



# Communications Marketing and Events Update

Jessica Bixenman

April 28, 2026



littleongov

Original audio



littleongov Today is National Government Communicators Day! Meet our communications and marketing team, working every day to keep you informed about what's happening in Littleton! #GovCommsDay

6w



kateswinebarlittleton This is amazing!! 🍌🍌🍌🍌

6w 1 like Reply



kt.mcschnee You guys are doing such an amazing job!!! This video got me 😊

6w Reply



jennyhankinson Love it!! 🏠

6w 1 like Reply



erichyatt This is so awesome!

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reichardt916 Fantastic

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annetrujillo Fun!

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amyterrydenver This is so cute!

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February 20



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# Future Vision

Our vision is to act as a proactive strategic partner, aligning communication with organizational vision, amplifying community voices, and delivering innovative engagement that builds trust, inspires confidence, and moves our city forward.

COMMUNICATIONS AS A STRATEGIC  
PARTNER

## Loving Littleton Together

Littleton's 2026 Communications plan tells one clear story: Littleton is caring for what residents love today while thoughtfully preparing for the future.

### Littleton at Work - 3/26/26



**Matt Ristaino**  
Media Strategist

#### **On the Same Page: Sharing our 2026 Communications Plan**

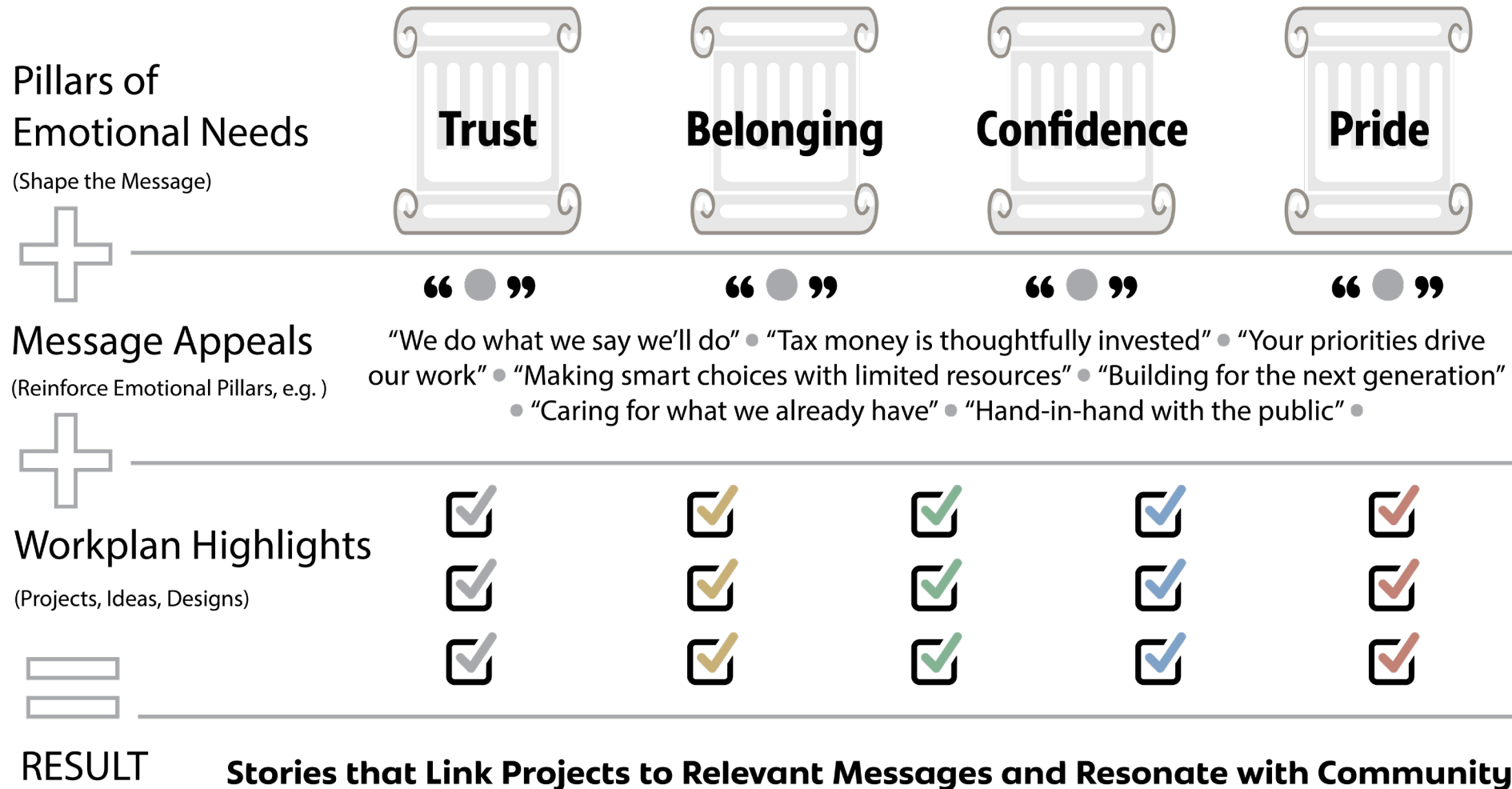
The 2026 Communications Plan is the storytelling and engagement arm of the City of Littleton's Horizon 2027 Strategic Plan. In 2026, the Communications Department will be using this plan to translate [Horizon 2027](#) from a planning document into lived experience for residents.

