

# Strategic Priorities

## Access to Opportunities

Advance access to opportunity and prosperity for all in Westminster through diverse housing choices, increased mobility options, safe and walkable neighborhoods, and strong social networks.

ADA sidewalks (start in historic Westy)

Engaging Communities  
 Business opportunities  
 Traffic lights/safe crossings  
 Keeping Affordable housing  
 Mental health support  
 Job readiness training  
 mobility & mass transit

3  
3  
3

## Economic Vitality

Promote and support a resilient economy that attracts and retains a diversity of businesses, workers, and industries, expands living wage jobs, and diversifies the City's tax base.

III  
2

Business opportunities/making Westy in business  
 Access to opportunities in the neighborhoods  
 promoting mobility of business  
 incentivizing sales tax  
 regional parks/dog park  
 more buildout in the downtown  
 expanding living wages  
 Diversity of geography of business  
 support of small/medium business  
 (concurge services  
 → maybe foot?)

## Community Empowerment & Engagement

Enhance the sense of community and connection in Westminster through engaging methods of communication and dialogue that improve accessibility, increase understanding, and encourage participation in City life.

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No need in this area/lots of events  
 good communication / likes print material  
 alternatives methods to social media  
 increase in visibility in communications  
 signage in parks/maybe schools/rec centers  
 increase advertisement for B&C  
 Engaging kids/young people - work w/ schools  
 How do we get cultural diversity

## Resilient Infrastructure

Maintain and invest in resilient infrastructure that creates the highest return for safety, community connectivity, enjoyment of life and local economic success.

III  
2

Park maintenance (dog park) Balancing ecosystem  
 Good, clean water  
 (water) maintenance & management of the dog park  
 signage, the issues w/ metal fencing (dog park)  
 streets, snow removal  
 general investment in infrastructure &  
 regular  
 better management of the dog park. Resources  
 put into the dog park - Infrastructure should  
 be a top priority.

## Community Health & Safety

Invest in innovative and collaborative approaches to provide a continuum of services that preserve, promote, and protect the health, safety, and environment of Westminster.

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Westy open spaces are good.  
 Continue investment in police & fire  
 more trees & benches  
 bicycle courtesy (safety promotion)  
 signage for pedestrians & cyclists/separate lanes  
 Good opportunities/good health/maintain these resources  
 more community police programs (officer Joe Friday)  
 more investment parks & resources/diversion programs.  
 climate change as an issue solar power  
 getting out of use or lose w/ water (solar, etc.)

need way to look at  
 use energy needs

## Organizational Vitality

Develop and sustain an environment where employees and the organization are equipped and supported to deliver outstanding service to everyone in Westminster.

Bring resources in to recognize the people in org  
 py lunches, thank you little things  
 Opportunity to help leadership for coaching &  
 (worsite (Parks Dept) Lack of transparency  
 w/ Parks.  
 Time to enjoy a mental health breaks  
 Competitive Comp, Bonuses, Pay for performance  
 Housing staff can afford. Worry that  
 staff have their own agenda. (related to dog  
 park.) Staff needs to listen to the public

Notes: Balance b/w growth, no growth, managed growth. Post B&C's at parks/  
 gyms/activities guide/public bulletin boards/ opt in text messages/constant  
 contact). More communication w/ how the police engage w/ the community

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- Diverse housing, mobility, affordable housing. Work, live, play (all household members including animals)
- Public transportation opps inter-city transport

2. 2 (4)

## \*Economic Vitality

Promote and support a resilient economy that attracts and retains a diversity of businesses, workers, and industries, expands living wage jobs, and diversifies the City's tax base

- Future Job Opportunities.
- Wide variety of jobs. Access to all types of employment opportunities. (At all levels)
- New employer/business job opportunities once a business develops here.
- Incentivise/Strategic development opportunities for corporations
- Mom/Pop opportunities

Balance

(3) 4. 3

## Community Empowerment & Engagement

Enhance the sense of community and connection in Westminster through engaging methods of communication and dialogue that improve accessibility, increase understanding, and encourage participation in City life.

