STATE OF COLORADO

OFFICE OF THE GOVERNOR
136 State Capitol Building
Denver, Colorado 80203
(303) 866 - 2471
(303) 866 - 2003 fax

Bill Ritter, Jr.
Governor

D 2010-007

EXECUTIVE ORDER

Establishing the Colorado Sustainable Main Streets Initiative

Pursuant to the authority vested in the Office of the Governor of the State of Colorado, I, Bill Ritter, Jr., Governor of the State of Colorado, hereby issue this Executive Order to establishing the Sustainable Main Streets Initiative.

I. Background and Purpose

Multiple state agencies work with local governments on a wide variety of issues and projects. Maximizing efficiencies through strong intra-agency communications and planning is vital, particularly in the current economic conditions. The Sustainable Main Streets Initiative (the "Initiative") will direct State agencies to share information about and coordinate their relationships with participating communities. The effectiveness of State partnerships with participating communities will be further enhanced through coordinated engagement with a wide array of local stakeholders. The Initiative's framework of broad collaboration will be used to launch long-term sustainability strategies.

II. Principles and Objectives

A. In support of the Initiative, state agencies shall coordinate their relationships with participating communities so that more collaborative approaches with local stakeholders can be undertaken to build sustainable communities across Colorado. The Initiative shall have the following principles:

1. Promoting healthy communities by supporting unique and historic community characteristics, prosperous and sustainable downtowns, and walkable neighborhoods;

2. Partnering with local and federal stakeholders to increase economic competitiveness while preserving the community identity;

3. Promoting equitable and affordable housing while encouraging energy efficient housing near jobs, shopping, and recreation amenities;

4. Utilizing the existing built environment to support long term viability and revitalization of communities;

5. Providing more transportation choices and increased mobility;

6. Helping to conserve, responsibly utilize, and protect valuable natural resources; and

7. Enhancing integrated planning and investment in ways that meet the needs of the present without compromising the ability of future generations to meet their own needs.

B. Specific objectives of the Initiative shall include:

1. Decreasing the number of vacant storefronts;

2. Identifying potential infill and mix-use projects, including affordable housing options;

3. Identifying opportunities to access Colorado-grown food through projects such as farmers' markets or community gardens;

4. Co-locating state and local safety net and post-secondary educational and workforce development services in a "one-stop shop";

5. Improving disaster readiness in central business districts through mitigation efforts and planning;

6. Improving the pedestrian friendliness of main streets and increasing transportation choices;

7. Finding opportunities to reduce operating costs through improved energy conservation/efficiency and the use of renewable energy sources in the central business district;

8. Identifying water conservation strategies;

9. Increasing the number of citizens and businesses that have access to and utilize broadband internet;

10. Ascertaining opportunities to reduce air pollution and green house gas emissions;

11. Evaluating historic structures and outline plans for use/reuse;

12. Identifying volunteer opportunities to help job seekers expand their experience, enhance their skills, and find employment;

13. Enlarging the number of students enrolled in dual degree programs for high school completion and college readiness;

14. Increasing the number of students interested in pursuing higher education degrees in math, engineering, and science;

15. Increasing the number of families with health care coverage in communities; and

16. Increasing access to patient and family centered medical homes.

III. Directive and Designation of Phase One Communities

The Sustainable Main Streets Initiative is hereby established. The four participating communities for Phase One of the Initiative shall be Five Points, Fowler, Monte Vista, and Rifle.

IV. Scope

A. The directors of the Department of Local Affairs ("DOLA") and the Office of Economic Development and International Trade ("OEDIT") shall serve as Initiative Co-Chairs.

B. The Co-Chairs shall undertake primary coordinating responsibilities and oversee implementation of all efforts relating to the Initiative.

C. Participating state agencies, offices, and staff shall:

1. Build a sustainability team with each participating community to include representatives from the local community, federal agencies, and non-profits;

2. Leverage state, federal, and non-profit financial resources in participating communities;

3. Seek state and federal regulatory relief as necessary and appropriate to accomplish the goals of the Initiative; and

4. Utilize technical expertise from government, non-profit, and private stakeholders.

D. The Co-Chairs shall work with participating state agencies, offices, and staff to achieve the following goals by December 2010:

1. Initiative members and the Phase One participating communities shall engage in collaborative problem-solving to:

   a. Identify at least two short term/low cost improvements to improve the economic competitiveness in their downtown/central business districts;

   b. Begin implementation of these short term/low cost improvements; and

   c. Identify additional two to five year improvements with action items.

2. DOLA, working with representatives of the Phase One participating communities, shall produce a status report to be presented to the Governor, the Lieutenant Governor, and members of the General Assembly.

3. DOLA shall direct the creation of an on-line tool kit or virtual manual for use in Phase Two of the Initiative in order to ease expansion to more participating communities.

E. Functions of state agencies are as follows:

1. DOLA shall act as the primary point of contact for the pilot communities and provide staff support for the actions that are part of the Initiative. Additionally, DOLA shall provide technical

expertise relating to community development and downtown revitalization;

2. OEDIT shall provide assistance relating to job growth, particularly for small businesses and heritage tourism opportunities;

3. The Lieutenant Governor's Office shall provide assistance relating to early childhood services, a P-20 approach to education, citizen engagement in community service, and the building of a healthier community;

4. The Colorado Department of Transportation shall provide technical assistance relating to the development of safe, reliable, and affordable transportation choices;

5. The Governor's Energy Office shall provide assistance relating to weatherization, energy conservation and efficiency, and clean energy opportunities;

5. The Department of Labor and Employment shall provide training opportunities for small businesses;

6. The Department of Higher Education through History Colorado, the Colorado Historical Society, and the division of the State Historical Fund shall provide assistance for sustainability and economic revitalization efforts;

7. The Department of Natural Resources shall provide assistance relating to potential innovative water conservation strategies;

8. The Department of Public Health and Environment shall provide assistance relating to aging water and wastewater treatment infrastructure opportunities and public health benefits;

9. The Department of Health Care Policy and Financing shall provide assistance relating to enrolling eligible but not enrolled individuals into Medicaid or Child Health Plan *Plus* and setting up patient and family centered medical homes;

10. The Department of Agriculture shall provide assistance relating to rural economic opportunity, particularly with respect to locally grown food; and

11. The Governor's Climate Change Advisor shall provide assistance relating to projects with green house gas reduction opportunities.

V. Duration

This Executive Order shall remain in force until modification or rescission by the Governor.

GIVEN under my hand and the Executive Seal of the State of Colorado, this twenty-eighth day of April 2010.

Bill Ritter, Jr.
Governor