



Cherry Creek General Improvement District (GID) Feasibility Study

July 22, 2025 | **Feasibility Study Framework**

peopleplaces



AGENDA

- Feasibility Study Process
- Survey Findings
- Assessing the Feedback
- Recommended Next Steps
- Detailing Out the Projects
- Timeline
- Questions and Comments



Feasibility Study Process

General Improvement District Formation Process

- **STEP 1: Feasibility Study**

- Engagement, engagement, engagement!
- Data analysis
- Pricing projects
- Running assessment scenarios
- Putting together a framework for the GID and testing support



YOU ARE HERE!

- **STEP 2: Operating Plan, Petition, City Council Ordinance**

- Detailed work plan/business plan for GID operations, services, assessment, budget, governance, etc.
- Petition collection/submission to the city
- City Council Process – Committee, 1st Reading, 2nd Reading and Public Hearing, Ordinance Adoption

- **STEP 3: TABOR Election**

- Designation of electors and ballot request forms
- Special mail ballot election to GID electors

Meetings and Listening Sessions Held

Presentations, Workshops & Listening Sessions

- Transportation Solutions Board Meeting (Mar)
- Cherry Creek North Neighborhood Association Board (Mar)
- Cherry Creek East Neighborhood Association (Mar)
- Cherry Creek East Neighborhood Association (Apr)
- Cherry Creek Chamber of Commerce (Apr)
- Cherry Creek Residents Informational Session - Zoom (Apr)
- Cherry Creek Businesses Informational Session – Zoom (Apr)
- 6th Avenue Businesses (May)
- Cherry Creek Residents Informational Session – Zoom (May)
- Cherry Creek Alliance Leadership Council (May)
- Cherry Creek North Neighborhood Association Meeting – In person (May)
- Cherry Creek North BID Board Presentation (June)
- Monthly presentation to Cherry Creek Steering Committee (Jan to June)

One-on-One Meetings

- Broe Real Estate Group (Feb)
- East/West Partners (Cherry Creek West) (Feb)
- Cherry Creek Mall/Taubman (Mar)
- Matt Joblon/BMC (Mar)
- Alder Real Estate (Apr)
- Global Down Syndrome Foundation (May)
- David Foster (Property Owner, Triangle) (June)
- Gables Residential (Property Owner, Triangle) (June)
- Wayne New/Dana Busch (June)

Survey

- Survey postcards mailed out – Week of May 23
- Survey closed – June 15



Survey Findings

Survey Response

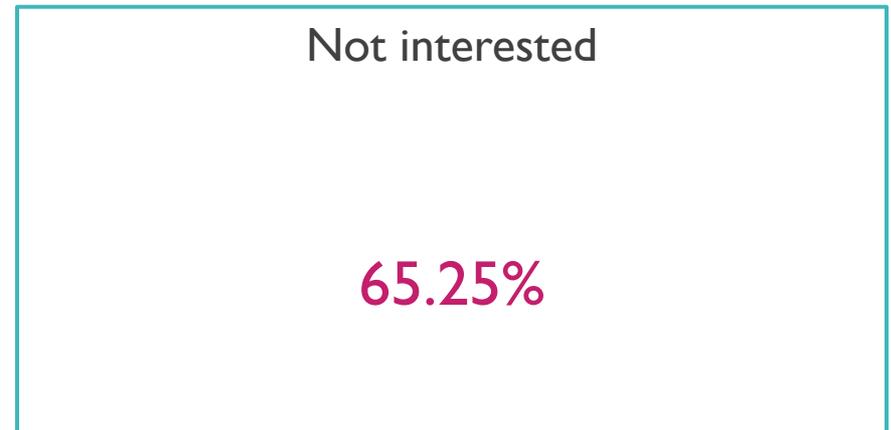
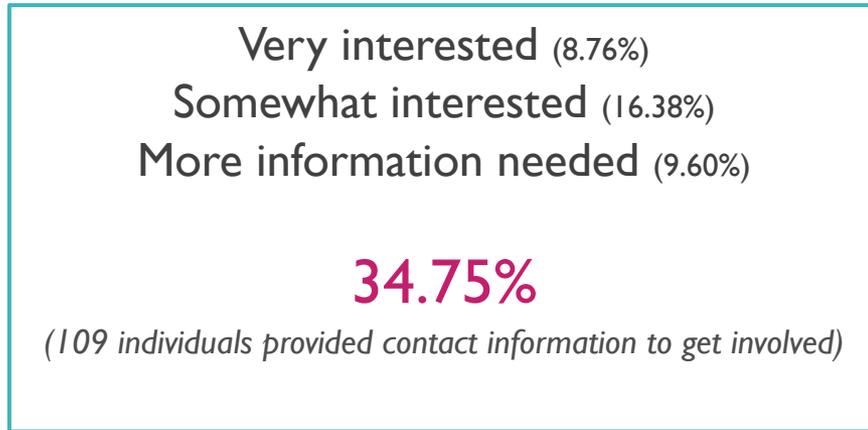
- **There were 716 responses to the survey originally**
 - Upon reviewing results, we found that there were many responses allowed from a handful of IP addresses
 - SurveyMonkey ran an analysis and found we had been hit by a bot who had generated 210 fake responses
 - Those responses were eliminated – the final results did not vary significantly
- **The final count of individuals responding to the survey was 506**
 - However, 80 of those were not a resident, business owner or property owner in the study area. After answering this first question, these individuals were forced to exit the survey.

