

**City Manager  
Monitoring Report  
July 01, 2014**

*Below is a compilation of updates and projects that are either new or have changed since the last City Council meeting.*

• **COMMUNICATIONS**

The people who like your Page

Women

**75%**

Your Fans

**46%**

All Facebook

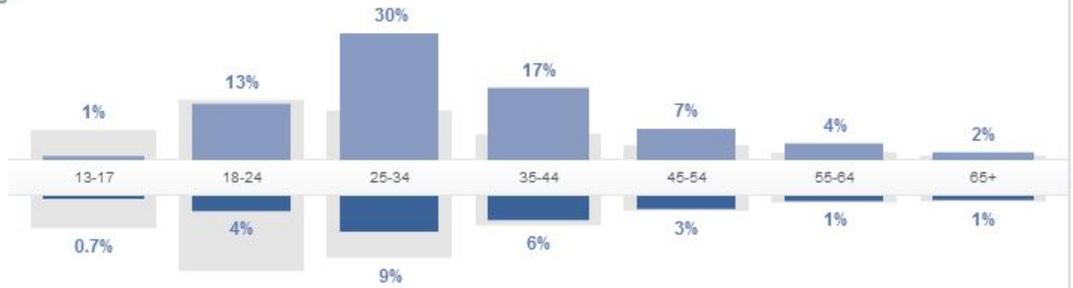
Men

**24%**

Your Fans

**54%**

All Facebook



Country	Your Fans
United States of America	2,715
Pakistan	10
Mexico	5
Guatemala	1
Singapore	1
Ireland	1
Turkey	1
Nigeria	1
Argentina	1
United Kingdom	1
Germany	1

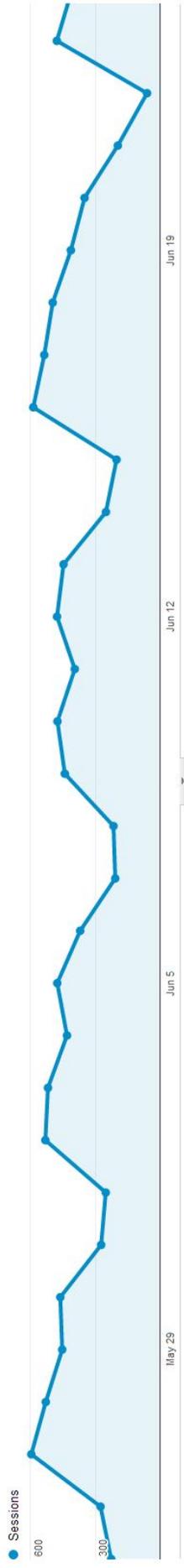
City	Your Fans
Greeley, CO	1,394
Evans, CO	696
Denver, CO	90
Fort Collins, CO	44
Windsor, CO	40
Loveland, CO	31
Eaton, CO	22
Kersey, CO	22
La Salle, CO	21
Longmont, CO	17
Johnstown, CO	11
Milliken, CO	11
Karachi, Sindh, Pakistan	10
Platteville, CO	10
Fort Morgan, CO	8

Language	Your Fans
English (US)	2,647
English (UK)	48
Spanish	34
Spanish (Spain)	7
French (France)	1
Turkish	1

Overview

Sessions vs. Select a metric

Hourly Day Week Month



Sessions 12,000

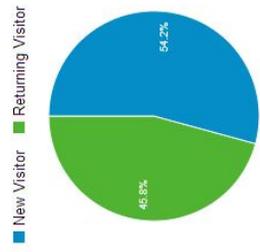
Users 8,120

Pageviews 33,250

Pages / Session 2.77

Avg. Session Duration 00:02:22

Bounce Rate 42.52%



% New Sessions 54.22%

Demographics

Language	Sessions	% Sessions
1. en-us	11,674	97.28%
2. en	180	1.50%
3. en-gb	24	0.20%
4. es-es	16	0.13%
5. es-419	13	0.11%
6. es-us	9	0.08%
7. pt-br	9	0.08%
8. en_us	7	0.06%
9. es-mx	6	0.05%
10. ko-kr	5	0.04%

