



# City & County Manager's Report

November 24, 2009

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**TO: Mayor Patrick Quinn and the Broomfield City Council**

**FROM: George Di Ciero, City and County Manager**

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## FYI

### ***Broomfield residents encouraged to complete census forms***

The 2010 Census is on its way with forms set to be mailed in March, and Broomfield is encouraging residents to plan now to complete the forms to help achieve a complete and accurate count.

One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete. Census forms will be delivered or mailed to households in March 2010. Census Day is April 1, 2010, the official day of the population count. Households should complete and mail back their responses upon receipt.

Census workers will visit households that do not return their forms to take a count in person.

By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take an oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

The goal of the 2010 Census is to reach every U.S. resident. Broomfield's goal is to have over 90 percent of its households respond. In 2000, Broomfield's return rate was approximately 70 percent. Census data are used for political redistricting and to determine funding and

locations for schools, housing, childcare centers, shopping centers, roads and more. These can have a significant impact on everyone in Broomfield.

Census data directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments, and are used to distribute congressional seats to states.

For more information about the 2010 Census, visit [2010census.gov](http://2010census.gov).

### ***Nominate youth for Metropolitan Mayors and Commissioners Youth Award by Dec. 31***

Broomfield HHS is seeking nominations for the 2010 Metropolitan Mayors and Commissioners Youth Award (MMCYA). MMCYA is an annual award that recognizes teenagers who have overcome personal adversity and created positive change in their lives.

The awards program provides business, community, and civic leaders an opportunity to actively demonstrate their belief in and support for young people. MMCYA focuses on teenagers who have triumphed over great odds and serve as inspirations and role models.

Nomination forms must be submitted to Colleen Girard at 6 Garden Center, Broomfield, CO 80020 by December 31, 2009. For more information and to download a nomination form, visit

[http://broomfield.org/hhs/Family\\_and\\_Childrens\\_Services/mmcya.shtml](http://broomfield.org/hhs/Family_and_Childrens_Services/mmcya.shtml) .

### ***HHS reports no flu deaths of Broomfield residents; immunization clinics offered***

Broomfield Health and Human Services receives information regarding influenza cases in Broomfield residents from the state each week

As of Nov. 15, there are no reported influenza-associated deaths in Broomfield. There are 18 confirmed hospitalizations, 13 of which have been confirmed as 2009 H1N1. Statewide, the Colorado Department of Public Health and Environment reports 34 flu-associated deaths, with the largest number in individuals 25 to 49 years of age.

The high risk age groups for H1N1 are infants less than six months of age and those ages six months to 24 years. The majority of the Broomfield flu hospitalizations have occurred in those age 25 years or older, with the highest number (five each) occurring in the 25 to 45 and 46 to 64 age groups. There are four cases each in the 6 months to 24 years and over 65 groups.

Of the hospitalizations, 13 are female and five are male. Currently, Broomfield flu hospitalizations continue to occur, but the numbers appear to be falling.

As of Nov. 15, approximately 5,800 doses of the H1N1 vaccine were distributed to providers or administered to at-risk individuals. That represents approximately 30% of Broomfield's at-risk population. The majority of doses allocated to Broomfield have been distributed to private medical providers in Broomfield to administer to their at-risk patients.

The at-risk groups are:

1. Pregnant women
2. Household members and caregivers of children under the of 6 months (there is no vaccine for children under 6 months)
3. Children and young adults from age 6 months to 24 years
4. Individuals ages 25 to 64 years who have a chronic health condition (i.e., diabetes or asthma)
5. Healthcare workers with direct client contact

Of Broomfield's population of 54,000 people, 21,600 are estimated to fall into one of the above listed priority groups.

HHS offered two clinics during regular clinic hours to help fill the gap for individuals who lack a medical provider or whose medical providers are not administering the vaccine. The first was Oct. 24, and approximately 600 individuals from the top three priority groups received vaccine. Wait times were minimal throughout the day. Another clinic on Nov. 14 vaccinated an additional 600 at-risk individuals from the five priority groups.

HHS continues to collaborate with local medical providers, community immunizers, Kaiser Permanente, and local school districts to provide additional vaccination opportunities for residents in these priority groups who seek the vaccine.

