
Thursday, November 21, 2024, 6:00 PM

One DesCombes Drive

Broomfield, CO 80020

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1. Concept Review

2. Study Session

2A. Summary of the 2024 Council Focus Session, status update, and staff direction for 2025

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Date Posted: November 13, 2024



A. Summary of the 2024 Council Focus Session, status update, and staff direction for 2025

Meeting	Agenda Group
Thursday, November 21, 2024, 6:00 PM	Study Session Item: 2A.
Presented By	
Danee Brouillard	
Community Goals	

Overview

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Summary of the 2024 Council Focus Session, status update, and staff direction for 2025

Attachments

[November 21 - Summary of the 2024 Council Focus Session, Status update, and staff direction for 2025.pdf](#)

Summary

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Background

The Broomfield City Council led a day-and-a-half focus session on March 1-2, 2024. The 2024 Focus Session looked different from past Focus Sessions as Councilmembers set the agenda and presented the items; the [Focus Session agenda](#) and [recording](#) provide a refresher and additional background information. Staff was in attendance to answer questions and take directions for follow-up. Over the two-day meeting, Councilmembers presented five items for the Council's review and consideration. They concluded by providing staff with direction for future action on four of the five items. Those topics and their relative status are discussed below. In addition to providing a status update on the actionable issues, this memo serves as the study session for the Immigration/Migrant Support discussion.

Topic 1: Self-Sufficient/Minimum Living Wage requested by Mayor Pro Tem Shaff ([view Mayor Pro Tem Shaff's presentation](#)). The Council directed staff to explore developing a Request for Proposal (RFP) for market and economic analysis related to minimum and/or self-sufficient wages. There was a discussion that some surrounding communities were also engaging in studying this topic. The staff explored partnering/joining with Adams County and/or Boulder County in the RFP process; the staff engaged and met with both Adams and Boulder Counties, respectively, based on their scope of services, timeline, and elements of the research, as previously noted, Broomfield staff opted to do a separate and independent RFP. The staff has prepared an update as part of this memo and plans to bring forward a Study Session item for further discussion and direction on February 18, 2025.

Status: Staff is preparing a comprehensive update for Council to be shared at the February 18, 2025, study session. In advance of that conversation, below is an update on the efforts related to this initiative to date:

- The staff has reviewed the approach and status of the Cities and Towns of Boulder County and the Adams County-led studies on minimum wage. The Boulder County cities and towns study was too far along for CCOB to join, but the staff has received updates and insights from this study that will be shared with the Council in February 2025. Adams County received only one bid to conduct the study, and the firm did not have experience or knowledge of the metro labor and business markets in Colorado or Denver. Due to this, Broomfield could not join the study.
- Based on the information above, Broomfield staff provided an update to Council on August 14, 2024, recommending that CCOB engage the consultant team (AECOM) already conducting the market and economic analysis of Broomfield, specifically, the Interlocken/US36 area to do this work.
- At the February 18, 2025, City Council Study Session, staff will provide an update on the study's findings and observations. Staff will also review the current status of studies and efforts from neighboring cities/counties. Following the update, staff will seek direction from the Council on the next steps.

Topic 2: Best Value Contracting requested by Councilmember Marsh-Holschen. The council directed staff to prepare a Study Session item to update the Council on CCOB’s existing procurement process and explore adding various elements (weighted model to include contracts that pay livable wages, women/minority-owned businesses, etc.). Broomfield currently utilizes industry-defined best-value contracting to secure the “best financial value.” An alternative procurement approach based on values rather than solely on financial considerations is Values-Based Procurement (VBP).

This approach emphasizes selecting suppliers and contractors based on shared values, ethical standards, and broader social, environmental, and cultural impacts rather than just cost-efficiency or financial outcomes. The staff will be prepared to discuss the current procurement process on February 18, 2025, and discuss the pros/cons of incorporating a VBP model.

Topic 3: Community Air Quality Monitoring requested by Councilmembers Anderson and Lim ([view Councilmembers Anderson and Lim’s presentation](#)). The council directed staff to continue the Ajax Analytics/CSU program for 2024 with modifications to the dashboard. The council also directed staff to prepare a contract with Boulder AIR for the remainder of 2024. The Boulder AIR contract was approved at the April 23, 2024, Council meeting, and services began May 1, 2024. The staff will bring forward the Ajax/CSU and Boulder AIR contract renewals (both maintain the same network operations, reporting services, and public portals as of 2024) for approval on the consent agenda at the December 3, 2024 Council meeting.