view full report

■ Reach: Organic / Paid ▼
■ Post Clicks ■ Likes, Comments & Shares ▼

Published ▼	Post	Type	Targeting	Reach	Engagement	Promote
06/24/2014 12:23 pm	 Tomorrow is Bike to Work Day! Give your legs a rest at a Breakfast Station between 6-8:30 am There are			264 <span style="color: orange;">■</span>	20 14	<a href="#">Boost Post</a>
06/23/2014 4:16 pm	 June 21 (Saturday) marked the 2014 Summer Solstice - the longest day of the year. Prudhoe Bay,			389 <span style="color: orange;">■</span>	21 18	<a href="#">Boost Post</a>
06/20/2014 4:24 pm	 Thunderstorms are expected this weekend. Be sure to have a plan in place to stay safe during all of your			272 <span style="color: orange;">■</span>	4 10	<a href="#">Boost Post</a>
06/19/2014 3:28 pm	 Congratulations to Hue Salon on their Grand Opening at 2913 37th Street! The Evans Area			1.3K <span style="color: orange;">■</span>	9 105	<a href="#">Boost Post</a>
06/18/2014 1:53 pm	 Next Wednesday is Bike to Work Day! Start a new, healthy lifestyle and stop for some breakfast on your			921 <span style="color: orange;">■</span>	34 33	<a href="#">Boost Post</a>
06/17/2014 3:02 pm	 Weld County has tested positive for mosquitoes with West Nile Virus. This means the City of Evans			1.6K <span style="color: orange;">■</span>	120 93	<a href="#">Boost Post</a>
06/16/2014 10:12 am	 This week's City Council Meeting is being held tonight, due to the Colorado Municipal League			499 <span style="color: orange;">■</span>	12 2	<a href="#">Boost Post</a>
06/12/2014 11:17 am	 Tomorrow is the LAST day for you to win a \$50 Visa card! Submit a name for the new Evans electronic			1K <span style="color: orange;">■</span>	88 10	<a href="#">Boost Post</a>
06/11/2014 2:26 pm	 Don't miss out - sign up today!			367 <span style="color: orange;">■</span>	9 5	<a href="#">Boost Post</a>
06/10/2014 2:46 pm	 On this day in 1752, Benjamin Franklin flies a kite during a thunderstorm and collects a charge in a			587 <span style="color: orange;">■</span>	27 8	<a href="#">Boost Post</a>
06/09/2014 5:34 pm	 Evans resident Margarita Quintana is the recent winner of the Make TODAY Count Challenge!			539 <span style="color: orange;">■</span>	13 8	<a href="#">Boost Post</a>
06/06/2014 2:41 pm	 Weather updates, including Tornado Warnings and Severe Thunderstorm Warnings continue to go out.			1.2K <span style="color: orange;">■</span>	0 14	<a href="#">Boost Post</a>
06/06/2014 2:01 pm	Please take cover in a low lying area and monitor your local news stations for updates.			3.9K <span style="color: orange;">■</span>	978 31	<a href="#">Boost Post</a>
06/06/2014 12:41 pm	 Even though we are expecting rain this weekend, water levels in the South Platte River have been			1.4K <span style="color: orange;">■</span>	109 32	<a href="#">Boost Post</a>

- **ECONOMIC DEVELOPMENT**

### Project Updates

**Library Project:** The Library opening has been delayed a few weeks due to cold weather and some sub-contractor (framing) issues. It is set to be completed in August, with an opening date of mid – September. We plan on hosting a few celebrations, so stay tuned! We will have the Library, a police substation, a coffee shop, a museum/history component, large meeting rooms to seat close to 400, a large board room, and an office space for our economic development partners to use. Outdoor amenities include an open amphitheater (movies and music ready), a playground, small community garden, area for a Farmer’s Market (likely to open in 2015), and a bus stop for GET and School District 6. Feel free to stop by the construction site and take a peek!

**Shop Local Program:** The final logo is under review by communications staff, and the letters are set and ready to be sent by July 15 to all area businesses. The newly revamped website is up and running and we will add logos, photos and coupons as they come in. We would like everyone to join by the end of August so that we can use September/October to market, and the entire month of November to release ads and encourage people to Shop in Evans! We intend to order decals, bags, and other marketing “gear” to help get the word out.

**Farmer’s Market:** Due to the delay in the completion of the Library (the location of the Farmer’s Market) we will likely open in 2015. However, we will use the remainder of this year, with our newly hired contract Farmer’s Market Manager, to promote the Evans Farmer’s Market, send out notices and marketing material, and hopefully host a day long market after the Library opens - likely in late September or early October to hit the last of the growing season.

**Murals:** The Weld County community health campaign--Make TODAY Count!-- is sponsoring an Evans community mural projects throughout the community this summer, and They need your help! We are planning on asking them to paint a few buildings in Historic Evans (the restroom and storage at City Park, the old Fire Station, perhaps others). They are looking for community members to help come up with themes for the mural and to be involved with the painting—no experience necessary! They painted their first mural a few weeks ago—here is a blog post about it:

<http://www.greeleyunexpected.com/blog/community-mural-project-8th-ave-22nd-st-greeley-high-school-students>.