Every message, project highlight, and engagement moment we collaborate on with other departments will be designed to reinforce the five adopted strategic outcomes in Horizon 2027 and demonstrate visible progress toward a shared community vision. We want to tell one connected story: Littleton is caring for what residents love today while thoughtfully preparing for what comes next.

Throughout the year, we'll be sharing key messages from this plan in this newsletter in an effort to help everyone in the city be familiar with ongoing major projects and to understand how everyone's work is contributing to the city's bigger picture.

[The full 2026 Communications Plan is available on the Communications Department's HUB page.](#)

# Understanding “Why” – Connecting to “What”





# Littleton Plans for the Future While Caring for What Residents Love

As Littleton looks ahead to 2026 and beyond, one message connects every major project underway: the community's future is being built hand-in-hand with residents, with care, transparency, and respect for what makes Littleton special. From downtown streets to behind-the-scenes public works facilities, the city is focused on maintaining the places residents love today while planning responsibly for what comes next.

## Main Street Improvements Move into Design Phase

Project Downtown, a long-term initiative to reinvest in Downtown Littleton's infrastructure and public spaces, is moving forward with Phase 1 Main Street Improvements. The Main Street Improvements will modernize downtown infrastructure while preserving the area's historic charm — addressing deferred maintenance, restoring trees and additional green infrastructure, enhancing safety, walkability, accessibility and the overall experience for residents, visitors and businesses alike.

The city is currently soliciting professional design services for the project. Design work is expected to begin this spring, following the selection of a consultant. The Project Downtown Concept Plan will serve as the foundation for design, providing a shared vision shaped by prior community input.

- During the design phase, the city will refine:
- Technical and engineering details
  - Phasing and construction approaches
  - Cost and schedule considerations
  - Strategies to maintain access to downtown businesses and the area throughout construction

This phase is critical for balancing long-term improvements with the day-to-day needs of residents, visitors, and local businesses. Project updates will be shared as design progresses and milestones are reached.

## Essential City Services at Bellevue Service Center

While much of the city's work happens in plain sight, some of the most important investments take place behind the scenes. These are the buildings, vehicles, and systems that quietly keep Littleton running — maintaining streets, managing utilities, responding to storms, and protecting public safety every day.

This spring, the city will begin a Basis of Design (BOD) process for the Bellevue Service Center, home to several aging public works facilities. Many of these buildings have served the community for decades, some since shortly after World War 2, and now is the right time to plan for their future.

A BOD is an early planning and technical framework that helps define what is needed before detailed architectural design begins. It allows the city to step back, take a comprehensive look at operational needs, and understand long-term requirements before making major investment decisions.



This approach reflects a broader commitment to protecting history and public assets, and addressing infrastructure renewal thoughtfully and proactively, rather than waiting for failures that can be more disruptive and costly. By planning ahead, the city can ensure future facilities support modern operations, safe, and taxpayer investments, and continue delivering reliable services residents depend on every day.

## Town Hall Arts Center Renovation: Preserving History, Preparing for the Future

On Main Street, another important project reflects the same long-term thinking guiding the city's other investments. The Town Hall Arts Center Renovation is a partnership between Littleton Town Hall Arts Center, Inc. (THAC) and the City of Littleton to fully renovate the historic building — a beloved cultural landmark that has housed the theater since 1962.

