



COLORADO
MUNICIPAL
LEAGUE

Newsletter

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Census 2020: It's important, it's easy, it's safe



The Census 2020 count will begin in five months, and preparations are in full swing:

The Colorado Department of Local Affairs State Demography Office (SDO) has developed the **Colorado 2020 Census Support Program** to support local governments in the promotion of Census 2020. This \$220,000 program will provide outreach and marketing support to help local governments and communities advertise Census 2020 by directly providing promotional support or services (banners, flyers, cups, pens, and other Census 2020 promotional materials). Local entities will be limited to requests of up to \$2,500.

The goal of the program is to produce community-specific materials, so be creative and create messages and materials that will resonate with your neighbors. Request forms are required and applicants can be reimbursed for purchases, or the program can pay vendors directly. Visit demography.dola.

colorado.gov/census-acs/2020-CCSP for program guidelines or contact Adam Bickford (adam.bickford@state.co.us) or Justine May (justine.may@state.co.us) for assistance.

The **Colorado Complete Count Campaign** is hosting a social media training on Tuesday, **Nov. 19**, 10–11 a.m., at 1313 Sherman St., Room 220, Denver, or by webinar for remote attendance. The training will cover tactics and techniques of communicating the 2020 Census effectively on social media. If you are interested in attending (either in person or remotely), RSVP to mmata@cml.org.

The **Census Bureau is looking to hire** around 40,000 people in Colorado for the upcoming workload in 2020, ideally working in their own communities. Positions are full and part time, office and field. They are taking applications now (bit.ly/2WzCZXE) because it takes time to get security clearance.

The **U.S. Postal Service has been working with the Census Bureau** to identify those

communities that do not receive regular mail delivery and that will be part of the Update Leave Program. A questionnaire packet will be dropped off at the housing units in these areas so residents can self-respond. For more information, visit bit.ly/2Nvakiq.

Check out the **Census 2020 Questionnaire** at bit.ly/2PETlvS.

The **Colorado Census 2020 Website** (bit.ly/34mDR4G) provides access to marketing materials, information, tools, and resources to help individuals and communities understand the importance of Census 2020 and how to help communities make sure they are counted. For more information, contact the SDO at dlg.helpdesk@state.co.us.

Be sure to visit the **SDO website** (bit.ly/34ryNfr) if your community needs help with Census 2020 education and outreach activities.

NLC releases cybersecurity guide

The National League of Cities (NLC) has released its newest guide, *Protecting Our Data: What Cities Should Know About Cybersecurity*. NLC wrote this report for local elected and appointed officials, especially for those who may not have a background in cybersecurity or network management.

It was completed in collaboration with the Public Technology Institute.

The guide outlines 10 recommended first steps for city officials hoping to improve cybersecurity, includes a few really interesting case studies of local security breaches

(including the time NLC itself was hit by ransomware), and features a checklist local IT directors can use to get started.

To view the guide, visit www.nlc.org/resource/protecting-our-data-what-cities-should-know-about-cybersecurity.

Correction

In the Oct. 25 *CML Newsletter* issue, we mistakenly identified John E. Arnold as a former CML lobbyist and municipal research analyst. This was incorrect. We apologize for any confusion.

John E. Arnold, 79, Topeka, Kansas, passed away unexpectedly on Oct. 4. Arnold served as Fort Collins city manager from 1977 to 1985.

A memorial service will be held at 4 p.m. on **Nov. 9** at Kevin Brennan Family Funeral Home, 2801 SW Urish Rd., Topeka, KS 66614, with visitation half an hour prior.

In lieu of flowers, memorial contributions may be made to the Lincoln Center, sent in care of the funeral home. Condolences may be sent online to www.kevinbrennanfamily.com.

Congratulations

CML congratulates Morgan Cullen and Brandy DeLange, who are celebrating their work anniversaries in November.



Morgan Cullen

CML legislative and policy advocate
3 years



Brandy DeLange

CML legislative and policy advocate
1 year

Successful grant award offers water system liftoff for bootstrapping town of 55



By Rachel Snyder, Branson mayor

With the recent award of grant funding from the Colorado Department of Local Affairs (DOLA), Branson has achieved liftoff in its quest to upgrade its water filtration system to comply with heightened state regulations.

Just before Christmas 2018, town council learned that its Herculean efforts to reverse a prior reclassification of its water supply by the Colorado Department of Public Health and Environment (CDPHE) had been denied.

