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**Memorandum**

To: Mayor and Town Council  
From: Greg Clifton, Town Manager  
Date: August 2, 2018  
Subject: Town Council 2018-20 Action Plan

**I. SUMMARY**

The latest draft was approved by consensus on July 17th, with few edits. Those edits have been incorporated, and Council has directed that this be slated for action at the August 7<sup>th</sup> meeting. The text is identical to what was approved. We have polished the format of the document, and it remains draft at this juncture, with the presumption of formal approval by the Council.

**II. BACKGROUND**

The process of formulating the three-year Action Plan commenced during Council's retreat on January 9<sup>th</sup> of this year. The Council again retreated on May 15<sup>th</sup> and the goals and action items were discussed in detail. The discussion continued during the Council's regular meeting on June 5<sup>th</sup>, and the outcomes of these three prior meetings were again presented to the Council on July 17<sup>th</sup>. With few edits emerging from the July 17<sup>th</sup> meeting, the draft final is now attached for your review and approval.

**III. ACTION REQUESTED**

Council is requested to formally approve the 2018-20 Action Plan. The following motion is suggested:

*"I move to adopt the 2018-2020 Vail Town Council Action Plan as presented."*

## COMMUNITY

An engaged community with social, cultural and educational values

## ECONOMY

A vibrant and diverse economy that keeps Vail at the forefront

## EXPERIENCE

World class recreational amenities

## SUSTAINABILITY

Excellent stewardship of our natural environment

**DRAFT**



West Vail Community Garden

## VAIL TOWN COUNCIL ACTION PLAN

2018-20









## OUR MISSION

Grow a vibrant, diverse economy and community and preserve our surrounding natural environment, providing our citizens and guests with exceptional services and an abundance of premier recreational, cultural and educational opportunities.

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## OUR VISION







## 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 citizens 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
- Inform and engage all members of our community

## INITIATIVES

- Create opportunities to build our community, inclusive of discussions about the future of West Vail
- Build 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
- Inform and engage all members of the community, including youth, in matters of public interest and maintain high level of transparency and outreach
- Secure a 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 housing
- 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
  - Start a community engaging visioning process
  - Be a leader in addressing mental health issues throughout our community



## 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

## 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
- 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







## GOALS

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

- 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

## INITIATIVES

- Implement 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





## 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
- 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

## 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
- 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
- Create a Cultural and Heritage Preservation Program







## VAIL TOWN COUNCIL ACTION PLAN 2018-20

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