Originally constructed in 1920, the building is a designated historic landmark and a cornerstone of Littleton's downtown identity. It was designed by renowned architect Jules Jacques Benedict.

Over the past century, Town Hall has seen multiple additions and renovations, but many core building systems are now at the end of their useful life. The proposed renovation has received a Certification of Appropriateness from the City's Historic Preservation Commission, ensuring the work respects the building's historic character.

The project focuses on renewing critical infrastructure systems including HVAC, electrical, elevators, fire safety systems, plumbing, and other conveying systems, many of which are outdated, no longer supported by manufacturers, or nearing failure.

Addressing the deferred maintenance now reflects the city's commitment to renewing infrastructure before breakdowns occur, avoiding more costly and disruptive repairs in the future while safeguarding public safety and historic integrity.

At the same time, THAC's renovation plans aim to preserve the theater's unique ethos while enhancing the patron experience. Planned improvements to the theater include a roof expansion and new fly rigging system, allowing for more dynamic productions and supporting the goal of becoming a premier cultural arts destination in the Metro area.

Project objectives also emphasize respect for the building's Main Street neighbors, creating a welcoming destination people want to visit, and restoring the sense of grandeur envisioned when the building first opened in 1920. Construction is anticipated to be completed within one calendar year.

Together, these efforts reflect the city's commitment to caring for what residents love: Littleton's places, services, and preserving stories today while planning thoughtfully for the generations who will inherit them.



## Utility Rate Study: Funding the Future Under our Feet

The public works department is conducting a comprehensive study of the fees, rates, and cost of service for Littleton's sanitary sewer and storm drainage systems. Littleton has struggled in recent years with aging sewer and stormwater infrastructure, including costly and disruptive emergency repairs following several culvert collapses. Ensuring rates and fees match the needs of upgrading this crucial infrastructure will help ensure Littleton can meet the future proactively, not reactively.

The study will provide recommendations to update the rates for sanitary sewer service, storm drainage, tap fees, development impact fees, and efficient utility billing. The assessment will look into cost recovery, and possible future debt financing of large-scale capital projects related to sewer and stormwater systems. Public communications and city council updates will be provided during the first half of 2026, with any approved rate changes taking effect in January 2027.

## Working Together for Future Evolution: Littleton Boulevard Subarea Plan

The Littleton Boulevard Subarea Plan will establish a unified vision for one of the city's most significant corridors. Building upon Littleton's 2024 Comprehensive Economic Development Strategy and community priorities, the plan will guide preservation, mobility, and reinvestment along this vital east-west corridor.

The plan will focus on enhanced safety and accessibility for all users, and evolve land use and design strategies to support future economic vitality, while acknowledging the corridor's rare mid-century modern architectural heritage.

The plan will be developed over the next year and a half, with a final version anticipated for presentation at the end of 2027. Throughout the process, the project team will work closely with the public and stakeholders to ensure the outcomes reflect community needs. The final plan will serve as a guiding document for decisions on future projects on and around Littleton Boulevard.

Phase I will take place in winter and spring 2026 and will focus on identifying assets and issues, and exploring what makes Littleton Boulevard unique. Community members can expect questions like "What do you love about Littleton Boulevard?" "What is working?" "What is not?" Keep an eye out for upcoming engagement opportunities!

## Fine Tuning: Charter Review Committee Prepares to Present Recommendations

The charter is like Littleton's constitution — it defines the organization, powers, functions, and essential procedures of city government, and can only be changed by a vote of the people.

Littleton's Charter Review Committee (CRC) is on track to present its findings this spring, following the first comprehensive review of the city charter in more than a decade. Completing this review helps ensure Littleton has high-quality governance under a fair and effective charter.

Committee members are tasked with reviewing existing charter sections and recommending revisions to city council based on best practices in similar municipalities, adopted legislation that now makes a section or sections contradictory, or other clean-up as needed.