Immunization clinics will be scheduled through December for Broomfield's priority groups. Once all of the priority groups have been given the opportunity to be vaccinated, HHS will continue collaborating with community partners to immunize all other Broomfield residents as quickly as possible. Information about vaccination activities is provided through *B in the Loop*, News Briefs on the city Web site, and the H1N1 Web page at [http://www.broomfield.org/hhs/swine\\_flu\\_information.shtml](http://www.broomfield.org/hhs/swine_flu_information.shtml).

### ***Closure of RV dump station extends to Dec. 20***

Broomfield's RV waste dump station at the Wastewater Treatment Facility, closed for remodeling on Sept. 9, and originally expected to reopen on Nov. 15, will not reopen until Dec. 20.

Registered RV users can continue using the City of Westminster's RV Waste Dump Station, free of charge, until Broomfield's remodeling project is completed.

### ***HHS celebrates National Adoption Day***

Broomfield HHS recognized 24 local families who have provided permanent homes to 29 children previously in the Foster Care system as part of National Adoption Day Nov. 21. Broomfield recognized the families with gift cards and a thank you letter from HHS.

National Adoption Day represents a collective national effort to raise awareness of children in foster care waiting to find permanent, loving families. Nationally, there are 129,000 children in foster care.

For the last eight years, National Adoption Day has made the dreams of thousands of children come true by working with courts, judges, attorneys, adoption professionals, child welfare

agencies and advocates to finalize adoptions into permanent, loving homes for children in foster care.

Celebrated in all 50 states, the District of Columbia and Puerto Rico, more than 300 events are held each year throughout the country. More than 25,000 children have been adopted from foster care on National Adoption Day.

## Looking ahead

### ***Songs of the season Nov. 29***



Songs of the season will kick off the holidays in an afternoon of beloved Christmas music on Sunday, Nov. 29, at 2 p.m. in the Broomfield Auditorium.

The group is *White Christmas*, four accomplished performers whose wide range of experience and expertise covers training in the nation's top conservatories and the teaching of music and theater.

Tickets are \$10 for adults, \$5 for seniors and students and \$20 for a fourpack. Tickets can be purchased in advance at the Auditorium Box Office on Thursdays and Fridays from 2 to 6 p.m. or the day of the show.

For more information, call 720-887-2371.

### ***Enlightenment Journeys encore***

By popular demand, Cultural Affairs and the Mamie Doud Eisenhower Public Library have set a second series of Enlightenment Journeys beginning Dec. 3 at 7 p.m. in the Eisenhower Room at the Library. Local author Doris Gray will discuss how to deal with the loss of a loved one during the holidays.

In her deeply moving memoir, *Signs of Alan*, Gray shares her journey through loss, grief and recovery with raw emotion. Walk the continuum of life and death with her and, at first, feel the pain and sadness of her loss. Then find inspiration and

renewal as her experiences unfold and reveal the power of love and connection with her deceased husband, Alan.

The series continues in 2010 with presentations on the first Thursdays at 7 p.m. in the Eisenhower Room in the library. Dates and topics are:

- “*Inner Compass*” with Naomi Hori on Jan. 7
- “*Keeping Love Alive Through the Years*” with Norah and Larry Henderson on Feb. 5
- “*A Wounded Warrior Speaks About Faith and Perseverance*” With Latoya Lucas on March 5
- “*Art as Yoga*” with Michael Franklin on April 1

For more information call 303-464-5835/5829.

### ***Holiday tree lighting***

Broomfield's annual holiday tree lighting ceremony is scheduled for Friday, Dec. 4, beginning at 6 p.m.

Broomfield welcomes the arrival of Santa Claus at the City and County Building. Children from local schools sing carols, the Community Park trees are spectacular and the Mayor lights the community Holiday Tree. Families can ride the holiday wagon and children are able to talk to Santa.

Bundle up and share in the Holiday Cheer!

### ***At the Library...***

#### **Online computer tutorials available**

Whether you need to strengthen your computer skills for work or just want to learn how to take advantage of all your computer has to offer, you'll find helpful tools available through the Mamie Doud Eisenhower Public Library. Learn at your

own pace with interactive tutorial courses on today's most popular software and operating systems. Visit the databases webpage for the Mamie Doud Eisenhower Public Library at <http://www.broomfield.org/library/databases.shtml>, select "LearningLibrary Express," and then select "Computer Skills" on the left. Login with a Mamie Doud Eisenhower Public Library card.

