

August 2016

Local Foods, Local Places

A Community Driven Action Plan for
Greeley, Colorado



A technical assistance program of the U.S. Environmental Protection Agency, U.S. Department of Agriculture, U.S. Department of Transportation, Centers for Disease Control and Prevention, Appalachian Regional Commission, and Delta Regional Authority



Community Story

Greeley, Colorado is a mid-sized city about one hour north of Denver, in Weld County. The city was founded as a utopian society with an agrarian lifestyle, values, and economy. Today, agriculture is alive and well in Weld County, where it continues to be a strong component of the local economy. Cattle ranching, dairy, and farming are all viable and significant components of the local foods system. A modern beef processing plant and a large new cheesemaking factory are located on the eastern border of the city.

Northeast Greeley is the older, historic portion of the city and includes Downtown. The neighborhoods around Downtown contain many modest two-and three bedroom single-family homes that have long been occupied by many of the workers in the agriculture industry. Generations of migrants, including many of Hispanic origin as well as a smaller Somali population, live in the area. Students also live in the area; many attending the University of Northern Colorado (UNC). While this neighborhood had seen some disinvestment, the community has made efforts to revitalize this existing historic neighborhood and make it vibrant through food retail, bike and pedestrian connections, and downtown events and programming.

Challenges

Three significant challenges related to local foods are apparent in Northeast Greeley; retail food access, local food system linkages, and coordination. Like most of Colorado, Greeley is growing. Local growth is fueled in part by the oil and gas industry as well as agriculture, and by relatively affordable housing compared to some nearby communities. Much of the growth has been westward from Downtown toward the foothills, and has pulled the center of gravity in Greeley with it. Downtown has made gains in recent years but still struggles to be as vibrant and draw as many visitors as in its heyday.



Greeley	2010	2014
Total Population	76,818	95,677
Pct. Hispanic	29.3%	35.6%
Pct. Minority	33.0%	35.6%
Pct. < 18 Years	25.7%	25.1%
Pct. 65 or Older	10.2%	11.3%

Figure 1. Demographic data. Source: 2014 American Community Survey (ACS). Greeley has seen significant population growth since 2000. Median household income in Greeley (\$47,342) lags behind the statewide median of \$59,488. 18 of 37 census tracts in Greeley are Low-Income, Low-Access tracts, according to the U.S. Census. 9.32% of Weld County residents received SNAP benefits in 2011.

Northeast Greeley has faced a problem with limited retail food access since the 2013 closure of the only downtown full-service grocery store. Many area residents have limited access to a vehicle and struggle to get to a store with fresh offerings regularly. There are several small markets currently offering fresh and specialty or ethnic goods that are serving residents, and despite local efforts there is little likelihood of a full-service grocer returning. The one retailer that does have a focus on local foods has a reputation for offerings that are high quality, but many of the local neighborhood residents consider them to be too expensive.

Food Retail Store Type	#
Full Service Supermarkets	13
Limited Service Stores	5
SNAP Retailers	52
Farmers Markets	2

Figure 2. Food retail offerings available in Greeley. Source: healthyfoodaccess.org

Another major challenge for Greeley is that despite being a major agricultural producer, very little of the locally produced food is available to consumers in Greeley, as most of it is channeled through large distributors. As such, the linkages between local producers, vendors, and consumers are not robust. A related concern is that although Greeley is almost universally known as an “ag town,” local foods do not play a significant role in positive branding and placemaking for the community. In addition, many of the local foods venues



Assets

There is an abundance of positive efforts related to local foods already underway in Greeley. A strong farmers market has been operating downtown for 24 years that includes a smaller indoor winter market and a weekly outdoor summer market. The Weld County School District 6, which serves Greeley, has a strong farm-to-school program and growing food hub. The Weld County Food Bank has been innovative in increasing fresh foods through local producer donations. A local foods distributor, LoCo Foods, operates in the area. The UNC has a burgeoning Sustainable Food Systems program, has recently added an operating learning farm, and is looking for ways to market its produce. In 2014, an AgriCULTURE fair began to highlight local food production in a positive way. The newest retailer in downtown, Farmer's Pantry, is operated by a local producer who wants to expand to also accept other producers' goods and to create a commercial kitchen available for use by third parties for food processing.