Statistical Validity

Response Type	Total # Possible	Total Responses	Responses Required to be Statistically Valid (5% margin of error; 95% confidence rate)	Statistically Valid?
All	7,717	426	363	YES
Residential Owners	4,356	371	366	YES
Residential Renters	3,217	38	344	NO
Commercial Owners	144	6	105	NO
CCE All	3,264	65	366	NO
CCE Resi Owners	1,451	50	304	NO
CCN All (No BID)	3,805	267	350	NO
CCN Resi Owners (No BID)	2,585	252	335	NO
BID All	648	27	242	NO
BID Resi Owners	320	20	175	NO

All Respondents – Interest in GID Exploration Continuing

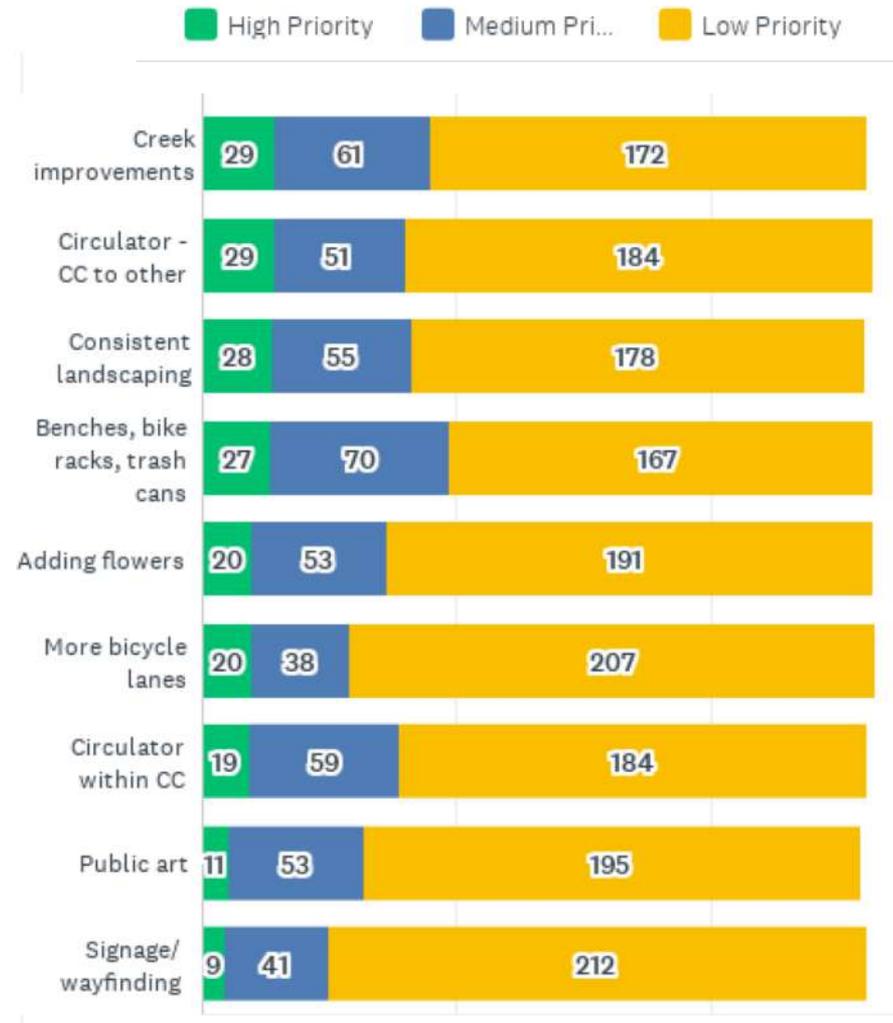
Based upon what you know about GIDs, are you interested in continuing the exploration to identify how a GID could support the Cherry Creek statistical neighborhood?