## QUARTER 1 STRATEGIC FOCUS

# Listening & Laying the Groundwork

- Establish Trust and Credibility
- Show 2025 planning becoming 2026 action
- Build awareness of major work underway
- Launch engagement with a listening-first approach



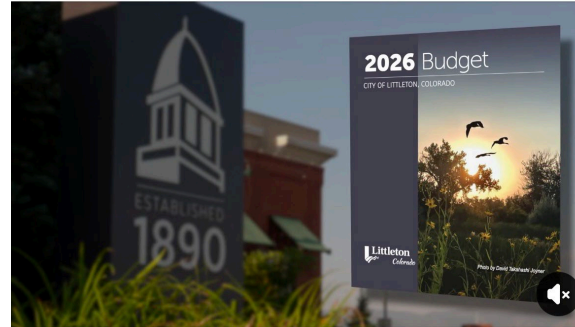
## QUARTER 1: WHAT WE PRIORITIZED

# Listening and Laying the Groundwork

- Clear explanations of City responsibilities
- Early and proactive communication
- Launching engagement before decisions are finalized



Littleton is planning ahead to care for what we already have. The 2026 city budget supports the community priorities in the Horizon 2027 plan by investing the places we love, and preparing for what's next. Watch this video to learn more:



## Sewer and Stormwater Rate Study



Littleton's sewer and stormwater systems protect public health, homes, businesses, and the South Platte River. Utility rate increases are necessary to ensure the city can maintain, repair, and reinvest in this critical infrastructure before failures occur.



*What's hiding beneath our streets? Pipes like these serve our community for decades — until they can't. The Sewer and Stormwater Rate Study will ensure that rates and fees match the needs of upgrading crucial infrastructure, and help the city meet future repairs proactively.*

QUARTER 1

# Community Engagement

- Let's Talk Littleton
- Early input on key planning efforts
- Shift toward 'listening first' engagement model



## Current Projects



### Santa Fe / Mineral Improvements

The intersection of South Santa Fe Drive and West Mineral Avenue will see major improvements.



### Project Downtown: Main Street Phase 1

The City of Littleton has developed a downtown mobility and streetscape improvements plan call...



### Sewer and Stormwater Rate Study

The study will provide recommendations to update the rates related to sewer and stormwater systems.



### Littleton Boulevard Subarea Plan

The focus of a comprehensive visioning plan balancing preservation, progress, and safety.

# Featured Work Underway

- Pavement Management Program
- South Metro Waste Diversion Plan
- Bellevue Service Center Basis of Design
- Littleton Museum HVAC Upgrades



Littleton, CO – Government

6d ·

Major capital projects are underway throughout the city! Here's what's "In the Works" across Littleton — and when you can expect to see results.



- Charter Review Committee Recommendations
- Facilities Master Plan initiation
- Climate Risk and Vulnerability Assessment
- Utility Rate Study continued



blancamckissick Kudos 🙌🙌 Your new social manager or social strategy is fantastic. Loving all the latest content!

4d Reply



sp4cem0nk3yy Why Littleton lowkey funny

1w Reply



littletonsocialcycle I love this idea!

2w Reply



littleton.for.all Love this so much!

3w Reply



creativegracehomes I love this for a thousand reason!! Thank you !!!!! ❤️❤️❤️ For All that you DO!!