- Having places for community involvement/ engagement. 3
- OPPORTUNITY: More bands, more music options in City

3. 4 (5) Sense of Community.

## Resilient Infrastructure

Maintain and invest in resilient infrastructure that creates the highest return for safety, community connectivity, enjoyment of life and local economic success.

- Thoughtfulness towards climate change and our man made infrastructure and health of the planet. 2
- High standards in community development.

6. 5 (1)

## \*Community Health & Safety

Invest in innovative and collaborative approaches to provide a continuum of services that preserve, promote, and protect the health, safety, and environment of Westminster.

- Access to medical care, hiking, biking, dog parks = healthy community.
- Safe environment and access to these opportunities to flourish community. Sporting fields.

1 The Environment (2)  
Quality of life = emergency services Police & Fire

Views  
Sturdy  
Eagles

## Organizational Vitality

Develop and sustain an environment where employees and the organization are equipped and supported to deliver outstanding service to everyone in Westminster.

- 6. Organization and transparency.
- Supporting staff from the "bottom up".

(6) 5. 6

APPS

Connections

for Transportation

### Notes:

How do we find out when business' are struggling? (EV)

What do existing business' needs. and Community Planning

CONCERN: Economic Dev. vs. City Planning

### Access to Opportunities

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2234

• Low Income  
H<sub>2</sub>O credit /  
Fund

### Economic Vitality

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### Community

#### Empowerment & Engagement

Enhance the sense of community and connection in Westminster through engaging methods of communication and dialogue that improve accessibility, increase understanding, and encourage participation in City life.

45251

- Positive Relationships  
w/ the  
Publ<sup>ic</sup>  
schools

### Resilient Infrastructure

Maintain and invest in resilient infrastructure that creates the highest return for safety, community connectivity, enjoyment of life and local economic success.

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- lack of  
urgency  
- honest about  
the true cost  
of needs  
- Regional/Local  
mobility  
(

#1

### Community Health & Safety

Invest in innovative and collaborative approaches to provide a continuum of services that preserve, promote, and protect the health, safety, and environment of Westminster.

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- New Fire Stations  
important/more  
calls

### Organizational Vitality

Develop and sustain an environment where employees and the organization are equipped and supported to deliver outstanding service to everyone in Westminster.

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#6

Notes:

# Strategic Priorities

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- \* Better police funding - 47th
- \* Affordable housing w/ staying in after you get a job
- Curb corners in the City - ADA ramps

116

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8

## Economic Vitality

Promote and support a resilient economy that attracts and retains a diversity of businesses, workers, and industries, expands living wage jobs, and diversifies the City's tax base

- More biz support
- Sustain biz
- Draw people into City biz
- Free parking Downtown
- ROI on parking

443

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## Community Empowerment & Engagement

Enhance the sense of community and connection in Westminster through engaging methods of communication and dialogue that improve accessibility, increase understanding, and encourage participation in City life.

- \* Separate website w/ monthly calendar with links with event details and transportation options
- Invited to City events

234

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## Resilient Infrastructure

Maintain and invest in resilient infrastructure that creates the highest return for safety, community connectivity, enjoyment of life and local economic success.

- Roads - potholes, sealed better maintenance
- Sidewalks
- No water treatment facility

235

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10

## Community Health & Safety

Invest in innovative and collaborative approaches to provide a continuum of services that preserve, promote, and protect the health, safety, and environment of Westminster.

- No e-bikes on trails / follow rules
- Transparency of possible environmental contamination
- Safety protocol for City Council meetings - feel like a criminal

256

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13

Notes:

## Organizational Vitality

Develop and sustain an environment where employees and the organization are equipped and supported to deliver outstanding service to everyone in Westminster.