Topic 4: Rental Registration requested by Councilmember Marsh-Holschen. The council did not direct staff to act on this issue.

Topic 5: Immigration/Migrant Support was presented by Councilmember Henkel ([View Councilmember Henkel’s presentation](#)). The council directed staff to prepare a Study Session item to discuss the requirements and needs for the City and County of Broomfield (CCOB) to become “Certified Welcoming” through Welcoming America. The staff has prepared the Study Session update on this item as part of this memo and seeks direction from the Council on the next steps.

Staff has prepared the following study session update on this topic as directed by the Council at the March 2024 Focus Session and is requesting direction from the Council if further action is desired.

It is important to note that CCOB is already putting forth significant effort toward building a comprehensive, inclusive environment that aligns with CCOB’s Community Goal: Thriving, Safe, Diverse, and Welcoming Community. Given that it is part of the Community Goals, not one individual or department leads the effort; instead, all departments contribute and are structured to embed the initiatives and approach into daily work. The staff has outlined existing efforts below for the Council’s information and to assist in discussing what additional efforts the Council would direct staff to undertake.

[“Certified Welcoming” city through Welcoming America](#) is a formal designation for cities and counties that have created policies and programs reflecting their values and commitment to immigrant inclusion.

- The Certified Welcoming process formally evaluates and assesses a community’s efforts to provide inclusive environments for immigrants and refugees. Local governments must be the lead applicant for Certified Welcoming; however, community partners such as refugee resettlement would play a critical role in the process by providing information for the self-assessment and being interviewed during the audit.
- Welcoming America certifies cities using 5-star designation criteria, allowing places to achieve one of five-star designations for their welcoming efforts based on a set of criteria tailored to each star designation.
- The purpose of having a five-star process is to work your way from one star to the next. The staff took the initial assessment, and based on the efforts listed below, it was determined that CCOB would be positioned for a 2-star rating.
- To maintain certification, local governments must continue to meet the indicators in the Welcoming Standard, address any observations in their certification report, and update their self-assessment before the certificate expires. Certificates are valid for four years.

Below are the seven (7) framework areas of the Welcoming Standard. Each framework area includes multiple criteria that local governments must fulfill based on the star designation they choose to pursue and what CCOB is already working on in the specific area.

1. **CIVIC ENGAGEMENT (CE):** Welcoming communities ensure that all residents, including immigrants, can fully participate in civic life, have access to democratic spaces, and shape community priorities and policies.

Examples of CCOB's current efforts:

- CCOB remains committed to creating an inclusive environment in alignment with CCOB’s Community Goal: Thriving, Safe, Diverse, and Welcoming Community. [CCOB’s Equity Statement](#) further captures our commitment to facilitating an equitable community and workplace through strategic efforts and advocacy for accessible services.
- The staff works intentionally to ensure marketing and outreach efforts are accessible and understandable for all backgrounds and include opportunities for individuals to receive additional assistance if needed. Additionally, Council meetings are open to all underrepresented populations, including migrants and refugees, who are encouraged to apply for boards and commissions.
- Some specific examples that CCOB has implemented to increase access to civic engagement for all include [Language Line](#), which provides access to interpreters in over 240 languages.
- Additionally, Broomfield Public Health and Environment (BPHE) launched the first cohort of the [Health Ambassador program](#) in 2024. The program aims to reduce health inequities in our community by partnering with those most impacted by health issues. A Health Ambassador is a person, business, or organization that works with or represents communities that may have difficulty accessing resources or health services, including historically marginalized communities. Health Ambassadors are paid to contribute their unique perspectives, experiences, and ideas to work in partnership with BPHE to determine the strategies and activities that will help improve community health. The 2024 Health Ambassador cohort comprises nine individuals and organizations that work with or represent youth, racial and ethnic groups, monolingual Spanish speakers, people experiencing homelessness, people living in poverty, immigrants and newcomers, and older adults. Helping people access

vaccines, substance misuse prevention, and mental health resources are some of the areas the ambassadors focus on.

2. CONNECTED COMMUNITIES (CC): Welcoming communities build connections and trust between residents, creating opportunities and spaces for immigrant and non-immigrant residents to interact constructively, develop relationships, and deepen their understanding of one another.

