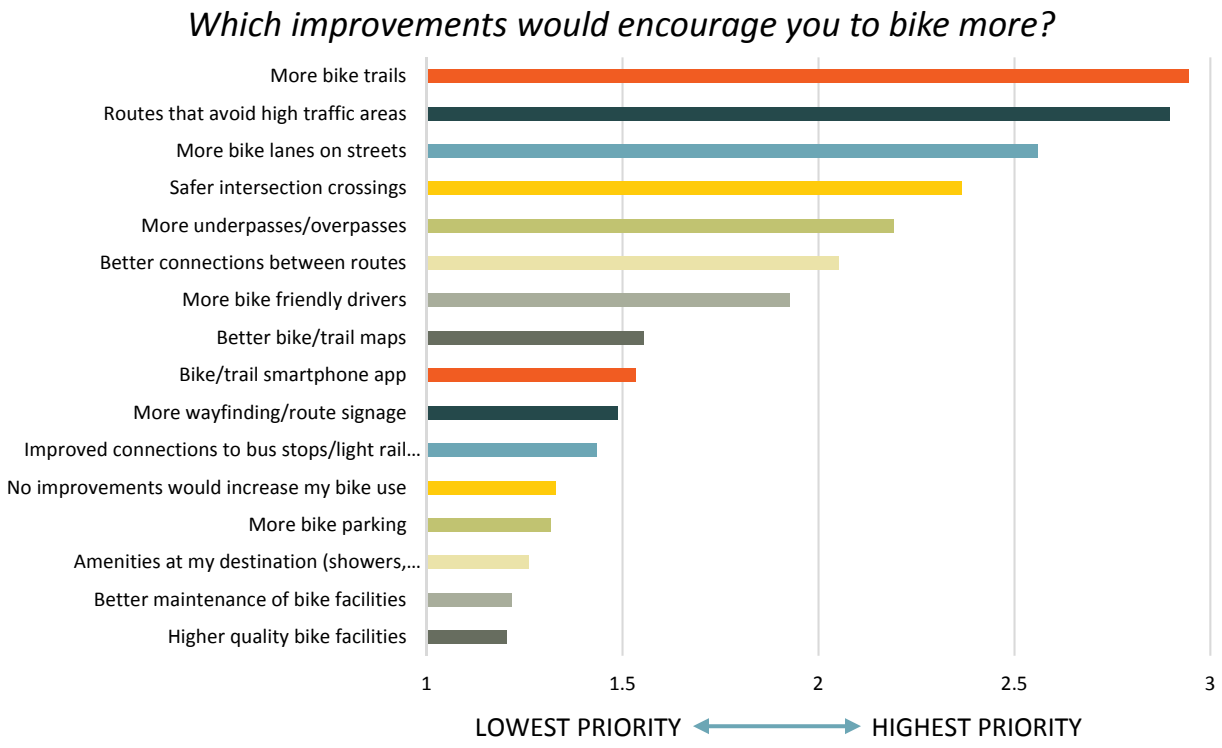
The top three reasons respondents are currently biking in Arapahoe County are:

- Exercise and health
- Recreation
- Environmental consciousness

These responses are identical to the top three reasons shown for walking in **Figure 1**. The percentage of respondents using bicycles for commuting purposes is higher than the percentage of people walking to work, at about 16%, but commuting and reaching transit, at under 2%, still lag substantially behind the top two reasons for biking in the county. The observation that biking, like walking, is still a predominantly recreational mode of transportation in Arapahoe County, is further enforced by the results from Question 10, "Where do you go most often when you bike in Arapahoe County?". Over two thirds of respondents selected parks and trails and 40% chose, "Around my neighborhood", while work was chosen by only about 20% and transit stops by about 5%.

Similar to Question 6, Question 12 asked respondents to rank the five improvements to the bicycle network that would most encourage them to bike more. **Figure 4** , below, presents the various improvements that could be selected in order from highest to lowest priority (3 being low priority and 5 being high priority) among all respondents.

Figure 4: Question 12 Survey Results



The most highly-prioritized bicycle network improvement among all respondents was more bike trails, the same as with Question 6 for walking improvements. Similar to the highly prioritized improvements to the pedestrian network, safety features prominently among the most desired bicycle network enhancements, with routes avoiding high traffic areas, safer crossings and more grade-separated crossings all ranking among the top five improvements. Adding more on-street bike lanes was the third most prioritized improvement, which, when combined with more bike trails being the top priority, indicates significant pent-up demand for additional bike lanes and trails across the county. Amenities, maintenance and facility quality were the three least prioritized improvements among all 16 options, suggesting that people are generally content with the facilities that do exist.

Respondent Demographic Snapshot

Three questions were included at the end of the survey to capture the demographic makeup of the pool of respondents. Specifically, respondents were asked to indicate their age, gender and place of residence. About half of the respondents were between the ages of 40 and 59 with another 21% between the ages of 30 and 39. Less than 4% were 70 or older, and about 6% were younger than 30. The gender makeup of the group was about 60% female and 40% male. With regards to place of residence, Centennial and Aurora were each home to about one quarter of the respondents, and Littleton, Englewood and Greenwood Village collectively accounted for another quarter of the respondents among the three of them. About 2% of the respondents reported living outside of Arapahoe County, mostly in Denver.