5w Reply



kt.mcschnee You guys are doing such an amazing job!!! This video got me 😂

5w Reply



Laura Jones

This worked on me. Social Medial manager needs a raise lol

2w Like Reply Hide

## QUARTER 1

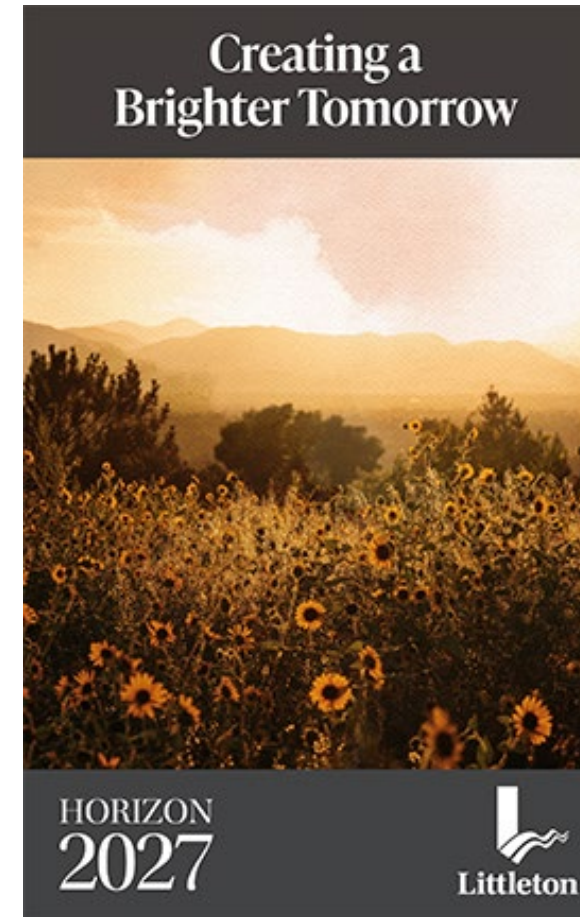
# Signals of Success

- Reduced confusion on major initiatives: understanding the ‘why’
- Understanding of how projects connect citywide
- Growing understanding of infrastructure needs
- Improved trust and sentiment

QUARTER 1

## How this supports Council Goals

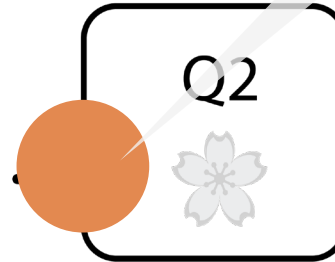
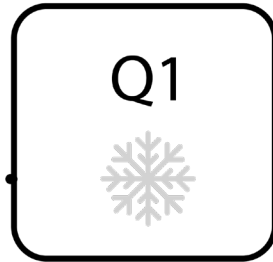
- Advances Horizon 2027 outcomes
- Demonstrates accountability and follow-through
- Builds foundation for future investment conversations



# Where are We Now?

We Are  
**HERE**

2026  
Timeline:



## Laying the Groundwork

## Sharing the Work

Workplan  
Highlights+  
Messaging

- Littleton Boulevard Subarea Plan
- Project Downtown: Main Street Phase 1
- Santa Fe and Mineral Improvements
- Belleview Service Center
- Pavement Management
- Museum HVAC
- Transportation Master Plan
- Utility Rate Study

- Street Resurfacing
- Facilities Master Plan
- Utility Rate Study
- Resident Survey
- Waste Diversion
- Sustainability and Climate
- Safer Streets Littleton

QUARTER 2

# Looking Ahead to Q2

- Deeper education on aging infrastructure
- Connecting safety and sustainability
- Showing how input shapes real decisions

on Report April/May 2026



## Eyes on the Horizon: Major Projects and Community Engagement in 2026

From upgrading aging infrastructure to shaping the future of key corridors, the City of Littleton is advancing multiple planning efforts this spring that will strengthen the community for decades to come. These projects, ranging from the Bellevue Service Center building replacements and climate resilience planning to transportation improvements and utility system upgrades, reflect the city's commitment to planning ahead, maintaining reliable services, and ensuring residents have a voice in shaping what comes next.

### Pressing Ahead: Pavement Management Program Picks Up the Pace

Dozens of miles of Littleton streets will see repairs and upgrades this year thanks to an \$8.3 million investment in the Pavement Management Program, part of addressing critical infrastructure needs citywide.

The City of Littleton's street network consists of approximately 350 lane-miles, with both concrete and asphalt streets. Street conditions are impacted by factors including precipitation and temperature, the weight and volume of vehicle traffic, and the age of the pavement or concrete.

Littleton uses several maintenance and preservation strategies to keep the street network in optimal condition. For asphalt streets, pavement treatments vary from chip sealing, patching, and slurry sealing to filling in cracks and potholes, to more significant roadwork such as mill and overlay where the top layers of the street are removed and replaced with new asphalt.

More than 10% of the city's lane-miles will be addressed in 2026:

- 16 lane-miles of mill and overlay;
- 38 lane-miles of surface sealing;
- 15 lane-miles of reconstruction;
- Completion of the second phase of the Euclid Avenue Complete Street Project.

Meanwhile, the city's street maintenance division consistently fills potholes throughout the year, many of which are reported by the community via the SeeClickFix app.

Littleton's roadwork is getting noticed — the City of Littleton and contractor Chavez Construction won a "Best in Colorado" award from the Colorado Asphalt Pavement Association for the 2025 Street Rehabilitation and Reconstruction Program. This \$12 million project in the Bow Mar South neighborhood included both mill and overlay and eight inches of full depth reclamation, followed by five inches of new asphalt, with total quantities of 8,300 tons.