Examples of CCOB's current efforts:

- CCOB works intentionally to build and strengthen relationships with community partners to create opportunities for all residents, including immigrants. Some ongoing examples include partnerships with the Refuge, Sister Cities, [Broomfield Out Loud](#), etc.
- CCOB utilizes Language Line to provide translation and interpretation services for distributed promotional materials and at meetings and events when requested to give individuals the best opportunity to understand CCOB programs and services entirely.
- CCOB works hard to reach underserved populations and ensure that our message for specific programs and services reaches those who may need it most. The DDEI team has forged relationships with the property management organizations at some of our mobile home parks and apartment buildings to hand-deliver information pamphlets and fliers for more education.
- The Departmental Equity Workgroup (a compilation of several departments to whom this work is important) is currently working to create the first Broomfield Language Access Plan.
- This plan would provide an organizational philosophy that includes best practices and standards that CCOB can use to be more consistent, collaborative, and engaging.

3. ECONOMIC DEVELOPMENT (EC): In welcoming communities, all residents – including immigrants – can participate fully in the economy.

Examples of CCOB's current efforts:

- The Broomfield Workforce Center is part of the federally funded national public workforce development system, providing accessible services to residents, including immigrants with work authorization. These services include resources and support for job searches, skills training, job referrals and placement, and career advancement, addressing the diverse needs within our community. Through partnerships with local businesses, we promote diverse hiring practices and work to ensure equitable access to workforce support.
- The Business Development team has intentionally included minority and non-native business owners in participation in business programs and training events, business surveys, and specific business visits and outreach. Additionally, staff will be including inclusive business participation and outreach as a goal and reporting metric in the 2025 Broomfield Area Chamber of Commerce agreement.

4. EDUCATION (ED): In welcoming communities, the education system ensures all students, including immigrant students, have the support they need to thrive in school and the knowledge they need to succeed in the workforce.

Examples of CCOB's current efforts:

- The Broomfield Workforce Center can support immigrants with work authorization status and meet eligibility requirements with skill development through education programs to obtain industry-recognized skills and/or credentials that lead to employment.
- The Workforce Innovation and Opportunity Act (WIOA) Youth program provides services for eligible youth aged 16-24 who fall within specific eligibility criteria and have a work authorization. Support includes educational assistance, skill-building, and employment readiness through access to services such as tutoring, internships, work experience placements, career counseling, mentoring, and job training.
- The Workforce Center partners with local adult education providers that support English language acquisition and high school diploma equivalencies for youth 17 or older.

5. EQUITABLE ACCESS (EA): Welcoming communities ensure local services are accessible to all residents, including immigrants.

Examples of CCOB's current efforts:

- Broomfield's Public Health and Environment (BPHE) and Department of Human Services (DHS) have built a connected community of practice (CCP), a network of 67 partners coordinating care and services for individuals and families. The CCP uses a social-health information exchange system, Unite Us, to refer people to resources and services to address their health-related social needs, like food, housing, medical care, transportation, and assistance in applying for the benefits and services they are eligible for.
- The library offers free one-on-one English Language Learners (ELL) and technology tutoring. The ELL tutoring has been utilized significantly, with more than 475 Sessions this year.
- The City and County of Broomfield utilized the on-demand Language Line interpretation call services 1,924 times between November 2023 and October 2024.

6. GOVERNMENT AND COMMUNITY LEADERSHIP (GL): Welcoming communities have the infrastructure to support immigrant participation, inclusion, and equity.

Examples of CCOB's current efforts:

- Community Goal 4: Thriving, Diverse, Safe, and Welcoming Community. Being welcoming is much more than being friendly, tolerant, or peaceful. We believe genuinely welcoming places have intentional, inclusive policies, practices, and norms that enable all residents to live, thrive, and contribute fully.
- The Broomfield Public Health and Environment (BPHE) has developed a 5-year [health equity plan](#) approved by the Broomfield Board of Health in 2023. The plan focuses on increasing BPHE's staff capacity to understand health inequities and address them; implementing a deep community engagement process that involves historically marginalized communities in identifying issues most important to them and involving them in key decisions for department programs/initiatives; implementing a culturally and linguistically appropriate approach to health communications; collecting, analyzing, and communicating health equity data; and adopting policies that reduce inequities. Migrant populations are typically more burdened by health inequities and, therefore, are a key population we seek to engage with in this plan.