5. SUMMARY OF FINDINGS

In addition to the survey, input was gathered during Phase 1 of the public outreach process via comments from a number of other platforms, including: the project website's public commenting map and open-ended comment feature, the Telephone Town Hall, the survey's open-ended final question, and the County's Facebook, Twitter and NextDoor accounts. Each of these platforms provided opportunities for members of the public to leave comments related to any aspect of the bicycle and pedestrian network they wished to address. Throughout Phase 1, a total of 651 comments were gathered. These comments varied widely in tone and specificity, but after review and analysis, a series of common themes arose. In order to analyze the large body of comments, a list of the 14 most distinct and prevalent themes was developed and each comment was assigned to one of them as its primary theme. Comments that touched upon multiple issues were also given secondary and tertiary themes.

The 14 common themes that emerged were:

- Amenities
- Better Connectivity
- Bicycle and Pedestrian Separation
- Facility Design Issue
- Maintenance
- New Bicycle Facility
- New Pedestrian Facility
- Other
- Positive Feedback
- Signage
- Unsafe Crossing
- User Etiquette/Rules
- Underpass/Overpass
- Unsafe Street

Table 1: Phase 1 Public Input presents the results of the theme-based analysis of the public comments. Each of the percentage values represents the portion of comments from each platform that addressed a certain theme, with the overall totals shown at right. Within each platform's column, the three most prevalent themes have been highlighted.

Table 1: Phase 1 Public Input Key Themes

	Comment Map	Next Door	Online Comment	Survey Responses	Town Hall	Overall
Amenities	0.7%	8.5%	7.1%	5.0%	2.9%	3.9%
Better Connectivity	15.0%	15.5%	4.8%	12.6%	17.6%	13.5%
Bike/Ped Separation	0.7%	2.8%	4.8%	2.7%	5.9%	2.3%
Facility Design Issue	8.9%	0.0%	4.8%	2.3%	0.0%	4.3%
Maintenance	9.6%	7.0%	9.5%	7.3%	2.9%	8.0%
New Bike Facility	13.7%	12.7%	28.6%	11.0%	17.6%	13.1%
New Pedestrian Facility	3.1%	4.2%	4.8%	4.6%	2.9%	4.0%
Other	0.7%	19.7%	9.5%	7.3%	14.7%	6.5%
Positive Feedback	3.1%	5.6%	11.9%	17.8%	0.0%	10.9%
Signage	13.0%	0.0%	0.0%	3.4%	0.0%	6.0%
Unsafe Crossing	15.0%	8.5%	0.0%	6.4%	5.9%	9.1%
User Etiquette/Rules	2.0%	5.6%	4.8%	7.6%	17.6%	5.8%
Underpass/Overpass	11.6%	2.8%	0.0%	4.6%	5.9%	6.6%
Unsafe Street	3.1%	7.0%	9.5%	7.3%	5.9%	5.9%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Overall, the most prevalent themes among the comments were related to better connectivity and a desire for new bicycle facilities, either at specific locations or in general. “New Bicycle Facility” was one of the top three themes in all of the commenting platforms, while better connectivity was in the top three for all but the website’s commenting feature. The “New Bicycle Facility” comments generally were focused on specific streets in need of bicycle facilities. The “Better Connectivity” comments varied in their specificity, with some pointing out specific areas that are not well connected to the overall bicycle and pedestrian network and others advocating for better connectivity in general.

Aside from those “New Bicycle Facility” and “Better Connectivity” comments, the prevalence of different themes varied based on the comment platform. On the public commenting map, unsafe crossings, signage, and grade separation all came up in more than 10% of the comments, while none of those themes garnered that much attention on any of the other platforms. Among the open-ended survey question responses, a significant portion were positive reactions to the project, with many people thanking the County for taking it on and/or proclaiming their affinity for a particular trail or the network as a whole. Many of the comments provided during the Telephone Town Hall centered around user etiquette and rules of the road for drivers, cyclists and pedestrians. These comments generally focused on concerns about network users behaving improperly or rudely. The safety concerns related to biking and walking in the County apparent from the survey results were noticeable in all of the commenting platforms, as about 15% of the comments addressed unsafe streets and crossings for cyclists and pedestrians.

A large portion of the comments are complaints about one or more aspects of the bicycle and pedestrian network, both specific and general. Among the most common complaints cited are rude drivers and cyclists, poor connectivity, unsafe cycling and walking conditions, poor maintenance, lack of amenities, traffic signals being unresponsive to bicycles and unsafe street crossings. However, as mentioned previously there was also a considerable amount of positive feedback towards both the project and the existing bicycle and pedestrian network.