- Code enforcement?
- sensitivity + conflict resolution training - outsourced
- Customer service
  - getting a voicemail
  - operator answering

165

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12

# Strategic Priorities

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- Affordable Housing
- Quality of Life
- Better housing designs/affordable

5523

## Economic Vitality

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- Economy Drives Rev.
- A lot of broad Dev. - coming
- still > Covid
- Strategically Located

1444

## Community Empowerment & Engagement

Enhance the sense of community and connection in Westminster through engaging methods of communication and dialogue that improve accessibility, increase understanding, and encourage participation in City life.

- City does good job - creates community
- Town Halls are good
- People can go and look/take responsibility

6366

## Resilient Infrastructure

Maintain and invest in resilient infrastructure that creates the highest return for safety, community connectivity, enjoyment of life and local economic success.

- Attracts Businesses
- Roads & Transportation
- Water Main Breathy
- Stay away from downward aesthetic

2322

## Community Health & Safety

Invest in innovative and collaborative approaches to provide a continuum of services that preserve, promote, and protect the health, safety, and environment of Westminster.

- Synchs with other Priorities
- Lack of safety impacts all - a foundational
- Unfavorable @ Denver / other

1115

## Organizational Vitality

Develop and sustain an environment where employees and the organization are equipped and supported to deliver outstanding service to everyone in Westminster.

- School Partner Ship -
- services are the source of other priorities
- Supports the others
- Invest in Leaders

4563

## Notes:

- Mayor's Group
- Levered onenet: clamber, Fbook, email (post cards?)

Priority to  
community  
collaboration  
creativity  
title

# Strategic Priorities



## Access to Opportunities

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2 6 1 1 1

vs. role of gov't for housing  
 housing options  
 vs. role of gov't for housing  
 sense of community -  
 areas to socialize networks  
 housing for everyone  
 housing is a huge priority, finding equity, health & safety, healthy

## Economic Vitality

Promote and support a resilient economy that attracts and retains a diversity of businesses, workers, and industries, expands living wage jobs, and diversifies the City's tax base

1 4 2  
2 4

- economic mix  
 - job opportunities for  
 - driver, amount  
 of our revenues

## Community Empowerment & Engagement

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6 5 3 5 6

over-communication  
 - focus on key issues  
 - overall open access  
 - Snapshot!

## Resilient Infrastructure

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2  
3  
5

to our survival & well-being of everyone  
 - contribute  
 - clean drinking water  
 - street quality  
 - core function of city  
 - the main responsibility  
 in new design: more resilient design  
 - more thoughtful  
 - more thoughtful  
 - more thoughtful  
 - more thoughtful

## Community Health & Safety

Invest in innovative and collaborative approaches to provide a continuum of services that preserve, promote, and protect the health, safety, and environment of Westminster.

1 4 4 2 5

backbone to wellness  
 health & safety  
 - police protection  
 - fire

## Organizational Vitality

Develop and sustain an environment where employees and the organization are equipped and supported to deliver outstanding service to everyone in Westminster.

5 3 3  
6 6

important to have  
 a good org where people  
 want to work & then they  
 support community well.  
 - Good interactions

Notes:

1. open space - access to amenities & parks.  
Quality of public safety.

2. water rates for HOAs  
fire station infrastructure  
objectivity of survey language

3 - overall community wellbeing - <sup>health</sup> safety, <sup>public</sup> safety  
- infrastructure / core services  
- economic vitality & housing  
social network

4 - Lexington Trail  
- support for human services  
-

# Q 4 - Funding Needs

- Lexington trail
- Case work + support + Homelessness Prevention
- Human Services Board Support
- WHOS Dog Park - implement Stewardship plan. + maintenance
- ★ Aging Infrastructure maintenance



# Q1 - Values

- Access to open space
- Views of mountains
- Suburban feel... better traffic
- Walkability
- Responsive to Public Safety
- Feeling of safety
- Good school districts
- Big Dry Creek Park
- Accessibility + Responsiveness of City Staff

## Q2 - Improvements

- City website → hard to search
- HOA water rates (commercial)  
+ assistance with turf conversion
- Fire Station infrastructure  
↳ + objectivity of survey language  
[applies to Dog Park Survey]

## 2. Cont.

- Sustainability - defined emissions goals and quantifiable objectives for Westy Operations

Irving St. Library - better messaging ~~at~~ around the amazing services

- Bring back Large Item Pickup - Street by Street (tie in w/ Sustainability Center?)