### ***Rescheduled to Dec. 2: Become the pet parent your pet wants***

Think your pet misbehaves because he is mad at you? Believe your dog looks guilty and knows when he does something wrong? Sort through myths and popular beliefs that interfere with your relationships with your dogs and share a Five Step

Plan to have a better relationship. This free program is presented by Suzanne Hetts, Ph.D., Certified Applied Animal Behaviorist. Due to the weather, this program, originally scheduled for Oct. 28, has been rescheduled to Wednesday, Dec. 2 at 7 p.m.

### ***Broomfield Genealogy Society***

The Broomfield Genealogy Society meets at the library on the third Tuesday of each month except July and August (summer break), 7 p.m. to 8:45 p.m. Visit <http://www.rootsweb.ancestry.com/~cobgs/> for a list of speakers.

## Transportation updates ...

### **U.S. 36 Final EIS now available for public review and comment**

The U.S. 36 Commuting Solutions group reports that the final Environmental Impact Statement (EIS) is now available for public review and comment. The 45-day formal comment period began Friday, Oct. 30, 2009 and ends Monday, Dec. 14, 2009. Public hearings were held earlier in November.

Anyone interested in reading the EIS can find them at the following Public Repositories in the north area:

- **Westminster Public Library - College Hill Branch**  
3705 W. 112th Avenue,  
Westminster, CO 80031
- **Mamie Doud Eisenhower Public Library**  
3 Community Park Road,  
Broomfield, CO 80020
- **36 Commuting Solutions**  
287 Century Circle,  
Ste 103, Louisville, CO 80027
- **Louisville Public Library**  
951 Spruce Street,  
Louisville, CO 80027
- **Superior Town Hall**  
124 E. Coal Creek,

Superior, CO 80027

- **Boulder Public Library –Main Branch**  
1000 Canyon Boulevard,  
Boulder, CO 80302
- **Longmont Public Library**  
409 4th Avenue,  
Longmont, CO 80501
- **The US 36 EIS Web site**  
[www.US36eis.com](http://www.US36eis.com)

Since 2003, the Colorado Department of Transportation (CDOT) and the Regional Transportation District (RTD), in partnership with the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA), have studied multi-modal transportation improvements for the U.S. 36 corridor between Denver and Boulder.

## Departmental updates ...

### **COMMUNICATIONS**

Commercial spots began on Comcast in early November to encourage the cable company's subscribers in the northwest metro area to shop in Broomfield. The 30-second spots encourage shoppers to patronize businesses in Broomfield's large retail areas, the smaller retail shops and eateries.

The spots are appearing on Animal Planet, Discovery, ABC Family Channel, TBS, and TNT. The holiday campaign covers eight weeks from Nov. 1 through Dec. 31. Times vary, but the majority is during prime time, 6 p.m. to midnight. Cost of the time is \$10,000. Total estimated household impressions reached with the schedule are 315,743. The area covered includes Erie, Louisville, Lafayette, Broomfield, Westminster, Arvada.

Comcast has also added 150 bonus spots at no charge as time is available on the History Channel, Hallmark, Altitude, Oxygen and the Travel channel.

### **POLICE DEPARTMENT**

**Emergency Management** - The final draft of the Damage Assessment Annex to the Emergency Operations Plan has been presented to all department heads for approval and signatures. The annex describes the operational concepts and policy used to estimate the nature and extent of damage and costs incurred caused by a disaster or emergency within the City and County of Broomfield.

The damage assessment process consists of a series of activities that allow local government to develop a coordinated picture of the overall impact of the incident, and establish priorities for post-disaster recovery efforts. This information also provides a basis and substantiation for requesting state and federal assistance, as well as the degree and type of assistance needed. Safety-focused inspections of buildings, roads, and bridges are another critical piece of the damage assessment process.

The lead agencies are the Broomfield Building Division and Broomfield Assessors, with support from the Engineering Division, Police Department, Finance Department, IT – GIS, Public Health Division, Public Works Department, North Metro Fire Rescue, American Red Cross, and Health and Human Services.