The Pavement Management Program will continue its accelerated pace in 2027, with dozens more lane-miles slated for repair and upgrades.

Report concerns about street conditions or other issues at SeeClickFix.com/Littleton. Find more information about traffic impacts from public works projects at LittletonCO.gov/ConcZone.

### Building Resilience Below the Surface: Sewer and Stormwater Rate Study Moving Ahead

The City of Littleton is conducting a comprehensive study to update sewer and stormwater rates. These updates are essential to funding critical repairs and maintaining the infrastructure that protects Littleton homes and businesses, public health, and the South Platte River. The city's 129 miles of sanitary sewer and 53 miles of storm drains operate 24/7, and many parts of the systems are aging. Proactive upgrades will

prevent service disruptions and address public safety concerns.

Sewer and stormwater bills directly fund essential infrastructure improvements and proactive maintenance. Over the next ten years, the city plans to repair or replace 24 miles of sanitary sewer, replace 15 miles of storm drains, and work with partners to modernize the South Platte Renew wastewater treatment facility. Addressing these needs now avoids the significantly higher costs and public safety risks associated with emergency repairs.

To ensure fairness and accuracy, the city is partnering with an independent consulting firm, Rattells, to conduct a comprehensive rate study. The study will align sewer and stormwater bills with the actual cost of service, including upgrades to critical infrastructure and regular maintenance, and ensure the city can continue to provide reliable service. Rates were last adjusted in 2021.

The project team is scheduled to present the results of the rate study at a city council study session on May 12. When the study results are available, updates will be shared at LetsTalkLittleton.org. The city will also host community meetings to provide updates on new rates, their impacts on utility bills, and how they will support long-term reliability in Littleton.



### Charter Review Committee on Track for April Recommendations

The charter is like Littleton's constitution — it defines the organization, powers, functions, and essential procedures of city government, and can only be changed by a vote of the people.

Littleton's Charter Review Committee (CRC) is on track to present its findings this spring following the first comprehensive review of the city charter in more than a decade.

Committee members are tasked with reviewing existing charter sections and recommending revisions to city council based on best practices in similar municipalities, adopted legislation that now makes a section or sections contradictory, or additional clean-up as needed. Completing this review helps ensure Littleton has high-quality governance under a fair and effective charter.

The CRC is currently scheduled to make its final recommendations to city council at the April 14 study session. Keep an eye out for a rundown of the committee's recommendations in upcoming editions of the Littleton Links e-newsletter, or the next issue of the Littleton Report. Subscribe to Littleton Links at LittletonCO.gov/Subscribe.

### Street Smart: Littleton Boulevard Subarea Plan Kicks Off

How should one of Littleton's key corridors evolve? The Littleton Boulevard Subarea Plan will kick off with an open house this spring, part of many upcoming opportunities for the community to build a vision for the future.

The plan will guide preservation, mobility, and reinvestment along this vital east-west

corridor. The plan will focus on enhanced safety and accessibility for all users and evolve land use and design strategies to support future economic vitality, while acknowledging the corridor's unique mid-century modern architectural heritage.

The plan will be developed over the next year and a half, with a final version anticipated for presentation at the end of 2027. Throughout the process, the project team will work closely with the public and stakeholders to ensure the outcomes reflect community needs.

Phase 1 will launch this spring and will focus on identifying assets and issues, and exploring what makes Littleton Boulevard unique. Community members can expect questions like "What do you love about Littleton Boulevard?" "What is working?" "What is not?"

Want to weigh in? The project page will be launched this spring on LetsTalkLittleton.org, or residents can attend the upcoming open house meeting on Thursday, April 9 from 4 to 6:30 p.m. at the Littleton Public Schools EPIC Campus at 190 E. Littleton Boulevard.

### City Moving Forward with Transportation Master Plan

Littleton is moving forward with the first steps of updating its Transportation Master Plan (TMP), the long-range roadmap that guides how people move safely and comfortably around town — whether they walk, bike, drive, roll, or ride transit.

First adopted in 2019, the TMP set a bold direction for making Littleton's streets safer and more welcoming for everyone. Since then, the city has launched Safer Streets Littleton, expanded neighborhood traffic calming, and completed several key corridor and safety studies. With new data, new tools, and a changing community, it's time to refresh the plan and look ahead to the next decade.