### Long Range Planning Updates

**Historic Evans Master Plan:** Matrix will meet with the Recovery Task Force on Thursday, June 26<sup>th</sup> to begin the process of the Master Plan. Their timeline is headed for a completion date of spring of 2015, but may need to be adjusted based on information and community input. Their first step will be to gather information about stakeholders, coordinate public meetings with our other master planning projects, and work with the Task Force to get input and information. We will be running parallel timing and tracking with our other master plans and related projects such as an historic building inventory and a technical assessment of a potential downtown location.

**Riverside Park Master Plan:** THK has started their process, which will likely be complete in November. FEMA (fortunately) extended their deadline for an alternate procedure (replacing the same functions that were destroyed in the flood, but maybe not in the same manner or in the same location). THK was given three tasks: to develop an inventory of existing park and recreational assets, to determine from a citizen survey and other information what facilities and assets are needed and wanted in Evans, and to then recommend a location and priority for each of those functions.

**South Platte River Master Corridor Plan:** This grant from CWCB was awarded to the City, but we have not yet accepted it due to staffing resources. We have applied for a CDBG DR grant to allow for some planning staff that would then help manage this grant, which is an engineering/water study of the South Platte from the St. Vrain down to the influx of the Poudre River.

**South Platte River Master Plan:** This is the plan we started before the flood that has been delayed (not only due to the flood but due to some personal medical issues). We hope to get it back on track on June 26<sup>th</sup> with a presentation to the Task Force, and hold a River Summit on July 18<sup>th</sup> and July 19<sup>th</sup>.

**Trails:** The City did receive a grant to replace damaged trail systems (along with the FEMA reimbursement for damage) and, while this does depend on a number of other decisions, a new trail

system could be constructed this fall. Those other decisions involve the trash underneath the trail location, the berm and what repairs might be necessary, and the actual construction content of the trail (Concrete? Crusher fines? Other surfacing?)

### Retail Strategy

The conference in Las Vegas was a great opportunity for the City. We met with several major retailers to update them on our plans for the highway 85 corridor. Those meetings have since resulted in some on site visits from retailers. The last 4 years are starting to pay off!!! (Patience is certainly a virtue in economic development). We have also had some independent interest from retailers which is indicative that the economy is starting to revive.

### Urban Renewal

**Highway 85 Plan Area:** The Master Plan, adopted in February, is in place and we are working on specific zoning language to present to the City Council in July and August of this year. We are also working on a Project Description for what types of urban renewal the Evans Redevelopment Agency will support in the corridor.

**Historic Evans Plan Area:** This is being driving by the Master Plan (see information on Matrix Consulting above). There may be a few projects, such as multi-family housing, that the ERA could support in the areas most affected by the flood while we go through the process.

### Leadership 2.0

Six members of Leadership 2.0 met on Economic Development for 4 hours on May 13<sup>th</sup>. Our final meeting was on June 28<sup>th</sup>, and each team member presented information on economic development that they were asked to research.

### Sales Tax Update

Category	2013 YTD	2014 YTD	% Change
Base	489,171	689,744	41%
Commercial	574,233	623,652	9%
Industrial	486,489	973,674	100%
Utilities	261,353	253,611	-3%

Please remember this preliminary update does not include motor vehicle as we will get those in the next two weeks from the County.

As far as the monthly projection goes, we are \$159,275 ahead of what we needed to collect this month to meet our annual budget.

## Building Activity

Project	Type	Location	Staff Assigned	Contact Info	Status	Date Submitted	Date Due/ Expires	Notes
Cave Creek Phase III	PUD Amendment	35 <sup>th</sup> and Prairie View Drive	Sean	970.475.1167 <a href="#">Email</a>	Ready for Hearing	March 18	March 25	City Council July 1
CDOT	Site Plan	1004 42 <sup>nd</sup> St (Lot to the south)	Zach	970.475.1111 <a href="#">Email</a>	Site Plan In			Development Agreement in Limbo
Prairie Heights Middle School	Const. Drawings	3737 65 <sup>th</sup> Ave	Dawn	970.475.1160 <a href="#">Email</a>	Finalizing	2/21/14	3/11/14	On Hold
Evans Industrial Park LLA	Lot Line Adjust/Site Plan	4650 Industrial Parkway	Sean	970.475.1167 <a href="#">Email</a>	Under Review	3/21/14	4/8/14	DeJohn
1st and 31 <sup>st</sup>	Annex and Zone	SE Corner of 1 <sup>st</sup> Ave and 31 <sup>st</sup> St	Zach/Sean	970.475.1167 <a href="#">Email</a>	Pre Application	11/5/13	5/5/14	Expired
Fast Break Restaurant	Addition of Use	1100 42 <sup>nd</sup> St	Sean	970.475.1167 <a href="#">Email</a>	Pre Application	11/14/13	5/14/14	Expired
Energes Services	Site Conversion. Fun Center	1112 40 <sup>th</sup> St	TBD		Pre Application	11/12/13	5/12/14	In Violation
Moser Property	Former Auto Dealer / Vacuum Shop	2800 11 <sup>th</sup> Ave	Sean	970.475.1167 <a href="#">Email</a>	Pre Application	11/19/13	5/19/14	Expired
Driftwood Commercial	Rezone & Land Use Amend	2485 and 2435 37 <sup>th</sup> St	Sean	970.475.1167 <a href="#">Email</a>	Under Review	3/25/14	4/8/14	City Council July 1
Bonanza Creek	Comm Tower (USR)	4301 Industrial	Sean	970.475.1167 <a href="#">Email</a>	Ready for Hearing	2/17/14	8/17/14	City Council July 1
Sorin Wells	USR – Oil		Sean	970.475.1167	Comments	2/27/14	3/18/14	City Council July 1