Left: Greeley Farmers Market vendor and customers. Photo Credit Deb Deboutez.

Many of these local foods efforts have yet to meet their full potential, and stakeholders expressed growing concern about competition among them. For example, if the food hub were to expand its ability to take gleaned and other non-marketable produce, will that reduce the food bank's supply of donations? Or if the UNC farm were to offer a farm stand, might that reduce patronage at the farmers market? With so many assets, efforts to coordinate, support, and leverage one another's effort can be a gain for all.



Left: A workshop participant scans the produce section at a market in Northeast Greeley. Right: Participants hear about the challenges and successes of running a food market from the proprietor of Greeley's Farmers Pantry. Photo Credits: Erica Heller

Project Assistance

In 2015, the University of Northern Colorado requested assistance through the Local Foods, Local Places program to develop, in partnership with the City of Greeley, an action plan for achieving its vision. The program is supported by the U.S. Environmental Protection Agency, U.S. Department of Agriculture, U.S. Department of Transportation, the Centers for Disease Control and Prevention, the Appalachian Regional Commission, and the Delta Regional Authority. Implementing the actions described later in this plan can bring several benefits to the community including:

- More economic opportunities for local farmers and business.
- Better access to healthy, local food, especially among disadvantaged groups.
- A revitalized downtown that is the economic anchor of the community.