- Cost of living / affordability

- affordable housing projects

- Solar to help with utility costs

- diverse housing opportunities

(condos, townhomes, small footprint/small lot homes)

- for citizens starting out or downsizing (retirees/empty nesters)

- more inventory to keep prices from escalating artificially

- Increase / Incentivize Solar for city and residences (and fire stations)

- Increase safety / Lower fire response time

- Increase reqs. & incentives for 'green' buildings

Xcel  
Incentives

2 Cont.

- Solar cont. - Solar carports
  - incentivizing panels on roofs of businesses
- E.V.s - carts or shuttles to help with pedestrian mobility to attractions (arts, farmers market) - and to overcome challenges like busy streets
- Bike valets at big events (sponsored by bike shops) (w/ minor services? like light/tire repair)
- Historic Westy: Very Challenging mobility and transportation issues to basic and necessary services.
- Historic Westy: Incentivize grocery store to establish in the near area or shuttle from the neighborhood to services
  - sell advertising to place <sup>comms</sup> on shuttles to help fund.
- Better enforcement around pet behaviors (poop & leashes)  
signs: "There are no poop fairies"

1. Safe  
Beautiful  
Recreation Centers  
Libraries  
Parks → w/in walking distance of neighborhoods  
Proximity to Denver & Boulder for jobs & recreation & cultural activities  
Previously affordable  
Good Quality Drinking Water.  
Safe to walk around  
Open Space  
Responsive Govt. + timely responses to Community Concerns.  
Shopping / access to grocery stores

2. - Better communication  
e.g. topical/summary notes after Council meetings  
- Better advertising for community events  
e.g. Valentines event & Fall Fest  
- More positive messaging around Sustainability staff and creation of opportunities for all citizens (w/ varying abilities) and advocating productive citizens

having town halls in different areas to increase diverse participation (different economic levels)

2. Cont.

Pet behaviors cont. - more trash cans /  
Convenient disposal options  
Make it easy for responsibility

- Better enforcement in school zones  
- patrol cars

Better enforcement for speeding,  
road rage, red light running, noisy  
vehicles.

# Needs to Improve

Family values

Communication - being heard

Recreational Services

Listening to Needs

Transparency from the City

Communications in ~~areas~~<sup>means</sup> other than online

QR Codes - on development signage

Communication in other languages

Notification of events

Better website - separate

Calendar of the week/month

Enforcement of codes

dropped fees and taxes

building variances

graffiti removal on private property

Cost effectiveness - contracting out

More efficiency - outsourcing

Businesses that bring tax revenue - sustainable

# Value Most

Feeling of Safety in neighborhood

Family values

Fireworks

Ability to ~~voice~~ speak freely

Responsive Council

Trail system



How are things taken care of — what would you like to see

• Open Space — weed maintenance  
— cracks in trails

• Water: • Price & Availability  
• Expand Reclaimed Water System — Winter Storage?