Comments Indicating a Desire for More Information:

- *“I would be more interested if there was a specific improvement plan with budget and tax term limit that stakeholders vote on. Without those specifics I'm not in favor.”*
- *“If the community participates in GID by paying additional taxes, my concern is to see the return of those taxes. How could we be made sure this money is being used towards the concerns of our neighborhood?”*
- *“I attended 5/20 informational meeting. I need to understand much better what exactly the money would be spent on. If the GID was to improve transit so traffic and parking was less of a problem, I might consider a GID. But it is too nebulous now so I oppose a GID.”*
- *“If there is to be a taxing authority, residents need control.”*
- *“I’m always interested but require fairness.”*
- *“Explain how the tax works and if it is distributed equitably.”*
- *“What does it cost and who runs it?”*
- *“Cost and how is it paid for.”*
- *“Opposed as presently proposed.”*

All Respondents – If a GID is formed, where should funds be spent?



Top Priorities by Neighborhood

NOTE: Percentages are those who ranked each item a high priority; in each category adding in those who ranked each item a medium priority takes it over 50%

Cherry Creek North Top Priorities

1. Security patrols (41.51%)
2. Construction mitigation (40.10%)
3. Neighborhood advocacy (30.69%)
4. Pedestrian safety (28.43%)
5. Street lighting (24.27%)

Cherry Creek East Top Priorities

1. Street lighting (41.30%)
2. Pedestrian safety (36.96%)
3. Security patrols (34.04%)
4. Cleaning and maintenance (31.82%)
5. Alley lighting/construction mitigation (tied) (26.67%)



All Respondents: What's the single most important priority area you would want a GID to address if formed?

- **Safety and security patrols (66 write-in responses)**
 - Throughout residential neighborhoods, alleys; also add security cameras
- **Pedestrian safety (27 write-in responses)**
 - Address speeding traffic; add crosswalks, stop signs, speed humps; 1st and University improvements
- **Construction mitigation (16 write-in responses)**
 - Address blocking of streets and parking areas, delivery trucks parking in residential alleys for loading
- **Lighting (14 write-in responses)**
 - On residential streets and in alleys
- **Parking (9 write-in responses)**
 - Restrict to homeowners in residential areas, allow free parking in front of homes, address ways to get people to parking
- **Transportation/mobility/multi-modal (8 write-in responses)**
 - Bike lanes; Transportation circulator both within the neighborhood and to other areas, direct transit to Downtown
- **Placemaking and beautification (3 write-in responses)**
 - Upgrade Pulaski Park; find opportunities to add green spaces; beautification
- **Cleaning and maintenance (4 write-in responses)**
 - Cleaning; sidewalk, street and alley snow removal
- **Administration/staff (1 write-in response)**
 - Keep administrative costs low