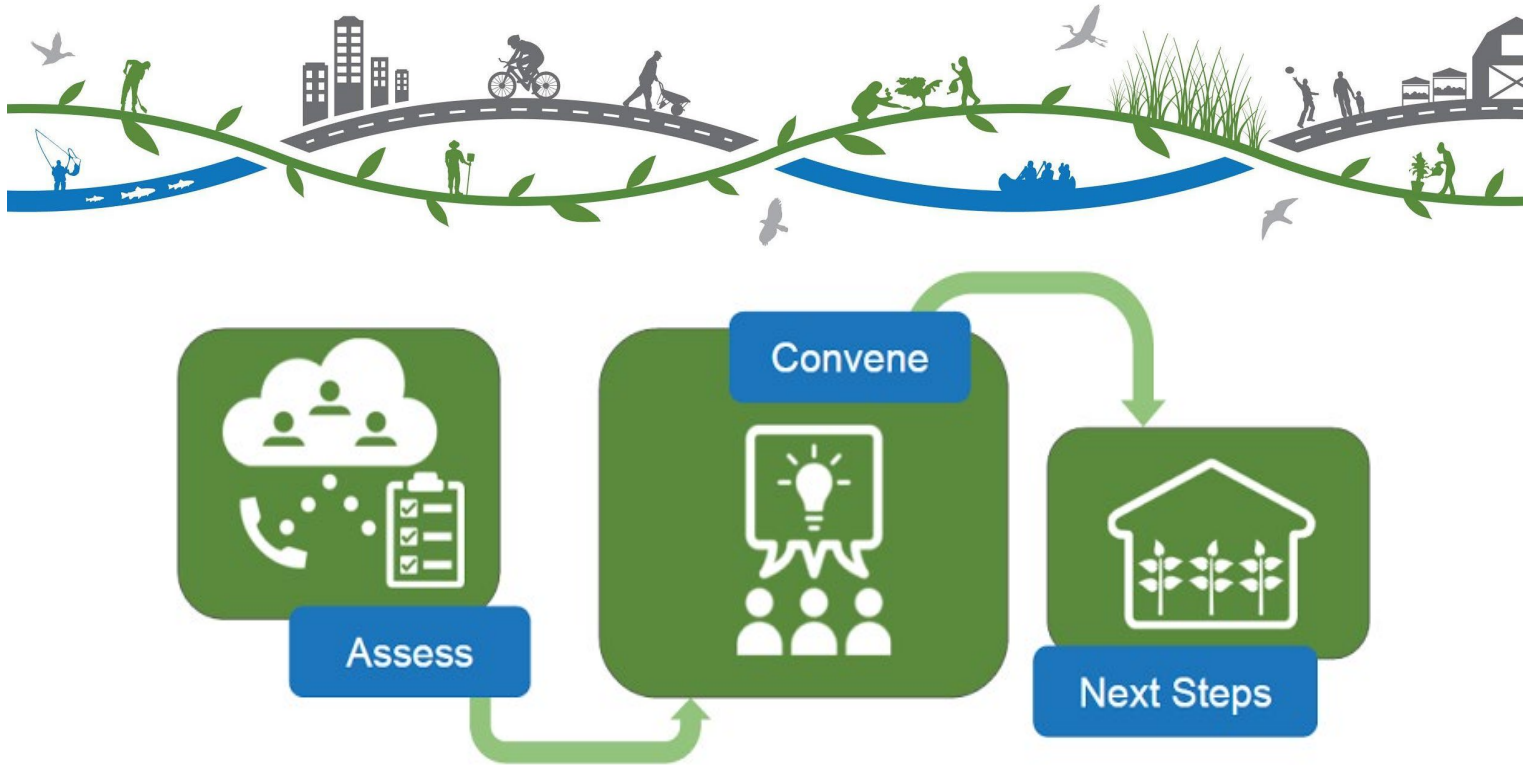


Figure 3. The diagram above lays out all of the steps leading to this action plan.

Engagement

Leading up to the workshop, the community steering committee and federal partners convened three times by conference call and webinar to discuss the community’s goals and plan the event. The local steering committee was comprised of the following participants:

- Co-Chair: Kevin Cody, University of Northern Colorado
- Co-Chair: Deb Deboutez, City of Greeley Neighborhood Relations
- Leslie Beckstrom, Weld County Department of Public Health and Environment
- Deborah Romero, University of Northern Colorado Community and Civic Engagement
- Sandra Greenaway, Northern Colorado Food Cluster
- Pam Bricker, Greeley Downtown Development Authority
- Chad Howell, City of Greeley Economic Development
- Natalie Leffler, Weld County Schools
- Jeremy West, Weld County Schools

The main sessions of the Greeley workshop were held over two days in the meeting space at Zoe’s Cafe in Downtown Greeley on June 13 and 14, 2016. Prior to the workshop’s first public session, the technical advisory team, community steering committee, and federal partners participated in an informal lunch.



Vision

At the heart of the community’s vision is to improve access to healthy, local foods in Northeast Greeley with a particular focus on downtown. One of the themes that emerged from the workshop was connectivity. Whether the goal was connecting Greeley’s established producers to local consumers, connecting neighborhood residents to fresh food, or making the University of Northern Colorado more integrated in the local food system, workshop participants discovered a number of economic and physical linkages that they could work to strengthen.

Throughout the workshop, a range of exercises were used to explore community vision and values, explore place-making in context, identify areas for improvement, and identify and prioritize actions. In one exercise, participants were asked to share two statements that reflected their “beliefs” about Greeley in general and about the local food system. A commonly-held belief was that Greeley has tremendous potential for economic growth, community engagement, and improved food access.

Many participants recognized the cultural diversity of the Northeast Greeley neighborhood. Participants also expressed both pride and frustration about Greeley’s agricultural sector. On one hand, agriculture in Greeley is thriving—and is deeply ingrained in the history and culture—but on the other hand, more could be done to connect the food grown in Greeley to the local consumers. As one participant noted, “The fact that Greeley is known as an agricultural community can be turned into an enormous asset in an era when people want local food and authenticity.” See *Appendix D: Workshop Exercises* for more details and this and other exercises.

Opportunities and Challenges

Throughout day one, workshop participants had engaging conversations about their perceptions of opportunities and challenges in the Northeast Greeley as they relate to local foods goals.

