Meeting Minutes

Meeting Name: FNE Area Plan Amendment Steering Committee Meeting #1
Date/Time: Tuesday February 8, 2022 4:00pm – 5:00pm
Participants: Charles Foster, Blanca Madrid, Lilly Djaniants, Alexandra Haggarty, Rachel Shindman

1. Presentation by City Staff, Lilly Djaniants from Community Planning and Development
   a. This plan amendment is applied only to the Northeast corner of the DIA neighborhood
      i. The boundary is defined by the Large Development Review
      ii. Pepsi Bottling Company is relocating to DIA from its current location on Brighton Blvd
      iii. The new bottling plant will employ about 500 workers at its new location
   b. The 2019 Adopted Plan provides great guidance and even supports large manufacturing facilities and
      recommends attracting large employment centers to the Far Northeast.
      i. To operate a manufacturing plant at this location, this property needs to rezone from Former
         Chapter 59 to the current Denver Zoning Code of Industrial Mixed-Use
      ii. Rezoning approval needs to be supported by the Neighborhood Plan
   c. CPD conducted a market analysis to understand the anticipated market demands in this area
      i. Immediate area shows strong support for industrial uses north of 64th Ave
         ▪ Industrial jobs pay higher salaries when compared to the hospitality sector, with an
         average salary of $30/hr for industrial wages vs $12.60/hr for hospitality
      ii. The report points out that there Denver has limited greenfield sites to support this scale of
         manufacturing and this area’s proximity to I-70- and DEN makes it a desirable location for
         industrial growth
      iii. The market report also shows that hospitality is still expected to see growth along Tower Rd.
      iv. Projected development at DIA may serve as a catalyst for development at DEN properties
   d. Feedback from public meetings and steering committee focused on job recruitment and community
      engagement with Pepsi Co.
      i. Pepsi Co. to provide community job fairs and info sessions in advance of recruitment for the plant
         ▪ CPD, DEDO, and councilwoman Gilmore’s office has been coordinating with Pepsi to
         identify opportunities and develop strategies for recruitment and community
         partnerships
         ▪ Identifying pathways for high school recruitment and engagement
      ii. Amended plan language recommends ‘establishing partnerships between local community
          organizations and new employment sectors for job recruitment and providing opportunities for
          youth training and recruitment at the high school level’
      iii. Opportunity for shuttle services between employment centers and light rail stops, existing plan
          language speaks to the last-mile connection
   e. Plan amendments were kept to a minimum with less than 20 pages of scattered redlines in a 230-page
      document.
      i. All maps were updated to reflect the modified mobility network between Argonne and Himalaya
         Streets and 72\textsuperscript{nd} Ave and High Point Blvd.
   f. Refer to the FNE Plan Amendment website for updates on the plan draft and public meeting notification
2. Pepsi Co Presentation tackled questions addressed by the Steering Committee and the Public

   a. **Understanding that the new bottling plant will not be operational for another 2 years, what level of targeted outreach could be facilitated for job recruitment within Far Northeast community?**
      i. As the bottling plant is not yet approved, and hiring will not commence until 2023, specific hiring plans have not yet been developed. However, Pepsi is committed to hiring within the community. Pepsi will leverage its relationships with Denver Economic Development & Opportunity and Connecting Colorado to recruit new employees. Pepsi is open to suggestions and working with local organizations to make employment opportunities known.

   b. **Review Pepsi’s coordination to date with Denver Workforce Center.**
      i. As the project has not yet been fully approved, Pepsi has not fully engaged in hiring for the plant. Pepsi has not yet coordinated with Denver Workforce Center but will do so as the project develops.

   c. **Could Pepsi facilitate hiring events in the Far Northeast neighborhood?**
      i. Pepsi will work with the Denver Workforce Center and other community organizations to host job fairs and ensure that these job fairs are held in or advertised to the Far Northeast community.

   d. **In an already tight job market, how will Pepsi recruit employees?**
      i. Pepsi will leverage its relationships with Denver Economic Development & Opportunity, Connecting Colorado, and Denver Workforce Center to recruit new employees. As we are expanding our community outreach we can add local community organizations to our list to assist with job distribution. The plant is anticipated to provide hourly and salary jobs with wages averaging $65,000, plus an additional $15,000 in benefits, which Pepsi anticipates will attract employees to its available positions.

   e. **Can the Far Northeast community have top priority to these jobs, especially given their proximity to the facility?**
      i. Although we cannot give priority to job seekers based on proximity to our plant due to our equal opportunity employer status, we can give priority notice of jobs to those closest to the plant. In our experience, those closer to the facility are most likely to apply.

   f. **How will Pepsi participate in the community, and what will be community benefits?**
      i. As the project is not yet approved, Pepsi has not fully developed plans for community participation. That said, Pepsi has maintained an active presence in the Denver metro area for 50 years. Examples of Pepsi’s active role in the community, Pepsi donated water to aid victims of the Marshall Fire and is donating scholarship funds to 3 local community colleges for racial and ethnic minority students. Community benefits of the project include a dedication of 1.7 acres of parkland, the buildout of the Second Creek greenway in the vicinity of the project, street improvements, along with job opportunities and economic benefits.

   g. **Is there a commitment to partner with local community groups to give back?**
      i. Pepsi has and will continue to support local needs. Pepsi supports many community groups that serve the Far Northeast community already and looks forward to continuing these and other relationships. Examples of groups that Pepsi supports include Junior Achievement Rocky Mountain, Habitat for Humanity, Food for Good, Mile High United Way, the Department of Veterans Affairs, Salvation Army, March of Dimes, American Red Cross, National Western Stock Show, and others.

   h. **Is outreach planned to the Black and Asian chambers of commerce?**
i. Pepsi is involved with the Hispanic Chamber of Commerce. As part of our 2022 community engagement plan, we have started outreach to the Colorado Black Chamber of Commerce. We have also begun outreach to the Asian Chamber of Commerce.

i. Is there a commitment to creating a community benefits agreement?
   i. It is our understanding that the City does not facilitate community benefits agreements.

3. Steering Committee Questions/Comments
   a. Overall support for the planning effort
   b. Can Community Benefits be negotiated between RNO and Pepsi Co?
      i. Pepsi is open to that conversation but would like to understand the expected commitment
   c. SC shared concerns regarding the anticipated truck traffic at Tower Rd
      i. How to minimize truck traffic along Tower Rd
      ii. With increased freight traffic how is the city mitigating road maintenance
      iii. Restrictions to freight traffic access to Pena Blvd based on FAIA regulations
      iv. Anticipated vehicle volume is estimated at 11 trucks per hour
         ▪ How are we mitigating noise disruptions due to freight traffic?
         ▪ What type of vehicles are expected?
         ▪ Most of the traffic will be accessing/departing Pepsi at off-peak times.
   v. Will light-rail eventually go to 72\textsuperscript{nd}?
      ▪ We still see this as an important asset in the long term, and is still supported by DEN’s vision