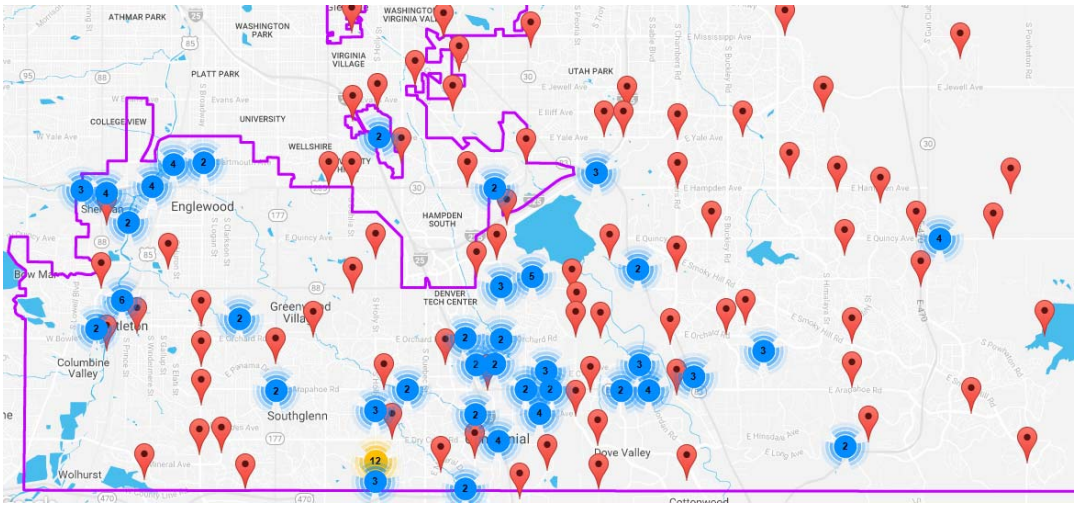
The bike network received considerably more attention than the pedestrian network, as evidenced by the fact that there were more than three times as many comments advocating for new bike facilities as there were asking for new pedestrian facilities. Cyclists themselves were noted in many of the “User Etiquette/Rules” themed comments, with commenters asserting that a lot of cyclists do not obey traffic laws or properly share lanes and trails with other cyclists and pedestrians. Some comments, though not many, advocated for greater separation of cyclists and pedestrians throughout the network.

Maintenance and amenities are two themes that were mentioned fairly consistently across all of the platforms. A majority of the maintenance-related comments singled out specific bike or pedestrian facilities where overgrown vegetation and debris present a hazard or where snow removal in the winter is insufficient. Frequently flooded underpasses were another common complaint. The amenity-related comments typically involved the writers asking for additional amenities such as drinking fountains, trash cans and benches to be installed along certain trails.

"Facility Design Issue" and "User Etiquette/Rules" were two of the less common themes, but the comments associated with each of them varied significantly in their specific topics. Some of the specific topics grouped into the "Facility Design Issue" theme included traffic signals that do not recognize cyclists, poorly lit facilities, unpaved trails and bike lanes that end abruptly before major intersections. As mentioned previously, many of the "User Etiquette/Rules" comments addressed improper behavior by cyclists. Other topics included within this theme were failure of drivers to properly yield to cyclists and pedestrians, illegal parking in bike lanes and requests for better education for all network users.

A useful feature of the public commenting map was that it allowed people to "pin" their comment to a specific location within Arapahoe County. These pinned comments allowed for easy identification of "hot spots" throughout the county that received a high degree of input from the public. **Figure 5**, below, shows the locations of pinned comments in the western half of Arapahoe County. The blue and yellow circles indicate areas with multiple comments close to one another. Only a handful of comments were pinned to the rural portions of the county outside of this figure's extents.

Figure 5: Public Commenting Map



Many of the comments left on other platforms such as the online survey and NextDoor, mentioned specific locations as well. These locations were combined with the geo-coded information available from the public commenting map in order to develop a comprehensive list of the most commonly cited locations within the County in need of bicycle and pedestrian network improvements. As is apparent in **Figure 5**, specific locations mentioned varied considerably and were well-dispersed throughout the county. However, a few broader areas did come up in a significant number of comments.

Five of the areas mentioned most frequently on the Public Commenting Map were:

- The intersection of Quincy Avenue and Gun Club Road in Aurora
- Intersections of the High Line Canal Trail and major streets
- The portion of Greenwood Village between I-25 and Cherry Creek State Park
- The Southlands part of Aurora
- All crossings along Arapahoe Road

At Quincy and Gun Club, the specific concern was primarily a lack of pedestrian and bicycle connections from one side of E-470 to the other. With the High Line Canal Trail, several commenters stated that its intersections with major streets including Yale, Broadway and Hampden were unsafe for cyclists and pedestrians. The segment of Greenwood Village between the Tech Center and Cherry Creek State Park, particularly around Belleview Avenue, was another area with a lot of safety concerns and several commenters stressed the need for additional bike facilities there. The Southlands region of Aurora was an area singled out as being isolated from the rest of the county by E-470. Finally, Arapahoe Road in general, both the street itself and its intersections with other major streets, was often identified as particularly unsafe and unsuitable for both cyclists and pedestrians.

Board Summary Report

Date: October 6, 2016

To: Board of County Commissioners

Through: Shannon Carter, Director, Intergovernmental Relations and Open Spaces

From: Glen Poole, Open Space Operations Manager

Subject: **2016 Arapahoe County Fair Summary**

Information
County staff will review and summarize the 2016 Arapahoe County Fair held on July 28th thru July 31st.