Assessing the Feedback

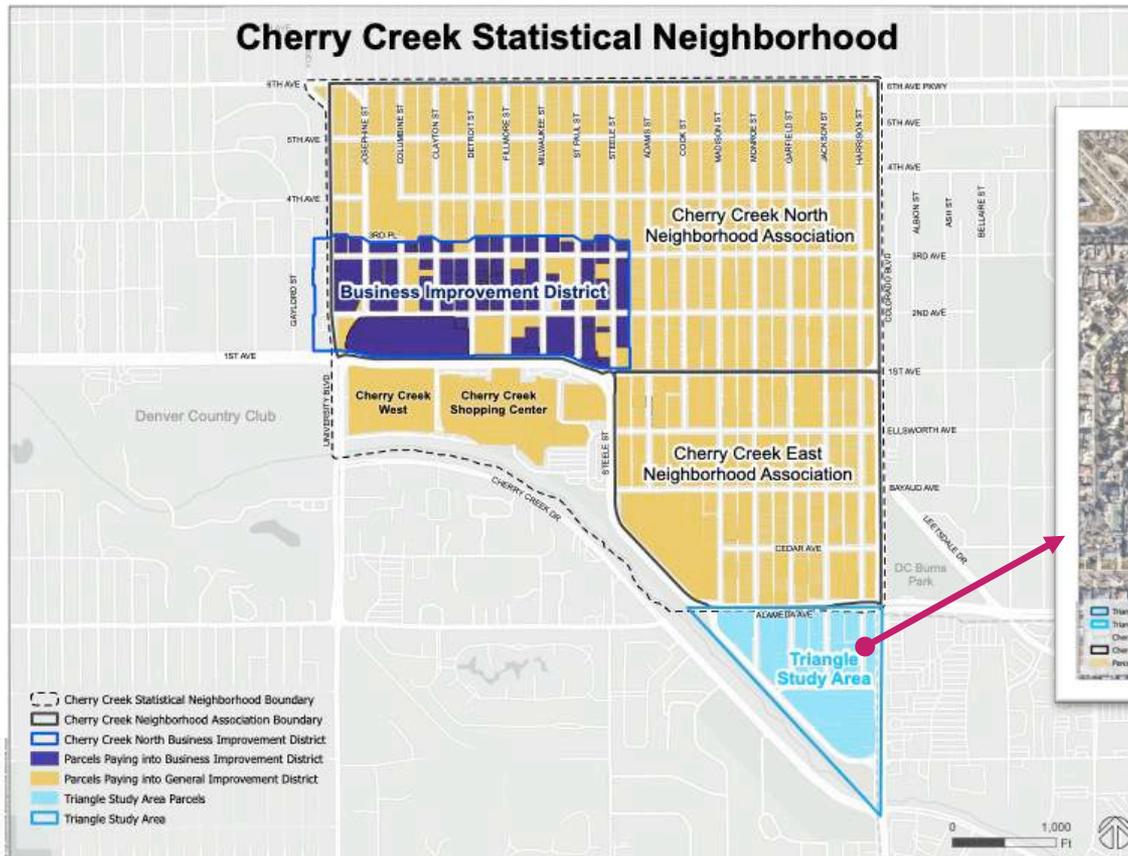
Further Analysis is Supported

- At this point in the process – without concrete projects, pricing and operating plan details – we are where I'd expect to be
 - 35% of respondents showing support is significant, particularly given 109 also provided contact details to participate in the next steps of the process
- Respondents indicated they could become supporters if further details were provided and an return on investment was demonstrated
 - It is typical to see a 10-20% conversion rate in these processes, where folks on the fence become supporters once details are provided
- The survey results demonstrate differences in desired services – and levels of support – by subarea
 - Priorities are different in different areas and desired level of services likely are too
 - Getting in the weeds to understand more specifics about each area's desires must be part of the next step – a block-by-block approach is needed

Including "The Triangle"

Suggestions to explore inclusion of "The Triangle" yielded positive feedback

- Owners and representatives of residential complexes noted a desire for increased security and for Greenway Improvements to be realized



Find Alternate Ways to Assess – Property Taxes/Values are too Unpredictable

A property tax as a basis for assessment is not supported here

- There are concerns about increased payments as assessed values rise in the future

Special assessments would allow different areas within a district to get what they want and create reliability