In response, council moved forward along an unwavering path – refusing to saddle the town's 29 water customers with crushing debt service and seeking an efficient solution with

an affordable price tag and cost-effective operational overhead.

A collaborative partnership with Rocky Ford-based Innovative Water Technologies Inc. (IWT), coupled with solid support from the Colorado Rural Water Association, created a strong, knowledgeable, and experienced foundation. On April 3 of this year, a professional website and online crowdfunding effort was launched. The grant from DOLA, along with the money raised through crowdfunding, will allow Branson to successfully complete the water filtration upgrade.

Read more on Branson's water system journey in the December edition of *Colorado Municipalities*.

Marijuana Enforcement Division to hold stakeholder workshop in Trinidad

The Colorado Department of Revenue's Marijuana Enforcement Division is facilitating quarterly regional meetings around the state with a series of stakeholder discussions on marijuana issues. The next meeting will take place on Thursday, **Nov. 21**, 8:30–10 a.m.,

at Council Chambers, Third Floor, 135 N. Animas St., Trinidad.

If you are interested in attending this meeting, RSVP to shannon.gray@state.co.us.

CML's Morgan Cullen named to Main Street Advisory Board

CML Legislative and Policy Advocate Morgan Cullen has been named to the Colorado Department of Local Affairs Main Street Advisory Board. This board provides essential direction and advice to the Main Street Program on services, technical support, and training opportunities, as well as helps to

expand the number of communities involved in the Main Street Program.

The Main Street Program advocates community self-reliance, local empowerment, and the rebuilding of historic downtown business districts based on their traditional assets of unique architecture and local ownership.



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Subscription to *CML Newsletter* is offered as a portion of member dues. Cost to nonmembers is \$300 a year.

Spring 2020 election webinar series

The Colorado Municipal League (CML), CIRSA, and the Colorado Municipal Clerks Association will once again host a series of webinars designed to assist municipal clerks prepare for April 2020 elections. These webinars are **free for CML municipal members**, \$25 per webinar for CML associate members, and \$50 per webinar for nonmembers. Each webinar will take place at **noon**. To register, visit www.cml.org/home/education-training/for-clerks.

While especially intended for clerks whose municipalities will be having elections in spring 2020, all clerks are welcome to participate. All webinars in this series are presented by Karen Goldman, Colorado Municipal Clerk Advisor Program consultant.



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Nov. 19 – The election calendar

Participants will learn how to develop their election calendar and what elements and timeframes need to be considered when doing it.

Dec. 12 – Election judges and working with nomination petitions

Identify procedures for selecting and training election judges for both polling place and mail ballot elections. Additionally, best

practices for creating nomination petitions and checking signatures on the petitions will be provided.

Jan. 21 – Canceling an election and signature verification

Discuss the circumstances that must exist in order for a municipal election to be canceled, including how to determine terms in the event of vacancies. Additionally, procedures for verifying signatures in municipal mail ballot elections will be presented, so this is a must-attend session for any municipality holding its own mail ballot election in April.

March 12 – Canvassing and final election questions

Learn about what happens once the election is over, including the canvass of votes, judges' statement, and abstract. We will also be answering any pre-submitted final questions you may have about anything related to your election. Please send all questions in advance to Karen Goldman at charna48@comcast.net.

April 21 – Election debrief

The purpose of this webinar will be to debrief the April 2020 elections. This will be a wide-ranging conversation, and clerks are encouraged to describe what worked, what didn't, what they wished they had known ahead of time, topics for future webinars and trainings, etc. Please send all comments in advance to Karen Goldman at charna48@comcast.net.

Opportunity Zones boosting investment in Montrose and Grand Junction

It has been a little over a year since Opportunity Zones were formally identified in Colorado, and we are now beginning to see the results of this national program come to fruition.

The Colorado Outdoors project in Montrose and the Riverfront Park at Las Colonias project in Grand Junction are the first to capitalize on their Opportunity Zone designation on the Western Slope.

Enacted in 2017 as part of the tax reform package (Tax Cuts and Jobs Act) to help address uneven economic activity following the Great Recession, Opportunity Zones offer a federal tax incentive for investors to support disadvantaged communities through the deferral, reduction, and potential elimination of certain federal capital gains taxes. In Colorado, there are 126 designated Opportunity Zones with at least one in nearly every county in the state.