Background
The Arapahoe County Fair is an opportunity to showcase the Fairgrounds facility, exhibit 4-H youth projects, sponsor a family-oriented event and to provide a gathering place for County residents. The theme for the 2016 Fair was "*Fair Fun for Everyone*". Volunteers counted 22,142 visitors passing through the Fair's main gate during the course of the four day event. Saturday the Fair saw a one day attendance of nearly 10,000 visitors enjoying the Fair.

<u>The 2016 Fair had the following objectives</u>:

- Continue to build upon the success of the online ticket sales and pay one price gate model to meet our event cost recovery goals.
- Maintain the quality of the event while improving attendance levels through expanded Fair marketing.
- Utilize the new Central Green and Exhibition Hall to enlarge and improve the event.
- Improve ADA accommodations and visitor mobility.
- Implement new operational plans for traffic management, gate management and finance tracking

<u>Open Space and Fairgrounds</u>
Open Space and Fairgrounds staff work in cooperation to support the following components of the Fair:

Pre-Fair Operations

- Fairgrounds staff supported 4-H Campground load in logistics
- Cooperative carnival ride rescue training between SO, Cunningham Fire, Crabtree Amusements and Fairgrounds staff
- ADA improvements to sidewalks and access to arenas

Event Operations

- New event security contractor managing parking, gate and security operations
- Implemented a new visitor mobility assistance team
- Improved operational plans for managing entertainment, event logistics and staff schedules.

- New layout and utilization of Central Green and Exhibition Hall
- Ongoing emergency management planning and operations for event security and fireworks logistics

Communication Services

The Communication Services Team is responsible for the marketing, advertising and public relations activities for the Arapahoe County Fair. The strategy in 2016 was to find ways to increase awareness of the Arapahoe County Fair, to increase attendance and to help ensure the fair met its revenue goals. With the continuation of the pre-sale, online ticket sales, our promotional efforts required Communication Services to begin marketing efforts early in the year.

The Communication Services team manages and coordinates:

- Marketing and advertising
- Public sector event engagement and sponsorship
- Event public relations and media relations
- Event safety plan and Crisis Communications
- Develop the post event marketing and advertising summary report
- Boots Not Suits Dinner
- Printing all materials and working with Open Spaces staff to produce event signage

Fair Marketing and Advertising Strategy and Highlights:

- News releases (Aurora Sentinel, Greenwood Villager, Denver Post)
- Calendar listings
- Social Media Posts (FB 4.5 million impressions and an average of 1,700 daily twitter impressions throughout July)
- Digital (Pandora, CO Parent, Mile High Mamas)
- Banner on Main Street in Littleton
- Radio (Mix 100)
- Live and taped TV appearances highlighting the Fair, 4-H and Craft Brew Fest.

4H, Open Class and Livestock Sale

The 4-H Home Economics and General entries totaled 134 exhibits. Open Class entries came in at 199 entries. In 2016 the 4-H livestock and small animal entries were 179. Extension is switching their focus to statistics on exhibitors vs. the variable of exhibits. . In 2016 CSU Extension saw a 9% growth rate in their 4-H programming and hopes to continue to grow their 4-H club programs and incorporate ways for military and school programs to participate in the fair. These efforts should result in a continued upward trend as seen in the 2016 growth rate. The 2016 Livestock Sale topped the record set in 2015, with $123,992 with a livestock sale that totaled $153,167.

Volunteer Connections

One of the ways the County minimizes Fair expenses is to utilize Volunteer Connections, within the Arapahoe County Community Resources Department. Volunteer Connections Coordinator, Nira Duvan, recruits and manages the general Fair volunteers. Those who volunteer specifically for 4-H and Open Class Programming are given work assignments and supervised by CSU Extension staff.

For the 2016 Fair, Nira improved the Fair volunteer program by developing a team of volunteer team leaders who were themselves volunteers. This provided meaningful service for those interested in

leading certain volunteer programs at the Fair. These volunteer team leaders greatly supported internal operations staff in effectively supporting the general Fair volunteers. The number of volunteer hours for the event totaled 7604 hours. The U.S. Department of Labor established equivalent hourly value is $23.07 per hour for volunteers. This resulted in a total added value of $179,232 towards the 2016 Arapahoe County Fair.

Fair Kick Off Dinner

The 2016 Fair Kick Off Dinner was held on the evening of Thursday, July 28 and was planned/implemented by Communication Services. The event had 400 attendees. Communication Services staff in partnership with the Board of County Commissioners, raised $11,000 in cash sponsorships, which after event expenses removed, generated $2,500 in net proceeds benefiting the Fair Fund. The Fairgrounds Steering Committee hosted a silent auction during the event. Proceeds from the auction totaled $3,000 for future projects at the Fairgrounds.

Revenue & Expenses

The event's core revenue is generated from gate admission, parking fees, liquor sales, sponsorship dollars and carnival revenues. The gate admission of $15 was split 50 percent to the County and 50 percent to the carnival provider. A gate fee was charged to all fairgoers over 36" tall. The gate fee included both general admission and a carnival ride wrist band. The County offered pre-sale and online gate ticket options which enhance the overall gate revenue despite a $2.50 convenience fee per ticket purchased.