- One of the biggest fears – and misconceptions – is that one neighborhood would be subsidizing another neighborhoods priorities

Neighborhood	Assessed Value	Number of Parcels	Number of Electors
Cherry Creek North Neighborhood	\$261,744,940	1,921	~3,805
Cherry Creek East Neighborhood	\$170,763,280	1,065	~3,264
Cherry Creek North BID Residential	\$99,946,490	136	~648
Mall/Cherry Creek West	\$165,587,040	10	1
The Triangle	\$91,865,820	118	~1,595

Create a Menu of Services Allowing Different Areas to Pick and Choose

The support expressed is scattered throughout the study area

- A variety of people are interested in a variety of things, but we need to dive deeper to dial in hyper-local priorities

There is general consensus on services desired, but the amount of specific services desired in an area differs

- A menu of options tied to pricing will help us drill down into what people might actually be willing to pay for – and how much



Example Shown Above: The Downtown BID has 12 assessment zones, each providing distinct services. The assessment rate is not based on property value – it is based on square footage of the parcel (and in some cases, the building) and services received.



Recommended Next Steps

Moving ahead...

- **STEP 1: Form Area-Specific Working Groups (Aug)**
 - 4 groups will be formed – Cherry Creek East, Cherry Creek North, Cherry Creek North BID residents, The Triangle
 - 109 individuals responded with interest in further exploration and provided contact information
 - A submission form is also live on the GID website
- **STEP 2: Working Group Session #1: Neighborhood Context and Engagement Planning (Aug/Sept)**
 - Develop engagement sessions that are detailed and meaningful for each neighborhood and allow neighbors to discuss the GID together
 - Provide context into the survey results and feedback from their area, and helping to design how to get more detailed information from neighbors

USE QR CODE
BELOW TO SIGN UP
FOR WORKING
GROUPS



Moving ahead...

- **STEP 3: Working Group Session #2: Community Input Workshop (Oct)**
 - The Working Group will help facilitate an engagement session that neighbors will be invited to attend.
 - Conceptually, the sessions will feature tables focused on priority topic areas (e.g. safety, lighting, maintenance, pedestrian safety, etc.) and maps and other instruments will be provided to help neighbors sketch out and provide more specificity on needs/desires.



Moving ahead...

- **STEP 4: Working Group Session #3: Project Specifics, Pricing, Governance** (Nov)
 - The Working Group will review the feedback from the discussions and with the help of the consulting team review pricing and assessment possibilities to determine a final conceptual scope of services for the GID for their area.
 - Discuss and recommend a governance model that is appropriate and reflective of the neighborhood
- **STEP 5: Develop a Detailed Draft GID Business Plan and Vet** (Nov/Dec)
 - Bring together all the neighborhood specific ideas into one plan concept that responds to the unique needs of each part of the study area
 - Test feedback again with all details developed fully fleshed out