Opportunities/Assets

- *Viable agriculture*
- *Longstanding agricultural history*



- *Community diversity - economic and cultural*
- *Successes to build upon*
- *Weld County District 6 farm-to-school*
- *Weld County Food Bank*
- *Agricultural festival*
- *Farmers Market, small scale retailers*
- *UNC programs, students, buying power*
- *Growing population*
- *Bike path*
- *Reasonable cost to enter small-scale farming*

Challenges

- *Disconnected elements of the food system*
- *Low-income families, food affordability*
- *Sense that Greeley isn't forward-thinking*
- *Poor cohesiveness among diverse segments*
- *Cost of growing produce (versus grains)*
- *Hail and pests*
- *Overall livability/perception*
- *Affluence of surrounding communities draws consumers elsewhere*
- *Water sales to municipalities, drought*
- *New investment is westward*
- *Avoiding gentrification long term*

Action Plan

The following five overarching goals and action items were finalized at the workshop with input from all participants. A detailed description of the goals and actions items can be found in the implementation matrices, below.

GOAL 1: Coordinate local healthy food partners as assets in the community to maximize and strengthen the impact of all

- Action 1.1 Establish quarterly Local Foods Partners meetings
- Action 1.2 Develop a UNC program/resource list



- Action 1.3 Support a designated position to coordinate/advance the goals
- Action 1.4 Establish city policies related to local foods

GOAL 2: Improve understanding of local healthy food benefits and availability

- Action 2.1 Create branding and marketing for Greeley local and healthy foods aligned with the Made in Greeley campaign
- Action 2.2 Enhance marketing for Greeley Farmers Market
- Action 2.3 Add local foods into existing healthy foods education programs (garden/farm tours, kids zone at farmer's market, NCHA & District 6 programs)
- Action 2.4 Create an education program about benefits of healthy local food, targeting teens and young families

GOAL 3: Strengthen the local economy through links between healthy food producers and local stores and institutions

- Action 3.1 Increase the number of local farmers participating in the food hub (Farm to School)
- Action 3.2 Increase local producers' access to commercial kitchens
- Action 3.3 Explore the capacity of the food hub to service local vendors
- Action 3.4 Explore city incentives for local food

GOAL 4: Improve local, healthy food access and affordability

- Action 4.1 Increase local foods available at the Weld Food Bank
- Action 4.2 Provide training to residents for backyard gardens
- Action 4.3 Establish a food reclamation program at community gardens
- Action 4.4 Add a farmers market stop to Bus Route 4

GOAL 5: Link local, healthy food to biking/active living

- Action 5.1 Create an asset map of local foods and biking amenities
- Action 5.2 Encourage local foods vendors to offer discounts for customers arriving on bike
- Action 5.3 Develop pedestrian and bike wayfinding to local foods services and amenities
- Action 5.4 Improve bike access from the bike path terminus along the shoulder of O Street to the UNC Farm



Implementation Matrices

Implementation matrices, which include specific details for each action to aid in implementation, are found below.

Time Frame Key

- Short:** 0-6 months
- Medium:** 6-12 months
- Long:** 1-2 years

GOAL 1: Coordinate local healthy food partners as assets in the community to maximize and strengthen the impact of all