The Fair Executive Team continued with the shortened four-day Fair (historically the Fair was a five-day event). Reducing the event by one day continues to be advantageous from an operational and expense perspective. The utilization of the Outdoor Covered Arena and the new Exhibition Hall greatly reduced the cost of renting tents and generators for the Fair. Fairgrounds staff also worked with numerous new entertainment and equipment vendors to minimize event costs for the 2016 Fair. As of Oct. 11th, the County's financial system is showing year to date actuals of $478,424 in revenue and $433,012 in expenditures for the event. The Fair Fund now has $113,150 dollars to support future Fair events. The year to date actuals have not be completely finalized for the event and are subject to change as there are numerous pending invoices.

Links to Align Arapahoe

Quality of Life
Service First
Fiscal Responsibility

Discussion

The discussion of the 2016 Arapahoe County Fair will include:

1. Event Objectives
2. Fair Layout
3. Sponsors
4. Marketing/Promotions
5. Event Attendance
6. Online Ticket Sales
7. Operations
8. Boots Not Suits Dinner
9. Volunteer Connections

10. 4H/Open Class
11. Craft Brew Fest
12. Event Finances/Fair Fund
13. 2016 Employee Ticket Reimbursement (General Fund Transfer Approval)
14. 2017 Fair Dates

Fiscal Impact
The numbers included in this document and the associated presentation will reflect only the revenues and expenditures related to the Fair recorded within the Fair Fund. They exclude any transfers from the General Fund, fairgrounds venue rental revenues and reimbursements from the General Fund for employee tickets.

Concurrence
The Arapahoe County Fair Planning Committee supported the development of the 4-H statistics.

Attorney Comments
The County Attorney's Office supports the information presented in this document.

Reviewed By:
Glen Poole, Open Spaces Operations Manager
Shannon Carter, Open Spaces and Intergovernmental Relations Director
Tiffanie Bleau, Assistant County Attorney

ARAPAHOE COUNTY FAIR

JULY 28 THROUGH 31, 2016

CHAMPION

OUTLINE

- Event Objectives
- Operations
- Fair Layout
- Sponsors
- Marketing/Promotions
- Event Attendance
- Online Ticket Sales
- Boots Not Suits Dinner
- Volunteer Connections
- 4H/Open Class
- Craft Brew Fest
- Event Finances/Fair Fund
- 2017 Dates

EVENT OBJECTIVES

1. Continue to build upon the success of the online ticket sales and pay one price gate model to meet our event cost recovery goals.
2. Maintain the quality of the event while improving attendance levels through expanded Fair marketing.
3. Utilize the new Central Green and Exhibition Hall to enlarge and improve the event.
4. Improve ADA accommodations and visitor mobility.
5. Implement new operational plans for traffic management, gate management and finance tracking.

