



**TOWN COUNCIL
2018-20
ACTION PLAN
DRAFT**



TOWN OF VAIL

PROPOSED 2018-20 COUNCIL ACTION PLAN



COMMUNITY



COMMUNITY

GOALS

Engage our community in honoring social, recreational, cultural, and educational values that will guide sustainable strategies throughout our neighborhoods as the foundation of our town's continued success.

Ensure that our residents are afforded the opportunity to live and thrive in our community.

- Balanced community composition
- Civic area enhancements
- **Housing as necessary infrastructure to our community**
- Regional opportunities **for housing and amenities**
- Educational enrichments to enhance our community
- Leadership role in well-being and health of our community
- Ensure that all members of community are informed and engaged

COMMUNITY

INITIATIVES

- **Create opportunities to build our community**, inclusive of discussions about the future of West Vail
- Explore the idea of **building upon the idea for a** “civic area” using municipally owned properties that would serve the community with government, cultural and recreational services
- Enhance community living and amenities by exploring regional opportunities for housing and recreation
- Actively **engage all members** of the community, **including youth**, in matters of public interest and maintain high level of transparency and outreach
- **Evaluate options for securing permanent funding source for housing**
- **Continue to build our relationship with Red Sandstone School**

COMMUNITY

TOWN COUNCIL PRIORITIES

- Continued success of Red Sandstone Elementary School
- Housing Strategic Plan update
- Explore local and regional housing opportunities
- **Execute the preferred** strategy for permanent funding for VLHA
- **Allocate resources to** *Vail InDeed* Program
- **Develop objectives for** Timber Ridge Redevelopment
- Bolster civic engagement on policies, programs, and community planning endeavors:
 - Civic Area Plan inclusive of possible redevelopment of Dobson Arena and other municipally owned properties
 - West Vail **Master Plan**
 - Update Vail 20/20 Strategic Plan
- **Be a leader in addressing mental health issues throughout out community**

ECONOMY



ECONOMY

TOWN COUNCIL GOALS

Preserve our vibrant and diverse economy that keeps Vail at the forefront of our resort competitors.

- Update long range strategic plans to enhance competitiveness of the Town of Vail
- Create community spaces that support iconic events as well as arts, cultural, culinary and local community programming
- Collaborate with Vail Resorts on resort programming, special events, the guest experience, and municipal services
- **Diversify our economy** with focus upon recreation and vitality within the business community

ECONOMY

INITIATIVES

- Prepare long range financial plans that support the mission and vision for the community
- Continue working with local business community stakeholders to help formulate future decisions supporting diverse resort economy
- Study opportunities for multi-use facility that would support the many demands for a venue space by the public, private, and non-profit sectors
- Stay abreast of competitive trends and cutting-edge technologies that could greatly benefit the Vail economy
- Broaden the discussion regarding public parking and include all seasons
- Pursue seamless transit with our regional transportation partners
- Peer resort and global friendship exchanges to share best practices
- Proactive approach to lodging trends

ECONOMY

TOWN COUNCIL PRIORITIES

- Evaluate emerging technologies including autonomous vehicles, rapid charging infrastructure, and related transportation innovations
- Study opportunities for multi-use facility and explore ways to better activate existing town facilities
- Update Economic Strategic Plan
- Plan for next projects involving Tax Increment Financing (TIF)
- Assist Parking Task Force in formulation of better year-round parking and transportation strategies
- Identify informal spaces for community and visitor interaction

EXPERIENCE

EXPERIENCE

GOALS

Deliver on the promise, *Vail. Like nothing on earth* that also supports “**preserving our natural environment**”, in everything we do.

- Excellent municipal services
- Convenient, efficient, and safe parking and transportation venues
- World class recreational amenities
- Define, from an experiential standpoint, the *Vail Way* (entrepreneurial spirit and innovation)
- Collaboration **with community partners** to develop programs and goals to elevate the Vail experience

EXPERIENCE

INITIATIVES

- Address customer service training
- Enhance municipal services with a review of community survey input and continue to provide an excellent level of service that meets the “Vail Standards”
- Improve the quality and convenience of parking and transportation for both locals and guests
- Develop a technology plan **that identifies initiatives that will enhance our guest and resident experience**
- **Keep and cultivate** premier recreational and cultural amenities and events
- Seek opportunities to deliver world class educational programs
- Be a leader in developing an exceptional and professional workforce

EXPERIENCE

TOWN COUNCIL PRIORITIES

- Update Transportation Master Plan and coordinate with neighboring jurisdictions regarding regional transit enhancements
- Parking and Pedestrian Enhancement Plan
- Managed parking long term plan
- Focus on arts and iconic events
- Provide excellent municipal core services, utilizing survey input to identify specific areas for improvement
- Assemble task force to explore educational programs
- Professional workforce culture
- **Embrace competitive technological opportunities and shared economy**

SUSTAINABILITY



SUSTAINABILITY

GOALS

Balance our economic, environmental, and social needs to deliver a sustainable community.

- Strategic implementation of environmental programs
- Excellent stewardship **by monitoring and maintaining** our natural environment
- Regional collaboration, resource sharing, and governance
- Climate action to achieve reduction of greenhouse gas emissions
- Sustainable economic and social development
- Implement employee sustainability programs
- Reduce the environmental impact of transportation
- **Explore and encourage** sustainable building practices

SUSTAINABILITY

INITIATIVES

- Pursue measures to meet requirements of Sustainable Destinations certification
- **Develop environmental programs** that respect and preserve our natural environment, open spaces, and wildlife habitat
- **Collaborate at the regional level** to help reduce greenhouse gas emissions and develop alternative energy sources
- Develop strategies to maximize solid waste diversion and recycling
- Create a cultural and heritage preservation program
- **Identify local climate action strategies**
- **Public outreach and ongoing education relating to Town initiatives**
- Formulate resilient economic strategies

SUSTAINABILITY

TOWN COUNCIL PRIORITIES

- Implementation of Gore Creek Plan
- Comprehensive Open Lands and Trails Plan
- Update Environmental Strategic Plan
- Update Vail Nature Center Master Plan
- Implement renewable energy offset to street-heating
- Enhance regional transit
- Develop practices to bolster employee retention, productivity, and overall engagement
- Institute measures to best mitigate wildfire danger
- Continue with emergency preparedness
- **Develop a local Water Efficiency Plan**