	and Gas			<a href="#">Email</a>	Due Mar 18			
Meraz MFG Home	Pre-App	37 <sup>th</sup> and Pueblo (SE Corner)	Sean/Zach	970.475.1167 <a href="#">Email</a>	Pre-App	03/12/14	04/01/14	Will require public improvements on Pueblo, no MFG home allowed per zoning
Varco	Variance	4000 Carson Ave	Sean	970.475.1167 <a href="#">Email</a>	Under Review	6/2014	07/08/14	Variance App IN
Moser Crematorium	Code Amend	Commercial Zones	Sean	970.475.1167 <a href="#">Email</a>	In Process			Sean Doing Code Language Amend
Behring Property	Pre-App	120 37 <sup>th</sup> St	Sean	970.475.1167 <a href="#">Email</a>	New	5/13/14	11/13/14	RV Park for Oil Workers

## New Business Licenses

Business/Doing Business As		Phone	Address		NOB
A Better Job Inc	A Better Job Inc	Busn 970-302-0401	38515 WCR 41	Eaton, CO 80615	General Contractor
Betty Woodard and Chuck Woodard	Abundant 365 Naturals, LLC	Busn 970-590-1079	2621 Montego Bay	Evans, CO 80620	Handcrafted soap and body care products.
Carefree Ice LLC	Carefree Ice LLC	Busn 303-263-5041	932 Zodo Avenue	Erie, CO 80516	Lease commercial Ice Machines to Bars, Restaurants, Schools, etc.
Grace Royal Inc.	CONOCO Fast Break	Busn 970-339-4556	1100 42nd Street	Evans, CO 80620	Sales of Gasoline, lottery, tobacco, cigarette, milk, food
Generator Service Professionals LLC	Generator Service Professionals LLC	Busn 303-349-4718	3210 Lupton Avenue	Evans, CO 80620	Emergency Generators
Greeley Auto Spa & Signs	Greeley Auto Spa & Signs	Busn 402-669-6842	3620 35th Avenue #5	Evans, CO 80620	Window Tinting
La Fiesta LLC	La Fiesta LLC	Busn 970-353-0664	2812 11th Avenue	Evans, CO 80620	Restaurant
Michael Eugene Sheetz	Mishe Construction	Busn 970-405-5491	3604 Tidewater Drive	Evans, CO 80620	Remodel, construction
Elizabeth Garcia, Ana Fuentes	Reliable Insurance	Busn 970-928-8317	3609 Idaho Street Unit A	Evans, CO 80620	Insurance
Rexel, Inc.	Rexel, Inc.	Busn 972-308-1802	14951 Dallas Parkway	Dallas, TX 75254	Wholesale and retail of Datacom and Electrical Supplies
Roberts Lighting Service Inc.	Roberts Lighting Service Inc.	Busn 307-640-1112	6002 US Hwy 30	Cheyenne, WY 82001	Sign Install and Service
The Resident Expert Inc	The Resident Expert Inc	Busn 720-295-7391	18121 C East Hampden Avenue	Aurora, CO 80013	Roofing Services
TLM Constructors, INC.	TLM Constructors, INC.	Busn 970-346-8323	3000 W. F Street	Greeley, CO 80631	Bridge Maintenance, Rehab and Repair
Quality Roofing by Petitt Inc	Quality Roofing by Petitt Inc	Busn 970-310-3467	235 Hopkins CT	Loveland, CO 80537	Roofing