Action	1.1 Establish quarterly Local Foods Partners meetings	1.2 Develop a UNC program/ resource list	1.3 Support a designated position to coordinate/ advance the goals	1.4 Establish city policies related to local foods
Why is this action important?	<ul style="list-style-type: none"> • Design to foster collaboration • Fill gaps • Avoid duplication or competition 	<ul style="list-style-type: none"> • Help community partners access resources from UNC (and ideally, vice-versa) 	<ul style="list-style-type: none"> • Keep momentum on Action Plan Implementation 	<ul style="list-style-type: none"> • Part of LiveWell Healthy Eating Active Living (HEAL) Cities campaign goals • Leadership and coordination • Adopted policies needed for funding
How will we measure success?	<ul style="list-style-type: none"> • New collaborations that occur as a result • Ongoing membership & attendance 	<ul style="list-style-type: none"> • List is readily available and up-to-date • Reciprocal efforts, lists by partners orgs 	<ul style="list-style-type: none"> • Funded part or full-time 	<ul style="list-style-type: none"> • Adopted policies
Time Frame	Short	Short: end of summer	Medium - Long	Medium - Long
Lead Role	Make Today Count Health Campaign, Healthy Eating Group - Leslie Beckstrom	University of Northern Colorado (UNC): Kevin Cody, Deborah Romero	Make Today Count Health Campaign, Healthy Eating Group- Leslie Beckstrom, with Kevin Cody, UNC	City of Greeley, Deb Deboutez, with, Designated person in Goal 1.3



<p>Supporting Cast</p>	<ul style="list-style-type: none"> • Industry groups • Weld County Food Bank (WCFB) • NCHA Health Coalition • City Economic Development (ED) • LoCo Foods • Weld County Health Department producers & vendors • UNC • CSU Extension • HEAL 	<ul style="list-style-type: none"> • Partner organizations to respond in-kind, use list for their efforts/needs • Greeley Office of Development Staff 	<ul style="list-style-type: none"> • Industry groups • Weld County Food Bank • NCHA Health Coalition • City ED Department • LoCo Foods • Weld County Health Department • Producers & vendors • UNC • CSU Extension • HEAL 	<ul style="list-style-type: none"> • HEAL • NCHA Health Coalition • City ED Department • Weld County Health Department
<p>What will it cost, what will it take?</p>	<ul style="list-style-type: none"> • Structured meetings that feel productive designed to assign partners to specific tasks • Meeting space • Invite list • Coordination point person 	<ul style="list-style-type: none"> • UNC staff resource & web hosting 	<ul style="list-style-type: none"> • Apply for grant funding or staffing program such as AmeriCorps • UNC graduate student project 	<ul style="list-style-type: none"> • City staff time • Political will and community support
<p>Possible sources, contributions etc.</p>	<ul style="list-style-type: none"> • Each member will recruit two additional members 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Grant writing • Staff time • AmeriCorps • Local match • USDA Community food projects grant • USDA grant-writing workshop materials 	<ul style="list-style-type: none"> • Staff time



GOAL 2: Improve understanding of local healthy food benefits and availability

Action	2.1 Create branding and marketing for Greeley local and healthy foods aligned with the Made in Greeley campaign	2.2 Enhance marketing for the Greeley Farmers Market	2.3 Add local foods into existing healthy foods education programs (garden/farm tours, kids zone at farmer’s market, NCHA & District 6 programs)	2.4 Create an education program about benefits of healthy local food, targeting teens and young families
Why is this action important?	<ul style="list-style-type: none"> Identifies sense of place Reminder for consumers; guides decisions Promotes local growers Build on Made in Greeley Campaign 	<ul style="list-style-type: none"> Strengthen market Attract new customers & vendors Sustain profitability 	<ul style="list-style-type: none"> Early education for kids about the whole food system Build long-term support for local producers/foods 	<ul style="list-style-type: none"> Supports good, healthy choices for young mothers and babies
How will we measure success?	<ul style="list-style-type: none"> Customers choosing restaurants/products based on local food Web page clicks Increase in food tax & sales tax revenue from sales in east Greeley 	<ul style="list-style-type: none"> Increased patronage of market Increased vendor participation Increased revenue for market Exit interviews how customers heard of market 	<ul style="list-style-type: none"> Number of participating farms/farmers Program student numbers 	<ul style="list-style-type: none"> Number of program participants Birth weight WIC data
Time-frame	<p>Short: create logo Medium: Local labels</p>	<p>Short: start Medium: launch Long: measure impact, formalize, expand</p>	<p>Medium to Long</p>	<p>Medium to Long</p>
Lead Role	<p>City of Greeley, Deb Deboutez</p>	<p>City of Greeley, Deb Deboutez</p>	<p>District 6 Wellness Coordinator with NCHA programs</p>	<p>District 6 Health Education</p>
Supporting Cast	<ul style="list-style-type: none"> The Creative District Chambers of Commerce (Greeley and Latino) LoCo Foods USDA Students: Design Greeley DDA SBDC 	<ul style="list-style-type: none"> UNC interns Vendors WIC & SNAP DDA Weld County Human Services Greeley residents Transit authorities Local banks 	<ul style="list-style-type: none"> CSU Extension Northern Colorado Health Alliance (NCHA): Kid Zone University of Northern Colorado (UNC) Future Farmers of America District 6 8th grade 	<ul style="list-style-type: none"> Weld County Health Dept. WIC program Hospital Pediatrician offices UNC Marketing & health programs