Once completed, the \$83 million Montrose-based Colorado Outdoors project will incorporate 150 acres of live-work studios, townhomes, and light manufacturing with a commercial village and open space along the banks of the Uncompahgre River. Drago's Mayfly Outdoors will be the development's largest tenant with a 41,000-square-foot factory directing the manufacturing of Ross and Abel fly-fishing reels and other equipment.

After two decades of planning, Grand Junction opened the first phase of the 140-acre Las Colonias project in 2015, redeveloping their old uranium mill site into a new business campus. The new development will accommodate a number of businesses, including zipline builder and canopy course designer Bonsai Designs and bike rack and lock company RockyMounts. The riverfront business park will boast multiple office locations, a zipline course,

a whitewater park, and a plethora of restaurants and retail stores.

Is your municipality experiencing increased economic activity from an Opportunity Zone in your community? CML would like to learn more about these projects and how they are impacting Colorado's cities and towns. Contact Morgan Cullen, CML legislative and policy advocate, with any details you can share at mcullen@cml.org.



Drago's Mayfly Outdoors in Montrose.

WaterNow Alliance accepting applications for Project Accelerator

By Lindsay Rogers, WaterNow Alliance
Colorado basin program manager

WaterNow Alliance is now accepting applications for the fall 2019 cycle of Project Accelerator (waternow.org/our-work/our-work-projects/project-accelerator). The Project Accelerator provides cities and utilities with up to 250 hours of free program and technical assistance for three to six months (valued at \$25,000) to advance a sustainable water project. The deadline to apply is **Nov. 22**.

WaterNow Alliance is particularly interested in working with municipalities and utilities in

Colorado to support projects that integrate water and land use planning. For a water-secure future in Colorado, water efficiency must be incorporated into community planning and development. These projects could include (but are not limited to):

- Incorporating water efficiency into your comprehensive planning process or zoning code
- Adopting a water-efficient landscape ordinance or design guidelines
- Implementing requirements or incentives for water-wise new development
- Creating an irrigation audit or rebate program

Colorado communities selected as Project Accelerators also benefit from the support and expertise of WaterNow's partner, Western Resource Advocates.

If you have applied for Project Accelerator in the past, you are encouraged to apply again. We were thrilled by the quality of projects and proposals we received in the spring 2019, and we hope you consider this round!

For more information about the types of support we can provide, past projects, and how to apply, visit waternow.org/our-work/our-work-projects/project-accelerator.

Course notebook

CML Mayors' Summit

CML is hosting its annual Colorado Mayors' Summit on **Nov. 15**, in Denver, which brings mayors from across the state together to learn from and network with each other. For more information and to register, visit www.cml.org.

NLC City Summit

The National League of Cities (NLC) City Summit, **Nov. 20–23**, in San Antonio, is where local leaders convene and collaborate on solutions to the common challenges facing America's cities and towns. The conference offers tangible and new best practices

for government officials to improve their conditions back home. For more information and to register, visit citysummit.nlc.org.

Land Use Law

Now in its 25th year, Tom Ragonetti's Annual Conference on land use law takes place **Dec. 5–6**, in Denver. This conference gathers the top experts and land use professionals from across the state to discuss the most important topics in land use law. In just two days, this conference gives new and veteran practitioners the opportunity to discuss critical current issues presented from a wide range of perspectives. To register, visit bit.ly/326YqAV.

NLC announces resiliency grant opportunity

The National League of Cities 2020 Leadership in Community Resilience program is now accepting applications from cities and towns seeking additional funding for resilience-related projects. Each municipality selected for the 2020 cohort will receive \$10,000 in financial support, advisory services, and a site visit from NLC staff, as well as an invitation to NLC's annual resilience summit for the mayor and a staff member. Apply at www.nlc.org/2020-leadership-in-community-resilience-program-application. The deadline for applications is **Dec. 20**.

USDA invests in water and wastewater infrastructure improvements in Colorado

U.S. Department of Agriculture (USDA) announced that it is investing \$201 million to improve rural water infrastructure in 31 states (bit.ly/2NuFYfT). USDA is providing the funding through the Water and Waste Disposal Loan and Grant program (bit.ly/2N84NiG).

The two projects in Colorado are:

- The Town of Antonito, which is receiving a \$1,751,000 loan and a \$1,833,000 grant to improve the town's wastewater system. A wastewater mechanical system will be installed to ensure the town can remain in compliance with their discharge permit. The project will also replace existing clay service lines with standard dimensional ratio pipe material line.