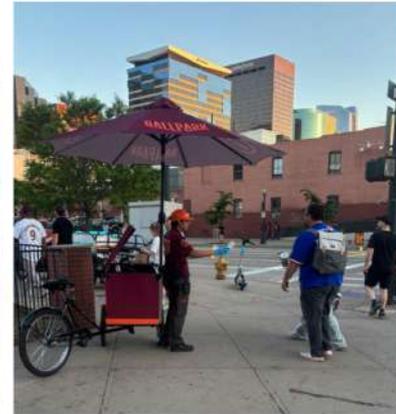




Pricing Projects and Service Delivery Models

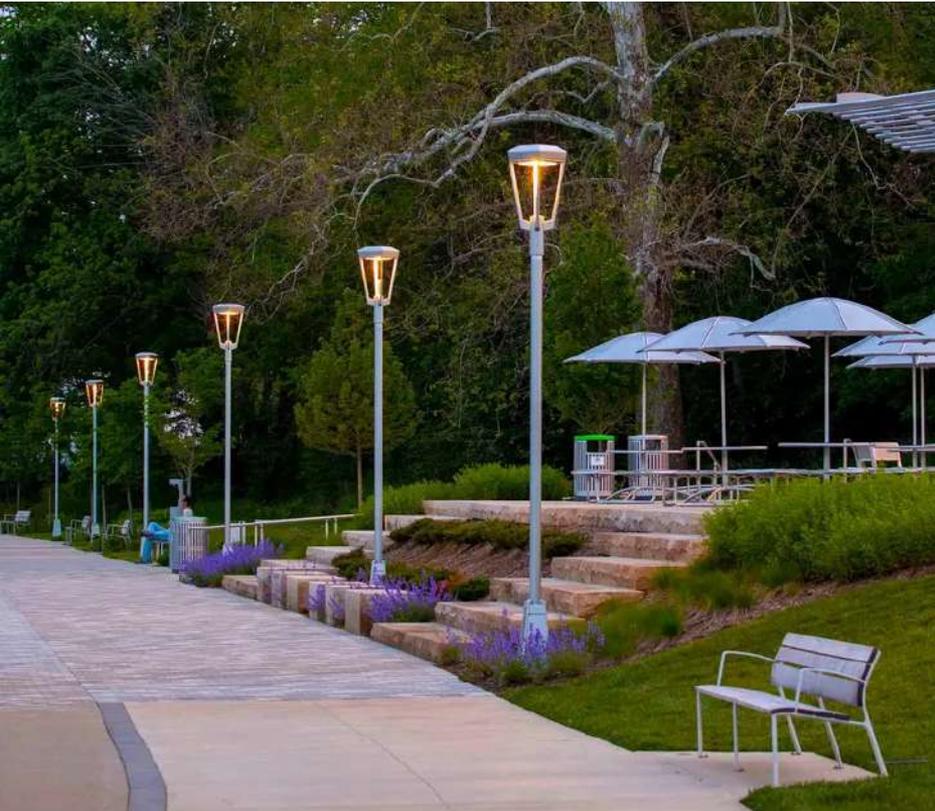
Safety – Security Patrols

>Medium to High Priority for All

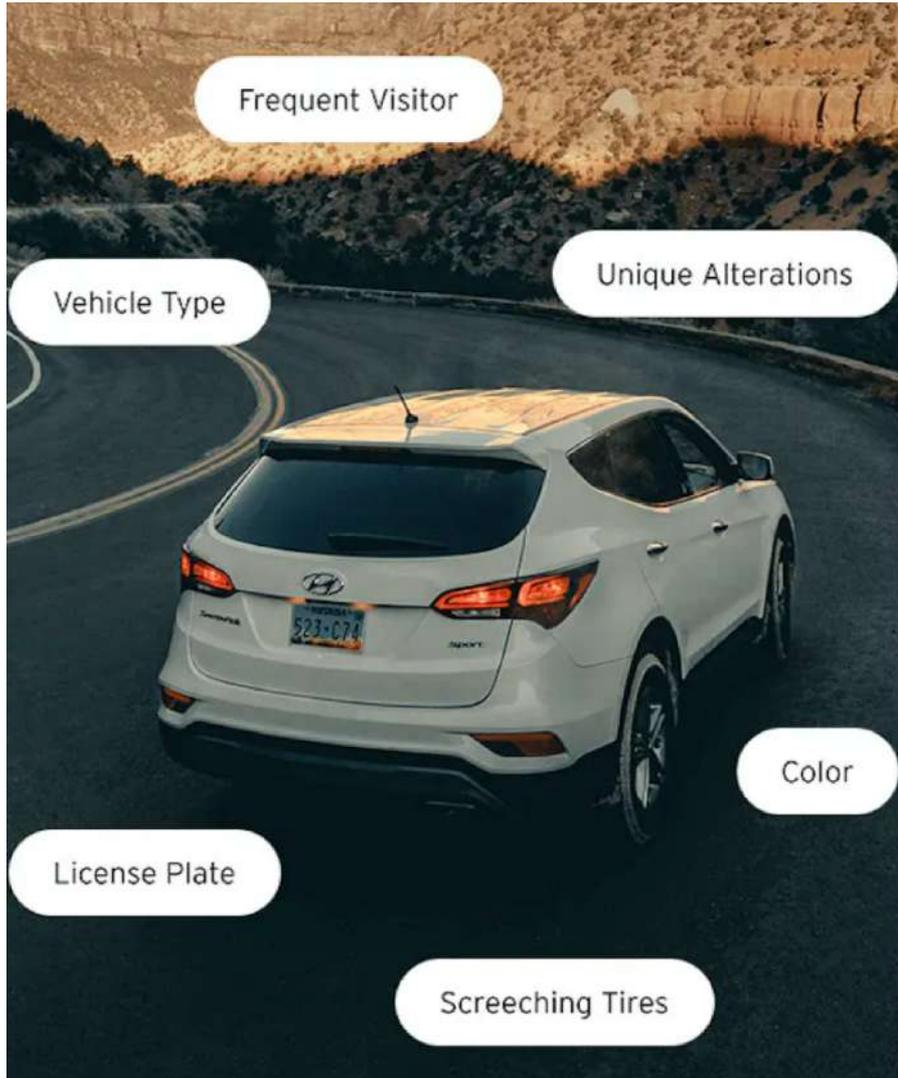


Safety – Lighting (Street and Alley)

- >Street lighting is a top priority in CCE
- >Street lighting is a #5 priority in CCN
- >Alley lighting is a #5 priority in CCE



Safety – Flock Cameras



Cleaning/Maintenance/Snow Removal

>#4 priority in CCE

>Not in the top 5 in CCN



Introducing a Transit Circulator/Addressing Parking Concerns



Building public transit
for the future.

Microtransit service design and price
proposal.

Nahry Tak, Partnerships Lead
Maddie, Pena, Business Development
November 2022



Creek Improvements

- Improvements proposed:
 - Improved physical and visual access, including new bike/pedestrian bridges across the creek
 - Improved connections to other park amenities, including: Pulaski Park, Alameda Parkway, Cherry Creek Drive North and the Cherry Creek Greenway.
 - Addition of lighting
 - Cleaning out of brush, adding of amenities like trash cans

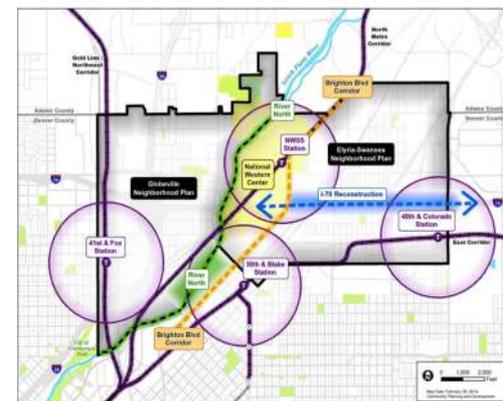


Advocacy and Neighborhood Leadership

>#3 priority for CCN

>Items that require a collective voice were in the top 5 of both CCE and CCN (e.g. construction mitigation, parking, pedestrian safety investments)

- Survey respondents also were interested in neighborhood communications tools
- District advocacy case studies:
 - CCN BID – Managing meter bagging to mitigate impact
 - RiNo BID/GID – Construction mitigation via the North Denver Cornerstone Collaborative (NDCC)



- 3,000 acres
- Minutes from downtown
- Located at the convergence of I-25 and I-70

Projects:

- I-70 east redevelopment
- River North/South Platte
- 3 transit lines/4 stations
- Globeville, Elyria and Swansea neighborhood plans
- Brighton Blvd
- National Western Center



Wrapping Up

GID Exploration Timeline

Date	Action Item
January – August 2025	Complete the Feasibility Study
August 2025 – January 2026	Develop GID Operating Plan, Additional Engagement
January/February 2026	If there is support, finalize plan based upon feedback
February – June 2026	Petitioning
Summer 2026	City Council Hearings + Ordinance
September – November 2026 *Election Day Nov. 3	Call election, develop election questions prepare for voter outreach, hold election
January 2027	If approved, services begin

To Sign Up to Participate in a Working Group



www.denvergov.org/CCGID



QUESTIONS?

Website is: denvergov.org/CCGID

For questions, e-mail: CCGID@denvergov.org



Thank you.

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President

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