



Broomfield City Council Training and Travel Report

Elected Official Name: City Council Member Wayne L. Anderson

Date of Travel or Training: June 19th to June 22nd, 2012

Description of Travel or Training: Colorado Municipal League – 2012 Annual Conference

Total Amount Expended: \$920.51
(include airfare, hotel, registration, and **all** other reimbursements)

How this Travel or Training Benefitted the Citizens of Broomfield:

During the conference, I interfaced with many other town Trustees, City Council Members and County Commissioners from all over the State of Colorado. These interactions were invaluable as to the information that I acquired about how they are addressing some of the same issues that we face in Broomfield. These were issues such as transportation, transit oriented development, bus rapid transit (BRT) and engaging our residents.

In addition, I attended a number of seminars. The follow is a synopsis of those seminars:

IMPROVING THE LOCAL ECONOMY THROUGH GOOD FINANCIAL MANAGEMENT

This seminar covered the aging of the population and the impact of that aging on Colorado's economy. The fact that the population ages 65 to 99 will grow by approximately 63% by the year 2025. Approximately, 20% of the population in the Front Range region will be over 65 years of age by the year 2040. These statistics have a significant impact on the cities and counties. For example, that would mean a decrease in the rate of growth of the labor force. This results in less tax revenue. It places downward pressures on the per capita output. Assuming this population group is retired, we can expect lower incomes that may not be taxable. In addition, we can expect that their rate of consumptions of goods and services will also be reduced which impacts sales tax revenue. It is understood that these changes are not good or bad... just different. Therefore, as good fiscal managers, we need to prepare for this difference as it relates to preserving our fiscal sustainability and essential services provided.

TRANSIT ORIENTED DEVELOPMENT

This was a session that contained presentations from both the City of Greenwood Village and the city of Fort Collins on their achievements in the area of transit oriented development (TOD). Mayor Ron Rakowsky presented the various transit oriented development projects in the City of Greenwood Village. His talk focused on what he calls, “transit adjacent development”. This means development “adjacent” to major transit facilities such as I-25 and light rail stations. In addition, he discussed the role of city government should be to “make strategic investments in public infrastructure that facilitates and supports private sector development”. This concept is similar to what we have been doing in Broomfield. In addition, Mayor Rakowsky says that city government should, “provide high quality city services that sustains an environment for quality development and quality of life for residents.” This is also consistent with our objectives in Broomfield.

Kathleen Bracke, Transportation Planning & Special Projects Director for the City of Fort Collins, spoke about the TOD underway in the City of Fort Collins. Ms Bracke spoke about the three key elements in the City of Fort Collins master plan. Those elements are “environmental”, “human” and “economic”. She also spoke about the city’s Mason Corridor. Their primary TOD effort is called MAX. This is a bus rapid transit (BRT) project underway in Fort Collins. They refer to MAX as a “rubber tired light rail”. It is five (5) miles in length, uses six(6) compressed natural gas buses; has twelve (12) stations; and is multi-modal with both pedestrian and bike trails.

WHEN MARS ATTACKS: MEDIA SKILLS COACHING

Jennifer Miller from Rockford Gray consulting put on an excellent seminar for elected officials on how to deal with the press and the media. We were taught by one of Colorado’s preeminent media experts how to avoid saying the words that we will later regret. We were taught how the media operates, how reporters think, and how the rules of the game work. This coaching session was targeted specifically for elected officials and government leaders. As a result, this session will help me to develop my message and respond to questions, as well as what to do when “ambushed” by a reporter.

The aforementioned topics were just a sample of the wealth of knowledge that was acquired over the three day conference. I truly believe that the relationships developed and the knowledge gained from this conference will help me tremendously in my City Council activities.