- Stage Run Homeowners Association Inc. is receiving a \$571,000 loan to drill a new well, and provide pumping equipment, a well-control house, and access road for 59 residential homes.

USDA awarded nearly \$1.8 billion for Water and Environmental Program loans and grants during fiscal year 2019. Funds can be used for drinking water, stormwater drainage, and waste disposal systems in rural communities with 10,000 or fewer residents. This assistance supports infrastructure improvements; business development; housing; community facilities, such as schools, public safety, and health care; and high-speed internet access in rural areas.

For more details, visit www.rd.usda.gov/co.

SIPA Micro-Grant program

The Statewide Internet Portal Authority (SIPA) Micro-Grant program can help local governments put information and services online for residents of Colorado. Micro-Grant funding is for projects that support SIPA's mission of providing residents access to government through effective and efficient online and mobile technologies. Micro-Grants are not intended for back office software or hardware projects, operational maintenance, or GIS database development.

To be eligible for funding, you must have an existing Eligible Government Entity (EGE) agreement in place to apply. To start the EGE agreement process, visit sipa.colorado.gov/ege-agreement. To apply for the grant, visit sipa.colorado.gov/micro-grant.

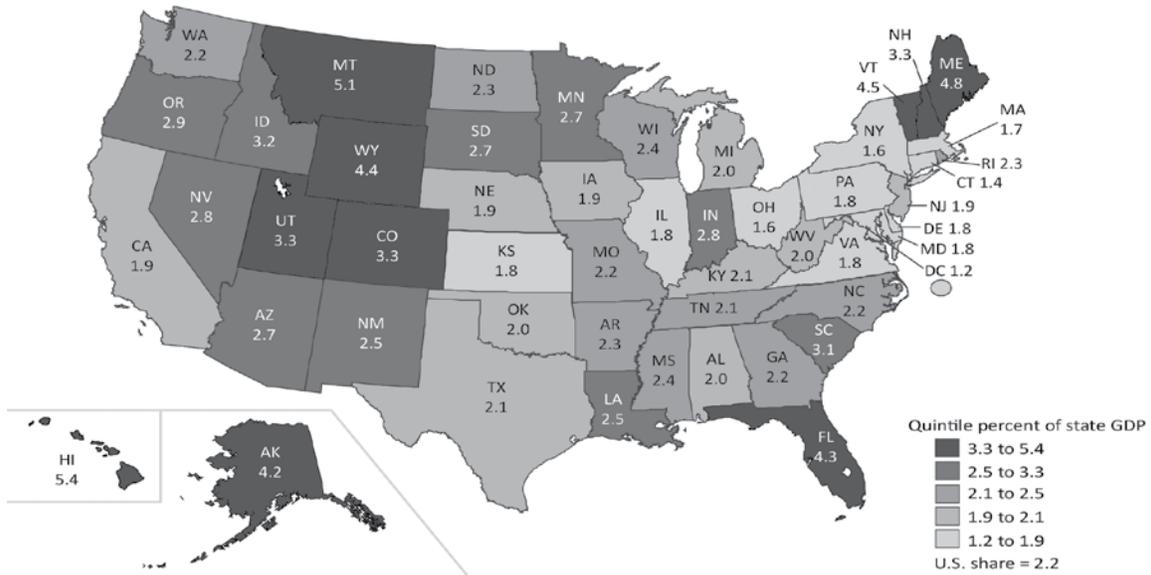
Research corner: Outdoor recreation economy

By Melissa Mata, CML municipal research analyst

The United States Bureau of Economic Analysis (BEA) has released a new prototype statistic on a favorite topic for Coloradans: the outdoor recreation economy. The public is invited to submit comments on the prototype state statistics by emailing outdoorrecreation@bea.gov by **March 31, 2020**. The feedback will be used to help finalize data sources and methodology before the official state statistics will be released in the fall of 2020.

To view the full report, visit bit.ly/2PNU3Yu.

Outdoor recreation value added: Percent of state GDP, 2017



Source: U.S. Bureau of Economic Analysis

Colorado

Outdoor recreation economy in 2017

146,178 jobs

5.3% of total Colorado employment

\$11.3 billion value added by core and supporting activities

\$319.7 million



\$338.7 million



\$1.5 billion



\$1.7 billion



+

=

\$3.8 billion value added by conventional outdoor recreation activities



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