	<ul style="list-style-type: none"> • UNC Marketing & health programs 	<ul style="list-style-type: none"> • SBDC • Greeley Tribune • LoCo Foods 	<ul style="list-style-type: none"> • Career Expo • Farmer's Market 	
<p>What will it cost, what will it take?</p>	<ul style="list-style-type: none"> • Design: \$1,000 - \$5,000 • Materials: \$500 • Website: \$500 • Outreach: \$5,000 - \$10,000 	<ul style="list-style-type: none"> • Signage, design work, marketing strategy, writing • City staff time • Fees for posting • Banks donate marquis space 	<ul style="list-style-type: none"> • Tours - logistics, advertising • Kids Zone - education materials, staffing 	<ul style="list-style-type: none"> • Educational materials • Staff time
<p>Possible sources, contributions etc.</p>	<ul style="list-style-type: none"> • UNC: time, in-kind • Chamber of Commerce: outreach, promotions • USDA: grant funding • Industry associations: outreach to farmers 	<ul style="list-style-type: none"> • Funding: <ul style="list-style-type: none"> ○ The Community Foundation ○ Department of Local Affairs ○ USDA ○ Producers (feature logos for contribution) • UNC volunteers • Promotion: Farmers market 		<ul style="list-style-type: none"> • Existing US programs abroad - First 1000 Days



GOAL 3: Strengthen the local economy through links between healthy food producers and local stores and institutions

Action	3.1 Increase the number of local farmers participating in the food hub (Farm to School)	3.2 Increase local producers' access to commercial kitchens	3.3 Explore the capacity of the food hub to service local vendors	3.4 Explore City incentives for local food
Why is this action important?	<ul style="list-style-type: none"> • Increase market for locally produced food • Utilizing existing asset: District 6 Farm to School program 	<ul style="list-style-type: none"> • Increase number of cottage producers and amount of locally produced goods • Strengthen local economy 	<ul style="list-style-type: none"> • Increase market for locally produced food • Utilizing existing asset: District 6 Farm to School program 	<ul style="list-style-type: none"> • Strengthen local economy • Encourages participation • Connects value • Guides decision making • Links farmers to end users (markets?)
How will we measure success?	<ul style="list-style-type: none"> • Number of partners involved • Revenue of food hub • Footprint of food distribution 	<ul style="list-style-type: none"> • Hours of commercial kitchen use • Number of local users of the Food Corridor app that matches kitchen time to producers 	<ul style="list-style-type: none"> • Number of vendors served • Amount of foods processed 	<ul style="list-style-type: none"> • Dollars of incentives granted • Dollars of sale revenue • Number of partners • Number of customers
Time frame	Short to begin, ongoing	Medium- Long	Medium- Long	Long
Lead Role	District 6 Food Hub Manager	The Food Corridor, with, D6 Food Hub Manager	District 6 Food Hub Manager with Kevin Cody, UNC	City of Greeley Economic Development
Supporting Cast	<ul style="list-style-type: none"> • Farm to School partners • Weld County Health Department • Weld Food Bank • Small Business Development Center • Surrounding school districts 	<ul style="list-style-type: none"> • USDA - Natalie • Farmer's Pantry • Food Bank kitchen • Zoe's Kitchen 	<ul style="list-style-type: none"> • City ED Department • Small Business Development Center (SBDC) • LoCo Foods 	<ul style="list-style-type: none"> • Greeley Downtown Development Authority • Colorado State University (CSU) Agricultural Extension • Small Business Development Center • Chamber of Commerce • Upstate Colorado
What will it cost, what will it take?	<ul style="list-style-type: none"> • Self-supporting operational cost • Transportation • Grant writer • Co-op Bids • Co-op purchasing 	<ul style="list-style-type: none"> • More commercial kitchens • More awareness of commercial kitchen space, app 	<ul style="list-style-type: none"> • Increased processing capacity • Outreach to local vendors 	<ul style="list-style-type: none"> • City Council support • Funding need depends on how deep the program is • Staff time



