

**GRAND JUNCTION CITY COUNCIL
WORKSHOP SUMMARY
July 18, 2005**

The City Council of the City of Grand Junction, Colorado met on Monday, July 18, 2005 at 7:00 p.m. in the City Hall Auditorium to discuss workshop items. Those present were Councilmembers Bonnie Beckstein, Teresa Coons, Jim Doody, Gregg Palmer, Jim Spehar and President of the Council Bruce Hill. Councilmember Doug Thomason was absent.

Summaries and action on the following topics:

1. **CITIZEN SURVEY REPORT:** Presentation of the City's 2005 Household Survey by Dr. Jerry Moorman. Assistant City Manager David Varley reviewed the City's history of conducting these citizen surveys. With six years of data, trends and directions can be identified. Dr. Jerry Moorman, who has conducted all the surveys, said the purpose is to determine the quality of life and how citizens rate City services. Services continue to be rated above the mid range. Citizens still think Grand Junction is a great place to live. 4,470 surveys were returned out of the 19,000 sent out. Controls are in the survey to ensure statistical accuracy. 79% of households rate Grand Junction as a great place to live. Provision of services was very much the same as two years ago. Crosstabulations were run by gender, age, etc. Trash service was rated the highest and the lowest rated service was weed control and it is declining. The junk and rubbish rating has also declined. The rating for Neighborhood Safety was significant as the rating was nearly the same all three years. City employee courteousness, helpfulness and timeliness were all rated high, well above the midpoint.

Regarding statistical analysis, Dr. Moorman looks for significant differences. Those with downward trends were street maintenance and repair, enforcement of traffic laws, crime prevention, weed control, and junk and rubbish control (which went below mid point). The upward trends included fire protection, recreation programs, and storm water collection (a large increase). In conclusion, Dr. Moorman stated that people like living in Grand Junction, they are pleased with the services, and they like the employees of the City.

Councilmember Coons asked about medians versus means and if comparisons are made. She noted that average people don't respond typically, it is the unhappy and the happy people that do. Dr. Moorman said he looks at the standard deviation but is restricted in running a significance test to the medians.

Council President Pro Tem Palmer asked if the large influx of new people is taken into consideration. Dr. Moorman said he looks at that with his crosstabulations, looking at how long individuals have lived here.

Council President Pro Tem Palmer commented that it is great for Council to keep their pulse on how the citizens feel. Dr. Moorman said the response rate is phenomenal and he commended the Council for continuing to conduct this survey.

Councilmember Spehar noted that the City conducts this survey every other year and does a Strategic Plan survey in the interim years. He asked Dr. Moorman if that is still a valid plan. Dr. Moorman said the two tools, the interim survey being a telephone survey, is a strong system.

Dr. Moorman noted that there were over 3,100 comments received with the survey. They are sorted and categorized and made available to City staff.

Action Summary: The City Council thanked Dr. Moorman for his work on the survey and accepted the report.

2. **LISTENING TO BUSINESS REPORT:** Discussion of the report and guidance on the suggested work program and actions. Assistant to City Manager Sheryl Trent introduced Georgann Joufflas who conducted the Listening to Business program. It was commissioned by the Economic Development Partners group. Ms. Joufflas explained that 100 companies were interviewed. They were clustered into similar industries. She then described the results and the information that came from the interviews. Opportunities and weaknesses were identified. Regarding planning activities, staff attitude and disagreement with landscaping regulations were two main issues that surfaced. The lack of certain services for manufacturers in the area was a weakness. Anodizing, shipping consolidation, networks and low cost high speed internet were areas lacking. Many of the companies interviewed did not realize that other similar manufacturers had same problems. Another weakness identified was workforce training – specifically the midlevel workforce, with work ethic and technical and mechanical know-how also being workforce issues.

Recruitment of professionals to the area is affected by the lack of shopping (“Nordstrum Effect”), the quality of schools and the lack of critical mass, that is, other similar type jobs in areas not available.

