

ATTACHMENT 1



MEMORANDUM

TO: BRAC Committee Members
FR: Sheila Henderson and Robin Schepper
RE: BRAC Communications and Community Engagement May Summary
DA: June 1, 2023
Cc: Mike Lane

As requested by the BRAC Committee members, the following memo summarizes our outreach activities in the month of May as well as plans for June.

- **BRAC Town Halls**

- **May 4th Town Hall** - The summary presentation can be found [here](#). Robin drafted the presentation and City staff added to it. Sheila served as the MC.
4pm: 30 people in person, eight online
6 pm: 12 people in person, eight online
These numbers do not include YVHA and City staff.
Many people came to talk about the Sports Barn and others talked about the need for affordable housing for workers, including teachers.
We promoted the Town Hall on Steamboat Radio in English and Spanish as well as in the newsletter and social media. A complete summary with comments can be found [here](#).
- **June 28th Town Hall is at 5:30 pm.** This Town Hall will have two focus areas: one to review the green, yellow and red sections on the annexation agreement. It will be helpful to have City attorney Dan Foote in attendance. Some education slides on Area Median Income will also be included. Sheila will moderate and all outreach will be repeated: social media, radio, newspaper ads, and partnership with groups.
- **July 27th Town Hall 4 and 6pm.** Hopefully, this Town Hall can discuss the annexation agreement in more detail. Will decide on the content based on progress of June BRAC meetings.

- **Community Meetings – ongoing**

- *Afternoon Rotary, May 2nd.* - Questions varied from water sources, how much it will cost to provide City Services, will property taxes increase, what will happen to highway 40, etc.

- *Routt County Democrats*, - Questions centered on annexation process and requirements. Costs for development as well as AMI details and workforce definition
 - *First Impressions* - Want to make sure many homes fit requirements for home daycare opportunities. YVHA working with them to ensure that occurs
 - *YVHA properties (residents English/Spanish)* - Are they eligible, what is required to buy.
 - *Craig Sheckman Family Foundation* - Most interested in annexation requirements and the red, yellow green areas of draft agreement.
 - *YVEA Board* - Most interested in annexation details, big picture policy, easements, access by streets to hwy 40. Want YVHA to present specifically on how board got to energy choices. Also asked about AMI.
 - *Upcoming Meetings*: The following meetings are expected in July and August:
 - *Steamboat Spring Winter Sports Club – TBD*
 - *Steamboat School District principals/staff – August*
 - *Restaurant Group from Chamber*
 - All questions or comments from every meeting are inputted into the Engage platform.
 - *More surveys*: Reached out to Steamboat Resort and UCHealth about surveying employees like YPN, so far no response.
- **BRAC content creation**
 - Area Median Income fact sheet created for educating the community (attached)
 - **BRAC Content Amplification – ongoing**
 - *Newsletter*:
 - Information about the upcoming BRAC agenda as well as links to all the materials in the agenda packets is sent prior to every BRAC meeting to subscribers to the newsletter.
 - The newsletter is from the YVHA contact list. City PIO is going to add newsletter sign up to City Annex page to increase numbers.
 - In January, there were 1883 subscribers, as of June 1, 1940 subscribers. Industry average for open rates are 20%.
 - Open rate for BRAC newsletters are:
 - 1/27/23, BRAC schedule, 48.2% open rate, 1883 subscribers
 - 2/27/23, 3/1 BRAC meeting, 49.2% open rate, 1892 subscribers
 - 3/13/23, 3/15 BRAC meeting, 50.7% open rate, 1896 subscribers
 - 3/17/23, 3/22 Town Hall Meeting, 53.5% open rate, 1894 subscribers
 - 3/22/23, 3/22 Town Hall Meeting, 34.3% open rate, 1893 subscribers
 - 3/28/23, 3/29 BRAC meeting, 46.3% open rate, 1887 subscribers
 - 4/11/23, 4/12 BRAC meeting, 52.8% open rate, 1884 subscribers
 - 4/24/23, 4/26 BRAC meeting, 43.7% open rate, 1881 subscribers
 - 5/3/23, May Town Hall, 42.3% open rate, 1878 subscribers
 - 5/8/23, May 8 BRAC meeting, 43.8% open rate, 1898 subscribers

- 5/12/23, May 12 BRAC meetings, 42.7% open rate, 1912 subscribers
 - 5/22/23, May 24 BRAC meeting, 45.5% open rate, 1948 subscribers
 - 5/24/23, YPN Survey press release, 54.5% open rate, 1942 subscribers
- *Amplification with other groups:*
 - The Routt County PIO has included the Town Hall and BRAC information in her biweekly newsletter that goes to 5000 subscribers. She also added the YPN survey.



Young Professionals Worry About Housing Costs: For the first two weeks of May 2023, the Young Professional Network as part of the Steamboat Springs Chamber conducted a housing survey to its members in partnership with the Brown Ranch Annexation Committee (BRAC). 254 individuals in the network responded to the survey questions and 104 provided additional comments. This survey follows the advice of the Urban Land Institute to pursue outreach to 20-40 year olds.

The key themes gleaned from the survey include the workforce leaving the community because of lack of housing; majority of respondents pay more than 30% of their income on housing; housing is unstable and there is a lack of supply of housing, even for high wage earners. The survey was presented at the BRAC meeting on May 24. The full report can be seen [here](#).

- LatinX members share updates with their community through FaceBook.
 - YVHA residents from financial planning classes for upward mobility.
 - The Chamber has sent information about the Town Hall and BRAC meetings in the Monday Minute.
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- *Social Media:*
 - BRAC meetings are posted on YVHA and Brown Ranch social media accounts weekly, as well as any articles written about the BRAC process. In the last 28 days, the metrics are:
 - Posts' reach: 5637
 - Posts' engagement: 1290
- *Brown Ranch Website:*

- BRAC meeting documents are posted and promoted on Brown Ranch website to make it easier to find:
<https://brownranchsteamboat.org/category/brown-ranch-annexation/>
- **City Assets:**
 - City PIO team continues to update content on BRAC page
<https://www.engagesteamboat.net/annex>
 - City PIO will add newsletter sign up to Annex webpage
- **BRAC media coverage**
 - We regularly reach out the Pilot, Steamboat Radio and the Yampa Valley Bugle to get media coverage.
 - *Yampa Valley Bugle:*
 - [Updated estimate predicts Brown Ranch infrastructure costs would exceed \\$355 million](#)
 - [Two-thirds of young professionals surveyed fear lack of housing will force them from Steamboat](#)
 - [City, housing authority lack 'common ground' on 46-acre regional park at Brown Ranch](#)
 - [The Brown Ranch promises to be affordable. How will the Housing Authority make that happen?](#)
 - [Brown Ranch traffic study shows need for two more stoplights, additional lanes on U.S. 40](#)
 - *Steamboat Pilot:*
 - [Young Professionals survey shows 67% worry housing costs will force them to leave](#)
 - [City, county talk Brown Ranch road maintenance responsibilities](#)
 - [Brown Ranch town hall scheduled for Thursday night](#)
 - [Housing Authority working to find balance between park space and housing at Brown Ranch](#)
 - [Annexation committee settles on new Brown Ranch population estimate](#)
- **Budget:**
 - For May, Sheila and Robin spent a combined time of 80 hours for \$6000.
 - \$500 was spent by YVHA on advertising for the May Town Hall and under \$100 was spent on social media boosts.