The city published a solicitation for a consultant for the project in March, with an anticipated project kickoff coming in August or September. The update process is expected to take about 18 to 20 months to complete.

Community input will be at the heart of every stage. Residents, businesses, and schools will be invited to share their experiences, identify trouble spots, and react to draft recommendations. Engagement will include in-person meetings, online surveys, and opportunities to weigh in on the project.

To make participation easy and accessible, the city will use its new tools, including Let's Talk Littleton, the online home for major city projects, as well as Littleton Links, the city's e-newsletter.

The updated TMP will help the city prioritize safety investments, support vibrant businesses, coordinate with land use and development decisions, and make the most of limited transportation dollars. Together, these efforts will help Littleton be a place where it's easy to get around, connect with neighbors, and enjoy the places residents and visitors love.

Stay updated by subscribing to Littleton Links at LittletonCO.gov/Subscribe and explore LetsTalkLittleton.org to discover ways to get involved.

### Resident Surveys to Guide City Decision-Making

Littleton residents are invited to share their priorities through the 2026 Littleton Resident Survey. Conducted every two years, the survey helps ensure the city is planning with the community by gathering feedback on services, amenities, and overall quality of life.

Community input from past surveys has directly informed city priorities and investments, shaping decisions that reflect what matters most to residents. Residents will have multiple opportunities to participate, with more information on how and when to take the survey coming soon. Survey results will be shared publicly to help guide future planning and resource decisions.

### Planning for the Future: Bellevue Service Center Update

City leaders are working with a consultant team to develop a Basis of Design (BOD) for the future replacement of Buildings 2 and 3 at the Bellevue Service Center, which supports many of the City of Littleton's core public works operations.

The Bellevue Service Center is home to facilities and vehicles that keep Littleton running — maintaining streets, managing utilities, responding to storms, and supporting public safety. Many of these buildings have served the community for decades, some since shortly after World War 2.

A BOD is an early planning and technical framework that helps define what is needed beyond detailed architectural design begins. This phase focuses on understanding how city staff currently deliver services, and identifying what a future facility will need to support those operations. Early planning work ensures city leaders understand operational needs before making major investment decisions.

Over the coming months, the project team will be meeting with staff across multiple divisions to document operational needs, equipment requirements, and opportunities to improve efficiency and safety in a new facility. The goal of this effort is to ensure that any future investment in the Service Center is carefully planned, cost-effective, and designed to support the community's needs for decades to come.

This approach reflects the city's commitment to addressing infrastructure renewal thoughtfully and proactively, rather than waiting for failures that can be more disruptive and costly. By planning ahead together, the City of Littleton can ensure future facilities support modern operations, safeguard taxpayer investments, and continue delivering reliable services residents depend on.

### Protecting Littleton's Cultural Treasures: Museum HVAC Upgrades

The Littleton Museum is beginning critical upgrades to its heating, ventilation, and air conditioning systems — work that protects both the museum's collections and its ability to bring world-class exhibitions to the community.

Much of the Museum's mechanical equipment dates to the building's 2004 expansion and has now reached or surpassed its expected service life. System failures began occurring nearly constantly in 2023, prompting initial work to rebuild the chiller and internal air handling units. Remaining work includes replacement of equipment critical to maintaining museum standards year-round. Engineering evaluations project the new equipment will reduce energy consumption by 27% for electricity and 29% for natural gas, resulting in significant long-term utility savings.

The museum's standing as a Smithsonian Affiliate and its accreditation by the American Alliance of Museums requires strict environmental standards. This investment prevents emergency failures, expands exhibition opportunities, and demonstrates responsible stewardship of community assets while ensuring Littleton can continue offering high-quality cultural programming and safeguarding the permanent collection for future generations.

Learn more about the Littleton Museum at LittletonMuseum.org



# Visit Littleton Overview

Alexandra Vander Pol

April 28, 2026



# MISSION, VISION, AND GOALS

- To serve as the City's tourism and marketing arm in collaboration with City partners and businesses who drive tourism.
- To strengthen and promote the vibrant arts and culture community by serving as a facilitator of partnerships and marketing opportunities.
- Connect local businesses, events, and experiences with the people who want to discover them.
- As the #1 resource for both locals and visitors, the Visit Littleton website serves as a marketing platform for businesses and events.