<b>Jeff Holand</b>	Guardian Roofing LLC	Busn	303-828-4236	443 Webber Ct.	Erie, CO 80516	Re-roofing
<b>Majestic Exteriors LLC</b>	Majestic Exteriors LLC	Busn	303-325-7652	225 Union Blvd Suite # 150	Lakewood, CO 80228	Exterior Construction
<b>Atlas Oil Company</b>	Atlas Oil Company	Busn	313-662-3500	24501 Ecorse Rd.	Taylor, MI 48180	Transportation/Distribution of Petroleum Products
<b>Adrian Trevizo</b>	Tornado Roofing LLC	Busn	970-581-1453	4315 Mariposa Ln	Evans, CO 80620	Roofing
<b>Dave Stefanich, Incorporated</b>	All Demolition Excavating Company	Busn	303-456-6056	6300 W 49th Drive	Wheat Ridge, CO 80033	Demolition, Excavation, New Water & Sewer Installation
<b>The Tire Rack, Inc.</b>	The Tire Rack, Inc.			9690 East 40th Avenue	Denver, CO 80238	Distribution of tires, wheels and auto accessories
<b>Pooh Corner RE</b>	Pooh Corner Electric	Busn	303-915-3855	69 Pooh Corner	Idaho Springs, CO 80452-9782	Electrical Contracting
<b>Swire Pacific Holdings Inc.</b>	Swire Coca-Cola, USA	Busn	303-371-3888	9900 E 40th Avenue	Denver, CO 80238-5009	Wholesale distributor of Coca-Cola products and the like, vend mach, operator
<b>Karen J Thomason</b>	Karen J Thomason	Busn	970-396-1044	1601 39th Street	Evans, CO 80620	Running errands for people
<b>Kenneth R Smith</b>	Randy's Tower Service	Busn	620-629-1712	1115 County Road 16	Rolla, KS 67954	Telecommunications Tower Service
<b>Another Towing Company, Inc</b>	Another Towing Company, Inc	Busn	970-353-3690	119 6th Avenue	Greeley, CO 80631	Towing and Roadside Services

- **PUBLIC WORKS**

**Engineering**

- We are in the process of finalizing locations for annual concrete replacement and asphalt patch projects.
- Management and inspection of PHMS offsite improvements – begins today. Road closure updates will be communicated.
- Finalizing contract documents for the 37<sup>th</sup> Street Storm Drain – Phase II project.

**Operations:**

- All Non-Potable Water systems operational at this time.
- We have completed the June mosquito spraying procedure as of this morning. At this time the schedule for spraying will be the last two weeks of each month. One week we will be spraying from 1<sup>st</sup> Ave to 23 Ave, the second week will be from 23<sup>rd</sup> Ave west.

**Community Development**

- An RFP for abatement services will be ready for issuance this week.
- Cave Creek has submitted about 50 modular home placement permits for their third phase.
- A permit has been received for a second tenant finish permit in the commercial center at 37<sup>th</sup> Street and 29<sup>th</sup> Ave.

**Waste Water:**

- Apparatus for the temporary lab have been ordered (the big ticket item is the incubator).
- Drained and cleaned out Evans WWTP chlorine contact chamber, removed the normal amount of sludge plus 2-4 inches of flood silt that had settled to the bottom.

**Parks:**

- Normal maintenance operations for parks maintenance, mowing, irrigation, and forestry.
- Eve Murphy donated trees to the Dog Park for the small dog park area.
- THK has begun working on the Riverside Master Plan.
- B&B should have the fence repairs at the Cemetery and Complex completed this week.
- Trees at City Park are having a safety trim done in the next few weeks.
- We will begin mowing Riverside Park as soon as our mower is repaired. We will spray the weeds after the mowing is complete.

- **POLICE DEPARTMENT**

PLEASE CONGRATULATE SERGEANT PETE BRATTON ON HIS RECENT PROMOTION! PETE HAS BEEN WITH EVANS PD FOR ABOUT SEVEN YEARS. HE ACHIEVED THE RANKING OF #1 IN THE RECENT PROMOTIONAL PROCESS. I AM VERY PROUD OF PETE AND I KNOW HE WILL DO AN EXCELLENT JOB AS A SUPERVISOR AND MENTOR! WE WILL BE SCHEDULING A PROMOTIONAL CEREMONY SOON!

ORAL BOARDS FOR THE NEW OFFICER HIRING PROCESS WERE HELD ON JUNE 24 AND 25. FINALISTS WILL PROGRESS TO BACKGROUND CHECKS BEGINNING THE WEEK OF JUNE 30. WE WILL COMPLETE THE HIRING PROCESS IN EARLY AUGUST.