OPERATIONS

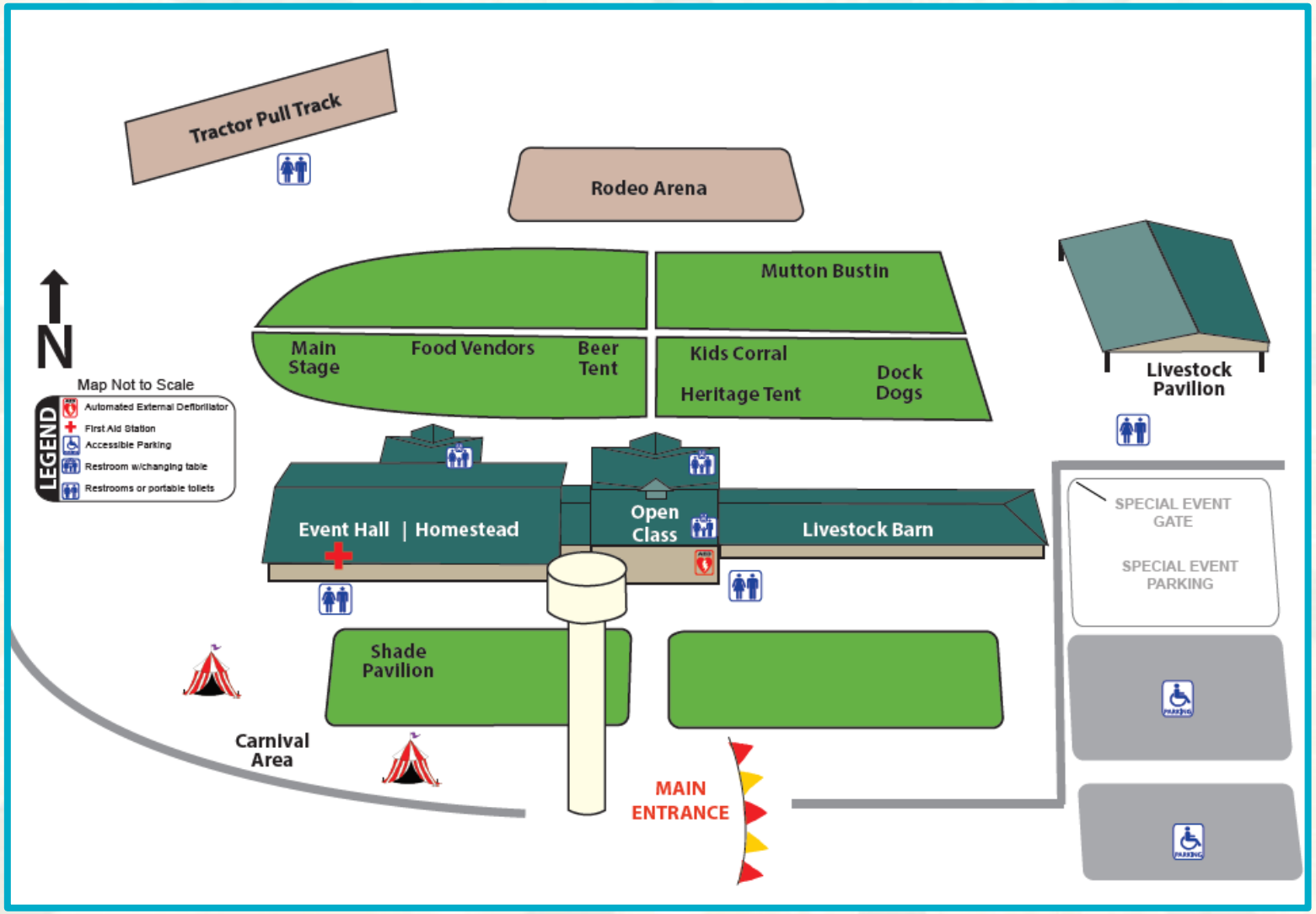
Pre-Fair Operations

- Fairgrounds staff supported 4-H Campground load in logistics
- Cooperative carnival ride rescue training between SO, Cunningham Fire, Crabtree Amusements and Fairgrounds staff
- ADA improvements to sidewalks and access to arenas

Event Operations

- New event security contractor managing parking, gate and security operations.
- Implemented a new visitor mobility assistance team.
- Improved operational plans for managing entertainment, event logistics and staff schedules.
- New layout and utilization of Central Green and Exhibition Hall.
- Ongoing emergency management planning and operations for event security and fireworks logistics.

NEW FAIR LAYOUT



New Exhibition Hall

- Boots Not Suits Dinner
- Craft Brew Fest
- Roller Derby
- The Homestead
- Craft Vendors
- and more

SPONSORS

Thank you to our 2016 Sponsors

Arapahoe County Fair

Arapahoe County Colorado's First

Aurora

The Bozarth Group

ConocoPhillips

Littleton

Orica

Potestio Brothers Equipment, Inc.

WM Waste Management Think Green!

Alliance Construction Solutions

American Furniture Warehouse

Boot Barn

Colorado Barricade Co.

Wagner CAT

Xcel Energy

Anadarko Petroleum Corporation

Black Bear Diner

City of Centennial

E470

Jim'n Nick's Bar-B-Q

O'Malley's Mercantile

Pure Cycle

Tagawa Gardens

UCHealth Emergency Room

aurora colorado

Media Partners: 9NEWS, Aurora Media Group, FOX31 Denver, South Aurora Magazine, The I-70 Scout, Eastern Colorado News

- $47,500 CASH
- $19,000 IN-KIND
- $12,200 MEDIA TRADE

MARKETING

- News releases
- Dozens of calendar listings
- Contributed articles
- Social media posts
- E-newsletters
- Materials in county buildings
- Internet / intranet promotions
- Articles/ads in County Line News
- AC Weekly mentions
- Banner - Main Street in Littleton
- Variable message boards
- Royal Crest ads
- E-470 Electronic Sign messaging

ADVERTISING

Print

- Aurora Sentinel
- I-70 Scout
- Greenwood Villager
- South Aurora Magazine
- Search Parker Magazine
- Denver Post
- Colorado Parent

and more!

Radio

- Mix 100

Digital

- Pandora
- Colorado parent
- Mile High Mama's
- 9News

SOCIAL

MEDIA HIGHLIGHTS

- **TV**
  - Ch. 7 News taped segment for Discover Colorado, aired July 23
  - 9 News live in-studio segment on July 27
  - Fox 31 live in-studio segment on July 28
  - Ch 2/CW live in-studio segment on July 28

- **Print**
  - Greenwood Villager – general and craft brew
  - Denver Post YourHub – Heritage activities

- **Social**
  - Tweets, retweets and shares GALORE!
    - TW: 1,700 impressions per day in July on TWITTER
    - FB: Average of 1,219 organic impressions July 21-31
    - FB: July impressions exceeded 4.5M
    - FB: increased likes by more than 150 in July

ATTENDANCE

Thursday	Friday	Saturday	Sunday
1,784	6,347	9,724	4,287

22,142 !!!

* More than 1,000 additional visitors entered the Fairgrounds for: 4-H activities, the Livestock Sale and Boots Not Suits.

ONLINE TICKET SALES

- Best ticket sale numbers to date
  - **5,814** tickets sold
  - Average of **3.8** tickets per transaction
  - Total of **$74,857.50** in sales!!!
- Employee ticket sales
  - **980** employees redeemed a free ticket
  - Many purchased additional tickets for friends and family, helping to support revenue for the Fair.