<p>Possible sources, contributions etc.</p>	<ul style="list-style-type: none"> • Colorado Health Foundation • United States Department of Agriculture (USDA) • Bartering/trading 	<ul style="list-style-type: none"> • USDA local food promotion program 	<ul style="list-style-type: none"> • USDA local food promotion program 	<ul style="list-style-type: none"> • Food tax • Tax increment financing • Sales & Use tax • Fee waivers/rebates
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GOAL 4: Improve local, healthy food access and affordability

Action	4.1 Increase local foods available at the Weld Food Bank	4.2 Provide training to residents for backyard gardens	4.3 Establish a food reclamation program at community gardens.	4.4 Add a farmers market stop to Bus Route 4.
<p>Why is this action important?</p>	<ul style="list-style-type: none"> • Get more fresh and healthy local foods to those in need • Support Weld County producers, grocery stores 	<ul style="list-style-type: none"> • Decentralize food production and cost of local fresh food • Training in skills 	<ul style="list-style-type: none"> • Further engage community members • Better food access for persons in need • Use underutilized resources already in community 	<ul style="list-style-type: none"> • To get users of public transit very close to the market • Expands client base of market & access to fresh healthy foods
<p>How will we measure success?</p>	<ul style="list-style-type: none"> • Pounds of local produce distributed • If partnership is a voice during organizing stages • Number of new organizations donating to food bank 	<ul style="list-style-type: none"> • Number of CSU Ext. volunteer instructors • Number of community participants • Number of backyard gardens in Greeley 	<ul style="list-style-type: none"> • Develop metrics to measure benefit of reclaimed food • Increased donations to food bank • Measure volume of composting 	<ul style="list-style-type: none"> • Establishment of Route 4 bus stop • Increased attendance at market by bus transit riders
<p>Time-frame</p>	<p>Short: ASAP establish partnership</p>	<p>Short - Medium</p>	<p>Medium: Planning Long: Execution</p>	<p>Long</p>
<p>Lead Role</p>	<p>Local Food, Local Places Steering Committee</p>	<p>City of Greeley Office of Community Engagement</p>	<p>Common Good Composting, Geoff Schmidt</p>	<p>City of Greeley, Transit Department</p>
<p>Supporting Cast</p>	<ul style="list-style-type: none"> • Weld Food Bank Board of Directors • Local Producers • Engaged food bank recipients • Churches 	<ul style="list-style-type: none"> • CSU Extension Master Gardener program • Community groups • City of Greeley Water Conservation Division 	<ul style="list-style-type: none"> • Kevin Cody, UNC • Weld Food Bank • City of Greeley • Community gardens • Churches 	<ul style="list-style-type: none"> • Community & resident support • Vendors