• Work on adding Fire Stations

• Cultural Resources — good to keep up with others

• Libraries, theatres, museums

• Ask residents

## What do you value about living in Westminster?

Eric, John, Gary, Julie

- Park, open space & Trail System
- Fire, Police: Public Safety
- Feeling of Safety
- Things are "done well"
- Pleasing evolution of the City and preserving its history
- Live Citizen response - effective

## How to Improve:

- Keep up on Education in Schools/Partnership opportunities
- Transportation: Congestion & Traffic (mitigates negative feelings of Development)
- Affordable Housing (Conundrum)
- Open space - missing connections
- Incomplete B-Line (Already too few hours)
- South Westminster Infrastructure (Neighborhood parking, overhead utilities)
- Incomplete Downtown
- Stormwater Runoff

## Areas for funding that are missing?

- Not Missing Any Opportunities
- Fund new website: tourists/visitors
  - (Accommodations Tax)
  - Great Location
- Allocation of Funds For Open Space Purchases (from maintenance)
- Promote Historic Places (maintain) - successful BUS TOURS (H. Society + City)
- "Old-Town" Westminster: move Like Arvada
- Grant Funding

Missing priorities: Need to keep Butterfly Pavillion - Destination

## 2) Improvements

\* Enforce temporary tags

\* Encourage EV charging stations

- ① Lead by Example
- ② Incentivize non-gov't
- ③ EV COW stations location - current + where they are needed

\* more proactive to address the needs of the unhoused

\* DT messaging - Explaining the why it matters

\* Too many + too long - surveys (Ex. PRL 90 min)

→ increase co-Responder

\* Militanization of the Polize (Reduce)

\* Requirement/Inclusionary Zoning of Aff. Housing (Workforce Housing/Affordable Housing)

\* Disaster Response Planning + Awareness

\* Investing \$ in IT/technology

↳ making technology accessible

\* Reliance on sales and use tax / Diversify Revenue Sources

\* City to continue to ~~conserve~~ be careful + prudent on water usage

\* Keeping Water Rates to be able to afford operations ~~conservation efforts~~

What do you value most about living in Westminster?

- \* Engage<sup>ment</sup> w/ citizens (ex. Citizen Academy) + Volunteer Program
- \* View of the mountains

- \* transparency → opportunities for public comment (5min)
- Board + Commissions (input)

- \* 'Easy' Place to live - offer most of what you need

- ↳ P+R astounding (all ages + interests) libraries offer great programs - free + children
- \* Local gov't is accessible
- \* Street signs in the medians

→ trails, open space

walkability / connectivity (For the most part connected)

→ potential flood/excessive water usage alert + improvements  
(ex. story of an alert that was shared)

\* Westy Water APP

\* Sustainability Center inform thru non-tech platforms

\* transit / transportation

\* Techno

\* Arts + Culture (ex. theater) opportunities

\* Guided Hikes

\* Senior Services (MIZ only opportunities)

\* Communication (ex. COVID) → what is going on?

Multi-modal (text)

Tell the story

[Why the project/need is important]

115th + Sheridan Traffic Light

Q2: ADDITIONAL SENIOR  
PROGRAMMING & STAFF  
SUPPORT FOR SENIORS.

- OVERALL SERVICES FOR SENIORS
- FUNDING FOR THE NEW WATER TF

- ENVIRONMENTAL
- FINANCIAL

> CONCERNS

- FIRE CODE RELATED TO MULTI FAMILY DEV.  
(FOLLOW UP ON FIRE STANDARDS,

Q2

- THE APPRECIATION OF VIEW CORRIDORS
- PARKS / OPEN SPACE
- SUPERIOR RECREATION FACILITIES
- BIKE / MIKE TRAILS
- FIRE CODE RELATED TO MULTIFAMILY DEV. (FOLLOW UP ON FIRE STANDARDS)

Q1: CLOSE TO THE CITY (DENVER)  
BUT NOT

- THE FEELING OF SEPERATION FROM DENVER, WHICH FEELS CROWDED/CONGESTED
- THE LEVEL OF DESIGNATED PARK/OPEN SPACE/DOG PARKS
- CONCERN: BECOMING LIKE DENVER
- CONCERN: GROWTH/RAPID GROWTH
- THE LACK OF CONGESTION CURRENTLY