BOOTS NOT SUITS

- **400** attendees
- **$11,000** in cash sponsorships
- **7** sponsors plus craft beer sponsorship
- **$2,000** of in-kind catering sponsorship
- **$3,810** in revenue from individual ticket sales
  - up **200%** from 2015
- **$2,500** in proceeds for the Fair after expenses
- Partnered with Fairgrounds Steering Committee
  - Silent Auction raised **$3,000** for future Fairgrounds projects

VOLUNTEERS @ THE FAIR

Volunteers	2014	2015	2016
General Volunteers	586	1,227	1,829
Ridgeview/Explorers/ Cadets	414	514	467
CSU Extension	696	2,134	4,134
Other	-	1,244	1,171
Total Hours	-	5,119	7,604
Value	$123,992	$118,188	$149,675

4-H & OPEN CLASS

4-H & OPEN CLASS

	2014 Fair Statistics	2015 Fair Statistics	2016 FAIR STATISTICS
Home Ec. & General	116	126	134
Livestock & Small Animal	146	153	179
Open Class	280	230	199
Junior Livestock Sale	$123,992	$123,589	$153,167

CRAFT BREW FEST

- **480** attendees
  - Up nearly 200 from 2015
- **20** local breweries
- **45** local beers featured
- Free BBQ
- Live music
- Net profits totaling **$3,500**
  - 2015 profits were $2,585
  - 2014 profits were $1,500

FINANCES & FAIR FUND

Fair Revenue: $478,424

Fair Expenses: $433,012

Current Fair Fund Balance (as of 10/11/16): $113,150

Revenue Sources:

- Ticket Sales: $297,053
- Parking Revenue: $26,476
- Beer / Food Sales: $38,941
- Crabtree Food / Games: $15,784

2017 FAIR GOALS

- Maintain the 2016 Fair layout and improve on visitor wayfinding and engagement of the north activities and vendors
- Re-evaluate and improve on the use of the new Exhibition Hall
- Increase cost recovery percent for the event, to build up Fair reserve fund
- Improve on emergency management operations through cooperative pre and during event exercises
- Continue building operational plans supported by Open Spaces staff

THANK YOU!

- Open Spaces
- 4-H/CSU Extension
- Communication Services
- Volunteer Connections
- Sheriff’s Office
- Road and Bridge
- Fleet
- Finance
- Facilities Management

2017

FAIR DATES

JULY 27-30

Board Summary Report

Date: September 29, 2016

To: Board of County Commissioners

Through: Shannon Carter, Open Spaces Director

From: Glen Poole, Open Space Operations Manager
Matt Bixenman, Fairgrounds Operations Supervisor
Ashley Clement, Fairgrounds Event Coordinator

Subject: Select Source Purchasing Waiver Approval
(New Stage Equipment Inventory, Fairgrounds Event Center and Exhibition Hall)

Direction/Information
The Fairgrounds Operations staff is seeking approval from the Board of County Commissioners for a purchasing waiver to purchase new stage equipment for the Fairgrounds Event Center.

Request and Recommendation
Request the Board of County Commissioners to authorize the Chair of the Board of County Commissioners to sign a purchasing waiver authorizing a select source purchase of staging equipment for 2016 which includes three one year extensions dependent on the performance of equipment and associated supplier. We also request a fixed asset number to accompany this purchase.

Background
The Fairgrounds Operations staff would like to purchase a new standardized inventory of rental staging equipment which will have a consistent style and will be supplied from a single manufacturer. The Fairgrounds currently has a small inventory of aging rental staging equipment for use by our clients. The existing inventory of rental staging equipment was purchased in 2006 and has reached the end of its useful life cycle. With the addition of the new Exhibition Hall, the current inventory of rental equipment will not support the new / expanding rental demand for the Event Center. This includes 36,000 sq. feet of new rentable space.

Discussion
The addition of new rental staging equipment will allow Fairgrounds staff to meet the needs of our existing and future rental clients. The new equipment inventory will bring in additional rental revenue supporting the Department's operational cost recovery goals for the Event Center. By having an in-house inventory of rental equipment Fairgrounds staff can offer a "one stop shop" experience for our clients improving on staff's ability to meet a broader spectrum of our event holder's needs. Continuing with the existing limited and outdated inventory of rental staging equipment will directly impact the professionalism of our event rental operations. Fairgrounds staff see a consistency benefit to purchasing this equipment from a select source for a period of 4 years. This ensures Fairgrounds staff can put "Service First" as outlined in Align Arapahoe. The proposed equipment vendor was selected through a process which identified the top vendor who could best meet our equipment specification needs, provide high quality durable products and demonstrated a strong ability to meet equipment maintenance over the life cycle of the products.

Alternatives

1.) Taking No Action: Continuing to use the existing small inventory of rental staging equipment will not allow staff to meet the expanding requirements of our rental clients. The existing equipment has reached the end of its useful life cycle. Having a small inventory of rental staging equipment minimizes the rental revenue potential for the facility and may impact event holder's decisions to utilize the Event Center for their events.