Under threats, a big issue was the lack of room to grow, especially with planning costs. Another piece of that is a higher cost of expansion due to lack of a manufacturing base.

Ms. Joufflas then addressed opportunities to improve the economic development picture. These included strengthening programs that facilitate innovation, market responsiveness and cost control, facilitating the development of a manufacturers’ network, building critical mass, recruiting services such as the anodizing that is needed, developing a corporate liaison to build relationships with remote headquarters.

Ms. Jouflas recommended for the next step that it would be important to develop a mechanism to measure those things the City is trying to grow so they know if their efforts are successful. She recommended the City build a comprehensive vision, select targeted industries, and figure out the internal resources that stem from each entity and then collectively build on those strengths. Encouraging programs that assist businesses, developing work force, high speed internet, continue to listen to businesses, and be proactive were all opportunities. She encouraged everyone come together to create this vision.

Councilmember Coons asked if those interviewed were concerned with wages as the cost of living increases. Ms. Jouflas said the companies have two opposing views on that issue. The low cost work force many times is the reason for some companies to move here but when looking at work force and work ethic, they say they would pay more if people would work for it. It is her view that since most of the companies interviewed were paying an average of \$13 per hour, that low pay is not reason for low work ethic.

Councilmember Coons asked about business clustering, noting success in other communities due to clustering. She asked if there are trends worth developing here. Ms. Jouflas responded that certainly health care and energy industry clusters are going to increase in this area no matter what. On the other hand, manufacturing is a great industry cluster as long as it is pretty broad in type.

Councilmember Doody asked if these companies, in order to improve workforce training, are offering tuition reimbursement. Ms. Jouflas replied that most are increasing their training budgets but the complaint was that workers didn't stay long enough to get proper training.

Council President Pro Tem Palmer asked if expansion needs is for physical structure or infrastructure. Ms. Jouflas said most concerns were relative to structure size. The median size needed is 6,000 square feet.

Council President Hill stated that the planning concerns, whether they are reality or appearance, need to be fixed. He asked for suggestions on how to do that. Ms. Jouflas suggested working with these firms one on one and making some changes.

Council President Hill pointed out that not everything being brought out is for the City to do so he was glad the presentation was being broadcast. Ms. Jouflas commented that many of the companies were pleased that someone was asking the questions and taking an interest.

Councilmember Spehar agreed that business people were anxious to talk and share what they do. He thought it was important that the City show it will be

responsive to their concerns and to continue to do these interviews in order to see how things have progressed and also what new issues emerge.

Assistant to the City Manager Sheryl Trent asked for direction on how to proceed.

Councilmember Spehar stated the City should take time to think about specific areas but as far as the ED Partners group, they need to determine if it should go forward and how the City could participate. He thought it important that the City be strategic and not try to do a little of everything.

Councilmember Coons agreed but noted there were a few quick fixes that could be addressed right away. There are other areas that need to be targeted but Council will need to prioritize. Ms. Trent asked if there are 5 or 6 items staff should work on. Items identified include the quick response team and the corporate liaison structure. Ms Trent noted that both senior administrative staff and City Council could make contacts in their travels to various jurisdictions.

Councilmember Spehar said the City should address both the perception and the realities of the planning issues as a high priority but not in a defensive way. He noted that the landscaping requirements have been changed and that needs to be communicated. Other planning items that could be addressed are workload and long term planning. Councilmember Coons added the inconsistency between City and County could also be addressed early on. Work ethic and training was also mentioned.

Ms. Trent asked if the ED Partners group should be expanded to include Mesa State, UTEC and the Workforce Center. Councilmember Spehar said he thought they were already members. Ms. Trent suggested that subcommittees be formed to get things accomplished. Council thought that should be a decision made by the ED Partners Group. Ms. Trent suggested using the September 19th date for a special session, to focus and accomplish some things. Council agreed that might be a good idea.

Action Summary: Assistant to the City Manager Trent stated she will proceed as outlined in her report and Council did not object.