What will it cost, what will it take?	<ul style="list-style-type: none"> Trust/time to earn trust Partnership grant dollars 	<ul style="list-style-type: none"> Volunteers from CSU City Staff Time Venue 	<ul style="list-style-type: none"> Labor, time - intensive Buy-in from participants Partnerships with Food Bank and composting service Equipment (bins) 	<ul style="list-style-type: none"> Proof of need/impact City transit funding Proof of interest
Possible sources, contributions etc.	<ul style="list-style-type: none"> Local producers Gleaning organizations/volunteers Resources from all over the state Committed to Feeding America 	<ul style="list-style-type: none"> Donations of venue City outreach County & local businesses Grant funding 	<ul style="list-style-type: none"> Fee-based Volunteer effort Different compost locations 	<ul style="list-style-type: none"> City of Greeley Federal DOT grants

GOAL 5: Link local, healthy food to biking/active living

Action	5.1 Create an asset map of local foods and biking amenities	5.2 Encourage local foods vendors to offer discounts for customers arriving on bike	5.3 Develop pedestrian and bike wayfinding to local foods services and amenities	5.4 Improve bike access from the bike path terminus along the shoulder of O Street to the UNC Farm
Why is this action important?	<ul style="list-style-type: none"> Understand existing assets and connections, identify opportunities 	<ul style="list-style-type: none"> Connect active living (biking) with local food Support local businesses with bike and pedestrian customers Improve information on routes and local food vendors 	<ul style="list-style-type: none"> Connecting active lifestyle to local foods Create mobile version of bike map that includes local food 	<ul style="list-style-type: none"> Encourage farm and farmstand as a bike destination Use bikes to bring produce to town Improve safety Encourage use of Poudre Trail, activate east portion
How will we measure success?	<ul style="list-style-type: none"> Complete and verified map 	<ul style="list-style-type: none"> Number of people getting the discount Increase in business for vendors 	<ul style="list-style-type: none"> Number of signs Bike and pedestrian counts 	<ul style="list-style-type: none"> Number of people showing up on farm with bikes for produce and events
Time frame	Short	Medium	Medium-Long: Concurrent with bike plan update	Long: Scheduled for 2021
Lead Role	UNC	City of Greeley	Greeley Bike Advisory Committee	City of Greeley



Supporting Cast	<ul style="list-style-type: none"> • City of Greeley - maps and data sets 	<ul style="list-style-type: none"> • DDA • Creative District • Business Friendly Designation/Program 	<ul style="list-style-type: none"> • FC Bikes/City of Fort Collins • NoCo Bike & Pedestrian Collaboration • DDA 	<ul style="list-style-type: none"> • Bike and Health groups • City and County
What will it cost, what will it take?	<ul style="list-style-type: none"> • Class project/ students or interns • Faculty supervisor • Mapping tool from Local Foods Local Places project 	<ul style="list-style-type: none"> • \$0 - \$5,000 	<ul style="list-style-type: none"> • \$10,000 or less 	<ul style="list-style-type: none"> • Study the ¼ mile segment of O St. and potential of creating a bike lane or trail connection • Explore funding options now or if annexed by the City
Possible sources, contributions etc.	<ul style="list-style-type: none"> • UNC 	<ul style="list-style-type: none"> • Bike gear discounts for food baskets, etc. 	<ul style="list-style-type: none"> • City of Greeley • State Trails Fund • Greater Outdoors Colorado (GoCO) • Colorado Department of Transportation (CDOT) 	<ul style="list-style-type: none"> • MPO TAP funds • State Trails fund • GoCo • City of Greeley • Weld County • CDOT

Implementation

The Action Plan identified many short-term action steps including several that did not require new funding sources. The project defines short-term action steps as those that can be completed within six months. Some of these Actions include:

- Action 1.1 Establish quarterly Local Foods Partners meetings
- Action 1.2 Develop a UNC program/resource list
- Action 2.1 Create branding and marketing for Greeley local and healthy foods aligned with the Made in Greeley campaign
- Action 2.2 Enhance marketing for Greeley Farmers Market
- Action 3.1 Increase the number of local farmers participating in the food hub (Farm to School)
- Action 4.1 Increase local foods available at the Weld Food Bank
- Action 4.2 Provide training to residents for backyard gardens
- Action 5.1 Create an asset map of local foods and biking amenities