2.) Purchase Equipment / Do Not Approve Three, 1 Year Extensions:
Purchase only the currently requested equipment to support 2016 equipment rental needs. This alternative would require staff to come back to the Board for additional staging purchases with this vendor if they are over $25,000 dollars in one calendar year. Fairgrounds staff would be limited in their future ability to add additional staging to the inventory of the Fairgrounds. This could negatively impact staff's ability to provide a "one stop approach" to meeting client needs.

3.) Purchase Equipment / Approve Three, 1 Year Extensions:
Purchase the current requested equipment to support 2016 equipment rental needs and approve three, 1 year extensions of the select source waiver. This alternative meets staff's 2016 operational needs while allowing staff the flexibility to work with a single vendor for sourcing our future staging equipment needs. Staff can efficiently purchase additional like equipment as the facility use expands over the next three years. Staff will have the necessary consistent equipment rental inventory to provide a "one stop shop" experience for our rental clients. Having a uniform inventory of staging equipment will make equipment maintenance efficient and cost effective.

Fiscal Impact

The cost of the new stage is $14,859.00 dollars. The waiver allows the Fairgrounds staff to purchase additional staging in the next three years, from the same vendor, totaling up to $30,000. The purchase and ongoing maintenance of this equipment can be supported by the Fairground's Heritage Fund. Fairgrounds staff would

Reviewed By:

Open Space Management, County Attorney's Office, Purchasing Department and the Finance Department.

Glen Poole, Open Space Operations Manager
Shannon Carter, Open Spaces Director
Trudi Peepgrass, Sr. Purchasing Agent
Keith Ashby, Purchasing Manager
Loren Kohler, Finance
Leanna Quint, Budget Analyst
Tiffanie Bleau, Assistant County Attorney

ARAPAHOE COUNTY
COLORADO'S FIRST

WAIVER OF PURCHASING POLICIES

WAIVER OF SOLICITATION ☐ WAIVER OF QUOTE ☐

PROPRIETARY ☐ SELECT SOURCE ☒ FOR INFORMATION ONLY ☐

DESCRIPTION OF PROJECT: **Arapahoe County Fairgrounds Stage Purchase**

PRICE: $14,859.00 ANNUAL MAINTENANCE: $ 0

FIXED ASSET Yes ☒ No ☐ FIXED ASSET #

COST CENTER # 284800302 G/L # 54999 IO #

JUSTIFICATION: Fairgrounds staff is looking to purchase new rental equipment to support the existing Event Center and new Exhibition Hall. The current equipment is outdated, warn and not sufficient to support the growing event base of the expanded facility its associated increased rental use. The equipment inventory has experienced ten years of consistent hard rental use and is starting to show its age. The Fairgrounds Operations staff would like to purchase a new standardized stage with a consistent style supplied from a single manufacturer.

After careful evaluation of three equipment vendors, their products and support services. Wegner was identified as the best supplier to meet the specifications and needs of the expanding Fairgrounds Event Center. Staff research reviewed the top three industry manufacturers of quality staging equipment. Staff compared and scored all three vendors based on equipment durability, ability to add additional decks on (without purchasing an entire new stage), ability to configure different stage sizes and set-ups, adjustable stage height, ease of set-up, overall price, storage methods as well as style/popularity and maintenance requirements. The research process identified Wegner as the top manufacturer who could effectively meet all of the Fairground's event staging needs. Wegner provides the same staging equipment that our event rental partner provides. If our clients need a larger stage, they can rent the same style from our equipment rental partner and match it up to the in-house inventory of smaller rentable stage equipment offered through the Fairgrounds Event Center.

Approval of this waiver request provides a cost effective and efficient method of providing our facility rental clients with the full spectrum of staging equipment for their events. Building up our in-house stage equipment inventory will support a strong rental revenue base to support the Fairground's operational cost recover goals. This select source purchasing waiver would approve Fairgrounds staff to purchase staging from Wegner in 2016 and allow for three, 1 year extensions to the waiver based on successful performance of equipment and provision of services.

Operations Supervisor, 303-795-4857 — 9/29/2016

Requestor Name, Signature & Telephone Number — Date

10-10-16

Elected Official/Department Head — Date

CPPO — 10/10/16

Purchasing Manager — Date

Comments: _____

Waiver approved, BoCC Reso #140221. Requestor to proceed with PO — Yes ☐ No ☐

Requestor to schedule BoCC Drop In & Create Board Summary Report — Yes ☒ No ☐

Janet Kennedy, Director of Finance (not to exceed $100,000) — Date

BOCC, Chair — Date

Requestor to schedule BoCC Consent Agenda & Board Summary Report — Yes ☐ No ☐

Resolution #_____

Per BoCC Resolution #140221of 4/8/14, Purchasing Manager has authorization for sole approval up to $25,000 plus exemptions to Policy

This select source purchasing waiver would approve Fairgrounds staff to purchase staging from Wegner in 2016 for $14,859 and allow for three, 1 year extensions to the waiver based on successful performance of equipment and provision of services. In the future, the Fairgrounds could purchase up to an additional $30,000 of staging to add to inventory depending on event demand.