Council President Hill called a recess at 8:52 p.m.

The meeting reconvened at 9:02 p.m.

3. **DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT:**
The City Clerk and City Attorney will review the process and the next steps required if the proposed District is formed by the City Council following the public hearing in August. City Clerk Stephanie Tuin explained the process of forming a Business Improvement District and touched upon the current proposal. She also

outlined the election process for a special assessment within the Business Improvement District.

Action Summary: Council President Hill stated that the first reading for the proposed Downtown Grand Junction Business Improvement District is on Wednesday's agenda and will be discussed in greater detail at the public hearing which will be set for August 17, 2005.

4. **UPDATE ON GRAND JUNCTION STORM WATER ORDINANCE: 5-2-1 DRAINAGE AUTHORITY:** An update on a proposed Storm Water Ordinance and on the status of the 5-2-1 Drainage Authority. Public Works Manager Tim Moore reviewed the proposed ordinance which is tied to the Clean Water Act and is a requirement of that Act. In order to continue to comply and administer the program, another staff person will be needed. It is being suggested that the ordinance be adopted in August and effective January 1, 2006.

The Act lays out six requirements that must be addressed: illicit discharge for storm water, construction site runoff control, post-construction storm water management (that is making sure those facilities are in compliance), and have a plan for pollution prevention for municipal facilities. The other two issues are in line with the new 5-2-1 Drainage Authority, public education and public involvement. There will be some entities that are not used to having to comply with regulations like these and they will have to be educated. HOA's and their existing facilities will be grandfathered in. Councilmember Spehar asked how the City will be able to comply with the standards if the existing facilities are not brought up to Code. City Attorney Shaver said the City feels it can meet the requirements. Mr. Moore said that they might be more concerned if there was not the 5-2-1 Authority that will help with compliance. Councilmember Coons inquired if all entities are coordinating. Mr. Moore said yes, all the entities are involved in the 5-2-1 Authority and the storm water ordinance being proposed will hopefully be used as a model in other adjacent jurisdictions.

Mr. Moore reviewed the process of developing the ordinance and what entities were brought into the discussion, the types of meetings that were held and how it progressed. A general consensus was reached through this collaboration. Training during the outreach has been ongoing; these are not high-tech solutions but rather just the use of certain materials, etc. The implementation strategy from the group was to take this slow, with a full year of implementation to include education, training, a dedicated staff person and making modifications to the plan as needed, with fines and penalties being the last resort. The permit will require annual inspections of best management practices. That responsibility will certainly grow as new subdivisions come on line. Each entity in the Drainage Authority has different permits and therefore has different timelines. Grand Junction is required to get the ordinance in place first per the City's permit. The hope though is to have the requirements uniform within the 201 boundary.

Mr. Moore then reviewed how the 5-2-1 Authority was created one year ago with a goal to address storm water issues, especially projects that cross jurisdictional lines like canals. Councilmember Jim Doody is the City's representative on that board. A rate study is the next significant project the Authority is taking on. Regarding Phase II regulations, public involvement and public education, they can be implemented through the 5-2-1 Authority.

Councilmember Doody advised that the boundary is to be set by the Authority and that is where the rates will be charged. Mr. Moore concurred but noted that there may be different standards depending on the area because the entire area that is buildable in the valley would be the initial boundary.

Councilmember Doody inquired if the Phase II requirements are mandated. Mr. Moore responded affirmatively. Councilmember Doody suggested using the DRIP (drought response) program public service announcement with Commissioner Bishop as a model for the educational campaign for this program.

Council President Hill advised these are two very significant, but separate issues, and he had hoped that implementation would take place valley-wide at the same time through the 5-2-1 Authority since, regardless of individual timelines, all jurisdictions will have to comply eventually.

Action Summary: Staff was directed to encourage the other jurisdictions to come on board as quickly as possible and then to bring the City's ordinance forward.

ADJOURN

The meeting adjourned at 9:55 p.m.