7. SAFE COMMUNITIES (SC): Welcoming communities prioritize safety for all residents, including immigrants.

Examples of CCOB's current efforts:

- The Broomfield Police Department (BPD) has implemented several programs to minimize discrimination and build strong relationships with our immigrant residents. Some examples include mandatory Implicit Bias training for all police department employees, mandatory Procedural Justice training for all employees, and Community Listening Sessions (the most recent was held on 10/30/24), which provided opportunities for individuals to learn more about BPD and provide feedback on services, and mandatory Active Bystandership for Law Enforcement (ABLE) Training for sworn employees.

If the Council directs staff to seek the official “Certified Welcoming” certification, the City and County of Broomfield (CCOB) must complete the steps below.

1. Develop and conduct a landscape analysis to capture numerous elements to determine a comprehensive inventory of the demographics of Broomfield. This effort would require outreach and engagement, discussion, and summary analysis report drafting with many non-profits providing services.
2. Complete the application, including the demographic information from the landscape analysis, an intake form, and a self-assessment. The cost to apply is \$12,000.
3. Welcoming America would review the application and supplemental materials, conduct a site visit, and provide Broomfield with an audit and detailed final report. Depending on the certification team's findings, Broomfield would either receive the Certified Welcoming designation or implement an action plan to work toward achieving the designation.
4. Staff anticipates that this initial certification process would take 1- 3 years and require additional staffing to focus on the initial compilation of information, communications with the certifying body, recertification, etc.
5. Adding this effort to the existing workload would include reallocation/prioritization of the budget by the Council (the money for this initiative is not currently budgeted and would need to be reallocated from another area of the budget), hiring timeline for a qualified individual; star designation desired; and the timeline varies due to the application deadlines set by Welcoming America.

Staff analysis:

Given the current fiscal constraints and the fiscal needs for this effort not being in the 2025 approved budget, and the evidence that many of the objectives of a Welcoming City are already being met through community-driven efforts, the staff findings below support continuing existing programs.

1. **Alignment with Community Goals:** The city is already deeply committed to being a thriving, diverse, safe, and welcoming community, as demonstrated by the ongoing work of various departments and the collaboration with local nonprofits. This aligns with the core principles of a Welcoming City, meaning the city is already fulfilling many of its objectives without the formal certification.
2. **Financial Considerations:** Staff and resource allocation: Achieving certification typically requires additional resources for staffing, training, and awareness campaigns estimated between \$100k and \$150k for staffing (annually—is significant, especially given current fiscal constraints)

3. **Enhancing existing programs and partnerships** with local nonprofits could likely have a more substantial impact without incurring the overhead of certification-related expenses.
4. **Existing Infrastructure:** Many components of a Welcoming City program—such as inclusive policies, services for immigrants, and community engagement efforts—are already in place in Broomfield. This suggests that the city is already operating in a manner consistent with the goals of the certification.

Further direction needed:

- Does the Council desire any additional action on this item in 2025?

Direction Needed for 2025 Initiatives

1. 2025 Focus Session:

- Based on the updates above and the remaining staff efforts still required to complete the direction provided at the 2024 focus session, in addition to full council meeting schedules, staffing capacity, and financial resources, staff seeks direction from Council on the desires for a 2025 Focus Session.
- **Further direction needed:** Does the Council wish to hold a Focus Session in 2025? If so, staff seeks additional direction related to the format, Council, or staff-driven agenda development, location, and date/times.

2. 2025 Community Survey:

- The CCOB works with an independent community engagement and research organization every two years to conduct a Community Survey. For the 2025 Community Survey, CCOB has hired [Magellan Strategies](#).
- The Community Survey allows the residents to rate the quality of life in Broomfield, the quality and importance of community amenities, local government performance, service, and community priorities. Resident feedback helps the CCOB understand how well it is serving its residents, assists in better aligning programs and services with community goals and drives future decisions for the CCOB.
- The survey is primarily a series of questions that have been asked over the last 20 years; therefore, a baseline has been established for performance.
- **Further direction needed:** There has been an ongoing discussion about seeking resident feedback on increasing sales and/or mill levy to support and enhance housing, transportation, and library services/capital improvements. Does the Council wish to add these questions to the 2025 Community Survey?