As part of the National Incident Management System (NIMS) compliance program, the Emergency Management Unit provided incident command training for Public Works supervisors. This training, ICS 200, builds on the basic Incident Command System (ICS 100) and is used to integrate all aspects of response in day-to-day operations as well as in an emergency situation.

### **RECREATION SERVICES**

- **Active Adults and Seniors** – The Seniors enjoyed a fashion show in the Lakeshore Room at the Community Center Oct. 23. The show was organized because the Fall Melodrama had to be cancelled to provide something fun for those who would normally enjoy the melodrama. Sixty-six guests attended, with 18 senior models showing off fashions of the decades. Vintage clothes modeled were styles worn by Jackie Kennedy to prom dresses of the 80's. Dillard's sponsored this event.

Senior trips during October included an Anheuser-Busch Brewery Tour, an elk-viewing trip to Estes Park, and Supper Club at The Rib House in Longmont.

**Climbing Wall** – Climbing wall attendance for classes and drop-ins increased in October. There were 436 drop-in climbers for the month.

**Early Learning** – October was a busy time for the Early Learning Preschool program.

- Pre-school students' families met at Cottonwood Farms for a field trip to the pumpkin patch. Participants chose and picked their pumpkins from the patch, played in straw bale and corn mazes, and enjoyed seeing the farm animals and vintage farm tractors.

- During Transportation Week Oct. 19 to 23, trucks from Broomfield's Streets Division came to the Paul Derda Recreation Center and Broomfield Community Center. Pre-schoolers climbed on the trucks to look inside. Staff thanked the team from Streets with cookies and brownies.



Also during this week, kids brought their own "wheels" to class for a day. A portion of the parking lots at both PDRC and BCC were roped off so kids could ride their bikes outside for most of the class time on their day.

- During the Fall Festival for each class, students dressed up in their Halloween costumes and enjoyed games and activities at preschool. They also enjoyed a parade through their respective schools at the Derda Center or Community Center to show off their costumes and collect treats from employees.

**Marketing** – October special offers at the Paul Derda Recreation Center included a patron's choice of rewards when they purchased or renewed an annual pass at the facility. Rewards included:

- Free 25-person birthday party at the Derda Center
- Two additional month's free on the annual pass
- Free first-time child sitting (additional children at normal rate)

In addition, Peak Entertainment provided a stack of tickets for a Colorado Avalanche game, so for each pass purchased, complimentary game tickets were included. This group of tickets also boosted enrollment for the Winter Break Camp, since tickets were included with each full-week registration. They were also used as prizes for participants in the Holiday Meltdown fitness classes. Positive community feedback from the ticket promotion was abundant.

Current Marketing efforts include:

- Colorado Mammoth Lacrosse clinic for Broomfield youth up to 15 years old, at the Broomfield Event Center on Sunday, Nov. 22. To date, 75 kids are enrolled. Marketing for this has been through the Recreation Athletics program *B in the Loop* subscribers, as well as other Recreation efforts.
- "A Game for Giving" will award tickets to a Nuggets or Avalanche game for donations of gift cards for Thanksgiving and Christmas. The donations will benefit clients of Senior Services, Health and Human Services and FISH of Broomfield. For each \$25 gift card donated, the donor receives two tickets to a Nuggets or Avalanche game, courtesy of Peak Entertainment as part of its community relations effort.
- Tickets are being offered while supplies last for the Holiday Pass Specials at the Paul Derda Recreation Center. Tickets are included with each special holiday-priced pass purchase. The number of tickets given is determined by the kind of pass purchased.
- Currently, marketing efforts are coordinating with the Colorado Mammoth Lacrosse organization and Broomfield elementary schools to bring the "Stick for Schools" program to Broomfield. In this program, the Mammoth organization provides enough equipment for an entire gym class and Mammoth players come to the school to teach the teacher and students how to play the game. The equipment remains the property of the school, and Lacrosse instruction becomes part of that school's gym curriculum.



**Special events** –

- The Great Pumpkin Festival on Oct. 31, at the Broomfield Community Center, provided fun for 350 children and their parents. Over 1400 people circulated in and out of the Community Center for the event. Entertainment and activities included the Amazing Dave Elstun, Trick or Treat Street, mask-making, carnival games and inflatables in the gymnasium. Volunteers helping to make the event successful came from the Adams 12 Teacher Cadet group and the Trinity Tae Kwon Do classes. Plans are underway to move this event permanently to the Broomfield Event Center in 2010.