# How Littleton Is Celebrating the 250/150 Anniversary



## 250/150 Webpage

- New webpage that features events, exhibits and happenings that celebrate history.
- Serves as a resource for residents and visitors and history buffs alike.



## Illuminate Littleton

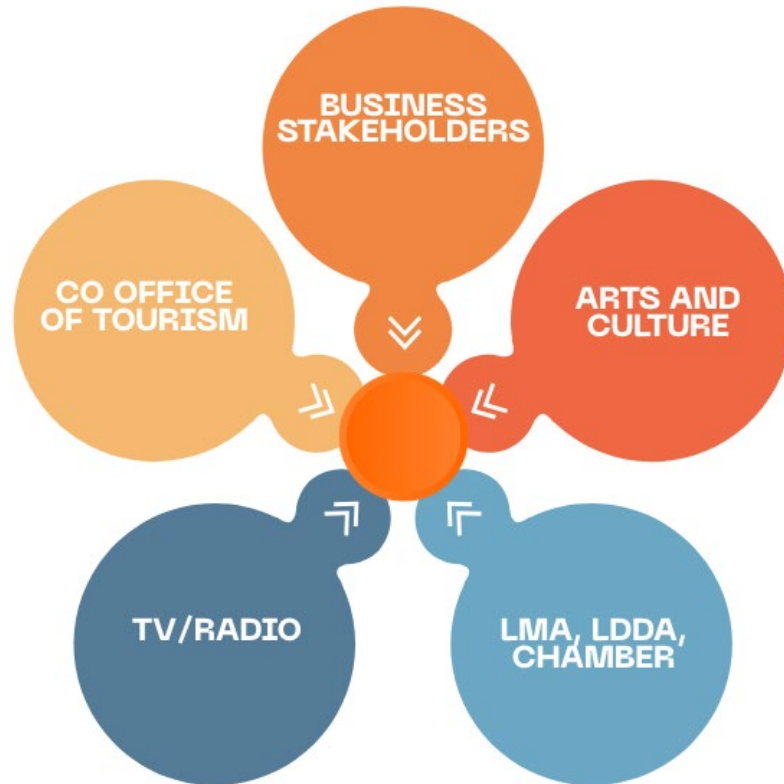
- Friday, July 24, 6-10 p.m.
- Main Street will transform into an open-air dining event filled with illuminated décor and installations, music, performances and more.
- The event will culminate in a spectacular 250/150 anniversary drone show.
- Partners with local businesses, the State, and Lift Up Littleton

# Arts and Culture Grant at Work

Visit Littleton's marketing and tourism plan is designed to build strategic partnerships, expand digital reach, and elevate awareness of everything that makes Littleton special, from its charm and vibrant arts scene to its local businesses and signature events.



## VIST LITTLETON PARTNERSHIPS



Visit Littleton cannot continue to grow without our partners, investment from the City and the community, and seeking feedback to continue improving each year.

## Marketing and Tourism Plan Overview

- Through a matching grant, partner with the Colorado Tourism Office and their ad agency to digitally market Littleton to visitors outside of Colorado using tools, resources and algorithms that are normally outside of our reach.
- Market existing, established, popular events such as Illuminate Littleton, the Block Party, Western Welcome Week, and the Candlelight Walk and connect their constituents with our hotel partners.
- Work with key stakeholders such as Carboy Winery, AdventHealth Littleton, and Hudson Gardens to increase visitors and their length of stay and spend, as well as heads in beds.
- Cultivate partnerships with event and wedding venues in and surrounding Littleton for cross-promotional opportunities.

# Save The Date

## 2026 Events

- MGE #1 at Harlow Park- Wednesday, June 10
- The Block Party– Saturday, June 13 (combined with Little Jam)
- Boards and Commissions Dinner at Hudson Gardens –Wednesday, June 17
- 4<sup>th</sup> of July at Cornerstone Park – July 4
- MGE #2 at Sterne Park- Wednesday, July 15
- Central Bank’s Illuminate Littleton presented by The Diamond Reserve - Friday, July 24
- WWW Opening Night (combined with Little Jam) – Friday, August 7
- WWW Parade – Saturday, August 15
- MGE #3 at Southbridge Park – Wednesday, August 19
- State of the City – September
- Candlelight Walk – Friday, November 27