## At the Audi ...

### *In the gallery*

**Broomfield Art Guild:** Nov. 15 to Jan. 8, 2010.

**Pamela Olson and other local artists:** opens Jan. 14.

### *Featured...*

**Nov. 29:** A White Christmas Musical Revue featuring songs of the season. 2 p.m. Tickets \$10 adults, \$5 seniors and students, \$20 for four. Call 720.8887.2371.

**Dec. 2:** CU Jazz in Broomfield presents *Homegrown Jazz!* Compositions by the CU jazz faculty, with particular emphasis on the music of trumpeter Brad Goode and saxophonist John Gunther.

**Dec. 4:** Colorado Repertory Singers *Christmas Treasures*, 7:30 p.m. Tickets \$8 all ages. Contact: [www.coloradorepertorysingers.org](http://www.coloradorepertorysingers.org) or 303.460.0779

**Dec. 5:** Rocky Mountain Brassworks *Home for the Holidays*, 7:30 p.m. Tickets \$15 Adults, \$10 seniors and students, under 12 free. Contact: [www.rockymountainbrassworks.org](http://www.rockymountainbrassworks.org)

**Dec. 6:** Broomfield Civic Orchestra *BCO Reflections* recital, 1 p.m. Tickets \$5/ \$4 with donation to FISH food bank. Contact: [www.broomfieldcivicorchestra.org](http://www.broomfieldcivicorchestra.org)

**Dec. 8:** Broomfield Independent Film Series, 7 p.m. Free.

**Dec. 11:** *Rock and Roll Christmas* with Academy of Rock, 7 p.m. Tickets \$5. Contact: 720.887.2371

**Dec. 12:** Metropolitan Jazz Orchestra presents *A Big Band Christmas*, 7 p.m. Tickets \$15 adults, \$10 seniors and students. Contact 303.460.6800 [www.artsinbroomfield.org](http://www.artsinbroomfield.org)

**Dec. 13:** Dance Arts Studio presents *Tis the Season*, 1 p.m. Tickets \$5. Contact 303.466.3212.

**Dec. 16:** Holiday Benefit Concert with Denver Municipal Band, 7 p.m. Tickets – donation to FISH food bank. Contact 720.887.2371.

**Dec. 17:** Broomfield Civic Orchestra *Open Rehearsal*, for Dec. 19 concert. 7:30 p.m. Tickets \$3 adults, kids free. Contact: [www.broomfieldcivicorchestra.org](http://www.broomfieldcivicorchestra.org)

**Dec. 18:** P'Zazz and Dynamix Christmas concert featuring After Midnight Jazz Band. 7:30 p.m. Tickets: \$10 adults, \$8 seniors and children under 12.

**Dec. 19:** Broomfield Civic Orchestra *Rockin' the Holidays*, 7:30 p.m. Tickets \$10 adults, \$8 seniors and students, \$4 children under 12. Contact: [www.broomfieldcivicorchestra.org](http://www.broomfieldcivicorchestra.org)

**Dec. 20:** Boulder Chamber Orchestra *A Gift of Music*, 7:30 p.m. Tickets \$20 adults, \$15 seniors and students, 12 and under free. Contact [www.boulderchamberorchestra.org](http://www.boulderchamberorchestra.org)

**Dec. 22:** Danse Etoile Ballet *How the Grinch Stole Christmas*, 2 p.m. Tickets \$5, kids under 10 free. Contact: 720.887.2371.

### *In the New Year...*

*(details to come)*

**Jan. 6:** A Touch of Class Trio-Music from the Heart

**Feb. 3:** Obadiah Ariss

**March 3:** Auburn Duo-Reflections of Inner Light

**April 7:** Central City Opera-A Taste of Opera

### *Also in January*

**Jan. 9:** *Bluegrass at the Audi*, 7 p.m. Tickets: \$14 general, \$12 seniors and Colorado Bluegrass Musicians Society members at [www.coloradobluegrass.org](http://www.coloradobluegrass.org) or at the door the night of the event.

### *Auditorium ticket sales*

The auditorium now sells tickets to those events requiring them at the Broomfield Auditorium on Fridays from 2 to 5 p.m. and during some events when staff is available.